

Designing Your Personal Blueprint for Information Marketing Success

Sean Mize, author of *Anyone
Can Coach*

Why a Blueprint is Critical for Internet Marketing Success

I'm going to teach you how to create a personal blueprint – and how to follow it.

A blueprint is critical to your business. A blueprint is crucial. A blueprint gives you something that you can wake up to every single morning...

...You simply pull out that blueprint, you look at what's on the blueprint, and you can ask yourself the simple question: "What's the very next thing I need to do to achieve my blueprint?"

You can think of a blueprint as being very much like an architect's blueprint. Let's say that you're building a house. You're going to build a house, and the blueprint shows where the foundation is. It shows where the front door is. It shows where the back door is. It shows where the windows are. It shows where the roof is. When your construction crew gets onto your property each day, they pull out the blueprint and take a look at the progress so far. They see that the foundation has been laid and the walls are up. They compare that to the blueprint, and know that today they're going to put windows in. So they work on windows, and tomorrow when they come in they do the same thing. They look at the property. They see there's a foundation. They see the walls. Now they see the windows. Then they look at the blueprint and realize, they need doors! Doors are next. Maybe we don't finish the doors today, so tomorrow we come back and we look at the property: we see a foundation, we see walls, we see windows, and we see half of the doors. We look at our blueprint and we realize we need all of the doors. Today, we finish the doors!

We could continue to go on with this, but I think that you get the idea. The blueprint, when it's compared with your current progress, will always tell you what the next step is.

Let me tell you one of the reasons that so many people struggle with internet marketing.

Now, obviously, there is an awful lot of misinformation out there in the world. It's just amazing how many people are creating videos every day, millions of videos being created by people who've probably never done what they're trying to teach you how to do! They do it, they show you, and maybe the technique works in a vacuum, but it doesn't really work in a business. That's one big problem in internet marketing.

But the bigger problem is this: about 99% of the people that are trying to build their online business don't have a blueprint. They wake up in the morning and they say "Well, this is what I have in my business, but I don't know what to do next." So since they don't know what to do next, they go to the default thing in your life, which is your email box!

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“I don't know what to do next, so I'll read email. Going to get the emails out of the way.”

So you open up your email box. There are 57 emails in there telling you what the next step is. Of course, every email is a different next step! If you read them all now, you're totally confused.

Maybe you decide to go somewhere else. “Maybe I'll spend some time in YouTube, maybe that will tell me what my next step is.” But in reality, if you had a blueprint to look at, well, you would just know what that next step is!

That's why I'm going to show you how to create a blueprint – so that you're able to look at that blueprint every single morning. You'll know exactly what needs to happen next.

Why You Should Create a 1-Year Blueprint for Your Business

I'm going to show you how to create a 1-year blueprint. One year really feels like a long time doesn't it?

There's just so much hype out there about how you can build your entire business in 24 hours or 48 hours. A year really feels like a long time. It really does. But let me ask you this: How long have you been trying to pull this business together? 1 year, 2 years, 3 years?

Imagine if 1 year ago you had set a blueprint, a 1-year blueprint, that would have gotten you to, let's say, \$10k per month. We could have said in one year you'll have 10 products. We could have said you'll have 2k subscribers. We could have used a client number; you'll have 100 clients.

Imagine if 1 year ago you'd set a goal for today – to have 2k subscribers, and you had a blueprint to do it. Today you woke up and you had 2k subscribers: quality subscribers, targeted subscribers. That means you're making money on them. Or, 1 year ago your goal today had been 100 clients. You woke up today you have 100 clients, paying \$100 per month. Or your goal 1 year ago for today was 10 products, and you have them today.

How would your life be different? You see, the last year of your life has passed by, much as the next year will.

The truth of the matter is; success is not going to happen overnight. It's probably not going to happen in 30 days. Realistically it's going to take 3 to 6 months to build the next foundation of your business, wherever you're at. If you're starting at square zero, it's probably going to take you 3 to 6 months to

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build the foundation of your business. For example: 3 or 4 products and a coaching program and a few thousand subscribers.

Or, if you're at the place where you have a few thousand subscribers, you're making a few thousand dollars a month, and you have a few products, the next step of your business might be 10 more products, 2 coaching programs, and 10k subscribers for a monthly income of \$15k. It's going to take you probably 3 to 6 months to build that foundation. There's no way around it.

It's life.

It's kind of like if you were learning karate today. If you started out today learning karate, it would probably take you 3 to 6 months to have the foundational materials down. I don't care how fast you learn, I don't care how many hours you stand in front of the mirror punching, it's going to take you 3 to 6 months. It's kind of like if you try to lose weight. You can lose some quick pounds the first few weeks, but realistically, before you really see a difference, before you're fitting in some new clothes, before you have to go clothes shopping because your old clothes are falling off, it takes 3 to 6 months.

Let's say that you start working out so that you can build some muscles. You want some muscles to show through your shirt. You want to look a little buff. You can go to the gym today, and do a 3-hour workout. You probably won't be able to walk tomorrow. You might not be able to walk for 5 or 6 days.

