
ONLINE SUCCESS BUSINESS BLUEPRINT



THE COMPLETE 10-STEP SUCCESS BLUEPRINT
TO CREATE A PROFITABLE BUSINESS ONLINE

BY JASON BOREYKO

WELCOME MESSAGE FROM JASON

Welcome! Have you been looking for the perfect online business and you just can't seem to find the right one?

It can be very challenging and confusing with so many business opportunities available online! It's hard to choose, but when you find that business that's right for you, it will CHANGE YOUR LIFE!

I know this to be true, because that is what happened to me. I was in a dead-end job and over \$10,000 in debt. Then I found the right business with the right system and it CHANGED MY LIFE!

In fact, for the past 30 years, I have been helping people find the perfect business so they can work from home and change their lives too!

Our team has developed some of the most powerful marketing systems ever created for the home-based business industry!

One of my systems generated over a BILLION dollars in revenue and helped thousands of people, just like you, create an amazing income working from home (or anywhere). In fact, our system was so powerful that 40 people became Millionaires!

As a home business entrepreneur, you also need a system for success, and it MUST include a powerful marketing system to promote and grow your business. I have used my 30+ years of experience and success to create this system to help others achieve success so I can "pay it forward."

So if you are looking for a way to make a serious income from home while working online AND start living your dreams, the Online Success Business Blueprint will teach you how step-by-step.

My team and I will show you how to create a powerful online marketing system - and most importantly how to create or select the best product or service for you to make money online today!

Wishing You Online Success,
Jason Boreyko

WELCOME!

We hope the Online Success Business Blueprint guide will provide you with the information you need to build a successful online business.

We hope that your online business will be successful and allow you to create the life and lifestyle of your dreams working from home.

Once you create your successful online business, we would love to hear your success story so we can share it with others to inspire and empower them to start their own online business.

WE WISH YOU SUCCESS!



WAIT!

LOOKING FOR A DONE-FOR-YOU SYSTEM?

If you are looking for a turnkey system that is already DONE FOR YOU so you can start making money online right away, check out our 21-Day Global Business Builder System for FREE!

www.Free21Day.com

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STEP 1 - ONLINE MARKETING BUSINESS MODELS

In this chapter, we will review a variety of online marketing business models. If you are interested in starting an online marketing business, then you need to know what business models are available and how to choose the best one to achieve your personal and professional goals.

There are many different business models that we will cover in this chapter, and you can make money from every single one of them if you choose to do so. However, it is best to choose just one business model to start.

Introduction to Online Marketing

Before we get into the business models, let's talk about online marketing in general. Loosely defined, online marketing is any type of business that you conduct on the internet to make money.

Online marketing got started when people realized they could influence where their website landed in the search engine results. Since then, the market has exploded to the point where it seems that everyone is doing some type of online marketing, from moms to large corporations.

Online marketing is the best business to start for several reasons:

- ✓ First, you have unlimited income potential. There are many people making thousands of dollars and there are people making hundreds of thousands to millions of dollars from their online marketing ventures.
- ✓ In addition, online marketing can be structured to create a residual, or passive, form of income that continues day after day, week after week, year after year if done correctly. That means that you can be doing something else – even working a full-time job – and still be making money with your online marketing efforts.

The greatest advantage to having your own online business is that it is YOUR OWN! You are your OWN boss in charge of your OWN business, your OWN income and your OWN life! You can create the lifestyle of your dreams working from home – or from anywhere.

Defining the Business Model

Online marketing is composed of various business models. A business model is simply a method of making money online. There are some models that have proven very effective for online marketers, such as Amazon. People are also creating more opportunities daily to make money online.

We will review the most popular ways to make money online in detail so you will understand how they work and you can determine which one is best for you.

Affiliate Marketing

Affiliate Marketing is the first online marketing business model we will review, and it is also the most popular since it is considered one of the fastest easiest ways to make money online with no experience or expertise. So we will go into more detail in this section for that reason.

Affiliate Marketing or “Referral Marketing” is simply referring a customer to a company and receiving a referral or affiliate commission if they purchase that company’s products or services.

You have probably been doing Affiliate Marketing for most of your life – whenever you referred a friend to your favorite restaurant, movie, book, store, service, product, etc. – you just didn’t get paid a referral or affiliate commission for doing it.

That is why it is such a great business model for new entrepreneurs with no business experience and no start-up capital. You can make money quickly by simply referring people to products and services - and you already know how to do that.

Another advantage of the Affiliate Marketing model is that the company you are referring customers to handles all of the work, so after the referral, your work is done. They handle everything else including website creation, product creation, product packaging, product inventory, payment processing, product packing, product shipping, product tracking, customer service and customer returns.

Another reason it is a great business model for new entrepreneurs with no business experience is that there is no risk. You are not risking your own capital. The company you are referring people to takes all the risk.

If you are looking for Affiliate Marketing products and services, start with your own favorite products and services and check to see if they have an affiliate or referral rewards program. You can also do a search online for “Affiliate Program” to see what is available that interests you.

Another place to look for Affiliate Marketing products and services is Clickbank, which is probably the largest and most popular hub that Affiliate Marketers use. Other reputable hubs are Amazon Associates, eBay Partner Network, Rakuten Linkshare, Affiliate.com, Commission Junction (CJ), PeerFly, ShareASale, JVZoo Digital Network and Market Health.

One of the most popular and well-known Affiliate Marketing models is to become a Brand Ambassador or Independent Representative for a Direct Sales or Network Marketing company since it is 100% turnkey business with everything provided for you, including marketing.

If you are not familiar with the industry, you may be familiar with companies such as Avon, Tupperware, Mary Kay, Pre-Paid Legal, Primerica, etc. - companies that have been around for many years. Due to the industry's popularity, there are now thousands of great companies with thousands of great products and services for you to promote.

You can choose from categories such as health, nutrition, weight loss, kitchen gadgets and cookware, gourmet foods, makeup and skin care, personal care, pet care, household gadgets, household cleaning, gardening, home decorating, candles, scrapbooking, crafts, toys, books, clothing, gifts, jewelry, travel and more. They also offer various discounted services such as legal, insurance, cell phones, TV and more.

In most cases, it is beneficial to choose a category that interests you or a category where you already have a market. For example, if you are a natural health practitioner, your obvious category would be health, nutrition, weight loss, etc. since that is your area of expertise and you already have patients or clients paying you for your services and recommendations.

In 2018 in the United States alone, over 36 million representatives were responsible for generating an estimated \$35 BILLION in sales referrals – and it is growing exponentially. Also consider that these figures do not include all the markets around the world where this business model is also very popular and growing exponentially.

Another reason for the popularity of the Direct Sales and Network Marketing industry is that these companies offer residual (recurring) commissions that allow you to continue to make more money day after day, week after week or month after month, rather than a one-time affiliate commission. Many companies also offer additional bonuses and incentive rewards such as car bonuses and luxury trips.

Another benefit of Direct Sales and Network Marketing companies is that they pay commissions on more than just your own referral sales. For example, if you refer a customer who makes a referral sale of their own, you get a referral commission on YOUR sale and THEIR sale too if the commission plan includes more than one level or tier, which most do.

Direct Sales companies typically offer one or two levels or tiers of commissions, while Network Marketing companies typically offer many levels or tiers of commissions and bonuses. However, the two types of companies have become interchangeable, so check the affiliate “Compensation Plan” for each company to see what is offered.

Another benefit of this Affiliate Marketing model is being part of a team or community of entrepreneurs that includes experts to train, coach, mentor and support you. This is appealing to many entrepreneurs who would rather not go through the entrepreneurial journey alone.

In fact, in this business model, an existing company representative must sponsor (enroll), train and mentor you in your new venture. Obviously, you should choose a sponsor who is very experienced and very successful. It is also important that you find someone you can work well with long-term.

If you choose this Affiliate Marketing business model, do a search online for “Direct Sales” or “Network Marketing” to find a company that has products or services you would like to promote. Try to find companies with products that have not already saturated the market. New companies with new products are often the most lucrative since the number of people marketing them is much smaller.

Then search for the most successful top-ranked representatives in that company. Every company has a rank system, so if you look at their “Compensation Plan” you will see the top ranks to look for to find the most successful company representatives. Look for those who are experienced trainers, coaches and mentors, most of which have their own website promoting themselves as industry experts (not just their own company website since everyone gets the same company website).

Amazon Affiliate

The next Affiliate Marketing model that we are going to discuss is the Amazon Affiliate program. The reason that the Amazon program isn't lumped in with the other Affiliate Marketing programs listed above is because it is unique, and it is so good that it deserves its own section. Amazon has everything that you could possibly want listed on their website.

It doesn't matter what product you are looking for, Amazon almost certainly has it. As an Amazon Affiliate, if you send someone to Amazon to buy a product they were going to buy anyway, Amazon pays you a commission when they buy.

All you have to do is get people to your page, determine what products they are interested in, then send them to Amazon to buy that product. This strategy works especially well if you have a specific niche. Then your marketing can also be niche-specific to attract the right type of customers who are most likely to buy what you are promoting.

For example, if you are a massage therapist and fitness expert that wants to create an additional revenue stream, you can recommend items related to your practice. You can curate the best massage supplies such as massage lotions, essential oils, at-home massagers, books and more. For fitness, you can curate the best fitness clothing, shoes, accessories, exercise mats, exercise bands, weights, books and more.

Many enthusiasts already belong to niche interest groups or they have created their own groups online or on social media, making it easy to find your perfect niche target market of customers.

Content Marketing

Next, we are going to discuss the Content Marketing business model. Content Marketing is a business where you create content such as website content, blog post content, social media post content, etc. to help business owners increase their brand/product awareness, credibility, authority and rank in the search engines. It can also include info products which are covered in the "Info Products section of this guide.

In fact, content marketing is one of the hottest, largest and most lucrative markets since every business needs a good content marketing portfolio and strategy and most business owners do not have the time or the skills to create it themselves.

Search Engine Optimization (SEO) is one of the most important reasons business owners are willing to pay for high quality relevant content. In the SEO world, “Content is King” because content that includes the most relevant keywords for a product or service will give a website a higher search engine ranking.

For example, if you are writing about weight loss, you can do keyword research online to determine the list of keywords people use most often in the search engines to find information about weight loss. Then you just have to add those keywords to your marketing content.

Beware of using a tactic called “keyword stuffing” however, which is where you stuff as many keywords as possible into content without a good reason for doing so. Search engines can detect if a marketer is using that tactic and will actually penalize the site in the search engine rankings.

It used to be possible to manipulate the search engines in various ways, but Google has made it difficult to use those tactics. Now a site must have great relevant content in order to get those top search engine rankings. This ensures that when people search, they get the best content possible.

The higher a business ranks in the search engines, the more likely people are to see that listing and see it before they see competitor listings. Most people only go through one or two pages of search results unless they cannot find what they are looking for. That is why every business owner dreams of getting their business on the first page of major search engines.

That is why this is such a lucrative business model. Every business needs content and most business owners do not have the time or the skills to create great content. So they must hire someone to create it for them.

Blogging

Next, we’ll discuss blogging, which many people may overlook as an Affiliate Marketing business model. However, blogging is something that nearly every business needs to do on their website, but most business owners do not have the time or the skills to blog regularly.

There are several reasons why a business needs to blog. The first reason is that it quickly builds credibility for the company’s products and services. If people read a blog post about a product, service or industry and it provides valuable information, they are much more likely to buy something from that company and business owner as a credible expert.

The second major advantage of blogging is that it builds the number of keywords that a site is indexed for in the search engines, which means more traffic to that blog and/or website when someone searches for those keywords that match their products and services, which also means more potential subscribers and sales.

The third reason for blogging is that it brings more visitors to the blog, website or store. If someone reads the blog and they find the information valuable, they may subscribe to their RSS feed and revisit whenever they create a new post.

If they share their blog posts on social media networks, it makes it easy for people to share those posts with their own networks bringing the site more prospective subscribers and customers.

In addition, if they commented on a post and someone responds to it, they may come back out of curiosity to read the comment(s) – and while they are on the site, they may read other content that may convert them from a subscriber to a customer.

Since this is such a critical marketing strategy for nearly every type of business, it can be a lucrative online business for you. You can find a lot of free information and resources online about how to be a great blogger.

Drop-Shipping

The next Affiliate Marketing business model that we are going to discuss is drop-shipping. Drop-shipping is very similar to retailing in the way that it works. You, as the retailer, buy a product at wholesale cost, then mark it up and sell it to the consumer at retail cost.

However, the difference between drop-shipping and retailing is that you do not have to pay for the merchandise up front hoping it sells. When you use the drop-shipping method, you do not pay for the product until someone actually orders it and pays for it.

If you want to see an example of a good drop-shipping business model, look at CreateSpace, which is now owned by Amazon. If you write a novel, for example, you can upload it to CreateSpace, and when someone orders a paperback copy of your book, then it is printed and shipped.

E-Commerce Websites

Next, we'll cover e-commerce websites, which are simply websites that sell products or services. Nearly everyone shops online these days, so you have most likely already seen a variety of e-commerce websites.

On an e-commerce website, you are usually selling services that you offer or products that you have purchased or created yourself, so it is different from both affiliate marketing and drop-shipping in that regard. However, drop-shipping sites and many affiliate sites can be considered e-commerce websites if you use the broader definition.

You can either build your own e-commerce website using WordPress themes or use an existing platform like Etsy or Shopify to help you sell online. It depends on your level of technical experience and how much time and money you have to invest.

E-commerce websites do take a bit more work than some of the other models to set up and maintain, but it can also be more lucrative. There are many experts that provide free and paid training, resources and consulting services to help you create and maintain a successful e-commerce site.

Apps

The next online marketing business model we'll discuss is apps. Apps never used to be included in the online marketing model, but they have become one of the most effective ways to make money online these days.

Apps are mobile programs that accomplish a specific purpose. There are generally three types of apps: free apps, free apps with in-app purchases and premium apps (which also sometimes have in-app purchases). In addition, there can be two kinds of premium apps – ones that you pay for just once and monthly subscription apps that you pay for every month.

You don't need to be an app developer to make money from this business model - you just have to have a great idea and then hire an experienced app developer to create the app for you.

Some companies also offer white label apps that you can customize and/or label as your own. Just check to be sure the app has not saturated the market and your customers cannot easily find the app elsewhere.

Lead Generation

Another online business model is a lead generation business. Lead generation is a necessary service in nearly every product and service business. Business owners will happily pay for highly targeted leads.

There are many ways to generate leads, but whichever method you use, it is important to generate targeted leads for specific niche markets by creating advertising and promotions that attract that target market.

There are many lead generation companies offering poor quality leads. So you can eliminate the competition by offering high quality leads.

Highly targeted niche leads are much more valuable to a business, since they are more likely to convert to paying customers, so you will make more money generating those highly targeted niche leads.

Info Products [Information Products]

Another popular trend is Info Products. There are two ways you can build an info products business. You can create and sell your own info products or you can create info products for other businesses to use for marketing.

If you have experience or expertise in a specific niche, it could be valuable to someone who is looking for information, education and expertise in that niche and they would be willing to pay for it. That is what has made the Info Products business model so popular and so lucrative.

Selling your own Info Products is advantageous because it allows you to charge whatever you like, and you can add to the product offering at any time and promote it to a highly targeted market of existing customers. It also allows you to maintain complete control of the content.

There are a variety of delivery methods for Info Products, but most use digital delivery methods, including eBooks, audio presentations and video presentations. The advantage to digital delivery is that it is instantly delivered to the customer automatically and there is no order fulfillment or shipping involved saving you time and money.

You can create lucrative packages on specific niches including eBooks, special reports, checklists, cheat sheets, audio courses and video courses. You can also create a lead generation funnel by using a special report, checklist or cheat sheet on a specific subject to generate highly targeted leads for your paid eBook, audio course or video course.

To create info products for other business, you just have to research their products or services and then develop the best strategy to market them. Then you can start creating the content. There are multiple sections in this guide covering creating info products.

You may want to create the products yourself or hire freelance experts to help you create them on sites like Fiverr. Some of those experts also offer “Done-For-You” (DFY) products that provide you with templates that you can customize to create your own Info Products. Some even offer setup services, so you do not have to do anything except the marketing.

The easiest way to get started in this Affiliate Marketing business model is to use DFY products called Private Label Rights or PLR since the creator is granting you Private Label Rights to use their content, customize it and put your own name on it.

Be sure to check each PLR package for specific rights since they can vary. Some allow customization and others do not. Some allow you to put your own name on it and some do not. Some allow you to sell it or give it away and some do not allow one or the other.

PLR is very inexpensive and affordable for most entrepreneurs. However, it can range from very low quality to very high quality – and the price is not always an indicator of quality.

Check to be sure that the PLR is current, so you are providing correct up-to-date information or customers will request refunds. Ask the creator when it was created or last updated. Be sure the images also look modern and up-to-date, although you can always update them yourself or hire someone to do it for you. [\[See Digital Products Section of this Guide\]](#)

Software-as-a-Service (SaaS)

Finally, we will cover software-as-a-service or SaaS, which involves charging someone a monthly fee to use your software. Some of the biggest SaaS services on the market include Microsoft Office 365 and Adobe’s monthly subscription services.

That means you first need to have some useful software to offer. The market has proven that people will gladly pay for anything that makes their life or work faster, easier or more enjoyable. So look for software that will do any or all of those things. Also look for the problems that people experience and then find ways to provide solutions with a software.

One of the best ways to use this business model is to provide something that people can use to make money online, such as a keyword research tool or an article rewrite tool.

The more valuable and useful the software is, the more likely your customers will be to continue to use and pay for the software, which will create a residual (recurring) income from every customer every month.

How to Choose the Right One for You

So, how do you choose the right one out of all of these business models? You have to decide which model appeals to you the most and what type of products and/or services you want to offer.

The most successful entrepreneurs have discovered that the secret to success is to do what they love and love what they do. That is why choosing something you are really interested in and excited about, will make your work much more exciting, fulfilling and fun. As the saying goes, “If you love what you do, you will never work a day in your life!” So why not choose to do something you love?

It is also important to determine which business model fits into your lifestyle now so you have the time and money to get started. Also consider what kind of lifestyle you want in the future. In order to have the freedom and lifestyle you desire, you have to own a business you are not tied to 24/7.

After all, one of the main reasons people dream of owning their own business is to spend more time doing what they love with the people they love, so be sure to pick a business that allows you to achieve that goal.

