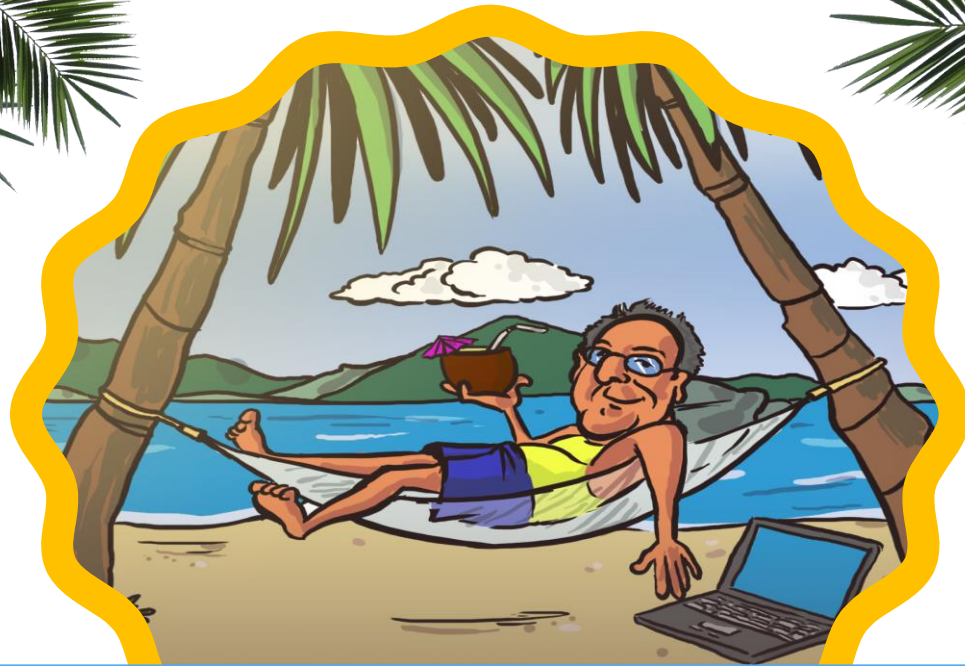


Capture

Your Wealth

Presents...



PASSIVE PROFIT STREAMS

Module Index

Module 1: Intro Mindset

Module 2: Membership Sites

Module 3: Affiliate Marketing

Module 4: Information Products

Module 5: Ecommerce

Module 6: List Building



MODULE 1

INTRODUCTION

Lets get started seeing the many ways that you
can profit in the world of on-line marketing

[Back to Index](#)



**PASSIVE PROFIT
STREAMS**

INTRODUCTION TO PASSIVE INCOME STREAMS

- Mindset
 - You must build the house before it's ready
- Learning Modules
 - Module 2 - Membership Sites
 - What are "Membership sites?"
 - Why you need Membership sites
 - Types of Membership sites:
 - Fixed Term
 - Recurring (Monthly)
 - Coaching
 - Membership platforms
 - Optimize Press
 - Wishlist
 - Recurring income stream by providing content or coaching.



INTRODUCTION TO PASSIVE INCOME STREAMS

- Learning Modules
 - Module 3 – Affiliate Marketing
 - Basics of Affiliate Marketing
 - Niche selection
 - Finding affiliate platforms
 - Building landing pages
 - Blogging
 - Paid Traffic
 - Free Traffic



PASSIVE PROFIT
STREAMS

INTRODUCTION TO PASSIVE INCOME STREAMS

- Learning Modules
 - Module 4 – Informational Products
 - What are “information products”?
 - What are the types of information products:
 - Audio products
 - Video products
 - Webinars
 - Coaching
 - How to create information products (Basics)



INTRODUCTION TO PASSIVE INCOME STREAMS

- Learning Modules
 - Module 5 – Ecommerce
 - What is “Ecommerce”
 - Types of Ecommerce:
 - Drop Ship
 - Bulk
 - Ecommerce Platforms:
 - Shopify
 - Woo Commerce
 - Payment Gateways:
 - PayPal



INTRODUCTION TO PASSIVE INCOME STREAMS

- Learning Modules

- Module 6 – List Building

- What is “List Building”

- Methods to build a list:

- Free Offers

- Squeeze Page

- Autoresponder platform

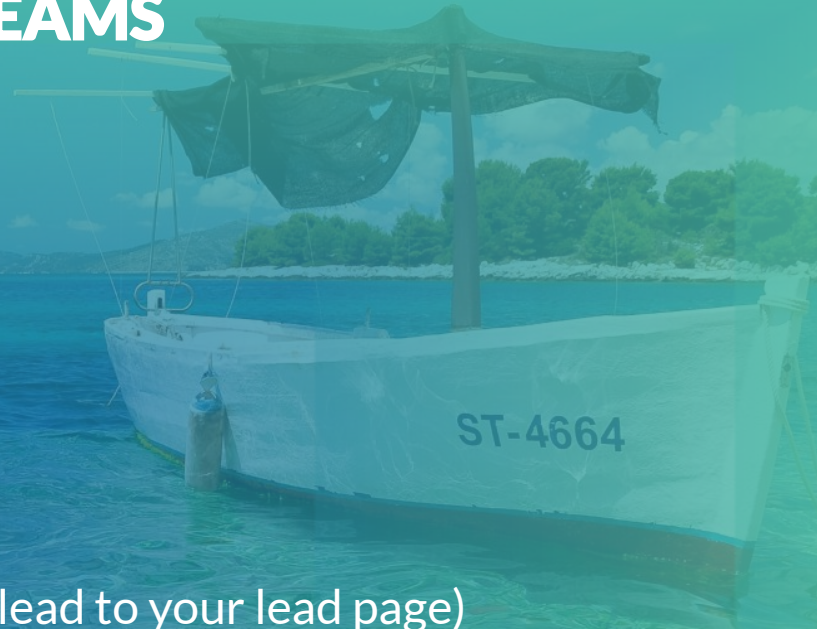
- Traffic generation (all roads lead to your lead page)

- Autopilot follow up

- Broadcast messages

- Subject lines

- Getting your emails read



PASSIVE PROFIT
STREAMS

INTRODUCTION TO PASSIVE INCOME STREAMS

- Wrap Up
 - How to implement X to Y by When
 - Checklist of what to do now





PASSIVE

PROFIT

STREAMS



MINDSET

CHOOSE YOUR ATTITUDE

- A positive mental attitude is contagious. More sales have been created due to energy, passion and enthusiasm than anything else.
- Choose your state every day when you wake up.... Leave your baggage to yesterday, and be prepared to deliver a world class experience every time you engage your customers. You need to be in a peak state of mind to win in sales.
- People buy from people that they like, and people that they trust. Your goal needs to be to create a positive experience and relationship with every customer you work with. Give them a reason to remember you, and they will become your “customer for life”.





MINDSET

DETERMINE THE WHYS

- It is not enough to determine the “What’s” We need to uncover and discover the WHYs. What buying motives are driving your customer’s purchase decisions ?
- People like to buy from people that they like, and people that they trust. Establish a respectful rapport with your customer before drowning them in products as solutions. Seek to understand their situation fully before offering products or services.
- Always be refining your WHY’s ... they will lead to your best opportunities when it is time to ask for the order.





MINDSET

DEVELOPING NEEDS VS. DETERMINING NEEDS

- If our goal is to discover the customer's "WHY" as much as their "WHAT", you will earn the opportunity to engage in suggestive selling.
- Determining Needs is fundamental to Discovery, and serves as the building blocks for the customer's order. Speaking in terms of questions.
- Developing Needs is strategic selling, and includes creative pairings and the presentation of categories that were not on the customer's "checklist" when they came to you.





MINDSET

EDUCATE YOUR CUSTOMER

- You must present your products and services better than your competition. Your ability to educate your customer and proactively cover and pre-handle common concerns and objections will differentiate you.
- Make time to learn and improve your sales technique on an ongoing basis.
- Study your new products as you create it. This sounds odds since you are the one creating it. But sometimes you are so busy writing that you really don't digest what you write.
- Really know the features and benefits before you show them in a presentation. Be consistent in how you demonstrate products. **presentation without a demonstration is idle conversation”.**





MINDSET

CREATE A RELATIONSHIP

- Step 1 in the success model – Build Trust.
- Some of your competition are transactionally focused. We need to differentiate ourselves from their tactics by treating every visitor as a guest on-line. Build rapport, seek first to understand, and work to solve for your customer's needs.
- Stretch yourself to exceed your customer's best expectations. Always tell them what your knowledge can and will do.
- They don't care how much you know until they know how much you care. Show sincere interest in helping your guest find the right products at the right values.





MINDSET

ASK FOR IT IF YOU'VE EARNED IT

- If you have treated your customer with world class customer service, and educated them on your products and services, you have earned the right to ask for their business.
- Do not let the customer leave without asking a decisional closing question. Your products, services and values are superior to your competition. Make sure that they have the opportunity to say “Yes, I’ll take it !”





MINDSET

SELF-DEVELOPMENT

- You need to work on yourself harder than you work on your career.
- Be a lifelong learner – seek out opportunities to gain new insights into this profession. There are many great books and videos on internet sales and marketing. Become an expert in communication.
- Serve as a mentor for anyone who needs your help. The positive rewards from assisting in the development of others will stay with you for a lifetime.





MODULE 2

MEMBERSHIP SITES

Membership sites are a great passive income stream. You gain consistent customers and revenues sharing what you are an authority in.

Let's get to work!

