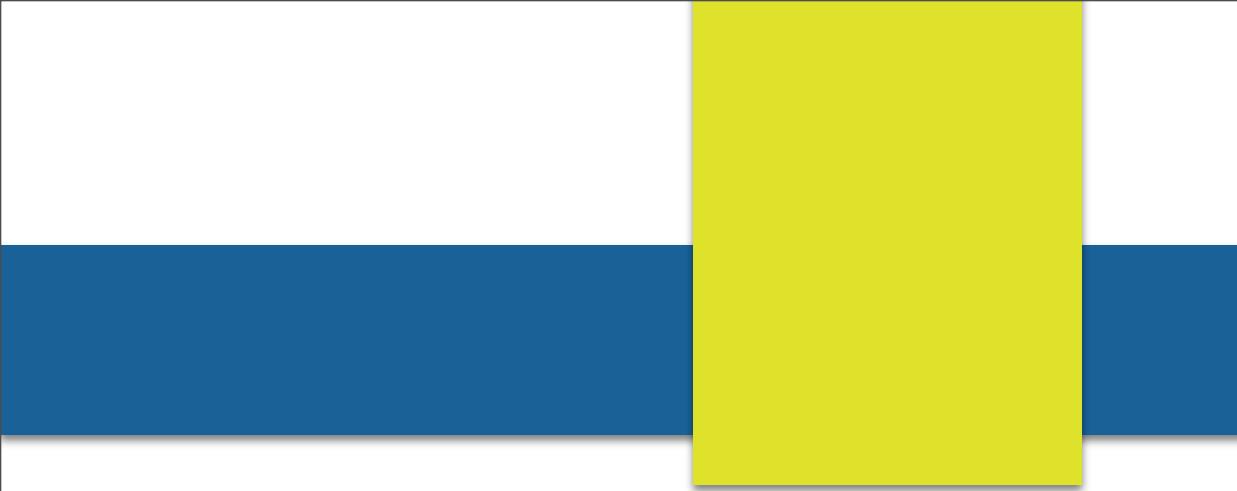




MODULE 6

SEGMENT 1



Module #6

Phase 1



Where Are We Now – A Review

In This Class

- The Circle Of Profit
- The 40,000 Foot Overview
- Online Marketing Purpose & Benefits
- Phase 1 & Phase 2
- The 6 Steps To Launching Your Business

The Circle Of Profit

Build It

Launch It

Feed It

Monitize It

Rinse & Repeat



The Circle Of Profit

Phase 1

Phase 2

Repeat



The 40,000 Foot Overview

Online Marketing Purpose & Benefit

- Enhance An Existing Business
- Start A New Business
- Spread A Message
- Promote A Cause
- Boost Your Income



The 40,000 Foot Overview

Phase I - The Beginning – Affiliate Marketing

Phase II – Your OWN Product's Sales funnel

Phase 1

Phase I - The beginning

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



Phase 2

Phase II - Cart Monetization – Sales funnel

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



The 6 Steps To Launching Your

Step #1 Finding A Niche

Step #2 Profitable Website/Domains Hosting

Step #3 Autoresponder

Step #4 Opt-in Content

Step #5 E-Mail Follow-up

Step #6 Traffic

Let's Review

- The Circle Of Profit
- The 40,000 Foot Overview
- Online Marketing Purpose & Benefits
- Phase 1 & Phase 2
- The 6 Steps To Launching Your Business

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Plan Your Business First !!

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

Now, Start Researching!



Here's What You Are Looking For



Here's What You Are Looking For

Market & Demographic Research – Learn Your Market.

- Build A Customer Profile Or Avatar
- Where Do People Who Are Interested In Your Niche Shop?
- What Do They Do?



Here's What You Are Looking For

Here's What You Are Looking For

What Are Their Interests?

- Get To Know Your Market!
- What Does Your Typical List Member Look Like?
- How Old Is He/She?
- Where Does He/She Live?
- Where Does He/She Work, Go To School Or Travel?