You can go back to the gym next week. In fact, in 30 days you'll probably discover that you're lifting a little more weight. But when you look in the mirror you probably won't really notice a big difference yet. It'll be 3 to 6 months.

It's just the way it works. Whether you're breaking bad habits, or building new habits. Or you're building a business. Or you're building a house. You don't build a house in 2 days. A house takes 3 to 6 months. Usually takes a little longer than that.

It's exactly the same way in your business.

Where to Focus Your Blueprint

I'm going to give you the ideal formula for your 1-year blueprint. You can break this down into 3-month blueprint, 6-month blueprint, whatever ultimately works for you. This is going to be the formula for a 1-year blueprint. I'm going to build this blueprint based on starting from zero. Then I'll make some adjustments for someone who's already progressed. The example I'm going to use is not going to be a "one size fits all" blueprint. The process I'm going to use is an easy process.

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It's the same process I use almost every single day. If I do a daily activity, for example, let's say I decide I'm going to create a new product today... I use my blueprint process, and it's a 1-day blueprint. I create a 1-day blueprint, and then I go do it.

Let's do a 1-year blueprint:

We'll say that in 1 year you want to have 5 products. You want to have 1 coaching program. You want to have 2.4k subscribers. That's what you want.

We could put a dollar number down here. But, I've discovered that when you just shoot for a numerical number, you focus so hard on the number that you don't create the products, or the coaching, or the subscribers. And if you don't have the products, coaching, or subscribers, you probably don't make the money!

I've discovered that if you create the products, you create the coaching, and you get the subscribers and you talk to them every day via email or social media (however you like to talk), you find that the money just follows.

One of the things that I teach in one of my other training programs is this idea that you can't make money. The only power on earth that is empowered to make money is the central banking institution of your country. Anywhere else that you try to make money, you'll go to jail and be locked up for a really long time when you get caught. It is against the law on this earth to "make" money. You can't make money. The only organization that can make money is the central banking organization of your country. The treasury department. They're the only people who can make money.

Sometimes you may say, well, what about gold? When they have a gold mine they go out there and they make gold. They're not making money. God put that gold in the ground, God made the money, and they generally are using slave labor, blood, sweat, tears, and lots of hard work to dig the gold out of the ground. They didn't "make" any money.

They exchanged the blood, sweat, tears, human labor for the gold which they put on the market and they exchanged the gold for money that was printed by the central government. You don't make money. You don't make money online. It's impossible to make money online. You exchange a value to others in exchange for their money. How did they get their money? They worked for it. Or they were given it. But they didn't "make" it.

The only way that you generate that revenue online, legally, is you exchange a value for the money. That's why we sell products, coaching, and depending on what you're doing, you may sell a service. You may do something for someone. You might walk their dog. Or you might paint their house. Or you might build their blog, and then you charge them a fee. But you're exchanging your service for their money, and then that money goes into your bank account.

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That's why if you focus on money, it tends to be very difficult to build the business. If you instead ask yourself "what kind of structure do I need for this money to happen, what do I have to give others in order for the money to come in?" ...

...Then you just work on what you can give others, and the money tends to come in. You see, internet marketing is very, very much others-centered. It's service centered. Unless you're in a very rare niche, you are not the only person selling this in your market. You're a service provider.

It's like in the offline world, when you decide you're going to paint your house – you might call 5 different painting contractors, and have them come out to your house and they'll give you a bid. The bid price is probably not the most important thing, unless you're working on a rental or something. If you have 5 people give you 5 different prices, do you just automatically go with the lowest price? Probably not. You'll probably evaluate the way the person is dressed. You probably evaluate how they speak with you. Do they get along with your dog? Are they polite to your wife or your husband or your children? It's a service. They're selling you a service. Part of the package of the service is how they treat you.

It's exactly the same way online.

Choosing the Foundational Goals for Your Blueprint

One of the questions that comes when people try to build their blueprint (if they're starting from scratch) is that they don't know what it takes to make a particular amount of money. How many products does it take? In fact, that's a very difficult question to answer. Because, if you do a good job of communicating with people, and you create the exact product that people need, and you become good at communicating that value to others... You may find that you can generate \$10k a month by selling one product.

Or... You may find that you need 10 products to do that.

So when you go in to the business, you don't know.

You say "How am I ever going to build the business if I don't know?"

You're going to start out in faith that at some point between now and 1 year from now you're going to find out.

You're going to start by creating 1 product. And you're going to see how it goes.

If that 1 product gets you to \$1k per month, then at this point you might say "Well, I'm going to need 10 products to get to \$10k per month."

The next question you might ask is "Well, how many subscribers do I need?"

Generally, what we find in the marketplace is somewhere between \$1 or \$2 per month in revenue per subscriber. If you're marketing your subscribers something that they need (so that they'll give you money in exchange for whatever it is that you are giving them) then the rule of thumb might be you generate between \$2k and \$4k. That's a very general rule of thumb. And it's assuming that you're giving people good value.

