



# “Turn Your Business Around In Just 30 Days!”

By Tony Shepherd  
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# Introduction



*Tony Shepherd*

Welcome...

**This is where I'm going to hopefully show you how to turn your business around in 30 days, if that's what you want**

What do I mean by *turn it around*?

Well I presume that because you're reading this your business isn't currently where you'd like it to be and you'd like it get it more in that direction?

Hopefully what you read here today will be able to help you with that. It certainly helped me and has helped many of my coaching clients.

*Firstly here's a realization that had a major impact on me and led to me turning my failing business around and getting it to where I wanted it to be, or at least heading in that direction :)*

**Here's the realization:**

**Your business is in the state it's in (good or bad) right now because of you *current* thinking and your *current* actions.**

Your thinking and your actions have brought your business here, whether that's a good place or a bad place for you.

But luckily this means two things:

1. You can change things starting right now
2. You're responsible for what's happened up to this point *and* for what will happen in the future

But you already knew this, right, at least at some level?

And I'd guess you don't want mythical theory or positive thinking or goal setting or visualization or any other technique like this, although they do have their place.

That's fine with me - because I built a six-figure a year business while changing nappies, trying to work in between child-minding and holding down a 9-5 job, battling sleep deprivation, being pretty broke and watching some of my ideas (although thankfully not all of them) swirl down the \*toilet.



\*(Couldn't find clipart of a toilet)

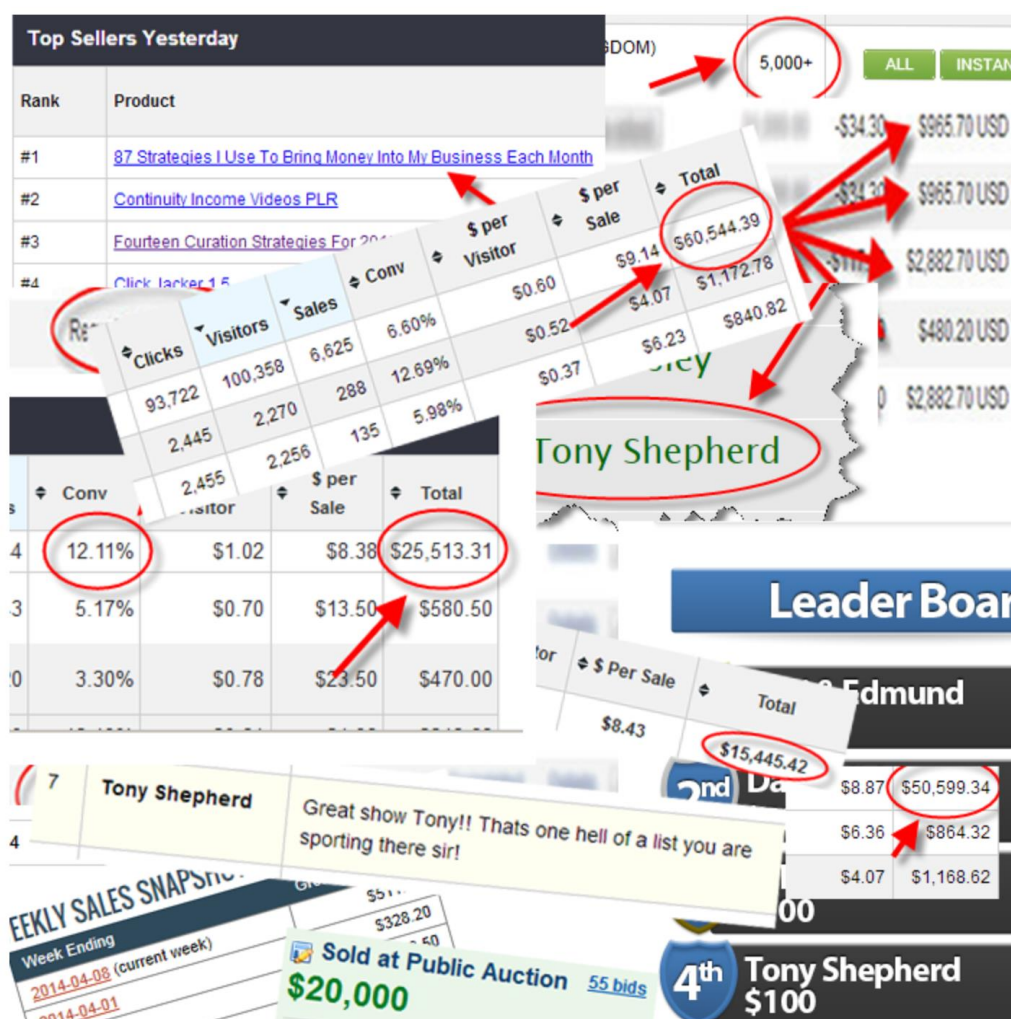
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So I had no choice **but** to live in the real world, and had to learn how to value every second of time that I could spend working on my business.

