

PLACES & PROFITS

**How To Make Money, Make A
Difference And Make Your
Own Rules Working Anytime,
Anywhere**

NICK JAMES

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Module 1: Introduction

10 Ways To Make Money Online With Just Your Laptop And An Internet Connection

Welcome to **Places And Profits**, where the subtitle says everything you need to know about what this course is about.

How To Make Money, Make A Difference And Make Your Own Rules Working Anytime And Anywhere You Want.

This course is all about you and the audience you serve.

- It's about you making a difference in the lives of other people by helping them solve problems, reach goals, or better enjoy interests.
- And it's about making YOUR life better too, because you can make money from just about anywhere in the world, working a schedule that suits you.

Perhaps the thought of this has you wondering, how exactly can you make money with just a laptop and an internet connection?

That's what you'll discover inside this first module.

We're going to cover ten popular types of businesses that you can do online. You'll get a step-by-step overview of what you need to do to set up and run each of these ten businesses so you can start thinking about which of them appeals to you.

SIDEBAR: *In modules two and three, you'll discover how to choose the right model for you and how to identify specific steps to take for that model. For now, we'll just take an introductory look at each of them.*

We can't get you started until we get started with this module, so let's go...

Model One

Create And Sell Information Products

Typically, what we're talking about here are information products that are designed to help people solve a problem, achieve a goal or better enjoy an interest.

In other words...

You create and sell information products (based on your own experience, knowledge and interest) that help others meet a need.

These information products can come in a wide variety of formats including ebooks, courses, videos, audios, membership sites and tools (such as checklists, worksheets, planners, cheat sheets, templates and similar).

NOTE: Selling fiction books is also a viable way to make money. You can sell Kindle books, hard copy books on Amazon, and similar. However, for the purposes of this discussion, we're going to focus on selling non-fiction infoproducts.

So, what all does this particular method entail? Here's a quick overview:

Step 1: Find Out What's Popular And Profitable

The first thing you'll need to do is your market research, which is where you figure out two things:

1. Which markets and niches are popular and profitable.
2. Which topics within each of these niches are popular and profitable.

The key here is that you're looking for evergreen niches (avoiding "fads") where there is longstanding evidence that people are already purchasing a variety of products within the niche. Then do your research to see which topics in particular they're purchasing.

For example, weight loss is a big, evergreen market. "Weight loss for women" is a good niche within that market. And then if you do your research, you may find topics such as "low carb dieting" and "getting rid of belly fat" are popular topics. You can then create your own unique products on the same topic.

Step 2: Design a Sales Funnel

You're not going to build a sustainable business from one product. That's why you'll want to design a sales funnel.

A sales funnel is the customer journey from not-a-customer to paying customer to repeat customer.

In other words, it is a planned path toward purchases with a few points that help keep the customer moving from one to the next.

Those in your target audience have needs that you can help meet and setting up a simple sales funnel with four parts is the quickest, easiest way to do it...

1. **Freemium Offer** (AKA lead magnet), a free offer to get people into your sales funnel.
2. **Frontend Offer** (AKA tripwire offer), a low-cost offer to turn prospects into paying customers.
3. **Foundational Offer** (AKA core offer), your flagship, high-ticket offer.
4. **Finishing Offer** (AKA backend offer), an additional offer to turn your customer into a repeat buyer.

At each stage, you will help your audience make progress toward their desired outcome. Each offer should further move your audience from "before" to "after" in the pursuit of what they want.

Take note that you can create these products yourself, you can use private label rights to create them, you can crowdsource them, or you can outsource them to a qualified freelance writer.

Next...

Step 3: Send Traffic

The final step is to send traffic (people within your market/niche who are interested in your content) to your website where your sales funnel has been installed.

However, you don't want to send traffic directly to your sales pages because as many as 99% of your visitors may leave without purchasing anything.

Instead, you want to send your traffic to your lead page so that people join your list in order to obtain your free offer, and then you can follow up with them to introduce them to your paid offers.

There are a variety of ways to generate this traffic, including...

- Starting an affiliate program,
- Blogging combined with search engine optimization,
- Guest blogging,
- Video marketing,
- Paid advertising,
- Social media marketing,
- Doing joint ventures, and similar.

You'll want to focus on one method at a time, but eventually you'll have a full advertising strategy using a variety of methods.

Now let's look at the next method for making money online...

Model Two

Provide Coaching Or Consulting

Here's another way to make money based on what you know:

Sell your expertise directly in the form of specialized coaching or consulting.

NOTE: You can do this as a standalone business, where you ONLY sell coaching/consulting. Or you can include it as part of your information product sales funnel.

For example, if you sell a course about investing in real estate, you might offer personal coaching to help people identify good properties to buy and flip.

The process for setting up this sort of business is very similar to the aforementioned process for setting up an information product business. Namely:

1. You do market research to find out if niches are profitable.
2. You create a sales funnel, including offering a free lead magnet (such as a video or report) to get people to join your mailing list.
3. You generate targeted traffic.

So, we're not going to waste time and words covering that again. Instead, for this overview, let me give you a few keys to success that are important for this model...

Key 1: Determine What You Know That Others Want To Know

The first key to your success is that you need to find the overlap between a niche that's popular/profitable and one where you have experience, skills and knowledge. This area of expertise can be self-taught, it can include outside job experience, and/or it can include education credentials.

For example, maybe you're an accomplished ultramarathoner having completed many long-distance races. You can certainly coach others on how to improve as an endurance runner, giving ideas and insights related to training, nutrition, recovery, gear and so forth.

Key 2: Understand That All Niches Aren't Created Equal

A second key is that you need to pick a niche where people are willing to spend top dollar to get personalized advice. Remember, there is a two-fold goal of your business...

- Make a difference.
- Make money.

You can make a difference in ANY niche by offering coaching. But you cannot necessarily make money (or at least, not enough money for a sustainable business) in all niches.

For example, plenty of people are willing to pay others to coach them to lose weight, make money online or similar.

However, you're going to have a more difficult time finding people who'll pay for premium coaching services for something like quilting. (Note: You can sell information products in these lower-value niches.)

So, choose a niche where people have a willingness to purchase premium-priced coaching. After all, in this model, you are “*trading time for money*” and need to be able to generate enough income to justify your investment of time in each individual client.

Key 3: Pick The Format And Frequency That Is The Best Fit For You

One decision you'll need to make is exactly how you intend to deliver the coaching.

1. You'll need to decide whether to do group coaching or one-on-one coaching.
2. You'll need to decide whether to deliver this coaching on the phone, via a video conference, via email, or in a group (such as a private Facebook group).

Typically, one-on-one coaching will be more personalized and at a higher price point than group coaching. However, group coaching can be easier because it's more generalized and you can work with multiple clients at the same time.

Which option you choose for who and how you offer coaching will need to be based on your skills, schedule and preferences.

For example, you may dislike phone calls or answering questions in "real time" via video conference. In that case, perhaps email coaching would be a better option for you.

You may end up selling multiple types of coaching, and in fact, you can even set up a sales funnel around these different types.

For example, your lead magnet offer might be to join a group-coaching forum where you come in once a week and answer questions. Your core offer might be individualized one-on-one coaching that you deliver in a high-value format, such as on the phone or via a video conference. You can charge hundreds of dollars to thousands of dollars for this sort of format, depending on the niche and how many coaching sessions you're selling.

Now let's look at another way to make money online...

Model Three

Become A Freelance Service Provider

Do you have some particular skill you can sell to others as a service, such as...

- Web development,
- Graphic design,
- Customer service,
- Ghostwriting,
- Copywriting,
- Research,
- Marketing/traffic generation,
- Proofreading/editing,
- Video production,
- Voiceover talent,
- Translation/transcription,
- Technical support, or similar?

If so, then you'll want to consider becoming a freelance service provider.

Here's a quick overview of how it works...

Step 1: Seek the Overlap Between Your Skills and Demand

You may be skilled at some service, but maybe there is no demand for the service. And in other cases there may be demand, but you don't have the skills. You need to find areas of service where your skills are in demand.

First off, list all your skills, such as writing, graphics, research and so on. Then do some research to see if people are hiring freelancers to perform these types of tasks. You can search Google as well as third-party freelancing platforms.

Which brings us to the next step...

Step 2: Start on a Third-Party Platform

One quick way to get clients, build your portfolio and gather testimonials is by offering your services on a third-party freelancing platform such as:

- Fiverr.com
- Upwork.com
- Guru.com
- Freelancer.com
- PeoplePerHour.com

... And similar types of sites.

NOTE: You can search Google for “*freelance sites*” and other similar phrases to find additional options, but it is recommended that you begin with the established ones listed above.

Not only can you find jobs fast on these types of sites, but you’ll also gain experience quickly as you learn how to manage your schedule and juggle your workload.

For example, many freelancers underestimate the time or effort required to complete a job, so they overschedule – then they fall behind, upset their clients, and end up with a bad reputation. Taking on a limited number of clients via these jobsites will help you gain the needed experience so you can learn to juggle your workload.

Step 3: Set Up Your Website

Once you’ve gathered some experience, then you’ll want to set up your own website to help market your freelance services.

This doesn’t need to be a complex site.

Here are some suggestions...

- A “Homepage” that introduces you and your services,
- A “Service” page that provides additional details,
- A “Portfolio” page that showcases some of your work,
- A “Testimonials” page providing endorsements from clients, and
- A “Contact/About” page for more information or to request a quote.

You’ll also want to have a lead page on your site, where you offer a related freemium in order to get prospective clients to join your mailing list.

One important note here: depending on what services you’re selling, your website may need to be a really good example of your skills.

Example #1: *If you’re selling web development, then your own site needs to be beautifully designed.*

Example #2: *If you’re selling SEO services, then your site should be optimized and bringing in clients from Google or other search engines.*

Example #3: *If you’re selling ghostwriting or copywriting, the content on your site needs to reflect your good work. (TIP: See ContentCreationU.com to learn more about crafting engaging, effective content that your audience is sure to love.)*

And so on.

Once your site is set up, then you can start driving traffic to it. Be sure to make referrals a centerpiece of your lead-generation efforts, as some of your best clients will come via referrals from your existing clients.

Now let’s take a look at the next method for making money and making a difference online...

Model Four

Sell Physical Products

The idea here is to sell your own physical products that you've created or to sell drop-shipped products.

If you're creating your own products, this could be anything from jewelry to branded merchandise (such as t-shirts, mugs and similar).

SIDEBAR: *Drop-shipping is where a vendor sets a minimum price for a product, you advertise it, you take the order from the customer, and then the drop-shipper mails the product to the customer. You get to keep every dollar over the minimum price. For example, a dropshipper might set the price of a shirt at \$10, but you can sell it for \$20 and keep the profits.*

Here's an overview of the steps for this model:

Step 1: Decide What to Sell

As always, your first step is to think about the types of things you'd like to sell.

For example, if you make jewelry, then naturally that's going to be something on your list. Or maybe you make funny comics or quotes, which you could put on t-shirts and sell. Or perhaps you're really interested in dogs, so you've decided you want to sell dog toys, leashes, kennels and the like.

What you're looking for is a steady supply of goods that you can offer for the long-term.

Let me also offer two variations...

- Selling digital goods. For example, if you are a photographer, then you could license stock photography.
- Selling a variety of one-off items. If you are a sports cards collector, then you could sell various graded and ungraded cards.

Once you have a list of items you'd consider selling, then your next step is to do your market research.

As always, you want to be sure there is an audience out there who's already buying similar products.

If people are already buying other peoples' products, that's a good sign that they'll buy yours too.

Next...

Step 2: Determine the Best Platform

Once you determine what to sell, then you need to determine the best platform on which to sell it. Some of the more popular options include:

- eBay
- Amazon
- Etsy
- CafePress
- Zazzle
- Facebook Marketplace
- Shopify storefront
- Your own website

You'll need to research each of these options (and potentially other options) to determine which one is right for you. You may want to start on a third-party platform (like eBay) and then eventually build your own website too.

For example, if you're making your own products like handmade wedding decorations, then Etsy is a great place to sell your items. Or if you're selling drop-shipped goods, then you may sell them on Amazon or eBay.

Next...

Step 3: Develop Your Platform

The final step is to acquire your products and develop your platform. This means crafting some sales copy and providing high-quality photos of the products to help you sell them.

NOTE: Depending on what you're doing, you may not need to have any products on hand.

For example, if you're drop-shipping or doing print-on-demand items like CafePress t-shirts, then someone else is carrying and fulfilling the merchandise. Or if you're creating custom items on Etsy, then you'll wait until an order is placed before creating the item.

One advantage of using a third-party platform like Etsy is that the platform helps you market your wares. However, you should develop an advertising strategy in order to grow your business.

There are a variety of factors that you'll want to include as you assess the profitability of this model, so be sure to consider things like...

- The price of your materials.
- The amount of time required to create your goods.
- Packaging and shipping costs.
- Website / platform fees.

Crunch the numbers and make sure you can make money while making a difference. Now the next idea...

Model Five

Promote Affiliate Offers

This is a great "*make a difference, make money*" method if you'd like to be more hands-off when it comes to selling products.

That's because as an affiliate, all you have to do is drive targeted, warm traffic to the vendor's page.

The vendor creates the product, closes the sale, collects payment, fulfills the order and handles all customer-service inquiries.

You can promote almost anything as an affiliate, and the vendor pays you a commission for referring the customer to them.

- Digital products tend to offer the biggest commissions (generally around 50% or more).
- Physical products offer lower commissions (ranging from around 2% to 20%) but may be an easier sale if you're selling popular items.

Here's a quick overview...

Step 1: Do Your Market Research

By now you're realizing this is basically the first step in setting up ANY business. You need to do your market research in order to pick a profitable niche as well as pick popular products from within that niche.

TIP: A quick way to do market research is to search Clickbank.com, Amazon.com, Udemy.com and JVzoo.com and look for the top selling products in your market / niche / category.

Step 2: Find Affiliate Programs

You can find affiliate products and programs in the following places:

- Information products: ClickBank, JVZoo and Udemy.
- Physical products: eBay, Amazon, ShareASale.

You can also run a Google search for your preferred product alongside words like “affiliate” or “affiliate program” or “associate.” E.G., “cat toys affiliate program” (no quotes).

Do your due diligence to ensure you’re working with a reputable vendor, the products convert well, and you’re getting an industry-standard commission or higher.

You want to check for three things...

1. **The quality of the product.** In order to make certain that what you’re going to promote is of high quality, request a sample/copy or purchase one yourself. It is worth investing the time and money to check it out thoroughly before you promote it to the community that trusts you.
2. **The ethics of the sales process.** It is highly recommended that you stay away from products that are sold via high-pressure sales tactics or that contain outlandish claims. Stick to sales processes that offer “hope, not hype” to those you refer.
3. **The reputation of the vendor.** Check out how the vendor is viewed within the industry. You want to align yourself with those who are respected leaders with a track record for not only good products and processes, but also for customer service after the sale.

And finally...

Step 3: Develop a System

Promoting affiliate offers is very similar to the procedure we outlined previously for selling your own information products.

Namely:

- ***You need to create a sales funnel.*** Pick out a variety of affiliate offers at a variety of price points that you can promote in your newsletter, on your blog, on your social media platforms and elsewhere.
- ***You need to capture email addresses.*** Create a high-quality related product such as a report or video that you can offer in exchange for email addresses to build your mailing list.
- ***You need to presell your prospects.*** Share product reviews, case studies, tools, “useful yet incomplete” how to articles and more to presell prospects.
- ***You need targeted traffic.*** You can use search engine optimization, social media marketing, free webinars, podcasts, guest blogging, social media marketing and more.

Just remember that you’re a “gatekeeper” when you’re an affiliate marketer, so be sure to build good relationships with your audience and only promote high-quality offers.

Your two-fold goal should always be in view...

Make a difference. Make money.

Your audience trusts you to help them, not harm them. So, make sure you align yourself with the kind of offers and vendors that provide genuine usefulness and care for your people.

Now let’s look at the next method...

Model Six

Become A YouTube Influencer

The idea here is to set up a YouTube channel so that you can make money as a vlogger while helping your viewers “*solve problems, reach goals or enjoy interests*” through your content.

- You can make money with ads embedded in your videos,
- You can sell your own products, or
- You can get sponsors and sell their products.

NOTE: You can become an influencer and sell ad space on other platforms too, including Instagram and your own blog. For this module, we'll focus on YouTube (YT).

Here's a quick overview of how to do it:

Step 1: Pick Your Niche

Yes, that's right, your first step is to do your market research. Surprise, surprise. 😊

Figure out what niches you're interested in – preferably something you know a lot about – and then research those niches to see if they're popular and profitable. A few ideas to get you started are...

- Travel
- Gaming
- Technology
- Cooking
- Sports
- Entertainment
- Fashion
- Life Hacks
- Motivation

Once you pick a niche, then you'll want to research your competitors within that niche. That way you can find a way to stand out.

Ask yourself, what can you do that's different or better than what they're doing?

Step 2: Plan Your Content

Once you've done your research, and you know your niche and topic, then you can start planning your content.

For example, will you do tutorials? Product reviews/unboxings? On-location videos (such as travel videos)? Behind the scenes videos? Tips videos? Stunts? Funny pranks? Interviews? Rants?

Do your research to figure out what your audience likes and then do some testing to see what your specific audience responds to. You may end up with a mix of content, such as unboxings, tutorials, and tips.

For example, if you do cooking videos, then your videos might include:

- *Unboxings and reviews of products such as air-fryers.*
- *In-depth cooking tutorials.*
- *Cooking tips videos (e.g., a quick video on knife skills).*
- *Interviews with chefs.*

And similar content.

Remember, as with all of these models, your videos should help your audience accomplish at least one of these three things: solve their problems, reach their goals or enjoy their interests.

Next...

Step 3: Produce Your Videos

First, you'll need to start by gathering equipment such as a high-quality camera, microphone and lighting. As your budget permits, you can upgrade your equipment, including adding a camera so that you have multiple angles for the final production. You'll also want to have video-editing software on hand.

NOTE: *While you can do slide-show style presentation videos, you'll likely find a low response compared to other videos. If you want to be a true influencer, you need to show your face.*

TIP: On a tight budget? You can get started creating videos with just your smartphone or even the built-in camera from your computer.

Second, you'll want to study video production – including checking out top videos on YT -- in order to learn more about how to film and pace your videos. You need to keep your videos visually engaging and relatively fast-paced in order to keep your audience interested.

The bottom line here is that...

You need to put out consistently high-quality, useful and engaging videos in order to build your audience and build your income.

And you need to promote your videos in order to grow viewership. The more people who see your videos, and the larger your channel subscriptions become, the more money you'll make from ad placements and sponsorships.

Make a difference. Make money.

Now the next method...

Model Seven

Create, Buy And Sell Websites

The idea here is to buy websites that others have created and then flip (buy and sell an asset) them for a profit.

Alternatively, you can create the websites yourself (which you can outsource) and then sell them. Or you can do a combination of both flipping and creating your own.

Here's an overview of how to do it:

Step 1: Decide Your Business Model

First off, you need to decide if you're going to create your sites yourself and sell them or buy other people's sites to flip for a profit. Or, alternatively, you may do both of these things.

In all cases...

Do your market research in order to determine what niches are worth investing your time and money in. You'll do much better by selling websites that are in popular, profitable markets, and even better when the sites are already *"making a difference and making money."*

- **PROS AND CONS of buying and selling an existing website:** This would be quicker and easier to "buy/sell" and could include established site visitors, subscribers and sales, but will likely have a higher cost and may include features you don't want.
- **PROS AND CONS of creating and selling a new website:** This would cost less and offer more creative control for building it exactly like you and your audience wants, but will have no established metrics and would take longer to develop.

Both are good options. Which one is right for you will depend upon your budget, your patience level and your development resources.

Step 2: Detail Your Plan

The next step is to hash out the details of your business plan. Namely:

1. ***If you're creating sites, will you build them yourself or outsource them?*** If you don't have the skills, then outsourcing is a good option. You can find someone to build the sites for you on Fiverr.com, Upwork.com and similar freelancing sites.
2. ***If you're buying and flipping sites, what is your budget and plan?*** For example, do you plan to "rehabilitate" poor-performing sites and then flip them? How long will you hold these sites? How much traffic, subscribers, revenue, etc. do you want for each site before you sell it?
3. ***What type of sites will you build?*** In other words, what is the business model of the site itself? For example, will you build affiliate sites? Will you create and sell information products on the sites? Will you sell ad space?
4. ***What sort of portfolio will you develop?*** Many website sellers create a portfolio with three types of websites:
 - Those they build or buy and then immediately sell.
 - Those they hold for the mid-term in order to build up the site's assets, which makes it more profitable to sell the site.
 - Those they hold for the long term in order to build assets and revenue. Not only do these sites sell for a high-ticket amount, they also provide a monthly income.

It's a good idea to do some research on sites like Flippa.com to get a feel for what types of sites people are seeking (what niche, how much sites sell for with different levels of traffic and revenue, etc.).

IMPORTANT: Remember, the goal of your business is to "make money while making a difference." With this model, your audience will be those who purchase your websites. Thus, you will want to

make certain that you offer sites which provide excellent usefulness to THEIR audiences which they will serve upon taking ownership of the sites.

And finally...

Step 3: Develop and Sell Your Sites

As mentioned, the key is to create a profitable, popular site. This is true of whether you're holding it for the short term, mid-term or long term. You want to be able to show the site gets traffic, it makes money, and all of this is easy to maintain for the buyer.

Once you're ready to sell a site, then you need to decide where to sell it. The best place is Flippa.com, especially for low-income sites. If you have a site that's generating a LOT of revenue (six or seven figures), then you may look into acquiring the services of a business broker.

Now let's look at the next idea...

Model Eight

Sell Licensing

Earlier in this module, we talked about selling information products, which is, of course, where you sell the product directly to the end consumer.

For example, you sell archery information to people who want to learn how to shoot compound bows.

Now for this model, the strategy is to...

Create information products and sell the licensing to those products to other marketers.

So, instead of selling a \$10 ebook, you might be selling the licensing to that product for \$100, which gives other people the right to resell it and perhaps modify it.

Let's talk about how to do it...

Step 1: Choose a Niche

Yes, you guessed it – you need to do your market research. You need to find out what niches are popular with end-users as well as which ones are popular with the business owners who are purchasing licensing. As always, the best way to tell what people will buy tomorrow is to see what they're buying today.

TIP: *For this model, don't just look at what kind of information is popular, but what kind of licensing is popular.*

You will typically want to stick to large markets like business, health, self-growth, cooking, relationships and so forth. In other words, you're not just looking for a large group of people interested in information about a topic, you're looking for a large group of people who are interested in SELLING information about a topic.

Step 2: Determine What to Sell

Here you're determining what type of licensing to sell, as well as what format to use for your products.

As for licensing, you have a few options:

1. Private label rights (PLR) which is where buyers have the rights to modify the content and use it in just about any way they please.
2. Resell rights, where buyers get the right to resell, but not modify, your products.
3. Master rights, where people not only get PLR or resell rights, they also get the right to resell the licensing too.

You can do your research to determine what's right for you. I suggest selling PLR products/content.

Next, you need to decide what you're selling...

- eBooks,
- Courses,
- Complete membership sites,
- Blog posts, and so on.

I suggest you sell high-ticket offers such as packages of content, courses and similar.

As always, you can create these products yourself, or you can outsource them to a freelancer on [upwork.com](https://www.upwork.com), [guru.com](https://www.guru.com) or similar.

Step 3: Hash Out the Details

Next, you need to create your license, which details exactly what people can and cannot do with your content. You'll want to review what terms

other people include in their licenses, and then consult with an attorney to create your licensing.

Step 4: Sell Your Licensing

Once you've created your package of content and your license, then you need to create a sales letter to sell the package, and you need to advertise the package.

Selling licensing is just like selling infoproducts to end users, except your buyer is a marketer or business owner.