If you had a list where you are not giving good value on that list, you may find your average subscribers worth \$.50 per month. Or \$.25 per month.

On the other hand, if you do a really good job of generating value to your list, you may generate \$4, \$5, \$6 per subscriber on your list.

You say "Well, how am I going to figure out how many subscribers I need?"

Once again what you're going to do is you're going to start out with some number, some initial goal. For example: I'm going to get to 1k subscribers. Then I'm going to evaluate things. How much money am I making? Am I making \$1k per month with 1k subscribers? If so that means you generate \$1 per subscriber per month.

Well, if you discover instead that you're at \$3k per month with 1k subscribers, then you could say I'm at \$3 per subscriber per month.

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So then you just take these numbers and you think, “OK, if I'm going to get to my blueprint number of \$10k per month then I'm going to need 3333 subscribers at \$3 a month. That will get me \$10k a month.”

Follow a Proven Model Within Your Blueprint

For the sample blueprint I'm teaching you today, I'm just going to use industry average numbers. I've discovered these tend to work pretty well. I'm going to build a \$10k a month blueprint. I'm going to build it assuming you follow the model that I teach you. My full model...

My full model includes having an expert presence online. My full model includes generating 30 minutes of daily content each day. My full model includes sending a rational, exciting, interesting email to your list each day. My full model includes communicating with your subscribers to find out exactly what they want. So you only create products that are exactly what people want. My full model includes a coaching program. I'm going to assume you run with my full model.

If you eliminate something from this model, it will make it more difficult to get to that number. If you decide you're willing to create 30 minutes of content each day, willing to write an email, willing to communicate, but not willing to have a coaching program, that's okay, your income will probably be about half what it could be with a coaching program. But that's okay, it's your business. You run it any way you want to.

Or maybe you're willing to have an expert presence, but not willing to create any content. You're willing to write an email, willing to communicate, and willing to have a coaching program. Well, your income will probably go down by half.

Maybe you're willing to create content every day, and willing to create a coaching program, but not willing to mail a daily email. Well, your income will probably go down by half.

Obviously if you look at this, and you're not willing to do any of these things - you're only willing to follow a fad, or you're only willing to follow whatever the latest email tells you to do. You won't make any money, period. That's pretty much across the board.

So what I'm going to do is I'm going to build a blueprint today. We're going to call it the \$10k blueprint. It's going to be based on the full model.

The 10k a Month Blueprint

I want us to look at what it is going to take to be at \$10k a month.

You may need 5 products that you sell for \$97 to \$497 each. One coaching program of payments of \$97 to \$197 per month. 30 minutes of daily content. 1 daily email. And some number of subscribers.

We want to get to 10k a month following the full blueprint. You're probably going to need about 4k to 5k subscribers. You can do it on less. If you had more then you wouldn't have to work so hard.

These are the pieces that we need.

Now if you're writing this down, you'll notice there are 5 lines:

- There's line 1 which is 5 products.
- There's line 2 which is 1 coaching program.
- There's line 3 which is 30 minutes of daily content.
- There's line 4 which is daily email.
- Then there's line 5 which is 4k to 5k subscribers.

Your blueprint is going to be multifaceted, just like your architectural blueprint is multifaceted. If you've ever seen a full set of blueprints, you see that one has the woodwork on it, for the walls and the roof. Then there's an electrical blueprint. There's a plumbing blueprint. There's a glasswork blueprint. There's whatever else. You have a number of different blueprint pieces that layer; they stack on top of each other. And the electrician takes his and he does he does daily work and he puts the electric work in. The plumber has his and he puts his pieces in. The carpenter comes in and starts on day one and does his pieces.

If you were a big corporation, you would have five departments. You would have a product department. You would have a coaching department. You would have a 30 minutes a daily content department. You would have a daily email department. And you would have a subscriber acquisition department.

But, if you're reading this training, you're probably a 1-man or 1-woman show; you're going to be all five departments. You're going to be like the carpenter, and the electrician, and the plumber, and the roofer, and the door hanger, and the foundation digger all at once.

When you draw up your blueprint, it's going to have multiple tracks that occur at the very same time. So if you know anything about music (and I don't know very much, but I do know this): If you're recording an orchestra or something, you have multiple microphones, and each one of those microphones creates its own

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track. Then there's a smart musician person that makes all of those tracks run at the very same time. So you can hear the violin, you may hear vocals, you can hear the trombone, you can hear the piano – there are multiple tracks and they all run at exactly the same time.

That's how your blueprint is going to work. You're going to have multiple tracks and they're all going to work at the same time.

I'm going to demonstrate this with one track. Then we'll duplicate that track all the way through.

Your first track is going to be create 5 products in one year. Draw a line that says 5 products in 1 year. If you really want to get smart with this, you could draw 12 lines. And above those lines you could mark January, February, March, April, May, June, July, August, September, October, November, and December:

Goal	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
5 Prod ucts	1 st produ ct		2 nd produc t		3 rd prod uct		4 th produ ct		5 th produ ct			

Now if you have 5 products in 12 months, basically you could create the 1st product in January. You could take a month off, you could create the 2nd product in March, take a month off. You could create the 3rd product in May, take a month off. You could make the 4th product in July, and take a month off. The 5th product in September, and take a month off. That's the 1st track.

