"Replace Your Salary With Your Online Business"

By
Tony Shepherd

Hi Guys,

First off I want to say that my dream lifestyle cost me $2600…

That was it – I quit my job (dumped my failing business) and bought my ideal lifestyle for just $2600

Here's a blog post about it for you to read over a beer or a coffee later:

http://www.hippymarketing.com/myimbiz

The premise behind what you're about to read is SO simple yet so many people don't understand it.

It's just this…

You Don't Need to Create A Full Blown, Complicated Internet Marketing Business Immediately - *You Just Need To Cover Your Current Salary And Quit Your Job*

And even better, you can do it just 3 steps, which are as follows:

1. Replace your current salary with income from your online business

2. Quit your job

3. Use your new found free time to be creative and build your online business

*Fine, but how do you actually **DO** it?*

Well you only really need two things:

1. Something to sell - A product or service. Can be your own product or via an affiliate link if need be.

2. Access to some people to sell it to

The rest is more or less just fluff. You **will** need some tools and some services to be able to do it too, such as hosting, a payment processor, an autoresponder and a bit of investment money and some other things.

How MUCH money you need to invest and how much you spend on tools and services depend on your business model.

In this report (which is split into the following two parts) I'm going to show you how to do it

Part I covers the theory and the approach, techniques and insider methods you need to be aware of before you can put anything into practice.

It also shows you how you can do this in pretty much any niche

Part II covers the practical 'how to do it' part

<u>QUICK WARNING</u>

At NO TIME can you say to yourself *'Oh that will do'* when you know you've left a site half-finished or not looking like you want it to, or you've cut corners in a big way

At NO TIME can you think *'Oh it's good enough, they'll buy that'* when you wouldn't buy it yourself.

Your products, your branding, your emails, your sites, your statistics and your customer service MUST be first-rate.

You can't get away with anything that YOU YOURSELF wouldn't forgive as a customer, and you certainly can't sell crap and hope for the best.

You have to become a player, you have to compete.

If YOU can see that there's a problem SO will your customers.

You have to view your product as though someone else is selling it, and be your own biggest critic, otherwise you'll fail.

Take this to heart guys, it's important, and it's the reason why 95% of all wannabe marketers don't make a penny online.

So let's get started…

Part I – Replacing Your Salary (theory)

Firstly, **FORGET** what **YOU** want to sell.

Nobody really gives a crap what you want to sell except you.

Should you follow your passions?

NO – at least not while you're replacing your income.

You can base your business around what you love later on, but for now your sole aim is to replace your salary every month and do it as quickly as possible

So you need to sell something that people want to buy.

I like growing potatoes but that's highly bloody unlikely to make me any money right?

So forget what YOU like, want or enjoy, just for now.

You Need to Sell What People Want, Desire or Need.

If you solve their problems and resolve their issues. They'll buy…

Now I KNOWWWWWWWW you've heard that before…

But nine out of ten new marketers sell what THEY want to sell and not what their customers want to buy. And their business is dead in the water before it even starts.

Smart marketers sell what will be bought

Take this report as an example – it's about replacing your salary right?

But I don't need to replace my salary – I did it YEARS ago.
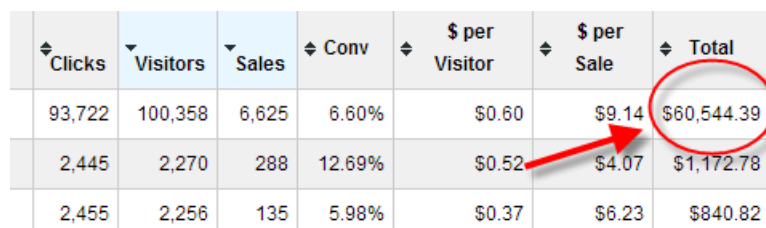
So why did I choose to sell this report?

Because it helps people of course, it solves a problem that many wannabe marketers have, **and because it supplies something that people want, therefore IT WILL SELL WELL**.

We're all marketers here so let's be honest – this report will sell well because it fulfils a need.

And to put it bluntly – that's why I offer people what I **know** they want – **because I know they'll buy it!**

And if we get down to the nitty-gritty, this screenshot explains why I sell what people want:

Clicks	Visitors	Sales	Conv	$ per Visitor	$ per Sale	Total
93,722	100,358	6,625	6.60%	$0.60	$9.14	$60,544.39
2,445	2,270	288	12.69%	$0.52	$4.07	$1,172.78
2,455	2,256	135	5.98%	$0.37	$6.23	$840.82

Because it makes me money without too much effort.

Getting a constant conversion rate of 6.60% and a $ per sale amount of $9.14 over 93,722 clicks means just one thing to me:

They want or need what I'm offering because they're buying in droves.

I'd LOVE to be able to say that it's all down to my brilliant copywriting skills but truth be told copywriting is only PART of the equation.

It's because I know what will sell (well most of the time anyway – it's impossible to get it right 100% of the time)

YES - I'm repeating myself over and over because it's MASSIVE and if you understand this at a basic level **you'll blow the competition out of the water** because most people just DON'T get it.

Not selling what buyers want is one of the biggest reasons most wannabe marketers fail – they don't pay enough attention to the basics – and **THE** basic is that <u>you must sell what people want or need</u>.

Here's an example from my own business of how people don't really get it

People pay me a lot of money to consult with them about their businesses.

One of the most frequent things I'm asked is if I can tweak their copy (that usually isn't converting well) so it will convert better, or sometimes just to get the damn thing converting in the first place!

I can usually do this…

I used to write copy for gurus in the early days so if it's an issue with the copy not the product then I can usually increase the conversion rates significantly.

But sometimes I look at the copy and just say:

'er...no I can't help you, sorry'

Because they're selling a product that NO ONE wants or is ever *likely* to want.

And no copy-tweaking, sales guru, sales genius, super-writing expert is ever going to change that.

You can polish a turd right?

If they don't want it they won't buy it.

So here's rule 1 when you're replacing your salary.

1. (How To) Find/Create A Product That SELLS*…

*(Don't groan as you read that headline chaps – you might have heard this boring crap from other marketers but you're about to get the REAL deal from me)

Whatever it is that you sell (info product, software, or even if it's just an affiliate product) MUST be something that somebody WANTS or NEEDS.

And how do you know if they want or need it?

Answer: It must solve a problem is some way…

We just covered that right? But don't just read it – memorize it or tattoo it on your bottom.

It's THAT important. You CAN'T get around this.

Here's a great example of something that people desire:

MONEY !

That's why the *make money online* niche is so big and rabid – money (or a lack of money) is a desire or a problem to most people.

A lot of people, perhaps *most* people, want or need money...so since *I know how to make money online*, I sell those products to them.

I'm not daft enough to think my opinion matters though

Remember - Nobody really gives a crap about me or my life. I realize that when I blog or email about my life and stuff it gets a lot of readers and interest, but that's mainly because they want to know *how I'm doing it*, not how much wine I drank that day!

It's not about me or you – it's about what we offer

Here's a few practical examples

Look at the headlines of some of my products:

It not *only* offers a solution to the desire to make money online. But it also solves the problem of relying on Google and other traffic worries

And just in case you need convincing that it's worth spending the time finding a product that people want or need...

HERE'S why:

⇕	Visitors	⇕	Sales	⇕	Conversions	⇕ $ Per Visitor	⇕ $ Per Sale	⇕	Total
	28,890		1,832		6.34%	$0.53	$8.43		$15,445.42

It just makes selling your products SO much easier if you offer something they want

Here's another example:

"Five Proven Strategies That Will Shortcut **CASH** Into Your Account In Under 30 Days!"

Limited Offer!

Shortcut Strategies For Profits In Under 30 Days

HIPPY MARKETING UNCUT!

✅ **NO LIST ?** You're Covered!

✅ **NO PRODUCT ?** You're Covered!

✅ **INFORMATION OVERLOAD ?** You're Covered!

✅ **NO TIME ?** You're Covered

✅ **TOTALLY LOST ?** Yep – You're STILL Covered!