What To Research



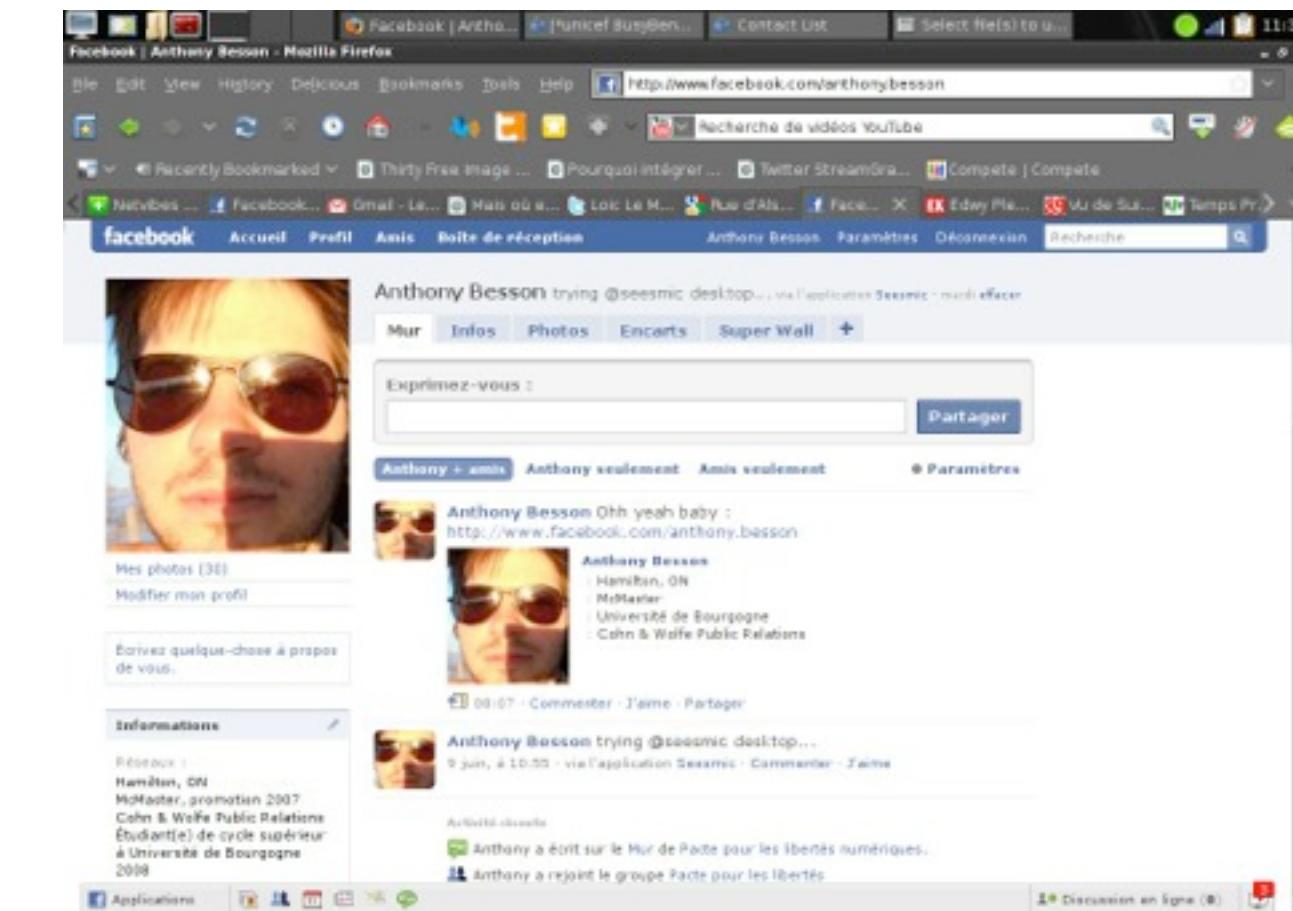
What To Research

Is It Monitizable?

- 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!