This means you need to set up a sales funnel, set up a lead page, drive targeted traffic to your lead page, and follow up to close the sale.

REMINDER: *Your content needs to have a two-edged "make a difference" component to it. It should be "sales-worthy" for the marketer who licenses it from you AND genuinely useful and helpful to the people that marketers sell it to.*

The bottom line here is that it's the same amount of work as creating an information product to sell to end-users (which you can do at the same time), but you get a bigger chunk of money per sale.

That's because you can charge anywhere from two to ten times the retail price for your licensing – and that adds up quickly.

Now the next method...

Model Nine

Sell Software / Apps

As you're likely beginning to notice, selling in-demand products is a great way to "*make a difference and make money*" online.

And on that note, here's something else you can sell: software or apps.

Let's talk about how to do it...

Step 1: Decide What to Sell

As always, the first step is to do your market research in order to determine what to sell.

We won't re-hash what has already been said earlier in this module, but let's add this...

A good way to do this is to first pick a niche (being sure the niche itself is popular and profitable), and then do your research to determine what type of software or app to sell to this niche.

Not only should you be looking at what your audience is already buying, you'll also want to survey them to get a better feel for what they want.

For example, maybe you decide on a debt-management for couples/families niche. You might then develop an app that helps the couple track their finances, plan their budget, pay off their debts and so on.

Ask yourself: What is the purpose of my app?

*How will it help others solve a problem,
reach a goal or enjoy an interest?*

Next step...

Step 2: Develop Your App

If you're a coder/programmer, then you're good to go in this department. But if you're not technically inclined, that's not a problem – you can outsource this task to a qualified freelancer.

TIP: You can find a freelance coder on Google (e.g., search "app developer") or on the freelance sites such as upwork.com and guru.com.

There are three things you need to do within this step to ensure success...

1. Be sure to do your due diligence.

Many of the less-expensive, yet highly qualified, coders come from foreign countries, and they may not speak English very well. You'll want to be sure that the person is able to understand you and your vision well enough to create a good app for you.

2. Be sure to make a list of important features to include.

Ask yourself... What features would be important to you if you were to use the app? What features are included in similar apps? What features does your audience want?

3. Be sure to focus on both the form and function of your app.

You want the app interface to look professional and be user-friendly. Be sure to do extensive beta user testing to work out any bugs before you release the app.

TIP: You may consider "starting off small" with a limited number of features and then add more in future versions.

Step 3: Distribute Your App

Once your app is complete and the beta testing process is done, then it's time to release it. You'll want to set up your business in a similar way to the other ideas we've talked about, where you create a sales funnel which includes a free product to get people on your list.

For example, you can offer your prospects a one-week or one-month free trial of the app. Alternatively, you can offer a "lite" version of the app for free, where users need to upgrade to the paid version to get all the features.

The bottom line here is that selling apps and software can be really lucrative, especially if you're selling premium apps/software.

This can be a complete standalone business where you sell a variety of software, or you can include this as part of your sales funnel when selling information products, services or other offers discussed earlier.

Now let's look at one more idea...

Model Ten

Become A Broker For Freelance Services

Earlier we talked about becoming a freelancer. If you like the overall idea of freelancing, but you don't relish the idea of doing the work yourself, then you might want to consider becoming a "*middle man*."

Or here's another way to put it:

You can set up an agency where you build a team of freelancers who provide one or more services to clients that you find, you manage the projects, and then you pocket a profit.

For example, you can land ghostwriting clients, and then have a team of freelance ghostwriters who actually do the work.

Here's how to do it...

Step 1: Do Your Market Research

IMPORTANT: Since you're not providing the service yourself, you don't need to pick a service in which you're an expert.

Instead, you can focus on choosing an in-demand service. In particular, you'll want to focus on solving expensive problems. That way, you can set a pricing structure that allows you to pay your freelancing team well, while allowing for you to generate a nice profit as well.

For example, developing simple graphics wouldn't be categorized as an expensive problem. On the other hand, business owners will pay a lot to anyone who can help them generate more revenue, so services such as lead generation, conversion, and list building help solve expensive problems.

Step 2: Prepare to Compete on Value

When it comes to this business – or for that matter, any business – you don't want to compete on price, as there will always be someone who's willing to charge less.

Instead, compete on value by providing a high-quality service, fast turnaround, excellent results, and good customer service.

Step 3: Build Your Team

The next step is to find freelancers. You can search for them on Google, ask colleagues for recommendations, find them on freelancing forums/groups, and seek them out on freelancing sites (Upwork.com, Guru.com, Fiverr.com, etc.).

Just be sure to do your due diligence so that you pick high-quality people for your team, and be sure to start with small projects and scale up.

Step 4: Find Clients

The last step is to find clients. You can use freelancing sites, but be sure to read the terms of service to ensure your business model is accepted.

You'll also want to set up a website to advertise your services and then promote your site using all the typical ways we've been talking about throughout this module.

Now a few parting thoughts...

Closing

Which Model Is Right For You?

Take a moment now and write down your strengths and weaknesses, as well as what you like and dislike about certain types of work.

Be sure to include a listing of the skills you have, what knowledge you already have, and anything else that you consider beneficial to making a difference and making money online.

This evaluation will help guide you to the best money-making method that's right for you.

But don't decide just yet.

Instead, wait until you've reviewed the next module, where we'll delve into your background and experiences in detail to help you choose the right path.

Module 2: Introduction

How To Choose The Best Fit For You To Make A Difference And Make Money

In the last module, we talked about some of the best ways to make money for your business while making a difference for your audience.

You've likely already started thinking about which of those methods you'd like to pursue. Now here in this module, we're going to take a closer look at all of this so that you can determine which model is the best fit for you.

This is incredibly important.

It's the difference between succeeding and failing, continuing and stopping, enjoying and disdaining.

That is, if you get this right, you'll love what you do, succeed at what you do and continue in what you do. Get it wrong, and well, let's not go there.

Think of it like a puzzle ... not every piece is going to fit well in every spot. While a piece can be forced to work where it should not, it will not create the desired end result.

Said simply: if the model you choose doesn't fit you, your business won't look like the picture on the box. You won't make much of a difference or make much money.

So, let's help you make the right choice. Here's how to do it...

Step One

Consider Your Interests

Your very first step is to take a look at the list of models we covered in the last module and decide which of these options interests you.

For reference, here are the ten methods:

- Create And Sell Information Products
- Provide Coaching Or Consulting
- Become A Freelance Service Provider
- Sell Physical Products
- Promote Affiliate Offers
- Become A YouTube Influencer
- Create, Buy And Sell Websites
- Sell Licensing
- Sell Software / Apps
- Become A Broker For Freelance Services

From this list above, answer these two questions...

1. Which of these options are you most interested in? Which options do you have little or no interest in?
2. What is it that you like about the ones that you are most interested in?

It is also helpful to create a preliminary ranking of your top 4-5 options, with 1 being your favorite and 5 being your least favorite. Consider how important the “likes” are for each of them when making your ranking.

NOTE: *With some of these methods, you have a lot of flexibility in creating a business that you truly love by picking a niche that you are really passionate about. As such, be sure to take into*

consideration how you'd feel working within a particular business model if you were working in your favorite niche.

Now...

Some people say that what interests them is making money. I get it. Generating income enables people to do a lot of things in life that matter most to them. And to that end, they'll be happy with any business model as long as it meets their financial goals.

Yes, your financial goals are important, which is why we'll be talking about them in a separate step shortly.

However...

You need to start by being honest about whether a particular business interests you.

Because if you're lukewarm about it today, or worse yet, you have no interest in it whatsoever, then you can be sure you're really not going to be interested in it when you're been working on it for months and your customers are driving you crazy. 😊

IMPORTANT: This is particularly true during the startup phase of your business, when you're working hard but don't yet have the income flowing in. It's hard to stay motivated to keep going if you're not seeing any tangible reward.

This is the point where people often end up procrastinating, engaging in busywork, chasing other ideas (never truly focusing on one long enough to see it to fruition). They may even outright quit.

However, if you like or even love your business, then your own passion will keep you moving forward.

You'll be able to cruise through that initial startup phase as well as any rocky points that come along later, since you love what you're doing.

I like to think of it like this...

*Choose a model that you'd love doing even
if you weren't making money from it.*

That's when you know you've got a winner from among legitimate options.

You'll also want to consider the people that you'll be helping. Do you generally like helping these folks solve their problems? This is also important when you're assessing your overall interest in a particular niche. If you love helping the people, then here too it will be easier to stay motivated, even if things are a little rocky at the moment.

So, take a moment to go through the list above and pick out the models / methods that really interest you. Then move on to the next step...

Step Two

List Your Qualifications

Your next task is to honestly assess your own skills, strengths, weaknesses, experience, and knowledge.

In the last step you answered, "What would you LIKE to do?"

In this step you will answer, "What CAN you do?"

You may like the idea of playing professional basketball for a living, but if you don't have the skill to do it, then interest alone will not be enough.

Are you tracking with that?

To help you decide which money-making, difference-making method is a good fit for you, let's walk through these questions...

1. What are your skills?

The first thing to do is to list all your relevant skills. You can start by going through the list below, and then you can brainstorm additional skills that may come in handy for your particular business model.

Rate yourself on the following skills and general characteristics (with 1 being "very poor / non-existent" to 10 "expert skill level"):

- Writing blog articles:
- Writing promotional emails:
- Crafting sales copy (ads and sales letters):
- Web development/design:
- Building relationships with people:
- Working well with other people:
- Communicating well with other people:

- Creativity:
- Research:
- Negotiating with people:
- Customer service skills:
- Engaging people when talking:
- Teaching people how to do something:
- Patience:
- Ability to show genuine compassion:
- Management skills:
- Ability to assess needs:

Now take a moment and list other skills you have. These may include specific marketing skills such as social media marketing, search engine optimization, list building and more.

You may list more general skills, such as project management or time management, troubleshooting or brainstorming, or skills like graphic design, editing, programming, virtual assistance, strategizing, and so forth.

List everything you can think of that may be relevant:

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Now the next question...

2. What relevant experience do you have?

You're likely to find quite a bit of overlap here between your skills and experience. However, answer this question anyway, as it can help you uncover strengths that you didn't list in the previous questions.

For example, maybe you served on a non-profit board and you were instrumental in bringing on sponsors or partners. This makes you realize that you're actually pretty good at building relationships, persuading people, and working well with others.

List your experiences here, along with what skills you learned as a result of those experiences:

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Next...

3. What do you consider your area of expertise?

You've listed your skills and experience. Now list your areas of expertise – i.e., the things you're REALLY good at.

For this assessment, you can list directly relevant business skills (like the type mentioned above). However, you can also take the time to list other things that you're good at – such as helping people build muscle, negotiating great deals, DIY plumbing and similar – as making a list of these things now will help you later in certain businesses (such as creating information products, coaching, etc.,).

Think about it this way:

*About what do people come to you with questions?
About what do you get compliments from other people?*

In other words, what do people want to know that you know? People likely ask about your personal knowledge and experience in at least 1 or 2 consistent areas.

- You look great! How did you lose the weight?
- I'm so stressed with this newborn. What helped you adjust so well?
- You've run many marathons. How should I train for my first one?
- My wife and I are having trouble. How did you fix your marriage?
- You go to Disney a lot. What are your recommendations for dining?

What area from your business, personal, financial, relational, social, or spiritual life do you know a lot about?

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Next...

4. Do you enjoy working with others or working alone?

Be honest here. Do you prefer to work with others, do you prefer to work alone, or are you okay with either one? Is there one that you just absolutely cannot do?

For example, if you absolutely hate working with other people, then doing things like freelancing or coaching aren't going to be good options for you.

Listen: The only “wrong” answer here is if you aren’t honest about your answer. There is no shame in not being a “people person” or not being a good writer or not being tech savvy.

Do you know how you get to the right option for you? It is often by eliminating the wrong options. So, it is important that you self-identify your strengths / weaknesses and likes / dislikes within various categories. This will help you choose wisely and avoid making the wrong choice.

Next...

5. How do you feel about public speaking / getting on camera?

Are you comfortable doing it? Are you good at it?

We’re not necessarily talking about getting on stage here. The question is...

- Are you comfortable doing a teleconference or a video conference with multiple people?
- How about speaking as an authority to just one other person?
- Are you comfortable in front of a video camera, even if you’re not live?
- Can you communicate ideas well, and are you a well-spoken communicator?
- Are you insecure about how you look, or are you comfortable in your own skin?

Again, this is about finding what will be a good fit for you for the long term. Your level of comfort is going to be very important for ensuring that the model you choose is right for you.

Some of the models from the list ideally require some comfortableness with filming videos and/or talking to groups.

For example, if you do coaching, you can charge more for video coaching. Or if you want to be a YouTube influencer, then you're going to need to get in front of the camera.

Determine now if you're comfortable doing these things. If not, cross off YouTube influencer and put a question mark next to coaching (as you can certainly do text coaching, but the perceived value is lower than phone or video coaching).

6. *Are you able to leave the house on occasion?*

While the majority of the methods we talked about can be done with just a laptop and an internet connection, some of the methods ideally require you to leave the house (at least on occasion). If you're disabled, don't have a car, or similar issues, then this may be difficult for you.

Example #1: As a YouTube influencer, you may want to shoot videos at locations other than your own house from time to time. For instance, if you're in the lifestyles niche, then you may want to go to a fashion show and shoot "behind the scenes" footage, or to become a travel vlogger, you will, well, have to travel.

Example #2: If you decide to sell physical products on eBay – and you're not using a drop-shipping model – then you're going to need to go to the post office / FedEx / UPS / etc. on a regular basis to ship products to customers.

What we want to do in this step is eliminate as many barriers as possible to arrive at the model which is going to be easiest for you to be successful in both making a difference and making money.

Are you tracking with that?

Now the next question...

7. What sort of budget do you have?

Some of these methods require little to no money to start up, while others are going to require an investment.

For example, you can start freelancing today using third-party sites like Upwork.com with zero investment. Meanwhile, if you plan on doing something like selling apps – and you don't have the skills to develop the apps yourself – then you'll need to invest in a freelance developer.

Depending on what type of app you're building, this could cost anywhere from a few thousand dollars to tens of thousands of dollars.

Take note that some of these methods can be done with very little to no cost, but if you have a budget, then you can outsource to grow your business faster. We'll talk about this factor more in the next step, so I won't spend much time on it now.

8. Which model do you think will be a platform to provide the greatest help?

The two-fold goal of choosing the right model is to generate profits for your business AND benefits for your audience. So, one thing to consider in your decision-making is which model allows you the opportunity to bring the greatest benefit to those who spend money with you?

This question can be a great "tie-breaker" between two models which are very close at the top of your rankings. What you want to determine is

Is what you want to do and are able to do best suited to help a LOT of people, or to help a few people a LOT.

Think about this...

- One-on-one coaching can help a few people a lot, but it is limited in how many people it can help because of time constraints.
- Information can help a lot of people, but not in the same way personal interaction can.

How can you best serve your audience in the way that you are gifted and interested? Do you prefer to really invest a lot of time and effort in a few people or reach as many people as possible in a less personal way?

Now that you've answered all these questions, go through the list of "make a difference, make money" methods to determine which are a good fit and which ones aren't a good fit based on your skills, characteristics and so on. Here's the list again:

- Create And Sell Information Products
- Provide Coaching Or Consulting
- Become A Freelance Service Provider
- Sell Physical Products
- Promote Affiliate Offers
- Become A YouTube Influencer
- Create, Buy And Sell Websites
- Sell Licensing
- Sell Software / Apps
- Become A Broker For Freelance Services

Now move to the next step...

Step Three

Assess Your Schedule And Budget

The next step is to think about how much time you have in a day/week to run your business, as some business methods are going to require more time than others.

Be realistic here.

- Are you building your business while still working an outside job, taking care of your family obligations and similar? If so, how much time do you realistically have to work per day?
- Or are you able to work full time to achieve your goals, as you're not currently employed elsewhere and don't have as many other tasks needing your attention?

Take note that it's okay if you're working on limited hours.

Sometimes people answer these questions about time, realize they don't have all that much time, and then set aside their dreams of starting an online business.

Don't. Do. That.

*While your business may grow more slowly
if you're pressed for time, it will still grow.*

The key is to take small, consistent steps. Do something every single day to grow your business. Work in whatever small amounts of time you have (e.g., 20 minutes here, 30 minutes here).

Progress is what you're after. And progress can be made in your spare time if you are not able to devote your full time to the business.

The point here is not to get discouraged by your lack of time, but to figure out which model will best help you make the most of the time you do have.

When you're considering how much time you have, you'll also want to be thinking about how much money you have set aside to invest in your business.

Namely, how much money can you invest directly into outsourcing?

There will be both initial and ongoing tasks and costs associated with running an online business.

Will you devote more time or more money to your business, or an equal balance?

- You may have very little time, but you can grow your business quickly by outsourcing.
- Or maybe you have all the time in the world, but you'd rather outsource the work than do it yourself.

Any combination of sweat equity and outsourcing is perfectly acceptable.

IMPORTANT: Here too, keep in mind that a very limited budget shouldn't be a deterrent to growing your business. If you don't have the money upfront to outsource, that's fine. As your business starts to grow, you can reinvest some of your profits into outsourcing.

The great thing about running a digital business is that costs can be very low (and even free if you use certain third-party platforms and free traffic generation strategies) so you won't need a lot of money to get started.

But you do need to think about whether or not you have the budget to "speed up" the setup and growth of your business by outsourcing to others.

Once you've figured out how much time you have to work on your business and how much money you have to outsource, then you can revisit the list of ten models again to see which ones are a good fit for your schedule.

Example #1: *If you have very little time, and your schedule tends to be erratic, then live coaching/consulting may be difficult for you. You could do email coaching, however, since that allows for a more flexible schedule.*

Example #2: *Freelancing is going to be tricky if you have very little time. However, that depends on what you're doing. For example, if you're doing quick, small jobs like making graphics, then you can certainly work on your business with limited amounts of time.*

However, if you're solving expensive problems, then generally you'll need to devote more time to your business.

1. You'll need to think about how much time you have,
2. How much time it takes to help one client, and
3. How many clients your schedule permits.

As long as we're talking about time and freelancing, the other important factor you want to consider is one of trading your time for money.

If you have a job, then you're very familiar with this concept...

You show up for a certain amount of time to a job each week, and you get paid a certain amount of money. If you're on salary, then you generally work a range of hours (40-60 hours per week, for example) in order to earn that salary. If you're an hourly wage employee, then you literally get paid for every hour you work.

Now the reason I bring this up is because some of the models – such as freelancing and coaching – are based on trading your time for dollars.

You work, you get paid. You don't work, you don't get paid.

Now compare that to something like selling infoproducts. Here you invest a lot of your effort upfront into creating products in your sales funnel, setting up your website, marketing your offers and so on. However, once you get everything set up, then you'll be able to make money even if

you're not sitting at your computer. In fact, orders can come through while you're asleep.

For example, let's imagine you've decided to set up a fixed-term membership site where you provide six months' worth of training (such as one new lesson every week for 24 weeks), and your members pay a monthly membership fee for six months.

Once you create all 24 of your lessons and upload them to your autoresponder, the membership site itself runs on autopilot. Your autoresponder delivers the content to your members, and your emails and lessons should help you produce backend sales.

And marketing is easier for the "set it and forget it" business models. There are certain advertising strategies you can put into place that require very little time to manage once they are up and running.

For example, once you've set up an affiliate program and recruited affiliates, they'll make sales for you (especially if you send them coupons, new marketing materials, etc.). Or if you set up paid advertising campaign on Facebook, it can run largely untouched once you've optimized the campaign.

So, what happens?

- Your site *"makes a difference and makes money"* on weekends when you're nowhere near your laptop.
- Your site *"makes a difference and makes money"* while you're on vacation.
- Your site *"makes a difference and makes money"* if you get sick.

You do the work once, and you've got a valuable asset that keeps *"making a difference and making money."*

Compare that to freelancing or even coaching where you're trading time for dollars. If you get sick, you don't make money. If you go on vacation, you won't make money while you're there. Weekends? No money. You only make money when you are actively working.

- Some models will require more time up front and less time later.
- Some models will require a steady, ongoing amount of time.

So, the point is you need to consider these factors when deciding which model is right for you.

Now let's look at the next step which is somewhat related to this last point we just discussed...

Step Four

Decide Your Desired Income Level

The next thing to consider is your desired income level.

- Do you just want to supplement your family income?
- Are you looking at creating a six-figure business?
- Do you want to replace your current job income, whatever that is?
- Are you eyeing a million-dollar business?

Your desired income is going to impact which models are good fits for you. If you've got your eye on making "as much money as possible" – you're thinking big, like a seven-figure income – then some of these methods aren't going to work.

Example #1: *Freelancing your way to a million dollars would be extremely difficult – you'd need to work 2000 hours per year (full time) making \$500 per hour.*

Example #2: *If you're looking for a big income, and your idea is to do it by selling handmade jewelry on Etsy, you'll need to crunch numbers. How long does it take to create a piece? How much will the piece sell for? How many pieces do you need to sell per month to reach your desired income level?*

If you really crunch the numbers, you might discover that you're making something like \$20 an hour to create and sell jewelry. That's just an example as you'll need to crunch your own numbers.

But the point is you have to decide if that's enough income for you to reach your goals.

NOTE: If you're looking for a business that has the potential to make a lot of money, then you'll want to look at selling infoproducts, selling apps, selling digital products as an affiliate, selling websites and similar. These

business models allow you to set up businesses that begin to work in a hands-free way with a very large income potential.

SIDEBAR: *In particular, any business where you're selling your own digital products has a large income potential, if you've done your market research and you've set up your business in the right way.*

Again, you can crunch some numbers in order to see what sort of income potential you might have selling apps, infoproducts or similar.

For example, if you have a \$200 core offer, you only need 500 customers for the year to generate a six-figure income.

If you fill out your sales funnel with multiple products – including launching three to four new core offers per year – then the income really adds up. Let me illustrate in some examples so you can visualize this...

Example #1: *Selling A \$97 Information Product. If you have just ONE product, and you sell 3 copies per day, you will earn \$106,215 per year. Create a related "part two" (Part one for beginners, part two for advanced is an ideal setup), and you can double your revenue. You can dramatically ramp up your revenue by creating a new \$97 product per quarter, which is not difficult to do.*

Example #2: *Offering A \$20 Monthly Membership Site. With 417 active members, your revenue will total \$100,080 for the year. Twenty dollars per month is a high-converting price point, and getting four hundred paying members within a large market isn't difficult. Some membership sites have thousands, even tens of thousands, of members. An added bonus to owning a membership site is regular interaction with PAYING CUSTOMERS. It's easy to ramp up revenue by offering your inner circle additional offers ... especially when you give them special deals as VIPs.*

Example #3: *Creating A \$497 4-Week eClass. If you offer the same class every month, you'd need just 17 customers per class to earn \$101,388 per year. Your eclass would consist of a weekly lesson and assignment for students to complete. You would serve as coach*

for students, be available for them to ask you questions (via email) that are related to the curriculum, and interact with them by grading their completed assignments. If you created multiple classes, you'd likely find that many of your students from class one would return for class two and so forth. It wouldn't take many students at all to create a six-figure income, making this one of the easiest models to implement.

Example #4: *Making A \$197 Licensing Package. How about selling PLR (private label rights) content to others in your market? This simply means you license your content to others for a premium price, and they can use it as if they wrote it themselves. This is an incredibly lucrative and easy way to rapidly get to the six-figure threshold. Just 10 orders per week of a \$197 PLR package would bring in \$102,440 per year. That's from ONE package. Create a new package per quarter, or even monthly, to sell to the same customer base and skyrocket your profit.*

Example #5: *Selling \$997 Home Study Courses. If you want to create a physical product (manuals, binders, DVDs, etc.) to ship to customers, it only takes 9 orders per month to bring in \$107,676 per year. Your shipping and handling fees can offset the duplication expenses to make this virtually as profitable as digitally-delivered content. Create a second course and double your revenue. Create a third course ... you get the idea.*

Plus as mentioned, once you get certain parts of your business in place, you don't have to touch them again. That leaves you free to focus on creating additional products, generating additional traffic and so on, all of which will further add to your bottom line.