Again I'm offering what the potential buyer wants.

In addition to earning money online, in the headline above

I also emphasize the *speed* aspect of the five methods outlined in this report.

(The bullet points make sure it appeals to people in different circumstances and helps overcome any objections that might stop them buying)

ON the rest of the this sales page (not shown in the screenshot) I outline the problem, twist the knife, then offer the solution

I also cover social proof and why they should buy from me*

*(Don't worry I'll be explaining why you don't need any experience or history to be able to do the same later in this report)

Always remember this:

It's ONLY About What You and Your Product Can Do for Them – THEIR Wants, Needs Aad Desires.

But again not many people actually do it*.

*When **YOU** start to do it you've already just burned 75% of your competition (you can finish the other 25% off with your branding which we'll discuss later)

So How Can You Find Out What a Good Product to Sell Is?

Well you could ask the people you're going to sell to and run a survey of your list.

That works well. Chucks up a few surprises too.

But chances are you don't yet have a list so instead go into the forums and see what questions are being asked (and how desperate they sound).

Also visit JVZoo and The Warrior Forum Special oOfers section and **look at what kind of product sells best** or look on Warrior Plus to see what offers are being posted there.

I'm always checking out the top sellers in JVZoo to get an idea of what's currently selling.

I know it sounds like work, but DO it, it's actually quite fun and a lot easier than coming up with product ideas while you sit on the loo.

It doesn't matter if you're only planning to sell an affiliate product, you STILL need to ensure that the affiliate product you offer is something that people **WANT** (money, success with the opposite sex, great guitar playing) or takes their pain or discomfort **away** (migraine, debt, acne or lack of sex)

We've almost finished with me DRUMMING this point home now, but please make sure you've got it – *if you sell something that people want or need, you're already halfway there.*

Tip: When I'm writing sales copy I'm constantly thinking 'How can I make these people feel better, how can I ease their discomfort and how can I improve things for them? Do that when you're writing your sales copy or emails and you'll create effective copy without too much effort.

Point out their problem and then **twist the knife just a little** to make it hurt, then tell them how it can be eased, how YOU can help ease it for them, how their problem can be solved and then offer your product as the solution.

Here's another quick example:

This covers various needs – long term income, monthly residual income, the need for step by step instruction AND in digestible pieces.

It also acknowledges the seemingly endless search to make money than many wannabe internet marketers go through (by using the word 'Finally…')

This is the eighth sales page for that particular product.

And it needed around 29 different tweaks to optimize once I'd found it – but it was WELL worth it.

The good news is, I didn't wait to launch it. I launched THEN tracked and tweaked as it was selling.

But let's face it, the make money online niche is easy to sell to because it's a bunch of people who. Well, want to make money online right?

Here's how other niches do it:

Dear acne suffer,

Life's a total bitch when you're forced to walk around every single day with ugly, nasty bumps and acne scars on your skin, especially when there's a natural acne cure…. and you have no idea how or where to find it.

_____

They pile the pain on with a shovel and then offer the cure.

It's age-old but it **works**

None of this is in any way 'dodgy' by the way, you're not *inventing* their problem – it already exists, you're just pointing out to them that you know the problem hurts them, then offering something to help.

And here's an example of one of our plugins, and how it also offers a solution to a problem:

It's offering a solution to a certain problem in this case not being able to get your visitor's attention or not being able to get them to click on certain links.

To be honest the problem could have been defined better, more targeted, which is possibly why this plugin didn't convert quite as well as many of our others.

It's as simple as that guys – if the problem HURTS you'll make sales by offering a solution.

And by the way you CAN be very specific with the problem that you target

(e.g. '*People who want to build a list but only have a budget of $200*')

and in fact it can convert better the more specialized you get and the more targeted the audience.

Why am I going on so much about this?

Because you need to overcome this big problem:

Remember - most wannabes create products based around what THEY want to sell

But if you *create* your own problem such as '*How to remove moss from your garage doors*' or '*How to write broadcast emails based on famous poems*' then while you MIGHT sell a few copies, you're not going to make any real money **because nobody sits up at night worrying about these things.**

There's no <u>pain</u>, no <u>need</u>, no <u>desire</u>.

You get me, right? We can leave this subject behind now?

Good – but make sure you absorb it ☺

You need to deal in emotions, because emotions SELL.

Let's move on…

2. How to get people to buy from YOU rather than anyone else out there

OK, swift reality kick time, folks…

If you're just starting out with your online business, as you might be if you're reading this, then **you're the new kid on the block** – you're the lowest of the low and nobody knows or cares that you have anything to sell…

…nobody except your mum and she's only pretending to care because she loves you

Oh, and me.

I care.

You trusted me enough to buy this report so now I'm going to help you get noticed and sell your stuff when 99% of most other newbies will just wither and die away and go back to their day job.

You have a LOT of competition (if you don't then you've chosen the wrong product and niche OR you're in THE golden niche of all niches but that's pretty damned unlikely) so here's how to rise above the seething mass.

You need to be <u>different</u>.

You need to be <u>unique</u>

You have to <u>differentiate yourself</u> from the rest of your competition

You need something that will make you <u>stand out from the noise</u>

You Can Accomplish ALL of the Above by Simply Putting Your Own Personality into Your Marketing. Don't Try to Emulate or Copy Anyone Else, Just Be YOU!

That's the best and easiest way to do it.

Be a personality-driven marketer.

We'll cover that in a moment, but let's quickly look at OTHER ways to differentiate yourself:

A USP (unique selling proposition) that nobody else has

Be controversial (this will mean a lot of people don't like what you do, but you'll also gather a tribe of rabid fans too). This takes balls.

You could make your offer different to the rest of your competition – look at your assets, your resources and your strengths and decide what YOU can offer that nobody else can

If you own a farm or large house somewhere rural like Vermont or Wales could you do high-ticket residential courses by converting outbuildings?

Is there something in your past that you can relate to in your products that they can't get anywhere else - have you been kidnapped by insurgents or saved someone from a disaster?

I'm only half-joking. **Both the above have spawned long careers in the media, as authors and motivational speakers**

What sets you apart?

On a simpler note maybe your style of writing or video presentation is unique?

That's all **I** do. I write in a pretty unique style.

You can't get a Tony Shepherd product from anywhere else.

They're totally unique, and that's why my hardcore fans buy them, and buy every one that's released.

I've made myself unique with my marketing style, the way I write, my branding, my opinions, the language I use, the position I take on marketing and everything else I put across.

I'm not RADICALLY different in any way at all, but I'm <u>unique ENOUGH</u> to make people want to seek out and read my products.

Many other marketers do exactly the same.

The trick is to find out WHAT makes you even slightly different.

I'll show you the inside secrets of my own branding later (first time I've ever done this by the way)

And yes, some people won't like you, just as some people don't like me, but that's cool **because my buyers like me**, and that's why I'm successful. I don't much care about the people who don't like me.

You might ask 'What can I do to make me different from all the other marketers?'

You need to FIND those reasons for yourself.

Only YOU know about your unique qualities.

Hell, when you were first dating your wife or husband you SOLD yourself right? You didn't say *'Well I don't know why you're dating me sweetheart, I'm just the same as every other bloke in this pub!'*

Nope – you SOLD yourself – on your opinions, your hobbies, your past experiences, your sense of humor, your dreams, your goals and THAT'S why your other half picked you.

You need to do the same with your marketing

Stop thinking about how everyone else does it and start deciding what sort of marketer <u>YOU</u> want to be.

Stop worrying about what other people might think about you.

There is no Internet police (yet), no rules and nothing to force you to do anything you don't want to do.

And no-one to say you can't do exactly what you want.

Here's the summary:

Find Your Voice or Product or Angle or Skill or Whatever, and Be DIFFERENT!

(Yes, in ANY way – just make sure you stand out)

You could be controversial. Being controversial takes guts.

You'll get a lot of flak and you'll need a thick skin.

But it works. I've done it from time to time on purpose.

A good example was *The Rich Jerk* (remember him?)