**Because no amount of positive thinking can turn a pooppy nappy into three hundred quid when you've got bills to pay, right?**

Fast forward to the current day - the end result is SO worth it - last week I made a little under \$2,000 from just sending out ONE email (and I mail SIX times a week)

I also have continuity programs, coaching clients, partnerships, software businesses and much more that I can now run (with a little help from two outsourcers) in a couple of hours a day.



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All very nice for me eh?

**For you too** - because that's the other end of the tunnel from where I'd guess you're at now, and what I'm going to try to do in this report is to show you how you can do it too...

...by showing you the techniques I used to turn my entire business around (and earn more money than I'd ever earned before)...

And I'm hopefully going to show you how you can do this in just 30 days (although I'm hoping you won't complain if it actually takes 32 or 40 days) by just changing two little things:

**You're going to have to change your thinking and you're definitely going to have to change how you do things**

But my aim is to show you some results as quickly as possible so you don't lose motivation and you can actually SEE your business growing.

**What you're about to see is based on the one thing that has made the single biggest difference to my income - you need to offer your customer products at different price points.**

**Luckily you can do this with just 'ONE' product!**

**Confused? Don't be - here's the key to unlocking MASSIVE earning potential in your business**

Let's get started...

# You're Going to Need A Product Or Service - Something To Offer



There's no getting around this in my opinion, not if you want to stay in internet marketing long-term

The good news is that **it doesn't have to be huge or complicated**, and it can be in pretty much ANY format - video, PDF, audio, a blog, coaching, paid FB group or whatever

**But it needs to be GOOD.**

Again this isn't as hard as you might think once you understand that you need to deliver value and quality in your products. *You can't get away with throwing something together and hoping for the best.*

**Do This Now: TAKE A LOOK AT YOUR OWN PRODUCTS!!**

You probably already know in your heart whether your product(s) really do offer value or not. Ask yourself...

*Would YOU buy it?*

*Would you let your granny buy it?*

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Does it actually help people and was it designed to do so, or did you cobble it together just to make money?



Here's my method for creating good products:

Just dump everything you know, or are willing to learn about a subject down onto paper (or video or whatever) just as a *starting point*.

*You need to imagine that you're creating this product for a loved one. Which means total honesty and no cutting corners.*

**But here's the REAL secret...**

Here's the HUGELY important part AND it's what will give the real value to your product:

**You must add your own thoughts and opinions to this product.**

Newbies usually fail as internet marketers because they simply regurgitate FACTS in their products. They're dry and boring and quite honestly you could Google the subject and find the same information for free with some digging

But here's the truth of the matter:

**Your customers don't pay for information - they pay for YOUR  
TAKE on that information!**

Please commit the above statement to memory because *in my opinion* (see what I did there?) it's the difference between success and failure in internet marketing.

No-one is interested in '*The Top Ten Traffic Tips*' but you advertise '*Frank Kern's Top Ten Traffic Tips*' and you're going to make SALES.

**Newbies offer bland facts and dry information - *successful marketers* offer opinions and interpret those facts in their own way**



You might think 'well that's what we DO, right? - sell information products?'

Yes we do, kind of - but successful marketers don't **JUST** sell information products.

Because that is a HUGE mistake that I see new marketers make time and time again. They regurgitate the same old information that's been around for years and wonder why their reports don't sell or their video courses don't convert.

But when you offer something individual, for example a case study with ***your take*** on what's happening, or your opinion as to why (for example) '*Only desperate marketers use Twitter*' then you're going to get some interest



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YES it helps if you have a reputation, and I won't deny social proof helps too, but the quickest way to build that reputation is to have an OPINION and share it with others.



You can do this in your emails, your blog, your webinars or on your Facebook page. Get used to being OPINIONATED.

I want you to tell me why you think 'SEO is the new serial killer for online businesses', or why you think 'anyone who has a contact me page is leaving money on the table'.