Conclusion

We have covered a lot of different business models in this chapter. You now are familiar with all of the major ways to make money online.

People from all walks of life all around the world have used these methods to make money online, and it is not unrealistic to think that you can achieve success by using these same proven methods.

So now is the time to make your choice and get started on the path to success using this eBook to guide you every step of the way!

STEP 2 - GETTING TO KNOW YOUR MARKET

The secret to success in any business is to find a target market and provide your market exactly what they want and need. The best way to know exactly what they want and need is through market research. Market research can also help you study your competitors.

There are many ways to do market research and we will cover them in this guide. Before we get into the specific methodology behind modern market research, we first need to delve into the meaning behind the term and how you can benefit from doing good market research.

What is Market Research?

Market research is simply the gathering of information to help you discover and define your perfect target market and to provide them with the exact products and services they need and want in the best possible way at the best possible price.

Market research is not only for business startups, however. Market research also reveals how to improve your existing marketing efforts and how to expand or narrow your perfect target market for increased profits.

Market research is done through various methods, both formal and informal. The cost of the investment in your venture normally determines whether you should hire a professional firm to conduct your market research or you can do it yourself following the methods in this guide.

Benefits of Market Research

Many small businesses think they cannot afford to do market research. The truth is, you really can't afford not to do it, because the success of your business may depend upon knowing what your customers need and want.

Market Wants & Needs

Market research helps you minimize risk and increase your chances of success by making sure you are creating a product or service your target market wants and needs BEFORE you spend all your time and money creating it and marketing it. One of the best ways to confirm you are on the right track is to read support forums where people share their questions, problems and frustrations.

Market Strategies

Market research also helps you minimize risk and increase your chances of success by determining the best target market, marketing platforms and marketing strategies to launch your products or services.

Potential Problems

Market research also identifies potential problems with a product or service. Many business owners overlook potential problems when creating their products and services. However, your potential or existing customers may be able to identify potential problems that you overlooked so you can quickly fix or upgrade your products or services.

Market Possibilities

Market research can also identify potential possibilities that may have been overlooked when creating your products and services. Potential or existing customers may be able to point out additional possibilities so you can quickly upgrade or create new products or services.

Market Opportunities

Market research also allows you to see opportunities where you thought none existed. You might come across exciting new ideas to improve your existing products or services or create additional products or services.

One of the best ways to do this is to read forums where people share their problems and frustrations. Then simply think of ways you can solve their problems and alleviate their frustrations.

Online Identity & Reputation

Market research also reveals information about your online identity and reputation. If you find negative reviews or information online about you personally or professionally, then you can take the necessary steps to fix the issues. Brand reputation is a critical part of building and maintaining a successful online business.

Market Position

Market research helps you discover and define your position in the market. Where you rank in the search engines is a good indicator of your market reach and the effectiveness of your marketing strategies. Ranking is also a good way to monitor increased or decreased market reach.

Market Competitors

Market research can also be conducted on your competitors, which will provide you with valuable information you need to know. You will discover their marketing methods and strategies, which will help you develop your own. You will discover what they are doing well and what they are missing. Many successful companies have been started to fill gaps that were missing in a particular target market.

Market Trends

Market research also helps you study, follow, predict and create trends. If you do market research regularly, and analyze the information carefully, you will be able to spot current and upcoming trends. Then you will be perfectly positioned to capitalize on those trends. You will also be able to create your own trends.

Market Research Questions

There are some very specific things you need to learn from your market research. Answering the questions below will provide you with very valuable marketing information and insights.

You need to know the answers to these questions:

- ✓ Is there a true need for my products or services?
- ✓ How great is the need for my products or services?
- ✓ Who is my perfect target market for my products or services?
- ✓ Will my target market be willing to pay for my products or services?
- ✓ If so, how can they afford and how much will they be willing to pay?
- ✓ Does a product or service already exist to fill this need?
- ✓ If so, how successful is the company that provides it?
- ✓ If so, how is it superior to my product or service?
- ✓ If so, how is it inferior to my product or service?
- ✓ If so, what is the company doing really well?
- ✓ If so, what is the company missing?
- ✓ What can I do to provide what's missing?
- ✓ What is the price of competitive products?
- ✓ Are my products priced to be competitive?
- ✓ What can I do to become more competitive?
- ✓ Can I be more competitive by lowering price?
- ✓ Can I be more competitive by offering more value?

Market Research Methods

Now let's review some of the actual methods of market research that you can conduct to find the information you need.

Personal Market Research

Personal market research is often done by small businesses that do not have a large staff for conducting telephone surveys or a large budget for hiring a market research firm.

Personal market research means that you spend time personally trying to find out more about your market. You can do this in a number of ways. The fastest easiest way is to use the internet and social media.

Internet searches will provide just about any type of information you are seeking, and market research is no exception. Many companies have already done market research and have published their findings online. You can also consult with industry groups that have online forums.

Social media has made it easy to get opinions from your target market by setting up polls. You can also join an endless number of niche market groups filled with people in your target market. You can also create your own targeted niche group and invite people who fit your target market.

Most people are happy to help an entrepreneur. However, if you are not getting the participation you need, offer an incentive, such as an entry into a drawing for something they value, preferably related to your niche market. It could also be a drawing to win your product or service for free.

Interviews for Market Research

You can conduct individual interviews for market research in your target market or with current customers by phone or online. Many prefer to conduct interviews by phone since it gives the person being interviewed more freedom to speak their mind than they would on an internet poll.

It also gives them the opportunity to tell you things that you might not have thought to ask. And since it is a personal interview, they often feel a lot more comfortable talking about their needs and expressing opinions, especially if you make them feel at ease.

Focus Groups for Market Research

Another way to conduct market research is to create a focus group. A focus group is a small group of people, who agree to try a specific product or service and provide their opinions. Some focus group participants are paid, while others agree to participate in exchange for free products or services.

Focus groups are easy to set up and they can provide you with valuable information and insight. Focus groups have an advantage over interviews, because you can get the opinions of a group of people all at once.

The disadvantage of focus groups is that some people may not feel comfortable expressing their opinions openly in a group, especially if their opinions are contrary to what everyone else in the group has expressed.

Other focus group members may be persuaded to change their opinion after hearing the opinions of others. Therefore, try to select people who are not afraid to voice their opinions and are not easily persuaded by the opinions of others.

Competition-Based Market Research

Competition-based market research is critical to your success. You must know who your competition is and how they are competing in the market. If you were an athlete competing against a top athlete in any sport, you would spend time studying them and their techniques to gain the advantage over them. Competition-based market research is the same.

This research is especially critical if you are new in business or launching a new product or service in the same market, since that means your competition currently has the marketing advantage over you. But if you do thorough market research, you will find ways to gain the advantage.

Of course, your competitors are not just going to hand over their market research and marketing strategies. But you can easily gather all the information you need online, starting with their website and/or blog.

Social Media has also made it very easy to do competition-based market research since most businesses do most of their marketing and promotions on social media where you can see it all. They also set up marketing pages and groups where you can also see everything they do as well as see their prospects' and customers' comments.

One of the fastest ways to check out the competition is to buy their product or service – or have a friend buy their product or service if you would rather remain anonymous.

WARNING!

Marketing Research is Not for the Purpose of Stealing or Copying a Competitor's Products or Marketing, Which is Unethical & Illegal if it Infringes on Their Copyrights

Telephone Surveys for Market Research

Telephone surveys used to be one of the most popular ways to do market research. However, between the Do Not Call List and most people using mobile phones instead of landlines listed in a telephone directory, they have become far less effective. Telephone surveys also cost money since you need to hire a firm to do the surveying for you.

Internet Market Research

Using the internet for market research has replaced telephone surveys. This is different than the methods discussed in the section under personal market research since this section refers to hiring market research firms with the experience and tools to conduct professional market research using advertising, internet polling, email campaigns and other methods.

This is often more successful since many people feel more comfortable expressing their options in writing through third-party sources. However, due to the cost involved, this is not an option for everyone.

Conclusion

The bottom line is that you have to do market research if you want to survive in today's market. Guessing about the market is not enough, and if you are investing money in a business that provides a particular product or service, it is worth the time and/or money invested in market research. It will save you time and money in the long-run.

Market research is not only for a new business or new product or service launch. Market research should be a regular part of your business and marketing strategy since the market is constantly changing and so are your competitors. That means your products and services have to constantly be changing – and so does your marketing – in order to remain competitive.

STEP 3 – CREATING YOUR COMPETITIVE ADVANTAGE

In this chapter, we are going to discuss ways that you can ethically use your competitors and competitors' products or services to your advantage. Every business has competitors, and most people are always working against them, trying to outperform them, even if they don't have the resources, money or experience to do so.

However, your competitors can be one of your most valuable resources, as long as you know how to leverage them for your own benefit. These strategies will help you gain the competitive edge over your competitors.

Who Are Your Competitors?

The first thing that you have to do is identify your competitors. Your competitors are defined as the businesses that are fulfilling the same need that you are. They are the people who can also attract your customers because they also have a solution to their problem.

Your competitors online can range from huge corporations to small e-commerce websites.

To determine who your competitors are, simply type in search words that you are targeted or ranking for in the search engines and see what other sites come up. Those are your online competitors.

The websites that are above you in the search engine ranking are your major competitors and those are the ones that you want to be targeting when you implement the techniques in this chapter.

What is Your Market Position?

You have to determine what your market position is currently if you want to improve your position and track your progress. [[See Market Research Section for More Information](#)]

What Products Are Offered by Your Competitors?

You also need to know what products or services your competitors are offering and you need to know what customers are buying them.

There are some pretty specific things that you'll want to determine:

- ✓ What products or services are being offered by your competition?
- ✓ How many of those products or services are you offering?
- ✓ Are your products or services higher quality or lower quality?
- ✓ Are your products or services higher priced or lower priced?
- ✓ Why would a customer choose your products or services over theirs?
- ✓ Why would a customer choose their products or services over yours?
- ✓ What kinds of customers are buying those products or services?
- ✓ What are the demographics of their customers?
- ✓ What kind of a problem are they solving with their products or services?
- ✓ What problems are they not solving with their products or services?
- ✓ What are they missing in their products or services offering?
- ✓ What gap can you fill that is missing in their products or services?

Ways to Use Competitor Products to Your Advantage

Now that you know more about the products or services being offered by your competitors, it's time to use them to your advantage. Each method will be described below, followed by an example of how it can be used.

Use Them for Inspiration

This strategy is to use the products or services that your competitors have as an inspiration for your own. Even if your product is something less tangible like digital content, look at what your competitors are doing and become inspired.

If you are writing and marketing an eBook, look at the books your competition is selling. If you are selling weight loss products, look at companies that sell weight loss products for inspiration from their marketing and how they set up their website. Also look for what is missing.

Example: Bob wants to write an eBook that would be useful to beginner gardeners. Bob checks out some of the books that he can find online about beginner gardening and notices that they are all too advanced. Bob decides to write a book for the person who has never seen a garden.

Ethically Copy Them

While the last tip suggests that you get inspired by your competitors, this tip actually encourages you to ethically copy them. That does not mean steal their marketing or content, which would be unethical and possibly illegal.

If someone is successful in your industry, then you might be able to do exactly what they are doing, employ every technique that they do in order to achieve the same success.

Example: Jan wants to start a website and blog about floral arrangements. She finds the most popular website and blog that covers the topic and has thousands of visitors every day. Jan goes through their website and finds out what topics they cover and what they are missing. Then she sets up her own website and blog in a similar fashion with the goal of achieving the same or even greater success.

Create Something They Missed

Next, look for a product or service that your competitors missed. Think way outside the box and you may be able to come up with something that will set you above your competitors in the eyes of the customer.

Example: Sara is starting a weight loss coaching business. She checks out her competitors and notices that most of them are offering group coaching, but not one-on-one coaching. Sara decides to offer that service. She also realizes that her competition is not offering a ketogenic diet and intermittent fasting training or coaching program, which are popular trends in weight loss. She knows these programs can quickly and easily accelerate the weight loss of her clients, which will increase her success from referrals, so she decides to offer them. Sara has now become the hottest weight loss coach offering the hottest programs in the weight loss market.

Use Their Weaknesses to Gain Strength

This next strategy can be extremely effective if you are good at figuring out where your competitors are weak. Examine their entire sales process.

That may mean becoming a customer yourself or having an anonymous friend become a customer. Then try to figure out where they are lacking. Look at their products or services, prices, shipping costs, shipping methods, website, marketing, customer contact, customer follow-up, customer support, customer satisfaction, etc. Make a list of every weakness and then use that list to outperform them in your business.

Example: Janet is writing a recipe eBook about making your own healthy low-carb smoothies for weight loss. She checks out her biggest competitor and notices some things they could improve upon.

She notices there are not very many recipes in the recipe guide so people will get tired of the same smoothies over and over again. She notices that there are only 2 recipes that are chocolate even though most dieters crave chocolate. She also notices that there is not a basic recipe formula where they can create their own favorite smoothies or make substitutions to recipes. She also notices that they don't recommend the best products to use in the smoothies such as the best protein powders. She knows people get confused when they see hundreds of choices.

So she creates 30 recipes so readers never get tired of the same recipe. She creates a variety of chocolate recipes to satisfy the chocolate lovers. She also creates a basic recipe formula so they can create their own smoothies and be still ensure they get the right balance of fat/fiber/carbs. She also adds her recommendations for her favorite smoothie protein powder and add-ins to make the smoothies as healthy and tasty as possible. She also adds convenient links so they can purchase the products at a discount! Which smoothie eBook would you buy?

Keep Track of Their Dissatisfied Customers

Dissatisfied customers will quickly tell you what a business is doing poorly or what they are missing. You can do an internet search for online reviews. You can also do a search on social media since that is where most people complain or leave negative reviews.

Example: Jack wants to start a training program on how to start an online business. So he checks out his competitors and finds out that many of the negative reviews that people are leaving about his program have to do with the fact that it tells them what to do, but not how to do it. For example, it tells them to set up an email system, but it does not tell them what an email system is or which one is the best. Jack realizes that someone who is new to the online business world needs explanations and recommendations on the best products and services, so he adds them to his program.

Partner with Them

If you can't beat them, join them. That old saying can certainly be applied when it comes to your competitor's products. But what if instead of trying to compete with someone who is leading the market already, you partnered with them and earned a commission whenever someone bought one of their products through you?

This is a great way to add some extra income and avoid going out of business because you are trying to compete with someone who has a huge marketing budget and a huge marketing team with a lot of experience.

Example: Trevor has a weight loss product website. But he can't compete with the site that is always outranking him for the keywords that he is targeting since weight loss is a popular niche. He also can't compete with their prices. So, instead of going head-to-head with them on every page of the search engine rankings for major keyword terms and losing what customers he can attract to his site to the lower prices on their site, he joins the other company's affiliate program and starts sending people over to their site himself – with his affiliate link attached. It is a win-win proposition!

Do a Competitive Analysis

Using competitive analysis can give you an edge over your competitors. There may be things that the other company is missing, but you won't be able to figure them out until you do a competitive analysis on each of the products they are offering. This allows you to see a clear picture of how you stack up against them so you can make smart business decisions.

In order to figure out how to do a competitive analysis, you may have to use tools like Google's keyword research tool, analytics and your own charts and graphs.

Example: Steve has a website that sells weight loss products. He is trying to compete with big name companies, but they seem to have cornered the market on all of the major keywords. So he does a competitive analysis of every single product they offer and stumbles on one or two keywords from each product they are not targeting. Steve does some keyword research and learns that each keyword brings in thousands of visitors per month. So, he overhauls his site and targets those keywords for each product. Now those keywords bring HIM thousands of visitors every month.

STEP 4 - CREATING YOUR ONLINE IDENTITY & BRAND

No matter what type of business you own, your number one priority should be your online identity and branding. In the digital age, your online identity and branding can result in your success or failure online and offline. People don't buy companies – they buy brands they know, like and trust. And the first place they research a product or service is online and on social media.

However, if you are starting a new online business, then you might not know exactly how to build your online identity and brand. In this chapter, you will learn everything you need to know to build your brand online.

What is an Online Identity & Brand?

First, let's discuss the difference between a brand and an online identity.

Your online identity is the overall picture of your company online. Your online identity encompasses everything that you are online including everything that people see, hear or feel about your company.

Your brand includes physical aspects like your logo, product/service labeling, slogan and website/blog design, as well as less tangible aspects such as your brand persona and brand marketing messages.

Companies spend millions of dollars building their brand online because they understand the importance of building a powerful brand. Obviously, a small business does not have millions of dollars, but they can still build a powerful brand online thanks to online marketing and social media.

Why is it Important?

Besides the reasons already discussed, there is another reason creating an online identity and brand is so important. A brand identity creates brand loyalty, which is where customers recognize your brand as a brand they know, like and trust.

That brand loyalty compels them to buy your brand over and over again, and greatly increases the likelihood of buying your other products as well. Your online identity is the most important factor in creating brand loyalty.

Creating Your Physical Identity

The first thing we will discuss is creating your physical identity which includes a logo, business card, letterhead, website/blog as well as brand images such as product images, owner/staff photos, social media profile banners and social media post images, etc.

Your physical identity can also include your motto, your mission statement, your personal story and your brand story which is usually on an “About Us” page. People like to know who they are doing business with, so be sure to let them know who you are and why you created your company and brand.

People especially love to support causes or people who have triumphed over tragedy so share those causes and stories as long as they are truthful and will not tarnish your brand reputation.

When creating your “Brand Portfolio,” the first thing you need is an amazing logo since it will be used on all your other physical and digital marketing. Many new business owners on a budget try to design their own logo. However, the logo is the MOST important part of your physical identity since it will usually be the first thing someone sees that represents your company. It must be instantly recognizable and easily remembered.

So it is critical to hire an experienced logo designer to create a well-designed logo with the right colors, shapes and fonts. You can hire experienced reasonably-priced freelance designers on sites such as Fiverr or 99Designs, depending on your budget.

Beware that not all who claim to be logo designers are truly experts since it is a unique graphic design skillset. Some use a ready-made template that is not custom. Others may copy a logo design from another company, which can land you in legal trouble. Once you have your logo design, you can also have business cards and other items designed and printed.

Your physical identity also includes your website/blog so it should be a fresh modern design that matches your brand color scheme and overall design aesthetic or feel (matching style and fonts, etc.).