Great piece of marketing.

He branded himself as a total tosser – abusive, insulting and annoying. (He's back now marketing under his real name)

But you couldn't resist opening his emails ☺

You might piss off 70% of the people who read your emails, but they'll open your emails for sure, and those who LIKE you will turn into diehard fans.

An easier way is just to be honest and let your personality shine through.

Same effect but less flak.

That is what I do.

It still means you'll push away that section of your market who just plain old don't like your personality but that's cool.

It's kind of satisfying too.

And it's just like real life.

The rest will open your emails and that's the plan, right?

What's next?

Social Proof

...is another way to rise above the competition

Anytime anyone emails you with a compliment or a positive comment, get permission to use it as a testimonial and build up a stockpile of them.

Here's an example:

I can quite honestly say that without the help and advice Tony has given me over the years I wouldn't be where I am today.

He is one of those people who seems to give away a golden nugget in pretty much everything he says and I can't think of a single person I would rather be mentored by.

Tony is a realist – he tells it like it is and helps you see the things you really need to focus on in your business. I had the pleasure of being on a one-to-one mentoring call with him a few months ago and this was what really kickstarted my online business.

I came away knowing exactly what I needed to do and since then I have made more money online than I have ever done before. I now have a real business which is making me money, and it's growing on a daily basis.

I can't thank you enough mate and I would recommend your mentoring to anyone.

Daniel Flower
www.oaksidepublishing.com

If you have any sort of testimonial, proof of earnings, fan base, fan page, forum, results from your product, or anything you can show that *says 'look, my product is absolutely wonderful'* **then use it.**

If you see the opportunity then ASK.

One of my coaching clients had a $90,000 launch very recently – you think I didn't ask for a testimonial?

I can base an entire mentoring advertising campaign around that kind of social proof.

Again, get creative – look at what assets you have and use them.

That said I do realize that if you're new online you may not have anything like that yet.

So…

An easier way to do this can be to write a book (details on this later)

(Yep it actually CAN be easier – details coming up in a few pages, so don't let it scare you)

What else can you use for social proof?

Do you have celebrities as friends (or can you rent one of the buggers for a few photos?)

If you can, splatter pics of you and them together everywhere you can.

Your visitors may find it impressive, amusing, ridiculous or simply think it's Photoshopped – IT DOESN'T MATTER because they're *noticed* you – you'll have risen above the masses.

The more social proof you offer, the higher your conversions will be, I promise

Then there's **Branding**…

I don't like people in suits. You ever notice how it's never the scruffy looking people in hoodies who *actually* rob us? Despite what the media would suggest…

…No, It's the buggers in suits who take our money – tax man, lawyers and accountants. It's a personal preference but I rarely buy from marketers in suits.

I see people in the 'work from home' niche who have photographs on their sales pages and blogs of them wearing a suit or a shirt and tie.

What's all that about?

The whole point of working from home is that you don't have to dress up like a corporate desk-monkey.

I'm typing this in shorts, a t-shirt and odd socks. Last thing I want to do in my home office is wear a bloody suit.

THINK ABOUT YOUR BRANDING!!!!

Branding doesn't have to mean a logo and flashy website – it just means you have to put what you stand for across in a way that people understand.

And <u>your</u> branding has to suit your business. Think about it carefully, because while it CAN be changed it takes time.

Let me give you an example of different branding.

If you deal with businesses rather than individuals you may find that a mission statement is an important part of your branding, as is your logo, company name, list of clients, recommendations, testimonials from past clients, TV or radio appearances and so on.

When we sell software to businesses (the SAME software that we sell to individuals but with a different name and at a higher price) the website we use is MUCH more corporate and there's NO picture of me on it. That would really bugger up sales because I don't look right for that market.

It's a sort of 'classy' branding.

Corporate.

Business to business.

Let your brand reflect your market.

If your attitude to your e-business is to have the freedom to go surfing then let your brand reflect that too.

I'll say again, it must reflect your market.

Here's an example of my own branding.

My 'Hippy Marketing' brand instantly offers a certain image of being laid back, free, putting the emphasis on freedom not work, and lifestyle not money.

Incidentally I KNOW 'Hippy' should perhaps be spellled 'Hippie' (although the jury's still out on that one) but the domain names I wanted were gone and I couldn't acquire them so a quick spelling tweak worked instead ☺

I back this up with photographs on my [blog](#), my [Facebook page](#), in my products and on my sales pages.

It may seem random to you when you view my FB page or my blog but it's **really not.**

You'll notice that all the images and posts follow a certain pattern that gives a very definite impression of my business:
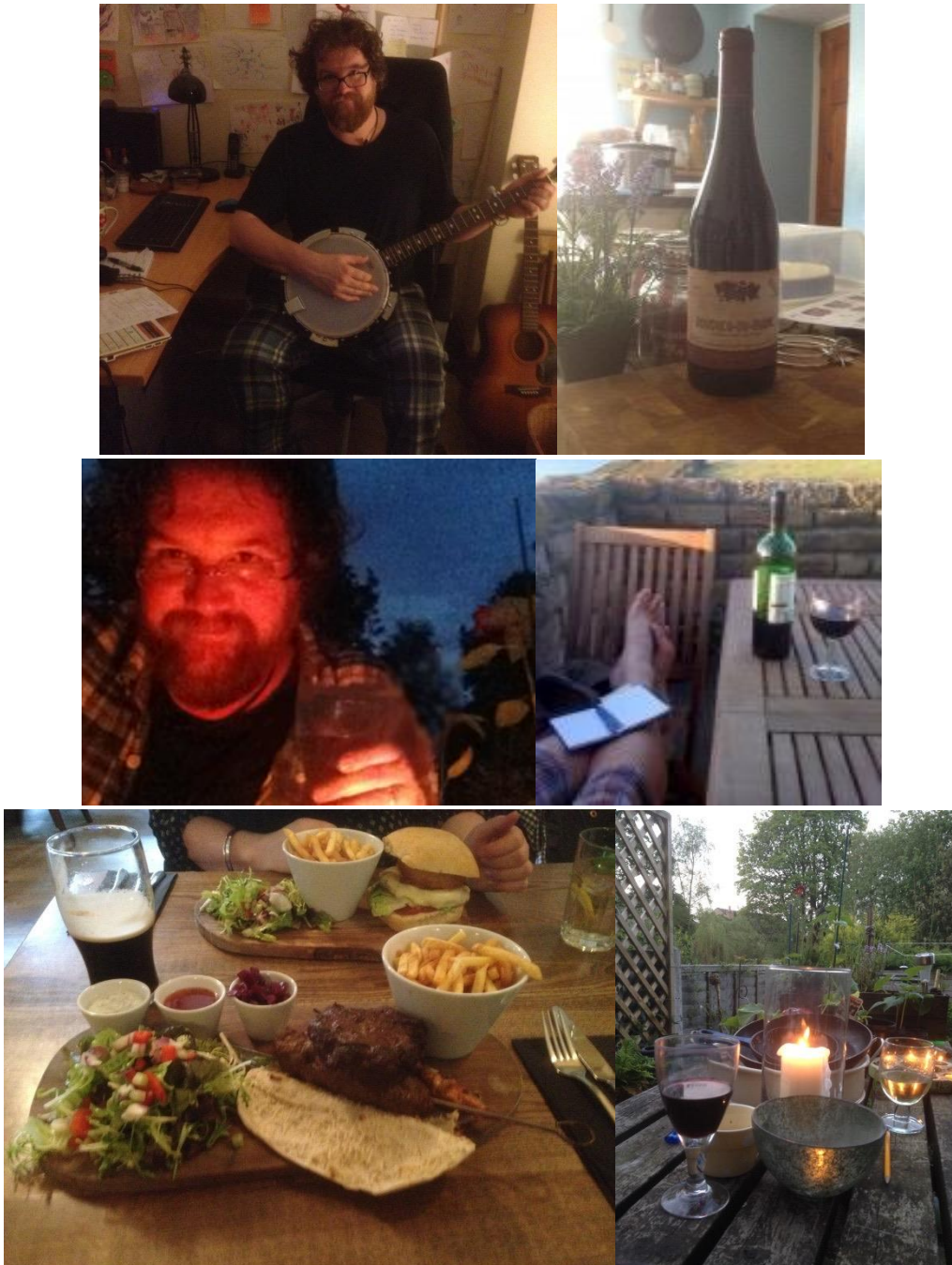
I reinforce this image (brand) constantly in my emails too.