Intrigue me. Make me WANT to know what you think.

**Make me WANT to hear your opinions.**

Think about your business and your niche, formulate opinions of your own and shout them from the rooftops.

Think about being with your mates in the pub. You don't all agree on everything right? - you all have varied and different opinions about a wide variety of subjects.

That's why your friends are your friends, your lover is your lover and so on. They *love* the fact that you are an individual.

***So why the Hell are most newbie marketers scared shitless of having an opinion when it comes to how online business works?***

I'm damn sure you have an opinion on the government in your country, how the manager of your favorite football team is performing or the current fashion of today's teenagers...

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...and yet you have no control or power whatsoever over what happens in those cases.

*Yet you're apprehensive about making your opinion known in a niche where you're trying to earn money?*

Listen guys - if you can formulate an opinion on the footie or the latest soap you've watched, I'm bloody sure you can do it in your 'expert' niche.

You are the interpreter, the story teller, the opinionated marketer. You KNOW WHAT YOU THINK.

As a species we don't like wishy-washy. We might not agree with someone's opinion but we respect them more for having one. Timid doesn't sell. You don't have to be loud and bolshy in your marketing - I'm not - but no one can accuse me of not saying what I think right?

When they get an 'expert' on the TV news they don't want someone who'll just regurgitate the facts - they want someone who has an opinion, and if it's a **CONTROVERSIAL** opinion or he presents it in an unusual, controversial or unique way then even **BETTER!**

Look at your favorite marketers. A big part of what you like about them is that they can think for themselves.

Of course the real beauty of this is that if you're a total newbie with no social proof or history, **having an opinion is free and you don't need to prove anything to have it!**

Hold that thought and we'll look at how this relates to turning your business around in 30 days...



## The CORE of Your Business...

...can be just **ONE** product.

In fact I'm about to show you how to build an entire, multi-thousand dollar funnel from just one product, with different price points and levels of interaction.

First off - get your head around this:

(In fact read it two or three times until you get it)

**You're going to repackage the information in your ONE product into *multiple* products at very different (increasing) price points**

**...and the actual price you charge will be dependent on just *ONE* thing - the amount of access your buyers get to YOU**

Can you see how HUGE this is????

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Make sure you follow this - it's important:

*Your core message is the main information that you teach (for example mine is about sales funnels), combined with your opinion - your personal take - on that subject.*

**So you're teaching your message, telling your readers WHY you're teaching *and* WHAT you think about it.**

That core information can then be repacked and sold at different price points depending on the amount of access your customers get to YOU when they buy that package.

**Get this right and you'll never be short of clients and/or buyers. Here's a screenshot from one of my personal coaching sales pages.**



It's been sold out for YEARS because there's always someone waiting to take the next available place from my waiting list

**Back to creating a full funnel from ONE product. Here's how I do it.**

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My core business (and just like me *you* can expand into other areas once you've built your core) is based around teaching my readers how to build a sales funnel that profits from mainly paid traffic, usually in the form of solo ads that are used to build a mailing list, sell products and then ease my subscribers through a multi-price point sales funnel, with focus on my continuity programs.

**I teach more or less the SAME THING in each of my products because I know it works and it the method I use myself.**

I just charge different price points depending on the access my customers get to me

For example, I can charge \$5,000 a month for one to one personal coaching because that's where my customers get **very close access** to me, and the information is much more in depth and tailored to the individual.

And of course they get much more value when they're working closely with me than they would from buying a \$9 entry-level product.

Here's another screenshot from my higher-ticket coaching sales page

Tony Shepherd's Personal Coaching And Mentoring Program

## Let Me Be Your One-On-One Business Coach And Mentor, And I'll Be There To Help You Every Step Of The Way....

I'll be really brief - this isn't for everyone and it's only available to 6 clients at a time.

**I want YOU to earn more and work less.**

Because that's exactly what I do..

**And my personal mentoring and coaching program will get you there quicker and easier than any other method.**

We'll work together on a one-to-one basis (that means working personally with ME not a member of my team) to achieve your business goals.

So that when we're in contact, the time is 100% about you, your business and getting the results you want to see.

This isn't a course or a set pattern to follow, it's unique to you and your business - Together we'll look at building your business, and brainstorm how to get you earning more and working less as quickly as possible.



Want to know the freaky part?

**My \$9 entry-level product teaches the SAME information as my \$5,000 coaching program.**

(but not in as much detail) and of course there's no individual access to me so the value is much, much lower.