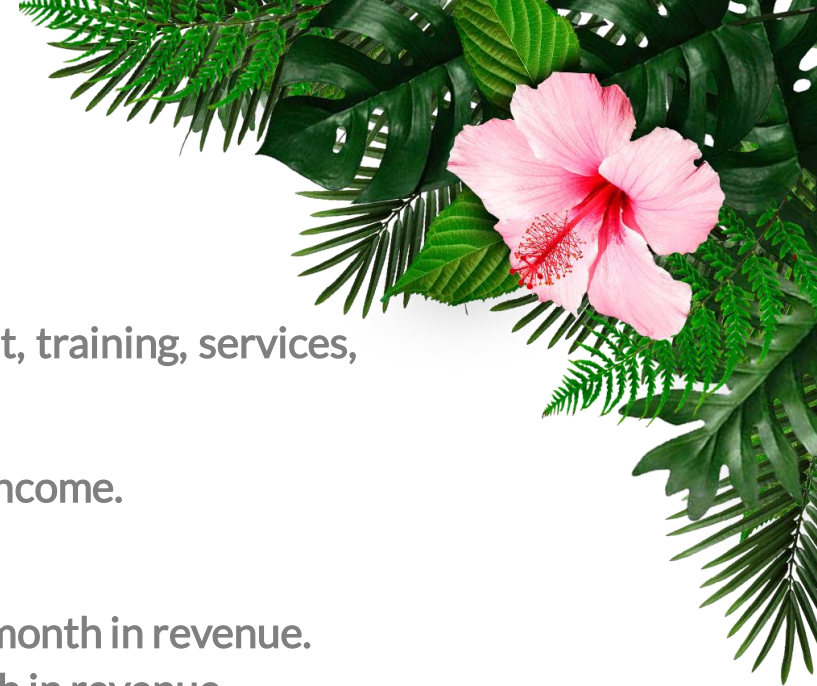
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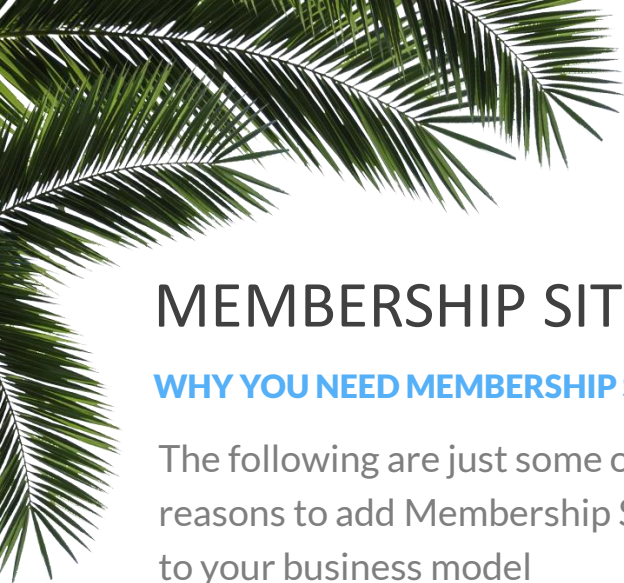
PASSIVE PROFIT
STREAMS

WHAT ARE MEMBERSHIP SITES?

- Membership websites allow you to provide content, training, services, or products each month to your customers.
- They provide passive, monthly income, or residual income.
- For Example:
 - 50 people paying you \$19.95/month = \$997.50/month in revenue.
 - 25 people paying you \$50/month = \$1,250/month in revenue.
 - 100 people paying you \$30/month = \$3,000/month in revenue.
- Membership sites are simple to maintain.



**PASSIVE PROFIT
STREAMS**



MEMBERSHIP SITES

WHY YOU NEED MEMBERSHIP SITES

The following are just some of the reasons to add Membership Sites to your business model



TYPES OF MEMBERSHIP SITES

OFFER YOUR CUSTOMERS FLEXIBILITY IN COMMITMENT



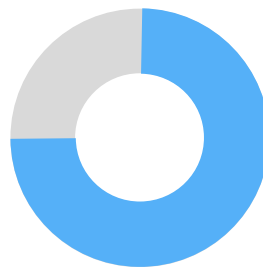
FIXED TERM

Memberships with a clearly defined enrollment period



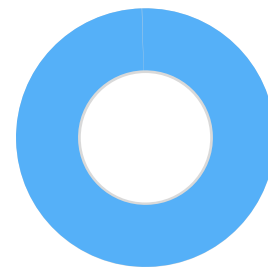
RECURRING (MONTHLY)

Recurring access to content and community



ANNUAL

Great upgrade opportunity for members and affiliates



LIFETIME

For customers wanting to fully commit



**PASSIVE PROFIT
STREAMS**

Types of membership Sites

FIXED TERM

- Fixed term membership sites:
 - Membership sites with a clear ending point.
 - 6 months or 12 months
 - Content would be delivered over a set period of time.
 - More attractive for some audiences.
 - You would charge a monthly fee.
 - Average price points could be \$29.95/month to \$97/month
 - Delivered inside a members area.
 - Delivered via email series. (Simplest)



Types of membership Sites

RECURRING (MONTHLY)

- Recurring (Monthly) Membership Sites:
 - Monthly membership fee for access to content.
 - Most commonly used membership site.
 - Residual income.
 - More difficult to sell, but better profits long term.
 - Average price points could be \$19.95/month to \$97/month



Types of membership Sites

ANNUAL

- Annual Membership Sites:
 - Charge one larger fee for year long access.
 - Set it to auto renew each year.
 - Can be an attractive selling point to upgrade monthly memberships.
 - Allows you to generate more revenue than a typical monthly subscriber.
 - Average price points could be \$197/year to \$497/year.
 - More attractive option for your affiliate partners.



Types of membership Sites

LIFETIME

- Lifetime Membership Sites:
 - Charge a one time membership fee.
 - Allows for upgrade options.
 - Attractive for affiliates.
 - Allows for creative special deals and sales.
 - Pricing could be 2 to 3 times the cost of an annual membership.
 - So looking at \$997 to \$1,997.



CONTENT FOR MEMBERSHIP SITES

VIDEO TRAINING

- How to videos
 - Digital camera
 - iPhone Videos
 - (Remember the need for good lighting)
- Over the shoulder screen capture videos
 - Camtasia (Paid)
 - Screencast-O-Matic
- PowerPoint style training videos
 - Microsoft Office (Cloud Version)
 - OpenOffice
 - Just like this style

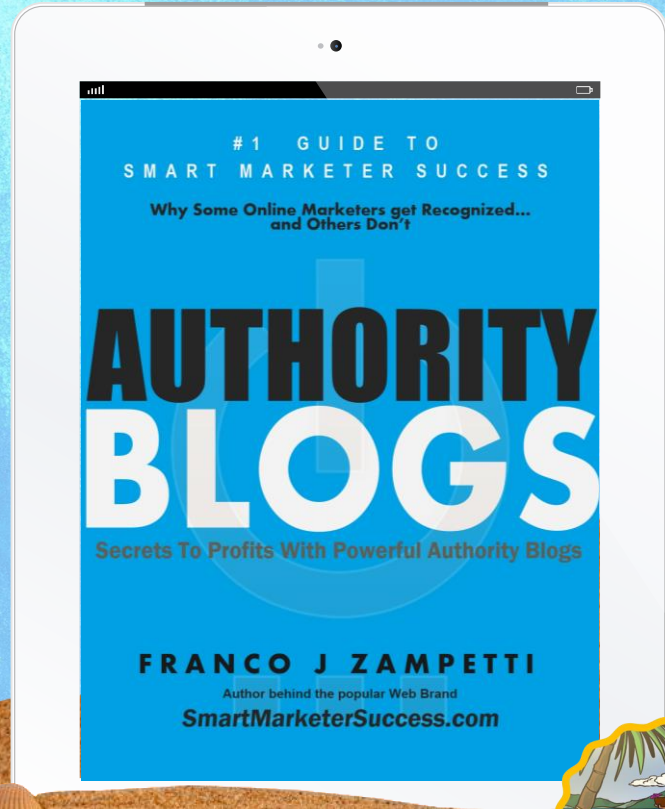
Key is to have a good outline of what you are planning to cover. Fresh actionable content each month will keep members engaged. Doesn't need to be long in length. Just good quality. Amazon S3 for video delivery or YouTube Videos Set to "Unlisted".



CONTENT FOR MEMBERSHIP SITES

EBOOKS / SHORT REPORTS

- Fresh new content keeps members coming back.
- Combine with videos to really add value inside the members area.
- Cover new strategies and plans.
 - Example: New diet recipes.
 - Example: New golf swing drills.
 - Example: New traffic generation methods.
- Include images in the ebook.
- Use Microsoft Word (Paid) or OpenOffice (Free)
- Convert to a PDF by 'Saving-As'.
- Length of ebooks varies.
 - 20 to 50 pages.
 - Multiple short reports of 7 to 10 pages each.



PASSIVE PROFIT
STREAMS

CONTENT FOR MEMBERSHIP SITES

COACHING

- Offer monthly recorded group training calls
 - Freeconferencing.com
- Offer monthly group webinars
 - GoToWebinar.com (Paid)
 - Google Hangouts (Free)
- The recorded live events become additional content inside the members area.
- Provide training, tips, and “what’s working now” on these sessions.
- Offer Q&A
 - Less prep time for you.
 - Show up and answer questions.
 - Maybe give a short training.



CONTENT FOR MEMBERSHIP SITES

FORUMS

- “Private Member’s only” forums do well
- Provide exclusivity to the member’s
- Gives them another reason to stick around
- Important to spend time in the forums keeping them going
- Eventually they run themselves
- Members engaged in the forums will generally stick around longer
- Forums can be run on the following platforms:
 - phBB (Free)
 - bbPress (Wordpress – Free)
- Add special gifts inside the forum.
- Allow member’s to bounce ideas off of each other.



