



MODULE PHASE 1

SEGMENT 3



The 6 Steps to Launching Your
Business



In This Class

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We'll go over the 6 essential steps to starting your Digital Marketing Empire:

- **Step #1 Finding A Niche**
- **Step #2 Building an Optin Page**
- **Step #3 Setting Up an Autoresponder**
- **Step #4 Finding Your Free Offer or Gift (A Freebee)**
- **Step #5 Writing you E-Mail Series**
- **Step #6 Driving Traffic to Your Opt-in Page**



Step #1 Finding A Niche



How to find a profitable niche

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- 2. Are customers in this niche known to buy?**
- 3. Can you market to this niche online in a profitable way?**
- 4. Do you like this niche?**



Brainstorm business name ideas

Once you have a pretty good idea about which niche you want to specialize in, then it's time to brainstorm and get some ideas for names for your business, visit places like

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Step #2 Building an Optin Page



Must Have Tools

- A domain and a hosting package (for those who are technical savvy)
- A LeadPages account for those who are looking for a more done-for-you approach. LeadPages makes it easy to quickly create a professional-looking opt-in page that converts well.
- Another approach is to hire someone to create the page, host it, etc.
- Things to consider:
 - Stock Images
 - Graphics

Components of Optin page

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- **A Headline**
- **List of benefits**
- **An Opt-in Box**
- **Few Graphics, Buttons and Arrows**

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Basic Design Elements

Opt-in pages are either **visually intensive or benefits intensive:**

1. Visually intensive pages: Here the emphasis is on videos and pictures.

2. Benefits intensive pages: These have more text, with an explanation of **what's in it for the subscriber.**

- Keep all important elements **above the fold**
- Put the **opt-in box on the right**
- Use high contrast colors

Example of a Visually Intensive Opt-In Page

GOLD SECRETS REVEALED

Updated For Mists of Pandaria

Patch 5.3 Ready!

Get The Secret Gold Guide for ONLY \$1

Try the Secret Gold Guide for only \$1! This is a limited time offer, if you're not satisfied get your dollar back! This offer is designed to give you an opportunity to try this product before you leave the page. Don't pass this up!

YES! LET ME IN NOW

The image shows a promotional banner for a 'Secret Gold Guide'. At the top, it says 'GOLD SECRETS REVEALED' in large, bold, yellow letters. Below this, there's a central video player showing a man in a black t-shirt and headphones, likely a streamer or content creator, speaking. Above the video, the text 'Get The Secret Gold Guide for ONLY \$1' is written in red. To the left of the video, there's a character from the game 'World of Warcraft' (a panda) and the text 'Updated For Mists of Pandaria'. To the right, there's another character and the text 'Patch 5.3 Ready!'. Below the video, there's a paragraph of text: 'Try the Secret Gold Guide for only \$1! This is a limited time offer, if you're not satisfied get your dollar back! This offer is designed to give you an opportunity to try this product before you leave the page. Don't pass this up!'. At the bottom of the banner, there's a large yellow button with the text 'YES! LET ME IN NOW' in black, bold letters. A white mouse cursor is pointing at the button.

Example of a Benefit Intensive Optin Page

Join a growing community of marketers dedicated to discovering what really works in conversion rate optimization

A subscription to MarketingExperiments features high-level updates of our research sent to over 80,000 of the top marketers from around the world.


With your **FREE** subscription you'll receive:

- First access to \$20 million in optimization research
- Invitations to our bi-weekly Web clinics featuring the latest discoveries in online testing and optimization research
- Monthly highlights featuring the latest on our research with additional news, insights and analysis from the MECLABS research team
- Latest updates and exclusive offers on our products and events

First Name:

Last Name:

E-mail:

Subscribe for FREE 

We promise to protect your privacy, [See Our Policy](#).

"...have created a **unique research-oriented site** that continually extends the envelop in terms of Internet business research. Their mission is to **test, compare and evaluate** different methods in order to discover optimal ways to improve the performance..."

Dr. Paul Christ
Editor
[KnowThis.com](#)

"I just wanted to tell you what a superb job your newsletter is doing...keep up the great work!"

Bryan Eisenberg
Columnist
[ClickZ](#)
Editor
[Grokdotcom](#)

"This site is literally an online laboratory devoted to **testing every conceivable** marketing method on the Internet..."