So, the point here for this step is to be realistic about what type of income you want.

Then go through the list to take note of which methods would work to generate that income. But don't guess – crunch some numbers to determine how much you can really make with these different methods.

Now the next step...

Step Five

Do Additional Research

While this is an optional step, it is a recommended one. Before you select a method, you'll want to take the extra step of doing additional research about each of the methods that interest you.

The idea here is to get a feel for what it's really like to run a particular business.

And to do that, you want to talk to actual people who are running these businesses and read about their experiences.

Now before we talk about the particulars of how to do that, let me just warn you to steer clear of “*pie in the sky*” descriptions of these various businesses.

You see, there are plenty of people who are selling information about how to start and run these various businesses. There is absolutely nothing wrong with that, because of course you want to learn about a particular type of business from someone who's doing it successfully.

- You want to learn how to be a YouTube influencer from someone who is an actual YouTube influencer.
- You want to learn how to create and sell information products from someone who actually creates and sells information products.
- You want to learn how to successfully coach other people from someone who actually successfully coaches other people.

Are you tracking with that?

The issue here revolves around the people who are exaggerating or lying about the business in order to get you to buy their “*how to*” manual.

I'm sure you've seen examples of this before.

For example, someone is trying to sell a "make money online" book, and they've got photos of mansions, helicopters, sportscars worth a quarter million dollars and similar. They paint this picture of working an hour or two per day, while spending the rest of your time on a yacht, jet-setting around the world on a private plane, and seemingly spending millions of dollars per day.

At this point, you should be seeing all sorts of red flags. Generally speaking, that rosy picture most definitely is not realistic for the vast majority of people.

So, the point here is to avoid the exaggerated descriptions and get real information from real people. Here's how:

1. Do a Google search.

One way to find information is to search Google. For example, "typical day in the life of a software seller" or "infoproduct creator success stories" or "what is it actually like to [do some business model]."

Now take note – a Google search like this is where you're most likely to land on those exaggerated stories of the "internet lifestyle." So, be forewarned that you're going to have to spend time sifting through the chaff to get to the wheat when using this method.

2. Talk to others who are successful.

Another way to find more information about a particular business is to ask about it using relevant platforms. For example, you can ask people about what their business is like:

- In a relevant business-related sub-reddit on Reddit.
- In a business group on Facebook.
- In a business forum.

We love doing this in a variety of business and non-business settings. Since we are new to vanlife, we regularly learn from other campervan

travelers who have “been there, done that” and are farther along (literally and metaphorically) in their journey.

Depending on what type of network you’ve built on social media, you may even ask your own followers.

For example, if you’re already well-connected with online business owners and marketers, then you can certainly reach out on social media to learn more.

3. Read an autobiography/biography.

If you can find an autobiography by someone who’s doing what you want to do, then you may get some insight into the business.

This is particularly true if the story centers on the person’s business, as then you’ll learn about the ups and downs, the obstacles the person had to overcome and similar. Generally, you’ll get a pretty realistic view of the business, though keep in mind the person writing the autobiography might be an outlier.

DEFINED: *What do I mean by outlier? Well, if you’re interested in selling software, and you study Bill Gate’s story, you’ll surely get some insights. However, Bill Gates is one of the richest people in the world, so obviously he’s had exceptional success to the point he’s an outlier. You’ll want to balance out your education by talking to software sellers who are doing really well – more along the lines of what an average person can do, rather than an outlier like Gates.*

4. Approach someone privately.

Another good way to get information about a specific type of business is by talking directly to someone who’s doing what you want to do.

Depending on the person, you may be able to build a relationship with them upfront and then see if they’ll let you pick their brain about what they do. If they’re local, you can ask them out for lunch. (This is a time-honored tradition, where people who are new to business ask successful business owners out to lunch.) If they’re not local, you may be able to hop on the phone for a while to discuss their business.

If you're finding it difficult to gain access through these usual routes, then you may want to see if you can hire this person.

For example, you can check if a successful infoproduct creator does any coaching or consulting, and then you can hire them for an hour to ask questions and get a better insight into what they do in a typical day, week, month or year. And you can learn more about potential obstacles, what sort of characteristics and skills are useful to that business, and so on.

The key here is that you need to come with questions. Don't just ask the person to tell you about their business and how they started. Sure, some people will share the information they think is important for beginners to know. But others will simply ramble on about information that's not particularly useful or relevant.

Bottom line: Coming into the conversation with specific questions will help you get better information. You might ask questions such as:

- What is the hardest part of this business?
- What is a typical day like for you?
- What do you do in a typical week?
- What type of skills come in useful in this particular business?
- What type of personal characteristics are useful in this business?
- What type of weaknesses will hinder someone who wants to start this business?
- Do you do any outsourcing? If so, how much?
- Did you outsource in the beginning? If so, how much?
- Do you have employees? If so, when did you bring on these employees?

- What is the reality of working this business versus the fantasy that many people have?
- How long did it take you to make your first \$1?
- How long did it take to hit your first \$1000 month?
- What would you tell someone who's just getting started in this business?
- What else should I know about this business?

TIP: The above questions are the ones you will be looking to answer through each of the research options listed in this step.

SIDEBAR: *Take note that there aren't any overly specific income questions on the list. Yes, you can ask about things like making the first dollar, or the first \$1000 month, or even the first \$10,000 month (if you know the person generally makes six figures). However, don't inquire directly about their current income, as this is considered rude in many circles.*

So, you can ask how long it took them to hit their income goals (without even knowing what the income goal is). But don't ask them how much they make in a typical month or year.

And on a related note...

5. Talk to local business owners.

Still another way to get good information is by talking to people who are local to you. A good way to find these folks is to go to [meetup.com](https://www.meetup.com). There you'll find freelancing, entrepreneur and business groups, some of which may be specific to online business owners. However, even within groups that aren't specific, you're likely to find others who run online businesses.

TIP: *When you find a relevant yet non-specific business group, then check out the profiles of those who are in the group or attending events. This may provide some insight into whether anyone in the group is in the exact type of business you'd like to know more*

about. If you can't tell – and if it's a large group – then you may just want to attend one of the meet ups and network. The benefit of this particular strategy is that you're not just getting information one time from a handful of people. If it's a quality group, and they do quality events, then you may find the group to be a valuable resource to you for masterminding, networking and so on in the future.

And now the last step...

Step Six

Select Your Method

If you've gone through all the steps we just talked about, then there's a good chance that a particular business model has leapt off the page.

You're interested in it, you've got the skills for it, it meets your desired income requirements and so on.

If that happens to you, then high five!

Of course, it might not necessarily be so glaringly obvious for everyone.

- You might go through the steps and end up with several potential businesses that could be a great fit for you.
- Or you might go through the steps and find that while some of the businesses are "pretty good" fits in that they match many of your requirements, none of them are 100% perfect fits.

Either way, the end result is the same in that you need to take an extra step or two in order to pick a business.

So, if it's not 100% clear to you which business model is best, then your next step is to rank some of the factors and other points we outlined above.

In other words, prioritize how important those factors are to you personally and/or look at ways to overcome any issues.

Then once you do that, you can look at your list again with fresh eyes, this time considering how to overcome or handle any issues.

Let's suppose one of the businesses you're interested in isn't a great fit because you're lacking some important skills or characteristics.

You have to ask yourself if there is a way to overcome this problem. And you also have to look closely at whether it actually IS a problem.

For example, let's suppose the idea of coaching really appeals to you, because you like the idea of helping people directly by answering their questions. And perhaps you've done some number crunching and realized that group coaching is going to be more profitable for you in your particular niche. And video coaching in particular is going to be the most profitable.

BUT... you don't like speaking to groups.

So, you need to figure out if you can overcome it. Is it a case of you merely not liking it because you're not used to it? Or is it something you absolutely dread because you get terrible stage fright, you start stammering, you turn red and so on? The first one you can overcome – the second one would likely require some study and practice to overcome, and it may even require anti-anxiety medications and therapy. Or it may not be surmountable at all.

The point here is that you need to zoom in and take a closer look to see if you can handle the issue. Is it a case of not really liking it, or absolutely being unable to do it? There is a difference.

Another example is if you want to create and sell information products, but perhaps you're not a very good writer. If you have the budget, you can solve this problem by outsourcing. If you don't have the budget, then look for other solutions such as using high-quality private label rights content.

So, the bottom line here is that you need to examine the issues more closely.

The business model may be a near-perfect fit if you take a few moments and work through any potential obstacles first.

And now it's time to finish up...

Closing

It's Decision Time

At this point, it's time to make your selection from this list...

1. Create And Sell Information Products
2. Provide Coaching Or Consulting
3. Become A Freelance Service Provider
4. Sell Physical Products
5. Promote Affiliate Offers
6. Become A YouTube Influencer
7. Create, Buy And Sell Websites
8. Sell Licensing
9. Sell Software / Apps
10. Become A Broker For Freelance Services

One thing you may want to do is assign a number (1 = best and 10 = worst) to each of the above options in the following categories...

- Interest (passion, attraction)
- Insight (experience, knowledge, qualifications)
- Investment (time, money)
- Income (goals, potential)

The lowest score wins! ☺ In the event of a tie, review your options with a trusted family member or friend, asking them to give feedback on what they see as a good fit for you. Often others see things in us that we do not.

Then stick around because in the next module you're going to learn about how to *"make a difference and make money"* with your chosen method.

Module 3: Introduction

The Building Blocks For Building Online Income (Your 5-Step System)

At this point, you've selected your "*make a difference, make money*" business model. And that means now it's time to figure out what steps you need to take so that you can start using this method to generate real income for yourself and real results for your customers.

Where do you begin? You can use a 5-step system, which includes the following components:

1. **SELECT** a niche market (who you will help) and topic (what kind of help you will provide) for your business.
2. **SET** a variety of goals so you can be sure you are making progress toward your ultimate business objective.
3. **SEARCH** for training materials in order to know "how" to do what you need to do in order to be successful in your specific business.
4. **SCHEDULE** your workflow in a way that works best for the amount of time you can devote to starting and growing your business.
5. **START** taking action to complete actual steps that generate benefits for your audience and profits for your business.

Let's look at each of these five steps in greater detail...

Step One

Select A Niche Market

The various money-making methods all have different moving parts and methods for achieving the underlying goal, which is to help people while generating an income for you. But one thing they all have in common is that you need to start by doing your market research.

NOTE: For the remainder of this module, we'll be focusing on the "making money" side of your business. Your next module will focus on the "making a difference" side of your business.

Simply put...

The goal of your market research is to find out which markets are profitable, and what people within those markets want.

That way, you can deliver products and services that people are almost guaranteed to buy from you – and that means you can provide more help for your audience while making more money for yourself.

So, the first thing you need to do is select a niche market, and then you need to select products, services and/or topics within that market to sell, give away or otherwise deliver to your audience.

We'll cover this in two parts: select a niche market and select a niche offer. In other words, we'll nail down who you are going to help and what you are going to do to help them.

Part One: Select A Niche Market

It's probably a good idea that we define "niche market" so we are all on the same page here...

DEFINITION: A niche market is simply a group of people with a specific need (or set of needs) that you want to help. Some people think of "market" as a large group while a "niche" is a smaller segment of that group. In other words, "weight loss" would be a

market while "weight loss for women over 40" would be a niche market.

For now, we're going to think of finding a niche / market as identifying one target audience consisting of people who you want to help solve their problems, reach their goals and/or enjoy their hobbies.

It's a good idea to start by brainstorming markets that interest you, as it's easier to make money when you're really passionate about what you're doing. You'll want to consider:

- Your hobbies and interests.
- Problems you've overcome.
- What you studied in college.
- What sort of job you have.
- What topics you like to research, talk about, etc.
- Where you like to spend your disposable income.
- What goals you've set for yourself and achieved.

What you want to do here is turn your "*passion into profit*" by helping other people with some aspect of what you know, like and do yourself.

For example: You love training horses. You've overcome a problem such as a troubled marriage. You run ultramarathons. You enjoy organic gardening. You're a car mechanic by trade.

And so on... each item on your list is a potential market.

However, just because you're interested in something doesn't mean it's profitable. That's why the next step is to do your research to determine which of the markets on your list are popular and profitable.

You can do this by taking these steps:

1. Check if people are buying products and services in the niche.

Search for keywords and key phrases that are related to your niche (such as “avoid bankruptcy” or “adopt a baby” or “running a marathon” or “creating an online course”) in marketplaces such as Amazon, eBay, ClickBank.com, Udemy.com, Google Play, and similar to see if people are buying products in the niche. This applies even if you’re doing something such as selling ad space as a YouTube influencer, as you want to know if people are spending money in the niche.

2. Search for your keywords on social media.

This includes YouTube, Facebook, Twitter, Pinterest, and similar. What you want to do is look for plenty of posts, channels, pages, groups and so forth that show an active interest in your market. Pay attention to the longevity of that interest. What you are looking for is something that has been around for a while, yet is still popular. What you don’t want is something faddish that doesn’t have a proven track record.

3. Use keyword tools.

Insert your keywords into a tool like WordTracker.com to determine if people are searching for information, products and services in your niche. You can use BuzzSumo.com to see what topics are popular on social media in your niche. You can use Google Trends to ensure a topic/niche has enduring popularity.

4. Search Google for your keywords.

Look for a lot of websites on your topic, blogs, forums, storefronts, and sponsored ads advertising goods and services. Go into the blogs and social media discussions to see what topics are popular. You can also go to a site like Quora.com to learn more about what topics are popular in your niche.

5. Look offline.

See if there are brick and mortar stores devoted to your niche, meet-ups (meetup.com) or other groups devoted to it, magazines, books, conferences and similar.

In short...

Look for a lot of people who are interested in the market and a lot of marketers who are set up to help people meet their wants and needs.

To get you started, let me offer a list of large, general markets that are evergreen in nature. This means they have been around a long time, are around now and will continue to be around for the foreseeable future.

- Aging / Senior Interests
- Baby and Child
- Beauty
- Business
- Career and Jobs
- Coaching and Consulting
- Communication
- Computers and Technology
- Cooking
- Dating
- Finance and Investment
- Health and Fitness
- Hobbies
- Home and Family
- Investing and Finance
- Leadership
- Men's Issues
- Motivation
- Parenting
- Pets
- Photography
- Public Speaking
- Real Estate
- Recreation and Sports
- Relationships

- Religion
- Retirement
- Sales and Marketing
- Self Improvement / Help
- Sexuality
- Sports
- Stock Market
- Travel and Leisure
- Women's Issues
- Writing

Remember, these are LARGE markets from within which you can find a smaller niche. Here are some examples from above...

1. Business -> Online Business -> Affiliate Marketing
2. Sports -> Golf -> Beginners
3. Religion -> Christianity -> Church Planting
4. Weight Loss -> Nutrition -> Menopausal Women

Are you tracking with that? Take a broad market and narrow it down 1-3 times in order to arrive at something that meets all of the criteria we've talked about so far.

After making a decision on your niche market, it's time to move on to...

Part Two: Select A Niche Offer

Once you've selected an overall niche market, then you need to decide what you are going to offer to your audience to help them. Specifically, you want to select a topic and a product / service that is in-demand within your niche.

Example#1: If you're going to be a YouTube influencer, then see what topics are popular in your market and choose one of these as

your area of focus. You can check YouTube itself, as well as blogs in your market, other social media channels and similar.

Example #2: *If you're going to be a freelance service provider, check which services are really popular on freelancing sites such as Upwork.com and Fiverr.com. Again, you'll want to choose one of these services based on your own skills, qualifications and interests.*

Example #3: *If you're selling physical goods, see what's popular in your niche on Etsy, eBay, Shopify and similar. Just remember, you're looking for items that are related to your chosen niche market and not merely things from many different categories.*

Example #3: *If you're selling information products, see what specific products are popular in your niche on Amazon, ClickBank, JVZoo and similar. You should be able to find a lot of popular, profitable topics from within your niche market.*

It's worth mentioning that if you see something like "intermittent fasting" in the weight loss category, you can use "intermittent fasting for menopausal women" as your topic.

Based on what's popular and what you're also interested in, you'll want to pick a topic of focus from within the overall niche market.

For example, health and wellness is a large market which makes it difficult to compete in. You can compete by picking a smaller niche, such as teaching women how to live a heart-healthy lifestyle.

For example, let's say you want to be a freelance writer. You can niche down and focus on doing technical writing for software companies. Again, you make this selection based on your research – if business owners are in desperate need of technical writers, that's a sign of a healthy niche.

For example, perhaps you're selling jewelry on Etsy. And perhaps you find that memorial jewelry for pets is a really popular niche – that's something you'll want to consider selling too (especially if you love pets AND making jewelry!).

Be sure to do your competition research to see if there's room for you to carve out a corner of your selected niche.

Pay particular attention to how these various competitors are setting themselves apart and think about how you can set your business apart.

Be thinking about the answer to this question...

*What can you do that's different
and better than what they're doing?*

Once you've selected your niche market and your niche offer for your particular money-making method, then let's check out the next step of this system...

Step Two

Set A Variety Of Goals

At this point, you will have answered two very important questions...

*Who are you going to help and
what are you going to do to help them?*

Now that you have settled on your niche market and your niche topic, your next step is to set goals for yourself and your business.

What you're going to do is set a variety of goals.

1. You'll have your top-level goal, such as how much revenue you'd like to generate with your business.
2. Then, based on that goal, you'll have relevant sub-level goals and milestone goals intended to help you reach that top-level goal.

The goals you're setting obviously depend on what type of money-making method you've selected. Very generally, however, your sub-level goals might be related to:

- How much traffic / newsletter subscribers / channel subscribers / views / followers / clients / etc. you need each month to help you achieve your goals.
- What type of conversion rates you need on your various activities.
- How many products and services you need to help you achieve your goals (where relevant).
- How much you need to charge for products and services (where relevant).

And so on.

Let's walk through the steps of how to set these goals.

You'll start with rough goals, and then you'll refine them using the procedure below...

1. Set Your Overall Goal

This is generally your income goal – the amount of money you want to make in a year.

***NOTE:** You could start with the number of people you would like to help in a year. However, with an income goal you will know that the only way to reach it is to, in fact, help a specific number of people as we will see below.*

By choosing this as an overall goal, you will be able to more easily determine the specifics of how to accomplish your business objectives which have the dual purpose of “making money” AND “making a difference.” But, there are a couple points to keep in mind...

First, this goal needs to be realistic.

If you don't have any business experience, then you can't expect to make \$20,000 in your very first month.

It is possible? Yes, of course. But it's not probable, especially for a beginner who has a learning curve and will need to do some trial and error to refine your business plan.

So, start with a realistic goal. In order to determine what's realistic, it's a good idea to crunch some numbers that are specific to your business model. And of course, in order to calculate realistic numbers, you'll need to do some research regarding the numbers.

Example #1: *If you want to be a YouTube influencer, what are realistic view rates, view:subscriber conversion rates and so forth?*

Example #2: *If you want to sell infoproducts, what are realistic amounts of traffic, what's a realistic number of subscribers, what can you charge for different products in your niche, and what are realistic conversion rates?*

Example #3: *If you want to be a coach, what can you realistically charge, what's a realistic number for lead generation, and what are realistic conversion rates?*

So, you get the idea.

Do some Google searches to figure out what the average numbers are in your niche. If needed, you might poll people in niche groups or social media to get more information.

Secondly, you need to pick a specific goal and then attach a deadline to it.

Something you need to understand about goal-setting is that you have to be able to know if you're reaching your objective.

You should be able to start with a baseline measurement of some sort, track your progress, and end with a specific, measurable result.

Another thing you need to understand is that a goal without a deadline is just a wish. That's why you'll want to set hard deadlines for each of your goals and subgoals.

For example, don't just say you want to achieve a goal by sometime "next year" or even in the third quarter of next year. Instead, be specific by listing the exact date by which you'd like to achieve your goal. (e.g., I'd like to achieve this goal by December 31st...)

Having hard deadlines is the antidote to procrastination and complacency because in order to meet the deadlines, you must take action.

So...

Don't just say you want to "make six figures." Instead, specify your exact goal (e.g., \$100,000 profit) and a deadline (e.g., within one year of starting).

2. Select Secondary/Supporting Goals

Once you've nailed down your overall revenue goal, then you to select secondary goals that are designed to help you achieve your overall goal.

If you're working on some big goals (which starting, scaling and sustaining a business certainly would qualify as!), it may take many months or even years to achieve them.

That's why you'll want to set milestone goals, which are stepping stones on the way to your big goal.

For example, let's suppose you want to sell software, and you've decided on a revenue goal. The next step is to figure out which secondary goals will help you reach your revenue goals. These secondary, supporting goals should include:

- 1. How many products you want in your sales funnel.*
- 2. How much traffic you want, being sure to break your goals down by specific sources (e.g., exactly how much from paid ads, how much from social media marketing, how much from SEO and so on).*
- 3. How many newsletter subscribers you want.*
- 4. How many joint venture partners you want (and which ones in particular you'd like to land).*
- 5. How much conversion you need for each page of your site where there's a call to action (such as lead page, sales page, and other landing pages).*

And so on.

Again, this is just an example list. You'll need to set supporting goals that are relevant to your specific business model. Be sure each sub-goal you choose is measurable, specific and realistic, and that they serve to support your overall goal.

Bottom line...

Start with your overall goal and then figure out what other goals you need to set in order to achieve that goal.

You can ask yourself these questions...

1. How many purchases will you need in order to reach your income goal?
2. How many visitors will you need in order to reach your purchases goal?
3. How many prospects will you need in order to reach your visitors goal?

There are a couple of things are worth mentioning here...

- First, the labels for these three questions will differ based on the model you chose. For you, it could be viewers, followers or readers instead of subscribers. For you, it might be coaching clients, paying members or watch hours instead of product purchases. But the same basic sub-goals apply ... you're going to need a revenue generator, a customer base and a traffic source.
- Second, these sub-goals will change dramatically when you factor in multiple purchases. If you have monthly paying members of a membership site, offer three products instead of one, get a long-term coaching client, become the go-to freelancer for an organization and so forth, then you can adjust your sub-goals to maintain your overall goal ... or you can adjust your overall goal to reach greater end results.

Which is a good place to move on to this...

Step 3: Refine Your Goals

Before you officially finalize your goals, you'll want to be sure they're smart goals. Specifically:

Are the goals specific?

Remember, no vague goals such as "I want a lot of traffic." You need to be very specific about EXACTLY how much traffic, exactly how many views, exactly how many sponsors, exactly how many clients, exactly what percent response-rate and so on. Which leads us to the next point...

Are the goals measurable?

You need to be able to easily track and measure your goals. And if you can't, then you need to select new goals.

For example, a goal such as "increase brand awareness" is tough to track accurately. You can do niche surveys before a brand-building campaign and then survey the niche again after to see if you've built any awareness – but even then, it's not a perfect measure.

Here are examples of items that are easy to track and measure:

- Response rate on a Facebook ad campaign.
- Views on a video.
- Traffic from a joint venture partner.
- Sales from a flash sale.
- Number of newsletter subscribers.

And so on.

Are the goals achievable?

Or more specifically, are they achievable and realistic for YOU? Think about what you need to learn, what skills you need to have and so on, and then determine if your goals are achievable. Yes, you want to stretch a bit and think big, but don't go so big that they become unachievable.

Are the goals relevant?

Check your supporting goals – so they actually help you achieve your overall goal? For example, getting a lot of social media followers is meaningless UNLESS those followers are beneficial. As such, you'll want to set social media goals such as "getting X amount of new subscribers from social media" versus setting goals such as "getting X followers on social media."