If you plan to create your own website and you are not a skilled web designer, it is critical that you use a modern theme/template rather than create your own. There are companies such as Envato Marketplace that offer many modern themes/templates at a reasonable cost. We have

included complete instructions in this guide to help you set up your website. [\[See Setting Up Your Marketing Hub for More Information\]](#)

Your website is also your virtual business address or storefront and the first place prospects will go to learn more about your company and your products or services.

So besides looking great, your website should be easy to navigate and allow prospects to quickly and easily learn about your products or services, as well as purchase your products or services. Overall, your website should provide a great customer experience. Before launching your website, ask people to go to the site to provide feedback on their user experience.

Creating Your Intangible Identity

Your non-physical identity is just as important, if not more important, than your physical identity since it is defined as your reputation - or what people think and believe about you and your company.

It includes the thoughts and feelings prospective customers get when they visit your website and read about you, your story, your philosophy, your values, your mission, your vision and your passion. That is why your intangible identity is such a critical part of your brand and brand strategy. Surprisingly, many companies overlook or ignore this critical aspect of their brand and that will give you the competitive edge in the market.

Consider which business brand you would rather support – a single Mom with 4 kids selling natural health products with a mission and passion to help other moms keep their family healthy naturally, which also allows her to support her family working from home so she can be with her children every day and especially for all the important moments in their life OR a corporate giant selling a product on your grocery store shelf? That is the power of an intangible identity and it will give a small business the competitive edge in a big marketplace full of big businesses.

Blog posts are also an important way to create and enhance your intangible identity. Think about how your prospective customers will think and feel when they read what you write. If you are not sure, ask someone you trust to review what you are going to publish before you publish.

The other critical aspect of your intangible brand identity is your authority and influence. You want to be sure that you communicate your experience and expertise in your field or industry both on your website and in all your

marketing. This is not a fake-it-till-you-make-it promotion that you see so often online these days. People quickly see through those fake personas.

Besides your marketing, one of the best ways to establish yourself as a trusted expert in your field is to locate and frequently visit online forums related to your industry or where your niche market can be found. There are also general online forums like Quora and social media networks like Facebook and LinkedIn where you can answer questions and share your experience and expertise. [[See Forums Section in Setting Up Your Marketing Hub](#)]

When people see your answers and recognize you as a true expert, they will want to connect with you on your website/blog or social media networks in order to learn more from you. So it is important to have your physical and intangible brand elements already in place, so they can connect with you online as well as recognize you and your brand in the future.

Brand Awareness

The next thing that we'll discuss is brand awareness. Once you have built a brand identity, then you have to start your brand marketing strategies to create brand awareness.

Before you begin, be sure your company information, along with your logo, is on all websites, blogs, directories and social media profiles. That also includes registering on forums and creating branded signature links.

Marketing & Maintaining Your Brand

The next step after ensuring that you have a social media presence is marketing and maintaining that brand. These are seemingly two separate things on the surface. However, they are nearly the same when you consider that most of the steps listed here are done for both purposes simultaneously – both to market your company's brand and maintain your reputation as a trustworthy brand.

The Importance of Googling Yourself

If you want to find out what the current state of your identity is, there is no better way to do so than by googling yourself regularly. Just type your name, your brand name and your product or service name into any search engine to see what comes up.

You may come across positive customer reviews from sites you didn't even know existed, or you may find some negative reviews that you can address in a positive way to create a positive outcome and improve your reputation.

Google Alerts

You should also set up Google alerts for your name, your brand name and the names of your products or services so you get notified whenever any of those keywords come across the Google news wire service or any other locations that are monitored by Google. This will allow you to monitor your brand reputation and respond quickly if any negative information is published. You can also use Google Alerts to monitor your competitors, as we discussed in the competition market research section of this guide.

Blogging

Blogging is one of the best ways to market your brand online and create brand awareness quickly and easily. Blogging presents you as a real person. When people read your blog posts, as long as they are well written and personable, they will see a person behind the words.

Blogging also helps to establish your credibility. People will see you as an expert and authority in your industry if they read a blog post that answers their questions or provides them with information they need.

Blogging is also important since it continually adds keywords to your website/blog that will increase your search engine ranking, generating more visitors to your website/blog.

Be sure to check out apps that allow you to share your blog posts on social media and other places online to generate even more brand awareness and recognition as well as generate more traffic to your website/blog.

Professional Associations

Professional associations can also give you credibility on the internet. If you belong to a professional organization that is recognized by others in the industry, then you will be seen as more of an expert in that field, and more people will want to buy from you because of that recognition.

If you have any licenses, certifications or degrees, be sure to always include those with your name. Use the titles below your name and if there are letter designations such as M.D., use those with your name. Also be sure to include them on your "About" page on your website/blog.

Domain & Social Media Registration

One of the first steps to take after creating your brand is to register your brand name as a domain for your website/blog as well as on all popular social media networks as quickly as possible before you tell anyone.

Hopefully you checked the U.S. Patent & Trademark Office website first (www.USPTO.gov/trademark) to be sure your brand is not trademarked and owned by someone else in your same category. For example, someone in the health field can have the same trademark as an attorney since you are in different trademark categories.

It is important to strike a balance between a unique domain name that will come up first in the search engine results and one that is short enough to remember. It is very important for your domain to include your power key words as well, which are terms that will come up first in the search engines.

You can register your brand name on a domain registration site like GoDaddy, which is very reputable and the most popular.

It is critical that you register the .com extension of your brand domain (i.e. www.Health4U.com). To find out if the domain is available, type the domain name into the search bar on GoDaddy. If your brand name is not available, you may have to create a domain that includes your brand name along with another word(s).

GoDaddy always has discounts available. Visit their website to check for current promotions and discounts and go to www.RetailMeNot.com to check for current promo codes to enter at checkout. Then compare the two.

If your brand domain is not available, your competition most likely owns it and YOUR traffic will go to THEM instead of YOU if you register another extension such as .net, .biz or .org instead, since most people automatically type the .com without even thinking.

To determine if it is currently being used by a competitor or someone else, type the domain in your web address bar and see what comes up. If it is not being used at the time, the owner could be holding it for future use.

If you want to see who owns the domain, you can search the owner information on the ICANN site: <https://whois.icann.org>. If the owner has paid for “privacy” it will only show the domain registration company information such as GoDaddy as the owner.

If the owner information is visible, you may be able to contact the domain owner to see if they are willing to sell you the domain. If you own the trademark in the domain, you may have a legal right to claim it.

If a domain is registered, but not being used, it is also possible that a domain reseller has purchased it for the purpose of reselling it at a profit. You may also come across “Premium” domains where a domain reseller has purchased a domain for the purpose of making a HUGE profit.

Online real estate is similar to property real estate - the more desirable the name, the more it costs. Depending on your budget and the potential of your business venture determines whether the price is worth paying or not.

It is also recommended that you also register the .biz, .net and .org extensions of your brand name to prevent competitors from registering the domains trying to capitalize on your brand now or in the future. There are also domain squatters who register brand domains for the specific purpose of holding them for ransom. Note that GoDaddy offers a discount when you register additional extensions of a .com domain.

Main Brand Domain: www.Health4U.com
Extra Brand Extension: www.Health4U.biz
Extra Brand Extension: www.Health4U.org
Extra Brand Extension: www.Health4U.net

In addition to your main domain, you may also want to register one or more domains that are relevant to your brand for promotions. That is especially true if you have a long domain and need a shorter version.

Main Site: www.Health4U.com
Blog Site: www.Health4UBlog.com
Ad/Promo: www.Health4UPromo.com
Ad/Promo: www.Health4YouContest.com
YouTube/Videos: www.Heath4YouTV.com

It is also recommended you consider registering the .com version of domains that are variations of your brand if it is likely a prospective customer might type the domain incorrectly or a competitor could register it hoping to steal some of your traffic. For example, if you have a brand “health4u” you may also want to register “health4foru” and “health4you.”

It is also strongly recommended that you create a matching branded domain email address such as info@health4u.com to give to customers.

Never use a personal email address for business purposes, since it will greatly diminish your business credibility, especially if it is very personal like momof4kids1dog1cat1husband@gmail.com. If you insist on using Gmail, it is critical to have your brand in the email address: health4u@gmail.com.

If you do not choose to have another email inbox to check, you can set it up as a forwarding email that automatically forwards all domain email to your main email account. However, be aware that when you respond to business emails, the recipient will see your personal email address unless you set up an “alias” to reply with. Do a search for instructions on how to change your “reply email address” for your email provider.

Next, register your brand on all major social media networks including Facebook (Business Page), Instagram (Business Account), LinkedIn (Company Page), Pinterest (Business Account), Twitter and YouTube.

You can go to www.KnowEm.com to see if your brand name is available on all major social media networks. Keep in mind that some social media networks only allow a limited number of characters in a username, which may mean your entire brand name may not fit. In this case, include as much of the main brand name as possible so that it is identifiable.

Signature Templates

Creating and maintaining signature templates are an important part of your branding and marketing strategy. Think of a signature as a FREE mini advertisement that clearly, concisely and consistently promotes who you are and what you do. Every time you use your signature template, it is another free advertisement that increases brand awareness and drives traffic to your marketing hub.

If you use your signature in as many emails and posts as possible, many of which will be permanent, you can have hundreds or even thousands of free promotions running 24/7 all over the internet and social media to exponentially increase your brand awareness and traffic. You can post online daily to generate daily free traffic.

You will need to create signature templates for all your emails, forum posts, social media posts and any other place you may need a signature. If you have more than one brand or brand category that you want to feature in different places, then you will need to create multiple signatures. If your products or services are very diverse and target different niche markets, you may need to create multiple signatures.

A signature should include the following:

- ✓ Name
- ✓ Company Name
- ✓ Official Title(s)
- ✓ Areas of Expertise
- ✓ Business Motto, Slogan or Brand Promise
- ✓ Website/Blog Links
- ✓ Social Media Links
- ✓ Email Address
- ✓ Telephone Number

You can customize the templates as needed to comply with the posting rules of each place you use the signature. For example, some platforms such as forums do not allow links in a post. However, prospective customers can always click on your profile picture to connect with you.

[[See Forums Section in Setting Up Your Marketing Hub](#)]

Profile Templates

Creating and maintaining profile templates are also an important part of your branding and marketing strategy. Think of your profiles as mini websites that clearly, concisely and consistently promote who you are and what you do. Every time you use your profile template, it is another free advertisement that increases brand awareness and drives traffic to your marketing hub.

It is important to complete your profile everywhere online including forums, social media pages/groups, directories, etc. There are many apps, programs, products and services that offer the ability to set up a profile to create a niche community of customers and most people never complete those profiles which means they are missing out on many opportunities.

Think of all the products you own or use. The list is endless. You could have hundreds of free promotions running 24/7 all over the internet and social media to exponentially increase your brand awareness and traffic.

You will need to create profile templates so you can quickly set up profiles by copying and pasting the relevant information. If you have more than one brand or brand category, then you will need to create multiple profile templates. If your products or services are very diverse and target different niche markets, you may need to create multiple signatures.

A profile template should include the following:

- ✓ Name
- ✓ Company Name
- ✓ Official Title(s)
- ✓ Areas of Expertise
- ✓ Business Motto, Slogan or Brand Promise
- ✓ Products/Services Offered
- ✓ Biography About You
- ✓ Website/Blog Links
- ✓ Social Media Links
- ✓ Email Address
- ✓ Telephone Number

TIP! For ideas and inspiration, look at other profiles.

You can customize the templates as needed when you start completing profiles and see what other information you need to add to your profile template.

Conclusion

The bottom line is that you must create an online identity if you want to be successful in the world of online marketing.

People don't just visit the internet once in a while like they used to - now they live on it! People do everything online, including working, shopping, researching, watching TV, getting the news, reading, playing games, listening to music and catching up with friends.

The secret to success in marketing is to be sure your marketing messages are reaching your customers – and your customers are online!

STEP 5 - SETTING UP YOUR MARKETING HUB

When it comes to online marketing, you definitely need a centralized location or hub to act as the anchor for everything you do online and offline. Setting up a marketing hub is also one of the best ways to manage your entire online branding and marketing portfolio.

It is also one of the best ways for your prospects and customers to stay connected with you, which can include subscribing to your blog or newsletter and connecting with you on social media. That is why it is critical to offer all connection options on the main page of your marketing hub.

It is also one of the best ways for your prospects and customers to see everything you offer. They may see one advertisement or promotion that leads them to a specific program. However, if you do not have a main marketing hub to invite them to, they may not know that you offer other products and services - and they are most likely your hottest prospects.

In this chapter, we are going to discuss exactly how to set up your marketing hub, as well as all the elements that surround the hub so you will see how everything fits together to create a successful marketing strategy.

What is a Marketing Hub?

So, what exactly is a marketing hub? A marketing hub is the central location that all of your hub elements are connected to, such as a website. Everything you do online and offline should connect to or lead back to your marketing hub and everything you do at your marketing hub should go out to as many appropriate marketing hub elements as possible.

Why You Need a Marketing Hub

There are some really good reasons you need a marketing hub. Today, consumers buy differently than they did in the past. Consumers used to be convinced by a quick television, radio and newspaper advertisement.

Now they are more savvy and more selective. Now they research and compare products. Your marketing hub should be a place where your prospects can get all the information they need to see how and why your products or services are their best choice.

That is why your marketing hub should clearly provide testimonials so prospective customers can see what satisfied customers are saying about you and your products or services. Before and after photos and stories are the most powerful form of testimonials that lead to buying confidence.

The relationship between the buyer and seller is also more complex. They look for trusted brands as well as trusted people behind the brands. In fact, the know-like-trust factor is often a key factor in the buying decision. Your marketing hub is where your prospects can really get to know you, like you and trust you, if you do it correctly.

Your marketing hub is also your main information hub for anyone looking to find out more about you, your company and your products or services. This is often the first place a prospect goes when they see your advertisements or promotions to do their due diligence on you and your company. It is critical to make it easy for them to get all the information they need to make an educated and confident buying decision.

If you do not have a marketing hub, you lose credibility as a trusted business. More importantly, you may also risk losing customers. A new prospect who hears about your products or services is not going to work too hard to find your website to get the answers they need to buy your products or services - especially when your competitors are just one click away in their search.

Your marketing hub will also allow you to create two-way communication with your market. You send out messages in the form of marketing and promotions for your products or services and your potential and current customers send messages back through their comments, purchases, etc.

That allows you to use the valuable information to improve your products or services, marketing, promotions and website to better serve your customers and provide them with exactly what they want and need. In turn, that will also increase your bottom line. So it is a win-win proposition.

Now, we will cover how to set up a successful marketing hub. We are going to provide very basic step-by-step instructions since some people reading this guide may be brand new to online marketing.

Website Hosting

We already discussed domain name selection and registration as well as domain email setup in the Creating Your Online Identity & Brand section. So the next step is to purchase website hosting, which is where you will “store” your website online. This is a critical decision since the quality of your website depends on the quality of your hosting.

Many new online business owners go for the cheapest service and quickly realize that was not the best decision, especially since the difference between cheap unreliable hosting and high quality reliable hosting is not that much. The more important factors to consider are reputation, reliability and quality technical support when things go wrong (and they always do).

Surprisingly, many website hosting companies do not offer telephone technical support and it is not unusual to wait 24-72 hours for help when something goes wrong. If your website is not working and you don't know why, you cannot afford to wait that long. You are closed for business!

When comparing web hosting companies and costs, be sure to compare what is included in each package, not just package prices, to be sure you are truly getting the best deal. Some companies quote you a low hosting price and then hit you with lots of expensive add-ons that you need.

Here are a few recommended website hosting features:

Unlimited Domains & Subdomains

Your marketing hub website may be the focal point, but there are marketing elements that may require a separate domain such as special links to your blog, your video channel or special promotions. This means you can host multiple sites and domains on the same hosting account to save money.

cPanel Access

Hosting companies such as GoDaddy provide “WordPress Managed Sites,” which work well for newbies, although it has many limitations. In order to get all the features you need, it is best to purchase Linux hosting with a cPanel, which allows you to customize all your settings and provides an easy-to-use graphical interface and many automation tools.

If you are not tech savvy, you can hire inexpensive technical help on Fiverr. Just be sure to hire someone reputable with a Level 2 Seller rating and good reviews.

SSL Certificate

SSL (Secure Sockets Layer) is the standard security technology for establishing an encrypted link between a web server and a browser. This used to be optional. However, now Google Chrome has made it a required add-on if you do not want your website visitors to get a warning that your site is unsafe, and they should NOT proceed to your site. You are not required to purchase an SSL Certificate from your hosting company however - it can be purchased from any reputable SSL company.

On the bright side, Google rewards sites with SSL Certificates with higher search engine rankings so that is a bonus for your investment.

One of the most popular and reputable website hosting companies is GoDaddy due to their low cost, reliable service and outstanding 24/7 telephone technical support. So that is the only hosting company we use and recommend.

GoDaddy always has discounts available. Visit their website to check for current promotions and discounts and go to www.RetailMeNot.com to check for current promo codes to enter at checkout. Then compare the two.

Website Program/Software

You are also going to need a framework for your website. Years ago, you had to hire an expert programmer who could code your website from scratch using HTML code and charge you a fortune to do it.

Now there are companies that provide the web platform and templates for you, such as Wix, Weebly and Squarespace. However, when you use services that provide the web platform (hosting), you do NOT own this real estate, which means you are at the mercy of these services. If they do not approve of the content on your site, they can shut it down at any time without notice.

Many online marketers find out the hard way, since many of these companies classify online marketing as “scams” even though they are legitimate ventures. Using these services puts your entire venture at risk. This actually includes www.WordPress.com (not to be confused with WordPress.org which is the free program you install on your own hosting.)

While there are different options to choose from, WordPress is the most popular and the easiest program for most people to use, especially those who are not tech savvy. Plus, it comes with nearly every web hosting account, so you can quickly and easily install it with one click.

If you want to learn more about WordPress, WP Beginner is a great place to learn everything you need to know for free: www.WPBeginner.com.

Website Theme

Once you decide which program you are going to use, next we recommend that you select a theme from one of the companies that provide thousands of ready-made website templates in an endless variety of designs and styles created by expert web designers for your use.