CONTENT FOR MEMBERSHIP SITES

PRIVATE MEMBER'S ONLY FACEBOOK GROUP

- Setup a private Facebook group for member's only
 - Free to setup
- Manually add new members to the group
- Manually delete those that leave the membership
- Creates comfort amongst the members to see you involved in their success
- Enables you to pinpoint needs for future training sessions
- Allows you to provide “on the spot” support to the members
- Adds the prestige to your membership program
 - “Only members have access to this area”



ADDITIONAL MEMBERSHIP MODEL

SERVICES

- Offer your services on a monthly basis.
- Examples:
 - Content creation. (Articles, Videos, Editing, etc.)
 - Copywriting.
 - Blocks of consulting time.
 - Create diet plans for them.
 - Critique their golf swing via video.
 - Custom legal forms for their business.
 - Accounting help.
- Pricing Example: Charge \$197/month for 2 hours of time.
 - Give them a discount on your hourly rate for pre-purchasing time.
 - Give them additional training and value!



MEMBERSHIP SITE SOFTWARE

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- aMember

- Longest running membership site software
- Easy content protection
- Built In Helpdesk module
- Integrates with 200+ payment processors
- Full-featured Affiliate module
- Good track record and history
- www.amember.com



**PASSIVE PROFIT
STREAMS**

- **Wishlist Member**
 - Widely used membership plugin
 - Integrates With Your WordPress Site
 - Easy Member Management
 - Popular payment processors integration
 - Multiple membership site option available
 - Cost: \$197 for One Site or \$297 for Multiple Sites
 - www.member.wishlistproducts.com

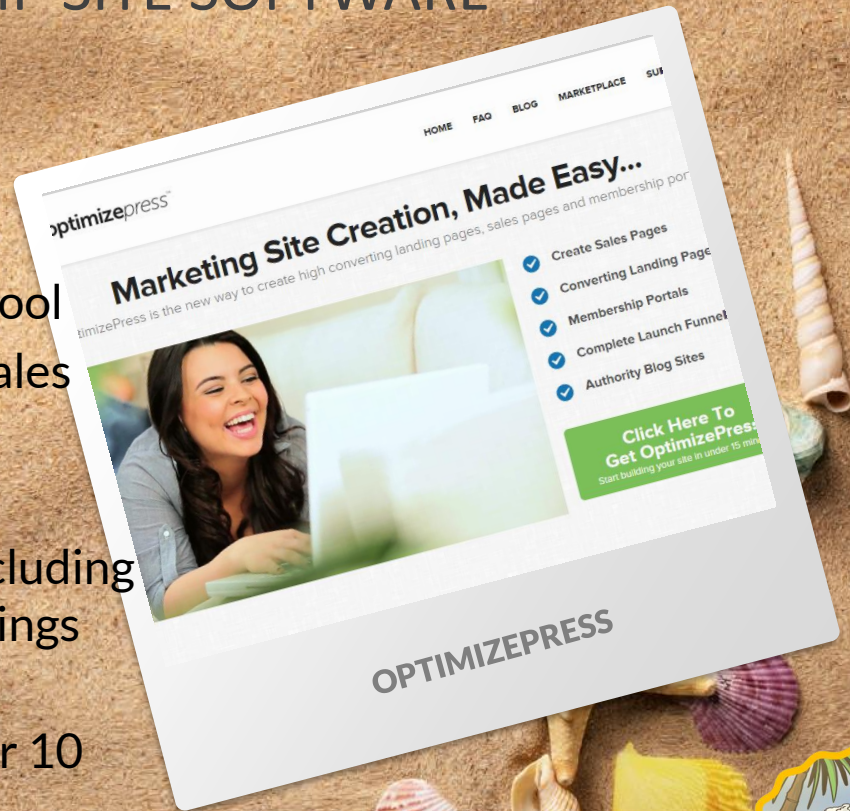


MEMBERSHIP SITE SOFTWARE

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• Optimizepress

- Up and coming membership site tool
- More popular as a landing page/sales page creator
- Flexible page design framework
- built in membership elements (including login form, lesson and module listings and breadcrumb trails)
- Cost: \$97 for One Site or \$197 for 10 Sites
- www.optimizepress.com



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STREAMS

MEMBERSHIP SITE SOFTWARE

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- **S2Member**
 - Free Wordpress membership Plugin
 - Long running history on Wordpress
 - Updated consistently
 - Several payment options accepted
 - Free version takes Paypal
 - Cost: Free To \$189 for Unlimited Access



**PASSIVE PROFIT
STREAMS**

SELLING YOUR MEMBERSHIPS – SALES PAGE

YOU NEED A SALES PAGE OR A SALES VIDEO TO SELL PEOPLE INTO YOUR MEMBERSHIP WEBSITE.

Things to include in your sales copy or sales pitch



HEADLINE

Focuses on one big idea.



SUB HEADLINE

Usually your most important benefit.



SHORT STORIES

Stories are a powerful copywriting tool. Stories fascinate. And stories are memorable.



EXAMPLES OR TESTIMONIALS

Use analogies to explain your product quality. Link the quality of your product to something your audience knows already.



GUARANTEES AND BONUSES

Remove any hurdles to purchase. Always over-deliver.



CALL TO ACTION

Encourage your readers to follow your call-to-action. Explain how they'll benefit. And make your call-to-action stand out.



PASSIVE PROFIT
STREAMS

SELLING YOUR MEMBERSHIPS – SALES PAGE

Let's get REAL about making money online...

**FORGET about
buying ebooks,
courses, software,
and all the latest
gimmicks!**

**I Literally Paid \$15,500 For a License to This
Amazing, Best Selling Internet Marketing
Content & I am Handing You a PLR License
Today for Under \$10!**

Over 110,000 words of pure marketing *GOLD* for you to
easily rebrand and use as your own!

Act Now and You'll Get A Bonus Report With PLR & Training On Using PLR Content Effectively!



From: Paul Counts

RE: To People Who Want to Create Content But Can't Get Started!

Dear Fellow Internet Marketer,

I'm about to reveal to you **my three keys** to success online.

There are three steps you need to take if you want to master your online business. These three steps include...

1. Build your email list.
2. Create information products.
3. Establish joint venture and affiliate relationships.



**PASSIVE PROFIT
STREAMS**

GETTING VISITORS TO SALES PAGE

Joint Venture Partners

- Affiliates that promote your products for you for a commission
- Clickbank.com and JVZoo.com are popular for membership site affiliate programs
- These tools have a long track record
- They track your affiliate commissions

Blogging

- Wordpress on your own domain
- Provide consistent and valuable content to your audience
- Generate traffic via search engines and social sharing

Video Marketing

- Short informative videos uploaded to YouTube
- Use keyword rich titles in your videos

Facebook Pages

- Build your own audience of followers
- Promote your membership on the page occasionally
- Mainly adding value to their lives with good content and shares related to your membership's niche



**PASSIVE PROFIT
STREAMS**

GETTING VISITORS TO SALES PAGE



Facebook Ads

- Buy ads on Facebook
- Send targeted visitors to your website or fan page
- Purchase likes to your fan page
- Send people directly to your website as well

Banner Advertising

- Ads placed on targeted websites
- Example: AdClickMedia.com
- Google Search: "Banner Ad Networks"

Article Marketing

- Submit quality content online to the major article sites
- Guest blog on websites related to your niche market
- EzineArticles.com and GoArticles.com
- Google Search: "Article Syndication" or "Article Directories"



**PASSIVE PROFIT
STREAMS**

GETTING VISITORS TO SALES PAGE



Social Media Marketing

- Share useful content and information across the popular channels:
 - ✓ Twitter
 - ✓ LinkedIn
 - ✓ Pinterest
 - ✓ Reddit

Press Releases

- Press releases about your membership grow your exposure
- Boost your credibility online
- www.PRUnderground.com
- Google Search: "Submit Press Release Free"



PASSIVE PROFIT
STREAMS

MEMBERSHIP SITE EXAMPLE

The screenshot displays the Weight Watchers membership website. At the top, the navigation bar includes the Weight Watchers logo, links for 'PRODUCTS & SERVICES' and 'WHAT CAN I GET', a 'FIND A MEETING' button with a location pin icon, and a 'LOGIN' link. A promotional banner below the navigation reads: 'Save now on select 3-Month Plans. Save Over 20%* on Meetings subscription plans. *See offer details.' The main content area features the headline 'We'll help you get to your happy place' and the sub-headline 'Pick the plan that fits your life.' Three plan cards are presented: 1. 'OnlinePlus' with an icon of a smartphone, text 'Follow the Plan on your own terms, 100% online, backed by 24/7 support.', and a 'Join now' button. 2. 'Meetings + OnlinePlus' with an icon of two women, text 'The heart of our brand - people sharing and supporting each other through experiences.', and a 'Find a Meeting' button. 3. 'Coaching - OnlinePlus' with an icon of a woman on a phone, text 'One-on-one guidance and motivation from a Personal Coach who's been in your shoes.', and a 'Join now' button. Each card also has a 'Learn more' link. At the bottom of the screenshot, the URL 'WEIGHTWATCHERS.COM' is displayed.



MEMBERSHIP SITE EXAMPLE



TAKE ACTION TODAY!

KNOWLEDGE IS NOT POWER

“APPLIED” KNOWLEDGE IS POWER !

