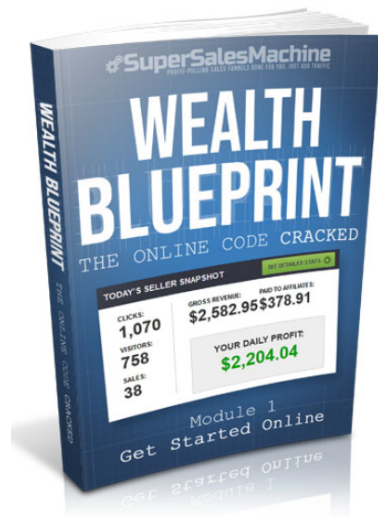


# Module 1 - Let's Get Started Online



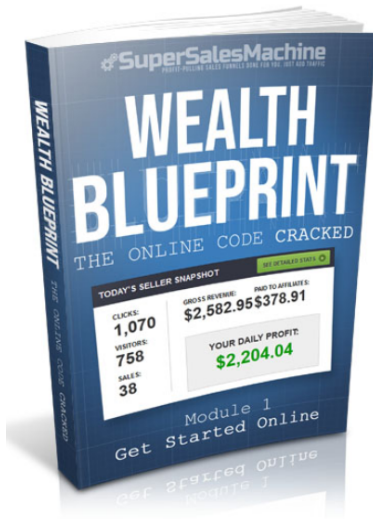
Are you eager to start your own online business, be your own boss and add more time and financial freedom to your life?

It is my goal to pass you the tactics and strategies that I personally use in my business to help you achieve your full potential.

One of the first things you need to remember before we get started is that there is NO magic pill out there for you to swallow and become an instant millionaire.

No matter what you do in life or what methods you choose in accomplishing your goals and visions it is going to take some serious planning and action.

# Module 2 - Cultivate a Winning Mindset



Here's a question to ask yourself... "Do you expect to win or lose?" Stop and think about it for just a second and come up with your answer.

I find that the language many of my students really are speaking suggests that when faced with an opportunity of any description, they don't expect to win. Therefore, by default, they are setting themselves up to lose.

The language you speak is simply a manifestation of the way that your mind thinks and the belief system that it has.

The words coming out have to be thought – either consciously or subconsciously. What is your language? Is it positive or is it negative? Does every direction you look seem to point towards failure?

# Module 3 - Intelligent Niche Selection



Niche marketing doesn't have to be difficult or a topic to avoid.

It's simply the process of finding out what people want and are willing to pay for and matching them with your product or service or recommendation.

After all, you wouldn't want to invest weeks, months even years into a product that nobody wants so understanding the basics of niche marketing is a smart move.

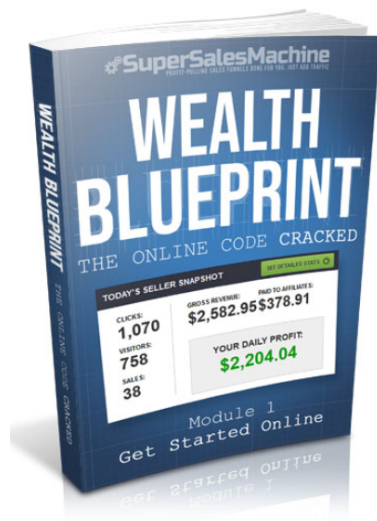
One of your main goals you need to accomplish is to establish yourself as an authority in your niche.

By picking a targeted Niche and keeping your focus on that Niche, you will establish credibility and trust in your market. This is a must to dominate your niche.

If you fail at this your competition is going to have no problem whatsoever drawing your customers over to their side.

# Module 4 - Affiliate Marketing

## Blueprint



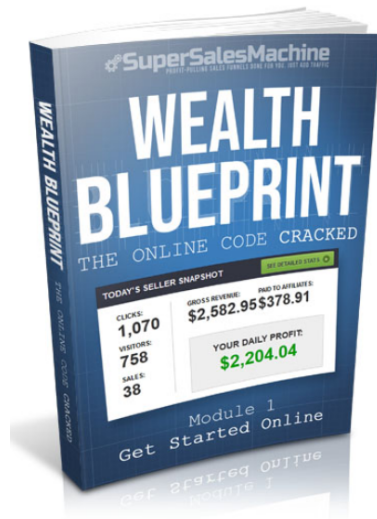
There are two ways to make money online. You can either sell your own products or sell other people's products and make a commission from each sale.

Creating your own products can be quite challenging which is why most start off with affiliate marketing. However, in time, you may incorporate both in your business and it doesn't have to be a case of 'one or the other'.

There is a certain order that has to be followed if you are truly going to be successful at being an Affiliate Marketer. It is not just grabbing an affiliate link for any old affiliate product and expect to make a bunch of money.