Are the goals time-bound?

As mentioned earlier, a goal without a deadline is just a wish, so be sure to attach specific deadlines to each and every goal. For particularly big goals, you may set milestone goals to help keep you motivated. (For example, if you're building a list of subscribers, and your overall goal is 50,000, then you may set smaller milestone goals of 1000, 5000, 10,000 and so on.)

One thing you can do to help you achieve your goals is to tell other people about them.

This creates some accountability, as most of us will only share goals with others if we are serious about those goals.

Our friends will ask us about our goals, and we'll feel mildly embarrassed if we have to admit that we haven't achieved our goal or have stopped working on it. As such, the way to alleviate this sort of discomfort is to work hard on one's goals, which is why telling others about them works so well.

NOTE: *The key here is to tell people who are positive people and cheerleaders in your life. Don't tell the "Debbie Downers" in your life who will mock you for your goals or cast doubt about your ability to achieve them.*

You want to share your goals with people who will support and encourage you (and maybe even join you) in your pursuit.

Once you've set your goals, then you can move on to the next step...

Step Three

Search For Training Materials

Now that you know what you want for your audience and what you want for your business, it's time to learn how to actually do the things necessary to reach those outcomes.

In other words, how do you become an affiliate, a YouTube influencer, an information product creator, a coach or any of the other options you might have chosen from among the ten that we examined?

Back in Module 1, you received a very rough overview of how these various money-making methods work, and knowing how they work helped inform your decision.

However, it's beyond the scope of this course to provide a step-by-step process for making money from each of those ten methods.

So, what we're going to do instead is teach you how to find the reputable training materials you need to teach yourself how to do whatever method you chose.

Here are the steps required...

1. Search for Training Materials

The first step is to find an assortment of training materials on your selected method. You can search Google, Amazon, ClickBank, Udemy and similar platforms. Here are a few example searches:

- How to become a freelance writer
- How to become a YouTube influencer
- How to create information products
- How to create and sell software
- How to start a coaching business
- How to learn affiliate marketing

... And so on.

Now, chances are you're going to get a TON of results. What you want to do is focus on the top results – those books, videos, blogs and so on that are obviously popular.

For example, you'd focus on bestselling products within the marketplaces, the most popular YouTube channels on the topic, the most popular blogs on the topic and so on.

Once you have a list of potential ways for you to learn about your selected method, then go to the next step...

2. Screen the Materials

Not every person who's providing training materials is someone that you actually want to learn from. As such, you need to do your due diligence so that you only purchase or consume training materials from well-known, reputable experts on the topic.

1. To that end, what you want to do is run a Google search for the author/creator of the materials, using their name as well as their business name.
2. If you're purchasing a product, then do a search for the specific product name as well.
3. Lastly, if you're purchasing materials from a site like Amazon, then check the onsite ratings and read the reviews for the product.

What you're looking for is...

A reputable creator who has a long, established history as an expert in the field.

This person's name should come up on other websites when someone asks a question about their area of expertise.

It should be clear to you from reading the person's free materials that they are indeed a knowledgeable expert.

Be sure to dig deep on your research so that you're not fooled by someone's marketing campaign.

For example, sometimes beginners can drop a course or guide on a topic, do an advertising blitz, put out a lot of social proof (that may not even be true), and create so much buzz that it seems they are the top expert in the field.

You need to be able to discern the difference between someone stirring up a lot of buzz for themselves (typically for a product launch) versus someone who truly has a great reputation and experience exceeding multiple years (even decades).

Fortunately, since everything stays on the internet "forever" and a lot of content is dated, you should be able to determine how long someone has been around, and if their reputation has been good the entire time.

IMPORTANT: *Be sure to learn from someone who shares your ethics, values and morals. This is the best way to protect your own reputation, avoid actions that could cause legal or financial damages, and ensure that your own business is established on widely accepted and respected business practices.*

And then...

3. Select Your Training Materials

There may be several reputable experts from whom you can learn about your money-making method.

For best results...

You'll want to pick a small number of comprehensive courses, guides or other training materials, such as two or three items.

Selecting the very best two or three items and focusing on those training materials will help you avoid getting overwhelmed or engaging in analysis paralysis (where you consume many materials with different viewpoints, which leaves you wondering which viewpoint is correct).

Ideally...

Try to pick just one teacher and study all their materials as then you'll get consistent information.

In other words, read their blog, watch their YouTube channel, buy their products, join their lists, and generally consume all of their content.

If you're learning from multiple people, then choose people who seem to share the same overall philosophy about the topic, as there again you'll get more consistent information that doesn't create confusion and conflict for you.

And then...

4. Start Studying the Materials

Do you know what is one of the biggest mistakes people make when obtaining the training materials they need in order to be successful?

Letting those materials gather dust.

Don't make the mistake of purchasing/collecting your materials and then setting them aside for "later." Start studying them right away – as in the minutes after you purchase them.

TIP: Schedule time on your calendar every day for studying until you've worked through all your materials. This can be as little as 15-30 minutes of consistent study every day. Do whatever works for you ... but do something.

If there are any gaps in the materials, you can go through the previous steps to find information to fill in those gaps. However, don't overwhelm yourself trying to fill in every gap right away.

Learn this...

You don't need to be an expert in your "make a difference, make money" method in order to start earning from it.

You can put the basics of your system in place and then learn about and implement the other pieces you need to make money as you go and grow.

Bottom Line: Make it a priority to provide yourself with a crash course in your chosen method.

And once you've done that, then move on to the next step in our 5-step process...

Step Four

Schedule Your Workflow

Some people may have 40 hours per week (or more) to devote to their businesses. Others may be lucky if they can squeeze in one hour per day (for a seven-hour workweek).

But here's the thing...

No matter how much time you have, you CAN start and grow your dream business.

And one big key to consistent growth is to create a work schedule and stick with it.

That's what this lesson is about. So let's walk through the steps...

1. Decide the minimum amount of time you'll work each week.

This may vary according to your other commitments. However, you should decide how much time you'll be able to work each day (and each week).

Don't worry about whether it's "enough" time. And don't worry if there are days where you only have small chunks of time in which to work (such as 10 minutes here, 10 minutes there). Taking small, consistent steps is much better than taking no steps at all – so that's why you're going to develop a schedule to meet your lifestyle and needs.

TIP: Having said that, be sure that you do prioritize your business over things of lesser importance. For example, you may sacrifice some of your social obligations or social media browsing in order to launch your business.

Next...

2. Determine your weekly, monthly and quarterly tasks.

Now you need to create a list of both the startup tasks and ongoing tasks that you'll be doing weekly, monthly and quarterly.

For example, your startup tasks may include:

- *Choosing a domain name.*
- *Setting up a website (e.g., installing and customizing WordPress).*
- *Doing market research to find a market.*
- *Doing market research to find out what this market wants.*
- *Creating a free lead magnet.*
- *Choosing an autoresponder.*
- *Creating content to upload to the autoresponder.*
- *Creating an offer to sell.*
- *Implementing one traffic method.*
- *Planning your sales funnel.*

And so on.

Likewise, you'll also break down your ongoing tasks, which may include things such as:

- Working to grow traffic using that one traffic method.
- Selecting and implementing additional traffic methods (one at a time).
- Working to grow traffic using these additional methods (E.G., finding and recruiting affiliate partners, finding guest blogging opportunities and creating content, posting to social media, etc.).
- Creating additional products for your sales funnel.
- Cross-selling these products throughout your funnel (E.G., creating emails to send to customers).
- Crafting additional free content to send to your prospects and customers.

Tasks can be broken down into even smaller steps ... so regardless of the amount of time available in your schedule, you can check something off and make progress.

Even if you just have ten minutes!

Plus, it's invigorating to see things crossed out ... you're getting closer to your goal! So, list all tasks and then break these tasks down into smaller steps.

For example, setting up a Facebook ad campaign includes these steps:

- 1. Deciding what to promote.*
- 2. Creating the ad text.*
- 3. Creating the graphic.*
- 4. Choosing your audience via the ad platform.*
- 5. Creating a landing page.*
- 6. Monitoring/testing the ad to optimize performance.*

Once you've broken down your various tasks into bite-sized pieces, move on to the last step...

SIDEBAR: The examples above are just that ... examples. You'll want to make your own list of daily / weekly / quarterly tasks based on the training materials that you selected for your chosen business model. These will vary from model to model.

3. Develop your schedule.

Now you need to look at the tasks you need to do and then fit those tasks into the time you have allotted each week. I'm going to give you three example schedules filled with potential tasks (important: your tasks may vary):

1. A 7-Hour Workweek Schedule where you work one hour per day for seven days.
2. A 10-Hour Workweek Schedule where you work ten hours anytime during the week.
3. A 21-Hour Workweek Schedule where you work three hours per day for seven days.

NOTE: You may modify any of these approaches to fit the number of hours you have available to work.

NOTE: For convenience, I've organized these schedules to focus on the three biggest categories of every online business: offer creation, list marketing and traffic generation.

Example One: 7-Hour Workweek (1 Hour Per Day)

With this schedule, the goal is to complete a project or milestone within a one-week period working just one hour per day.

Typically, this will be an objective from within one of the three major moving parts discussed previously (list, offer, traffic) and can include initial setup activities or ongoing tasks. Here is an example where the objective for the week is to set up a new list.

- Day 1: Create a free offer (AKA lead magnet) to offer as an incentive to encourage prospects to join your list.
- Day 2: Create a landing page (that highlights the free offer) whereby prospects can join your list, and a download page whereby prospects access the free offer upon successful registration.
- Day 3: Set up an account with Aweber or some other provider to build a list and start communicating through it. Write the initial email. Link the account to your landing page. Upload all moving pieces. Test the process.
- Day 4: Write a series of 4-5 follow-up emails with additional free content and / or advertisements to promote your paid offer.
- Day 5: Plan out your additional email campaigns for the list (free content, follow-ups) and your traffic strategy for getting prospects to the landing page.
- Day 6-7: Flex. Use this time to finish up any of the previous day's work that took longer than expected or get a head start on next week's project.

Example Two: 10-Hour Workweek (Work Any Time)

With this schedule, you would complete the ten activities which are currently most important to your business by working ten one-hour blocks at any time during the week.

In other words, the activities for product launch week will look different than the activities for blog setup week. With this model, you could work a FIXED schedule like five hours on Saturday and five hours on Sunday. Or you could work a FLEXIBLE schedule of one-hour blocks wherever they fit into your current week. Your schedule might look like this:

- [HOUR 1] Plan out your next sales funnel of a free offer, frontend offer, foundational offer and finishing offer.
- [HOUR 2] Outsource logo and graphics to a qualified freelancer for the new projects.
- [HOUR 3] Research and outline the free offer and frontend offers.
- [HOUR 4] Write and send a content piece (article) to your list, along with a special promo offer.
- [HOUR 5] Monetize / test Facebook ad campaigns to optimize performance.
- [HOUR 6] Meet with a major partner to discuss a mutually beneficial joint venture.
- [HOUR 7] Create the new free offer (lead magnet).
- [HOUR 8] Write on the next paid information product.
- [HOUR 9] Write on the next paid information product.
- [HOUR 10] Write on the next information product for thirty minutes and plan next week for thirty minutes.

Again, the activities on this schedule are going to change from week to week based on what your most pressing needs are for your business.

For example, some weeks it may be critical to launch a product while other weeks, things like setting up an autoresponder follow-up sequence, hosting an affiliate contest, learning how to create video tutorials, creating and hosting a webinar or any of a dozen different things might be the most important priority.

NOTE: It is worth mentioning that you should never go very long without incorporating activities from all three of the major moving parts: offer development, list marketing and traffic generation.

Example Three: 21-Hour Workweek (3 Hours Per Day Via Four 45-Minute Blocks)

With this schedule, you would cover the three major categories (product creation, email marketing, and traffic generation/conversion) along with a flex block every single day.

This equates to four forty-five-minute blocks per day for a total of three hours per day or twenty-one hours per week.

Here's an example schedule...

Day 1...

BLOCK 1 - PRODUCT CREATION: Research your next information product.

BLOCK 2 - EMAIL MARKETING: Write and load an email to your follow-up autoresponder.

BLOCK 3 - TRAFFIC GENERATION: Find 2-3 new potential affiliates and contact them.

BLOCK 4 - FLEX: Use this block to plan, evaluate, catch-up or whatever is needed.

Day 2...

BLOCK 1 - PRODUCT CREATION: Organize and outline your next information product.

BLOCK 2 - EMAIL MARKETING: Create an article to send to your list (and give to affiliates).

BLOCK 3 - TRAFFIC GENERATION: Create social media blurbs and load to your affiliate center.

BLOCK 4 - FLEX: Use this block to plan, evaluate, catch-up or whatever is needed.

Day 3...

BLOCK 1 - PRODUCT CREATION: Write your next information product.

BLOCK 2 - EMAIL MARKETING: Create a free offer (AKA lead magnet) to send to your list.

BLOCK 3 - TRAFFIC GENERATION: Find 2-3 new potential affiliates and contact them.

BLOCK 4 - FLEX: Use this block to plan, evaluate, catch-up or whatever is needed.

Day 4...

BLOCK 1 - PRODUCT CREATION: Write your next information product.

BLOCK 2 - EMAIL MARKETING: Create a special promotional mailing to send to your list.

BLOCK 3 - TRAFFIC GENERATION: Create an affiliate training manual for your affiliates.

BLOCK 4 - FLEX: Use this block to plan, evaluate, catch-up or whatever is needed.

Day 5...

BLOCK 1 - PRODUCT CREATION: Write your next information product.

BLOCK 2 - EMAIL MARKETING: Buy PLR content to load to a new autoresponder series.

BLOCK 3 - TRAFFIC GENERATION: Find and recruit new affiliates or create new affiliate content.

BLOCK 4 - FLEX: Use this block to plan, evaluate, catch-up or whatever is needed.

Day 6...

BLOCK 1 - PRODUCT CREATION: Create Powerpoint slides for your next information product.

BLOCK 2 - EMAIL MARKETING: Set up a landing page for the new autoresponder series.

BLOCK 3 - TRAFFIC GENERATION: Plan out an affiliate contest or launch.

BLOCK 4 - FLEX: Use this block to plan, evaluate, catch-up or whatever is needed.

Day 7...

BLOCK 1 - PRODUCT CREATION: Record slide presentation video for your information product.

BLOCK 2 - EMAIL MARKETING: Analyze your email marketing stats to look for ways to improve.

BLOCK 3 - TRAFFIC GENERATION: Work with your top 1-2 affiliates on a joint venture.

BLOCK 4 - FLEX: Use this block to plan, evaluate, catch-up or whatever is needed.

Listen...

The important thing is not what activities you see listed in these examples, but rather how the schedules are organized into important time blocks.

The point is this: you can build your business no matter what your schedule looks like as long as you devote what time you do have to making progress (taking the next step) in the critical areas.

Your takeaway from this section is to...

1. Use one of the example schedules in similar blocks.
2. Tweak one of the example schedules for blocks of time that work for you.
3. Brainstorm your own block of time schedule with these examples as inspiration.

Walk through the three steps mentioned above to create your own quarterly, monthly and weekly schedules. Choose one of the three example schedules to serve as a framework or tweak one of them to best suit the available time you have each week to devote to your business.

Be sure to leave planning time each week in your schedule (planning products, planning sales funnels, planning ad campaigns, even planning your next schedule).

It's important to regularly assess where you are at and where you are going to make sure you are taking appropriate measures to reach your goal. Progress, not perfection, is what you are after.

Remember: It's all about taking the next step.

Speaking of which, here's your last one in this module...

Step Five

Start Taking Action

As this point, you have everything you need in place. You know what you need to do, how to do it, why you're doing it and when to do it. The only thing left is to actually do it! ☺

*It's time to take action and start executing your plan!
(Yes, this is where things start to get really exciting!)*

Okay, so the first thing you want to do is look at your overall plan and determine which are the most crucial components.

See, any plan is likely to have a lot of moving parts, and if you try to put them all in place at once you'll just go crazy – and you'll likely dilute your efforts to the point you won't be getting very good results.

For example, let's take the task of getting targeted traffic in front of your lead pages, sales page, video channels, and other platforms and pages.

There are dozens of ways to generate traffic, right? But if you try to implement a bunch of them at once, you're going to dilute your efforts and not get a good result.

That's a quick way to lose motivation when you feel like you're on a hamster wheel – running really fast, but getting absolutely nowhere.

So, what you do instead is pick ONE traffic method. You study it, you implement it, and you track your results. Once you've optimized the process, then and only then should you add another traffic method to your overall traffic strategy.

That's just one example, as it applies to virtually all of the money-making methods we've been talking about. What you want to do is take this strategy and apply it to each component of your process...

Take one step, implement it fully, tweak it to optimize results, and don't add anything else until you're getting results.

That should apply to EVERY key area of your business. Start it. Tweak it. Master it. Then move on.

Let me illustrate...

For example, let's suppose you're opening an Etsy store, and you're stocking it with handmade greeting cards. You don't want to start by creating every product under the sun that you can think of, as doing so will likely take a long time. For example, if your goal is to eventually have three dozen different types of greeting cards, it may take months to get your store ready. And during that time, you won't be making any money at all.

Instead, what you'd do is pick a handful of products, such as half a dozen items, that your research suggests will be big sellers. You get them created, you take pics, you write descriptions, and you load them to your storefront. Now you can start making money, even as you're working on adding items to your store over time.

So, to recap, focus on the most important components of the process and just take one step at a time.

As you start working on executing your plan, keep an eye out for any issues. Does it look like there is any part of your plan that's not going to work out? If so, seek to identify the issue early on and change direction if needed.

SIDEBAR: A lot of people get in trouble with the sunk-cost fallacy. If they've invested a significant amount of time or money working on something, they have a hard time even considering abandoning the idea and trying something that will work. So, they spend even more time and money – and only after they've exhausted every resource do they finally admit defeat.

The point is if something truly isn't working, it will save you time and money in the long run to switch gears now, rather than wasting even more resources chasing an unworkable plan.

The second thing you'll want to do is to keep an eye out for slow execution and low productivity. Poor productivity can happen for a lot of reasons, including:

- Not using an efficient system for completing a process. You can use tools and technology to speed up certain processes, as well as talk to knowledgeable people to develop a streamlined system.
- Procrastinating, perhaps due to fear. You'll need to examine why you're procrastinating. If needed, you can put in place safeguards like rewards, getting an accountability partner and similar.
- Engaging in busywork, which is a form of procrastination. Same as above.
- Losing motivation. Here again, examination is the key. You'll also want to look at whether your goals are personally meaningful to you.
- Chasing after something else bright and shiny that catches your eye. Distraction might be caused by a lack of motivation or perhaps due to procrastination (fear).
- You underestimated the time it would take to complete a task, in which case, it's not low productivity, just poor guesswork.

This isn't necessarily an exhaustive list.

If you have issues with low productivity, you'll want to first shine a light on the issue and identify the reason why you're not moving as fast as you thought you'd be moving.

*Once you've identified the issue,
then create a plan for overcoming it.*

The important takeaway from this final step is simply this...

Take the next step.

The most common problems you are going to experience are the three that we addressed in this last point...

1. Trying to take too many steps at once.
2. Taking steps that are not working.
3. Turning away from the step you should be taking.

I've found it helpful to practice the "four Ds." The idea here is to categorize all your tasks in one of the following categories: *(1) Important and urgent. (2) Important, but not urgent. (3) Not important, but urgent. (4) Not important and not urgent.*

Once that's done, then you can practice the Four Ds:

1. **DO** the tasks that are important and urgent.
2. **DEFER** the tasks that are important, but not urgent.
3. **DELEGATE** tasks that are not important, but are urgent.
4. **DELETE** tasks that are not important and not urgent.

This will help you take the right steps and avoid the wrong steps. And that's how you get from here to there in your journey to start and grow your business.

Let's wrap this up...

Closing

It's Not Enough To Have A Plan

You've now got blueprint in hand to help you get started working on your business. Here's a quick recap of the 5-step system:

1. **SELECT** a niche market (who you will help) and topic (what kind of help you will provide) for your business.
2. **SET** a variety of goals so you can make sure you are making progress toward your ultimate business objective.
3. **SEARCH** for training materials in order to know "how" to do what you need to do in order to be successful in your specific business.
4. **SCHEDULE** your workflow in a way that works best for the amount of time you can devote to starting and growing your business.
5. **START** taking action to complete actual steps that generate benefits for your audience and profits for your business.

It's not enough to have a plan; you have to implement that plan!

Yes, working through these steps (in chronological order) will require a bit of planning and researching. There's a saying that if you have four hours to cut down a tree, you should spend the first three hours sharpening your ax. And that's exactly what you're doing for this assignment: sharpening the "ax" and preparing to take massive action on setting up your business.

Just a reminder...

Don't get so caught up in the planning and research that you never get around to the fifth step, which is to take action.

Ideally, you'll want to set a date for when you officially start setting up your business. That way, you won't get left in education mode or planning mode for an extended period of time.

To put it another way...

The best teacher is experience, so go ahead and get started even if you don't know how to take each specific step yet.

Meanwhile, I'll see you in the next module.

Module 4: Introduction

7 Keys To Serving Your Audience Well By Helping Them With Their Biggest Needs

In the last module, we examined your business from the “*make money*” side of things. In this module, we’ll focus our attention on the “*make a difference*” side of your business.

Here’s a principle that should serve as the foundation of your business. Write it down now. Think about it often. Live it out always. Here it is...

*The more help you provide,
the more money you will make.*

The dual outcome of what you’re doing is to “*generate benefits for your audience and profits for your business.*” The more you do the first part, the more you’ll do the second part.

Are you tracking with that?

As we’ve briefly mentioned before, there are three outcomes that people want your business to deliver for them. They want to solve a problem, reach a goal and / or enjoy an interest.

They are after an *outcome*. They want a *specific result*. And, typically, this result falls into one of those three categories:

- ***Problem***, which is where you help people solve a problem.
- ***Pursuit***, which is where you help people achieve a goal.
- ***Passion***, which is where you help people enjoy an interest.

Regardless of your business model, the way you keep consumers pleased with what you do is to help them achieve their objectives in one or more of these three categories.

In order to provide the best help possible to your audience, you'll want to implement the following seven keys that we will unpack in this module.

SIDEBAR: *At the conclusion of this module, I'm going to provide a multi-page lesson on creating your own business "mission statement" which will help you stay focused on serving your audience well.*

This bonus training lesson is excerpted from another business course, but I'm going to include it here at no cost because I think it will be beneficial to you.

Here we go...

Key One

Understand Your Audience

As mentioned above, your goal is to help your audience reach a goal, solve a problem or better enjoy a hobby. However, you can't really help them if...

1. You don't know what they want, or
2. You're unable to communicate in a way that really resonates with them.

That's why understanding your audience is such a crucial part of running a successful business.

Earlier in this course, we covered the actual steps of doing your market research so that you could find out what information, products, and/or services your audience wants. We won't cover that ground again here, except to say that it is extremely important to find out what your audience wants.

REMINDER: You can do this by finding out what they're already buying, what types of information they're actively seeking and responding to, plus you can survey them to get more insights into their desires.

After you have done your market research, the next thing to do to better understand the people you serve is to: Profile your audience.

The idea here is to determine who your ideal customer is and then draw up a profile or avatar of that person.

Then you can construct your videos, sales pages, emails, landing pages and other communications with that person in mind, which will help you connect with them on a deeper level. This applies to all the business models you've been learning about in this course.

Let me give you one example. Let's suppose you're in an information-related business, such as teaching people about hiking and camping via a YouTube channel or through information products. You absolutely need to understand your audience in order to create content that resonates with them.

For example, let's imagine that you assumed your audience had a certain level of knowledge about hiking, so you spoke of things like "the ten hiking essentials" as if your audience knew exactly what that meant. If your audience can't watch a few minutes of your videos without getting completely confused, they're not going to stick around for too long.