- 1. Determine which type of membership model you will work into your passive profit plan
- 2. Determine what content you add to your membership site
- 3. Determine what platform you will use to operate your membership site
- 4. Follow the proven paths to driving customers to your membership site.





MODULE 3

AFFILIATE MARKETING

Affiliate Marketing is known the world over in both physical and digital products. This is a great method for sharing products that you're passionate about and get paid to do it. Let's get to work!

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PASSIVE PROFIT
STREAMS

THE BASICS OF AFFILIATE MARKETING

Affiliate Marketing is a form of business sales or “Performance-based Marketing”

Key players include:

- Merchant – A brand or retailer (think Home Depot, etc)
- Network – Where or who you go to in order to find products/information to sell (think Clickbank, Commission Junction, etc)
- Publisher – Better known as the affiliate (that would be you)
- Customer – The person buying the product or information

Affiliate Marketing is an excellent and sustainable passive profit stream because you can do the work once and then receive ongoing income



**PASSIVE PROFIT
STREAMS**





AFFILIATE MARKETING

METHODS OF ACTIVATING AFFILIATE SALES

The following are just some of the methods used to make customers aware of your offers



Affiliate Marketing

Getting Started - Niche Selection

- A niche is a subset of a larger, more general topic. (think “Fitness – Fitness equipment – Fitness apparel – running shoes – Nike running shoes)
- You should always start by concentrating on your niche audience versus nice products.
 - Products can come and go. But a niche audience tends to stay around that niche for a long time.
 - Knowing your niche audience allows you to have a deep understanding of what they would find continuous value in.
 - Helps with your marketing efforts (Blogging, videos, PPC etc.)



Affiliate Marketing

Getting Started - Niche Selection

- Ways to brainstorm what your niche is:
 - Think of an audience that matches your target audience. (think male/female – student/non-student - <25/>25 etc)
 - What is your audience's interests, hobbies etc.
 - Think of niches that you like and then work backwards to find who that audience is. QuantCast.com is a tool which does this.
 - Amazon books sections for categories of niche ideas



Affiliate Marketing

Getting Started - Niche Selection

- Identify the pain points your potential niche has
- Pick out the most profitable pain points. Remember that not all problems are equal
 - Find the number of monthly searches related to a pain point
 - Confirm that there is a demand
 - Products for sale, Facebook groups, YouTube Channels, forums etc.
 - Google AdWords ads
- Understand profitable pain points deeply
- This is where you become the subject matter expert in delivering solutions.
- This is where you can create a multi-point plan for what products and information use to reach out to your niche.



Affiliate Marketing

Finding Affiliate Platforms

- Affiliates are attracted to products that they're interested in and programs that have proven track records for success
- Additionally, they're looking for an engaged merchant that's responsive and provides fresh content and promotional materials (creatives)



Affiliate Marketing

Finding Affiliate Platforms

- Key areas to consider:
 - Quality of offers – looking at their list of existing offers
 - Terms of payments – know the upfront and recurring cost and payment schedule.
 - Strong Reporting - knowing how many of your ads consumers interacted and knowing the total amount of ads that were displayed, how consumers interacted with them, what websites the ads saw the most engagement on etc.
 - Support Provided - When taking the first step into a new partnership, companies must understand what that other company brings to the table and how they are willing to assist them when they have questions or run into problems.



Affiliate Marketing

Finding Affiliate Platforms

These solutions are the go-to networks of choice for the most successful affiliates today. Google search your “niche” and “affiliate programs” ex (golf clubs and affiliate programs)

www.Google.com

www.Amazon.com

www.Rakuten.com

www.ebaypartnernetwork.com

www.vcommission.com

www.cj.com

www.clickbank.com

www.shareasale.com

www.exoclick.com

www.avangate.com

www.w4.com

www.infolinks.com

www.adperio.com

www.connexity.com

www.chitika.com

www.flexoffers.com

www.a4d.com

www.vibrantmedia.com

www.linkshare.com

www.clickbooth.com



**PASSIVE PROFIT
STREAMS**

BUILDING LANDING PAGES

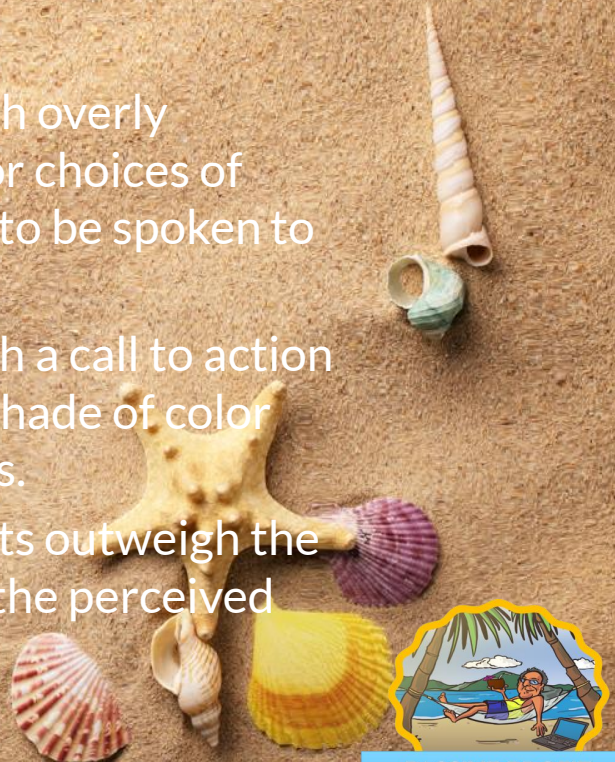
- Landing pages are wherever a user is being sent to having clicked on a search result, an online ad or, even, a social post.
- They must be relevant, informative and, most importantly, tell a user what the company wants them to do.



BUILDING LANDING PAGES

Some keys to building great landing pages

- Clear calls to action - Don't complicate the process with overly cumbersome navigation, inconsistent typography, poor choices of color or special effects such as animation. Users want to be spoken to and not yelled at.
- Simple color schemes - A simple white background with a call to action placed in the center of the page, and the use of a soft shade of color that indicates where the user should "go" to get results.
- Define your value proposition - If the perceived benefits outweigh the perceived costs, prospects will be motivated to act. If the perceived costs are too high, however, visitors will bounce.



BUILDING LANDING PAGES

The key ways to build landing pages

- Build using simple HTML web authoring system like:
 - www.Kompozer.net (free software)
 - www.webplusx7.com (paid option)
 - www.adobe.com/products/muse.html (paid option)
- Use landing page builders such as: (paid options)
 - www.ClickFunnel.com
 - www.leadpages.net
 - www.unbounce.com
 - www.landingpagemonkey.com
 - www.optimizepress.com (wordpress)
- Hire a programmer to design and launch your landing page:
 - www.fiverr.com
 - www.elance.com
 - www.rentacoder.com



AFFILIATE MARKETING THROUGH BLOGGING

- Blogs are a smart marketing tool because they interact with a personal and active community of like minded readers
- One of the easiest methods for creating a blog (which happens to be free) is using Wordpress
- The key concept is that you focus your blog posts on products that you wish to promote (as an affiliate)



**PASSIVE PROFIT
STREAMS**

AFFILIATE MARKETING THROUGH BLOGGING

- Create high value posts that people want to share
- Success or failure of your blog will depend on how well you can drive traffic to your blog
- But in the end, like anything else, great meaningful content will determine how large your audience can become. Engaging content like:
 - Videos
 - Images
 - Infographics
 - Listicles (articles with lists)
- Have a way for your readers to opt in



AFFILIATE MARKETING THROUGH BLOGGING

Here are the basic steps to creating a blog with affiliate marketing

1. Create a website and install Wordpress on that site
 - Use a service like Hostgator or Namecheap for a domain name.
2. Install a Wordpress theme
3. Know the basics of the web browser you are comfortable with (like Firefox or Google Chrome)



AFFILIATE MARKETING THROUGH BLOGGING

Here are the basic steps to creating a blog with affiliate marketing

4. Know the subject (or niche) for your new blog. Know the types of products or services you plan to promote.
5. Find your affiliate partners using:
 - Companies directly (look for links that say “partners” or affiliates” on their website)
 - Aggregators (like Commission Junction or Clickbank)
6. Have patience while setting up affiliate accounts and for the first time



AFFILIATE MARKETING THROUGH BLOGGING

Here are the basic steps to creating a blog with affiliate marketing

7. A consistent flow of new content for posts, product reviews etc.
 - Have good headlines
8. Prepare for your first affiliate post using either:
 - Hyperlink your affiliate link into text within your post
 - Create space for either a banner or sidebar/widget to link to your affiliate
9. Monitor the performance of your links.
10. Drive traffic to your site using either “paid” or “free” options



AFFILIATE MARKETING THROUGH

PAID TRAFFIC

- The benefit of paid traffic is that you are leveraging off of high traffic websites.
- Most of the time, paid traffic works almost instantly.
- Paid traffic can be less hands-on. Meaning that you set it and forget it (minus a little tweaking here or there).
- The most well known paid traffic method is Google Adwords.
- These types of ads are usually displayed right along with search results as people look for things on the internet. They can also run on the right side of the page.
- This is done when you bid on the keyword and the position of your ad where it is displayed in the results.
- If not done correctly, you can quickly go through your budget and not get the results you are looking for.
- Also consider Bing ads and YouTube ads.



AFFILIATE MARKETING THROUGH

FREE TRAFFIC

- Free traffic is any kind of traffic you send to your website by any means whether its through the search engines or using guerilla tactics
- Participating in forums and have a link to your website in the signature is a form of free traffic
- The trade off is that free traffic usually requires lots of time
- The single best method for free traffic is found in understanding and implementing search engine optimization methods (SEO)
- There are tools you can use (in you blog for example) that make SEO easier to perform. Most are free but some do have costs.
- Even those with costs usually have a better return on that than typical paid traffic methods.