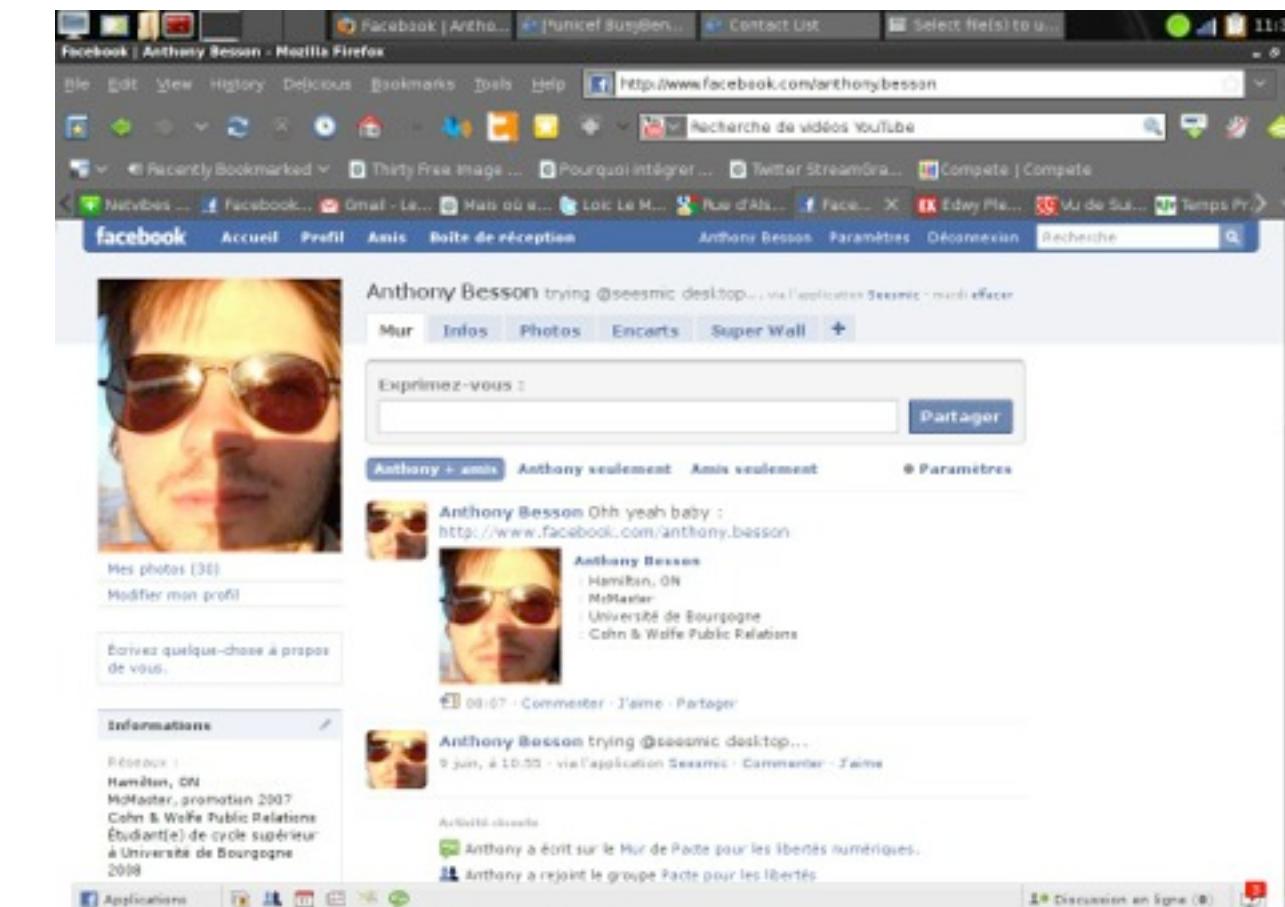
Where To Research



Where To Research

Facebook

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



Solve Their Problem, Not Yours

Solve Their Problem, Not Yours

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!
- Learn To Surf The Ocean.. Don't Try To Re-Direct It.

What Is Your Competition Doing?



What Is Your Competition Doing?

- What Are They Selling?
- How Are They Selling?
- Where Are They Selling?
- What Prices Are They Charging?



Key Takeaways From Your Research

It's Important To Identify Your Target Audience And Its Interests As Specifically As Possible.