On the other hand, let's imagine that your audience consisted of intermediate or advanced hikers. If you explain every single beginner-level term you use and go into deep detail on this beginner-level information, your advanced audience is going to get bored.

So the point is you need to know your audience. Here are some things you'll want to find out...

- Gender
- Age
- Education Level
- Language
- Number of Children
- Experience (in the niche)
- Knowledge (of the niche)
- Likes / Dislikes
- Strengths / Weaknesses
- Goals / Objectives
- Wants / Needs
- Hopes / Fears

And so forth.

The more you know, the easier it will be to connect.

Let's take a quick look at how you can "get to know" your audience so you understand their expectations which will allow you to deliver the help they are after. There are two ways to do this...

1. The first way to gather this information is to do a Google search. Look for reputable and trusted demographic sources such as government sites, universities, news organizations, research organizations (like Pew Research) and niche organizations (like the National Gardening Association). To gain other insights, look for product reviews, blog comments, social media posts, forum discussions, and Q&A sites (like Quora.com) where people will openly share their thoughts, feelings and experiences.
2. The second way to gather this information is to survey your audience. This will help you confirm that the information you researched is accurate for your specific audience. You can inquire about demographics, plus you can also seek out additional information such as:
 - What sort of solutions they're using.
 - What they like and dislike about the solutions.
 - What sort of features or solutions they want.
 - What their biggest niche challenges are.
 - Where they get their information in the niche.

And so on.

Keep in mind that people don't like to answer long surveys, so keep it as short as possible. You may even drip surveys to your audience over time, with each one being short so that people can complete it in a minute or two.

Then once you know all this information about your audience, think about

how to use it. Think about how to construct all your content in a way that that resonates with the audience.

For example, if you know your audience has children, then you can make references to kids (e.g., "Working from home when the kids are home from school can be a struggle"). When people feel seen and heard – when they feel like you really understand them – they're going to be very open to consuming any content you put in front of them, from a personal email to a sales page to a video.

Now let's look at the next success key related to giving your audience what they want while generating revenue for your business...

Key Two

Offer Great Service

No matter what sort of business you're running, one of your biggest keys to success is going to be offering superb customer service.

*This means providing prompt,
professional help without fail.*

You want to leave all your customers, prospects and other visitors feeling really good about the service you're offering.

Makes sense, right?

You can be offering some of the best products, services or information in your niche – but if you don't also provide a great customer service experience, you're going to lose business.

Because here's the thing...

*If you don't treat your customers well,
someone else will.*

So, let's talk about how to do that...

1. First, be sure you're providing good customer service.

Ideally, you want to be able to answer customer-service inquiries within two hours. At a minimum, you should be getting back to visitors within the same business day (or the next business day if the inquiry was sent after business hours).

2. Second, you'll want to look at offering different types of customer service.

The bare minimum here is a customer service help desk where people can email their inquiries. If possible – depending on your business – you may also offer live chat and/or phone service.

3. Third, consider hiring customer-service staff.

If you've got the type of business that tends to generate a lot of customer service inquiries, then you'll want to hire customer-service staff so that you can continue to offer prompt service. You'll want to create copy-and-paste answers to common inquiries, which makes it faster and easier for your staff to handle inquiries, and it also provides a consistent experience for customers.

Those are the basic considerations for providing a great support experience for your customers. But there are some other things to consider too...

Another way to provide great customer service is to reduce the need for customer service.

For example, depending on your business, you can provide a searchable FAQ (frequently asked questions) list and other documentation that answers common questions. You may even consider installing an artificial intelligence chatbot, which can easily answer frequently asked questions "live."

Additionally, be sure your website (where applicable) provides a good experience for visitors. Visitors should be able to find exactly what they need quickly, and they should be able to perform common tasks without issue.

Example #1: *If you have a storefront, your prospect should be able to quickly locate any item in the store using your search feature.*

Example #2: *If you sell anything directly from your website, the ordering process should be simple. Don't make your customers jump through hoops or fill in unnecessary information.*

You'll also want to keep an eye on social media for customer inquiries. Even if you don't specifically provide customer service via Facebook, Twitter or other platforms on which you have a presence, people will still send customer service inquiries through these channels. Sometimes, they'll send the inquiries directly to your private messaging box, and

other times, they'll simply mention you ("at" you) in public with the expectation that you'll answer.

WARNING: Don't ignore these inquiries just because they're not through your official channels.

People have the expectation now that they can reach businesses on social media, and you can generate bad publicity for your business if you're not providing the same prompt, professional service on social media as you do through your website.

Finally, be sure that your website (where applicable) is accessible to people of differing abilities. This refers to people with visual, auditory, motor and cognitive impairments.

For example:

- Whenever you post an image on your website, on social media, or any other platform, be sure to include alt text that describes the image. That way, people who're visually impaired and using screen readers to view your content will get a description of your images.
- If you're posting audios or videos, be sure to include captions and/or transcripts for those who have hearing impairments.
- Avoid blinking media, which may trigger people who are prone to seizures.

Those are just a few examples of ways to make your content more accessible. The good news is that when you make your content more accessible for those with impairments, you tend to improve the experience for all your visitors.

For example, many people prefer to watch a video with captions on or read along with a transcript. For some folks, this is just a preference due to differing learning styles, whereas in other cases, it may be due to the environment (e.g., a college student watching a video at the library will have the sound down so as not to disturb others).

NOTE: You can learn more about creating an accessible site by reviewing the official Web Content Accessibility Guidelines (WCAG) here: <https://www.w3.org/WAI/standards-guidelines/wcag/>.

The bottom line is this:

You want to ensure that your customers have a great experience, before, during and after they make a purchase.

To that end, do some preparatory work in advance to avoid the need to contact you for help at all, and be prepared to promptly handle requests when someone does need to contact you.

Now let's turn our attention to the next factor...

Key Three

Provide Excellent Quality

Whether you're providing information, a product, a service or anything else, your top priority should be to provide excellent quality and a lot of value.

Chances are, you'll even find that you can separate yourself from your competitors by providing top-notch quality – and indeed, you may want to compete based on the quality and value you provide.

If you take a look around at just about any type of product or service in any type of niche, you'll inevitably discover that those who provide excellent quality tend to be running the most profitable and popular businesses.

Now take note that this doesn't just apply to your main offerings, such as the product or services you're delivering. It applies to every component of your business.

Example #1: *If you sell handmade items on Etsy, then of course, the actual products should be of excellent quality. In addition, you'll want to be sure anything else you create is of excellent quality too. For instance, if you're running a blog to help promote your Etsy products, then be sure every blog post you put out is of the highest quality.*

Example #2: *If you run a mailing list for prospects and customers, then here again, you want to make sure that every email you send is professional, accurate, engaging, and useful. Or to put it another way, be sure you're sending high-quality emails.*

Likewise, look at your website, videos, storefront and other content as a whole. Do they all look professional/high-quality... right down to the graphics, the layout and so on?

Or let's take the example of someone who sells physical products. Are the products packed well so that they arrive at the customer's

house in excellent condition? Is the product packaging well-made and pleasing to the eye? All of this is important in helping establish a professional, high-quality business.

The reason it's so important to provide excellent quality in EVERY corner of your business is because every corner is a reflection of your business. If you're putting out subpar quality anywhere, people are going to judge you on it – even if it's not directly relevant to the products or services you provide.

For example, someone might land on your website and see an explainer video that introduces you and your business and lets prospects know what you can do for them. If this video is low-quality, then the prospect is going to assume your primary services or products are low-quality too.

For instance, you could be a coach offering solid career-building advice to clients, but a video with poor sound quality could get your prospects assuming your coaching is junk too – and they'll be off to your competitor before you even realize what happened.

Ouch.

So, you get the point: be sure to provide excellent quality products, services, information and so on.

And if you can't do this – for example, maybe you can't create high-quality images for your website – then you'll want to outsource it to someone who can. You can use a freelancing site such as Fiverr.com, Upwork.com, Guru.com or similar to find freelancers who can do everything from proofing content to video production to creating professional emails to designing your site – and everything in between.

It is better to spend money one time than to lose money time after time because people skipped on doing business with you.

Now the next factor...

Key Four

Build Relationships

People tend to do business with those they know, like and trust.

It's true. It's true in every niche, and it's true of every business, no matter what type of business model you're using.

Just think about it for a moment...

If you're faced with a decision to purchase something or receive information from two different sources, you're going to go with the source that you already know, like and trust. (This is why branding is so important.) And if you don't know either source, then you're going to spend a little time examining your options. Ultimately, you'll pick the source that looks the most trustworthy – and if you have a good experience, then you'll definitely become a repeat customer.

The same is true of your audience, no matter what type of business you're running. And that's why it's so important for you to build good, trusting relationships with your prospects and customers.

So, how do you do this? Let's look at three ways to get you started...

1. Set up a mailing list.

For starters, it's a good idea to set up a mailing list. Not only does this give you the opportunity to send messages to your audience any time, it's also a great way to build relationships. Just be sure to stay in touch on a regular basis (at least weekly), publish high-quality content only, and tell personal stories so people get to know you.

2. Be socially active.

A second way to build relationships is by getting active on one or more social media platforms. The advantage of this is that it allows you to directly interact with your audience – it's a two-way conversation, not a

one-way monologue like a newsletter. Just be sure that you do indeed encourage interaction. Ask questions to get your audience involved, such as by sharing a niche opinion and then asking for their thoughts.

3. Get personal.

A third way to build good relationships is by getting personal in some way, such as by using videos of yourself to communicate with your audience.

- If you chose the YouTube influencer business model or you provide coaching or consulting, then you've already got this covered since you talk directly to your audience.
- If you chose any of the other business models, however, then you're going to want to look into incorporating videos into your business.

The idea is that you're working to build relationships, right? So no slide-show presentation videos or other types of videos where people don't see you. Instead, you want to do "talking head" or demo videos where you show your face and talk directly to the camera.

Learn this...

People love putting a face to the name.

It's a great way to build rapport – and it's even more powerful when the audience feels as if you're talking directly to them. People who have never met you feel like they know you.

Here are a few examples of getting personal by showing your face in video from something as simple as a business announcement to telling a story...

Example #1: *If you're just launching a new offer in your Etsy store, your software store, your infoproduct sales funnel, your freelancing suite of services or anything else, then get in front of a video and talk for a minute or two about your offer.*

Example #2: *How about doing a “behind the scenes” video for your business? For example, you can show a bit about how your products are created, what your process is for delivering freelance services or coaching, and so on. Just give your audience a peek behind the curtain as a way of getting to know you.*

Example #3: *You can also hold an “Ask Me Anything” type session, and answer the questions on video. You can even do this on a live event, such as via YouTube Live or Facebook Live.*

Example #4: *Perhaps telling a personal story (funny, heart-warming or embarrassing works well) will endear you to your audience. This is especially helpful if your story makes a relevant point that motivates or equips your audience to take action toward their goals.*

Those are just a few examples to get you thinking.

The point is that if you need to communicate with your audience about anything, then consider doing it via a video from time to time.

It's is a great way to get personal, build rapport and build relationships.

Now let's look at the next idea for providing more help for your audience while helping you generate more profits for your business...

Key Five

Provide Something Different

*No matter what type of business you're running,
you likely have quite a bit of competition.*

In some cases, it may seem like you have a lot of competition. And that's okay.

It just means that you need to figure out a way to provide something different and better to your audience, which will help you stand out from your competitors.

What we're talking about here, in part, is establishing a USP. This is a unique selling point, which is a benefit that helps you stand out from your competitors. Oftentimes, companies use their USPs as part of their slogans (e.g., "good to the last drop" and "fly the friendly skies").

*You see, when your prospects arrive on your website or other platforms,
they're wondering why they should do business with you.*

They're wondering what makes you different or better than your competitors.

If you don't answer that question clearly and upfront, you can be sure your prospects aren't going to hang around too long.

They're not going to go looking for the answer or try to figure it out themselves. Instead, they'll just head over to your competitors, who do state upfront why people should do business with them.

So, the point is that you need to separate yourself from your competitors based on some unique benefit.

To determine what this benefit is, you need to take the following steps:

1. Brainstorm Benefits

The first step is to brainstorm all the features and benefits related to your business, your products or services, and even yourself.

For example:

- What benefits does your business offer that others don't?
- What's unique about your product or services?
- Do you deliver your product or services in a unique way?
- How is your customer service different than your competitors' service?
- How is your pricing different than your competitors' pricing?
- What is different about you?
- Are you in some way uniquely qualified to offer this product or service?
- Do you have a unique guarantee?
- Is your product, service or business the "first" or the "original" in some category?

Write down everything you can think of, even if it's not a benefit that's 100% unique to you.

For example, Folger's used to use the tagline "mountain grown" coffee to set themselves apart.

However, most coffee beans are grown in the mountains, but Folger's was just the first to use that as a unique selling point.

And on a related note, here's the next step...

2. Research Your Competitors

Now that you've brainstormed possible ways to set your business apart, your next step is to research your competitors to see what benefits they're using as unique selling points.

NOTE: Again, it's okay if your competitors offer the same benefit. What you're looking for is whether they ADVERTISE that particular benefit.

Go ahead and research your competitors, being sure to cross off any benefits on your list that your competitors are using as their unique selling points and/or as other major benefits that they advertise.

Next...

3. Study Your Audience

There's no use in setting yourself apart based on a USP if your audience isn't interested or doesn't value a particular benefit.

As such, you need to do your market research in order to determine what your audience values.

For example, let's suppose you set yourself apart based on "affordability." However, perhaps your audience equates low-pricing with junk-quality. In that case, you're shooting yourself in the foot with that particular USP.

So, spend some time surveying your audience, talking to them, reading relevant product reviews and so on in order to determine what they value (as we talked about earlier in this module).

And then move to the next step...

4. Choose Your USP

At this point, you're going to have a short list of potential benefits. These are benefits that your competitors are NOT focusing on, but they're benefits that your audience really values.

If you have several benefits to choose from, then ask yourself the following:

- Which benefit does your product/service/business deliver on big time?
- Which benefit does your audience value the most?

The best USP is one that your business delivers perfectly to an audience that really values it.

Once you've picked your USP, then create a succinct statement about it. Indeed, many businesses turn their USPs into their slogans. For example:

- That Was Easy. (Staples)
- The Ultimate Driving Machine. (BMW)
- Breakfast of Champions. (Wheaties)
- A Diamond is Forever. (De Beers)
- The Happiest Place on Earth. (Disney)
- Finger Lickin' Good. (KFC)
- Just Do It. (Nike)
- You're In Good Hands. (All State)

Now see if you can turn your USP into a short slogan like the examples above. Then incorporate your USP fully into your business – it should be reflected on your website, on your blog, on social media, within your products, on your sales pages, in emails you send, within videos you create and so on.

IMPORTANT: Remember the "bonus lesson" that I'm including at the end of this module which I mentioned to you earlier? It will walk you through creating a "mission statement" which is very similar to the USP that we discussed in this point. So, take a look at that later.

Meanwhile, let's take a look at the next idea...

Key Six

Make Data-Driven Decisions

As you work on starting and growing your business, you're going to need to make a lot of decisions, both big and small.

Do yourself a favor and don't guess about which option to use – instead, make data-driven decisions whenever possible.

See, one common mistake among business owners is that they make decisions based on their personal preferences. Sometimes that works out, especially if the business owner is a part of the target market. But more often than not, the business owner is leaving money on the table (and not providing the best help) if they base decisions around their own personal preferences.

Let me give you an example that's easy to relate to...

Let's imagine that you opened up a burger joint. And let's suppose that you personally don't care for French fries, so you don't put them on the menu. That would be a big mistake, right? Most people want fries with their burger, so you'd be leaving a lot of money on the table (so to speak!) if you don't offer this popular option.

And the same goes for your business too, no matter what it is or what niche you're serving. You need to find out what your audience wants and deliver it to them, rather than guessing or basing it on your own preferences.

Example #1: *Some business owners don't offer high-priced products or services in their niche. They tell themselves that they would NEVER buy a \$500 product in the niche, so they figure no one else would either. But that's just plain wrong. In fact, offering higher ticket items not only makes it easier for you to build your business more quickly, but high-priced items also tend to attract a higher-quality customer (no tire-kickers, bargain hunters or serial refunders).*

Example #2: Sometimes business owners choose products, prices, sales letter copy, ad campaigns and more based on what they like. For example, they put a headline on a sales letter that appeals to them personally. However, sometimes the audience has a different idea – and testing and tracking these sorts of things will help you optimize conversions.

So, you get the idea. You need to make decisions about your business based on the facts, not based on your feelings.

How do you do this?

When you're first starting your business, you need to do market research. Since you don't have anything to test, you'll need to make initial decisions based on what sorts of results other people are getting.

For example, when you're deciding what types of products to sell, you'll do product research in order to determine what types of products are already selling well – then you sell something similar (but hopefully better, or at least better positioned).

Once you've started your business, then you can do testing and tracking to find out for yourself what works and what doesn't. For example, you can test and track:

- The exact product or service your audience wants.
- Your product or service title (if this is something you're creating yourself).
- The price of your product or service.
- The packaging and graphics associated with your product or service.
- What upsells or cross-sells to include on your order forms.
- Where to place promos and ads throughout your sales funnel.

- Where to place advertisements.
- What text to use in your advertisements.
- What graphics to use in your advertisements.
- The sales copy for your sales letter and landing pages (headlines, calls to action, benefit statements, etc.).
- Your unique selling point (USP).
- The bonuses you include with your offers.
- Your guarantee.
- Your email subject lines.
- Your titles for blog posts, videos and other content.
- Your calls to action.
- What your customers like and dislike about your products.
- Overall customer satisfaction level.

And so on. You can test just about anything, though you'll want to focus on the factors that are going to have the biggest impact, such as pricing, headlines, titles, calls to action, benefits (especially USP), customer satisfaction and similar.

When you use data to make decisions, you can be more confident that your decision is correct. In turn, this is exactly what lets you provide the maximum help to your audience, while generating a tidy profit for your business.

For example, if you discover a complaint with one of your products, then addressing and correcting it will eliminate refunds, instill confidence for repeat purchases, deliver better results for your customers and so forth. All of these things will better ensure that you "make a difference and make money" from your business.

Rather than taking the criticism personally, you look at the data. The data says make some changes, so you do. And everyone benefits.

Now the final key...

Key Seven

Exceed Expectations

If you look around your niche, and look at business as a whole, you'll see that there are a lot of mediocre businesses, and these mediocre businesses are generating a mediocre income. If you want to take your business to the next level, then not only do you need to meet your audience's expectations, you need to exceed those expectations.

This goes for any type of business you're running. And believe it or not, exceeding expectations in all aspects of your business is a great way to grow your business – even if you can't honestly categorize your business as offering the best solutions.

Here are two great ways to exceed expectations...

1. Be Faster And Friendlier.

Let's take an example.

Let's suppose you're a freelancer offering web design. You do a pretty good job. You offer quality design. However, you may admit that you're not THE best web designer. There are others who perhaps have a better eye for design and more skills.

And that's okay. You don't need to be the very best. You need to be good, yes – but you don't need to be the very best designer in order to run a thriving business. You just need to exceed expectations in other ways.

For example, one common complaint among business owners who hire freelancers is that the freelancers don't communicate often enough. In other cases, the freelancer misses deadlines.

You can see the problem here. Imagine if a business owner goes looking for the BEST web designer in the niche. They hire that person, but the person keeps missing deadlines and doesn't keep the business owner in the loop. Do you think the business owner is

ever going to do business with that designer again? Do you think the business owner is ever going to refer the designer to other business owners?

The answer is "nope" to both of those questions. The designer may meet expectations when it comes to the actual design – but if they fail to meet expectations regarding communication and delivery, then their business is going to suffer greatly.

The point here is that you can BEAT your competition and create really happy customers – even if they're better than you in some ways – by exceeding expectations in other ways. For example, aim to provide exceptional customer service – make it faster, friendlier and more helpful than what your customers expect (meaning what they're used to receiving).

2. Be Bigger And Better.

Another place to exceed expectations is within your products or the services you deliver. The key here is to under-promise in your sales letter and then over-deliver with the product or service.

Again, let's look at an example...

Many business owners do the exact opposite. They focus on trying to get a high-converting sales letter, so they hype up their offer. They exaggerate the benefits of the product or service. And so when the customer finally gets their hands on the item they just purchased, they have really high expectations – and they are super disappointed when the product or service doesn't meet those expectations. The refunds follow pretty quickly when that happens, and that's one customer who won't buy from that business owner again.

You can create a high-converting sales letter without exaggerating, lying or strong-arming someone into buying.

What you want to do is focus on being helpful.

Give the audience an honest look at what your product or service looks like and then under-promise in the sales letter. When the customer gets your product or service, they'll be blown away with the quality. Even better if you offer something they completely didn't expect, such as an unannounced bonus.

***TIP:** You can even give them a free trial, a sample, or an excerpt so they can "try before they buy" which will give them an accurate look at what you offer.*

So, the point is this...

Give your audience more than they thought they would receive.

1. Faster service.
2. Better value.
3. Easier process.
4. Stronger support.
5. Greater benefits.
6. Quicker results.

And so forth. What you want to do is not only remove the potential for buyer's remorse but replace it with complete satisfaction.

***HINT:** It can be as simple as adding in some unexpected extras. Like, I don't know, maybe an extra unadvertised lesson at the end of a module. 😊*

Now a few parting thoughts...

Closing

Making A Difference = Making Money

If there is one thing that I hope has been made clear throughout the course and especially in this module it is this:

*The way to make money from your audience is
to make a difference for your audience.*

We just covered 7 keys to doing just that. Before moving on to the next module, be sure to review the seven keys you just learned about and determine how you'll employ them in your business. For example:

- What steps will you take to better understand your audience?
- What steps will you take to provide excellent customer service?
- How will you build relationships with your audience?

And so on. Go through each key and create a mini-plan as to how you'll implement it. When you're finished with that, then I'll see you in the next module.

NOTE: *And don't forget to read your bonus lesson below which will help you determine a mission statement that will be an important guide in all seven of the keys we've examined.*

Bonus Lesson

Crafting A Mission Statement That Defines Your Identity And Impact

Once you know who you're serving, then you can decide what sort of impact your business is going to have on the world. You can answer the question...

Why does my business exist?

In other words, this is the step where you create your mission statement. Here's why this is important...

If your business is like a ship, then your mission statement is like the rudder.

1. Your mission statement tells people why your business exists and how it does what it does.
2. It gives you a clear purpose that will guide your decision-making and help you stay true to what makes you ... you.
3. It helps you stand out in the market and stick to what you do best in the market.

As you evaluate your decisions and activities through the lens of your mission statement, you'll better ensure that you stay on course by focusing your time and attention on things that matter and eliminating those things which aren't useful or necessary.

Create your mission statement using this simple "What-How-Why" formula:

What Your Company Does + How Your Company Does It
+ Why Your Company Does It = Your Mission Statement.

Let's walk through each part of this formula...

Part 1: What Your Company Does

The first step is to simply define (in basic terms) what your company does.

NOTE: Don't worry about making this a perfectly smooth statement at this point. For this step, simply get it down on paper. Later on, we'll combine your statements into something that's succinct, smooth and useful.

Here are examples of statements that tell people what your company does:

- I help people home educate their children.
- I help women lose weight with customized meal plans.
- I help small business owners become more efficient by designing business and marketing apps.

Those are just examples. Obviously, you need to create your own statement that defines what you actually do.

SIDEBAR: Did you notice the key phrase at the beginning of each of these examples? "I help." That's the core of what your company does no matter what the rest of the statement includes. You help people.

Now the second part of your mission statement...