While there are free themes available, such as those found inside WordPress, they are usually limited in design and features and not always kept up-to-date, which means they can stop functioning. Most premium WordPress themes can be purchased for less than \$100.

The benefit of using a website theme is that most are designed with many different templates or layouts, so you only have to select the layout you want for each page and drop in your content. If you want to customize it further, you can also change and customize the actual layouts as well.

In fact, most modern themes include a “drag and drop” editor which allows you to customize nearly everything by simply dragging and dropping elements on or off the page (photos, text boxes, video boxes, etc.).

After watching a short video tutorial, most people can learn how to use a drag and drop editor, even if they are not tech savvy. However, if you are brand new to this technology, it is recommended that you create a test page to practice on first. Then when you are ready to work on a real page, make a backup copy of the page so you can restore the original if needed.

*There are WordPress plugins that allow you to make duplicate pages quickly!
Just go to Plugins on your WordPress admin dashboard, select
“Add New” and search for “Duplicate Page” or “Duplicate Post”*

Theme Forest, a Division of Envato Marketplace is one of the most popular places to find amazing themes. See the Resource list at the end of this guide for the link to their site, along with other resource links.

There are some specific things to look for when selecting a theme on any marketplace site, since not every theme is modern and up-to-date. The items below are listed in order of importance.

Theme Creation Date & Updates

Check to see when the theme was originally created and when it was last updated. Be sure it has been updated for the most recent version of whatever platform you are using. In most cases, it will be WordPress. Do a search online to see which version of WordPress is the most recent.

Theme Sales

Check to see how many sales the theme has achieved, which is a good indicator of its popularity and use unless it is a brand new theme. Do not worry if many people have purchased the same theme since no theme ever looks the same after your custom graphics, colors and text are added. Plus, most themes have many layouts and design variations.

Theme Comments

Look at the theme comments from buyers. You can learn a lot from the comments. Beware that some people are never satisfied and they may be technically-challenged, so look for the overall consensus of the comments.

Theme Rating

Look at the “Item Rating” of 1-5 stars and how many people make up that rating (4.85 stars average based on 600 ratings). You can also click the “more information” link next to the stars to learn more or the tab at the top.

Theme Customer Comments

Read the customer comment section to see how supportive the theme creators are by how they respond to their customer comments and complaints. It is normal for them to refer customers to their customer support ticket system, so do not let that concern you.

Theme Customer Support

Check this tab to be sure the theme creator supports the theme. The “Support” tab is located at the top of the page under the theme title. You can hire any web developer, but no one knows more about a theme than the one who created it. So you will save a lot of time and money using the theme support which costs almost nothing.

Theme Creator Portfolio & Author Rating

Click on the button under the theme creator name to see their entire portfolio. It is preferable to see more than one theme, so you know they are a serious designer/developer. Some have special designations like “Power Elite Author.” You will also see an Author Rating along with total sales. While on that page, you can also check out their profile to find out more about the theme creator(s).

Theme Design

Be sure the theme includes the colors you need, although most recent themes include the ability to choose any color scheme. You do not want to have to hire a web designer/developer to customize the entire theme.

Theme Editor

Be sure the theme includes a drag and drop editor, or you may have a challenge customizing the theme, requiring you to hire a web designer to customize it, as well as to make future changes and updates.

Theme Blog Integration

Check to be sure it has a blogging template integrated in the theme if you plan on blogging (and hopefully you do).

Theme Support

Once you have checked out all the items mentioned above, you are ready to purchase your theme. It is strongly recommended that you purchase the support along with the theme. You can often save money by extending the support at the time of purchase as well which is also recommended.

Theme Installation

If you need help installing your theme on your web hosting, there are some reputable freelance web developers on Fiverr that you can hire to install it for only \$5-20. They will need access to your hosting account, so be sure you hire someone reputable for the job. Check their buyer ratings and feedback as well as their Fiverr rank (Level 2 Seller is highest rank).

Marketing Hub Elements

Now let's discuss some of the hub elements that are going to make up the spokes of your marketing hub. We will cover these briefly so you will know what they are and how they fit into the entire marketing hub.

Images

Images are a critical part of your marketing hub. In marketing, a picture really IS worth a thousand words. Pictures attract attention and break up the monotony of endless text. They often can convey a message that text cannot. They are especially critical on social media for getting attention and driving traffic to the rest of your marketing hub. The images should be high-quality high-resolution images.

Be sure to check out the copyright laws regarding using images that you do not own, especially when used in marketing. Infringement of a copyrighted image can cost thousands of dollars in fines.

There are many inexpensive image sites where you can purchase and license images for commercial use. There are also many free image sites for use on social media, etc. However, not all free image sites are reputable and comply with copyright laws.

The most important images you will need include your logo, your profile photo and your social media profile covers/banners. You can use Canva, an online graphics program loaded with many social media templates you can quickly customize and use for free. You can also hire a quality freelance graphic designer on Fiverr that specializes in whatever you need.

Infographics Images

Infographics are a powerful part of your marketing hub. Infographics are one of the hottest marketing tools since they combine and condense a lot of information into a beautifully-designed attention-getting graphic format that is clearly, simply and quickly understood. For that reason, they are massive traffic magnets that often go viral, so use them on your website, your blog posts and social media posts.

You can have them created for you by a freelance graphic designer on sites such as Fiverr for very little cost. However, be sure to select a graphic designer with experience in infographics, since it requires special expertise. You can also purchase templates to create your own.

Webinars

Webinars can be a great way to direct people to your marketing hub. If you are an expert on something related to your products or services, consider offering a free webinar that will demonstrate your expertise to attract new customers or upsell to existing customers. Free webinars can lead to paid training webinars or training programs.

Once you create and record a webinar presentation, you can use it over and over again to keep generating new customers as long as the content remains up-to-date.

Social Media Posts

Social Media is one of the most powerful spokes of your marketing hub since it will bring more brand awareness to your business and traffic to your website than anything else you do online. Your prospective customers are on social media and you need to be there too.

It is critical to create a brand presence on all major social media networks and connect them to your website to complete the marketing hub. Major networks include Facebook, Instagram, LinkedIn, Pinterest, Twitter and YouTube. Even if you are not ready to post there yet, be sure you lock down your brand on all the major networks as previously mentioned.

Regular posting to all the social media networks is also critical. If you do not have time, you can hire a social media manager to do this for you inexpensively on Fiverr.

There are also social media apps and tools that make it easy to automate and schedule your posts in advance and post them on multiple networks. We have included links to the most popular apps and tools at the end of this guide.

A social media post can go viral, so watch what posts get the most attention on social media. There are apps that will track that for you as well, so you always know what is trending.

Creating marketing content can be a challenge for many marketers. But there are many services that provide you with an endless supply of high quality content inexpensively. You can also purchase content and pay to have it customized with your branding on a freelance site like Fiverr.

You can also use Canva, an online graphics program loaded with many templates you can quickly customize and use for free. There are also companies that sell amazing pre-designed Canva templates.

Blog Posts

Blog posts that contain valuable information to attract visitors and customers are also a critical spoke in your marketing hub. Blog posts can drive massive traffic to your website, especially if you blog regularly and share your posts on social media networks, which can be automated.

A blog post can even go viral, so watch what posts get the most attention online and on social media. There are apps that will track that for you as well, so you always know what is trending.

A blog can either be part of your main marketing hub website, a subdomain or a separate domain depending on your strategy. As mentioned in this guide, many website themes include a blogging template integrated into the theme, so it might be a “page” on your website.

Main Domain:	www.Health4U.com
Main Domain Page:	www.Health4U.com/Blog
Subdomain:	www.Blog.Health4U.com
Separate Domain:	www.Health4UBlog.com

Events

Holding events can bring people to your marketing hub. If you can get your name out there at an event, you might attract visitors to your site. Events take more effort, so they are only a small part of the marketing hub.

Digital Downloadable Content

Branded informational and educational guides, eBooks, checklists, cheat sheets, reports and other digital written content can boost your credibility, influence, recognition and visibility in the industry and provide you with another opportunity to link back to your main marketing hub.

You can distribute these materials for free to generate leads or you can sell them to make extra income. For example, you can also use these materials as “lead magnets” in your promotions and marketing funnels where you offer something for free in exchange for joining your email list or checking out your offer. [[See Digital Product & Sales Funnel Sections of this Guide](#)]

Landing Pages

Landing pages are online pages designed to invite your prospective customers to in order to get their contact information in exchange for your special offer, which can be a free sample, free gift or free information. However, it must be a compelling, irresistible offer or they will not opt in. Landing Pages are usually the first step in a complete sales and marketing funnel as described previously.

Landing pages are also often referred to as sales pages, capture pages, opt-in pages, squeeze pages.

Landing Pages can be built on your website. They can also be built using online landing page builders such as LeadPages or ClickFunnels, which are two of the most popular services. Both programs provide many professional ready-made templates that can be customized, or you can use their simple drag and drop builder to create your own. [[See Sales Funnel Section of this Guide](#)]

Microsites & Subdomains

Microsites are small sites that support your main marketing hub for Search Engine Optimization (SEO). They usually focus on a single keyword or group of keywords to drive traffic to your main marketing hub. You can also set up subdomains as hub elements. These sites can target traffic more effectively for those keywords than your main marketing hub site.

You also get the added bonus that comes from backlinks from a relevant site. Backlinks are incoming links to a web page. When a web page links to another web page, it is called a backlink. A page with a lot of backlinks tends to rank higher on all major search engines. You can do an online search to learn more about backlinks and how to use them effectively.

Video Content

Video content can drive massive traffic to your main marketing hub. YouTube is a very useful tool for this purpose, but you have to know how to create a good video that people are going to want to watch and share. Plus you need to know how to target keywords within YouTube to get it seen by enough people to make it worthwhile. It is important to integrate your YouTube video content with all the spokes of your hub. There are apps available to help you share your videos everywhere online.

Email Marketing

Email marketing should still be part of your marketing hub strategy. Email is a powerful marketing tool for keeping in touch with your customers, notifying them of your current offers and specials as well as providing them with valuable information they want and need so they look forward to your emails and actually open them.

Not only should you be using email marketing to drive traffic to all the spokes of your marketing hub, you should also be using your hub and hub elements to collect those email addresses for future marketing promotions. Those email addresses are business assets that are highly valuable.

Press Releases

Press releases may not be the easiest method of getting traffic to your website, but they are still very effective and should be part of your marketing hub strategy.

If you can get a media outlet to run a story that gets a lot of attention, that can translate into a lot of traffic. It will also give your brand more credibility and increase your influence, especially if you refer to it in your other marketing and on your marketing hub site.

There are also sites where you can submit and post your own press releases. However, these have less credibility and recognition. You can do a search online to find the best places to submit press releases.

Authentication & Validation

It is important to include relevant authentication and validation references whenever possible in your marketing elements and hub. It increases your credibility and the credibility of your products or services when you cite legitimate references, testimonials, reports, statistics and research that support the information you provide, especially any claims that you make about your success or the success of your products or services.

Keep in mind that there are FDA regulations that prohibit making health/medical claims even if they are true and can be substantiated by medical reports or research. The FDA is especially critical of natural health products, which they categorize as “dietary supplements.”

Any claim or testimonial that mentions a specific illness or disease is prohibited. For example, you can say you have difficulty sleeping, but you cannot say you have “insomnia” which is a medical term/diagnosis. Please see the references provided and do your own research online.

[FDA Information \[www.FDA.gov\]](http://www.FDA.gov)

<https://www.fda.gov/food/food-labeling-nutrition/structurefunction-claims>

<https://www.fda.gov/food/food-labeling-nutrition/label-claims-food-dietary-supplements>

<https://www.fda.gov/food/food-labeling-nutrition/authorized-health-claims-meet-significant-scientific-agreement-ssa-standard>

There are also FTC regulations that prohibit making claims such as financial claims about how much money you have earned or promising a certain amount of money that can be earned. Even if it is true, the FTC validation standards and process is very complex and complicated.

[FTC Information \[www.FTC.gov\]](http://www.FTC.gov)

<https://www.ftc.gov/tips-advice/business-center/guidance/advertising-marketing-internet-rules-road>

<https://www.ftc.gov/tips-advice/business-center/guidance/ftcs-endorsement-guides-what-people-are-asking>

<https://www.consumer.ftc.gov/articles/959a-how-affiliate-marketing-works-infographic>

There are also specific rules for affiliate marketers that require a disclosure statement that you are earning financial compensation for any products or services you promote or endorse. You will see the disclosure for this guide on the last page of the guide. While it seems obvious that you are earning money for something you promote or endorse, the FTC still requires the disclosure, even if it is just a link in an email.

[Earnings Disclosure Examples](#)

Product Promotion Link [Affiliate Link]

or

*This post contains affiliate links. See my affiliate compensation disclosure here
[Add Link to Complete Affiliate Compensation Disclosure on Your Website/Blog]*

or

*This site contains affiliate links to products and services we use and recommend.
We may receive financial compensation for purchases made through these links.*

or

Keep in mind that we may receive financial compensation when you click on our links and make purchases. However, this does not impact our recommendations. We only promote and recommend valuable products and services that we use and love

Here is a free guide with valuable information:

<https://www.privacypolicies.com/blog/ftc-affiliate-disclosure>.

Please see references in this section and do your own research. You can also find many examples online to customize. Please note that this information does not constitute legal advice.

Online Directories

Online Directories are a great marketing tool for your main marketing hub since they provide instant online exposure and build credibility and authority for yourself and your brand. Most directories are free.

Do a search online for “directories” and you will see endless listings. There are also reports available that list all the directories in specific niches to make your work easier. Then you can hire a freelance assistant on Fiverr to add you to all the directories on the list using your profile templates.

Online Forums

Forums are a great marketing tool for your main marketing hub since they provide instant online exposure and build credibility and authority for yourself and your brand when you answer questions in a forum that demonstrates your experience and expertise in your niche market.

When people see your answers and recognize you as a true expert, they will want to connect with you on your website/blog and social media networks in order to learn more about you and from you. So it is important to complete your marketing hub, so they can connect with you everywhere.

WARNING!

Some marketers post quick answers that provide little value just to post their signature, which has a negative effect. Some marketers also hire people on sites like Fiverr to do forum spamming for them which often results in comments that are not relevant to the question or provide no value. They are often written in poor English that is difficult to understand, which also negatively affects your credibility and your brand.

There are online forums for every industry and niche market imaginable. Some industry associations have their own forums as well. There are also general forums like Quora with endless categories inside the forum that provide an unending source of unanswered or poorly answered questions. Choose categories that allow you to demonstrate your experience and expertise in your niche to attract your niche market.

Social Media networks like Facebook and LinkedIn also have groups that act like forums where you can share your experience and expertise to those asking for help and guidance. Be sure to follow the rules, which are unique to each group, so you do not get removed and blocked.

For example, many Facebook and LinkedIn groups do not allow you to post links or promotions with your comments. Many groups also have rules against contacting group members outside of the group unless the member requests you to do so. However, it is easy for people to click on your profile picture to connect with you outside the group if they choose to do so.

To get started with social media groups, just search on Facebook and LinkedIn for groups that are related to your industry or where your perfect target market can be found. On Facebook searches, you can filter the search results at the top to “Groups” to be sure you are only seeing groups.

Also do an online search for forums that are either related to your industry or where your perfect target market can be found. For example, if you are a Mompreneur who works from home and your mission is to help other moms work from home, look for groups specifically for Moms. Most Mom groups have areas where Moms are looking for ways to make money from home to create a better lifestyle for their family.

Whatever type of forums you choose, find the most popular and most active forums to be sure you get the most exposure. Do not judge a forum by the number of members only, since there are huge forums that have almost no activity and small forums that are very active.

Most forums require you to register as a member and some allow you set up a profile. Be sure to include the maximum information allowed in your profile. If you are joining multiple forums, you can set up a template of information to copy and paste to streamline the process.

Forums are also a great marketing tool because most of them allow you to include your signature, along with your title, expertise and links to your sites whenever you answer a question. That means every post you make in a forum is a free advertisement that can generate traffic to your sites for free.

Here is an example of a simple forum signature:

[Your Name](#)
[Health4U Natural Health Coach](#)
[We Can Help You Look & Feel Younger & Healthier Naturally](#)
www.Health4U.com

Forums often have rules about signatures, so be sure to check their rules. For example, some forums allow you to set up a signature that gets added to your posts automatically and some allow you to add it manually. Others allow signatures, but not links and some do not allow signatures at all.

It is helpful to create various signature templates to comply with various rules. If you are joining multiple forums, or you have multiple brands or brand categories to promote, you can set up multiple signature templates to copy and paste into various forums to streamline the process. [[See Signature & Profile Templates in Creating Your Online Identity & Brand](#)]

Keep in mind that when you change your forum signature to reflect a new product or change to your brand, those changes are reflected across the entire site on every post that you have ever made. This means potentially thousands of people will see the change. That is another reason why being active on forums is such a great idea. However, that also means your forum signature may no longer be relevant to that forum or post.

If the forum has a notification system, be sure to set up notifications so you get a message when someone posts a question in your target forum. That way you can be the first to answer the question with the best answer. It will also notify you if someone else posts on that question. If they do not have a notification system, add it to your calendar to check your target forums daily during the most active times for those forums.

Once you visit each forum, search for questions you can answer and share your and expertise to build credibility and authority in the forum. The more valuable your answer is, the more valuable it will be for you as well since some forums have a voting system that rates your answers, pushing them to the top of the forum as the best answer. Many forum questions and answers also show up in the search engines providing additional exposure.

To make it easier to build credibility and authority, you can create a list of answers to the most frequently asked questions, so you always have an answer ready to post. Just add a little customization to personalize it so you are not obviously posting the exact answer every time.

STEP 6 - CREATING YOUR OWN DIGITAL PRODUCTS

We now live in a digital world and our business needs to live there too. Digital products, also known as “Info Products,” are being promoted everywhere online because they are so popular among consumers.

That is why “Info Products” and “Content Marketing” were included in this guide as lucrative Affiliate Marketing business models. However, in this chapter, we will be covering how to create and use digital products to market your own brand and business.

We will define exactly what a digital, or downloadable, product is and why they are a critical part of your online marketing strategy and marketing hub.

Defining a Digital Product

A digital product is defined as any product that can be downloaded or delivered in digital format instantly, as opposed to a physical book, CD or DVD that must be shipped.