I also offer a **\$27 per month** continuity course - where the information is delivered in more depth and email support is also provided (<http://www.kickstartcourse.com>)

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HIPPY MARKETING PRESENTS...  
**Finally...**  
Training That Shows You **EXACTLY** What To Do...  
**"HOW SET UP YOUR OWN LONG-TERM, RESIDUAL INCOME  
INTERNET MARKETING BUSINESS, STEP BY STEP -  
EVERYTHING BROKEN DOWN INTO BITE SIZE PIECES!"**

Subscribers Receive Full  
Email Support Mon-Thurs!

**NEW! FULL EMAIL SUPPORT! NEW!**  
**STEP BY STEP - NOTHING LEFT OUT!**  
THERE'S SIMPLY NO OTHER TRAINING PRODUCT IN THIS PRICEPOINT  
THAT OFFERS THIS LEVEL OF SUPPORT

The email support is what really sells this course. If subscribers get stuck they have somewhere to turn to get a solution for some advice and help. It's NOT just a 'buy it and leave them to it' product.

And then of course there's my Private Group where there is yet more access to me (I'm in the Facebook group daily) but because it's very group-based, the price is very affordable.

There's a screenshot of the sales page below - it's at  
<http://www.tonyshepherd.info/open>

Want To Be Part Of My Mastermind And Networking Community?

## Here's Your Chance To Join My Brand New 'Replace Your Salary' Group

If you've always thought that life-changing information, support and encouragement was beyond your budget, you might want to think again...

You Don't NEED To Earn Five Or Six Figures Immediately From Your ONLINE Business.

**All You Need To Do Is Replace Your Salary From Your Online Business And You're FREE!**

No Strings - No Catches - No Hidden Agenda

**This Is Your Chance To Join A Select Group Of People And Work With Me Personally...**

Then there's my **email coaching**, which commands a higher price than my continuity but not as much as my personal one on one coaching...

...and then there's my consulting service which is extremely high-ticket.

But it's all based around the same information (which I'm an expert at AND more importantly I use these methods in my own business so I know how they work inside out) and which is the reason people buy my products.



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My price points change regularly (I test and tweak a lot) but to give you an idea of how I sell the same information at different price points depending on both the detail I go into and the access to me check out the price list below:

Some prices are in USD and some are in GBP because I'm testing my pricing and positioning. The products below are only in MY business. (I have other programs with various partnerships and businesses)

Some of these are not on offer at the same time.

- >> **£9 entry-level reports/ebooks/papers**
- >> **£9 per MONTH Private Group Access**
- >> **\$17 per MONTH Private Newsletter**
- >> **\$27 per MONTH drip-fed membership with email support**
- >> **£500 per half-day consultation and email follow up**
- >> **£1,000 per MONTH email coaching one to one**
- >> **£3,000 per MONTH email and Skype coaching one to one**
- >> **£5,000 per MONTH intensive personal coaching**
- >> **Consulting upwards of \$10,000**

But can you see how it's ACCESS to me that sets the price?

Obviously don't mention this on your sales pages, although subliminally most people who buy in the IM niche recognize the fact anyway.

But it's how many, many successful marketers make a very good living online - by teaching just one core subject, but allowing different levels of access to them and charging increasing prices for doing so.

**Next we'll look at how to make this a reality for you...**

# You Need to See Yourself as An Expert...



Because the truth is that while you may not be the foremost expert in the world (I know I'm not), you ARE an expert compared to your students, and also while you're teaching, your knowledge and experience is growing every day.

*Not everyone can learn theoretical physics from Stephen Hawking right? But learning from one of HIS students would still be cool right?*

**The important thing is to read and learn about your subject, actually use your methods and more importantly FORMULATE YOUR OPINION on a daily basis.**

If you do this, you'll soon overtake 90% of everyone who professes to be an expert because most people don't take the time to actually *think* about what their products are about.

So how do you actually create more products from your first one?

# The Stunning, Profitable Secret That Is Repurposing Content!



Let's suppose you have your core information written down in 30-page PDF format and that's your entry level \$9 product.

Your next step (or mine if it was me) would be to create a \$27 a month continuity program based around the same information.

It could, like mine, be a 52-week course that goes into greater detail about your method. If you wanted to offer fantastic value you could do what I do and bundle email support into the package.

Kind of sets it apart from the usual \$27 course right?