Part 2: How Your Company Does It

Now in order to design this part of the statement, you need to think about your core competencies. Ask yourself these questions:

- What do you do better than others in the market (or that others in the market don't do at all)?
- How is the way you create or deliver the product different from others in the market?
- What do you do in your business that incorporates your own unique values, experiences, processes, or way of explaining?

Once you have the answer to those questions, then take whatever is most important to you and use that as part of your mission statement. Again, at this point, just get it down on paper – we'll polish it up later.

Let me give you a few examples of the "how":

- Provides superior customer service.
- Offers unlimited free revisions.
- Turns complex processes into simple systems.
- Makes it easy for beginners to get up and running fast.
- Creates big results with small steps.
- Includes personalized coaching.

Take a moment and think about how you and your company do what you do. Then move on to the next part of the mission statement formula...

Part 3: Why Your Company Does It

This is where your passion and purpose come in. Ask yourself these questions:

- Why did you start your business?
- Why did you choose to serve this particular group of people?

For example:

- I want to help people live active, healthy lives through weight loss.
- I want to help people get out of debt and live financially free.
- I want to help people restore and strengthen their marriages.
- I want to help people get rid of pain that is disrupting their lives.
- I want to help people share their Christian faith with others.
- I want to help people start charities to help the underprivileged.

Now the last step...

Pulling It All Together Into One Statement

Once you've brainstormed the three previously mentioned parts, then it's time to pull it all together into one statement. Keep these tips in mind:

- Be succinct. Several people have analyzed mission statements and found that they're generally short – only about 15 words on average.
- Be clear. Don't burden your mission statement with jargon or business-speak. Be clear and specific.
- Be inspirational. Your mission statement should serve to guide both your employees and virtual staff (where applicable), as well as your prospects and customers. So be clear about why your business does what it does.
- Be unique. Many people turn all or part of their mission statement into their unique selling position (USP). So think through your mission statement carefully and use it to set yourself apart from others in your niche.

TIP: Once your mission statement is in place, it can guide you as you develop the framework for your business, including your branding. You may even wish to find a domain name that reflects your mission

statement. Plus it helps you stick to what you do best instead of trying to become something you are not. All of your products, practices and promotions grow out of the mission statement and allow you to align everything you do with your core purpose.

Remember, your mission statement is going to have an effect in terms of both identity and impact:

- **Identity:** Your mission statement should explain how you're different than others in your niche and why you do what you do.
- **Impact:** Your mission statement should guide how you run your business to make a real difference in the lives of your target audience.

Now let me share with you some real-life examples of mission statements:

- Facebook: To give people the power to share and make the world more open and connected.
- Aflac: To combine aggressive strategic marketing with quality products and services at competitive prices to provide the best insurance value for consumers.
- Nike: To bring inspiration and innovation to every athlete in the world.
- American Standards: Be the best in the eyes of our customers, employees and shareholders.
- Laidlaw International: Exceed our customers' expectations by being the leading provider of safe, responsive, value-added services in the student transportation industry.
- PayPal: To build the Web's most convenient, secure, cost-effective payment solution.
- Kickstarter: To help bring creative projects to life.

- Walmart: Saving people money so they can live better.

NOTE: Here is a clear example of a company whose slogan ("Save money. Live better.") flows directly from their mission statement.

Now it's your turn...

Assignment

Your assignment for this lesson is to go through the steps above to create your own mission statement. Specifically:

- Define what your company does.
- Define how you do it.
- Define why you do it.

Then combine these three parts into one succinct, clear and inspirational statement.

Go ahead and get started right now because your mission statement will serve as the framework on which to build your entire business.

Module 5: Introduction

Mobile Methods: What It Takes To Successfully Run Your Online Business

Let's take a quick inventory of where you are at right now...

- You've got a laptop or other computer to get online... check.
- You've got an internet connection... check.
- You've got a workable plan to make a difference and make money... check

Once you have those pieces in place, you're well on your way to running an online business. However, before you jump in, there are a few other details you'll want to take care of first.

Because here's the thing:

*Running your own business isn't the same
as working for someone else who owns the business.*

There will be new demands, deadlines, delays and distractions that you will face which weren't there before. Some of these are typical of all business while some of them are specific to online business.

It's not enough to just have a plan and the tech to implement that plan; you also need to make sure the plan is backed by some solid business sense.

This includes understanding the legal requirements of running your business, investing in other needed equipment, learning to troubleshoot and get unstuck if something goes wrong, and more.

Let's get to it...

Mobile Method #1

Check The Legal Requirements

One of the surest ways to get in trouble with your business is not complying with the laws that regulate your business.

***IMPORTANT:** Before we get too far into this particular topic, let me make something perfectly clear. I'm not an attorney, and this is not legal advice. Instead, I'm going to present you with some ideas for you to take to a qualified professional to discuss.*

Let's go over the issues...

1. First, you'll want to check your local ordinances with regards to starting up a business.

For example, do you need a business permit in your jurisdiction? Is there any other paperwork you need to file or fees you need to pay?

2. Second, you'll want to check how to legally protect your business. Talk to your attorney to discuss your plans, and they can advise you on the right legal structure.

For example, in the United States, some business owners operate as sole proprietors, but that doesn't offer much in legal protection. If someone sues the business, they can take the owner's assets too. In order to protect one's assets, the business and the individual are often separated legally, such as when the business owner organizes the business under an LLC (Limited Liability Corporation) or the various other legal structures.

Again, that's just an example, and it's one that's relevant to the US only. You'll need to check the laws in your jurisdiction and talk to a professional to determine the best option for you.

3. Third, you'll want to consider securing your business name. If you file the paperwork, then you can open accounts (including bank accounts, credit cards and so on) under the name of your business. In the US,

this is referred to as “DBA” – “doing business as.” So, if you want to conduct business under a name other than your own legal name, then generally you’ll need to file legal paperwork. (Again, talk to your attorney to understand the requirements in your area.)

4. You’ll want to be sure your website, mailing list, and other platforms are all in compliance with local laws and regulations. This includes creating a privacy policy and terms of service document for your website.
 - *If you’re in Europe, and/or some of your audience is in Europe, then you’ll need to be in compliance with the GDPR (General Data Protection Regulation).*
 - *You’ll also want to be sure any emails you send are in compliance with relevant regulations. For example, if you’re in the US, and/or some of your prospects and customers are in the US, then you need to be sure your emails are in compliance with the CAN-Spam Act.*
5. If you’re working with other people, then you’ll need to have legal agreements in place (i.e., contracts).
 - *If you start an affiliate program, you’ll need to have an affiliate agreement in place.*
 - *If you do any outsourcing, then it’s a good idea to create an agreement outlining important terms such as the scope of the project, payment details and so on.*

Let me stress here that this isn’t an exhaustive list of legal requirements, as the specific steps you need to take are going to depend on the type of business you’re running, where you live, and where your customers live.

That’s why I strongly recommend that you consult an attorney to be sure you’ve got all the legalities taken care of upfront, before you officially open for business. And now on a related note...

Mobile Method #2

Pay Your Taxes

This is another big difference between working for someone and owning the business yourself.

- When you work for someone, taxes are usually deducted before you receive your income payment, or are paid by your employer.
- When you own the business yourself, you are solely responsible for making all of the tax payments.

This is something that many people overlook when they start an online business. They make some money, spend the money and need to scramble to get more money when the government wants to collect taxes.

NOTE: This includes your federal income tax, state taxes, sales taxes, and any other taxes that are applicable to you.

It is absolutely critical that you know what you are responsible to collect and/or pay. As always, you'll want to consult with a qualified professional (such as a certified public accountant) to find out what is required of you with regards to taxes.

For example, if you live in the United States, you're generally required to pay estimated taxes on a quarterly basis. That's just an example – you'll need to check the laws where you live.

Regardless of what the laws are where you live, you'll want to develop a system that makes it easier for you to keep track of the income and expenses that you'll need to report on your taxes.

Here are some steps to consider...

1. For starters, you'll want to find a bookkeeping system that feels comfortable to you. You can review some of the top bookkeeping software to see which one is a good fit for you.

TIP: The most common and popular software in the US is QuickBooks. However, there are other options such as Xero Accounting, Sage 50 Accounting, FreshBooks and similar.

2. Once you've selected your software, then you need to create a schedule for yourself to input necessary information. This is going to depend on how many transactions you need to record in any given month, as well as your own personal preferences.

For example, when you're just getting started, you may set aside time to input this information once per month. As your business grows, you may need to do it on a weekly basis.

3. You'll need to set up a system for keeping track of your finances. Some of these materials will be digital, such as receipts for online purchases. You'll want to put these business-related receipts in a special folder (and save them to a secure location outside of your computer too, in case of hard-drive failure). In addition, you may want to print all receipts and keep them in an organized file.

NOTE: The way you organize these receipts is going to make it easier for you (or your accountant) to do your taxes. Be sure to make notations on a receipt whenever it's not clear what the item is or how it's used in your business.

4. In the previous section, we talked about setting up bank accounts after you've registered your DBA. Whether you're using a trade name with a DBA, or you're doing business under your own name, it's a good idea to set up separate business and personal accounts.

In other words, don't use your regular bank accounts and credit cards for business transactions. Instead, set up a separate account which will make it easier for you to keep track of transactions, and it will be helpful if you ever get audited.

Now let's look at the next issue...

Mobile Method #3

Invest In Your Business

*At a minimum, need a laptop (or other computer)
and an internet connection to get online.*

However, those are not necessarily the only things you need to run your business as it depends on what sort of business model you've chosen. That's why you need to be prepared to invest in your business.

Example #1: *If you're going to be a YouTube influencer, or if you just expect to have a heavy presence on social media doing videos, then you'll need to invest in good equipment. This includes at least one good video recorder, but as your budget permits, you may purchase two or three (to get different angles). You'll also need good lighting, a microphone, and perhaps a backdrop. You'll also need video editing software to produce your videos.*

Example #2: *If you're selling physical products, then you'll need to take good photos of these items. Again, you'll want to invest in a good a camera and good lighting in order to take professional photos. (Tip: Check your phone camera as many of them take pics that are very high quality.)*

No matter what sort of business you're running, you're likely to need to invest in...

- A domain name (about \$10 per year),
- A webhost (about \$10 per month), and
- An autoresponder (price varies and goes up as the size of your list grows).

These are the basics you'll need to put in place.

However, your specific business may require additional software and tools, such as...

- A shopping cart,
- A membership site script,
- An ecommerce storefront (such as Shopify), and similar.

Your job here is to figure out exactly what equipment, tools and software you need to run your specific business and then draw up a budget to purchase these items.

SIDEBAR: *How do you find out which additional resources you'll need? By reviewing the training materials that you purchased previously, which walk you through the process of becoming a YouTube influencer, product creator, freelancer or whatever business model you chose.*

If you're low on funds, then you'll want to check out the next section (Mobile Method #4) that talks about different ways to raise money to fund your business. Until you actually raise the funds, however, you can employ the following tips to get started on a shoestring budget:

1. Look for Free Trials

If you're purchasing tools, software or similar, you may be able to take advantage of a free trial.

For example, multiple autoresponders let you get started for free. Aweber lets you have a list of up to 500 subscribers for free, while MailChimp lets you send up to 10,000 emails per month (with a daily limit of 2000, so that works out to an email list of 2000).

You can use these free trials and then upgrade as your business grows.

2. Check for Free or Low-Cost Alternatives

Another way to save some money is by looking for alternatives to the "name brands" that are typically recommended.

For example, if you're planning on doing slide-show presentations (via webinars or videos), then you probably have PowerPoint™ as a

potential purchase. However, there are low-cost and even free alternatives out there, such as Google slides.

How do you find these alternatives? Do a Google search. In this case, you can search for "PowerPoint alternatives" or "free PowerPoint alternatives." If you're not even sure what the options are, then you could use a descriptor instead of a brand name. In this example, you'd search for "best slide-presentation software" or "best free slide-presentation software."

Next...

3. Barter to Get What You Need

Another way to get what you need when running on a shoestring budget is to barter. You approach someone who has a product or service that you need, and you propose trading your products or services of equal value.

Take note – these don't necessarily need to be your business products or services. You may have some talents or products that a businessperson might be willing to trade for their items.

For example, maybe you know how to design a website, but that has nothing to do with your business (i.e., you're not starting a web development business). Nonetheless, you might use this skill to barter to get what you need, such as approaching a photographer to take professional photos of your products in exchange for a website.

Here is something important that you need to understand about your business: you can't take from it without giving to it. In other words...

Not only will you want to invest in your business up front, but you should continue "reinvesting" your profits into the business.

When you first starting making money with your business, you may be tempted to pull out the profits immediately and put them into your personal bank account.

However, you'll want to consider reinvesting some or all of your profits to get the equipment, tools and software you need to run your business.

You can also reinvest directly back into your business by using the profits to advertise or to outsource (which we'll talk about shortly).

This is one of the biggest difference-makers between those who succeed in business and those who fail. Please listen closely...

Not only do you want to START your business, but you also want to SCALE your business and SUSTAIN your business.

Are you tracking with that? You want get it going, get it growing, and keep it going and growing for the long haul!

Now, let's talk a bit more about raising the money you'll need to start your business (and even to scale and sustain it at times)...

Mobile Method #4

Raise Needed Funds

Depending on what type of business you're running...

- You may require very little in funds to get up and running, or
- You may need to invest hundreds or even thousands of dollars.

And as your business grows, you'll have ongoing expenses such as advertising, outsourcing, upgrading equipment and so on.

The question is, how do you raise these funds?

1. In particular, how do you get your business off the ground when you need money, but your business isn't bringing in any money yet?
2. And how do you do it when you want to avoid getting "investors" or "partners" who can alter the course of your business?

Let's talk about some of the options...

1. Don't Quit Your Day Job (Yet)

If you currently have a job, then hang on to it. Sure, you may have started a business because you wanted an alternative source of income, and you may be anxious to quit that job the first chance you get. However, hang on to it for the time-being as it may be a good source of funding for you.

2. Dip Into Savings

You don't want to clear out your emergency funds, your child's education fund, or your retirement accounts. However, aside from those earmarked monies, you'll want to look into how much savings you're comfortable investing in your business.

NOTE: One thing to consider is this... Starting an online business costs significantly less than starting a "brick and mortar" business.

3. Get a Loan

Still another way to raise the funds you need is by getting a loan. There are a couple of ways to do this...

- The first way to do this is by going through a financial institution. Forget about credit cards and similar items as the interest rate tends to be incredibly high. Instead, talk to a loan officer at your regular financial institution to see what sort of terms they can offer you. You may be able to get the most favorable terms if you're able to put up some collateral. If you have a home, you may be able to borrow against it through an equity line of credit.
- The second way to get a loan is by asking friends and family. Rather than asking one person for a larger amount (such as \$1000), try asking multiple people for smaller amounts. Be sure to put everything in writing and set up a strict repayment schedule.

On a related note...

3. Crowdfund

The idea here is to use a crowdfunding site to raise the funds. Some of the popular business-related sites include IndieGoGo and Kickstarter.

TIP: If you go this route, invest some time in learning about how to have a successful campaign. You'll want to study "how to" information from those who've done it, plus you'll want to study and "reverse engineer" successful campaigns to see what they're doing differently than those that aren't as successful.

4. Sell Something

The idea here is exactly as it says in the title: sell something, either products or services (or both) to help fund the startup expenses for your business.

Example #1: *Maybe you collect old record albums, and some of them are quite valuable. You could sell off part of your collection in order to fund your business.*

Example #2: *Maybe you don't really have any single item of particular value, but you do have a lot of "stuff." Here you might consider holding a garage sale, where you can raise anywhere from several hundred to several thousand dollars in a day or two, depending on what you have to offer.*

Next...

5. Tighten Your Financial Belt

This isn't a razzle-dazzle glamorous idea, but nonetheless, it can help if you're working on a shoestring budget. Check out the state of your current finances – incoming and expenditures – and look for ways to cut back and save money.

For example, if you eat out every week (or multiple times per week), you might consider taking that money and investing it into your business for a couple months. You don't need to do this forever, but temporarily divert the funds into your business budget rather than your entertainment budget. That's just an example, of course, as you'll need to look at your own budget to see where you can tighten your belt or divert funds.

The important thing is that you raise the necessary funds in order to offset the startup costs for getting your business off the ground.

TIP: *For best results, have a financial plan in place that covers your first year in business.*

Now, the next issue regarding setting up and running your business...

Mobile Method #5

Set Your Schedule

If you ask a few dozen business owners what the secret to their success is, you might get a few dozen different answers. However, most of them will likely agree that setting a schedule and sticking to it is definitely a key to running a successful business.

Let me issue this warning...

Sometimes what happens is that people get incredibly excited about their new business, so they go all-in and work rather feverishly at it in the beginning. This excited, adrenaline-fueled productivity may last a few days, a few weeks or even a few months.

But that initial enthusiasm eventually fades, and the person isn't as excited about working. They start doing other things instead of building their business. And eventually their business plans and goals may fall to the wayside.

In order to help prevent this potential problem, you'll want to set a schedule – and then commit to sticking to it.

Think about other things that are important to you. If you work or have worked an outside job, then you had a schedule in place, and you followed it without fail. You knew, for example, that you couldn't plan anything else during business hours Monday through Friday because you were at work.

Now you need to do the same thing here. You don't have to work during "official business hours," but you do need to create a schedule. Here are some guidelines...

1. Determine how many hours you have free to work per week. If you have a job and/or other obligations (such as shuttling children to activities), you'll need to set your schedule around those other activities.

2. Spend some time ranking your priorities on anything else that fills your time. For example, if you spend every night bingeing shows on Netflix, you'll need to decide which is more important, watching shows or building your business.

NOTE: *Any sacrifices you make now are likely to be temporary. For example, if you're still holding a job and trying to build a business too, then your work hours are going to cut in to what used to be your leisure time. However, when you're able to quit your job, then you can build your business during what used to be the time you spent at your job, which returns your free time to you. Likewise, as your business grows, you'll be able to outsource more, which again will free up more of your time.*

3. Take a look at the best time of the day for you to work. If your schedule is really full, then you may not have much choice about when to work. If you have some flexibility, then think about what time of the day you're most productive. If there are others living in the household with you, you'll also want to think about when you're able to get some uninterrupted time, if possible.
4. Create your schedule – and lock it in. Don't just tell yourself that you'll work X days per week for Y number of hours. You'll want to actually put it into your calendar app or write it down on your desktop calendar.

NOTE: Don't be afraid to use small blocks of time to build your business.

For example, you may not have a two, four or six hour block of time to work in any given day – and that's okay. You can schedule 30 minutes here and 30 minutes there. Building a business requires small, consistent steps – so don't think you can't build a business if you don't have big blocks of time because that's not true.

Now that you've blocked out your time, your next task is to figure out exactly what you're going to do during those working hours.

You'll need to go back to your goals and use those goals to create a business plan. You can then prioritize the tasks you need to complete to

build your business and break down those tasks into smaller steps that you can use to create your daily, weekly and monthly to-do lists.

TIP: Many people find that it's easier to knock out a daily to-do list when it includes "bite size" tasks. This means taking your bigger tasks and breaking them up into smaller steps.

For example, "set up a website" is a bigger task. If you break this task into small steps – such as getting a domain name, getting a webhost, installing WordPress files, customizing the WordPress theme and so on – you'll be able to cross things off your list as little as every few minutes. That's more motivating and satisfying than working for hours and never crossing anything off. Plus the smaller tasks also serve as a mini checklist so that you don't forget anything.

Part of being successful with your business means setting a work schedule and then sticking to it.

TIP: *Schedule your time slots and then set alarms to remind you.*

People do this for appointments of all shapes and sizes (doctor, hair stylist, etc.), all kinds of activities (son's soccer game, upcoming musical), and a multitude of other deadlines (tax filing day, DVR episodes of Yellowstone).

But they often DO NOT follow this practice for their most important goals.

That's a disconnect.

Listen...

If your business is important enough to invest time in, then set an alarm to let you know it's time to invest.

And, as much as possible, schedule in such a way that you get the most productivity from your time slots. If you know anything about yourself, then you know what times of the day you're alert and focused versus those times of the day when you're feeling distracted and tired. Your goal should be to set up your schedule to work at your BEST times.

For example, if early morning is your best time, then set the alarm early and get up to work on your goals before the rest of your household gets up.

We all have rhythms. Be sure that you are getting the most out of your day by scheduling your tasks for this peak time.

TIP: Try to schedule any “creative” work (such as writing a blog post or planning out a joint venture) for your best times and leave “non-creative” work (such as uploading videos or queueing up emails) for secondary time periods.

Obviously, sometimes other commitments (such as an existing job) dictate some of your scheduling. However...

- When you dictate your schedule, work at your best times.
- When other commitments dictate your schedule, do required activities within those commitments at your best times.

Now the next issue...

Mobile Method #6

Get Your Questions Answered

No matter what type of business you're running, I can almost guarantee you're going to have questions. What's more, you're also very likely to run into problems. That's why it's helpful to learn to troubleshoot problems so that you can then seek out a way to fix them.

In order to be able to troubleshoot problems, it helps to know all the issues that could potentially be causing the problem. The training materials you purchased may give you some troubleshooting information, so check those resources first.

If you don't yet have a broad enough understanding of your business in order to troubleshoot a problem – or if your existing training materials don't have the answer -- then you have a few options.

Namely:

1. Search Google.
2. Ask other business owners.
3. Ask a mentor/coach.

Let's look at each of these a little more closely...

1. Search Google

The first thing to do when you run into an issue is search Google. You might use words like "troubleshooting" and "why" and "problem" and "reasons" in your queries.

For example, let's suppose you've put a product up for sale, but hardly anyone is buying it. If you run a search for "why my product isn't selling," you'll encounter issues such as:

- *No interest in the product. (Need to do market research.)*
- *Sales letter isn't converting. (Need a better/more optimized sales letter.)*
- *Traffic isn't targeted. (Need to stop using generic methods and focus on laser-targeted methods.)*
- *Price isn't right. (Do some testing.)*
- *Product title or packaging isn't appealing. (Do some testing.)*

And so on.

No matter what you're troubleshooting, you're likely to find several potential causes. You'll need to go through them methodically one-by-one to determine the cause so that you can fix it.

For example, don't change both the price and the title at the same time, as then you won't know which one was to blame (if either). Instead, test one factor at a time to see if it fixes the issue. If not, move on and test the second factor. And so on.

Google is a great place to start because you can often find answers quickly and make your own changes with minimal interruption to your workflow.

TIP: *Alternatively, you can search YouTube.com for answers. This is especially important in situations where a visual demonstration will be helpful. For example, if you can't figure out how to use a vlogging camera in low-light settings, you can search for tutorials that address this issue for your specific camera.*

If you've done this sort of self-troubleshooting, and you still can't quite figure out the issue, then you may want to ask someone who's knowledgeable about this type of thing.

Which brings us to the next step...

2. Ask Other Business Owners

If you're going to run a business, then it's a good idea to join at least one or two business communities (either online or offline). You can find the local ones on sites like meetup.com.

As for online sites, you can run a Google search and/or you can run a search on Facebook to find relevant business groups. These could be general business and marketing groups, and you can also seek out groups that are specific to your business.

For example, you might run these sorts of searches on Google to find groups or forums:

- *Business owners' group*
- *Business and marketing group*
- *Business and marketing forum*
- *Business owners' forum*
- *Business networking forum*

You can also run searches that are specific to your type of business.

For example:

- *Esty seller group / forum*
- *Infoproduct creator group / forum*
- *Software developer group / forum*

Likewise, you can run these searches on Facebook. Except in this case, you don't need to use terms like "group," as Facebook will automatically show you the relevant groups (and you can sort the results to display groups).

TIP: *You can also run these sorts of searches on Reddit.com. E.G., "Business and marketing" or "YouTube video creators." Reddit doesn't have the most useful internal search function, so you may also consider doing a Google search and including the word Reddit (e.g., "business and marketing reddit").*

In all cases, be sure to look for big, active groups.