AFFILIATE MARKETING THROUGH

FREE TRAFFIC

- Social media is a great option. With Facebook, Twitter, Pinterest etc you create profiles for yourself or your brand and interact with others.
- There are Forums out there for just about every imaginable topic. Finding those and interacting also allows you to gain traffic.
- YouTube is another huge resource for free traffic. You do need some basic software and skills but the account is free. Anything multimedia resonates with today's digital lifestyles.
- Blogs we spoke of earlier. Another benefit of blogs is being able to offer something free to a potential customer in exchange for their email information. This approach now gives you capital (a growing email list) which allows you to reach out to your customers again and again.



AFFILIATE MARKETING

CONCLUSION

- Affiliate Marketing is an excellent method to have in your tool box towards a passive profit stream. It is a multi-billion dollar ecommerce opportunity with plenty of room for growth.
- You can do affiliate marketing with little to no start up costs
- Becoming a blogger can give you a digital asset (your brand) which you can leverage in many different ways.
- Use a mix of paid and free traffic and constantly test your results to determine which to use more of.
- Leverage the power of social media to extend the reach of your affiliate marketing.
- Be consistent! – Don't get discouraged.



TAKE ACTION TODAY!

KNOWLEDGE IS NOT POWER

“APPLIED” KNOWLEDGE IS POWER !

1. Determine which type of affiliate marketer resonates with you.
2. Like all things marketing – you need to start with your niche
3. Sign up membership through different affiliate platforms
4. Build a landing page
5. Determine how you will market to your potential customers





MODULE 4

INFORMATION PRODUCTS

Most of the internet is based on accumulating or sharing information. This module talks about how you help people quickly get the information they are looking for and making a profit for your efforts.

Let's get to work!

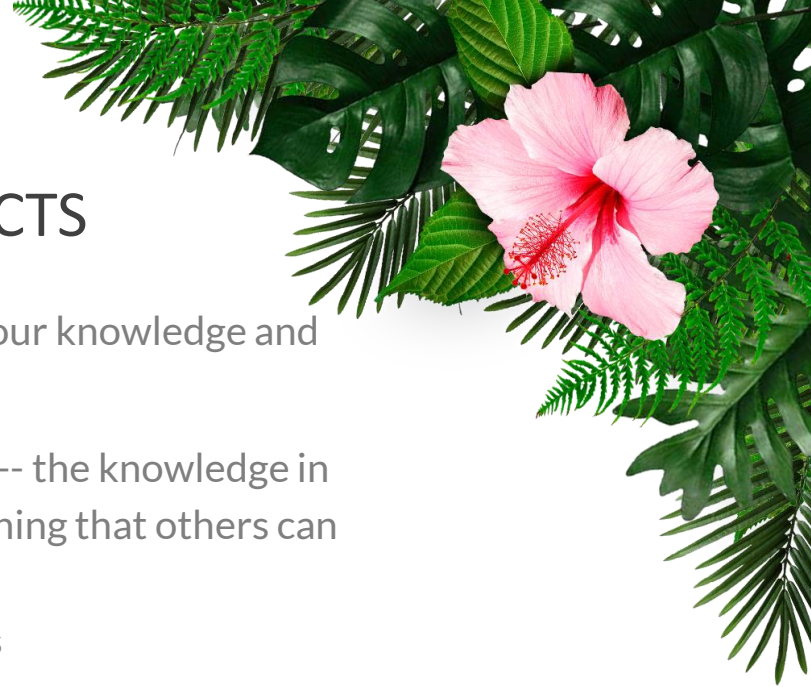
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PASSIVE PROFIT
STREAMS

THE BASICS OF INFORMATION PRODUCTS

- An Information Product is a way to tell others about your knowledge and insights
- The key to the process is to take something intangible -- the knowledge in your head (or someone else's) -- and turn it into something that others can enjoy and use even when you're not around.
 - Allows you to impart your knowledge to the masses
- You first need to have a hungry niche market
 - Understanding of your audience and what they want to learn, and a handle on how you'll market to them.
- A compelling idea does not need to be original. But you should be prepared to look at the idea in new, fresh way.



**PASSIVE PROFIT
STREAMS**

THE BASICS OF INFORMATION PRODUCTS

REASONS WHY INFORMATION PRODUCTS WORK AS A PASSIVE PROFIT STREAM

- ✔ Can be created with little or no money
- ✔ Available via the web 24 hours a day around the world
- ✔ Can be reproduced in any quantity. Simple as transmitting a file.
- ✔ Inventory and shipping concerns are completely eliminated
- ✔ Customers get instant satisfaction in receiving what they paid for.



TYPES OF INFORMATION PRODUCTS

WHAT THEY WANT AND HOW THEY WANT IT



PASSIVE PROFIT
STREAMS

CREATING INFORMATION PRODUCTS

- Creating Information Products can be quick, easy and inexpensive (depending on what type of product you are creating). But they can also take a lot of work.
- But there is a real satisfaction in knowing that you set your mind to it, did the research, wrote the content and made your timelines.
- Primarily though, you create an Information Product for two reasons
 - Selling your product for a profit and building a customer email list
 - Giving your product away as an incentive to grow your mailing list
- Remember that you and your product are the same. Spend more of your time working on you (your personal “Brand”) so that customers learn to trust your recommendations.
- You will ultimately create and recommend many information products. Become known in the social media world. Make connections and get mentors.
- You can also partner with people who have expertise that you do not have



CREATING INFORMATION PRODUCTS

- The actual process is broken down into 4 keys areas. Each of these areas can be a specialty area of expertise on their own. Here is my basic overview:
 - Step one is the pre-work (mindset and product outline)
 - Step two is creating the actual product (putting the idea down on paper)
 - Step three is how to distribute (or market) your product
 - Step four is the “after-sale” process (how to take care of your customer and what to do next)



CREATING INFORMATION PRODUCTS – PRE-WORK

- Here are some tips to ensure you get your information product right the first time
 - Demand – Do your research to ensure there is a demand for your product
 - Forums, magazines, YouTube videos, Ezine articles, Amazon books
 - Quality – The quality of your product has to be beyond question
 - Presentation – “Your steak has to sizzle”. Bring your product to life with appropriate graphics, cover logos, font use etc. This plays hand in hand with quality. Make it look professional.
 - Repeat Business – One of the end goals of an information product is to get your customers to come back for more. Think of that as you develop your idea pool.



CREATING INFORMATION PRODUCTS – CREATING

- There are a few popular methods for gathering your thoughts as you compose your product:
- One method is “PFC”
 - P = Problem F = Fear C = Curiosity
 - Solving someone’s problem is obviously a great way to think as you gather your thoughts. (*These can be summarized as your classic “how-to” guides*)
 - Taking somebody from a position of fear into empowerment will always get people’s attention. (*This potential customer wants to be more fit because they feel like they’re heading down a road towards heart disease*)
 - Addressing the needs of the curious. Those readers want to feel what it’s like to win. They want confirmation that the impossible is in fact possible. (*How can you buy an entire grocery cart of food for \$10?*)



CREATING INFORMATION PRODUCTS – CREATING

- Another method for gathering your thoughts is the “Mind Map” technique.
- Mind Mapping is a visual tool. A graphical way to show ideas or topics.
- Mind Mapping helps you to structure your information which aids in analysis, recall and new idea creation.
- Mind Mapping avoids dull, linear thinking. This is especially useful when you are creatively trying to think of a new angle to an old problem.



CREATING INFORMATION PRODUCTS – CREATING

- How you do a Mind Map is easy
 - Start with a blank sheet of paper. In the center, write your key topic.
 - As you think of sub-topics, write them near your key topic and connect them with a line.
 - Repeat this process for as many sub-topics your mind comes up with.
- There are also software solutions available to help with Mind Mapping. Popular ones include:
 - www.imindmap.com
 - www.mind42.com (free)
 - www.coogle.it (free)
- Google “mind mapping” for additional tools



CREATING INFORMATION PRODUCTS – CREATING

- The last method to mention is the tried and true “outline”. Sometimes known as linear thinking.
- The best way to visualize this is to think of a “Table of Contents”. Except after you outline the key chapters or modules of your product, you go deeper.
- For each section you ask yourself:
 - What’s the benefit of this?
 - What are the steps involved?
 - How do you execute each step?
 - Etc..
- Then you go back and add your content under each point.
- Look at the product outline template



CREATING INFORMATION PRODUCTS – CREATING

- Here are a few other thoughts while creating your information product
 - Editing – You will need to re-read and perfect your writing. Get a trusted person's opinion on content and flow.
 - Title – Don't forget that you need a title that sums up your body of work. Something short but meaningful.
 - Domain name – Also think about your title in terms of what is possibly available as a domain name.
 - Formatting – Use plenty of whitespace (1" margins) and larger fonts (14pt or greater) for ease of reading and printing
 - Book Cover – You can do it yourself or hire someone but a catchy book cover is a must
 - [Fiverr](#) is also a great resource for book cover creation



CREATING INFORMATION PRODUCTS – MARKETING

- There are many avenues to explore as you begin to think about the marketing of your Information Product
 - Distributing your product – There are many integrated platforms which you can use as a service or try creating one from scratch
 - Sales Page – You either need a dedicated page to an existing website or a separate website just for your product
 - Using affiliates – Using affiliates is the best way to reach the largest audience in the shortest amount of time.
 - Get the word out – Promote yourself and your product by using social media, paid traffic and free traffic. Gathering testimonials about your work. Plan a giveaway or sales event. Always think of how to promote.