...Unbelievably, all this information is of **no cost** to visitors and subscribers..."
[\(Read News Release\)](#)

Larry Chase
Founder & Publisher
[Web Digest For Marketers](#)



Step #3 Setting Up an Autoresponder



Choose a provider

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- Most auto-responders are very easy to use and you can set-up an account in 10-15 minutes. However, if you need assistance, the three I recommended have excellent customer services where they would help you with anything you need.

Set-up your campaign

Now that you have chosen an auto-responder and have an account set-up. The Next step is to set-up your first campaign.

An entire section is dedicated to how to set-up your campaign in a future module (this is an overview)



Step #4 Finding Your Free Offer or Gift (A Freebee)

The Power of FREE



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If there is one universal thing that everyone likes, it is the word **FREE**.

The Power of FREE



- If there is one universal thing that everyone likes, it is the word **FREE**.
- You could offer anything from a free golf lesson with Tiger Woods to a free can of tuna for your cat... you'll always get a similar response. People will jump at the opportunity to get something for FREE.

Why are we so happy to get something for FREE?

It's because we feel like we have **won** something.

- We feel like we have beaten the system just a little bit. We feel that we got what we wanted without having to pay for it—or so we think 😊



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- What I mean by that is to find a gift that is relevant to your niche and that you can use as a focal point to market tons of other Free or Sales offers (example, give a free eBook about weight loss, then you can sell new subscribers on other offers related to dieting or exercising, you can even stretch it as far as meditations to attract your ideal weight).

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- I call this the (TYP method) – we'll cover this in details in a future module but in essence when a new subscriber opts in to your free offer, then you immediate say: **"Thank You for requesting my FREE offer – it's being sent to your email. Meanwhile watch this video that shows you how to do XYZ"** this is a soft sale that can be quite profitable.

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More on the TYP Method in a future module...



Step #5 Writing your E-Mail Series



The 3 Rules of Email Marketing Strategy

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- **Rule #2: Send different types of emails.** Your emails should be a mix of three main types of emails:
 - ❑ **Content**
 - ❑ **Relationship Building**
 - ❑ **Promotions (Sales Emails)**

(If you're not clear on what these types of emails are, don't worry, I'll go over them in detail later in this step)

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- **Rule #3: Make sure they're good, engaging & interesting emails!**

Three Types of Email:

Content Email



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- Great content is WHY your subscribers opted in to your list
- FREE content with no strings attached builds loyalty and gets click through
- Creating great content does not have to be difficult
 - ❑ Send simple emails: articles, tips, etc.
 - ❑ Send them over to your blog to get great content
 - ❑ Send them to other people's content to build bridges
 - ❑ Do a few teleseminars or webinars to vary up the content and impress your readers



Three Types of Email:

Relationship Building



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- Send social proof to show other people like the programs you are offering
- Send links to your blog
- Utilize Google Hangout to meet your customers and show off your expertise

Three Types of Email:



Three Types of Email:

Promote Offers (Sales Emails)

- Sales emails are where you make your money, but they are not the only piece of the puzzle!
- Every part of your email strategy brings you closer or farther away from sales.
- Always mix it up by creating different lengths of content and different types of emails. You don't want to be a one trick pony..
- Give them the kind of content YOU would expect in return. Keep them interested, keep them informed and sell them quality products that they will benefit from.
- Create the kind of business YOU would want to purchase from!



Auto-Responder vs Broadcast

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- **Broadcasts** are messages that occur independently, outside of an auto-responder email series, and can target a customized audience or your entire list. They are a powerful tool, as they can be highly topical and reveal breaking news or industry innovation. New items and promotions are also effectively communicated using the broadcast method.



Step #6 Driving Traffic to Your Opt-in Page



Importance of Traffic

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- MORE Sales means more \$\$\$\$
- MORE \$\$\$\$ means Scaling and Growth



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- The best way to do this is with **Paid Solo Ads. By all means this is not the only way...**

Example of a Benefit Intensive Optin Page

Join a growing community of marketers dedicated to discovering what really works in conversion rate optimization

A subscription to MarketingExperiments features high-level updates of our research sent to over 80,000 of the top marketers from around the world.