You see what I mean? My constant message is about lifestyle, freedom, leisure, relaxation, simple pleasures and happiness.

Here's an example of a blog post that sums up my branding.

You'd never really noticed I had a brand before?

Good – that means I'm doing it right ☺

You need to think about what sort of marketer YOU want to be

Forget everyone else, you need to find a brand that you like, that you're comfortable with and that suits your personality

It doesn't matter if someone out there is doing something similar – you have a different face, right? – **Just make sure you don't come across as a cheap imitation.** Your brand needs to be genuine and that WILL come across in your marketing.

My brand seems effortless and real. That's because it's 100% genuine. It's how we really live at home and I don't have to work at the brand, it's actually real. It's me.

That's why it works.

If you live for football, work that into your branding somehow.

If you live in remote West Virginia, work that into your business.

Love fast cars?

Use it.

There's absolutely no problem with branding yourself as a jet set lifestyle type of guy or gal if you can keep it up.

Do a lot of charity work?

Work that into your brand.

Whatever your brand is, the people who can relate to it will be attracted to it.

And these will become your readers and customers.

Just make sure that it fits your skin or you'll have a hell of a lot of sleepless nights.

If You're Branded in Your Marketing You WILL Convert.

I can put the importance of branding in another way – if you're **known** in your market, you won't struggle to make sales.

You'll sell everything you put out, and people will come to YOU *asking* to buy your products and services.

It took me a long time to get my head around this but branding yourself, no matter how *subtly* you do it, is vitally important if you want to make more money and *easier* money than your competition.

EVERYONE sells stuff.

From curtain-makers right through to surgeons.

Who would you rather hire to make your dining room curtains?

The woman who lives down the road or the woman who just made curtains for Michelle Obama?

Even if her service costs **twice** the price?

Branding.

You wouldn't hire a 'Discount Eye Surgeon', right?*

*(Thanks to E.L for that fabulous example LOL)

Nope – you'd go for the branded, trustworthy dude with the social proof and the great brand.

Branding Makes the Difference Between Having To Sell And NOT Having To Sell, Because People Are Ready To Buy When You Put Out Anything New When They Know Your Brand!

Branding yourself is fun too.

Base it on your reality though or it's bloody hard work

Let's move on…

The next step is vital.

In my experience it's one of the major reasons why people don't succeed…

Let's move on…
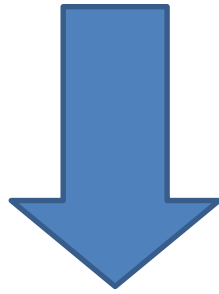
3. Stop wasting time trying to do things you don't know how to do…

Regardless of your business model, if you're selling anything online you're going to need an infrastructure.

Maybe a sales funnel or an e-commerce site, or perhaps just a blog or a sales page.

Don't try to do it all yourself

I've seen countless online businesses go toes up at this stage. They try to 'save money' by trying to do everything themselves, or worse, usually because they don't trust anyone to do it for them.

Get out of that mindset right now.

You're an entrepreneur, not a techy.

You wouldn't try filling your children's teeth yourself, or representing yourself in court?

So don't try it with your business.

This is your potential livelihood we're talking about.

If you try to do it yourself you'll either get bogged down in the amount of work there is to do (which you'll grossly underestimate anyway) or it'll end up looking like crap because you don't have the skills to do it properly.

Realize that you have to spend money investing in your business and hire the right person for the job.

If you know what you want, do a mock-up in Photoshop or hand-draw it if Photoshop scares you. You can even give examples of

sites you like to your workers so they have an idea of what you want.

But **don't try to do this side of the business yourself.**

Even if you're competent it's just NOT an effective use of your time.

Installing a blog or building a squeeze page is NOT building your business; *it just feels like it is*.

In reality, it's just setting you back weeks, if not forever, because chances are like many people you'll get frustrated, pissed off and then quit.

Hiring an outsourcer to do it, and then moving onto the next task IS building your business.

This is rarely spoken about in Internet marketing training, **but your mental health and well-being is just as important as your mind-set and attitude to business.**

I constantly give myself ways to celebrate small victories, outsource things I'm easily capable of but just don't want to do and sometimes just go on holiday and leave everything on my desk.

You have to look after yourself. If you get frustrated or depressed about your business it's going to FAIL.

If you lose your positive attitude you're buggered.

So find ways around your obstacles by outsourcing them, adapting your plans or whatever it takes.

YOU are the important one in your business because you're the one who keeps it going.

Spending three weeks trying to format a sales page

 yourself when you could outsource it and have it done in 48 hours for $200 is the WRONG decision and potentially disastrous.

You're not going to want to hear this if you're on a budget, but the fact is that if you try to do everything yourself you're far less likely to succeed.

Hire people from day one, start with tiny tasks to get used to it. Fiverr is a good place to cut your teeth if you're nervous.

You're the boss – the brains – NOT a hired hand.

Get used to feeling like you are.

4. Leave the past behind

Your new business doesn't care if you were bullied at school and your new customers won't know unless you decide to tell them.

If you teacher said you'd never amount to anything he's a dickhead and he's wrong. Don't bring him into your business – he's the past.

And that girl / boy who dumped you for the person with the bigger car or better clothes is LONG in the past so don't bring any baggage with you when you start your new business.

So if you catch yourself saying *'I've never been any good at selling'* then slap yourself around the chops right now.

You **can** learn new skills, you can find ways of selling (or whatever) that you ARE good at.

_____

I write much better than I can talk, so guess what I use on most of my sales pages?

Yep – written copy.

What you were is NOT what you now are.

Don't bring the past into your business unless it's in a positive way.

5. Spend your time on what makes you money

You've probably heard me say this before many times but there's only one thing that counts in business, and especially when you're in the process of replacing your salary – **and that's the sale.**

If you find yourself getting distracted by technology you don't really need, building pretty sites, tinkering with new software, learning unnecessary skills or anything that takes your eye off the ball **then you've lost focus.**

It's all about the bottom line.

Your customers don't need to know that of course, and your job is to help them and offer good content, but don't ever lose sight of the fact that you're a marketer primarily because it pays well and gives you a lifestyle that most can only dream of.

If you're surprised to hear me say that, then that's good – the best marketers are those who don't make it obvious they're selling to you ☺

That doesn't mean you can't help people of course – that's a big part of why I do what I do.

In fact, the more you help people, the more success you'll have, but keep your eye on the bottom line especially in your early days.

Do at least ONE thing every day that will directly bring money into your business.

Some examples are:

- ☐ Contacting other marketers and arranging JV's (get firm dates in your diary)

- ☐ Outsourcing vital tasks such as your sales page or product creation

- ☐ Buy traffic

- ☐ Send emails telling your list about your product and where they can buy it

- ☐ Creating new products and selling them

- ☐ Putting buy now buttons on your pages

In short, give them something to buy and tell them where they can purchase it, then do it all again.

6. Track your results

You need to track your results. **You need to know what works.**

Otherwise you're guessing and that will only take you so far.

In my early days I really struggled to break through the $3,000 a month mark. I'd hit a plateau and no matter what I tried I couldn't increase my income past that bloody three grand.

Frustrating wasn't the word!

I sought some advice and followed it.

The advice was to start tracking my results.

I'd never really done that before. I *sort of* kept an eye on the amount of traffic I got and *sort of* knew how well my sales pages were converting

But when I really started tracking my results, split testing squeeze and sales pages against each other and acting on the result **my income doubled in a matter of weeks.**

If you're not tracking you're an amateur.

