






Part 1 : Build An AUDIENCE.

Every successful business is built upon establishing, engaging, and expanding a community of people who have a shared interest.

Five options for reaching your audience...

-  **List:** An email database of opt-in subscribers.
-  **Blog:** A website containing posted content.
-  **Social Media:** Digital following via personal relationship platforms.
-  **Podcast:** Downloadable or streaming audio series.
-  **Video Channel:** Collection of online video recordings.

To make money online, you need two things:
An offer and A buyer.

Ultimately, you will likely utilize all of these options, but for the sake of simplicity, it is recommended you start with a list.

Part 2 : Build A RELATIONSHIP.

People do business with those they "know, like, and trust." The easiest way to establish this kind of relationship is to provide free content ("freemiums") that helps your audience solve problems, and "get to know" one another with purposeful action steps.

Types Of Freemiums

- | | | |
|---|---|--|
|  Article/Blog Post |  Audio |  Checklist |
|  Report |  Email Course |  Newsletter |
|  Toolkit |  Swipe File |  Templates |
|  Webinar |  Cheat Sheet |  Interview |
|  Case Study |  Planner |  Resource Guide |
|  Worksheets | | |

Best Practices For Building A Relationship With Your Audience

1. Provide high-quality free content that is useful to your audience.
2. Tell personal stories so your audience can get to know you.
3. Empathize with the problems your audience faces.
4. Provide testimonies and case studies to establish credibility.
5. Interact with your audience by asking and answering questions.
6. Personally respond to comments, questions, and emails.
7. Ask your audience what they want to learn more about.
8. Regularly send out both fresh content and fresh sales pitches.

Part 3 : Build A SALES-MACHINE.

Every business needs to create revenue in order to exist. There are many ways to earn money online, but it is recommended that you create your own products. Here are five proven paths to \$100,000 per year with your own digital goods...

Model #1:

Selling A \$97 Information Product.

3 Sales Per Day = \$106,215 / Year

Model #2:

Offering A \$20 Monthly Membership Site.

417 Members = \$100,080 / Year

Model #3:

Creating A \$497 4-Week eClass.

17 Customers Per Class = \$101,388 / Year

Model #4:

Making A \$197 Licensing Package. 10 Orders Per Week = \$102,440

Model #5:

Providing A \$97 Done For You Service. 3 Sales Per Day = \$106,215 / Year

**Ramp It Up Dramatically By Creating One New Offer Per Month Or Quarter
In 12 Months You Can Have 12 \$97 Products All Making Sales
12 Products X 3 Sales Per Day X \$97 Per Sale = \$1,274,580 Per Year!**

Your Simple Six-Figure Formula Looks Like This...



Starting Point:

One List + One Source Of Traffic + One Targeted Offer

Growth:

More Lists + More Sources Of Traffic + More Targeted Offers

3 Ways To Grow Your Simple Six-Figure Business...

Get More Customers.

The more UNITS sold, the more money you make.

Said another way, you want more "browsers" to become "buyers", more "prospects" to become "paying customers".

Get More Customers To Spend More Per Sale.

When the AMOUNT of profit per transaction increases, it can quickly escalate the money you deposit into your bank account.

Get More Customers To Spend More Per Sale More Often.

The FREQUENCY in which your customers buy again (and again) from you contributes greatly to the profitability of your business.