This is the 1-year blueprint.

Planning Out Each Track in Your Blueprint

Now for this track, we're going to break this track down into segments.

The 1st segment is going to be the 1st product.

So what are the steps necessary for the 1st product?

Now I'm going to just give you a quick review of what these steps are, but this is not for the purpose of teaching you, it's for the purpose of building this blueprint.

If you were building a house and you had the blueprint and it said to run electrical wire here to this plug, and this plug, and this plug. But today you're a 1-man or 1-woman building crew, and you pull out the blueprint with those electrical instructions, but you don't know how to run those wires...

What would you do? You would go get training. You would either buy a book on how to do it, or you would go hire an electrician to teach you. Or maybe you would do trial and error if you're not afraid of getting electrocuted.

That's what it's going to be with every step of building your business. If you don't know how to do it, you probably need to go get training on how to do it.

Sometimes what happens when you're building your business is you get really overwhelmed. There are 100 things to do in your business! But you can only do 1 at a time. That's why we're building this as tracks. You're probably already experiencing a feeling of simplicity. Because we've just taken one track that we've made really simple: One product every other month.

Now we're going to say, "okay, in January we're going to create a product." What do we need to do to create a product?

- 1st step: We need to research. That might take 2 days. We find out what we're going to put into the product.
- 2nd step: Outline our product. That might take 2 days.
- 3rd step: Let's say we're recording a product. What is it going to be, a 5-hour recording? If it's a 5-hour recording, that will take 5 hours.
- 4th step will be put the recordings on a download page. 1 hour.
- 5th step: Write a sales letter. 2 days.

That's it! That's our product right here.

That's track 1.

If you don't know how to do one of these steps, you learn that step and you do it in January. Then, when it comes to March and it's time to do the second

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product, the second product is easier. Because you don't have to learn all these things. You get to the place where you can create a product from top to bottom in 1 day. In 8 hours. You research for an hour, you outline for an hour, you record for 3 hours, download takes you 5 minutes, you write a sales letter in 2 hours. 8 hours. Done.

Now the danger happens when you think today that you can do it in 1 hour. 1 day. You can't. You're a beginner. Never done it before. So, it's going to take some time.

It's kind of like if you learn how to cook a new recipe. Never cooked it before. You're going to have to read the recipe. You're going to have to really think about "how do I get 3/4's of a cup of this? Do I buy 3 1/4 packages at the store? Or do I buy a 2 lb. Package and find a way to get 3/4 of a cup out?" So you have to think about it.

And then when you're reading the directions, you go all the way through, and you say "okay, I need to turn the stove on to this temperature." It might take you an hour to figure out how to do this recipe. But if you've made it 25 times, you don't need the recipe anymore at all.

I want to bring that up because one of the things that I've discovered in internet marketing is that so often... Now, this may not be you, but I'm really trying to make this just cover everybody. That's why some of what I'm sharing with you may seem so simple. Bear with me. I want to make this for everybody. This is the people's training here. The people's blueprint. Something everybody can get...

What happens is, I find that, for example, with articles: I'll give someone instructions on how to write an article. 3 days later they come back and they say, "I wrote my 1st article."

And I say, "Congratulations! How do you feel about it?"

"Well, this is pretty cool. But it won't work for me."

"What do you mean it won't work for you?"

"Well because I can't write 1k articles a year... because it took me 3 days to write this first article... There's no way I can do it."

I say, "well, why don't you write another one?"

Then 1 day later they send me that article.

But they say, "I still can't do it, because it takes me 1 day."

"Well, write 1 more."

4 hours later they send it to me. 25 articles later, we're down to a 20-minute article.

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If you evaluate your year's success by how long it takes you to do the 1st step on your blueprint, you would just give up. You'll just give up.

It would be kind of like if you commit today to losing some weight and gaining some muscle, and you go to the gym, and they do a 1 hour workout with you and tomorrow you can't walk. Because you haven't worked out in a year. And you say, you know what? I can't do this. Because I cannot be in pain for 6 months.

You're missing the picture, it's exactly the same thing here.

That's track 1.

Building Out the Next Track in Your Blueprint

Rinse and repeat, rinse and repeat, rinse and repeat. You do it again, and again, and again, and again. Work on that first track of your blueprint. If you have 1 track, you could spend 1 hour per day on the first track. Spend 1 hour per day on the product creation track. That's the 1st track.

What about the coaching program track?

If you've been studying my material long, you know that what I teach is you don't create any of your lessons first. Instead, you get subscribers first. Then you find out what they're looking for, and you enroll some of them in your coaching program before you even have any lessons. Remember, a coaching program by definition means you're helping someone with something that they're working on; it doesn't mean you're selling them a bunch of lessons.