I know what you're thinking – *'Oh I'll get things started and **then** I'll put some tracking in place'*

I see this time and time again with my less experienced coaching clients.

I tell them:

'That's fine, go away and lose money for six months until you realize you've racked up a shitload of debt on your credit card, perhaps even quit altogether…

…and then we'll talk about tracking'

You CANNOT bypass this.

Yes, it's boring to start with.

It takes some time to set up and you'll have to learn how whatever tracking system you use works.

But it's essential, although the chances are you'll ignore my advice until you find out for yourself how essential it is ☺

That's cool. It's human nature. It's what I did too.

But you're paying me (**PAYING ME!**) good money for advice so please listen up…

…It'll save you a lot of time and money if you build tracking into your setup now, and split test every squeeze page and sales page that you create.

It DOES get really exciting when you realize that the small changes you make to your sites result in more money!

I strongly recommend you go easy on yourself and don't start off with really complicated tracking software that you need to install on your own server.

Go for an easy to use service that can have your pages up and working in a matter of minutes.

Leadpages is a good place to start.

It allows you to set up squeeze and even sales pages in a very short time, and has built in split testing and adequate tracking that you'll need to get started too.

You can also host your new pages on their servers (which I do when I'm testing these days) and which saves a LOT of time.

I felt weird about doing this at first but when I thought about how much I rely on third-party sites anyway (Aweber, Facebook, Linktrackr, Getresponse, Paypal) then I figured it was daft not to host on there so I could get them up quickly

Their uptime is better than most hosting packages too.

But it's not about the hosting when you decide to use an outside service, it's about speed and effectiveness. That's why I use Leadpages, Safe-swaps, Aweber and the others.

It means I can **move fast and easily** when I'm getting something new together

7. Becoming an authority

This is possibly the hardest part of starting an e-business.

You need to be able to answer this question: '*Why should anyone buy from you?*'

We've mentioned branding, and that's vitally important because it allows your customers to know what you're about, what you do and what they'll get if they buy from you.

Now we need to look at WHY they'll buy from someone who is, well let's face it, potentially a nobody.

Many marketers in the internet marketing *niche* '*fake it until they make it*'

I'm sure you've heard this term before.

They pretend to be successful so people buy their products which results in them gaining *actual* success.

A bit shady in my book although many have done it this way, who then go on to provide real value and achieve a lot of success.

How did I get around the 'nobody' problem when I first started?

Well I started by creating products in the make money online (MMO) niche <u>about how I was making money in *other* niches</u>.

I released a course about importing goods to sell on Ebay, which I was doing myself at the time.

After that I put together a package about running a local leaflet distribution service for businesses, which again I was doing myself.

After launching these two products I had created a bit of a reputation in the MMO niche for myself and people began to buy from me without me having to work at it too hard.

Of course, then I wrote a product based around how I'd created and launched the first two products ☺

So you're going to have to get creative.

Many people come to IM with *some* expertise that they can use, whether it's from a previous job or from other businesses or ventures they've been involved with.

I worked with someone who used to be a project manager but wasn't sure he had anything to offer to the MMO market.

He's now doing very well in the outsourcing niche, helping his own clients, running teams and producing products around that subject.

He found it second nature because of his old day job.

If you've absolutely NOTHING to offer in terms of experience, information or social proof **then outsource the creation of some software or a plugin.**

It's something tangible and people don't expect your life story when they're buying software.

Even if it doesn't sell too well, nobody will know that it hasn't, and you then have the start of some pedigree as *the creator of XXXXX Plugin* or whatever you name it.

I entered the plugin field knowing absolutely nothing about them.

I just had a few ideas of plugins I'd like to use myself.

A few hundred grand later and I decided it was definitely worth learning more about ☺

Another way is to write a book or have one written for you.

I'm talking about a *physical* book.

Get a big picture of it on your blog – even better, get one of YOU grinning like an idiot and holding the book) and BOOM! – Instant expert status.

Suddenly you're not just 'Joe Dude'

You're 'Joe Dude, author of '*Joe Dude's Guide to XXXXXX Secrets'* or whatever you fancy writing about.

You can create and sell physical *print on demand* books on Amazon (Google 'Createspace' for more info) and doing that would show any curious clickers that your book is real.

You might even sell a few copies although that's not the point. Well not at first.

From there you can create products and make sure people know it's '*From the Author of 'XXXXXX secrets'* or whatever your title is.

Or you can simply dive in and create your first product.

Unless you're very lucky or have some contacts and can pull in some JV's it probably won't make you a fortune **but you can reference it in your future products** (*'from the creator of 'XXXXX Unleashed'*)

Sounds tacky I know but movies do it ('from the director of......') and when you start out you'll to stand on your past accomplishments to rise above the crowd.

Our first foray into games apps BOMBED. We lost a shedload of money. But nobody knows that, **and we leveraged the name of that first game for our future apps.**

It gave us pedigree, history and more *gravitas* than other newbies (which we were at the time in terms of the apps market)

Most newcomers don't do ANY of the above, and sit around sulking when nobody wants to buy their stuff.

It's not hugely hard to do but it takes some determination and some work. **The good news is that 99% of the people you're up against when you want to replace your salary are lazy bastards and won't go that extra mile.**

That extra mile leads to your new life and them NOT doing it gives you a way to slip past them when they're not looking.

8. Stop being scared and stop making excuses

If you've ever met me at an event or know me on a personal level in any way you'll know that I'm a pretty quiet bloke.

I love meeting new people and I'm pretty confident but I'm not the shouty bloke at the end of the bar telling everyone his life story.

But when I'm creating products, posting on my blog or in my Facebook account, working with clients, outsourcers or consulting I'm **fearless** about my own business and what I want from (and offer to) the people I work with

And likewise, <u>you</u> have to be an absolute lion when it comes to your own products.

I DON'T mean arrogant and loud, I mean that you have to absolutely fundamentally KNOW the value of what you're offering and don't let anyone tell you otherwise.

This takes time to learn. You'll almost definitely think your first product will be crap and everyone will laugh at it or rip it to shreds in the forums.

<u>I have some news for you</u>. **No one gives a SHIT about your first product.**

They're too wrapped up in their own worlds to care about anything you do, so stop feeling self-conscious or scared or anything like that.

The only people who WILL care are the small number of people who'll like (even LOVE) what you have to say and who will resonate with you and how you do things.

These guys will stay with you forever, and these are the ones who will become your best customers.

These are the people you must look after.

So when you launch your products, do it with total disregard to what anyone else may feel *except* the people you're trying to help.

One of my courses got TWO bad reviews out of three in its first week of launch some years back on an internet marketing review site.

But the person who wrote the *third* review made $25,000 in a short time from using the method in my course.

Guess which two reviews I ignored ☺

Be fearless and disregard what other people *might* think.

(Is that lion fearless or just yawning?)

You can deal with any shit when it actually happens (IF it happens), but until then **ignore everyone except people who are positive towards you**

The biggest problem you'll meet as you work to replace your salary is **yourself.**

Yep I'm talking about excuses…

I've read stuff from other marketers who basically just tell you to stop making excuses like it's *that* easy.

Yes. you'll need some self-discipline and yes, you'll come across things you *really* don't want to do.

But excuses are part of what we do as human beings so it's not that easy to change overnight.

My take on it is this:

You'll know when you're making excuses, right?

So you have a choice, as a grown-up, responsible human being.

It's YOUR choice.

If you want to take the easy way out and make the excuse then I'm fine with that as I'm sure you are, and your family are too.

Just don't blame anyone else for it.

Don't blame circumstances, bad luck, karma, your upbringing, your race, sex, color, education, country of birth or the bloody tooth fairy.

Just realize you decided you didn't want to go ahead with replacing your job for whatever reason (excuse) you used.

If you can accept that, then that's fine.

But you'll regret it forever.

You can hedge your bets against making excuses and hitting lack of motivation (gets us all at some point) by joining a mastermind group, finding a mentor, working with a partner or a dozen other things.

There's a better way though:

The other way to get around excuses is to get someone else to get over the obstacle for you.

