

Profit
ACADEMY

MODULE 6

SEGMENT 1



Tom Hitchens: Hi, this is Tom Hitchens. In module number six, phase one, what we're going to do is basically review where we are up to this point. With this, this has to be a high level view for you looking at your business. In this class, what we're going to do is talk at a very high level, again, about circle of profit, and we're going to take a forty thousand foot view of everything in the business that you're going to be building in two different phases; phase one and phase two.

We're going to talk about the purpose and benefits of using online marketing and we're going to review the six steps to launching your business. I want to give you just a general setup for what this entire module is all about. This module is not to be a lot of detail. It's not the trees, it's the forest view. I want you to step back and look at the forest, not the trees. In this module, it's important for you to step back and look at this from a very high level because when you do that, you're going to find that this is just not a very tough business. Yes, it does require detail. It requires execution. It requires planning. When you step back and look at it after you've gone through all the detail, if you just stay focused on the detail, you'll never truly get it. You'll never understand exactly what this business can do for you. That's what this module is all about, is to review the various parts of this business at a very high level.

I'm going to remind you in each one of these videos that I do for you in this module, that I want you to stay focused on looking at this business in its entirety. Look at the forest. Again, we're going to talk about the circle of profit and that circle of profit is again, from a very high level, it is nothing more than building the business, launching your business, feeding it with traffic, monetizing it, [00:02:00] making sure that you build funnels and so on, and then rinse and repeat. Return right back to the beginning and continue the same thing over and over and over again.

Why would you build something over and over again? Every time you want to sell something different or promote something different, you should create a new "business". I call that a sales funnel [00:02:24]. Every time you want to sell a physical product, you create a sales funnel. Every time you

want to create or sell or promote a digital product, you create another sales funnel. You'll have different sales funnels for as many different things you're promoting or selling.

When we look a little differently at this circle of profit, it is broken up into two phases; phase one and phase two, and then we repeat. I'm going to detail phase one and phase two for you in this video. Let's step back now and look at our business from a forty thousand foot overview.

You're sitting in that airplane and you're looking down at the ground and you can see the cities. That's the way I want you to look at your business. I want you to see the individual cities as you fly from one to the other. Each city represents a different promotion and a different sales funnel. Online marketing is wonderful because it gives you a chance to either enhance an existing business or start a new business or spread a message or promote a cause, or simply boost your income. Boosting your income can come from any of those items above but when you look at this at a very high level, each one of these can be a separate little city that you're flying over at forty thousand feet. Each has its own web of intricacies. Each one is uniquely different. Keep that in mind as you build each one of your businesses.

We're going to build these businesses through [00:04:00] phase one and phase two. Phase one, as you'll see the modules develop for you, is really the beginning. It is primarily affiliate marketing. Doesn't have to always be. You can have an existing product that you would like to promote right now so you don't have to get into product development. You just build a funnel around that or you can get into phase two and then build your own products that need to be built from scratch. Let's break them down.

Phase one. Phase one, we consider that to be the beginning because it is assuming that you have no business. It is assuming that you have a business perhaps, and you want to promote it through online marketing. We've talked about the benefits of online marketing. It has its virility, it has the ability to be low cost. You can really get this thing to scale as quickly up and scale down as quickly as you want. It enhances what you already have built or it could be used to be promoting a business from the very beginning.

It has so many benefits, this online marketing business. You start at the beginning, though, if you're building from scratch, by looking at whatever your passion is. You have a passion product you want to build? That's your front end. You build that passion product around what you're interested in and then you do some research and you find out what your market is interested in. Then, you build an opt-in page, which is actually the beginning of your sales funnel. You build a transition page. You build a thank you page so that you have a mini sales funnel where you can sell something on the thank you page and the opt-in page is just a method of getting leads into the funnel, into the beginning, and then you transition them into the thank you page. [00:06:00]

Transition is nothing more than a real simple page that displays, explaining to someone that whatever they opted in for, whatever they wanted to get for free that you were giving them, "It's coming and now I have something else I want to share with you." That's all this is. It's a simple sales funnel. On that sales funnel, it gives someone an opportunity to become a buyer as soon as they became elite for you. That's important. It establishes the relationship.