Maybe you're thinking that I use lessons. I do. I've been doing this for a really long time and I've recorded so much of what I've done that I've discovered that some of what I've done in the past really makes sense, so instead of just me personally re-teaching it over and over and over again, I can share the recording. I never ever have to teach on this topic again.

For example, I've physically taught on and recorded this topic of blueprint creation. But I'll never, ever, have to teach this topic live again. I've taught this topic live many, many times. 1-on-1. I finally decided I wanted to create a recording of this topic, and any human in the future that wants to create a blueprint, I can just give them the recording of the training. That's exactly what's going to happen with your coaching.

But when you first start, you're going to record training for people on an individual personal basis, based on what they need. Then, over time, as you develop proficiency in teaching, then maybe you'll record some of your lessons, and you'll have some prerecorded coaching. If you follow my model fully, your coaching program is probably the easiest thing you'll ever create, because all you really have to do is hang out a shingle that says "I coach". Really. You just hang out shingle that says "I coach."

Your client tells you what they need to work on. And you say, "okay, I can help you with that, here's the price." That's it. That's all that is involved in enrolling your 1st 20 clients in coaching. That's it! You don't need anything else. You don't need a sales letter. You don't need a plan. You don't need a lesson plan, because your coaching is going to be 100% geared towards the individual.

How do you create a group coaching program? After a while you have 20 personal clients. At some point you can't take on any more personal clients – your day is full. Now it's time to set up a group coaching program where you

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can coach clients at the same time. You can put together some recordings and create a group coaching program.

You may be thinking, "Why don't I just create a group coaching program at the beginning?" Well, because if you're at the beginning you don't know what people want to learn! That's a real danger that I see with people creating coaching programs before they've coached anybody. You don't know what people want to learn! You can philosophize about it, you can theorize about it, you can ask your coach about it. The truth of the matter is, until you personally have coached a few people, you don't know what people want to learn. And you don't know what words really help them to learn.

This is a common problem. People go out and they create a 12 lesson coaching program, they enroll 1 person in that coaching program to try it out, and then throw it away at the end of the coaching program because they discovered that the coaching program they created was not what the person wanted.

Then they create one that's live, run by the seat of your pants, and people love it. That's your coaching track. The coaching track is then very easy isn't it? Once you have a few subscribers, you hang out your shingle and say "hey, I coach." Obviously there's more detail to it than that, but you really don't need any more than that.

I've discovered that if you simply teach, if you simply send out that daily email, with good content in it, and prove to the world that you're really good at what you do, you will get people sending you emails asking you if you coach.

You don't even have to hang out your shingle, and you'll get coaching clients. If, you're doing the daily email, and you're doing the 30 minutes of daily content, people will reach out to you.

Let's say that you did want to create a coaching program. You've already gone through all of these stages, and you do want to create a coaching program. You have 12 months to create it. This is the same thing we did for the product creation track: you're going to write out your track:

Track 2, coaching: January, February, March.

I'm going to stop right there. Because, if you were to just create a coaching program from scratch, then what are the steps? Research, outline, maybe record an introductory lesson, but please, please, please, even if you're going to take this step, do NOT record 12 lessons. 1 lesson, the introductory lesson, that's it! Create a download page for the introductory lesson. And maybe write a sales letter.

Okay, how long will that take?

- Research, 2 days
- Outline, 2 days

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- Record the 1st lesson, 1 hour
- Create download page, 1 hour
- Write sales letter, 2 days

If you were to spread this out over an hour a day, by the middle of February (6 weeks in) you would have your full coaching program up and running, and this track would be empty the rest of the year. This track would be empty the rest of the year! It's kind of like when you're building your house. One of the things on your blueprint is to pour a concrete foundation. That happens in the 1st month. Once that's done, you don't have to do any more work on that part of the blueprint.

Same thing here.

Blueprint for an Ultra-Productive Day

Goal	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
5 Products	1 st product		2 nd product		3 rd product		4 th product		5 th product			
Coaching Program	Research Outline	Record Download Page Sales Letter										

So if you're drawing this out, you have 2 tracks. You have a sheet of paper with 2 tracks. Left hand side of the paper you have the numbers 1, 2, 3, 4, 5 drawn out. The first track says products. 1 every other month.

The way that this works is, for example on this 1st track...

...Every day when you wake up in the morning, you look at the 1st track and you say, "what's the next step in my product creation?"

You look at your blueprint and you say, "I've already researched. I've already outlined. What's the next step in product creation?"

Record. That's the next step. It will always be the next step if this is your blueprint.

In 3 months, when you're working on the 2nd product, it looks like this:

- You wake up on Monday and you do the research
- On Tuesday you do the outline

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- When you wake up on Wednesday, like clockwork, what's the next step? It will be to record. Once you've finished recording, what will be the next step?
- On Thursday it will be to create the download page
- Once you've created the download page, and you wake up on Friday morning, what will be the next step? Write the sales page.

Maybe you only write 1/2 of it on Friday. When you wake up on Monday morning, what's the next step for this track? Finish the sales letter. It's a no-brainer. It doesn't take an hour to think about. You don't have to read a single email to think about it. You don't have to ask your friends to think about it. **It's right there on your blueprint.**

You create that blueprint today and it lasts you a whole year.