Digital Products Include:

- ✓ Audio Content
- ✓ Video Content
- ✓ Software or Apps
- ✓ Written Content [Guides/eBooks/Checklists/Cheat Sheets/Reports]

Benefits of Digital Products

Consumers love digital products and they are willing to pay for them if they provide valuable information they want and need, especially if that information provides them with shortcuts and tips to get them what they want faster and easier.

Digital products are also the fastest easiest way to demonstrate and establish your experience and expertise as well as boost your credibility, influence, recognition and visibility in your niche industry and niche market.

Digital products provide unlimited earning potential. The more digital products you can offer, the more streams of income you can generate. That is why creating a digital product portfolio is such a critical part of your online branding and marketing strategy. Keep reading for more benefits.

Low or No Cost

Digital products generally cost nothing to create. Even if you hire help to create the original product, once it is created, you can sell unlimited copies of that product over and over again at no additional cost to you. So once you recoup your original costs, it is all profit thereafter.

No Experience

Digital products do not require experience to create. You can hire experts on sites like Fiverr for very little money who have experience creating every type of digital product. You can provide them with your ideas and your vision for the product. Just be sure to hire someone reputable to protect your product and to be sure it is original and not a copy someone's work.

Free Delivery

Digital products cost nothing to deliver. They are downloaded, so there are no packaging, shipping or handling costs involved. Physical products require packing materials, shipping fees and handling costs if you are not doing the packing and shipping yourself and need to hire someone to do it for you such as an employee or fulfillment center.

Content Control

Since you are creating the digital products, you control the content and the quality of the content. You also control the price. You keep 100% of the profits of your own digital products.

Unlimited Income Potential

Digital products can provide a lucrative income with unlimited income potential if you provide valuable information that people want and need. There are many digital product millionaires, along with tens of thousands of people earning six figure incomes. However, many people are happy to earn a few thousand a month working from and enjoying a nice lifestyle.

Passive Income

Digital products provide an income that is passive rather than active. You are not trading an action for money and you are not trading time for money. Income is generated whether you are working or not if you have set up your business and marketing correctly and strategically.

Expertise & Credibility

Digital products that provide educational information can help you to establish and boost your expertise to build your credibility, authority, visibility, recognition and influence in your niche market very quickly and easily. Once they see that you are a true expert in your niche, they will want to benefit from that expertise every way possible.

Repeat Customers

Once your customers benefit from the value of your digital products, they will want more. Every time you create a new digital product, you will have a list of highly targeted hungry buyers waiting to buy that product.

Branding & Marketing

Digital products provide you with more ways to link back to your main marketing hub to boost your branding and marketing power. They are also perfect “Lead Magnets” to generate leads for your business. They also allow you to create powerful sales and marketing funnels to generate passive income using that digital content.

Types of Digital Products

eBooks

We will cover eBooks first since they are the most popular type of digital content. The word eBook actually stands for “electronic book.” So eBooks are designed to be read on digital devices and they can be converted into many different formats for that purpose.

For example, many eBooks are simply PDF files, which can be read on any device that has a PDF reader installed. Other popular formats include the .mobi for Kindle and .epub for several other readers.

An eBook can be just about any length unless certain platforms limit the length or digital size of the eBook. Even a short eBook that is only 10,000 words can be used for your online marketing as long as it provides readers with valuable information.

Your eBook should be about your expertise in your niche market and provide the information your niche market most wants and needs to know. What are their problems that you can solve? What will they pay to solve?

Most writers begin by creating a chapter outline, then they gather the research information for the chapters and then start writing. Just be sure to deliver the content you have promised in your marketing.

If you are not a writer, you can turn your notes and outline over to a skilled freelance writer. There are thousands of writers on the internet, although prices and quality vary. If you are publishing your eBook in English, be sure their native language is also English to avoid a lot of required editing.

Once your eBook is written, you just need to proofread it carefully and edit it as needed – or hire a skilled editor to complete the task for you. However, if you hired someone to write it for you, it is important for you to read it yourself to be sure it contains the content you have promised and it is the quality that you want to represent yourself and your brand. You can still hire someone to do the professional editing if that is not your skillset.

Next, you will need a cover design for your eBook. There are programs online that will help you design a book cover. However, if that is not your skillset, you can hire freelance help on a site like Fiverr. Be sure they are skilled at designing book covers since it is a unique graphic design skillset.

Once the final copy is complete, it must be converted into a format that can be digitally delivered, such as PDF or standard mobile device formats. You can also hire experts to do this task. There are also programs available online such as Designrr that will turn your document into a fancy eBook.

You can use the eBook as a lead magnet. You can also sell it as a valuable training guide and offer upsells once they purchase the eBook. You can also bundle it into a complete info product package for a much higher cost. The price depends on the value of the content and how much your niche market is willing to pay for that content.

Another option is to self-publish your eBook. Amazon Kindle Direct Publishing is the most popular option. Publishing takes about 5 minutes and your book appears on Amazon Kindle where it could reach millions of readers in about 24-48 hours.

You set your own price and earn 35-70% royalty on sales. You can also enroll in KDP Select to earn more. You maintain complete ownership of your book and you can update it at any time. Visit their site for more information: <https://kdp.amazon.com>.

Before publishing, consider that Kindle books generally sell for an average of \$9.99. Compare that to the cost of selling your eBook as a training guide or part of an info product package to your niche market who will gladly pay far more for the content. Some info products sell for thousands of dollars.

Also compare the fact that you are competing in a huge ocean with some pretty big fish on Amazon Kindle, but you are most likely the only fish in your niche market's pond.

You can do both, but if your niche market finds your book on Kindle for \$9.99 after they paid \$97.00, they will not be happy customers. As a compromise, you could sell the eBook on Kindle for \$9.99 and then offer it to your Niche market for a higher price but add valuable bonus items along with it so the increased price matches the increased value.

Video Presentations

Next, we are going to cover creating a video presentation. A video presentation is a video or series of videos. It can be an intro video to help your potential customers get to know you or it can be a presentation sharing your expertise.

If you are presenting subjects that require extensive learning, a webinar presentation is preferred by viewers since it is more memorable and interesting than watching a talking head for the entire presentation. Webinars are covered in the next section.

Short videos are usually done live on camera so people can get to know you, like you and trust you. All you need to get started is a camera, which can be found on most modern computers and mobile phones. Both allow you to create quality video presentations.

Next you need the right background and the right lighting for a quality video. You also want to be the right distance away from the camera. If you are too far away, people cannot look into your eyes and if you too close to the camera they can do an eye exam!

One of the biggest mistakes people make when going live on camera is to keep moving the camera so viewers get dizzy or waving their hands around in the video which also makes people dizzy. Invest in a device that holds your camera steady, especially if you are moving around while recording.

Some people think it is better to just get on camera and wing it so it appears more natural. However, unless you are a skilled speaker with a lot of experience on live video, that is very risky. You may only get one chance to make a great impression - do you really want to risk it? If you don't want to use a script or outline, you will need a lot of practice before recording.

If you want to use a script, be sure it is not obvious that you are reading a script, which requires a lot of practice. If you use notes and keep looking at them elsewhere, it can be very distracting to viewers. If you lose your place, it will be very obvious to viewers. The best solution is to download a teleprompter app to use on your device screen. You can do a search online for the "best teleprompter app" to get the most current list for your device.

Webinar Presentations

Next, we are going to discuss webinars which is simply a seminar conducted on the web. Webinar slide presentations are preferred if you are presenting subjects that require learning, since it is more memorable and interesting than watching a talking head for the entire presentation.

Webinars are one of the most effective and lucrative marketing methods because they instantly establish your credibility and authority in your niche market which in turn instantly leads to sales.

Webinars also allow you to reach an unlimited number of people from all over the world removing all geographic barriers. If you are marketing to an international market, keep time zone differences in mind.

Webinars are also one of the most effective and lucrative downloadable products because you can create multiple streams of income from the same webinar presentation as long as the content remains relevant. Here are just a few strategies you can use:

- ✓ Charge to Attend the Live Webinar Presentation
- ✓ Upsell Related Training/Products/Services During the Webinar
- ✓ Charge to Download the Webinar Presentation Replay
- ✓ Charge to Attend the Replay of the Webinar
- ✓ Add Webinar Presentation to an Info Product Package
- ✓ Add Webinar Presentation to a Larger Video Training Package
- ✓ Turn the Webinar Transcript Into a Written eBook/Guide
- ✓ Turn the Webinar Audio Into an Audio Book

You can either do a live webinar where you record as you present or you can pre-record the presentation and upload it to your viewing platform and just attend live to answer questions etc. after the presentation. Attendees do not know it is not a live presentation. The replays allow you to run the webinar over and over again without having to present over and over again.

Since you are creating digital content to establish your expertise, it is important for you to be the presenter. If you prefer not to be on camera, you can use a presentation on the screen with you in a tiny window in the corner or you can just be the voice behind the presentation.

If it is your own company and brand you are representing in the webinar, there should be at least one slide at the beginning of the webinar that shows your picture and allows you to tell your story. It is critical to do this to build rapport with your audience and increase the “know you – like you – trust you” factor. This will set the stage for the rest of the presentation.

The first decision is what type of information to provide based on your expertise and what the market wants and needs to know. Then do market research to see what is already available and what is missing.

Also check to see how much interest there is in the subject by watching the competition and visiting groups focused on that niche to see what their challenges and frustrations are so you can provide the solutions.

Next determine how long the presentation will last. Most webinars last 30-60 minutes. After that, people begin to lose attention, focus and interest. You want your audience focused and excited until the end of the presentation when it is time to take action. So don't put them to sleep. Keep the presentation information-packed, but concise. Then restrict questions to the end so you can stay focused and stay on schedule.

Many marketers use a tactic where they invite people to learn their secrets on a webinar and then don't deliver on their promise. Instead, they spend most of the time on a pitch fest to get them to pay a lot of money for those secrets. They quickly lose credibility and sales. Instead, deliver a taste of your best content and your customers will be begging to pay for more.

Once you select your topic, you will also need to create a presentation outline. One of the fastest easiest ways to create an information webinar is to create a list of the top 10 most frequently asked questions and the top 10 problems in your niche, then add the answers and solutions. You can also use an existing digital product and turn it into a webinar.

Some people think it is better to just wing it on a presentation so it appears more natural. However, unless you are a skilled speaker with a lot of experience presenting, that is very risky. You may only get one chance to make a great impression and make the sale. Do you really want to risk it?

Webinar Presentation Outline Strategy [60 Minutes]

- ✓ Intro & Welcome [1 Minute]
- ✓ Your Engaging Story/Expertise [2 Minutes]
- ✓ Presentation Introduction Overview [5 Minute]
- ✓ Expert Teaching Content [40 Minutes]
- ✓ Presentation Summary [2 Minutes]
- ✓ Call to Action - Sell Products/Programs/Services [10 Minutes]
- ✓ Q&A – Optional [Deduct Time from Expert Teaching Content]

Once you have your outline prepared, you will need to gather images, video clips, audio clips, illustrations, charts and references to include in the presentation. Then start creating the slides. You can also hire freelance help on a site like Fiverr to copy and paste your content on the slides or create the slides for you.

*There are many sites offering stock photos, audio clips and video clips that you can license for free or inexpensively for your presentations.
See Resource List at the end of this guide for resources.*

For pre-recorded presentations, you can create the presentation slides in a PDF document or PowerPoint presentation. Then narrate it to turn it into a video presentation. The most popular combination for creating great presentations is PowerPoint and Camtasia, since they provide everything you need including video editing. You can search online for other options.

If you are doing the presentation live on Zoom or another presentation platform, be sure you know how to use it to record a professional video presentation that you can use over and over again. There are many things to consider in order to create a clean professional recording, such as not showing all the participants on the screen and making sure everyone is muted and cannot unmute themselves.

Once you complete the presentation and you determine the date and time, you can begin promoting the webinar. Be sure to require pre-registration if possible so you can see how many people plan to attend. If it is a paid webinar, that allows you to start generating income right away as well.

Audio Presentations

Audio content is still very popular even with all the new technology available since it allows people to listen while they are doing another activity such as driving, riding, exercising, cleaning, waiting, working, etc.

Podcasts are very popular. A podcast is simply a presentation similar to talk radio where experts are interviewed in a niche industry. Audio Books are still very popular as well. You can simply read your eBook as an audio presentation or hire someone with a great voice to do it for you.

Obviously, an audio presentation cannot measure up to a beautifully-designed visual presentation or video, but it is important to give your customers what they want and need. Remember, the more products you create, the more money you can make. You can also add them to packages to provide even more value and make even more money.

If you already have video presentations, you may be able to use them to create an audio file as long as you do not make references to information in the visual part of the presentation. Listeners will find that very frustrating since they cannot see what you are referring to. Some platforms like Zoom automatically create an audio file. Camtasia will also let you separate the audio from the video.

Digital Product Resources

An easy way to get started creating digital products is to use Done-For-You (DFY) products called Private Label Rights (PLR). The creators of these products grant you the rights to private label their content as your own, which eliminates the time and effort needed to lay the groundwork.

Be sure to check each PLR package for specific rights since they can vary. Some allow customization and others do not. Some allow you to put your own name on it and some do not. Some allow you to sell it or give it away and some do not allow one or the other.

It is important that you only buy PLR that you can customize and brand as your own. It is especially critical to customize it if you are planning to use any of the content on your website or blog. You could be penalized by the search engines for “duplicate content” if anyone else is using the content on their website or blog. PLR is usually sold to many people, so it is very likely that the content can be found online. You can use a site like Grammarly to check for plagiarism, which will show you duplicate content.

PLR is very inexpensive and affordable for most entrepreneurs and includes a wide variety of products usually sold in packages including checklists, cheat sheets, reports, eBooks, audio presentations, video presentations, slide presentations and more.

PLR can range from very low quality to very high quality – and the price is not always an indicator of quality. Check to be sure the PLR is current, so you provide correct up-to-date information to your customers or they will be requesting refunds. Ask the creator when it was created or last updated.

Also be sure the PLR is written by someone that is fluent in your language or you will spend many hours editing the content. Also be sure the images look modern and up-to-date, although you can always update them yourself or hire someone to do it for you.

To find PLR, you can search online for PLR plus your niche market (i.e. “PLR Health”) then narrow your search. Most PLR packages show you the table of contents so you can see what is included. Larger PLR companies offer complete packages including audio, video, etc.

Some providers promote PLR packages through special product launches where they start with a basic package, then offer upgrades to a larger package. The upsells are usually worth the cost if the products will increase your income and save you time and money.

Digital Product Strategy

You can choose one or all of these digital product creation strategies. However, if you are not ready to create your own digital products, or you want to earn additional income while you create them or to pay for creating them, you can always start with Affiliate Marketing which is selling someone else’s product as we discussed in the beginning.

If you have decided to create your own digital products, then you need to decide which method(s) you are going to use. You can create them yourself or hire freelance help. Start with the method you feel most passionate about and comfortable with so you can get started right away.

If you love the idea of video and have always wanted to be a YouTube star then you might be best suited for video product. If you are a great writer, you might be better off creating eBooks and other written digital content. If you love teaching others in a classroom setting, then webinars are definitely the product for you to create.

Whatever method(s) you choose, create products that center around your expertise and niche. You must be sure your target market wants and needs what you are creating and that they are willing to pay for it.

TIP! Create an FAQ document and then turn that content into a digital product or package!

The perfect scenario is that you can create your products from your knowledge and passion to provide the information people desperately want and need. Then your work will not seem like work at all. Creating content will be fun and fulfilling instead of work.

*Can you turn your passion into products?
Can you get people to pay for your products?*

Conclusion

We have reviewed the main types of digital products in this chapter and the basics of what is involved in creating them. Be sure to check out the other sections of this guide where we have provided information about creating content such as digital products. There is also an abundance of free information available online to expand your knowledge. But now you have a place to start and a plan for creating your own digital products.

STEP 7 - SETTING UP A SALES FUNNEL

In this chapter, we will be discussing how to set up a sales funnel. A sales funnel is the most important part of any online marketing plan and strategy. In fact, if you could only choose one thing to market your business, a sales funnel should be your choice since it has the potential to generate the most income the fastest way possible since it is designed to sell-sell-sell.

In this chapter, we will be covering the entire buying cycle, so you see what happens as the customer goes through your sales funnel. We will also discuss some of the most common sales funnels and how to use them.

The Sales Funnel Process

Sales funnels are not complicated, but they can be confusing to anyone who is new to online marketing. Basically, a sales funnel is the process that someone goes through to buy a product or service from you.

If you think of an actual funnel, it is wide at the top and narrow at the bottom. Potential customers come into the top of the funnel and the sales sequence moves them one step at a time deeper into the funnel as their knowledge, trust and interest deepens. If you can maintain their interest through each step of the sales funnel sequence, they will most likely become your customer at the end of the sales funnel.

In order to understand the sales funnel, you need to understand the sales process, or sequence, which is essentially the framework of the funnel. We will go over each step of the process in this section and explain it in detail.

Awareness

The first step in the sales funnel sequence is the awareness phase. Every sale is a solution to a problem. The customer is looking for a solution to their problem and you need to make sure you provide the solution. So, the first step in the process is making them aware of the solution.

Suppose you do keyword research and you discover that many people are searching for the phrase “fastest way to lose weight without dieting.” You realize that is a hot topic, so you add that phrase to your SEO title and description and you optimize your website by adding that phrase in strategic places, so your listing comes up when someone does that search. You can learn more about SEO strategies doing an online search.

Interest

Now they move into the interest phase of the sales funnel sequence. Now they are aware of you and you have their interest. They want to know what you have to offer and to find out whether or not you have the best solution to their problem.

At this point, you only have their interest temporarily. They are not yet invested in your weight loss website. They are just a casual visitor. It's your job to keep their interest until you can take them to the next step.

For example, if they reach your page where you have weight loss products or programs, they might take a closer look to see what you offer. But what if you were able to give them exactly what they want and need? What if your page headline read "Our Favorite Products to Help You Lose Weight the Fast Easy Way without Dieting!"

Even better, what if you were able to give them something no one else is offering? What if you offered these resources in the form of eBooks, reports or guides? You could offer all 3 bonuses in whatever format works best:

- ✓ "How to Lose Weight the Fast Easy Way Without Dieting!"
- ✓ "10 Secrets to Lose Weight Fast Without Dieting!"
- ✓ "How to Select the Best Weight Loss Products to Help You Safely Lose Weight the Fast Easy Way without Dieting!"