You're going to offer them content and value and at the same time, you're going to sell them things. They know right off the bat what you're all about and if you do a good job in your email follow up campaign, your auto-responder, those emails are going to introduce you to your audience. They may have bought from your thank you page and maybe they didn't, but your auto-responder and your broadcast emails are going to be follow up to the sales funnel pages. They're part of the sales funnel, but they're the next part.

When someone opts in and transitions and goes to the thank you page, they're basically doing that on their own. There is no email involved in that. Once they land on that thank you page and either buy or don't buy, then it's up to you in your auto-responder to pick it up and take it from there. That auto-responder can either send emails that you've pre-written and pre-loaded and send them out at a pre-determined schedule, or based on whenever the action of the person in your funnel is clicking on things or doing different things. Those auto-responder emails are going out

automatically. Or you can do a manual broadcast email, where you can send out an email anytime you want. That's part of your sales funnel as well.

Primarily, in the beginning, you're going to find that most of what you're doing, if you do not have your own product built that you're building this online business to support, you're going to be building an income from affiliate marketing. You're going to be selling other people's stuff and you're going to build up [00:08:00] a network of affiliates, or I should say vendors, that are actually providing you the opportunity to sell their products. Through that friendship and through that relationship, you're going to get support from them. They give you a lot of support to sell their products if they were decent vendor marketers because they know that affiliates are a large part of their income, if not the majority of it. They're going to do everything they can to help you be successful.

As you begin to get familiar with email marketing and you're sending out emails to your list as it continues to grow, you're going to drive more and more visitors to your sales funnel by buying traffic. We'll talk about that through this module in a lot more detail.

Phase two is assuming now that you've got some experience in this business, you've made some money primarily through affiliate marketing or again, by selling your own product. Now, you have a system that is built and now, what you're going to do is concentrate your attention more on optimizing the system you've already built and you're also going to build your own product so that you can continue to have additional sales funnels that would mean more and more profit into your business. That's part of what's called the Five X Profit Secret. It's a system that will show you how to optimize everything that you've already built, everything that you've already learned.

There are things called back end multipliers. And all of these systems that will be shared with you are nothing more than taking the beginning stages of your business, that you learned how to make money from as an affiliate marketer or through promoting your own product, and simply optimizing and enhancing and creating additional funnels and learning

tips and tricks to make all of that more money for you. That's all that's about: Profit.

Then, you go back to the beginning and you repeat. It's that simple. There is nothing [00:10:00] more mysterious to it than that. You'll do that through the six steps of launching your business. The first step is you simply find a niche. You need to understand what your passion is and then find the right niche that will reflect that passion. Find the right market that you can make money in. You're going to do some research. That has to be the first thing.

The second step is you need to develop profitable websites and host your domains and create a machine that can actually house these sales funnels. Facilitate the funnels. Then, you create your auto-responder, which is the back end, or the second portion of your sales funnel that we talked about just a few minutes ago.

Then, you're going to create opt-in content. That content is going to be the things that you'll be giving away so that people will opt in. These things that you will create or you'll buy or you'll simply license from someone else will be things that are coveted by that niche that you've decided to tune into. These are questions and problems that you're going to be solving and answering based on the interests of the people in that market that you're going to target. That opt-in content needs to be related and that's what you'll create at this point.

Step number five is email follow up. You'll email them through auto-responders or by you sending out manual email blasts. Then, you'll generate additional ... You actually scale your business by either buying or getting free traffic, eyeballs to your landing pages, if you will. You're going to send people to those pages. Pages are nothing without people looking at them and reacting to them. Those pages are the beginning of the sales funnel so you send traffic to it. That's the six steps that you use to launch your business.

Let's review what we've talked about here. The high level view of your business is the circle of profit and you look at it [00:12:00] from a very high level so you can see the forest and not the trees. I hope that you see, in just these very short

few minutes that we spent here in this video, it doesn't have to be any more complicated than that. I'm finished explaining this to you. That's how simple it is. It doesn't have to be any more complicated. You just have to understand the concept of it and then you'll execute your tactics to build the elements of what we just discussed.

Everything in online marketing has a purpose and benefit and is executed through two phases of this program: Phases one and two. You'll do that through a real simple six steps in launching your business.