Every day when you wake up, you know exactly what to do that day on track 1.

Then you go down to track 2 and you say, "Okay, coaching program, what do I need to do for my coaching program?"

Then you say "Well, research, outline, record, download, write." What's the next thing I need to do today? What's already been done?" What's the last thing you did? Just like the house, we put the foundation in, we put the walls in, what's the next step? Electricity. Always!

We always know that if that's our blueprint. When we wake up we just do the next step.

It's kind of like if you're driving from Sacramento to Denver. If you drive on I-80, you will always drive close to Salt Lake City, always. So if you wake up in Winnemucca on the 2nd day. You say "I'm heading east towards Denver", you know that you will always drive through, or close to Salt Lake City. Always!

Why? It's on the map.

It's on the blueprint. It's on your architectural print. Same thing here, track 2, you always know what the next step is on track 2.

What's track 3?

30 minutes of daily content. Every day, you create 30 minutes of daily content. That can be a 30-minute recording, it can be a 30-minute writing, it can be a 30-minute YouTube video, it can be a 30-minute video to go elsewhere. Every day you create 30 minutes of daily content.

Every single day.

So when you wake up in the morning, what is your blueprint? What's the next step? It's 30 minutes of daily content.

Every single day.

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Every day you know that every day, day in, day out, that's what you do.

So how about your daily email?

That's your 4th track.

Every single day when you wake up in the morning, what do you do? You write an email!

Every day. You know this. Every single day, that's your blueprint. So that's track 4.

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Track 5 is generating subscribers. Obviously there's some steps to generating subscribers it will take a little more work to plan that out, but you know you can do that.

Goal	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
5 Products	1 st product		2 nd product		3 rd product		4 th product		5 th product			
Coaching Program	Research Outline	Record Download Page Sales Letter	do live coaching call	do live coaching call	do live coaching call	do live coaching call	do live coaching call	do live coaching call	do live coaching call	do live coaching call	do live coaching call	do live coaching call
Daily Content	every day	every day	every day	every day	every day	every day	every day	every day	every day	every day	every day	every day
Daily Email	every day	every day	every day	every day	every day	every day	every day	every day	every day	every day	every day	every day
Get Subscribers	Create Lead Magnet / Free Gift	Create Opt-In Form	Drive traffic to opt-in form		Test new offer	Drive traffic to opt-in form	Drive traffic to opt-in form	Drive traffic to opt-in form	Drive traffic to opt-in form	Drive traffic to opt-in form	Drive traffic to opt-in form	Drive traffic to opt-in form

A Blueprint for Getting Subscribers

Without getting into 10 hours' worth of training, which is normally what it takes to teach folks how to do this whole thing of making subscribers happen, the first step is you create some kind of really enticing give-away that you can exchange for people's name and email so that you can mail them. That's generally the 1st step. You can write that, you can record that, you can audio record it, you can video record it, whatever you want to do.

That's step 1.

Step 2 is to create some kind of an opt-in page where they can give you their name and email address. And, you can give them the free gift.

That's it!

And then the 3rd step is. Get people who might want your enticing information to go to your squeeze page, and do what they do.

Then, of course, there's where the hard work happens. Because that's where you tell the world that the squeeze page is available.

You can do that through articles. You can do that through blog posts. You can do that through forums. You can pay Google. You can pay Yahoo. You can pay Microsoft. You can pay Facebook. You can go where the people are that are in your niche.

There's many different ways to do that. That's outside of the scope of this blueprint training. Same thing with track 5. You generate 4k to 5k subscribers over the course of the year.

Always ask yourself, what's the next step in your blueprint?

Well, if you haven't created the enticing give-away that's the first step.

Tomorrow you wake up, you've already created the enticing giveaway, so what do you do?

Tomorrow you create the squeeze page.

Now you're done!

Until maybe in May you decide you want to create a new offer and a new squeeze page. But, for right now, you're done.

What's the next step then?

Getting people to that squeeze page.

So every single day when you wake up, you say "Okay, well I have the enticing offer, I have the squeeze page, what's my next step?"

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I have 3 subscribers, and I want to get to 5k.

Somewhere in the next 12 months, you're going to generate 5k subscribers. It's not going to happen in the 1st month. And if you wait until the last month, it won't happen either.

This is the one thing that we're not going to take it and just break it into equal blocks. With our first track (the product creation), we broke it into equal blocks. One product every other month.

With subscribers, it's something you get better, and better, and better at over time. So it will be incremental, or exponential.

The 1st month you might get 100 subscribers. The 2nd month, 200. The 3rd month, 300. The 4th month 400. The 5th month 500. The 6th month 600. The 7th month 700. The 8th month 800. How many is that? 3600 in the 8th month. So in the 9th month you add 900, that gives you 4500. In the 10th month you add 1k, so now you're at 5500.