Evaluation

Next, they'll move into the evaluation phase of the sales funnel sequence. The evaluation phase is where they compare your products to other products. They compare prices, benefits, ingredients, testimonials, product reviews, packaging, company/brand reputation, shipping cost/time, special offers, perks or rewards, etc.

Consumers today are very savvy. They don't believe everything they hear or read anymore. They still buy with emotion, but they back it up with facts to justify their emotional buying decision.

Amazon is a prime example. Savvy consumers visit the Amazon site to read reviews on products they are not even buying on Amazon because they want real reviews from real people to make an educated buying decision. They also search online and on social media to read reviews.

So provide your prospective customer everything they need to make an educated buying decision quickly. Don't make them work to find the information they need on your website or in your sales funnel. If they have to go elsewhere to get the information, you risk losing them forever.

Remember, you want to keep them in your sales funnel and keep the sales sequence moving along smoothly until the end when they purchase.

Decision

Next they will enter the decision phase of the sales funnel sequence. If you have convinced them that your product is the best product to solve their problem(s), they will likely make the decision to buy your product.

But when it comes to a sales funnel, if they do not buy, it is not the end of the sales process. Since you have captured their email address (and possibly their mobile phone number) in the sales funnel process, you can follow up with offers. You can also add an exit pop-up on the last page of the funnel so a discount offer pops up when they close the browser.

Purchase

The next step in the sales funnel sequence is the purchase phase. You want them to complete the purchase while they are still excited and emotionally invested in your product, so make it fast and easy to purchase.

If anything goes wrong, they could change their mind and decide not to purchase. Sometimes people get frustrated during the checkout process and leave the site. If it takes too long, they can also get distracted and then forget to purchase. Other times things like product backorders, high shipping costs or a long shipping timeframe can make them back out.

For example, say that you find a really great deal you are excited to buy and then you get to the checkout and you discover that they are charging an outrageous amount for shipping to compensate for that great deal. You will most likely decide not to purchase. The deal has changed and the change is a deal breaker so you change your mind.

Make it as easy as possible for the buyer to complete the purchase and make the process as transparent as possible so you do not give them any reason to change their mind. Remember, in a sales funnel, if they do not buy, it is not the end of the sales process. You can use exit pop-up offers or follow up with special offers by email or text as previously mentioned.

The Power of Upselling & Downselling

One of the most powerful aspects of sales funnels are upsell and downsell offers since it allows you to keep the sales funnel sequence moving. You do not want a dead-end sales funnel.

Great sales funnels always include irresistible one-time-offers (OTO's) which are powerful psychological motivators because nobody wants to miss out on a special offer they may never get again!

- ✓ You offer your prospective customer a free product they want and need.
- ✓ Then you redirect them to an upsell page and offer them an inexpensive product they want and need that goes with the free product.
- ✓ Then you redirect them to another upsell page and offer them a product that makes the first product offer even more valuable so they buy.
- ✓ Then you redirect them to another upsell page with another special offer that makes the previous offers even more valuable but they don't buy.
- ✓ So you either have reached their spending limit or you have offered something they do not want or need. If you are pretty sure they want and need it, then you most likely have reached their spending limit.
- ✓ Next you redirect them to a downsell page that offers the same product at a discount because you know they need it and you want them to have it. If they don't buy, you know it is a product they do not want or need.
- ✓ If you see that pattern, you may want to change the product you are offering at that stage of the sales funnel.
- ✓ If you see a pattern that they buy when you offer the discount, then you know it is priced beyond their perceived value, which means you either need to create more compelling sales copy on the page, add more value to the offer to make it more irresistible or decrease the price. Decreasing the price is always the very last option.

The Power of Cross-Selling

Also, use cross-selling whenever possible by offering related products and services they might find useful. It can be your own products or affiliate products. For example, if you have a program on how to create a sales and marketing funnel, you can provide them with your affiliate links to resources such as LeadPages, ClickFunnels, AWeber, MailChimp, GoDaddy, etc.

Sales Funnel Variations

There are many types of sales funnels with many variations. In this section we will review a few of the most common types of sales funnels in detail. Each funnel has a different structure and purpose. By the time you finish each section you will understand how to set up a funnel, what the purpose of that funnel is and how you use it to sell your products and services.

Email Opt-in Funnel

The email opt-in funnel is the simplest and most common type of funnel. Nearly every funnel begins with an email opt-in funnel in its sequence.

Email Funnel Requirements:

- 1) Landing Page with Email Opt-in Form
- 2) Thank You Page
- 3) Autoresponder Email System

Landing Page: You will need to set up a landing page with an irresistible offer and an email opt-in form to capture email addresses. Do not ask for too much information or they will be less likely to opt in. You can safely ask for their first and last name and email address.

Thank You Page: You will also need to set up a thank you page which is the page they land on immediately after they submit their email. On this page you will thank them for opting in and remind them to check their email right away to confirm their opt-in so you can deliver the offer you promised.

If you deliver the offer on the thank you page, they may never complete the email verification process and you will not be permitted to send them future emails, which would defeat the entire purpose of the email opt-in funnel.

Email Autoresponder System: You will need an email autoresponder system such as MailChimp or AWeber to connect to your funnel so when someone opts into your funnel, they will be added to your email list.

You can create multiple email lists for various purposes and you can also set up multiple series of autoresponder emails for various purposes.

Once they verify their email is valid and want to receive your emails, the autoresponder system will automatically trigger the first email in your series of scheduled follow-up emails, which usually includes an attachment or a link to the incentive you offered to get them to opt into your list. Be sure to test the funnel and email system before promoting the funnel.

Webinar Funnel

The next type of funnel is the webinar funnel to promote your free or paid webinar where you will promote your products or services. It can be a live webinar or an auto-play on-demand webinar.

Webinar Funnel Requirements:

- 1) Landing Page with Email Opt-in Form
- 2) Thank You Page
- 3) Autoresponder Email System
- 4) Sales Page if Required
- 5) Thank You Page

Landing Page: You will need to set up a landing page with an irresistible offer and an email opt-in form to capture email addresses. Do not ask for too much information or they will be less likely to opt in. You can safely ask for their first and last name and email address.

Thank You Page: You will also need to set up a thank you page which is the page they land on immediately after they submit their email. On this page you will thank them for opting in and remind them to check their email right away to confirm their opt-in so you can deliver the offer you promised, if any, and remind them of the upcoming webinar presentation(s).

If you deliver the offer on the thank you page, they may never complete the email verification process and you will not be permitted to send them future emails, which would defeat the entire purpose of the email opt-in funnel.

Email Autoresponder System: You will need an email autoresponder system such as MailChimp or AWeber to connect to your funnel so when someone opts into your funnel, they will be added to your email list.

You can create multiple email lists for various purposes and you can also set up multiple series of autoresponder emails for various purposes.

Once they verify their email is valid and want to receive your emails, the autoresponder system will automatically trigger the first email in your series of scheduled follow-up emails, which usually includes an attachment or a link to the incentive you offered to get them to opt into your list. The series should include emails inviting them to the upcoming webinars along. If your webinar system keeps track of those who missed the webinar, you can send a “sorry you missed it” email with a special offer, although they missed out on the limited-time offers exclusively for webinar attendees.

Sales Page: If you plan to promote products or services on the webinar, you will also need to create a sales/order page to make it easy for attendees to buy your products or services after the webinar. If you send them to your website, they may get distracted reading everything on your website. You want to keep them focused and excited about your offer.

Many savvy marketers offer their webinar specials for a limited time to create a sense of urgency and fear of loss. They also offer an extra special bonus to the first group of people who buy the offer which can create a stampede to your sales page!

This page provides attendees with a brief outline to remind them what they are purchasing and all the perks and bonuses that go along with the special limited time offer. You can also turn this sales page into a sales funnel with additional upsell offers, etc.

Thank You Page: You will also need to set up another thank you page which is the page they land on immediately after they purchase. On this page you will thank them for their purchase and either deliver the purchase on that page or tell them how to access their purchase. Also tell them how to get help if anything goes wrong with the delivery process. Be sure to test the funnel and email system before promoting the funnel.

Video Product Launch Funnel

The next type of funnel is the video product launch funnel. This funnel is used when a company is launching a new product or service and they want to build anticipation and excitement for the upcoming launch.

You do not have to be a video expert to create this funnel. You can hire freelancers on sites like Fiverr to do all your video editing, etc.

Before you set up this funnel you need a series of promotional launch videos. You can do these videos through whiteboard presentations or with you or a spokesperson on camera. You then set up the system to release one video each day leading up to the product launch day.

Video Product Launch Funnel Requirements:

- 1) Landing Page with Email Opt-in Form
- 2) Thank You Page
- 3) Video Account or Video Page
- 4) Autoresponder Email System
- 5) Sales Page
- 6) Thank You Page

Landing Page: You will need to set up a landing page with an irresistible offer and an email opt-in form to capture email addresses before the video series begins. Do not ask for too much information or they will be less likely to opt in. You can safely ask for their first and last name and email address.

Thank You Page: You will also need to set up a thank you page which is the page they land on immediately after they submit their email. On this page you will thank them for opting in and remind them to check their email right away to confirm their opt-in so you can deliver the first video, along with anything you offered as an incentive.

If you deliver the offer on the thank you page, they may never complete the email verification process and you will not be permitted to send them future emails, which would defeat the entire purpose of the email opt-in funnel.

Email Autoresponder System: You will need an email autoresponder system such as MailChimp or AWeber to connect to your funnel so when someone opts into your funnel, they will be added to your email list.

You can create multiple email lists for various purposes and you can also set up multiple series of autoresponder emails for various purposes.

Once they verify their email is valid and want to receive your emails, the autoresponder system will automatically trigger the first email in your series of scheduled follow-up emails, which usually includes an attachment or a link to the incentive you offered to get them to opt into your list as well as a link to access to the first video in your series.

The series should also include emails inviting them to each of the upcoming videos and a special email on launch day. If your system can track video link click-throughs to see who missed a video in the series, you can send a “sorry you missed the video” email with a special offer.

You may need to offer viewers an incentive to visit each day such as a daily drawing!

Video Series Page [Optional]: You can invite prospects to a video channel such as Vimeo or YouTube. However, YouTube is risky since people get distracted and Vimeo is just a video player. Most marketers prefer using video sales page templates in landing page builders like LeadPages and ClickFunnels because they automate the process, making the video series faster and easier to set up and manage. If you use a template, you can add a BUY NOW button when you launch the first video or add it on launch day.

Sales Page: You will also need to create a sales/order page to make it easy for viewers to buy your products or services. You could take them directly to your shopping cart, but you want to be sure they remember why they were so excited to buy the product. You could also send them to your website, but they may get distracted reading everything else. You want to keep them focused and excited about your exclusive limited-time offer.

Many savvy marketers offer their specials for a limited time to create a sense of urgency and fear of loss. They also offer an extra special bonus to the first group of people who buy the product or service when it launches, which can create a stampede to your sales page!

The sales page will also provide prospects with a brief outline to remind them what they saw in the video series, including all the perks and bonuses that go along with the special limited-time offer. You can also turn this sales page into a sales funnel with additional upsell offers on additional pages.

Thank You Page: You will also need to set up another thank you page which is the page they land on immediately after they purchase. On this page you will thank them for their purchase and either deliver the purchase on that page or tell them how to access their purchase. Also tell them how to get help if anything goes wrong with the purchase or delivery process. Be sure to test the funnel and email system before promoting the funnel.

Tripwire Funnel

The next funnel is the tripwire funnel which is one of the most popular sales funnel strategies designed to convert a prospect into a buyer. A “Tripwire” is also known as a Lead Magnet, Free Offer, Introductory Offer, Front-End Offer, etc. In retail it is known as a Loss Leader to get people into the store knowing they will likely buy more once they get there.

The purpose of a tripwire funnel is to upsell your prospects to your main offer, so the tripwire offer should be directly related to your main offer and directly targeted to your niche market. The most powerful tripwire offers are those that offer a solution to a problem in your niche market. If you are not sure what your niche market wants and needs, you will need to do some market research first [[See Market Research Section for More Information](#)]

If you are not sure what your niche market needs and wants, add a post or survey on your website/blog and social media asking them about their biggest challenges. Once you discover your target market’s top problems you can provide the solutions in a funnel. You can even create separate funnels for each solution to create multiple streams of income.

Tripwires can include eBooks, reports, checklists, cheat sheets, webinars, instructional video, product or service trial period, product samples, membership trial period, coaching/consultation sessions and more. An easy way to create a tripwire offer is to take part of your main offer and package it as an individual offer.

The tripwire funnel could be compared to fishing. You set up the enticing irresistible bait or offer, which is usually something very low-cost or free like a sample or special report. Once they opt in, or cross the tripwire and take the bait, that will trigger the special offer. Your goal is to get as many prospects to take the bait as possible during the first step of the funnel.

Besides crossing the physical barrier from prospect to customer, there is also a psychological barrier, or tripwire, a prospect crosses every time they say “YES” to your offer in the funnel. Paying you even a small amount of money, is a physical and psychological barrier they cross, putting a measure of trust in you. If you deliver on your offer, they will be more likely to give you more money in this funnel and in future funnels and offers.

Some marketers insist that the funnel should start with a low-cost paid offer to attract a more targeted market. Their reasoning is that a paid offer creates more value in the mind of the prospect since people tend to value what they pay for, but they don't always value what they get for free.

Others insist that the funnel should start with a free offer to entice as many prospects as possible to give them a taste, or nibble, of your products or services hoping they will love them and be willing to pay for more.

Whatever strategy you choose, remember that this is the most critical part of your funnel and it may be your ONLY chance to get your prospect to opt into your list. If you start with a paid offer, you must be SURE it is an enticing irresistible offer or you will lose the prospective customer for good!

For example, use an offer to get a \$97 report for only \$1 today only!

For example, use an offer to get a \$97 report for only \$7 today only!

Actually, smart marketers run split tests to see which tripwire offer converts the most opt-ins to customers. Remember, opt-ins are not the measure of success in a sales funnel since you could have thousands of opt-ins and ZERO sales from one funnel and 100 opt-ins and 90 sales from another.

Below you will see examples of both strategies using the free offer and low-cost paid offer to start using the most common pricing ladder strategies:

Tripwire Strategy Template

Tripwire Low-Cost Offer > One-Time-Offer Upsell > Main Offer > VIP Upgrade Offer
Tripwire Free Offer > One-Time-Offer Upsell > Main Offer > VIP Upgrade Offer

Tripwire Strategy Examples

eBook > Mini Course > Online Master Course > VIP Coaching/Consulting
\$7 > \$27/\$47/\$67/\$97/\$147/\$197 > \$197/\$297/\$497/\$997/\$1497/\$1997...
Free > \$7/\$17/\$27/\$47 > \$67/\$97/\$147/\$197 > \$197/\$297/\$497/\$997/\$1497/\$1997...

Tripwire Funnel Requirements:

- 1) Landing Page with Email Opt-in Form & Free or Low-Cost Offer - eBook
- 2) Thank You Page
- 3) Autoresponder Email System
- 4) Sales Page with One-Time-Offer Upsell – Mini-Course
- 5) Thank You Page [Optional]
- 6) Sales Page with One-Time-Offer Upsell – Online Master Course
- 7) Thank You Page [Optional]
- 8) Sales Page with One-Time-Offer Upsell – VIP Coaching/Consulting
- 9) Thank You Page

Landing Page: You will need to set up a series of landing pages starting with a page with an irresistible offer and an email opt-in form to capture email addresses. Do not ask for too much information or they will be less likely to opt in. You can safely ask for their first and last name and email address. The next landing pages you need will be just for the upsells.

Thank You Page: You will also need to set up a thank you page which is the page they land on immediately after they submit their email. On this page you will thank them for opting in and remind them to check their email right away to confirm their opt-in so you can deliver the offer you promised.

If you deliver the offer on the thank you page, they may never complete the email verification process and you will not be permitted to send them future emails, which would defeat the entire purpose of the email opt-in funnel.

After that page, you may need thank you pages for the rest of the upsells. Some marketers skip the upsell thank you page and take them directly to the next upsell. Then just add the final thank you page when they reach the end of the funnel. It also depends on how your payment processor works since that determines where they are redirected after each purchase.

If the prospect does not complete the entire sales funnel sequence, there has to be a strategy in place when they decline the offer along the way such as a downsell page. That page should be combined with a thank you page in case they don't accept the downsell offer and don't go any further in the sales funnel.

Email Autoresponder System: You will need an email autoresponder system such as MailChimp or AWeber to connect to your funnel so when someone opts into your funnel, they will be added to your email list.

You can create multiple email lists for various purposes and you can also set up multiple series of autoresponder emails for various purposes.

Once they verify their email is valid and want to receive your emails, the autoresponder system will automatically trigger the first email in your series of scheduled follow-up emails, which usually includes an attachment or a link to the incentive you offered to get them to opt into your list.

From there, the funnel does most of the work moving them through each step of the sales funnel process with another landing page and another thank you page once they accept the next offer.

However, you will still need an email series to encourage those who took the first step in the funnel to take the next step if they have not done so. This email sequence is more complex because of all the upsell offers, so it has to be strategically planned. Be sure to test the funnel and email system before marketing the funnel.

If you are not tech savvy or familiar with email autoresponders, you can hire freelance email marketing experts on sites like Fiverr.

Membership Funnel

The last type of funnel is the membership funnel which can be very simple or very complex depending on how you are setting up the funnel. For example, if it is a paid membership, you have to include upsell offers and pages. But if you are offering a free membership and plan on selling to them later, then you only need a registration page and a thank you page.

We are providing you with the sequence for a paid membership which is similar to the previous Tripwire Funnel example. Each step of the funnel process increases the value of their membership and the cost.

Membership Funnel Requirements:

- 1) Landing Page with Email Opt-in Form – 7-Day Free Trial Membership
- 2) Thank You Page
- 3) Autoresponder Email System
- 4) Sales Page with One-Time-Offer Upsell – Monthly Paid Membership
- 5) Thank You Page [Optional]
- 6) Sales Page with One-Time-Offer Upsell – Annual Membership Discount
- 7) Thank You Page [Optional]
- 8) Sales Page with One-Time-Offer Upsell – VIP Inner Circle Membership
- 9) Thank You Page

Landing Page: You will need to set up a series of landing pages starting with a page with an irresistible offer and an email opt-in form to capture email addresses. Do not ask for too much information or they will be less likely to opt in. You can safely ask for their first and last name and email address. The next landing pages you need will be just for the upsells.

