



MODULE 6: FROM PHASE 1 TO PHASE 2

NOTES

SEGMENT 1

This segment reviewed some of the most important things you've learned so far in using the Circle of Profit to get your business off the ground.

Phase 1 Checklist

- Passion Product – front end
- Opt-in Page, Transition Page, TYP
- AutoResponder & Broadcasting
- Affiliate Income
- Affiliate Support & Relationships
- Traffic/Visitors

Phase 2 Checklist

- Backend Multiplier
- 5x Profit Secrets
- Profit
- Back to the beginning & repeat

6 Steps To Launch Your Business

- Find A Niche
- Profitable Website / Domains Hosting
- Autoresponder
- Opt-in Content
- E-Mail Follow-up
- Traffic

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MODULE 6: FROM PHASE 1 TO PHASE 2

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Steps To Plan Your Business

- Settle On Your “Brand”
- Research Your Niche
- Build A Targeted Sales-Funnel
- Launch By Sending Traffic
- Optimize
- Make Money!

Importance Of Research

- Be Willing To Change Niche Ideas If Your Research Doesn't Confirm Your 1st Choice.
- Just Because You Know Something Is Good For People Doesn't Mean They'll Agree.
- Sell Them What THEY Want, Not Necessarily What You Think They Need To Have!
- It's Important To Identify Your Target Audience And Its Interests As Specifically As Possible.
- This Will Allow You To Cater To Your Members' Needs...
- ...Which Will Improve Engagement And Limit Turnover In Existing Members.
- Idea Is To Follow, Then BEST Your Competition

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MODULE 6: FROM PHASE 1 TO PHASE 2

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Key Research Questions

- Is It Monetizable?
- Is There A Large Audience Already?
- What Questions Are They Already Asking?
- What Are They Already Looking For?
- What Are They Already Buying?
- Where Are They Already Buying Them?
- What Are They Already Paying?
- Be As Specific As Possible.
- Find The Need & Solve it!

Where To Research

- Facebook
- Amazon Books (then the Table of Contents for ideas)
- Amazon For Physical Product Ideas
- Ebay
- Magazines.com
- Google
- SimilarSites.com