Your blueprint tells you, last month I generated 100 subscribers. How did I do it? Okay, I did it by getting 1k visitors through a certain type of website. Next month, you have a choice, you can either get 2k visitors instead of 1k and that will give you 200 subscribers instead of 100. Or, you can say, instead of having 1 traffic source, I'm going to branch out into 2.

I have taught a lot on traffic training. If you've been with me a while, you've heard it – and if you stick with me awhile, you'll hear it.

The problem with most traffic generation training that you've probably ever heard, including mine, is that normally when you're studying traffic generation you're studying it in a vacuum. You don't have a product to sell, you don't have coaching, you don't have 30 minutes of daily content, you don't have a daily email. Therefore your traffic is in a vacuum. You don't know who to attract. You don't know where to advertise. If you decide to spend \$1k over at Google, you get a whole bunch of traffic over to your website, but your squeeze page isn't right. Your 30 minutes of daily content is not right. You don't have any products to sell. You don't make any money in 30 days. And you say "I didn't make any money on that."

Well it's not because Google didn't send you the traffic. It's because you didn't have the pieces in place to monetize that traffic. It's kind of a big picture here. Make sure you do the other pieces with your blueprint.

The Daily Blueprint Checklist

Let's look at our 12-month blueprint now.

We have 5 tracks:

- We have a product track
- A coaching track
- 30 minute daily content track
- Daily email track
- And a subscriber track

When you wake up every single morning, you just go down this track.

Ask yourself:

What do I need to do for product creation today? Ah, I need to record for an hour.

Track 2 – **what do I need to do for coaching today?** Oh, I need to talk with one prospect.

Track 3 – **daily content, 30 minutes, what do I need to do?** Oh, 30 minutes of daily content, because I do that every day.

Track 4, **daily email. What do I need to do to do a daily email today?** Open up our auto-responder and write a daily email.

Then Track 5, subscribers, what do we need to do? What's the next step? You evaluate what you've done for traffic so far, what's worked, what hasn't, and expand.

Every single day you look at this blueprint.

Can you use this concept to create a 90-day blueprint? For anything? Yes!

More Blueprint Examples

Let's say that I wake up today and I have a brainstorm that I want to create a new website. And in 90 days I want that website to have 90 articles on it. I want it to have 2 products to sell. And I want it to have a coaching program. I can create a 90-day blueprint for this.

What would that look like?

It would look like 1 article per day.

It would look like 1 step per day in the product creation process.

And it would like 1 step per day in the coaching process.

That's it! That's what it would look like. A 90-day blueprint.

How about a daily blueprint? Sometimes I create a daily blueprint in the morning.

Some mornings I have an idea for some training I want to offer. Maybe a subscriber asked me if I would teach on something yesterday, and I said, "well, I don't have a training for that. Would you like me to create one?" And he says "Yes." So tomorrow morning I wake up wanting to create a training.

I write an outline - maybe in 10 minutes if it's something I know what I'm doing. I'm going to record a 2-hour training. That takes me 2 hours. I write that down on my daily blueprint. My 3rd step is: write a sales letter. 1 hour for the sales letter. Then I route all the technical backend - auto-responder, payment button, all of that takes maybe 1 hour. Then I send an email to my list telling them that the new training is out. That takes 10 minutes. That's my blueprint for today.

That's my blueprint, I look at it, I see:

- Outline 10 minutes
- Record for 2 hours
- Write for 1 hour
- Route technical backend for 1 hour
- Send an email for 10 minutes

That's a 4hr 2min blueprint for day. That's my blueprint for today.

When I get done for the day, I can look over the blueprint and determine if I completed it, or if I did not. If I did not complete it, what's my blueprint for tomorrow? I simply look at what I finished yesterday. I created the outline, I

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recorded it, and I wrote half the sales letter. What's my blueprint for today? Write the other half of the sales letter, route the technical backend up, and send out the email.

This process works for anything you want to do in your life. Anything.

If you want to lose weight. If you want to eat better. If you want to learn to communicate better. If you want to learn a new language. This process works! You have a 365-day new language blueprint. Learn 5 words a day, and in 365 days you will know 1825 words. And you'll know some grammar. 30 minutes a day. That's your new language blueprint.

Learn to cook... Learn 1 new recipe a week, in 1 year you have 50 new recipes.

It's the blueprint process. I know I'm oversimplifying it, but it's really not oversimplifying. Because this is how I get almost everything done in my life. I blueprint it. And I always write it out, **it can't just be a mental blueprint.** These are the steps that need to happen in order to make that happen.

If you'll take your internet business, and you'll create a blueprint just like this – a written blueprint. A blueprint that you can refer to every single day...

...you'll know what the next step is.

Every single day when you open that blueprint up, you say, "What's my next step?" You wake up and you say, "This is my next step!"

Then the only question is: "do I know how to do this? Or do I not know how to do this?" If you know how to do it, you do it. If you don't know how to do it, your blueprint for today is to learn how to do it!

Implementing Your Blueprint

Let's talk about something that's critical to the implementation of your blueprint. If you really use this blueprint process, if you write it out...