To repurpose your 30-page entry level report into a 52 week course you just need to start by sketching out the lesson titles. You need 52 of them. If this seems too hard make it a 26-week course instead.

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This is going to be the hardest job out of the whole exercise, and it'll take you a few hours (although once it's written you won't have to do anything except pour customers in the top and update it when necessary)...

*...so the first thing is to break down the steps into more detailed instructions.*



So for example if your 30-page PDF has a section on how to write a swipe to use to buy solo mailings, go into more detail and maybe give some examples from your own business, or offer some stats from your Aweber account showing your best open rates. **Give more details.**

You could include a swipe file of your own best performing emails (although this could also be a product in its own right) or even ask for opinions from solo ad sellers or search forums and include the angle of what the actual sellers are looking for in a good solo.

**Give more information, offer your opinion and give more value.**

You also only need to write three or four weeks' lessons and then you can launch your product without having needed to write the whole thing. Just stay two lessons ahead of your subscribers and you'll be fine.

*But you DON'T NEED to have a \$27 a month continuity program!!!*

Personally I love continuity and would recommend it, but if you don't want to have to create an entire course like this you could head directly for coaching/advice/consultancy

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territory and offer different levels (and price points) depending on the access you grant to yourself.

**I know millionaire marketers who have based their entire coaching programs on short PDF reports they sell for less than \$10!**



This isn't 'cheating' your customers in any way. It's because they allow access to themselves.

You can watch Kevin Spacey's Acting Masterclass DVD to help with your acting technique...

...but think how much you could learn if you spend a morning working with him one on one???

**All you need to know is your subject so you can teach it to others.**

And quite honestly if you're not willing to learn about what you're supposed to be teaching or presenting, you're maybe in the wrong game.

So get stuck in, and think about this:

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If you're working with someone for \$5,000 a HOUR you're still going to be teaching the same method except you'll be available 'live' for your client to ask questions and clarify points.

\$5,000 an hour - surely that's a good enough reason to study a subject???

They're paying for you to be available.

And to be honest it's a lot of fun too. Your first time is scary - like nun wrestling or sex - but after that you'll probably really enjoy it and wonder why you didn't do it years ago!

If you're not comfortable charging \$5,000 an hour, try moving your price to something that you *are* comfortable with. You can always increase it later.

If you're not comfortable jumping on Skype with your clients or on the phone at first, try email coaching. It gives you time to think or even research your answers, and you can still charge a higher ticket price because your clients have access to you personally.

If you find yourself thinking that you're 'not ready' or 'not qualified' to offer coaching yet you need to get hold of yourself and give yourself a big talking to.

You're not going to wake up one day and find a certificate from the coaching fairy under your pillow. You have to start somewhere, and quite honestly the quicker the better.

Doctors, dentists, driving instructors, teachers all have to start somewhere. You already KNOW the theory if you've been in IM for any length of time so if you want to take your business to the next level then you need to sell access to yourself.

You can make \$10,000 a month with FIVE \$2,000 clients - which can be just five Skype calls a week and then being available for email OR you can try your luck at selling 1,112 ebooks at \$9 each Good luck with that one :)

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A friend of mine - a well-known marketer - has a group coaching program that is **hotel** based.

I'm not sure of the price but \$1,999 per person springs to mind.



For that, a group of clients get to meet him personally in a London hotel conference suite and he basically does a presentation, then a Q&A session once a month for a number of months. It's usually a full-day event. A meal and other refreshments are included but his clients must pay for their own travel and accommodation.

So they meet up once a month for four months for that price (backed up with email support) and if he gets 50 people signed up for this personal coaching **he makes almost a HUNDRED GRAND** (less hotel fees and other expenses) for 12 weeks work. This is no exaggeration - this is someone I know personally. **It's just how you frame the offer.**

What's the big attraction for his clients?

### **Personal Access!**

You can structure it any way you want to suit your personality. A paid Private Group like mine is one example, as are drip-fed training courses with email support (another example of mine) because I'm a huge fan of continuity models

*But you could also do group coaching via webinar or small groups via Skype.*

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You can charge whatever you like (and obviously what your people are willing to pay), offer payment plans, discounts, lifetime membership fees and so on.

**YOU** can do it **however you wish**.



## So How DO You Structure It?



However **you** want...

But I'd recommend doing it this way:

Some of your customers won't even think about buying a \$9 entry-level ebook. They'll want to come in directly at your \$2,000 coaching level.

