



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
- ☐ Affilitate 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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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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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