CREATING INFORMATION PRODUCTS – MARKETING

- Distributing your Information Product needs to be easy for you, easy for your affiliates and ultimately, easy for the people buying it.
- An example of a Distribution Platform that Internet Marketers use is www.jvzoo.com, www.clickbank.com and www.Udemy.com
- Features that you want in a distribution platform:
 - A marketplace for your products
 - Group of hungry affiliates
 - Trusted partner
 - Ease of use



CREATING INFORMATION PRODUCTS – MARKETING

- Your sales page (or Landing Page) is where your customer goes to get a solution to a problem they are seeking
- Features of a good landing page include:
 - Headline – draw your audience in
 - Your Story – Connect with your audience
 - Paint a picture – How their life will be better because of your solution
 - Building value – Bonuses
 - Offer a guarantee
 - Call to action
 - Close the sale – “PS” get them off of the fence



CREATING INFORMATION PRODUCTS – MARKETING

- Affiliates are the number one way to sell your product.
- Having affiliates to sell your product involves networking.
- Networking is key to being successful with your launches.
- How can you serve the affiliates first.
 - Emailing your list
 - Offering a download page offer
 - Sending them a gift
- Be creative and stand out.
 - Send a postcard
- Facebook networking groups and Facebook Messenger
- Posting on Launch Boards
- Find affiliates on popular platforms
 - Ezine articles / Youtube / etc



CREATING INFORMATION PRODUCTS – PAID TRAFFIC

Paid traffic is the quickest way to get traffic that you control

- Google AdWords – (Most popular, more expensive, limited on niches)
- Bing Ads (Yahoo/Bing traffic, less expensive, more niche markets)
- YouTube video ads (Targeted, lower cost per action, more flexibility)
- Facebook ads (Targeted, popular, large amounts of data and visitors)



CREATING INFORMATION PRODUCTS – PAID TRAFFIC

Free traffic is just that – FREE. There is nothing better than having a customer come to you that you don't pay for. These methods could take a little longer. But you may find you end up with a more loyal fan.

- YouTube videos (easy to create, be consistent, large amounts of traffic)
- Blogging (Great way to build a targeted audience and fan base, free traffic potential)
- Content Marketing (articles, web 2.0, press releases)
- Podcasting (Quick way to build authority)



TAKE ACTION TODAY!

“APPLIED” KNOWLEDGE IS POWER!
KNOWLEDGE IS NOT POWER

1. Everyone has a problem you can solve! Find their need and solve it.
2. What type of information product will match your skills and comfort.
3. Create your product. Think through what you want to say and make it unique to you.
4. Get the word out that you have a solution to their problem. Marketing is key.
5. Once you understand this method, you can repeat this many times over.





MODULE 5

ECOMMERCE

The world of retail has gone from “bricks and mortar” to “clicks and mortar”. Including Ecommerce into your profit stream is smart, fun and easy to do.

Let's get to work!

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PASSIVE PROFIT
STREAMS

THE BASICS OF ECOMMERCE

Electronic commerce or “Ecommerce” is the main term used to describe any type of business, or commercial transaction which takes place over Internet.

Ecommerce covers a wide range of businesses. Just like traditional commerce, there are three main areas for e-commerce: B2B, B2C, and C2C.

B2B

(Business to Business)
This involves companies doing business with each other. Think Alibaba.com. They are a wholesale marketplace for global trade.

B2C

(Business to Consumer)
B2C consists of businesses selling to the general public through shopping cart software, without needing any human interaction. Think Amazon.com.

C2C

(Consumer to Consumer)
This takes place with online classified ads, forums or marketplaces where people can buy and sell goods to each other. Think Craigslist.org or Ebay.com.



WHY CONSIDER ECOMMERCE

SOME OF THE BENEFITS OF ECOMMERCE AS A PASSIVE PROFIT STREAM



LIMITLESS GEOGRAPHY

Ecommerce removes your borders and opens your business up to the world.



FREE TRAFFIC VIA SEO

Allows you to compete with the biggest brands online.



GROWTH WITH ANALYTICS

Information from customers provides the ability to target emails, customer experience and niche improvement.



LOWER COSTS

Ecommerce saves in real estate, personnel, marketing and inventory holding costs.



OPEN 24/7/365

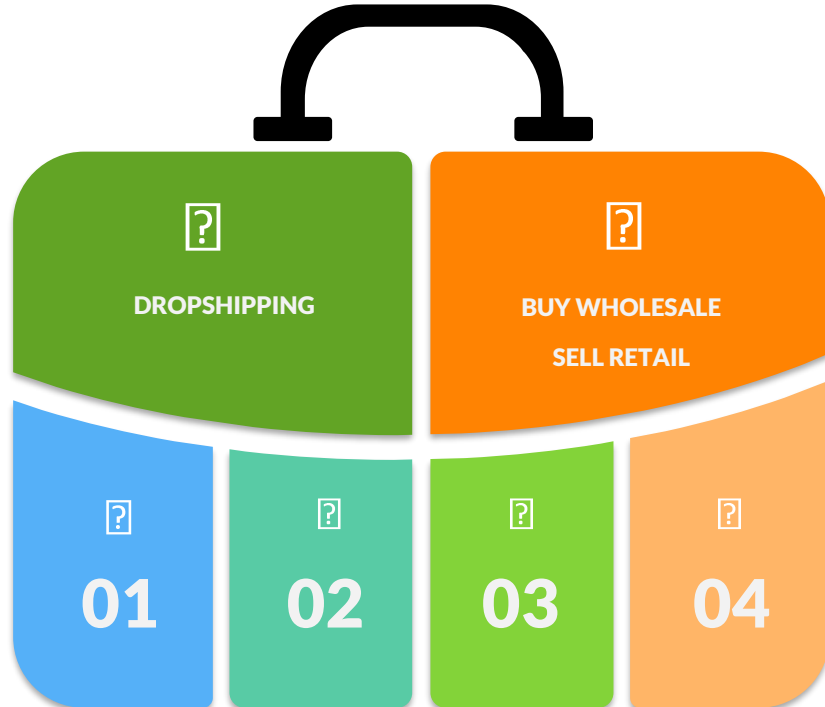
In today's world she wants to be able to shop when she wants, how she wants and where she wants. Businesses that cater to that have the best chance at success.



TWO MAIN ECOMMERCE STRATEGIES

01

Sell it first and then purchase your inventory.



02

Good margins; not great margins.

03

Buy bulk then resell. Better margins but higher risk and hassle.

04

Work directly with overseas manufacturers and suppliers.



DROPSHIPPING

- Allows you to sell products without holding onto inventory.
- Sell it before you buy it.
- The difference between your wholesale cost and the sale price is your profit.
 - How to calculate your profits:
 - Your Cost = The cost to purchase the product from the supplier at wholesale pricing.
 - Your Sale Price = The price you sell the product at or the desired markup.
 - You could take each item and mark it up say 50%.
 - Your Gross Profit = Your sale price or markup price – Your wholesale cost.
 - Your Merchant Processing Fees (Average of 3%) = Sale price x Your Processing Fee
 - Net Profit = Your Gross Profit – Your Merchant Processing Fees
 - If you offer free shipping or lose money on shipping (Like \$10 Flat Rate Shipping Per Order) Factor that in as well.



DROPSHIPPING

- Example of Dropshipping Product
 - Pretend you are selling a surge protector:
 - Your Cost = \$9.76
 - Your Sale Price = \$14.25
 - Gross Profit = \$4.49 ($\$14.25 - \$9.76 = \4.49)
 - Your Merchant Processing Fees (3% Average) = \$0.43 ($\$14.25 \times 0.03 = \0.43)
 - Net Profit = \$4.06 ($\$4.49 - \$0.43 = \4.06)
- Example of Dropshipping Product
 - Pretend you are selling a skillet:
 - Your Cost = \$13.21
 - Your Sale Price = \$29.95
 - Gross Profit = \$16.74 ($\$29.95 - \$13.21 = \16.74)
 - Your Merchant Processing Fees (3% Average) = \$0.90 ($\$29.95 \times 0.03 = \0.90
*Round Up)
 - Net Profit = \$15.84 ($\$16.74 - \$0.90 = \15.84)
- * Factor in shipping costs.



DROPSHIPPING – SOURCING PRODUCTS

- **You can find dropship suppliers online.**
 - Google search: “Dropship Suppliers”
 - Google search: “product type + dropship”
 - Example: kitchen gadgets + dropship
 - Example: travel bags + dropship
 - Example: survival gear + dropship
 - Find products you would want to carry and call the manufacturer.
 - Visit Amazon.com or your favorite retailer.
 - Make note of the brand names you like.
 - Call and ask if they drop ship.
 - If they don’t dropship ask if they have a wholesale distributor.
- **You will typically need a resellers permit.**
- **Avoid purchasing a dropshipping directory.**
 - Better to find drop ship suppliers on your own.



WHOLESALE INVENTORY

- You need to factor in product storage costs.
- Make sure you have room to inventory.
- Decide if you want to pay for a warehouse who will ship for you.
 - Fulfillment services.
- Typically not the best option for someone starting out in the ecommerce space.
- Amazon Fulfillment can provide you the most effective way to get your products fulfilled.
- If you are shipping products on your own you can look at Uline.com for packing and shipping supplies.