Excuses rarely happen when someone is counting money or drinking the champagne at the launch party right?

They're *nice* tasks. But writing a sales page when you're sitting at your desk staring at a blank page in MS Office?

THAT'S when excuses arise.

So pay someone to do it for you.

Get around it that way. That's what I do.

There will be some things that you *really* do need to do yourself, **but on the whole if it's holding you up, getting you down or it's affecting your head-state in a bad way, hire someone to do it for you.**

8. Realization

This is another biggie.

You have to realize right here and now that NO-ONE – absolutely bloody NOBODY…

*..is going to **make** you successful.*

They're just NOT.

It will NOT plop into your lap like seagull crap.

Nobody is going to quit your job for you and NOBODY is going to make you rich. Nobody.

They're all WAYYYY too busy trying to get rich themselves.

You have to do it all by yourself

Some people can *help* you along the way, but they can't and won't make you rich – you have to do that for yourself.

I heard another marketer talk about some of his refund complaints.

One went something like '*So I sell this business in a box – it has EVERYTHING in there that anyone could possibly need to setup their own online business. It's a DONE FOR YOU system containing everything except for the traffic*'

He got this one refund that complained '*It doesn't come with traffic, therefore it's not for me and I want a refund*'

That refunder is going to be waiting a **LONG** time for his success, because he wants it handing to him on a plate.

It will NOT happen. Not ever. Nope.

You have to do it yourself.

It's up to you to make it happen.

Sure, buy products that will *help* you.

I do - but the end result, filling in the gaps, jumping the gaps – that's up to YOU.

It's a nice feeling actually.

I can't speak as a woman obviously, but as a bloke I think going out and making money from what is essentially binary code – zero's and ones, is the nearest thing we have to hunter/gathering these days.

It's self-sufficiency.

It's...caveman stuff, LOL

It feels good to provide for yourself and your family rather than be *given* a salary at the end of the month.

I know it's very empowering for women too, perhaps more so.

You'll be your own person when you replace your salary from your online business.

You'll gain a quiet confidence that comes from knowing that you don't rely on ANYONE except yourself.

It's a really, really good feeling.

Not to mention the time, freedom and money you'll experience.

Shall we start?

Part II – Replacing Your Salary (practical)

Because I don't know you, your niche, your skills or anything else I can't give you **exact** steps to follow.

Before you panic though, that's a GOOD thing.

Instead I AM giving you the exact same system that I used to quit my job and that I use with most of my clients who want to go full-time too.

You just need to tweak it to your own particular needs.

Quick recap about the two things you're going to need:

1. Something to sell

2. Access to someone to sell it to

1. Something to sell

We've covered the *theory* in the last section so let's look into some actual examples

I already told you I sold reports about how to sell on Ebay and how to set up your own leaflet distribution service because I'd done them myself before, right?

Well I also created an earlier product about where to get non-status loans and mortgages for people with bad credit.

This was way before the current recession and credit wasn't easy to get.

How did I compile that information? **I'll say right now I bought a similar product** (this was when they were all printed and mailed, not online) **and I used the information in that report, added my own, re-packaged it and sold it.**

Was it copyright theft?

Nope because all the banks and loan offices in the report were readily advertising in other places and there was no actual copy or method in the report – it was just chock full of listings and ads,

I took those listings, added some basic information about applying for low status loans that was available anywhere and made a BETTER report.

Why do you think those solo ad directories you see re-launched every few months as WSO's sell so well?

It's information that people want.

It's a resource.

Selling resources can be a <u>way in</u> for you if you've nothing else to sell.

Resources can be great sellers.

Compiling reference lists. People will pay for the convenience of having the information at their fingertips.

That list of e-zines product (forgot the name) springs to mind, but it's updated every year and still sells well.

A better way – much better – is to pay $500 and have a plugin or some software created for you as I said earlier.

It's not hard to do, and you don't need a unique idea.

You can look at a successful one that's already in existence, add a small feature to make it different and sell that.

You can also have an info product created for you.

Here's another example.

I know someone who created a huge package of 'how to' videos.

How to buy a domain name, set up a WordPress blog, use Aweber, using FTP basics etc.

All in short, easy to watch videos.

He sold them as a tuition package – a resource if you will.

They sold ok, *not great*, just OK,

He made his money back on the outsourcing that's all.

Covered his costs but not much more.

Then after a couple of email requests he realized how big the market is for people who have lists or membership sites or training websites and want to give their newcomers a resource like this.

So he sold the PLR to his course.

<u>He sold shedloads</u>.

PLR is another market (like plugins, software and apps) where you're NOT expected to have any sort of history or pedigree.

The product speaks for itself

Better than that, with plugins, software, PLR and the like you don't have to sell them too hard either.

You don't need any of the emotion-selling that you do with MMO information products.

People will read your sales page, find out what the software *actually does* and simply make up their mind whether they want it or not.

(This is a MASSIVE secret that few people in IM recognize!)

With plugins and software, you're mostly selling the functionality, not the dream. The features, not the benefits (although you need to sell a bit of the dream too)

Back to our PLR guy…

Nowadays one of the main parts of his business is updating his existing video tutorial titles and adding new ones.

He then sells PLR.

He releases an update every year and people buy it.

He releases several new courses (all outsourced) each year too.

No need for social proof, pedigree or experience, Hell, **he didn't even need to claim he'd made a single penny online to sell his PLR videos.**

Now of course, he can write up his method, show screenshots of earnings, offer testimonials and BOOM! – he's a successful marketer with a 'how to' product ready to go

You just need to think about the possibilities.

Think about what people want.

He provided an amazing solution for anyone with a membership site, a coaching program, a resource page, any kind of teaching program, anyone who works with outsourcers and so on.

Here's another example.

I know someone who paid an outsourcer to research Clickbank products in various niches and write a series of 30 autoresponder messages promoting those products.

He sold them as a 'ready to go autoresponder sequence'.

You just put your own Clickbank ID in the affiliate links and mailed it out to your list.

It sold well.

He then moved onto different niches and did it again.

Then he moved onto *newsletters* and offered a membership where he offered a ready-to-go newsletter autoresponder sequence for a monthly fee.

(All outsourced again)

Think about what people want. Resources and software can work well if you don't want to start out selling a 'how to' product.

Offer it to them – they'll buy!

Look at what's already selling and do it differently or better.

If you see something working well, do it yourself.

Fill the same need, just put your own stamp on it.

Here's yet another example of someone I know.

Actually, I'd have loved to do this myself and still might ☺

He got in contact with half a dozen new WSO sellers who had released 'blueprint' WSO's – you know the sort of thing – '*How I made $2,867 in 30 days from this weird Google loophole*' kind of thing

Obviously, he waited until the WSO's were sold and sales had died out and he asked if he could interview them about their methods.

All but one agreed (great coverage for them) and they were happy to go into more detail about their methods.

I don't know what deals he struck with them, but my guess is that he maybe gave them rights to sell the finished report too and keep the profit, or maybe they got to put some links in there – not sure.

The fact is that it was a great case study product from a marketer who had no pedigree to start with.

It worked well because the WSO marketers didn't have much pedigree either, of course, and I suspect he'd just have been ignored by most established marketers.

If you really absolutely *cannot* find a product to create or have created you can promote affiliate products.

This can actually make a lot of sense because the vendor has (or should have) done all the testing and tweaking for you and optimized the conversions.

When I'm selling affiliate products through buying solo ads and sales funnels I tend to use recurring products as my upsells.

In this way the figures stack better.

If a membership costs $27 a month and as an affiliate I receive half of that in commission, and the retention rate is the industry standard three months then on average I'll get $40.50 per signup before fees ($27/2=$13.50, then multiplied by three month's recurring payments = $40.50)

Ultimately though, if you're going to be long-term successful online I highly recommend you release your own products and brand yourself.

2. Some people to sell it to

I'm talking about traffic of course.

I didn't want to use the actual word 'traffic' because it scares the shit out of most people.

Let me tell you something – traffic isn't hard.

<u>Traffic is easy</u>

It's *conversions* that are hard.

