

Profit
ACADEMY

MODULE 6

SEGMENT 6



Tom Hitchens: Hi, This is Tom Hitchens on Module 6, Phase 1. The Circle of Profit is what we're going to focus on in this video. Now this is the last video of Module #6, and it is very much like the first video in Module #6 in that we're simply circling back around again.

The circle of profit is very, very similar to what you've heard me speak about earlier. However, it is the overall process of profiting through an online business, that's all it is. It all starts and ends with the circle of profit.

Now, your online business can be as complicated as you want to make it, but it is not complicated in general terms. It is very easy to set up and very easy to visualize and very easy to execute.

We're going to review the process and steps of the circle of profit. We're going to talk about how the different pieces fit together, and we're going to discuss it through Phase 1 and Phase 2, and we're going to show you how the leads work through the system. Everyone comes into the market a certain way. They enter your funnel. They work themselves through the beginning stages of your business that you learned to do in Phase 1.

You'll find that what you learned in Phase 1 will be what you'll learn the entire time you're doing an online business, even when you get into Phase 2. Let's talk about the circle of profit.

Again, it is nothing more complicated than this. You build it, launch it, feed it, monetize it, and then you turn right around and go back to the beginning and do it all over again. Everything that you promote, every product that you want to sell, any message you want to convey, if you do it through your online business, you would do that through a funnel. It can be a conversion funnel. It can be a lead funnel. It could be a sales funnel.

It all circles back around doing [00:02:00] the same thing. And as you're doing the different things that we show you in these videos as part of this process, it all leads to a profit, because you can profit all along the way if you do the steps that we show you how to do.

You've already seen in the review that I've done with you in this Module #6, all of these different areas that I covered were covered in detail in Phase 1, for Modules 1 all the way down through Module 5, and that was Phase 1. This is the end of Phase 1 in Module 6 where we're simply reviewing everything that we covered in detail.

What I've tried to do is to stand back with you and have you look at your business as opposed to looking at the details. Look at the business, and it is simple, isn't it? It's a very simple concept. Don't make it any more difficult than this slide. Build it, launch it, feed it, and monetize it. Rinse and repeat. It just doesn't get any easier than that.

Now, we've broken it down for you in two phases. Phase 1 is the beginning step. Phase 2 is the monetization, or the maximization of your profits, and then we've repeated the process again.

Affiliate marketing primarily makes up the bulk of what you would do in Phase, 1 because if you're just getting started, you probably don't have a business or you probably don't have a market or anything that you're promoting, or a message to say or a way to say that message, and you want to start from the beginning. You just have to build it from scratch.

If you have an existing business and you want to promote it, you haven't been doing it very well online if all you ever had was a website. What we've done is we've shown you how to actually make online marketing work to promote your existing business.

Phase 2 is your own products in your sales funnel. Now, your own products could be [00:04:00] what you already have existing that you're trying to promote or sell, or these could be products that are already produced by someone else, and what you're doing is licensing them or buying them from them at a low price and reselling and repackaging them, and selling them at a higher price through your business.

What we're going to do now in Phase 2 is to show you how to build products on your own if you don't already have them. And those products can be a package where you take a

physical product and build a bundle around that and then sell it and promote it online, and maybe supplement it using some digital assets as well.

Or we'll show you how to literally take a product out of an idea and build it into a reality and produce it into a digital product. We'll show you how to set it up online and you'll become the vendor now, and people will be selling your products for you as affiliates. That's an exciting part!

Now, Phase 1, just a review of that. It is the beginning where you take your passion product and you decide if that's the right product for you to be marketing. You find out if your market is interested in what you have as an idea. Many times we find that you're researching what our market really is and what it's looking for and what questions they're asking and what problems they need to have solved, we often change our minds, but that passion is something that has to remain.

You have to be comfortable about the area that you're into because if you aren't, you won't promote it very well. You won't present it very well. Hopefully you'll find an area that, even though it's not exactly what you were thinking you were going to be doing, it's still in the general area of what your passion is. Then you build a sales funnel, an opt-in page, a transition page, a thank you page. You build an autoresponder on the backside of that, which is all part of your sales funnel, your promotional [00:06:00] funnel, and you do that every single time that you build a new product or you promote something else or you want to convey another message.

It's either a lead funnel if it's just a message, or a lead funnel if you're simply trying to build your list, but I don't build lead funnels anymore. I'm building sales funnels because I can't imagine me doing anything online where I wouldn't be somehow trying to monetize my activities. So I'll call that my sales funnel but they're all built the same and they all come from the same structure.

I still do affiliate marketing, even though right now I'm building my own products with a vengeance. I'm building digital products, I'm promoting physical products, and I'm continuously setting up new funnels all the time, and I'm

doing it exactly the same way as we showed you in Phase 1. I'm generating affiliate income but I'm also generating my own income. I have multiple streams of income, and you'll learn how to do that in Phase 2.

Affiliate support and relationships are built when you are doing affiliate marketing. You'll meet people in the business. You'll go to events, which I strongly recommend you do, every one you can get to. When you do that, you're always going to come away with scores of contacts and new friends you meet and emails and phone numbers, and you're exchanging ideas in solo swap ads and marketing each other's products. You'll never run out of things to promote, never. There's too much out there. You'll never be able to promote everything that there is available in online marketing.

You also do traffic to your sales funnels. You'll learn how to generate visitors. In fact, you're going to learn even more in Phase 2.

Now, the six steps to launching your business are: finding a niche; developing profitable websites and hosting your domains; the third step is developing your [00:08:00] autoresponder. Step 2 and 3 are actually the two components that make up you building your sales funnel.

Step 4 is opt-in content. You want to produce content or present content to get someone to opt-in to your page, to get the process started. That's how they enter your market. You draw them in with bait. You draw them in with something that they want so they will opt-in, and then you follow-up with your autoresponder series and through email broadcasts, manual broadcasts, to continue to promote that belief, that continual belief, whatever they're thinking of when they come into your sales funnel, you will continue that through your email follow-up.

Then you will generate more and more traffic to those pages to the sales funnel itself to continue to feed it. That's what I mean by feeding your sales funnel is by generating traffic.

Phase 2, you'll be getting into a lot of exciting things as you go through these up-and-coming videos, because backend

multiplier and 5X profit secrets are going to show you how to absolutely skyrocket your profits by optimizing everything you've learned in Phase 1.

All of the basics where you build it and you feed it and you repeat, all of that will be optimized, and you'll see new tips and new strategies that you can employ that will absolutely multiply your profits. These secrets that are going to be shared with you are exclusive to this program, and they're exclusive for your use, because it all fits in with the circle of profit.

You're going to find that no one else really is doing what is being done here, so I want you to pay very close attention to Phase 2 when you get into that and you'll find that your profits will skyrocket. Then what do you do? You go back to the beginning and you repeat the whole process. It's just not more complicated than that.

In review, [00:10:00] it all starts and ends with the circle of profit. We review the process and the steps, how the pieces fit together from Phase 1 to Phase 2. I wish you the very best in this process as you get into the exciting Phase 2, because it is going to literally launch your business to the next level.

When you get into Phase 2, please keep in mind that at times you need to step back like we've done here in Module 6. You need to look at the forest and not the trees, because I could tell you that Phase 2, and doing these additional things, simply always uses the basics you learned in Phase 1. It is very easy to do. Keep in mind the circle of profit. Rebuild those funnels, make them optimized, make them spit out profits like you never had before using the same ideas that you were already promoting before, except now with your new strategies, you'll find out that you'll be 5X-ing your profits. It will just be amazing when you see how this all fits together.