With your **FREE** subscription you'll receive:

- First access to \$20 million in optimization research
- Invitations to our bi-weekly Web clinics featuring the latest discoveries in online testing and optimization research
- Monthly highlights featuring the latest on our research with additional news, insights and analysis from the MECLABS research team
- Latest updates and exclusive offers on our products and events

First Name:

Last Name:

E-mail:

Subscribe for FREE 

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Dr. Paul Christ
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[Grokdotcom](#)

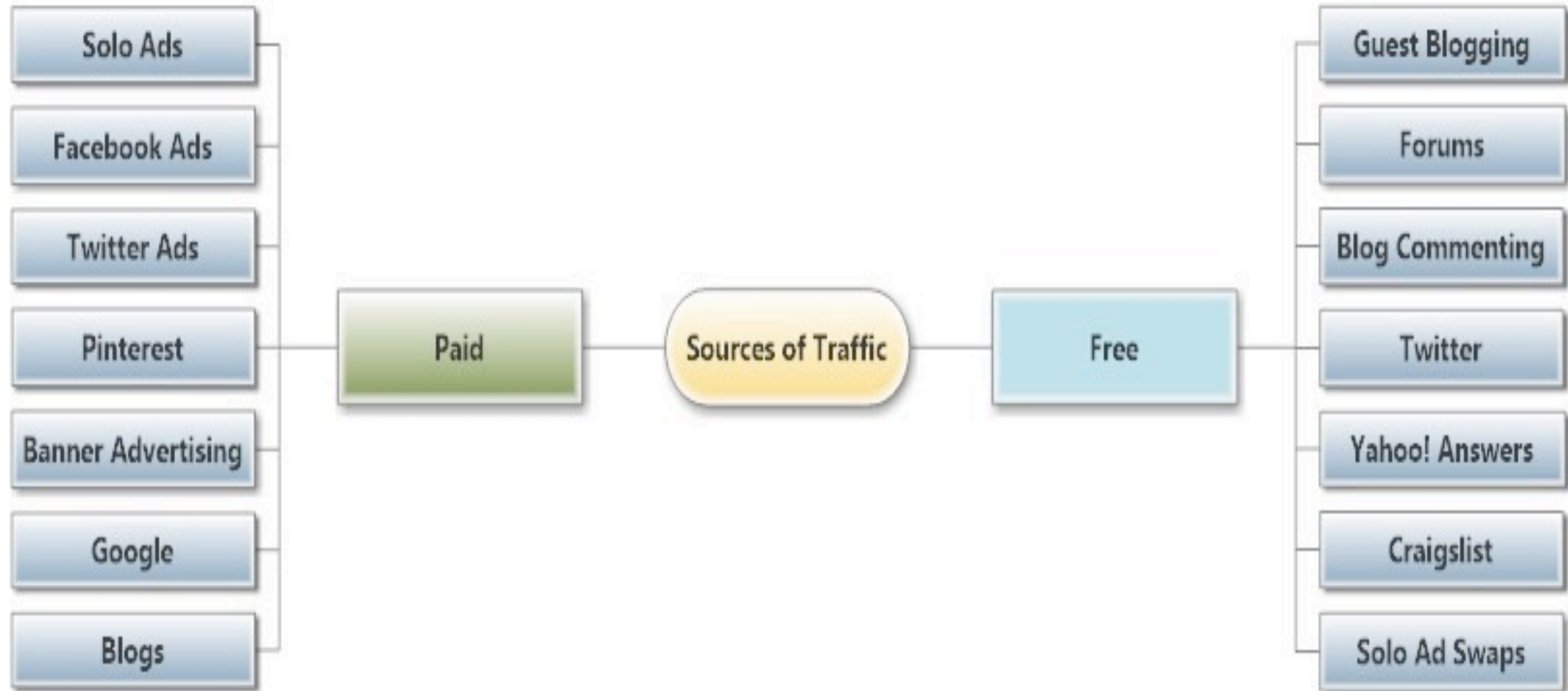
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[\(Read News Release\)](#)

Larry Chase
Founder & Publisher
[Web Digest For Marketers](#)

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Module # 4 is dedicated to how to get traffic (this is an overview)

The Takeaway

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We have reviewed the 6 steps to launching your online business

- # 1 How to find a profitable niche
- # 2 The basics of Building an Optin Page and the components of Optin page
- # 3 Reviewed the different providers, how to set-up your account, Set-up your campaign
- #4 how to locate free offers and tie that to your marketing strategy
 - We also mentioned how to monetize using the TYP method
- #5 How to E-Mail Follow-up series that your subscribers will love. And the the Three Types of Emails:
 - Content
 - Relationship
 - Sale
 - We explained the difference between an Autoresponder Email & a Broadcast
- Lastly #6 why traffic is Important, and what are the different Sources of Traffic

