

TAKE YOUR
MESSAGE *to*
THE WORLD



Everyday, people are taking their message to the world and making money online by creating products and programs that change people's lives. It's a billion dollar industry. Why not you? You can create new income streams, position yourself as a thought leader, an expert, a trainer, a resource — and have fun sharing solutions & strategies you already know!

The good news today is: anyone and everyone can proclaim their message on the internet. That's also the bad news, right? The internet is:

- **Crowded** - Everyone clamoring to be heard



- **Confusing** - Every two minutes, there's another offer of "help" from self-proclaimed experts. You don't know what to do or who to believe.
- **Expensive** - Products, programs and services costing thousands of dollars; many of these gurus over-promise and under-deliver.
- **Mentally exhausting** - Always more to learn. Technology changes daily. You feel like your brain is going to explode just keeping up.



All of this upheaval actually creates an incredible opportunity for YOU. Because

everyone feels like they are drowning in a sea of information. If you can help them navigate their way safely to shore, you'll be their hero forever!

Now here's the big key: you have to create a very specific kind of product or program — the kind that _____ for a specific _____
_____. If you do, you can get paid for that product or program over and over again for years to come. Maybe even for a lifetime.



So during the Take Your Message to the

World Webinar, we'll explore exactly how you can do just that. I'll show you how to take what you already know and turn it into profitable products and programs that touch the world.

You can do it. You just need someone to show you *how!*

See you there

~ Donna



The 5 Cs of Online Messengers

#1. C_____ C_____

Your mission is to take what's in your head and heart
and turn it into RESULTS-ORIENTED

_____.



#2. C _____

I'm amazed how many emails I get that are all about the person who wrote the email. Effective online communication isn't focused on YOU and what you want or need. Effective online communication has to _____.



#3. -W C

Contrary to popular mythology, having a Fan Page is just about the least effective way to build a loyal tribe on Facebook — unless you have a million dollars a year to spend on ads.

The real way to leverage Facebook is through _____ . So stop wasting time asking people to “Click Like if you Love Puppies” and “Click Share if You Love Your Mom.”

So old-school!



#4. C _____

You need to identify and stick with your M _____
P _____ M _____. As we all know,
sometimes days, even weeks, slip by. That's where
technology comes to the rescue. There are some
incredible tools you can use to make you LOOK more
_____ than you really are.



#5. Creating a L_____ T_____.

Now this is the pinnacle. This is the goal, this is the Crown of the 5Cs. Eventually, all of your efforts toward the other 4Cs reach a tipping point. And when they do, you've created a _____.

You may or may not have a natural talent for online communication. But it's not so much a talent — it's a skill. Skill is something you can learn. And then something you can develop.



5 Levels of Information Products

Level 1: A _____ **F** _____ **G** _____

This is where it all begins. Keeping the 5Cs in mind, you begin putting your online content out there and allowing people to benefit.

You could already be touching far more people than you'll ever know. But there are strategic ways to make the most of your message.



Level 2: Opt-in F_____ G_____

Let's dispense with another myth here. Your goal is not to "get people on your list." Is that what you've been told? Did you PAY SOMEONE good money to tell you that? Cause if you did, you wasted your money. The goal isn't to "build your list," the goal is to "build _____."

The vast majority of people are getting this all wrong. If you get it right, you'll be head and shoulders above everyone else on the internet.



Level 3. T_____ Products

Unless you are independently wealthy, have taken a vow of poverty or have more time on your hands than you know what to do with, at some point, you need a Level 3 Product! There are two ways to make an impact and an income on the internet. And this is the first. Give a _____ help to a _____ of people. We'll talk about the other way at Level 4 and 5. But this is a great place to start.

You could be up and running with a few weeks of super-focused effort.



Level 4. _____ - _____ Products

If you've been offering online programs and you're disappointed with the results that people are getting, the problem might not be your programs. It might be that you are not charging enough. As a result, people don't have enough skin in the game to put forth the effort required to get the results you've promised.

So the kindest thing you can do for them might just be raising your prices. Here's the catch, though. Before you raise your prices, make sure you

_____.



Level 5: B_____ T_____ Items

When you reach the point where you've **proven** to deliver significant results, you can charge more than \$1,000. But you had better be able to do this one thing: _____

_____.



You CAN Take Your Message to the World

Am I saying it's easy? No, but I am saying: you can do it. If you have or can create products and programs that get real results, you can succeed in the Age of the Expert. You can have a great life, help people and make a great living...as you Take Your Message to the World. And I'll be cheering for you the whole way!

Love & Prayers,

~ Donna Partow

www.donnapartow.com



Donna Partow

You likely know Donna as a top-selling Christian author with more than a million books sold worldwide. Her professional speaking career has taken her to six continents. She's equally effective whether she's addressing leaders of nations (including two invitations to the CIA headquarters)...or ministering to thousands at major Christian events and church retreats.

Donna is also a serial entrepreneur who has enrolled more than 20,000 people into online personal and professional development programs. Her total sales are conservatively estimated at more than \$40 million.

You may have seen or heard her when she was featured on hundreds of radio and TV shows ranging from Focus on the Family, LifeTime Television for Women, or even in Entrepreneur Magazine.

Donna's greatest gifting, in addition to being a master communicator & teacher, is prophetic prayer. By that, we mean she has a God-given ability to hear his heart for you as she prays. Her passion is to accurately hear and boldly proclaim God's highest and best will for your life.