I can go out this morning with my credit card and have 1,000 clicks to my website the same afternoon using <u>safe-swaps</u>

I'll say it again – it's important.

Traffic is NOT a problem.

Conversions are the problem.

I've had people contact me and say '*I read your stuff about building a solo ad funnel and I paid for 500 clicks and I lost money – solo ads don't work*'

Yes, they do.

It's your sites that aren't converting mate.

Don't go looking for other 'better' sources of traffic if your sales page converts at 0.25% because it's like *trying to get results with a dozen different kinds of feed **when it's your horse that's dead!***

If you can get your squeeze pages to convert at over 50% (which is pretty easy) but you're still not making a profit on your solo ads it's because your upsell that comes after they've opted in <u>is not converting well enough</u>.

So don't do ANYTHING – don't change a single THING with your funnel.

Instead go back and work on your upsell sales page until it converts better.
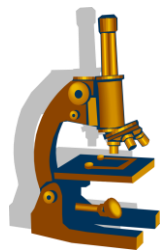
THAT'S your weak link, NOT your traffic.

So why do most people NOT do this?

Because it's a ball-ache.

Tracking, testing and tweaking your upsell page is nowhere near as sexy as buying traffic and excitedly waiting for the clicks to come in to make your first million.

But you're focusing on the wrong thing.

Traffic is easy. It's cheap and there's shedloads of it about.

But you need a sales page that can make it convert.

That should be your focus.

That's where the big money is.

The good news is that all your competition is looking for more or better or newer sources of traffic and moaning about it.

If you're not converting, tweak something on your sales page (your headline is a good place to start) and then track the results.

If it then converts better leave the change in place and try changing the sub-headline to see if that improves conversions or not.

Test ONE thing at a time only (or you won't know what has worked) and leave anything that increases conversions in place.

Change it back if it decreases conversions and try something else.

Keep tweaking and testing until you slowly increase your overall conversion rate.

You do this and you WILL make money.

If you send enough traffic the difference between converting at 5% and 6% can be thousands of dollars.

The good news is that when you get to a conversion rate that stacks for you, with your traffic costs I mean, you can go 'live' and tweak the rest as you go.

You don't have to do it all before you start.

8 Step Plan to Replacing Your Salary from Your Online Income.

1. **Decide on your branding.** Who IS 'you the marketer'? What do you stand for? What's your brand name or your tagline? Mine is 'Hippy Marketing'

Give them something to hang their hats on when they start to follow you.

If your brand is easy to understand then it's easier for the people who relate to it to follow you.

Keep this in mind with everything you do.

2. **Create a blog and/or Facebook Page wrapped around your brand.**

You can see my blog here, and my Facebook page here as examples of how I push my brand across everything I do.

Put some posts on, an *about me* section and links to your squeeze page by telling them they can get 'a free whatever'

Every time you write a post, create a product, write an email or make a website you must think about your brand.

Write a defining post about who you are and what you stand for. You can link to this in one of your first follow-up

emails for new opt-ins. This will let your new subscribers know what you're about

Keep the content going.

3. **Decide on a product that you're going to sell**. If possible create one yourself, or have one created.

Don't sell what *you* want to sell, sell products that solve problems. See earlier in this publication for more details.

If you're going to use an affiliate product behind your initial squeeze page make sure it suits your brand, fits your funnel and ideally is a recurring commission product.

Remember you might be able to track affiliate sales page conversions but you can't tweak it to increase them because it's not yours.

4. **Decide on some form of lead capture system**. This will often take the form of a squeeze page where your prospect gives you his email address in exchange for some free valuable information.

I give away free reports or 'lite' versions of my software, offer information reports on squeeze pages, give plugins away and have opt-in forms on my other sites.

BUT I'd highly recommend that when you're replacing your salary you have just ONE lead capture page. In this way you can concentrate on it alone.

Test it, tweak it and track the results. Send all your traffic through it. This will make things much easier and you'll see faster results.

It's hugely important that you build a list. It's cash on demand. It's a captive audience.

5. **Set up your sales funnel**. The way I do it is the way most marketers do it (because it works).

The first point of contact for your prospects (and the place to send your traffic) is your squeeze page.

When they opt-in they are then added to your list.

You then offer them your main product (the one they pay for) either as an upsell by talking them directly to the sales page after they opt-in or in follow up emails messages.

I do both.

Show them the upsell immediately after they've opted in and then remind them of it in your follow up emails.

There is no one way to create a sales funnel. How you structure yours will depend on your business.

But the flowchart at the end of this report will give you an outline of which pages you need to build.

If you're still at the stage where you need step by step instructions about things like putting a payment button on a page, adding a product to JVZOO or stuff like that, use YouTube for tutorials, Google it, or visit the FAQ and support sections for the sites in question.

And of course, you can always outsource it.

Concentrate on the big picture. You're the boss not the hired hand. Start thinking that way. Linking sites together is not something to get hung up on.

If you use a platform such as JVZoo, set up an affiliate program and an affiliate page.

Our system is designed to be self-sufficient and not need affiliates but if someone wants to promote it, it'd be crazy not to have anything set up for them.

Around 30% of the sales of my last funnel came from affiliates even though all I provided was a plain affiliate link through the JVZoo system – no tools or swipes or separate affiliate page.

And there's nothing to stop you (at least nothing that I can think of at the moment) from setting up your main product in JVZoo (easy to add an affiliate program) and then just putting your squeeze page in front of it to make a sales funnel.

Larger affiliate programs can be integrated into your system when you've replaced your salary. While you *are* replacing your salary, affiliates are always welcome but you won't need to reply on them.

6. **Put tracking and testing facilities into place**. I use Leadpages mostly for building fast pages. Track your conversion rates all the way through your funnel and offset the results against the amount you spend on buying traffic.

At the very least you need to know what amount you're making per customer or per lead so that you know you're not running at a loss.

7. **Once it's converting send more traffic**. I buy solo ads, use Facebook and BING ads. Try different types of traffic and track your results.

When it's converting well scale up your campaign (buy more and earn more) and also get JV's and affiliates on board.

VITAL: Don't forget you're building a list. Email them at LEAST three times week <u>from day one</u>. Offer them products, give them content and get them used to clicking on links in your emails.

8. **Pay attention to detail.** Don't get sloppy, make sure everything is QUALITY, works as it should and looks good.

Don't cut corners, make sure it suits your brand and don't bypass ANY of the steps by thinking '*it'll be OK*' because it WON'T. The big difference between successful and non-successful marketers is <u>attention to detail</u>.

You can let some things slide a little – it doesn't have to be perfect. But realize that whereas a few typos in a report really don't matter, having a weak sales page can be disastrous.

Test your own funnel by opting in and buying a few times. See it as your customers see it and you'll easily spot anything that could turn them off you. Think 'BRAND' all the time.

My brand is very much 'hippy' laid back, scruffy looking sales pages, making it seem as though anyone could do the same from home. It's got a kind of rustic, homespun look to it.

This is intentional, and everything I do is tested and tracked, optimized and effective.

Don't move onto anything else until you've got this working. Don't abandon it when you come across a tricky bit (outsource it if it's beating you) and don't decide to 'put it on hold' while you try out the latest WSO you just bought

Just don't give up until you get the bloody thing working!

The whole point of this is to build a list to sell your products and affiliate products to, and have a converting sales funnel that you can add products into and sell to your list.

If you can turn $1 spent on advertising into $1.50 you can scale up a proven campaign and profit thousands of dollars a month, not including revenue from email marketing to your list with affiliate products.

It's actually not that hard and can be done in a pretty short amount of time if you work at it AND stick with it.

The reason 95% of people in the same position as you don't see success is because they don't see it through – they don't finish the process and get it working.

I wish I could give you a better system based around fairy dust and the star sign you were born under **but the fact is that this system is the SAME one that is used by all successful marketers:**

1. Lead acquisition

2. Conversions that produce a profit, plus email marketing

3. Scale up

It's easy to dance around all over the place trying the next new shiny method – Hell, I do that all the time –it's what I love about my business!