(This is something you'll maybe find it hard to believe until you see it for yourself)

**So your job is to provide as many different options as possible, to suit all the different involvement and price preferences your customers might have.**

Work downwards.

If someone can't afford your \$5,000 personal 'meet me at a hotel' coaching option, downsell them to your \$2997 telephone one to one option.

If they can't afford that (or they aren't comfortable with the personal aspect) downsell them again to your \$497 group coaching or \$997 personal email coaching option.

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Remember they are basically getting the SAME information with all these options - the different is the amount of access they get to you, the ability to have the coaching tailor made to their own business and the level of detail you can cover with them.

**In short, the more they pay you, the more value you can provide and the greater the chance of success they have (purely because they'll pay more attention to the products they've paid more money for)**

# Membership Products



I'm a huge fan of membership products because you can feel the stress LIFT off you when you know you have \$19,000 in rebills coming on the 20th of each and every month, and another \$22,000 coming on the 29th for as long as you continue to supply the content and work on getting new subscribers into the membership.

**The content in your membership sites is (yet again) the same as you'll find in your entry-level products and your high-level coaching.**

And why shouldn't it be?

You can include aspects of personal access in your membership sites (*I mentioned the examples of my Private Group having daily group access to me and my drip-fed course having email support*) but the main difference I see between coaching and membership sites apart from price...

**...is that the content you provide in your membership sites can be delivered at a pace set by you to best suit those customers who want to work at their own pace, and who maybe suffer from information overload.**

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**You'll find that just like YOU may prefer to operate membership sites rather than offer coaching, so your customers may prefer one over the other too, which is why you're leaving money on the table if you don't offer both.**

Pricing your memberships...

Personally I've found that my price 'sweet spot' for my own continuity is between \$9 and \$47 a month. After extensive testing I find I can deliver the best value at this price and it converts best price-wise.

Remember ALL the products I'm talking about here are created from the SAME core information. Did I already say that? :)

**If anything, it's easier to create a \$5,000 coaching option because all you have to do is write a basic sales page and make yourself available!**

And as your customers progress through your various products they'll realize that the more personal access they have to you, the greater their chances of success. So your high ticket options are also the best VALUE for them.

# How Do You *Offer* Your Products?



Exactly how do you offer the products in your funnel?

Well that's up to you too.

Many marketers will say that as prospects buy one of your products you offer them the next one up in price until they stop buying.

I think that's daft. (What did I say about including your opinions in your products? LOL)

For me, the best way is to go from the top and work **down**.

If they don't want (or can't afford) your top price point offer, then offer them the next one down and so on until they DO buy into something.

This can be done by autoresponder with a bit of planning, and again once it's in place you don't need to do anything except track your results and tweak if necessary.

**Personally, at the moment I only use autoresponders to sell my lower level Private Group membership to new subscribers.**

I only sell my top-level coaching to customers who have bought significantly from me. I get in touch with them personally and have a very high conversion rate doing things in this way. You might think this is a poor use of my time but if the result is securing a client who pays me a lump sum \$12,000 when we work out a package I might disagree.

There's no hard sell here - just offering a slot while there's one available and chatting about requirements.

Truth told, I also choose customers who have proven to be motivated and driven. I really don't want to work with moaners and excuse-makers on a personal level.

After all, I'll be working closely with these people.

If you consider than my personal coaching places have in effect been sold out literally for YEARS, because when a place comes up there's someone waiting to fill it, you can see this approach works for me but make your own mind up.

Another strategy is to broadcast to my whole list when I open or have places arise in *other* levels of coaching and continuity.

This works pretty well, although weirdly I still sell more high-ticket slots doing this than I do lower level continuity.

**In terms of selling my lower level continuity, I find that running new subscribers through an autoresponder sequence and selling the continuity to them over four or five days as they come onto my list works best of all.**

**But remember what I'm teaching remains the same!**

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Because I'm teaching my subscribers and reader what WORKS for me, and for my clients and students.

# How Do You Work Out WHAT To Offer And At Which Pricepoints?



This is easier than you might think...

**You just need to consider how much you want to work each week.**

I have a certain number of hours that I'm willing to dedicate to working with clients on a one to one basis and I won't go over that - my family life and free time is more important.