Thank You Page: You will also need to set up a thank you page which is the page they land on immediately after they submit their email. On this page you will thank them for opting in and remind them to check their email right away to confirm their opt-in so you can deliver the offer you promised.

If you deliver the offer on the thank you page, they may never complete the email verification process and you will not be permitted to send them future emails, which would defeat the entire purpose of the email opt-in funnel.

After that page, you may need thank you pages for the rest of the upsells. Some marketers skip the upsell thank you page and take them directly to the next upsell. Then just add the final thank you page when they reach the end of the funnel. It also depends on how your payment processor works since that determines where they are redirected after each purchase. If the prospect does not complete the entire sales funnel sequence, there has to be a strategy in place when they decline the offer along the way such as a downsell page. That page should be combined with a thank you page in case they don't accept the downsell offer and don't go any further in the sales funnel.

Email Autoresponder System: You will need an email autoresponder system such as MailChimp or AWeber to connect to your funnel so when someone opts into your funnel, they will be added to your email list.

You can create multiple email lists for various purposes and you can also set up multiple series of autoresponder emails for various purposes.

Once they verify their email is valid and want to receive your emails, the autoresponder system will automatically trigger the first email in your series of scheduled follow-up emails, which usually includes an attachment or a link to the incentive you offered to get them to opt into your list. In this example, it is a 7-day FREE trial membership so you would include a link to the membership site along with instructions, if needed.

From there, the funnel does most of the work moving them through each step of the sales funnel process with another landing page and another thank you page once they accept the next offer.

However, you will need an email series to encourage those who took the first step in the funnel to take the next step if they have not done so. This email sequence is more complex because of all the upsell offers, so it has to be strategically planned.

If you are not tech savvy or familiar with email autoresponders, you can hire freelance email marketing experts on sites like Fiverr.

If you are only offering a free membership and you will upsell them later, you will not need an email series. However, if you decide to add an upsell to a paid membership, you will need an email series to encourage those who joined for free to upgrade to the paid membership. Be sure to test the funnel and email system before marketing the funnel.

Conclusion

Now that you are familiar with basic sales funnels, you can build your own funnels to whatever specifications you need.

You do not have to be a tech genius to build a sales and marketing funnel. Most funnel creation platforms like LeadPages and ClickFunnels have many free and paid templates that can be quickly customized. Even if you want to create a custom funnel, their drag and drop builder makes it simple.

Every business needs a sales funnel. Once you create one, and it is successful, you will not be able to stop at just one!

STEP 8 – CREATING A LEAD MAGNET

Have you ever wondered if there was some secret formula to get visitors to your site for free?

Actually, there is a proven method that nearly every online marketer uses to generate leads and sales. In fact, this method can actually generate more leads and sales than paid advertising. And this method is FREE! It's called a lead magnet!

Lead magnets are free, effective and take very little time and effort to set up. Since it is such a powerful marketing tool, we dedicated an entire chapter to creating and using lead magnets.

Who Are Your Customers?

First, you need to determine your niche market to target. Who are your ideal customers? Are they male or female? How old are they? What is their income range? Do they work full time or part-time? What do they do for a living? Are they single or married? Do they have children? What are their interests? What problems do they have that need solutions?

There are sections in this guide to help you define your brand and your target market.

For example, suppose that you have visited a lot of support forums and support groups for Moms and you have discovered the following information about your preferred target market:

- ✓ Most are Women Ages 18-40
- ✓ Most Average 2-3 Children
- ✓ Many are Married but Many are Single Moms
- ✓ Most are Stressed, Overwhelmed & Exhausted
- ✓ Most are Dealing with Weight Challenges
- ✓ Most Work Full Time
- ✓ Some Work More than One Job
- ✓ Most Do Not Make Enough Money to Make Ends Meet
- ✓ Most Wish They Had More Time to Themselves
- ✓ Most Wish They Had More Quality Time with Their Family
- ✓ Most Wish They Could Work from Home to Be with Their Children
- ✓ Most Wish They Could Provide a Better Lifestyle for Their Family
- ✓ Most Wish They Could Make More Money

What Problems Do Your Customers Need Solutions To?

Next, you have to figure out what problems your prospective customers have so you can provide solutions. If you don't already know what their problems are, one of the fastest ways to figure it out is to visit online support forums and support groups they belong to and look for the most active and popular support topics as we did in the example.

What Do Your Customers Need to Solve Their Problems?

Next, you have to figure out what your customers need to solve their problems. It is not enough to know what they need since people don't always buy what they need. But they usually find a way to buy what they want. So you have to be sure it is something they also want.

You need to know IF they would pay for it and HOW MUCH they would be willing to pay for it. You can see what other solutions people are paying for and how much they are paying by doing a search online and in social media, especially in social media groups.

You could also do a private or public survey or poll. You could ask "If we could show you a simple way to make enough money to replace your current income so you could stay at home with your family and provide a better life for them, what would that be worth to you?" You could add dollar amount ranges for them to select, starting with the lowest range you would be willing to accept for your product or service.

How Can You Solve Their Problems?

Next, you have to figure out how you can solve their problems or provide solutions to their problems. Do you have products or services that can solve their problems or can you create those products or services? You need to make sure that you can actually solve their problems with your lead magnet, or it will be worthless.

In our example, the solution could be this guide showing them how to make money from home online. It could also be a training, coaching and mentoring program that helps them create an online business from home. It could also be providing them with a list of existing Affiliate Marketing Programs that are turn-key and can quickly generate income. There are many options in this example.

How Lead Magnets Work

When you have an online marketing business, the fastest way to get leads and sales is to offer irresistible incentives to entice people come check out your products or services. In most cases, all they have to do is provide their email address to get your offer. Those email addresses are very valuable since email subscribers are much more likely to become customers.

That incentive or offer is called a “lead magnet” since it is designed to attract your perfect target market to the offer. If they are not interested in the offer, they filter themselves out by not opting into your promotion.

Types of Lead Magnets

There are many different lead magnets you can offer someone. You can select one from the section below or create an offer of your own. Whatever you choose, it has to be something your target market wants and needs and it has to be something you can afford to give away for free.

The second requirement for a lead magnet is that it has to be something more valuable than what the person is giving up. So, if you want to build your email list, you need to offer something that will be worth risking you spamming them with endless emails. Of course, you should also do everything you can to convince them they won't be spammed.

Now let's review some of the most common types of lead magnets and how you can use them to get people to visit your site, give you their email address or buy your products or services.

Webinars

Webinars are seminars that are conducted over the web, usually through a specific application that is designed for that purpose. You can have hundreds or thousands of people attending a webinar, and access to tools like slides, whiteboards, audio, video and much more.

Webinars are great because when someone wants to learn something, and an expert in the field is offering to teach it to them, there is a great deal of perceived value. So offering a free webinar that demonstrates your expertise and allows you to build a relationship with a group of people is a really great idea if you want to attract new customers. Many people make a great living from doing webinars.

eBooks [Electronic Books]

The most popular and most common type of lead magnet is an eBook. Offering a free eBook is a great way to get your target market to opt-in to your offer or visit your website.

A book has perceived value to most people. If you go to a bookstore, you will find books that teach you something averaging from \$5 to \$50. Even if you are offering a digital version of a book, they still see it as having value, especially if it contains valuable information they want and need to know.

Of course, that is assuming that the eBook was written by someone with expertise (either you or someone else), or that value drops.

Reports

Reports are short presentations that cover a niche subject. They can be brief or very thorough, but they should always strive to answer the question(s) or provide the solutions your target market wants and needs.

Suppose that someone is looking for the best way to burn fat. A report with a title like “Top Weight Loss Expert Reveals the Secrets to Burn Fat Fast!” might be valuable to them, especially if they have tried other methods without results. Everyone wants to know a secret, so curiosity alone is a motivator. Once they read the report, they will be much more likely to buy what you recommend since it is backed by validation in the report.

Infographics

Infographics are simply graphics that provide information. They don't have the value that an eBook or a report does, but people love them. So they can still be useful as a lead magnet, because they provide valuable information in a concise, attractive and memorable way.

For example, suppose that you want to convince someone to buy your brand of energy drink. Getting them to click on a link that promises to quickly and clearly demonstrate how to buy the best energy drink to help them lose weight and feel great may entice them to click. That may be preferable to offering a 10-page report or a 100-page eBook, although those could be the upsell offers if you wanted to turn it into a sales funnel.

Checklists

Checklists are another tool that can be very useful if used correctly. You have to know how to market them though. For example, suppose that you wanted to know how to do intermittent fasting to lose weight.

Now, imagine that someone offers you a 10-step checklist called “10 Steps to Lose Weight Fast Using Intermittent Fasting!” Would you take a chance? Considering that it’s free, and all you have to do is provide your email address to get it, most likely you would, because you want and need it.

Contests, Drawings & Giveaway Promotions

Another way to use lead magnets to build your email list is creating a promotion with a contest, drawing or giveaway. Besides building your email list, you can also use these promotions to get people to visit your website, visit your social media profile or share your content.

Let’s define the different types of promotions since people use them interchangeably. A contest is where you invite people to do something specific to win a prize. A drawing is where you invite people to enter a drawing for a specific prize or prizes. A giveaway is where you invite people to sign up to get something free and everybody is a winner.

There are many different lead magnets you could use for these promotions, but whatever you offer, it has to be something truly valuable that people really want or they will not enter.

Also make sure that the prize is something related to your products and services. Otherwise, you are not building a targeted email list and you will have a lot of people unsubscribing after the promotion is over.

You can give away things like checklists, reports, eBooks, video presentations, audio podcast downloads, training programs, private coaching sessions, memberships to a restricted part of a website or many other things that would be valuable in your niche.

Audio & Video Presentations

Audio and video presentations can also be great lead magnets. They can be used in many different ways. Video presentations are by far the most powerful since they combine the audio and visual effects which are proven to increase the success of a presentation.

Here is just one example of an effective way to use a video presentation as a lead magnet with powerful upsells in the video. You must deliver what you promised for free. But you can make additional irresistible offers while doing it – and most marketers do, using sales funnels. [[See Sales Funnel Section in this Guide](#)]

Suppose that you are still interested in losing weight with intermittent fasting and you just can't seem to stay on track and make it work. Then you come across an offer for a free video with a weight loss and intermittent fasting expert offering to share her secrets to increase your results.

In the offer, she explains how she struggled with Intermittent Fasting until she discovered these secrets and how she has helped many people achieve success who once had the same struggle. No doubt you cannot opt in fast enough to get that offer!

As you watch the video, besides the secrets she promised to reveal for free (always deliver what you promise), she also mentions a delicious energy drink she is using to increase her results and the results of her clients. She says it provides lots of energy and prevents feeling hungry and irritable during the fasting period, which are your challenges too.

At the end of the video, she gives you the opportunity to purchase a reasonably-priced coaching package to help you stay on track to lose your desired weight, as well as get a discount on the product she is using to increase her results and the results of her clients. Can you imagine not taking that deal? She is offering you exactly what you want and need!

Video and audio presentations can take longer to set up and can be more expensive to create if you hire it done, but they can be the most effective lead magnets you will ever use.

Memberships

Memberships are very popular, especially if they provide valuable information, training, coaching, mentoring, products, services or support that people want and need. You can offer a membership as a lead magnet if the membership is in the same niche as your target market. You can offer a free trial membership for 7 days or 30 days to start as the lead magnet and then offer an upsell to move them through the sale funnel process to higher levels of engagement and cost.

For example, the offer could be a free trial membership to your private Facebook group or a virtual coaching group. Then you could add an upsell to invite them to become a regular paid monthly member of the group. Then you could add another upsell to invite them to a more exclusive and more expensive offer like a VIP group or private one-on-one coaching.

Discounts

Another popular lead magnet is simply offering a discount in exchange for their email address. This is used very effectively by many companies. People opt in to get special discounts, offers and promotions. Many companies also have rewards clubs where loyal customers earn perks such as special discounts and promotions like free meals or products, etc.

Obviously, the discount has to be for something they are definitely interested in buying now or in the future. For example, if you are trying to gain weight, you are not going to want a deal on a weight loss product.

The offer must also be a true discount. It only takes a few minutes for someone to visit your website or do a search online to find the true price. If you are not offering a true discount, this will destroy your reputation and your brand's reputation right from the start.

Product Samples

Another popular lead magnet is free or discounted samples. This is used very effectively by many companies. People love to try products before they buy or before they buy a large supply.

Obviously, the samples have to be something they are interested in buying now or in the future. As we mentioned previously, if you are trying to gain weight, you are not going to want samples of a weight loss product.

You do not have to wait for them to try the samples to offer them a great deal on the products. Make them an irresistible "One Time Offer" (OTO) to entice them to buy now. If you can offer an unconditional money-back guarantee, that removes all the risk.

Conclusion

We have explored many of the lead magnets that you can use as an online marketer, as well as what you need to do to prepare to use them. Lead magnets can be amazing tools if you follow the instructions in this guide.

You should consider using a lead magnet for each and every product or service that you offer. You can also use multiple lead magnets for the same product or service as a test to see which offer is the most successful. Smart marketers are always doing split testing to find the most successful offers.

STEP 9 – GETTING TRAFFIC TO YOUR SITE

You have heard the saying “Build it and they will come!” Well, that is easier said than done online. Many marketers set up their website, blog and/or social media accounts and expect the traffic to start flowing.

There are basically 2 ways to get traffic: 1) You Pay; 2) You Play. You either have to buy advertising to drive traffic or you have to be willing to play the marketing game using the strategies in this guide to drive traffic.

We will review some proven traffic methods here. Some of them cost money while others are free. Some of them take work and some of them take almost none. However, all of them should be employed to get traffic right away – at least until you find what works best for you.

Getting Visitors to Your Website Organically

It would be nice to get visitors to your website or blog organically, but this does take some work. The term ‘organic visitors’ simply refers to visitors that get to your website through unpaid search results.

For example, if your site was ranked on the first page of the search engines for the keywords “Weight Loss,” the traffic you got from visitors who clicked on your site would be organic (free) rather than from a paid ad.

However, it takes time to increase search engine ranking and most new sites never reach the first page if there is a lot of competition for the main keywords. Companies with established websites and unlimited marketing budgets usually rank at the top of the search engines. So, new sites must rely on other strategies such as “long-tail keywords” to increase their rank.

Keyword Phrases: “Weight Loss” or “Weight Loss Products”

Long-Tail Keyword Phrase: “Best Weight Loss Products for Women Over 40”

While you may never reach the top rank for “Weight Loss” or “Best Weight Loss Products” since that is such a huge category, you may be able to rank for the long-tail phrase “Best Weight Loss Products for Women Over 40” since the keywords are more targeted with less competition.

Thankfully you don’t have to rely solely on organic searches to get traffic to your website. There are many other techniques that you can use to start getting traffic in as little as a few hours.

You still want to work on getting organic search results of course, since this will be your long-term strategy and results in totally free traffic, but you can implement other strategies in the meantime to drive visitors to your site.

Now we will discuss some of the ways to get visitors to your site quickly, which is referred to as “traffic” in the world of online marketing. We will take each method separately and explain how it works and what strategies can be employed that will get the most traffic as quickly as possible. Some methods are free and some are paid. So choose whichever methods you have the time and money to implement to get started right away.

There are many other traffic methods, so do some research online and follow the top traffic experts to learn what is currently working the best! Be sure to only use ethical traffic methods that do not violate the rules of each site or network which could result in your email and website getting blacklisted or your social media accounts suspended or shut down!

Facebook

The first step in Facebook marketing is to set up a Facebook Business Page (not the same as your personal profile). When people search for your company, Facebook tends to be one of the top listings since they have a lot of authority in the search engines. In many cases, a company’s Facebook page outranks their own company website in the search engines.

The second step is Facebook advertising. Facebook advertising is extremely effective and will get visitors to your site fast. Facebook advertising can be expensive, but you can set your budget for as little as \$5 a day for a limited number of days. However, whatever you spend is usually well worth the money if you know how to do it effectively.

There are many experts offering FREE training on how to run effective Facebook ads. You can also join some mastermind groups on Facebook and ask for help from one of the mentors in the group who has experience with Facebook ads.

Both methods can get visitors to your site quickly, but Facebook advertising is going to yield much faster results than setting up a Facebook page, inviting people to “Like” your page and then posting interesting content and promotions in order to funnel them to your website.

Twitter

Many people have a Twitter account, but most people do not realize that Twitter is a traffic machine. Social Media experts use Twitter to drive traffic to their website and other social media accounts.

Twitter is also one of the easiest networks to build a following quickly since people are not as guarded about connecting with you on Twitter as they are on networks like Facebook and LinkedIn.

You can use Twitter to promote your website and get results quickly. To get the best results, it is important to provide value and not just promote your products. Actually, that is the best strategy for ALL social media marketing.

Otherwise, you soon find yourself with no followers. After all, who wants to watch TV if all they ever see are advertisements? Those who provide value get a lot of comments and retweets of their content which gets them even more followers and traffic to their website. It is a win-win strategy!

There are many experts offering FREE training on how to use Twitter for marketing. You can also join some mastermind groups on Facebook and ask for help from one of the mentors in the group who has experience with Twitter marketing and ads.

Twitter has its own advertising program as well. The minimum audience requirement is a little larger with Twitter, but the features are basically the same as Facebook including the ability to target your ideal demographics.

Twitter is definitely a tool that you need to bring visitors to your website whether you do it the organic way building a following or with paid ads.

Instagram

Instagram is perfect for promoting products and services since you can post pictures of everything going on in your business including events, sales, customer testimonials and product or service launches. Instagram allows prospective customers to see your company story and the person behind the brand, which has become important to savvy consumers.

Instagram is like an interactive picture blog, but unlike a regular blog, there is a lot of engagement (interaction) on Instagram. But Instagram is more than pretty pictures – it is a powerful marketing tool to drive traffic to your website if you learn how to use it strategically.

One strategy is doing “Loops” or “FollowBacks” where groups of people agree to follow each other. This can work if you do it strategically with your target market. Otherwise, you will end up with followers that are not interested in your products or services, which means they will unfollow you after the promotion. But you will still be following them, which hurts your follow-follower ratio.