Spend some time reading through both recent posts and the archives so you can get a feel for the culture of the group and the knowledge level of its members.

TIP: You want to find a helpful place with members who are mainly just above your knowledge level. (If they're below your level, you won't get the help you need, and if they're far above then the group may be too advanced to be useful to you.)

Also, many of the more active groups have an “archive” of documents and other resources which you can review for help with your specific need.

Next...

3. Ask a Mentor/Coach

If you have a mentor, then naturally you should ask this person for their advice if you're running into problems.

Don't yet have a mentor or coach?

This is something you'll want to look into doing because getting personalized advice for your situation is almost priceless.

A good coach or mentor can help you recognize and get past your blind spots and throw out ideas to you that you may not have thought of before.

TIP: If you're located in the United States, check the Small Business Administration at SBA.gov, as they offer some free business counseling as well as other valuable resources.

You may want to consider the cost of hiring a personal coach an essential “cost of doing business” as a good coach can help you in many ways...

- Give answers when you have questions.
- Give feedback on important areas of your business.
- Give guidance on upcoming decisions.
- Give motivation when you're discouraged.
- Give accountability to keep you making progress.
- Give examples of what they have done / would do.
- Give resource recommendations for what they use.
- Give connections to other key people in your niche.

In other words, a good coach / mentor can be an invaluable asset to help you grow your business, especially when you face problems.

TIP: One way to find a coach is to search Google for your keywords with the word "coach" (examples: "online business coach," "YouTube coach," "Etsy coach," or "affiliate coach.") Do your due diligence to research the qualifications and reputation of those you find and are considering so you can find someone who is a good fit for you.

Now let's look at another way to overcome problems...

Mobile Method #7

Outsource To Get Unstuck

Yes, you're going to run into problems. And yes, sometimes these problems are going to halt your progress. Whether these problems halt your progress temporarily or permanently depends on what you do to get unstuck.

Here's the quick and easy solution:

Outsource the task to a qualified professional.

Then you can move quickly past your bottleneck and get on to the next task on your list.

1. If you get stuck, outsource.
2. If you have a problem, and you don't know how to fix it, outsource.
3. If the learning curve is steep, outsource.
4. If the result will be better with someone else doing it, outsource.

I often say it like this...

*Outsource when you don't have the time,
interest or skill to do the task yourself.*

Which brings us to the question, what exactly can you outsource? The short answer is just about anything and everything. Let me share with you some examples of things you can hire people to create and do:

- Customer service.
- Blog content.
- Email / newsletter content.
- Copywriting (sales letters /ads).
- Graphics.
- Planning and strategy.
- Technical setups.
- Troubleshooting.
- Web design / development.
- Layout and design of the interior of products.
- Creating products.
- Video production.
- Bookkeeping / taxes.
- Voice overs.
- Creating slides for a slide presentation.
- Conversion optimization.
- Market / product research.
- Keyword research.
- Search engine optimization.
- Email list management.
- Affiliate program management.
- JV partner recruiting (broker).
- Social media marketing.
- Paid ad campaign optimization and management.
- Creating legal documents.

And so on. Take note that this isn't an exhaustive list by any means. The point here is that you can outsource a wide variety of tasks.

1. You can outsource just about any task (small, medium and large).
2. Your potential tasks will vary depending upon your business model and personal needs.
3. You don't have to outsource an entire category; you can outsource tasks within the category.

For example, you may outsource finding new followers on social media, but create and queue the social media posts yourself.

So, what are the steps that you need to take in order to successfully outsource? Let's quickly walk through them together...

1. Identify the tasks you'd most like to outsource.

Unless you have an unlimited budget, your first step is to decide what you're going to outsource first.

Typically, these are tasks that have you "stuck" such as those that you don't know how to do, tasks that you don't do very well since you lack the skills or experience, tasks that take you too long, or tasks that you simply don't like to do and thus procrastinate in taking action.

So, make a list of all of the things that need to be done and then prioritize them based on these three factors...

- How important is it?
- How time-sensitive is it?
- How difficult is it?

You can prioritize tasks according to how many of the above factors match. If a task has one factor, that's worthy of outsourcing. If it matches two of the above factors, it moves up the priority list. If it checks all three of the above boxes, then that's a task you'll definitely want to consider outsourcing.

Pick what you'd like to outsource first and then move on to the next step...

2. Find potential freelancers for your tasks.

Your next step is to look for potential freelancers to complete this project. Here are three different ways to do it:

Look on freelancing sites (Recommended).

Here you would look on third-party platforms such as Upwork.com, Fiverr.com, Freelancer.com and Guru.com (among others) for qualified professionals to complete your project tasks.

Search Google.

A second way to find a potential freelancer is by searching Google for what you need (e.g., “hire ghostwriter,” “video editor,” or “install wordpress”). For best results, do searches on multiple keywords. You’ll also want to check out not only the organic results, but the sponsored results as well.

Ask for recommendations.

Another way to find potential freelancers is to start asking around. You can ask your fellow marketing friends if they know any trustworthy freelancers whom they’d recommend. You can also ask your prospects, customers, visitors and followers if they or someone they know provides the freelancing services you’re seeking.

Once you have a list of potential freelancers, move on to the next step...

3. Create a detailed project description brief.

Once you figure out what you’re going to outsource first, then your next step is to define the project. Here you’ll create a detailed project brief. You can use this brief to explain your project to potential freelancers in order to attract bids and get estimates. (And of course, this brief is what the freelancer will use to create your project.)

Bottom line: Describe to the freelancer exactly what you want.

The more details you can provide at this stage, the better the end result will be. If possible, include examples of what you’re looking for (e.g., “I like the writing style of this blog post” or “I like the colors used in this graphic”).

Be sure to include: What you want, when you want it completed and how you want it delivered. Then...

4. Do your due diligence to find the right freelancer.

It’s time to do a bit of research in order to pick the best one for your needs. Let’s walk through the steps...

Browse the Portfolio And Review Feedback/Ratings/Testimonials

The first thing you want to do is make sure the freelancer does good work. And, ideally, you want to see that the freelancer has experience in the particular sort of project or niche you have in mind. If a potential freelancer doesn't have samples on their site or elsewhere, ask for them. Then check the freelancer's reviews and ratings. If you found the freelancer on a site where employers can offer feedback, such as upwork.com, then check that they have a good history of providing quality work on time.

Otherwise, check the freelancer's website for testimonials, paying particular attention to verifiable ones (those with first and last names and website links).

Do a Google Search

If you like what you're seeing so far with a particular freelancer, then your next step is to research them using Google. You'll want to do two or three different searches, including their name, business name and website name. What you're looking for is evidence that the freelancer has an established history of creating high quality work for clients over time. Ideally, you want someone who's been freelancing for at least a year. Beware of any red flags such as a history of complaints or unprofessional behavior.

Compare Prices

The last thing to look at is the freelancer's pricing and compare it to the pricing of other freelancers that you're considering. If all else is equal in terms of the freelancers having good reputations and putting out high-quality work, then you can make your final decision based on price. Just don't make the mistake of shopping with price as your priority because a really good freelancer is worth any extra they may charge compared to average freelancers.

After these considerations, it's time to choose a freelancer.

Make your choice and then...

5. Work with the freelancer to complete the project.

Now that you have at least one freelancer on board, it's time to work on developing a good relationship with that person. In other words, you'll want to develop a retention strategy and a good working relationship, as a good freelancer is worth their weight in gold. Here are two things you must do...

Create an Agreement

The first thing to do is create and sign a legal agreement with your freelancer which lays out the important points, such as:

- The exact scope of the project.
- How and when the freelancer will get paid.
- Delivery deadlines (including milestone deadlines).
- How revisions will be handled.

And similar issues. A good agreement should protect both you and a freelancer by laying out everything clearly and in writing.

NOTE: If you are using a third-party platform such as Upwork.com or Fiverr.com, then these will be set in the terms of agreement for the project.

Set Expectations

Lay out your expectations and ask your freelancer about their expectations as well. For example, how often do you want to be updated about a project? Let your freelancers know because they're not mind readers.

Along with that, don't ever make a freelancer feel like it's a burden to answer their questions. Instead, encourage questions. And know that as

time goes on, your freelancer will get better at understanding and even anticipating your needs.

SIDEBAR: You may want to start with a small project when you first hire a freelancer. If the small project goes well, then you can scale up and hire the freelancer to work on a bigger project. For example, if you're hiring a writer, you may initially hire them to do two or three blog articles. If that goes well, then you can hire them to do 20 articles.

You'll find that outsourcing is a great solution to the problems you face in running your business. It's THE way to quickly get "un-stuck" so you can continue making progress as you make a difference and make money. And it can help you accomplish everything else we discussed in this module.

Closing Thoughts

Getting Ready To Go Mobile

As mentioned in the opening paragraphs of this module...

It's not enough to just have a plan and the tech to implement that plan; you also need to make sure the plan is backed by some solid business sense.

Before you get too far into taking steps toward “making a difference and making money” with your business, be sure you do these things...

1. Learn and comply with all local, state, federal and international laws that govern your business.
2. Have a good bookkeeping, tax-collecting/paying and income-reporting plan in place.
3. Consider how you will raise funds to start your business and re-invest funds to scale and sustain your business.
4. Set a schedule that is a good fit for the amount of time you have to spend on your business during the next few months.
5. Find a coach (or other online solution) for troubleshooting problems and making wise decisions as you progress with your business.
6. Outsource tasks and projects that you don't have the time, skill or interest to do yourself so you don't get stuck.

Your first stop should be to research and reach out to qualified professionals to discuss the legal and tax issues with regards to starting a business in your jurisdiction.

Once you've completed that step so that your business is legal, then you can tackle the other issues discussed in this module.

Module 6: Introduction

The Top Ten Ways To Scale Your Sales From Part-Time To Full-Time Income

Throughout this course, you've learned all about "*making a difference and making money*" with a mobile-friendly business that allows you to work wherever you want and whenever you want.

Stop and re-read that sentence so it really sinks in because the reality of what you can do is simply incredible. Think about the four key parts of that opening sentence...

1. **Make a difference.** You get to help other people solve their problems, reach their goals and/or enjoy their interests.
2. **Make money.** You get to generate income from a niche market and niche offer that you love.
3. **Wherever you want.** You get to work from the comfort of home, the beach, an RV or any other place with an Internet connection.
4. **Whenever you want.** You get to set your own schedule that fits a lifestyle which lets you focus on what matters most to you.

That. Is. Simply. Incredible.

Few people in the world have this kind of freedom and flexibility, so be grateful to God for His blessing if this is your reality.

In this final module, we're going to take a look at ten ways to grow your sales from "*part-time*" to "*full-time*" income. Or, you could look at it like this: making more of a difference while making more money and having more freedom to work wherever and whenever you want.

Let's get to it...

Scale Your Sales #1

Acquire More Customers

If you want to make more money and make more of a difference with your business, then one really good way to do it is to acquire more customers. That's going to involve generating more traffic. In other words...

Get more targeted visitors to your landing pages, videos, storefront, sales pages and so on.

As you likely know, there are quite a few ways to generate highly targeted traffic. Some of the most common ways include optimizing content for the search engines, placing paid advertising, using social media marketing, guest blogging and so on.

TIP: Choose a primary traffic source and find training for it. Master that method of getting visitors to your pages and platforms before moving on to a second source.

For this module, I'd like to focus on how you can acquire customers by partnering with others – which includes both your existing customers as well as other marketers in your niche.

There are several reasons why you'll want to focus attention on "partnering" for traffic...

1. First, this is completely free traffic. You don't need a budget in order to get visitors, which is great when you're starting up your business. You can devote your funds to other essentials.
2. Second, there are numerous ways in which you can partner with others. This means that there is something that will be a good fit for you no matter what kind of business model you have chosen.
3. Third, you can get started quickly and see results immediately. Unlike some traffic sources (e.g., search engine optimization), you don't have to wait a long time for things to start happening.

As mentioned earlier, two great options for partnering with others is to work with existing customers and other marketers. Let's quickly look at those two ideas separately...

Option #1: Leverage Existing Customers

Learn this...

Your existing satisfied customers can become your business's biggest ambassadors.

While some existing customers will happily refer their friends without any incentive, you can increase the number of referrals by creating a referral program.

Ideally, what you'll want to do is create a two-way referral program. This is where both your existing customer and the person they refer get some sort of reward when the referral becomes a paying customer. This reward typically takes the form of a discount or even a free product.

Example #1: *Let's suppose you run a membership site. You can offer both parties a free month in the membership site when the referral becomes a paying customer (e.g., they pay for their first month, and you give them their second month in the membership site for free).*

Example #2: *You can offer both parties a dollar-off coupon. E.G., both parties get \$15 off on their next purchase (and the person making the referral can collect multiple coupons as they refer multiple people).*

Your happy customers are among the best forms of free advertising. This means they'll happily tell their friends and networks about your content, your business and your offers.

You can make use of this tendency by actively encouraging customers to share specific content and links.

TIP: Provide a call to action. When you share something cool, don't expect your customers to naturally share it with their friends. Instead, provide a call to action. E.G., "Click here to share with your friends – they're going to love it!"

You can invite existing customers to do many things to help you grow your business...

- Share your social media posts.
- Become a brand ambassador.
- Give away your free content.
- Tell others about your sales.
- Link to your videos.
- Invite others to like your page/channel/etc.
- Recommend you to others.

There are dozens of options, so be sure to consider how to get satisfied customers to help you get more customers.

Next...

Option #2: Leverage Other Marketers

The second way to acquire new customers is to partner with others in your niche. You can set up an affiliate program and recruit marketing partners, or you can recruit marketing partners on an individual basis to do joint ventures with you. For example, you and your partner can:

- Do a webinar together.
- Co-endorse one another on your respective blogs.
- Create a product together.
- Swap blog content, newsletter content or social media content.
- Place each other's ads on your websites.
- Share each other's content on social media.
- Send traffic/customers directly to each other.

And so on – there are so many ways you can partner with others for mutual benefit that it's really only limited to your imagination.

Regardless of your niche, it is a good idea to offer your marketing partners two things:

1. **Training materials.** This is to help new affiliates start making sales. For example, you might teach affiliates how to set up a lead page, build a list, and then sell your offers to that list. Not all people in your niche will know how to promote you, especially if you are in a "non-business" niche. So, offer these training materials to get them started.
2. **Marketing materials.** Here you make it as easy as possible for your affiliates to make money by providing "cut and paste" materials such as solo emails, social media blurbs, banner ads, blog posts, rebrandable reports and more.

Be sure to choose partners who serve the same niche as you do, but aren't in direct competition.

You'll also find that it's easier to get a "yes" to your joint venture proposal if you build relationships with prospective partners first. As always, people like to do business with those they know, like and trust, and that includes doing business with you in the form of a joint venture.

Now let's look at the next strategy for growing your business...

Scale Your Sales #2

Optimize Conversions

So as you just learned, one key to growth is to generate new traffic so that you can acquire new customers.

The key to this is to convert them from visitors to newsletter subscribers and then to cash-paying customers.

It's not enough to get people to your page, you need to get people to buy something when they get to your page.

Are you tracking with that?

And in order to convert as many as possible, you need to optimize your conversions, which enables you to make the most of your traffic.

Let me give you an example...

Let's suppose you have a product page or sales page for an offer that's \$50, and that page converts at 1%. That means for every 100 people who visit the page, one person buys, and you make \$50.

Now imagine if you could improve the conversion rate to 3% -- you'd triple your customers (three for every 100) and your gross profits (\$150 for every 100 visitors). This simple strategy grows your customer mailing list faster while generating more profits faster too.

Bottom line: you'll make more money and make more of a difference to more people.

That's why you're in business, right?

So, how do you optimize sales pages, product pages, landing pages, content, ad campaigns, email campaigns, and more?

The answer is to test and track.

This is where you select ONE item to test while holding all other variables constant.

For example, you'd set up two sales pages that are exactly identical, EXCEPT the headlines are different. You'd send traffic to the two pages, and after about 30 sales you'd see which version (Headline A or Headline B) provided a better conversion rate for you. Then you'd pit your winning headline against a new headline – and keep doing this until you run into diminishing returns. You'd then select a new factor to test and track.

The key here is to focus on the variables that are going to have the biggest impact on your conversion rates. These big variables include (in no particular order):

- Headlines on sales pages, lead pages and other landing pages.
- Titles on products, blog content, videos and similar.
- Email subject lines.
- Email preview lines.
- When you send emails.
- The offer itself (price, bonuses, positioning).
- Overall design of a web page or email.
- Product packaging.
- Calls to action.

For ads, you'll want to track keywords, audience selection, venue, and days when you run ads.

In order to run these sorts of tests, you'll need a good split-testing tool.

- If you're tracking and testing something like an email, then check if your email service provider has built-in testing tools.
- If you're testing something like a landing page, then you'll need to get a tool like SplitTestMonkey.com (or any number of other A/B split-testing tools).

What you may find is that a simple tweak – such as raising or lowering the price, or using a different headline – can double, triple or even quadruple the number of people who buy from you. That means more people you are helping and more people who are spending money with you.

That's why this testing is so important. As always, if this isn't something you care to do yourself, then you can outsource it to someone who specializes in conversion optimization.

One final thing...

A great way to improve conversions is to overcome objections.

Even though your visitors may be interested in your offer, there could still be fear or hesitancy because of some potential reasons why they think they should NOT buy your offer. You need to address these objections and offer solutions.

So, what type of objections might you encounter?

Obviously, there are some objections that are unique to your specific type of product. However, here are some of the common objections:

- It's too expensive.
- I can't afford it. (Take note that this isn't necessarily the same as something being too expensive – it might be a good price in the prospect's mind, but they feel like they can't afford it.)
- It's too cheap – there must be some catch. Maybe it's junk.
- I don't trust this person/company.
- I don't believe the claims in the sales letter or ad.
- Sounds great, but I doubt it will work for me.
- It's too _____ (long, short, ugly, fast, slow, etc.).

Let me give you a couple examples of how to overcome some of these common objections...

If someone is thinking, "*It won't work for me,*" there are a couple things you can do:

- First, you can provide proof that it works for others, such as testimonials, case studies, and other forms of proof.
- Secondly, you can offer a money-back guarantee. If it doesn't work for them, they get a refund. There is no risk and no reason not to try your product.

What you need to do is figure out what it is about your offer that's keeping people from buying, and then you need to handle these objections. (Note: surveying prospects and even customers can give you some insight into why people are hesitant to buy.)

NOTE: *You don't want to PRESSURE people to buy something they can't afford or don't need. The point is if your product IS something that will help them, you want to remove barriers that would prevent them from getting that help (and you getting the sale.)*

Now let's look at the next strategy for growing your business...

Scale Your Sales #3

Promote Related Offers

Your typical customer isn't going to come to you with one small problem that you can solve with one simple product.

Instead, they are going to have an ongoing need for solutions, resources and tools in the niche to...

1. Solve their problems,
2. Reach their goals, and/or
3. Enjoy their interests.

Think about this simple scenario...

An audience of people who want to lose weight, be healthy and stay that way aren't going to be fully helped by one resource. They are going to need: training, meal plans, motivation, exercise, accountability and so forth on a variety of topics ranging from eating balanced meals to boosting metabolism to recovering from exercise to persevering through plateaus and dozens more.

Things like parenting, health, business, golf, pastoring and so forth simply cannot be explained in one shot.

People need ongoing help to make continued progress toward an objective and keep going once they reach it.

And that's exactly why you need to set up a sales funnel in your business.

If I had to sum up the purpose of a funnel in just one line, I'd say this:

*It creates more benefits for your audience
and more profits for your business.*

Or, to put it another way, it's about helping others while helping yourself. You get to make a difference while making money. That's win-win.

DEFINED: *A sales funnel is the customer journey from not-a-customer to paying customer to repeat customer. In other words, it is a planned path toward purchases with several points that facilitate movement throughout.*

In this course, we're going to be unpacking the parts of your funnel and how these pieces fit together to help your audience while generating more revenue for your business.

Let me give you a crash course in how the funnel maps out your customer's journey. Here are the main pieces of your funnel:

5. **Freemium Offer** (AKA lead magnet), a free offer to get people into your sales funnel.
6. **Frontend Offer** (AKA tripwire offer), a low-cost offer to turn prospects into paying customers.
7. **Foundational Offer** (AKA core offer), your flagship, high-ticket offer.
8. **Finishing Offer** (AKA backend offer), an additional offer to turn your customer into a repeat buyer.

At each stage, you will help your audience make progress toward their desired outcome. Each offer should further move your audience from "before" to "after" in the pursuit of what they want.

Think of it like this across the four main pieces...

1. Freemium Offer: Free Help.
2. Frontend Offer: Budget-Friendly Help.
3. Foundational Offer: Premium Help.
4. Finishing Offer: Even More Help.

And not only does this sales funnel help you convert more prospects into repeat customers (earning you more money), but it also gives you the opportunity to help a variety of people who may or may not be able to help you back...

You offer something free to those who can't afford help, budget-friendly products for those with limited funds, premium help for those who are in a position to benefit from a robust product, and extra help for those who need some additional solutions or shortcuts. Everybody is taken care of.

SIDEBAR: Note that the top of a funnel is wide. That's because a lot of people are going to take advantage of this freemium offer. As these folks go through your sales funnel, some of them will drop out for various reasons. That's why the funnel narrows at the bottom, as the number of people traveling through it decreases.

You'll want to get those four basics in place, and then you'll want to expand your funnel. Add more freemiums, more frontends and more finishing offers in order to increase your profits.

NOTE: The above opening "crash course" section was excerpted from **The \$100k Funnel Formula**, a 10-lesson course on creating your own sales funnels. If you would like more information on funnels, get complete details by visiting the following website link: <https://pages.nick-james.com/100k-funnel-formula>

So, how do you promote all of these offers across this sales funnel? Here are the most common ways to do it:

1. Emails

The first place to promote your related offers is within your emails. This includes the emails you send out to your prospects as well as the follow-up emails you send out to your new and existing customers. The idea is to use your emails to build relationships with your prospects and customers, provide excellent free and helpful content to them, and point them toward your premium, paid offers.

NOTE: See the section on segmenting your emails below for more information on how to generate more profits from your lists.

Next...

2. Order Forms

The next place to promote related offers is directly on your order forms. These offers tend to be warmly received, because the customer is sitting there with a credit card in hand, ready to place an order, so they already “*know, like and trust you*” enough to make an initial purchase.

Here you can promote two types of offers:

- **Upsells**, which are “deluxe” or upgraded versions of the offer the person is currently purchasing. For example, if someone is purchasing a text-based course, you can offer the deluxe video version for an upgrade fee.
- **Cross-sells**, which is a related offer. For example, if someone buys a blouse from your women’s clothing storefront, you can ask them if they want to purchase a matching pair of slacks.

Next...

3. Thank You / Confirmation Pages

Another place to promote a related offer is on the page where a new customer is directed right after they complete an order (the order confirmation page, the thank you page and/or the download page).

Again, you can offer both upsells and cross-sells here, and it’s a good place to do it because the customer is still excited about getting help from you to achieve their desired outcome.

4. Within Digital Products

If you sell digital products, then you should include promotions for related offers directly within the product itself. You can include links and calls to action within eBooks, courses, videos and similar.

You can put offers inside memberships sites as well as within the main dashboard of software or apps.

5. Ride-Alongs

If you send physical products via the mail, then you can include a “ride-along” flyer or discount coupon within the shipment. You can even partner with others sellers and trade flyers, so that you have flyers going out in your own shipments as well as those belonging to your partners.

6. Direct Promos

If you do any freelancing or coaching/consulting, then you can directly upsell or cross-sell your client on purchasing related coaching or offers (e.g., if they’re buying group coaching, you can encourage them to upgrade to one-on-one coaching). You can make these recommendations via the phone, via email, or in a group setting (such as a Facebook group if you’re doing something like group coaching).