Think about it - why do you think my coaching is sold out most of the time? Because I'm **not** willing to take on more clients until I have space, otherwise I'll end up working more hours than I want to, and that's not how I roll dude :)



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I'm not saying it's **easy** to turn down an extra five grand or whatever, but the fact is you have to draw a line somewhere and decide how you want to live your life, and quite honestly you'll find after a while that there is always someone else wanting to work with you if you do turn someone down.

**When you first start offering higher ticket products, you'll probably take on as much work as you can get because at first you won't fill all your slots.**

But if you concentrate on delivering as much value as you possibly can that will change quickly as your reputation grows.

Continuity of course is another matter, depending of course on any personal access/email support you offer (although the latter can be outsourced)

My advice would be to get as many members into your continuity sites as you possibly can.

The same applies to group coaching.

It makes sense to get as many people as possible into your membership and group coaching offers as possible because you're not doing any more work whether you've got 10 members or 10,000 right?

**It's all about how YOU want to do things, and how you frame your offers...**

**A \$9 entry-level report is worth \$2,000 if you're on the phone working through it personally with a client!**

So let's put everything together...

# How to Turn Your Business Around in Just 30 Days



Well first off I'd suggest a huge sigh of relief because if you follow what I'm saying you won't suffer from shiny object syndrome, distraction, lack of decision or any of the usual IM 'diseases' because you'll be focused on what you've just read in this report

You can put on hold your blog, your Facebook page, the plugins you're messing about with and any other distractions that you currently have\*

(\*apart from any of my coaching or memberships because of course you can ask me questions about this method in those places of course!)

You need to focus on creating your one main product - **your core message**.

Remember you don't have to have make this an entry level product, you can go straight into continuity or coaching.

That said, it's a good idea to have entry-level products in my opinion because they let people know what you're about. They set the scene for what you're teaching.

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It's ALSO a good idea to write (or record on video) a basic overview of your core information AND opinions because this will help you to firmly establish what you believe and cement the knowledge in your brain. This can be done on a simple blog post or page too. I send my new subscribers to an introductory blog post that sets the scene for what I'm about.



An even better reason to create an entry-level product is because you'll need to create a sales page for it too, and this sales page **can form the basis of ALL your other sales pages** too.

In fact the *higher your prices go, the LESS you need sales pages* because you're certainly not trying to convince someone to enrol in your \$5,000 a month personal coaching program by using emotion.

You just tell them that it's available, what the terms and access are and what it costs.

So grab a pen and a pad and write down WHAT you feel comfortable providing and at WHAT price point - membership, coaching etc.

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**Do NOT base your prices on what other marketers are charging!**



If you do you'll invariably under-charge and make your offers look cheap, especially if this is the first time you're doing this.

Instead look at how much you want to work and how much money you want to earn.

If you want to create a membership site and need (to begin with) \$5,000 - \$6,000 a month then you're going to need around 200 people paying you \$27 a month.

You could accomplish the same with just three coaching clients paying you \$2,000 per month for personal access.

Personal access on a higher level is EASIER than continuity in my opinion, although because membership sites have more members you won't feel the hit as much if a few drop out (as they invariably will)

Lose a \$2,000 client and it stings a bit :)

I want to address something here - I realize some people are not comfortable with the thought of personal coaching (until they try it then it makes up a major part of their income and is often the most enjoyable part of their business)

My take on it is this - if you're selling information products that you've created yourself at \$9 then you should be comfortable enough to sell a coaching version of the same information for a higher price.

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If you're not, WHY NOT?

Is the information you're selling at \$9 a pile of crap?

**If it IS you have no business selling it regardless of price.**

Do you feel that if you get on a Skype one to one with a \$1,000 client they'll call you out because you don't know your stuff?

I've never ever known that happen to any marketer I've ever heard of.

Look, you know a lot more than you think you do. Especially if you've been hanging around the IM space for some time. You only have to read some forum posts and you'll realize how much more knowledge you have than most newbies.

And your clients will hire you because they recognize that you know more than they do.

**You're providing a service for them that gives a lot of value.**

Working with them one on one gives them the biggest chance of success they'll ever have, because apart from helping them with matters than are specific to their business and not general (as you'd naturally HAVE to be in a \$9 report), you can also provide accountability and motivation, and that's priceless.

And when you see your first clients succeed and start making a success of their own business, well quite honestly it makes it all worthwhile and cements your place as a genuine coach.

That's it - what I've just shared with you is the difference between making a few hundred dollars from your online business and making a five-figure a month income

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The rest is down to you - just make sure you have fun :)

**Best,**



*Tony Shepherd*