WHOLESALE – SOURCING PRODUCTS

- Buying in bulk increases your profit margins.
- Websites you can look at to source products are:
 - Alibaba.com
 - Most popular site for sourcing products direct from China.
 - Amazing deals.
 - Offers private label opportunities. (Put your own brand name on the product.)
 - Experience in getting products shipped to you at reasonable rates.
 - Minimal inventory required for most products.
 - Requires more experience to source the products.



WHOLESALE – SOURCING PRODUCTS

- Websites you can look at to source products are:
 - Liquidation.com
 - Typically made up from shelf pulls from major online retailers like Target, Walmart, etc.
 - Inventory not consistent at all.
 - Great for eBay sellers.
 - DHGate.com
 - Source quality products from overseas.
 - Free shipping (freight) options from China and other countries.
 - Great margins.
 - Compare to Alibaba on pricing for the same products though.
 - Less experience to make the payments.
 - Pay with a credit card like a normal online merchant.



ECOMMERCE PLATFORMS

- **Shopify.com**
 - Increasing in popularity.
 - Mobile responsive stores out of the box.
 - Easy to manage.
 - Flexible payment gateways.
 - Quick setup.
 - Pricing model set to scale with you.
 - \$29/month
 - Charges 2% per transaction for not using their processing.
 - Security measures in place using their SSL.



ECOMMERCE PLATFORMS

- **Bigcommerce.com**
 - Popular ecommerce solution.
 - Mobile responsive and search engine friendly pages.
 - Simple to manage.
 - Starting at \$29.95/month
 - Great support.
 - Integrates with PayPal Credit Card Processing (Powered By BrainTree)
 - Security measures in place using their SSL.



E-COMMERCE PLATFORMS

- **Shopping Carts for Your Ecommerce Stores**
 - **WooCommerce - WooThemes**
 - Popular Wordpress Plugin
 - Free Plugin
 - No monthly fees.
 - SEO friendly as it is based on the Wordpress platform.
 - Perfect for those familiar with Wordpress.
 - Over 30% of online stores use WooCommerce.
 - You need to have an SSL with your web host.



Accepting Payments – Merchant Processing

- Popular payment gateways for your ecommerce stores.
 - PayPal
 - Quickest way to get started selling online.
 - Negative is that buyers should have a PayPal account already to purchase.
 - Can cause issues if your customer does not have a PayPal account.
 - PayPal Pro
 - Allows you to accept PayPal and credit cards direct without need for customers to have a PayPal account.
 - PayPal Pro is a merchant processor.
 - Very competitive rates if not better than most merchant account providers.
 - Seamless integration with BigCommerce.



Accepting Payments – Merchant Processing

- Popular payment gateways for your ecommerce stores.
 - Stripe
 - Stripe.com
 - No monthly fees
 - Only get charged when you earn money.
 - No refund costs
 - If you refund a transaction, Stripe will return the entire fee.
 - No hidden fees
 - Stripe has no setup fees, no monthly fees, no card storage fees.
 - Integrates with most shopping carts.



Accepting Payments – Merchant Processing

- Popular payment gateways for your ecommerce stores.
 - PowerPay.biz
 - Good for merchants with less than perfect credit.
 - Willing to take more of a risk on your business model.
 - Compare your rates.
 - Integrates with popular Authorize.net gateway.
 - 2Checkout
 - Good for selling only a handful of products.
 - Good customer service.
 - Great solution if you do not have a PayPal account.



Ecommerce Traffic Methods

- **SEO (Search Engine Optimization)**
 - Using title tags effectively for your product names.
 - Use keywords in your product descriptions, in the title of the products, and in the title tags.
 - Write unique product descriptions.
 - Don't copy/paste from the suppliers website.
 - Use manufacturer names as part of your product descriptions.
 - Have good, clean navigation.
 - Use one of the recommended shopping carts for SEO.
 - Google Keyword Planner Tool



Ecommerce Traffic Methods

- **Blogging and Unique Content**
 - Adding articles or blog posts to your website is key to get consistent traffic.
 - Write informative articles based on your niche.
 - Give product recommendations within the article.
 - Write individual product reviews.
 - For example:
 - If you sell “golf equipment” you could write articles on improving their golf game.
 - If you sell “pet products” write articles on caring for your pet.



Ecommerce Traffic Methods

- Videos
 - Create product review videos.
 - Create informative videos demonstrating your products.
 - Create informative videos helping your target audience.
 - Golf or pet example.
 - Take your articles or blog posts and make them into videos.
 - Use manufacturer names and keywords in the title of the video.
 - Be consistent!



Ecommerce Traffic Methods

- Paid Traffic
 - Google Adwords
 - Advertise in regular Google search engine.
 - Google Retail (Google's Shopping Ads)
 - Show up in Google's shopping ads.
 - Amazon Sponsored Products
 - Show up on Amazon's product listings.
 - Can be expensive.
 - May not profit on the first transaction.
 - Bing Ads
 - Run your ads on Bing and Yahoo Search Engines
 - YouTube Video Ads
 - Find targeted videos related to your niche and run ads on them.



TAKE ACTION TODAY!

KNOWLEDGE IS NOT POWER

“APPLIED” KNOWLEDGE IS POWER !

1. Ecommerce has brought price and convenience to everyday lives. Be in it!
2. Test the waters with Ebay. Move on to your own site, Amazon or blog.
3. Choose your Ecommerce platform and payment gateway.
4. Integrate Ecommerce into you Blog or website. A great add-on or stand-alone.
5. As always, you need to drive traffic to your site and build your list of raving fans.





MODULE 6

LIST BUILDING

Regardless of what you do in your online business, you'll need a list of customers. Then you need to know what to do to grow that list.

Let's get to work!

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PASSIVE PROFIT
STREAMS

WHAT IS “LIST BUILDING”

- List building is at the core of any type of marketing. It’s the process of growing a database of like-minded people within a niche. They are also referred to as “subscribers, prospects, clients and fans”.
- Often people say that the money is “in the list”. In reality, the money comes as a result of what you do “for” your list and how often you communicate to your list.
 - Ultimately, it’s much harder to find a new customer than to effectively market to an existing customer or contact.
- The end goal is to persuade perspective prospects to give you their email address. This is usually done via the value you offer someone. This could be with your posts if you have a blog or a free offer on a sales page.
 - “Ethical Bribe”
 - Free PDF Report
 - Free Video Training
 - Free Webinar
 - Free Audio Recording
- Once successful, your ongoing communications with your customers will improve your relationships.
 - Leading to confidence in your brand. Which will ultimately lead to sales.

WHY LIST BUILD?

- List building gives you a vehicle for generating consistent, ongoing income.
- The value in your list is what you do for your list.
 - Providing value by promoting quality, related offers.
 - Providing good value in free training or webinars.
- There are many reasons why your customers value their e-mail address.
 - **Email is Personal** – Email allows you to land into your customer's inbox. Most customers are very guarded with their email addresses. Their email is an extension of themselves.



WHY LIST BUILD?

- There are many reasons why your customers value their e-mail address.
 - **Email is Purposeful** – A potential customer wants to get answers to their pain point. For someone to do the work to join your list obviously means that they are interested to hear from you. They will be much more receptive and responsive to your message.
 - **Email is Targeted** – Since you now know what they like, you can deliver highly relevant content and offers to them to build value and profits. They are much more likely to click, buy, and spread the word around for your products and services.
 - **Email is One-on-One** – People read email in the privacy of their inbox. The message is not on a public wall or social forum. Email allows you to build a one on one relationship with your customer. Gradually they develop trust in your brand and proudly spread the word around.



WHY LIST BUILD?

- Now that we understand why a customer feels that their email is valuable to them, here is why it needs to be valuable to you:
- When you have a email list, you have **TOTAL** control of what you do with your list.
 - No one can take your list away from you.
 - You can contact your list whenever it works best for your list.
 - You can also contact your list whenever.
 - Quick cash flow.
 - You can promote whatever you feel adds value to your list.
 - You can schedule your emails in advance to go out at any time.
 - You can automate your entire sales process; lead generation, marketing, sales and follow up.
 - It is more profitable than sending traffic direct to a sales page.
 - You now own a tangible asset that will grow in value over time.
 - You will be able to participate in joint ventures when you have a list. This, in turn, will help you grow your list and income even quicker.



WHAT IS NEEDED TO BUILD A LIST?

- Building a mailing list in the correct manner is a process. Following the process correctly from the very beginning will help you avoid potential problems and inconveniences further down the line.
- It's also extremely important that you start your list building process using the right tools and resources. Using the right tools makes the whole list building process relatively simple.
- Using the right tools does not mean spending a lot of money. Many programs and apps are free. Knowing what to use saves you from having to redo work.
- Saving time and maximizing profits is what passive profit building is all about.



WHAT IS NEEDED TO BUILD A LIST?

- **Step 1 – Commit to your niche**
 - If you are ready to build a list then you need to be at a point of “no turning back” with your niche.
- **Step 2 – You need a domain and hosting**
 - In order to build a list, potential customers need a place to go. So you’ll need a domain name and you’ll need hosting.
 - There are “free” ways to get each but, for the professionalism that having your own name and hosting brings, this isn’t an area to save a few dollars.
 - Your best source for the lowest prices on domain names is www.domcomp.com
 - Your best resources for website hosting would be
 - www.hostgator.com
 - www.bluehost.com
 - www.godaddy.com



WHAT IS NEEDED TO BUILD A LIST?

- **Step 3 – Develop a simple website**
 - Along the lines of Step 2, once a customer finds your domain name on the internet, they need to see something.
 - What they need to see comes in 3 essential formats – a blog / a squeeze page / a sales page
 - **Blog**
 - Creating a blog can be a great option for those who have more time and enjoy being creative
 - This technique can take time before you really start seeing a decent size list. Don't be discouraged when this method doesn't show immediate returns.
 - The positive aspect of this though is that your list via blogging tends to be a very loyal group. They enjoy what you have to say, your style and are more open to listening to your offers.