...in fact if you use the sample blueprint I gave you just as a sample, you'll have a fully operational business 1 year from now almost without fail. In fact, if you'll notice, within the first month you'll have a product to sell, you'll have a coaching program, if you do 30 minutes of daily content you'll have 10 hours of content either on your website, or for sale. You'll have 20 emails written, and you'll have maybe 100 subscribers.

So I could argue that after 1 month of using the sample, explanatory blueprint that I gave you today, in one month you would have a fully operational business. Probably wouldn't be making you much money if any. You might be still be paying more for hosting and tools than you have coming in. Just like if you build a sandwich shop, you have to buy a cash register, buy meat, bread. Pay some people to paint the place when you get started. The first month you probably lose money. That's the same way in the internet business. You likely lose money in that first month.

But, you have a fully operational business in 30 days. It wouldn't be making money (yet).

Certainly if you follow this process day in, day out for a year you'll have a fully operational business. This is very similar to how I built my business the first year. In fact, it's similar to how I plan my months, my years, my days right now today.

There's one thing that conspicuously absent from this blueprint. I've put no time in there for reading emails. Because reading emails does not further your blueprint.

You may say, "well, I might have prospects asking me questions about making a potential purchase."

My experience is, answering those emails alone takes no more than 10 minutes per day, per \$10k in revenue. If you're making \$10k a month, answering prospective prospects questions takes 10 minutes.

Just add 10 minutes to your day for reading prospects emails. If you come to an email that is not from a prospect asking you a question that might lead to a sale you immediately delete the email. That means that if Jimmy James sends you an email saying "Buy my latest super-duper shiny brand new video that will teach you how to do something you don't need to know how to do." You immediately delete the email!

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Here's the problem: if you open the email, and read the email, you become sucked into the story of how wonderful this bright, new, shiny object is. If it's a bright, brand new, shiny object that's untested and unproven. You don't need it in your business because millions of people have fully operational businesses without this bright, shiny object. Therefore, we know, beyond a shadow of a doubt, that you can create a full-time business without this bright, shiny object, or any other bright, shiny object that's out there. You don't even have to evaluate it.

You just delete the email.

The very first thing I do when I open my email box is delete all emails that I don't want to read. All emails.

The easiest way I've discovered to do that is to check the little box at the top – the one that “checks all” the email in your inbox. Then I just go through and uncheck the 4 emails that I want to read. This way I'm not even tempted to read all the ones I don't want to read.

Let's say that my inbox shows me 50 emails: I hit the checkbox that automatically checks every email in my box. I go through and uncheck the 4 emails I do want to read, because they're a prospect asking me a prospect buying question and I can kind of tell by the subject line almost every single time. Then this takes me maybe 2 minutes. After this I have 4 emails left. I read through those emails. I deal with them. 10 minutes later I'm done.

You'll notice that this blueprint doesn't include anything else.

I'm not going to go through all the different things you could be doing... But anything that is cluttering up your day that's not on your blueprint, just don't do it!

It's that simple. You just don't do it.

It's kind of like if you're on a diet, and your diet requires you to eat meat and vegetables and fruit. If somebody brings a bag of potato chips into your house. What do you do? You don't even consider it. You don't consider that potato chip bag. It doesn't belong to you. It may be in the house, but it does not belong to you. Why? Because you've made a rule in your life that for the next 3 weeks you only eat meat, vegetables, and fruit. I'm not recommending that as a diet. This is not dietary advice. It's just a concept.

Once you've made the decision that the blueprint for your eating habits for the next 21 days is meat, vegetables and fruit, anything that comes along that does not fit into the category of meat, vegetables or fruit, it just doesn't exist for you!

So if somebody brought you a bag of potato chips, you wouldn't even have to consider that. If somebody brought you a bag of concrete, you wouldn't consider it, it's not on your list. If somebody brought you a bag of tennis balls, you wouldn't even consider eating those tennis balls. They're not on your list.

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It's the same thing.

When you pull out your blueprint in the morning, if anything comes into your day: A YouTube video, an email, a knock on your door, you look at your blueprint, and you say "Is email on my list? No. Are YouTube videos on my list? No. Are annoying texts from my smartphone on my list? No." None of those things occur during your working hours. The only things that occur during your working hours are whatever is on your blueprint.

That's it.

I've given you how to create your blueprint. Obviously, you're going to have to learn the steps to doing each part of your blueprint. Now I teach a lot of these steps, but there may be other products you have to buy to learn how to do it. Whether it's from me or from somebody else. But you'll have to learn how to create products. How to create a coaching program. How to write 30 minutes of content. How to write an email. How to get subscribers. Each one of those steps, you'll have to learn the process for that. That will be part of your blueprint (at least initially).

So maybe if you're starting out in January, the first 2 weeks will be study. **But once the study is over, the study is OVER.** You're simply operating from your blueprint.

At this point you are ready to create your blueprint that will serve as your guide every single day of the year to get to wherever it is that you want to go.

Create your blueprint.

Then follow it every single day.

Track your results.

You'll be amazed at the progress you'll make quickly.

Sean Mize

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