There are many strategies to build your Instagram account quickly, but beware that many of them can hurt your reputation and authority or even get your account shut down, such as buying Instagram followers.

IGTV is a standalone video app by Instagram for Android and iOS devices. It allows you to create longer videos. Basic functionality is also available within the Instagram app and website. So if you have great video content, this could get a lot of interest, engagement and traffic to your website.

Instagram Stories are another feature that lets you post photos and videos, but they vanish after 24 hours. So this limits the amount of exposure.

Instagram also offers paid advertising if traffic is not being generating fast enough organically from your Instagram posts and activity.

Pinterest

Pinterest is perfect for promoting products and services since Pinterest loves product promotions and so do Pinterest users. In fact, many people use Pinterest as a shopping research tool. Statistics shows that Pinterest users buy more and spend more on average than Facebook users.

Pinterest is all about collections and interests. Think of Pinterest as a digital photo album or scrapbook. Pinterest users set up boards based on specific interests and then “pin” content to those boards to create a collection.

Pinterest users create shopping wish lists. They also create planning boards for things like weddings, parties, vacations and home décor/renovation so they can pin their favorite products and ideas.

Then other Pinterest Users who have the same interests can follow their accounts or their individual boards so they can see what they pin in the future. They can also save and “re-pin” their favorite pins to their own boards. Meanwhile, all the followers of both accounts are watching all this activity and may also choose to follow and re-pin what they like.

So Pinterest is a marketer's dream since you can strategically set up boards for your brand and all your brand-related categories to attract the most highly targeted niche market imaginable.

It is also a viral marketing machine since pinning and re-pinning allows everyone following to see what was pinned or re-pinned. If another Pinterest user likes your pin, they will save it to one of their own boards. When they do, your pin gets even more exposure from their followers.

If a Pinterest user likes your pin, they will also usually look at your board and then your entire account. If they like what they see, they will follow your board or your account so they can see everything you pin in the future.

There are also group boards you can join in your niche market. This is a group of people who all share a mutual interest in a particular niche. They allow you to post relevant content in the group that may be seen by hundreds or even thousands of group board members. Be sure to check the rules for each group since they vary from group to group.

There are many experts offering FREE training on how to use Pinterest for marketing. You can also join some mastermind groups on Facebook and ask for help from one of the mentors in the group who has experience with Pinterest marketing.

Pinterest also offers a paid advertising program in case your pins are not driving enough traffic fast enough.

Google Advertising

Google advertising is used by most marketers. If you have ever typed something into a Google search and you saw the results on the sidebar, then you are familiar with Google advertising.

Google has several different types of advertising, but the main program is a pay-per-click (PPC) service called Google AdWords. Basically, the way that AdWords works is that advertisers choose a keyword and they bid to compete for the top spot in the advertising results.

Theoretically, if you are willing to spend enough money, your site could be ranked on the first page of Google for something extremely lucrative with high conversion rates like "weight loss products." While you probably can't compete with large corporations targeting those keywords, there are millions of other keywords to choose from with almost no competition.

There are many free and paid keyword research tools available to help you find the best keywords for your marketing. Google Analytics has their own tool, but there are many tools available that are easier to use. You can also do a Google search for “Best way to find long-tail keywords” to see the latest tips and resources.

There are many experts offering FREE training on how to use Google AdWords. You can also join some mastermind groups on Facebook and ask for help from one of the mentors in the group who has experience with Google AdWords. You can also hire an expert on a freelance site like Fiverr.

To use Google AdWords, you simply sign up for an account, then create an HTML title and description and a price you are willing to pay for each click or visit to your website. However, a click is just a click - you must still convert that traffic into a paying customer once they get to your website.

Advertising on Brand-Related Websites

Next, we'll discuss advertising on brand-related websites. Brand-related means that the website content and target market are related to your own website and target market.

For example, if you had a website that sold weight loss products, then you would want to advertise on websites and blogs that provide weight loss advice or on forums where people discuss their weight loss challenges. The conversion rate would be highest since everyone on that site is your target market: people looking for solutions to their weight loss problems.

You can do the same thing with banner ads, PPC ads, etc. on any website related to your products or services. As a bonus, if you have a link from a related authority site to your own, it will help you rank higher in the search engines. You can do an online search for “backlinks” to learn more.

Press Releases

Another tool that is still effective to get visitors to your website quickly is a press release if it is done correctly. There are thousands of news media outlets where you can submit press releases.

You can search online for a list of major news media outlets. Also look for smaller publications such as local press since they are usually more interested in promoting local businesses. Also look for industry trade publications since members are more likely to get published.

Each news site usually publishes a list of journalists along with their contact information and their area of expertise. Look for the journalist that is most likely to be interested in your news, event or promotion.

There are sites online that provide lists of media agencies and their media contact information to simplify the process.

There are also press release agencies that will submit your press release for you for a fee which saves a lot of time and effort.

There are also non-traditional news sources such as websites, blogs and social media pages/groups related to your niche that may be even more interested in your news, event or promotion. Local groups are usually interested in promoting local business owners so they will be more likely to share your news, event or promotion, especially if it is related to their niche.

Media outlets don't publish press releases just because they are sent to them. In fact, they only select a few newsworthy releases – and most promotional press releases are not considered “newsworthy.” That means you to have to find a way to make your press release newsworthy.

Press Releases have specific formatting guidelines and each agency may have their own formatting and submission guidelines. So be sure to check their website and follow the guidelines or your press release may be discarded.

Below is the suggested outline for the submission email that goes along with the press release ONLY if they request one. This email can often determine whether the press release gets read or not.

PRESS RELEASE SUBMISSION EMAIL OUTLINE

Subject Line:	Great Attention-Getting Headline [Do Their Job for Them]
Greeting:	Greet by Name if Possible [Impress Them]
First Paragraph:	Introduction to You & Your Business [If Local Tie in Local Impact]
Second Paragraph:	Explain Reason for PR [Why Their Readers Want/Need to Know]
Third Paragraph:	Call to Action [Compelling Reasons to Publish Press Release]
Closing:	Thank You & Offer Additional Info/Help [Make Their Job Easy]

Keep it brief! They get hundreds of submissions and flip through them quickly looking for something that grabs their attention. Make sure your press release gets their attention.

If you choose to use press releases, there is a lot of free information online to help you write a newsworthy press release that gets attention.

Offline Marketing

You can also do offline marketing to promote your online business. This is particularly effective if your website, products or services cater to people in your local area or region.

You can do local television ads, radio promotions and newspaper ads. You can also distribute business cards and flyers to local businesses. You can also visit local networking groups and meetup groups. Many offline groups also have online groups, especially on social media, to help you locate and connect with them offline.

While network television and national radio ads are extremely expensive and not feasible for most online businesses just getting started, there are smaller local TV networks and radio stations that may be more affordable. Ask your local contacts if they have local connections you can contact.

Email Marketing

Email marketing is one of the most effective methods for getting people to visit your website. However, people these days guard their email. So if they allow you to send them email, you have established a measure of trust and the likelihood of converting from a subscriber to customer is more likely. However, email marketing only works if you have already built an email list since building a new list can take time. [[See Building an Email List Section](#)]

Some new business owners make the mistake of buying email lists. However, that is called “SPAM” since they have not given YOU permission to email them. That rarely produces results except to get your email address blacklisted so your emails are never delivered to anyone again.

Signature Templates

Signature templates are a great way to drive traffic to your website, so be sure to add a signature to your emails, forum posts, etc. where appropriate. We covered this topic in detail in another section of this guide, so please visit that section to learn more. [[See Creating Your Online Identity & Brand](#)]

Conclusion

Now you know a few of the best ways to get visitors to your website quickly. No matter what your situation, you should be able to use at least one of these methods to get traffic to your site fast - and using more than one is definitely recommended.

STEP 10 - BUILDING AN EMAIL LIST

An email list is simply a database of email addresses that you build specifically for marketing purposes. An email list is one of the most valuable and powerful assets that an online marketer owns because it is a highly targeted list of hot buyers that you can promote your products or services to over and over again to generate a lifetime of income.

Email marketing is also still one of the most effective methods for driving traffic to your website or blog. So in this chapter, we will be covering some strategies for building a highly targeted email list.

Email marketing is also still important because an email has a greater chance of being read than your latest blog posts, social media posts or anything else you might use to communicate with your customers and prospective customers. Not only will the email be more apt to be read, those on your list are also more likely to be buyers because they already know you, like you and trust you.

Many new marketers are intimidated by building an email list, both by the technical process and by the prospect of asking people to provide their email address. This chapter will explain the entire process from start to finish so that you feel more confident and comfortable with the process.

What is Email SPAM?

Sending unsolicited emails is called “SPAM” which is not only bad business etiquette, but it is also illegal in many parts of the world and can result in large fines if the receiver of the email reports you. Once your email is blacklisted online, your emails will be blocked by all major email providers such as Gmail, Yahoo, Hotmail, etc. and they will not be delivered.

Some new business owners make the mistake of buying email lists. However, that is also considered SPAM since they have not given YOU permission to email them. That rarely produces results except to get your email address blacklisted so your emails never get delivered to anyone.

In order to send someone an email, you must have prior consent. So, when you build an email list, you must get consent beforehand so that you won't get into trouble for sending people email they did not consent to receiving.

The Basics of Building an Email List

There are several different facets of building an email list you need to understand before you begin. We will review them in this section.

Your Website

Your website is one of the most important elements of building an email list, although it doesn't actually have to be an elaborate website. It can just be a landing page. If you just want to capture their email address, you don't need to provide too much information. In fact, the less information the better in this case.

All you really need on a landing page is a form to collect email addresses and a compelling reason for someone to give you their email address. We have already discussed landing pages and irresistible offers extensively in this guide and we will discuss promotion later in this chapter.

Sales & Marketing Funnel

We previously discussed the importance of an email opt-in funnel and how to create one quickly and easily. It is important to set up a funnel to ensure they don't leave without providing you with their email address.

That might require that you change the offer or send them to a second page to offer them something different or something better if you see visitors bouncing off the page without giving you their email address.

Email Verification

Email verification is an important part of the process. You need to ensure that the email addresses you are getting are valid, but that is only one of the reasons why the verification process exists.

When someone enters their email address, you need direct confirmation that they have given you permission to send them emails. When they click to confirm they want to receive email from you, you can now legally send them email. If they ever report you for SPAM, you will have proof that you had their permission to send them email. Most email services have opt-in requirements to protect themselves and you from SPAM reports.

That is why every sales funnel includes the email verification process. Of course, you don't want to word your welcome email in a way that sounds like you are holding their free gift hostage to get them to click the verification link, but you do need them to do so. If you deliver the gift before they verify their email, you will not be able to email them, so you will have delivered the gift and received nothing in return.

Email Autoresponders

Email autoresponders are the main tool in your email list building toolkit. An email autoresponder system allows you to schedule a strategic series of emails to be sent at specific dates and times.

The first email in the series asks them to verify their email address granting you permission to email them, which is triggered instantly when someone signs up on your email list.

The next email with the free gift is triggered once they click on the link to complete the verification process. This can be a link in the email or it can be an attachment to the email. Be sure to include download instructions on how to get their free gift for those who may not be tech savvy.

The subjects of the next emails in the series depend on what type of promotion you are running. Most emails in a series promote an upsell related to the free offer or bonus used to get them to opt in.

- 1) Opt-in Verification Email
- 2) Free Gift/Offer Delivery Email
- 3) Upsell Offer Promotion Email
- 4) Additional Emails Specific to Promotion

If every email is a promotional email they may unsubscribe. Instead, be sure to provide value with each email such as free information or a free gift so they look forward to your emails.

Email List Services

There are email list services such as MailChimp, AWeber and Constant Contact that are used by many successful online marketers. They all offer the ability to create multiple email lists for various niche markets and campaigns as well as create multiple autoresponder campaigns.

Most email services charge a fee based on the number of subscribers on your email list. In the beginning, this can be a minimal cost. Later, when you have a large list, it could become a substantial cost. So it is best to compare and choose carefully from the start. However, hopefully by the time you build a large list, you will have also generated a large income, so it will be worth the cost of the service.

Changing email providers later requires that you ask every list member to opt into your new list, which could cause you to lose a lot of subscribers. To minimize the loss you can offer your subscribers an irresistible incentive to get them to opt into the new list.

Web hosting packages may also include an email autoresponder system in your cPanel tools. There are also WordPress plugins available that you can use on your website or blog for the task

Promoting Your Email List

Next, we'll discuss promoting your email list. There are several ways to prompt people to give you their email address. The methods listed here are the standards in the industry, but feel free to think outside the box as long as the methods are ethical and legal.

Business Cards

Business cards are a traditional method of building your email list, but they still work. Lots of people still use business cards and if you interact on a person-to-person basis with people often, you may want to put a link on your business card along with an enticing offer. From there, you can funnel them through to your landing page and convince them to give you their email address.

If you are solely an online marketer with very little personal interaction, then this strategy may not work all the time, but you should still consider using it at special events. Some businesses allow local business owners to leave business cards in a designated place, so be sure to look for those displays in your local business establishments.

Signature Templates

Signatures are another method for building your list. We discussed this topic in another section of this guide, so please refer to that section for complete information. [[See Signature Templates in Creating Your Online Identity & Brand](#)]

Profile Templates

Profiles offer another way to build your list. We discussed this topic in another section of this guide, so please refer to that section. [[See Profile Templates in Creating Your Online Identity & Brand](#)]

Social Media

Social media is a great way to build an email list. But you need to have a history of providing valuable content to your social media followers before you start asking for their email address. You also need to develop a relationship first, because people will generally only give you their email address if they feel like they know you, like you and trust you. Thankfully, social media makes it easy to build that value and relationship quickly.

Blog Posts

Blogging is also a great way to build an email list. Blogging is so powerful because it can bring in lots of traffic to your website, convince people that you are an expert in your niche and capture their email address, all with a single blog post.

If you are using WordPress, you can add an opt-in form on your WordPress sidebar so that every time someone sees one of your blog posts online, they can enter their email address to get your free offer. Email service providers also offer a form builder that you can create to add to your blog so it connects automatically to your email list and autoresponder system.

Once they subscribe, be sure to follow through with the valuable offer quickly or they are going to unsubscribe from your email list quickly.

Contest, Drawing & Giveaway Promotions

Another way to build your email list is to create a promotion with a contest, drawing or giveaway. A contest is where you invite people to do something specific to win a prize. A drawing is where you invite people to enter a drawing for a specific prize or prizes. A giveaway is where you invite people to sign up to get something free and everybody is a winner.

There are many different things you can use for promotions, but whatever you offer, it has to be something truly valuable that people want or they will not enter. Also make sure the prize is something related to your products and services. Otherwise, you are not building a targeted email list and you will have a lot of people unsubscribing after the promotion is over.

You can give away things like checklists, reports, eBooks, video presentations, audio podcast downloads, training programs, private coaching sessions, memberships or anything that would be valuable to your niche market.

Contests, drawings and giveaways can be done locally or online. If done online, it is easier since they are entering themselves into the contest or giveaway online. If it is local, you will have to do the entries manually unless you provide a way to enter on a mobile device at the event.

Events

Events can be a great way to network and collect email addresses. In fact, if you have a free digital giveaway or prize drawing at an event, you can set up an entry box or electronic device that will allow you to collect email addresses from attendees.

If you use a physical drawing box, by the time you manually enter all the names and email addresses and send out the welcome email, they might have forgotten they signed up. So be sure to remind them in the email about the event and the promotion.

Direct Mail Marketing

Direct mail marketing can be too costly for most online business owners. One method to reach potentially hundreds of thousands of homes is to place an advertisement in a big city local newspaper. That way you get sent to all of those houses for a fraction of what it would cost to actually do a direct mail campaign. There are also co-op direct mail campaigns where you can share the cost with other small business owners.

Conclusion

The bottom line is that building a highly targeted list of prospective customers is possible using these free and paid methods. Once they are on your email list, you can continue to increase the “know you-like you-trust you factor” and provide them value until they are ready to become customers. Your ultimate goal is to create a list of loyal customers who will buy over and over again by providing them with solutions to their problems.

CONCLUSION

We hope the Online Success Business Blueprint guide has provided you with the information you need to build a successful online business.

We hope that your online business will be successful and allow you to create the life and lifestyle of your dreams working from home.

Once you create your successful online business, we would love to hear your success story so we can share it with others to inspire and empower them to start their own online business.

WE WISH YOU SUCCESS!



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ONLINE BUSINESS RESOURCE LIST

We are providing a list of the most popular resources online business owners use and recommend. Some of these resources were mentioned in this guide. Others are recommended apps, software, systems and services that will help you build your online business faster and easier and streamline your business.

FREELANCE BRANDING & DESIGN

99Designs Logo Design www.99Designs.com
Fiverr www.Fiverr.com

GRAPHIC DESIGN SOFTWARE & RESOURCES

Designrr Web-Based Software www.Designrr.com

LANDING PAGE & FUNNEL RESOURCES

ClickFunnels [Best Option] www.ClickFunnels.com
LeadPages www.LeadPages.net

WEBSITE CREATION RESOURCES

Fiverr www.Fiverr.com

VIDEO RESOURCES

VideoApp Suite www.VideoAppSuite.com

STOCK IMAGES & DESIGN TEMPLATES

DepositPhotos www.DepositPhotos.com
Creative Market Designs/Fonts www.CreativeMarket.com
Healthy Living Soundboard www.HealthyLivingSoundboard.com

SOCIAL MEDIA TOOLS & APPS

SociCake Local SM Mgmt www.SociCakeLocal.com

ONLINE TOOLS & APPS

AppSumo Discount Tools www.AppSumo.com

AFFILIATE PRODUCT MARKETPLACES

JVZoo www.JVZoo.com

AFFILIATE TOOLS & RESOURCES

Affiliate Shortcut Membership www.AffiliateShortcut.com

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As with any business, an online business carries the same risk of loss with no guarantees of earnings. Online businesses and earnings derived therefrom, may have unknown risks involved. Therefore, by starting your own business, you accept the risks that are inherent to all businesses, including online businesses.

This guide is for educational and informational purposes only. Decisions to start an online business should not be based solely on the information presented in this guide. You are advised to do your own due diligence when starting an online business. We also recommend that you seek the advice of qualified professionals before proceeding with any business venture. Check with your accountant, lawyer or professional advisor before acting on this or any other business information.

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