WHAT IS NEEDED TO BUILD A LIST?

- **Step 3 – Develop a simple website**

Blog

1. **Choose your blogging platform**

- While there are dozens of blogging platforms to choose from, you essentially want to choose only one; Wordpress. It's by far the dominant platform

2. **Choose your hosting**

- You want to be “self-hosted” with your blog. That means instead of running a blog which you don't own, you buy your own hosting.

3. **Start your blog on your own domain**

- Along with owning your own hosting, you'll also need to own your own domain name (the name you want to call your blog). You can get both at companies like:
 - www.hostgator.com
 - www.bluehost.com



WHAT IS NEEDED TO BUILD A LIST?

- **Step 3 – Develop a simple website**

Blog

4. Install Wordpress

- Most, if not all hosting companies, will have a “one-click” WordPress install solution on their admin panel. That button will automatically install WordPress on your blog.
 - Fantastico
 - QuickInstall
- Log into your blog on the web in order to write your posts and other administrative features.
- You go to www.yourdomainname.com/wp-admin



WHAT IS NEEDED TO BUILD A LIST?

- **Step 3 – Develop a simple website**

Blog

5. Design your Blog

- You can customize your blog by using themes. Themes are quick and easy ways to add functionality and style to your blog. Many themes are free directly from Wordpress and are a great starting point.
- Once you decide you want a certain look and feel, there are paid themes which offer just about anything you want in terms of functionality. Check out themes by:
 - www.woothemes.com
 - www.themeforest.net
 - Google Search: “free premium Wordpress themes”



WHAT IS NEEDED TO BUILD A LIST?

- **Step 3 – Develop a simple website**

Squeeze Page

- A squeeze page is a landing page designed specifically to capture email addresses from potential subscribers/customers. The goal of a squeeze page is to convince a visitor into providing the most sought-after pieces of data for you: the email address.
- A squeeze page should act as an ultimatum of sorts for visitors – either take your “ethical bribe” or leave the page. Your copy should be kept to a minimum on a squeeze page. Too much copy can distract from your convincing “offer”.
 - Two options: Join the list or leave the page.
- While you can offer many different types of content on your squeeze page, some will prove more valuable than others. Prime types of squeeze page content offers include:
 - Email Course
 - E-Book
 - White Paper Collection
 - Templates / Design Aids
 - Video Training
 - Audio Recordings



WHAT IS NEEDED TO BUILD A LIST?

- **Step 3 – Develop a simple website**

Squeeze Page

- Traffic generation (all roads lead to your squeeze page).
- There are a few different methods to building a squeeze page
 1. **DIY:** Build a squeeze page manually, as you would any other landing page.
 2. **Squeeze Page Generator:** There are several tools on the market that assist in generating squeeze pages.
 - LeadPages
 - GetResponse
 - Aweber
 - MobiRise – Free Mobile Friendly Landing Page Designer
 3. **Wordpress Squeeze Page Plug-ins:** There a few different Wordpress plug-ins that provide landing page or squeeze page templates for Wordpress users.
 - WP Lead Plus Free Squeeze Page Creator
 - WordPress Landing Pages
 - MiniMax – Page Layout Builder



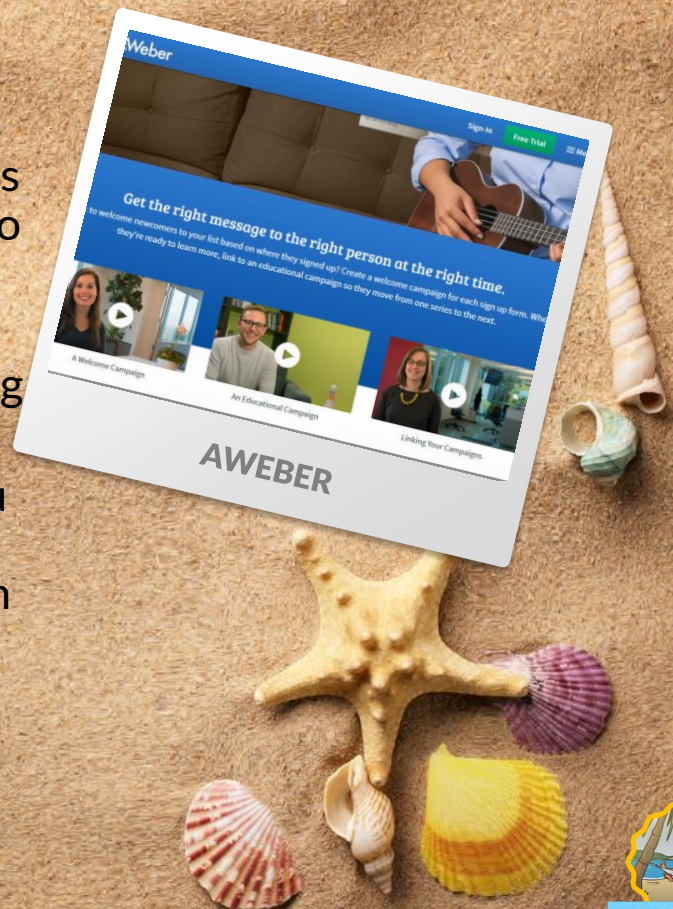
AUTORESPONDER PLATFORMS

- What is an Autoresponder
 - An autoresponder is an Email Marketing feature that gives you the opportunity to engage with people on your list and start building a relationship with them.
 - It allows you to target new additions to specific contact lists and send them a sequence of pre-planned emails.
 - Sends emails without having to be at the computer.
 - Autoresponder Automated Emails Allow You To:
 - Introduce new contacts to your organization.
 - Address your new contacts' frequently asked questions.
 - Remind contacts of your new relationship.
 - Create several unique series of Automated emails for lists in your account.
 - Establish and build trust by sharing valuable and useful information.
 - Gather feedback from new contacts' with a survey.



Autoresponder Services

- AWeber
 - Aweber is the industry standard email marketing provider. Used by tens of thousands of professional sites, they make it really easy to setup and manage an email list.
 - There's more than 700 visually appealing templates that cover a wide range of marketing applications.
 - Autoresponder functionality which allows you to send automated e-newsletters at pre-defined intervals to subscribers after they sign up.
 - Toll free technical support (which is important because you'll certainly use it)
 - 30-day free trial and then pricing starting at \$19/mo



Autoresponder Services

- **GetResponse**
 - GetResponse is the most cost-effective solution if you have list with 500 to 1,000 subscribers. Free for 30 days then prices starting at \$14/mo.
 - They allow up to 5 different versions of emails in order to do split testing.
 - By purchasing a their Pro plan or higher you can run webinars directly from within your Getresponse account.
 - They offer “Send time optimization”. Automatically sending your email at the time at which it's most likely to be opened.
 - Getresponse looks at your subscriber list and their email-checking habits and makes this call on your behalf.
 - If you can live with using this big-brother sort of technology, you can expect a 23% median improvement in open rates and a 20% median improvement in click-through rates.



Autoresponder Services

- **Constant Contact**

- Constant Contact provides a variety of templates you can customize. You can also start with a blank template.
- Provides all the necessities for creating comprehensive reports on email campaigns, including the number of bounces, complaints, opt-outs, click-throughs and forwards.
- The addition of a social-share toolbar and individual social media buttons for Facebook, Twitter and LinkedIn should increase traffic to your site.
- The service is relatively easy to use, and it lets you create and monitor effective email campaigns.
- Free to try for 60 days / Prices starting at \$20mo



AUTOPILOT FOLLOW UP

- The Basics of your follow up email sequence
 - There are a million ways to approach how you follow up with your new customer (or existing customers). But essentially, you will generally have the following buckets to fill.
 1. What is your goal?
 - What do you need your autoresponder to do for you? Will you promote products, educate customers, seeking feedback etc.
 2. Figure out how long your sequence will be and it's cadence.
 - Will your series of emails last for 30 days, spaced out every 2-3 days. Think of who your audience is to determine the right fit.
 3. Choose your content.
 - This part should not be hard since you're confident in your niche and understand what your customer wants. Will it be tips not found in your blog? Interesting evergreen articles pertaining to your niche?
 - High value product recommendations you can send to them.



AUTOPILOT FOLLOW UP

- The Basics of your follow up email sequence
 4. Put it all together.
 - Create enticing Subject lines which peak your audience’s interest (you’re competing in a sea of emails).
 - Add value too. Find ways to offer a free download, special report or other perk. Give them a reason to want to stay on your list.
 5. Get them to take massive action.
 - If you’re selling something, make sure to tell them “check it out” or, “buy it” etc. If you want feedback, make sure they know to take your survey. At the end of the day, don’t be shy about stating what you want your customers to do.
 6. Test, Track, Tweak, Repeat.
 - You’ll want to know your open rates, click rates, unsubscribe rates, earnings per click, etc.
 - Ensure that you attach a tracking code to every email you send out. This is how you’ll get the statistics on how everything did.
 - » Aweber and Getresponse offer email tracking for you.



TAKE ACTION TODAY!

KNOWLEDGE IS NOT POWER

“APPLIED” KNOWLEDGE IS POWER !

1. Create your free offer or “ethical bribe”.
2. Build your squeeze page.
3. Drive traffic to your squeeze page.
4. Start emailing your list on a consistent basis so they don't forget you.
5. Start your first autoresponder series of emails.
 - Product recommendations
 - Free training.
 - Free messages.
 - Free webinars