NOTE: *This is not an exhaustive list of places to promote your offers. The point is that whenever you have an opportunity to communicate with your customers (or those in the process of becoming customers), that’s an opportunity for you to promote a related offer.*

Now let’s look at the next method for growing your business...

Scale Your Sales #4

Create High-Ticket Offers

It's incredibly difficult to grow a business if you're only selling low-ticket offers. Is it possible? Sure. But you'll find it much easier to grow your business more quickly if you have big-ticket items in your sales funnel.

Let me give you an example. Let's suppose you sell products for an average of around \$20. In order to make \$100,000 in a year, you're going to need to make 5000 sales of those \$20 products. It's doable, but it's difficult.

Now let's suppose you have a \$500 offer in your sales funnel. In this case, you only need to make 200 sales to hit six figures. If you have a \$1000 offer in your funnel, you only need 100 sales to make \$100k. I could keep going, but you get the point – you don't need very many sales to generate a whole lot of income when you're selling high-ticket offers.

But what if you're not selling information products? That's okay, you can still create bigger-ticket offers...

If you're selling something where you simply don't have anything that's high ticket – such as low-ticket handmade items on Etsy – then one possibility is to package together a collection of related items to create a high-ticket package.

This package will be particularly attractive to buyers if the items are offered at a discount. In other words, the package costs less than it would to buy each item individually.

Of course, you can use this packaging offer for any type of products at any price points.

For example, if you sell apps for \$100 each, you can put together a package of seven of them (which would be \$700) and sell the package for \$500.

Of course, some people might balk at higher-ticket items simply because they don't have the cash to pay for them. I totally get that. And, you certainly don't want to pressure people to spend money they don't have or stretch them into an uncomfortable position.

So, what do you do?

You can offer a variety of payment options and plans making it super flexible to get what they want from you in a payment structure that is comfortable to them.

- For starters, you can offer multiple options such as PayPal, 2Checkout, ordering by phone, or even cryptocurrency if that's something you accept.
- Secondly, you can offer payment plans. For example, if you have a \$300 item, you might offer a two-month payment plan (\$150 per month) or a three-month plan (\$100 per month).

Note: If you're offering something like a course, then you can deliver the content over installments too.

For example, let's suppose you have a \$100 course that you can break up into eight weekly installments. You can then charge a \$50 installment for two months and deliver a new lesson each week for eight weeks.

Note that you can also charge a little more for the installment plan.

For example, let's suppose you have a \$97 course that you break into 12 monthly payments of \$9.97 each, which results in \$119.64. That's more profit for you, while providing an affordable payment plan for your customers. Those who want to pay the full price (\$97) up front will get a discount for doing so. Everybody is happy.

One final thought about premium-priced offers...

In almost every niche, there is a big-ticket item that you can offer which people absolutely love...

Personal coaching.

Remember in an earlier module when I recommended that you FIND a coach to help you start, scale and sustain your business? Now I'm recommending that you BECOME a coach to those in your niche to help them.

You can offer...

- Email coaching.
- Phone coaching.
- Video conference coaching.
- Facebook group coaching.

These can be in the form of one-off consultations, monthly meetups, as-needed interactions, multi-week e-classes, or 12-month mentorships.

Personal coaching is a great high-ticket offer that applies to just about any niche, can be set up in whatever way you prefer and fits your skill set, is a perfect add-on to most existing offers and is wildly popular because people get access to someone in the know.

Bottom line: You may want to consider offering a limited number of coaching spots at a premium price.

SIDEBAR: Pricing will vary from niche to niche and what kind of coaching you offer. I typically offer email coaching for \$497 per month, sometimes with a curriculum to follow and sometimes without any content.

Now the next tip...

Scale Your Sales #5

Create Additional Revenue Streams

As mentioned...

You want to build out your sales funnel to make more of a difference to more people who spend more money with you.

And the other thing you want to think about is what other types of solutions your audience may need. You can then take those ideas and start building out related sales funnels.

Not everyone is going to be interested in every sales funnel, but you'll get enough overlap to make it worth your while. And this is a great way to create additional streams of revenue for your business.

For example, let's suppose you're selling information products, and your primary focus is to sell information about how to grow an organic vegetable garden. Some of the people who are raising vegetables will want to grow others things such as flowers and herbs. You can create adjacent sales funnels in these niches to create additional revenue.

You can also look for ways to expand into related niches with your existing products. You may need to tweak the products a bit in some cases. In other cases, you don't need to tweak the products, but you do need to tweak the sales content in order to appeal to the new audience.

For example, let's suppose you offer freelancing services. Specifically, let's suppose that you create content for small business owners. You may start out by focusing on creating blog articles, emails, and white papers for clients such as chiropractors. You can then create tweaked sales materials that target other health professionals such as general practitioner doctors, optometrists and dentists.

Once you have these additional niches set up, you can also look at expanding your service options.

For example, in keeping with the freelance writing idea from above, you might offer sales content such as creating sales letters, flyers, press releases and ads for your clients.

Of course, you can cross-sell these offers as mentioned in the previous section, often in the order process for an initial offer. This is the classic “do you want fries with that?” concept. For best results, offer cross-sells that are highly related to the main offer. Indeed, the cross-sell should enhance the use or enjoyment of the main offer.

For example, let’s suppose you’re selling a course that teaches how to create travel videos. You might offer one or more related cross-sell offers such as:

- *A set of transitions and special effects.*
- *A package of cheat sheets (video settings, shot selections, etc.).*
- *A library of video examples and how they were shot.*
- *A catalog of background music clips.*
- *A buyer’s guide and gear list.*
- *A video editing software program.*
- *A videography toolkit with sample scripts, storyboard templates, checklists and more.*

Take note that since the customer has already decided to buy the main offer, at this point you’re working to showcase the related resource. Framing is important.

To boost response, ask something like this, “Would you like to add a set of video transitions to your order for just \$10 more?”

Now the next strategy...

Scale Your Sales #6

Segment Your Mailing List

Setting up a mailing list is an important part of any business. That way, you can follow up with your prospects and customers to build relationships, provide additional help, and promote related offers.

Some small business owners just set up one mailing list and email everyone at the same time. Most business owners separate their prospect list from their customer list. However, in order to provide laser-targeted help and generate more revenue from your mailing list, you need to segment your list.

Segmenting your list means separating out certain list members based on their behaviors or what they've purchased.

The most basic segment is the one just mentioned: separating the prospect list from the customer list. However, both of these main lists should be further segmented.

SIDEBAR: *How you actually perform the task of segmenting depends on the email service provider (ESP) platform you're using. For example, some ESPs let you "tag" different segments of your list. So, when someone comes to a certain landing page to join your list, they get a specific tag. You can then email everyone who has that certain tag, OR you can exclude everyone who has that tag. Check with your ESP for more details.*

Let's look at several examples of ways in which you can segment your lists...

1. Segmenting your prospect lists.

Let's suppose you have multiple lead magnets. Maybe these lead magnets include discount coupons, a report, a webinar, and a free trial.

You'd segment your prospect list depending on which offer the prospect requested in order to join your list.

For example, if someone requested a free trial of your software, membership site or other offer, then you can put that segment of your list into an autoresponder sequence that's designed to encourage these subscribers to upgrade to a paid subscription/membership.

2. Segmenting your customer lists.

Likewise, the same goes for your customer list. You can segment based on what the person purchased (and many people will be included on multiple segments as they'll buy multiple offers) and whether they took advantage of some sort of coupon.

For example, if you send out an offer for Product A, you can exclude everyone who already purchased it. Or if Product B only works in conjunction with Product A, then you can send a promo for Product B only to those who've already purchased Product A.

3. Segmenting all of your various lists.

You can also segment based on whether someone fills out a survey, joins a contest, or takes part in some other event.

For example, you may take extra care in nurturing relationships with those who joined your list via a contest, as contestants aren't as targeted as those who join your list via a lead magnet.

Another way to segment your audience is based on their demographics, such as their gender and location.

For example, segmenting on location is important because then you can send emails based on when you know a particular segment of your audience is awake and active.

You can also segment your list based on how they answer a poll question.

For example, you can specifically ask new subscribers which topics on a list interest them ("check all that apply") and then segment the list according to the topics the subscribers chose.

Still another way to segment your list is based on behavior, such as whether someone opened a particular email you sent and/or clicked on the link within.

For example, if someone didn't open your last email, you can send them a follow up email with a different subject line. If they opened it but didn't click on the link, you can send them a follow up that focuses on a different set of benefits if they open the email.

Note that all of these segments will help you create targeted content too.

For example, if you have a list of people who are all interested in a specific topic, then you can send really helpful tools and information on this topic.

Are you seeing the point of segmenting in all of these examples? Said simply, it is this...

*To get the most free and paid help
to those who want it most.*

When that happens, you'll generate greater benefits for your audience and greater profits for your business. Which is, after all, the point.

Now let's look at the next strategy...

Scale Your Sales #7

Focus On Customer Retention

As you learned earlier, boosting your customer acquisition is an important part of growing your business.

Retaining those customers is equally important.

That's because most of the money you're going to make -- perhaps as much as 75% -- is going to be generated by selling additional solutions to your existing customers.

In other words, you'll help some people ... and you'll help some people *more than others*. Why? Simply because of repeat purchases.

Think about it...

If you're satisfied with a family doctor, you go to that doctor over and over again for wellness checkups, seasonal illnesses, and a whole range of miscellaneous needs. You keep getting more and more help from the doctor, and the doctor keeps getting more and more money from you. Probably too much money, but that's beside the point. ☺

Most of the businesses that we patronize aren't "one and done" experiences. We keep going back over and over again, making our initial purchase simply a drop in the bucket for the overall amount of money we spend over the lifetime of our relationship with that business.

When you flip that around, and YOU become the business owner and OTHER PEOPLE become the customers, you can see how important it is that you keep them satisfied and keep them coming back.

And these are the easiest sales you'll ever make as it's much easier to sell another product to a satisfied customer versus finding and persuading a new customer to purchase something from you.

Are you tracking with that?

Earlier in this course, we've talked about some of the ways to improve retention such as providing a great customer experience and exceeding expectations. Now here's another way:

Create an onboarding sequence for new customers.

What is an "onboarding sequence?" I'm glad you asked...

DEFINED: *An onboarding sequence is a series of emails designed to get people to use your product (and get good results from it).*

This is an important part of turning customers into repeat customers because it...

- Reduces buyer's remorse (and refunds).
- Introduces the new customer to you and your business.
- Starts building good relationships between you.
- Keeps them excited about reaching their objectives.
- Helps to get them taking action toward the end goal.

You see, many times people are really excited about purchasing something, but then their enthusiasm fades after they complete the order. They may even start second guessing themselves and feeling a twinge of regret. If this feeling goes on unabated, then you're likely going to receive a refund request.

You can renew the customer's excitement with a good onboarding sequence. This applies to any business where you're selling anything – a digital product, a physical product, drop-shipped products, services, or anything else.

Let's look at three steps for creating an effective onboarding sequence that helps your audience make the most of their initial purchase and instills confidence that any additional purchase will likewise be beneficial to them...

1. Create a welcome or introduction email.

Your first step is to create the initial email that your customers will receive after their purchase. This email does the following:

- Thanks the customer for their order.
- Reiterates the top benefits of the product or service to keep the customer excited about their purchase.
- Relays the next step.

For example, if it's a digital purchase, you provide a download link. If it's a physical purchase, you let them know when they'll receive the tracking link. If it's a service, you request additional information as needed and let them know what happens next.

- Provides your contact information (or help desk link).

What you want to do in this initial email is make the customer feel good about the purchase they made, feel good about your company and feel good about the likelihood of achieving results from using your product.

At this point...

You want them to FEEL they have made the right choice.

Then...

2. Create a series of "benefit reminder" emails.

Typically what you want to do next is look at the major benefits of your product or service, especially those benefits that are most important to your customers. Then you can create a sequence where each email focuses on one of the benefits you just listed.

For example, if your product has seven big benefits, then you'd be sending out at least eight emails – your introductory/welcome email, plus one email per each of those benefits.

For each of these individual emails, you'll want to not only remind the customer of the benefit they can receive from using your product, but you'll also want to encourage and equip them to take action. You can even provide additional tips and tutorials related to the specific benefit being showcased in the email.

For example, let's suppose your market includes diabetics who are learning how to eat healthier and track their blood sugar, so you've developed an app that helps them do these things. Perhaps one of the benefits of your app is that customers can calculate how many carbs (and what type) they should be eating at each meal to maintain a good blood sugar level. You can point out this feature, provide additional tips on how to stay within the desired range, and then encourage people to actually log into the app and try out the feature. You'd then do this same thing with the other main benefits of the app.

Again, keep in mind that this works for any business model.

Example #1: *If you're a YouTube influencer who's making money by selling ad space in your videos, then your onboarding sequence should point out your top videos and encourage people to watch them.*

Example #2: *If you're a freelance writer, then your onboarding sequence will tell new clients about your process and what you need from them. It will also cover the benefits of working with you, which will keep enthusiasm high. You may also provide a surprise freebie such as a report or video related to the service you're offering.*

What you want to do is explain the various features of your offer – what they do and how to use them – to get the benefits which are most important to the customer.

At this point...

You want them to KNOW they have made the right choice.

3. Insert other emails that will facilitate results.

You can queue up additional emails with inspiration and ideas to get your customer actively using your product or service to their benefit. This would include...

- **Testimonials** of the successes of other people who have used your product or service.
- **Case studies** of what others have done to put into practice what you have provided in your product.
- **Free resources** (templates, worksheets, etc.) to help them make the most of their purchase.
- **Access to a community forum** where they can ask questions and learn from other customers.
- **A frequently asked questions** segment to help with the most common sticking points.
- **Surveys** to find out what is and is not working for them (so you can improve your offer and get them the help they want).

And so forth. This isn't an exhaustive list, nor should this be considered a complete tutorial for creating an onboarding sequence. The point is to get you thinking about how to retain customers by delivering the results they want from you.

At this point...

You want them to SEE they have made the right choice.

Did you notice the progression? You want your customers to move from feeling they made the right choice to knowing they made the right choice to actually seeing they made the right choice because they got real results.

Now let's have a look at the next strategy for growing your business...

Scale Your Sales #8

Choose Scalable Tools And Processes

When you first start your business, you want to be sure that every component you put into place – from your tools to your processes – is able to scale.

In other words...

These components should be able to grow with your business.

One common problem is that business owners, especially those who are starting on a shoestring budget, choose lower-cost options that aren't going to scale. The business owner figures they'll start with a certain tool or platform, and switch later when the business grows. But that just causes a lot of hassle down the road.

For example, when you choose your autoresponder (email service provider/ESP), it should be something that will grow as your business grows.

If you choose a low-quality provider because they're cheap, you may have no problem when your list has 100 or 1000 members. But what happens when your list grows to 50,000 members, 100,000 members, 250,000 members or more?

Will your autoresponder still be able to handle the task? If not, don't choose that autoresponder – choose one that will grow with your business.

The same goes for any other tool or platform you use, including:

- Your webhost.
- Your content management system (WordPress is a good choice).
- Your payment processor.
- Your shopping cart.
- Your storefront.
- Your drop-shipping provider.

And so on. The tools and platforms are going to vary depending on your business model, but the underlying message is the same: they need to be able to scale with your business.

The same goes for any processes or systems that you're putting into place.

For example, have you set up your customer service system in a way that it will scale with your business? Did you choose a help desk that can handle high capacity? Do you have a system in place for hiring and training new customer service reps as your business grows?

The point is you want to go through every tool and process you're using to determine how well it will work as your business grows.

In particular, look at how well the tool or process will work if your business suddenly grows very quickly.

For example, if you run a really successful ad campaign that creates a surprising influx of business, will your tools, platforms and processes be able to handle the influx?

This may not seem too important to you now when you're starting up, but I assure you it will be very important to you later. Making these decisions now affects the potential of your business because...

It ensures your business can scale instead of stall.

In other words, if you don't have the right framework in place, there will be a threshold that you cannot move past without a lot of costly extra time and work involved.

Next...

Scale Your Sales #9

Improve Your Productivity

One thing you'll quickly learn when you're starting and running your own business is that there is a LOT of work to do.

Seems like some days you could work around the clock if you wanted to and still not get everything done. And as you get excited about ways to grow your business, your to-do list will expand as well.

However, sometimes you may note that you don't get as much done in a day as you'd like. You start off motivated, you read your to-do list, and you even get started with it. But the next thing you know, the day is gone and you hardly got anything done that you set out to accomplish. This is when you know it's time to boost your productivity.

Learn this...

Boosting your productivity not only lets you grow your business faster, it also helps you create a better work-life balance.

Even though you may feel like you could work non-stop during your waking hours, you shouldn't do this. You'll burn out. And then you won't get anywhere with your business.

Instead, you'll want to be sure you're able to balance building your business with doing the things you enjoy. What's the use of building a business if it doesn't provide you with what you need to really enjoy life?

So the point is...

Don't boost your productivity just to free up time to do even more work.

Be sure you spend time with friends and family, enjoy your hobbies, do good in this world, and just relax.

The goal is to make the most of your time so you can make the most of your business so you can make the most of your life.

Okay, so with that out of the way, how do you boost your productivity? Let me share with you a few tips:

1. **Create daily to-do lists.** You want to get clear about what you need to do every day and then prioritize these tasks on daily to-do lists.
2. **Get a productivity app.** If you tend to get distracted by anything and everything online (such as scrolling social media), then get a productivity app that blocks distractions. One example is GetColdTurkey.com, but there are plenty of other apps that do similar things.
3. **Automate processes.** Look for ways to automate common tasks rather than doing them by hand. For example, it's faster and easier to load up a bunch of content to your blog, autoresponder or social media platform and queue it to publish on a schedule versus manually publishing the content over time.
4. **Create streamlined systems.** Talk to other experts to get tips for ways to speed up processes that you do on a regular basis and then be sure to document your systems. You should be able to hand these systems over to another person and get the same results.
5. **Check your motivation.** You need to have a good reason to do what you're doing. Otherwise, you're going to lose motivation. In particular, this reason should have some sort of emotional punch behind it for you. What is your good reason?
6. **Recruit an accountability partner.** If you find yourself struggling to get your work done, try getting an accountability partner. This is someone who asks you each morning what you need to get done for the day and then checks in at the end of the day to see if you got it done. Be sure to choose someone who'll encourage you to stay on track.

Now let's look at the final strategy for growing your business...

Scale Your Sales #10

Reinvest Your Profits

We touched on this idea very briefly elsewhere in the course, but I wanted to elaborate on it here.

The idea is simple: instead of immediately pulling out your profits and putting them in your personal bank account, you'll want to seek to reinvest some of your profits to help you grow your business more quickly.

Ideally, in the startup phase of your business, you'll want to reinvest 75% to 100% of your profits back into your business.

Of course, this strategy hinges on you having an alternative source of income such as a day job or a savings account you've set aside for this purpose. If you don't have any other income, then reinvest whatever you can afford.

As your business grows, and you start generating more revenue, you can lower the percentage you're reinvesting.

For example, you might reinvest 50% and then eventually drop that to 25% as your business grows.

Take note that even though you're dropping the percentage, the actual dollar amount you're investing is staying the same OR growing (not decreasing).

For example, in one of your first months, you may make \$500 and reinvest 100% (\$500). Later, you may make \$5000 per month and reinvest 50%, which is \$2500. Later still, you may be making \$10,000 per month and reinvest 25%, which is \$2500.

So, what are you investing in?

Typically, you'll want to focus on the following:

- Advertising
- Outsourcing

Both advertising and outsourcing are truly investments as they'll generate revenue for you.

For example, for every dollar you put into advertising, you should get a tangible return (more sales, more revenue, more customers). And when you consider the lifetime value of a customer who makes repeat purchases, your initial investment can have an even greater return.

For example, for every dollar spent in outsourcing, you'll grow your business more quickly because that's one less task you have to do yourself. You can focus your time on strategy and creativity.

NOTE: Don't forget to review "Mobile Method #7" from Module Five for a crash course in outsourcing.

Let me offer a suggestion that combines "advertising" and "outsourcing" into one way to reinvest your profit...

Outsource your customer acquisition.

That is, hire someone else to market your business for you. What might this look like? Here are a few ideas...

1. Hire a joint venture broker or affiliate manager who recruits, trains, equips and encourages marketing partners to promote your offers.
2. Hire someone to set up and manage advertising campaigns like Google ads and Facebook ads.
3. Hire a social media expert to build your platform, engage with followers and get them to visit your offer pages.
4. Hire a video producer to create explainer videos, convert your free content to video form and distribute ongoing clips to YouTube for you.

Each of these ideas (and others like them) combine outsourcing and advertising into one potentially huge difference-maker for your business.

It is recommended that you choose from these (or something similar) that would be a good fit for your business model and pay someone else to get new leads and customers for you.

TIP: *You can find qualified professionals through the same steps mentioned in the outsourcing segment of Module 6.*

One final thought...

You'll also want to look at investing in tools and information. In other words, invest in yourself – invest in your own marketing and business education which will pay for itself many times over in the coming years.

Now a few parting words...

Closing

Taking It To The Next Level

If you're reading this, you'll likely fall into one of these three categories...

1. You've taken action in real-time and are now seeing results.
Congratulations, well done!
2. You've read through all of the materials to understand everything, and you're about take action to see results. You can do it!
3. You've read through everything, and you'll never take action nor see results. Don't be in this category!

Regardless of where you're at, here's what you should be doing if you've made it this far...

Look at the business model you've selected, and then look at the ten strategies and ideas you just learned about. For each item on the list, take a moment and determine how you will implement the idea.

For example, one strategy above is to create streamlined systems. Here you'd write down what processes in your specific business you do on a regular basis and which of those regular tasks and processes would benefit from you creating a system to make it faster and easier.

The important thing is to take action. It's the only way you'll "make a difference and make money" with your business. The. Only. Way.

And with that, this concludes the **Places And Profits** course. My intention was to teach you proven ways to help others while generating income for yourself.

The best part is that these business models and strategies you've learned can be applied from anywhere in the world. As long as you have a reliable internet connection and a laptop or similar device, you too can run a successful business.

So, get started...

1. Making a difference.
2. Making money.
3. Making your own rules working anytime and anywhere.

Enjoy!

Recommended Resources

Six Figures A Year In Information Publishing *Our best-selling book that shows you the four keys to success for setting up a simple \$100k+ a year business from the comfort of your own home. Get your copy for free at:*

www.SixFiguresAYear.com

Serious About Six Figures.com *12 Month training program which further explains how to produce orders, build your list, generate traffic, grown your income, create content and work less hours while still banking \$100k+ a year:*

www.SeriousAboutSixFigures.com

One Letter From Retirement Some positive news for unprecedented times... You could be just one letter away from the end to all your financial worries... And here's exactly how to write it:

www.OneLetterFromRetirement.com

Lazy Way To Email Riches Can you click send? Then you can generate an instant income, anytime you want... even in a shoestring budget, and even WITHOUT a website. How? By dispatching simple emails from home... No office... No staff... And do it at anytime that suits you!

www.LazyWayToEmailRiches.com

Product Licensing Formula This is anything but average... It's a proven way of making money from home which no one else is talking about... Yet it can generate \$20,000 - \$40,000 per month and takes around 1 hour to do (just 2-3 days a week):

www.ProductLicensingFormula.com

Lead Magnet Swipe File

Magnets can either attract or repel... What are your lead magnets doing with your prospects? Most people take way to long to create lead magnets... Or they create lead magnets that flat out don't work. Here's how you can create them in minutes to attract new customers.

www.LeadMagnetSwipeFile.com

Make Cash Like Clockwork Calling all frustrated entrepreneurs – who else wants to forget selling low priced one off eBooks and make cash like clockwork instead?... Using a passive income system that automatically deposits money into your bank account effortlessly every month?

www.MakeCashLikeClockWork.com