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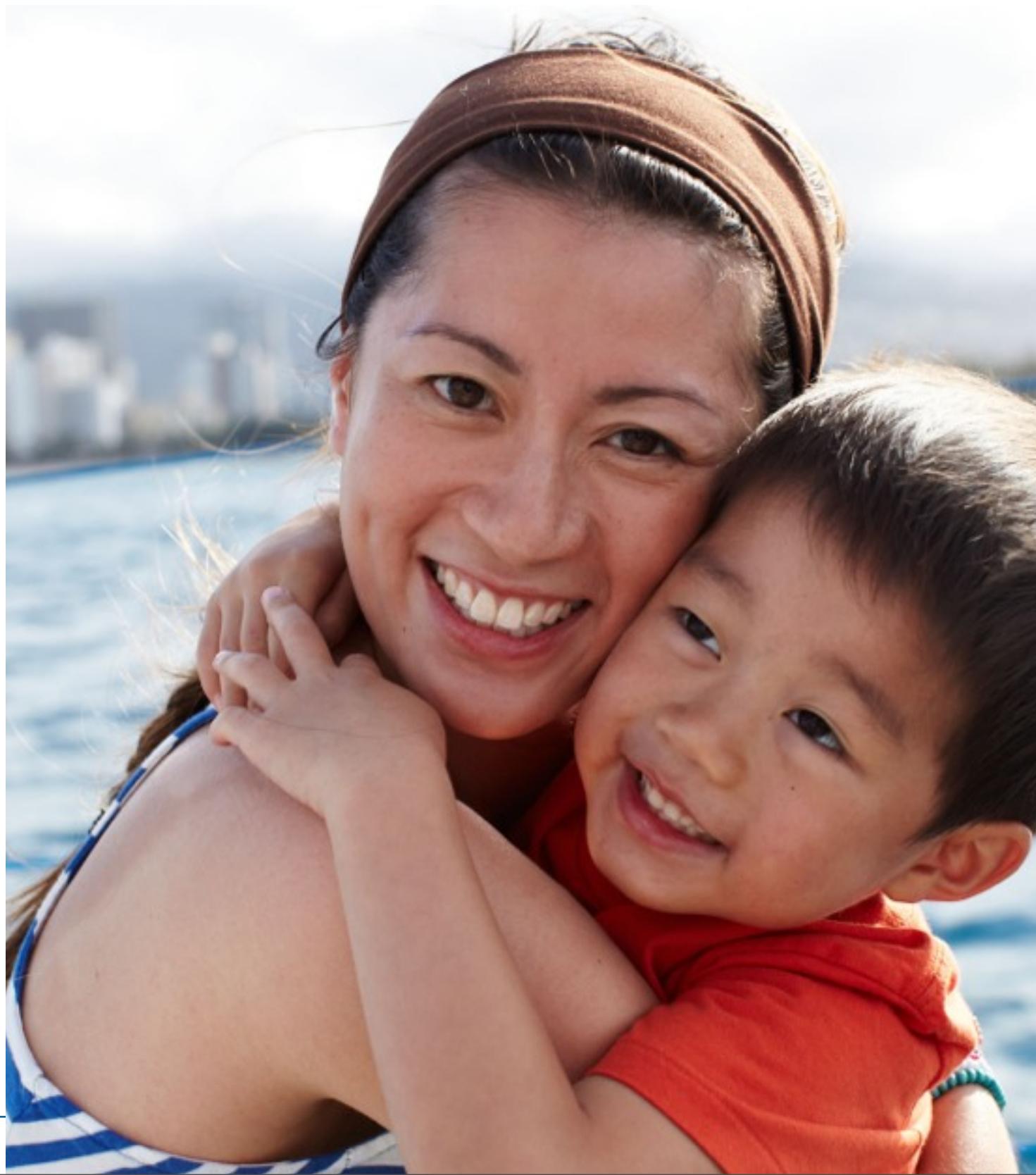
- This Will Allow You To Cater To Your Members' Needs..
- ..Which Will Improve Engagement And Limit Turnover In Existing Members.
- Follow, Then BEST Your Competition

Let's Review

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Left-Side Graphic



Bulleted List Starts Here