But I Didn't Do It When I Was Replacing My Salary Because I Knew It Wouldn't Work – I Had to Make That One Thing Successful Before I Allowed Myself to Start Other Business Ideas

You **can** replace your income using this method.

It's proven.

It works.

Maybe you've tried setting up a sales funnel before and it didn't work?

Well, consider this…

- ☐ If you've tried it before and it didn't work look at *which parts of it* didn't work.

- ☐ If you don't know which parts of it didn't work you weren't tracking

- ☐ If you couldn't make a profit your sales page conversions weren't good enough OR you weren't getting high enough opt-in conversions

- ☐ If you don't know what your actual conversion figures are, you weren't tracking so how would you know what needed fixing?

- ☐ If you couldn't 'do' the technical things needed such as building your pages or linking them together, outsource them.

- ☐ If you couldn't put an opt-in form on your squeeze page either search YouTube or your autoresponder FAQ section for a tutorial video or use Leadpages

- ☐ If you couldn't come up with any ideas for your squeeze page 'freebie' or your main product have a look around and see what's working for others and put your own spin on the idea, or re-read the earlier sections of this report. *Remember you can outsource the actual creation and installation.*

☐ If you're not sure what to track, simply track your unique visitors to your squeeze page, the opt-in conversion rate, and the conversion (sales) rate of your upsell product. That's all you need to get started.

There's always a reason it didn't work.

You just need to find that reason and change it and you'll find your success.

Make this one thing – this little sales funnel work for you and it'll free you up for the rest of your life.

Concentrate on just this one thing and it can replace your salary. That's what I did. THEN you can try other things, go into other niches and areas because you'll have the freedom and the money to do it.

But initially all you need to do is concentrate on branding yourself and building your salary-replacing sales funnel.

This is not a difficult thing to do, and I've coached a lot of people to do this.

The hardest part is <u>just doing it</u>.

Focus on your brand, your buyers and your business.

You need to believe that you can compete with anyone online, even if, like me, you've no actual interest IN competing.

You need to KNOW that you can be successful with your online business Physically KNOW it inside.

Stop being a buyer and become a seller. Start selling YOUR products to those who are still on the buying side of the fence.

Focus on creating your product and selling it. Focus on building your list. Focus on building your brand and keeping yourself in front of your audience.

You'll soon realize they REALLY want to buy more products from you. So create some. You won't need to do big launches, just sell to your list and focus on the sale.

Look at higher ticket items and recurring monthly subscriptions. Look at coaching and working with small groups of people.

You don't feel ready?

You'll NEVER feel ready until you do them. Then you won't feel ready for the NEXT challenge.

Until you do it.

This is all you need:

- ☐ **Squeeze Page**

- ☐ **Front End Offer**

- ☐ **Upsells**

- ☐ **Auto Responder Emails / Broadcast Emails**

- ☐ **Affiliate Program**

- ☐ **Traffic**

- ☐ **Ongoing Work On Conversions**

Here's how it all sits together – this is your plan for replacing your income

This is a GUIDE only, remember. Work from it, but your sales funnel needs to **reflect your own business model.**

The end result though is usually the same – to build your list using paid traffic. Put upsells in place for profit and add more products to sell in-house to your list. Ultimately add coaching, other higher ticket products and recurring products.

Mail your list with offers (again this will depend on your list) and your own products.

Remember your initial target is to replace your income through your sales funnel combined with email marketing to the list you build…

And that's about it. The system is simple but it's massively effective and most of the successful marketers I know use this sales funnel in some variation or other.

Adapt it, and tweak it to suit your own model.

[signature: Tony Shepherd]

P.S There's a flowchart of the basic funnel below that you might find useful.
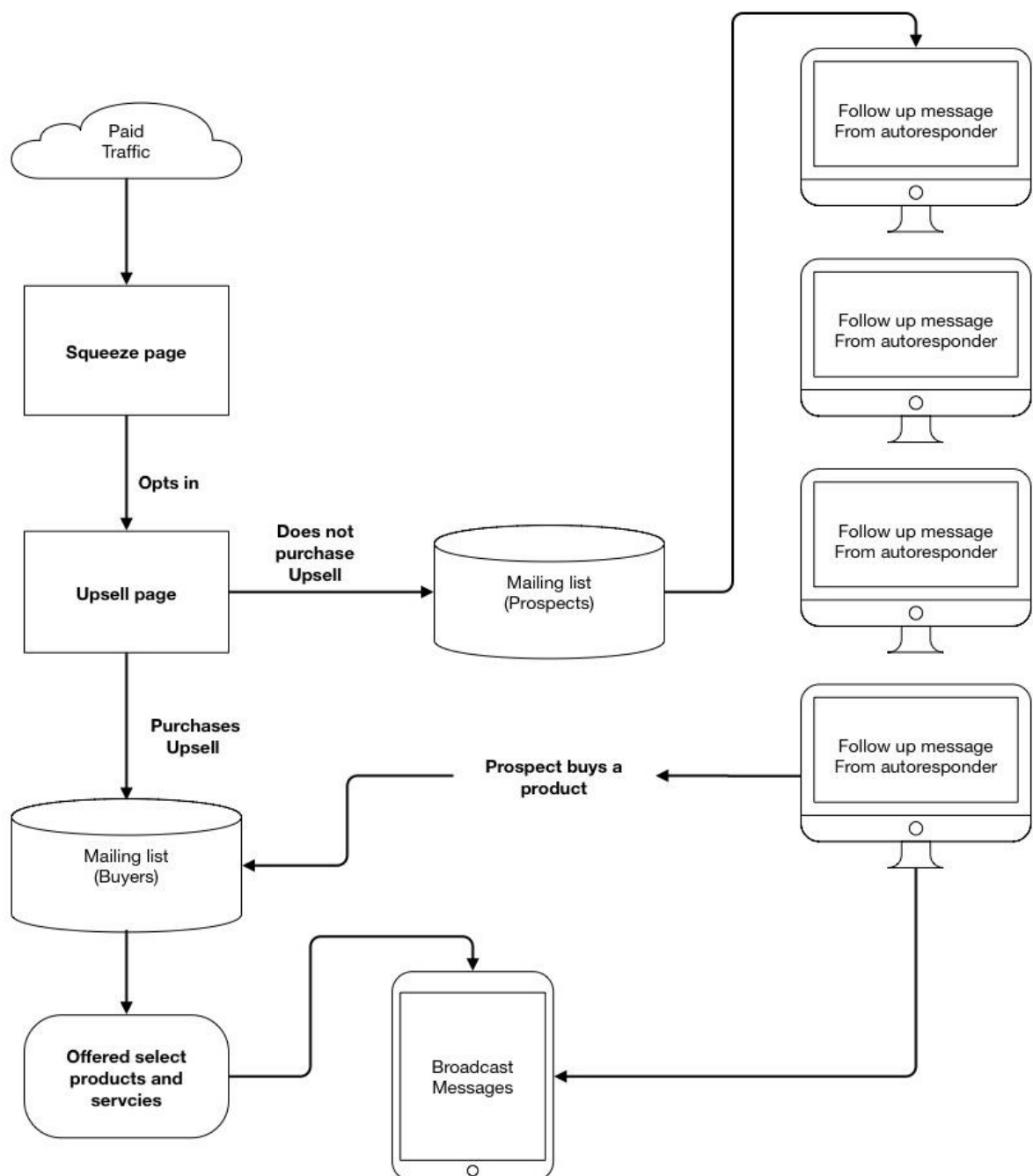
Did you enjoy this report? Here are some more from Tony that you might like as well…

Best Beginner Business Models - The Best Models For Beginners, Or To Start Over From A Clean Slate

The Truth About PLR – The real truth about how to make (actual, countable, spendable) money from PLR and White Label Rights

30 Day Turnaround - How Tony Went From *Earning* A Few Hundred A Month *To Five-Figures A Month!"* IN JUST 30 DAYS! By Just Making Some Fundamental And Simple CHANGES To His Business!"