Yes, it is possible to make money with that method but that is not the method that the strong affiliates use to make large quantities of cash. It all starts with you providing a solution to a problem through great content.

# Module 5 - Key Automation Systems

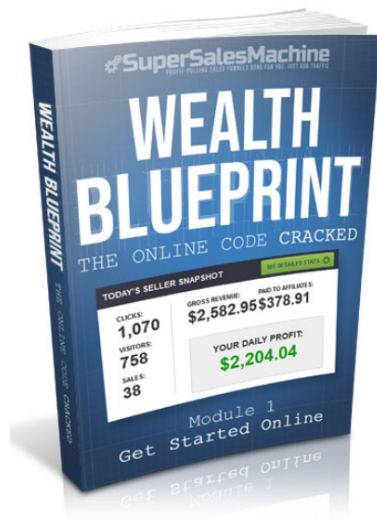


Statistics and reports have shown that up to 98% of all people who start a home-based online business will quit within 90 days. One of the biggest reasons is they discover it is too much work for them to do all by themselves, and they sure can't think about hiring someone to help.

One of the reasons it is seen to be so much work is because they have not automated. They do not have the proper systems in place that will allow them to easily automate the many processes of starting a home business.

The new automated systems allow you to keep track of the customers in one place and automatically send out messages as each one comes into your sales funnel. It also allows you to write up one message and with a couple of clicks send it out to your entire customer list.

# Module 6 - Traffic Attraction Secrets



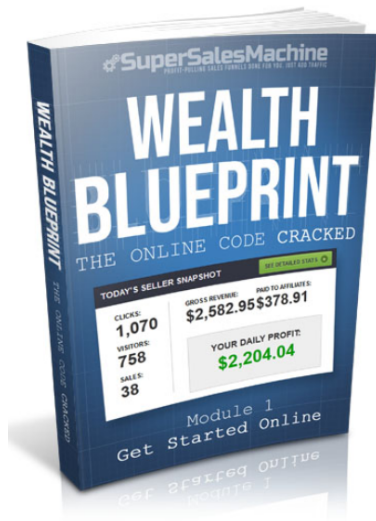
Traffic is one of the things every online business needs to succeed. Without traffic, you literally can't make any money online.

There are many different ways to get traffic to your website. The key thing is to find one or two techniques that work for you and you actually enjoy doing. Be consistent and repeat the process and you will get traffic.

It is important to also note that just because you get traffic it doesn't guarantee sales. So you need to focus on the traffic that converts into sales.

The goal of this lesson will be to open your eyes to the many different ways you can get targeted traffic that converts to your website.

# Module 7 - List Building Hacks



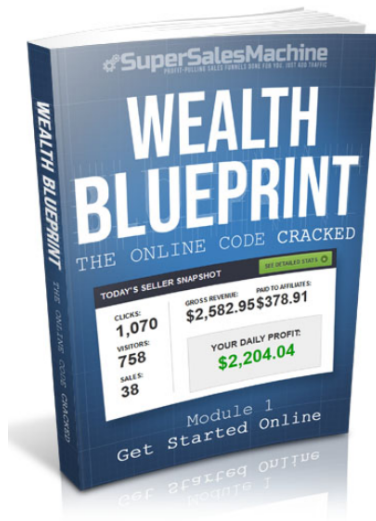
Ever heard the phrase "The Money's in the List?" If you had a dollar for every time you've heard that said, well, you'd already have your fortune.

Without a list of responsive customers, you are not going to be very successful in online marketing.

If you've been involved in internet marketing for any length of time, you should already be aware of the importance of list building.

For those of you who are new to internet marketing, you should be aware of this also, but if you have not heard the phrase "The Money's In The List!!!", then you need to wake up!

# Module 8 - Email Marketing Profits



Email marketing distributes information to a wide range of “highly targeted” potential customers and generates repeat business affordably and automatically.

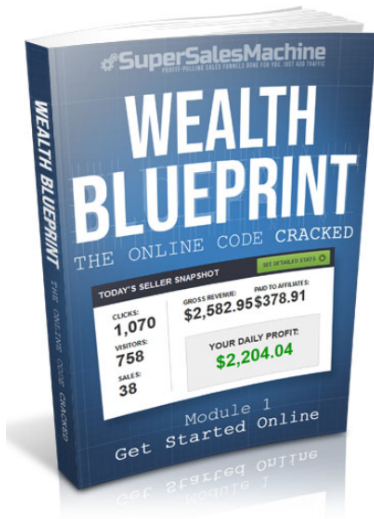
With email marketing, you can track your exact return on investment. This return has proven to be high when done properly.

It is instant. As opposed to a mailed advertisement, an email arrives in a few seconds or minutes.

Email marketing lets you "push" the message to your audience, as opposed to using a website that waits for the customers to come in.



# Module 9 - Creating the Irresistible Offer



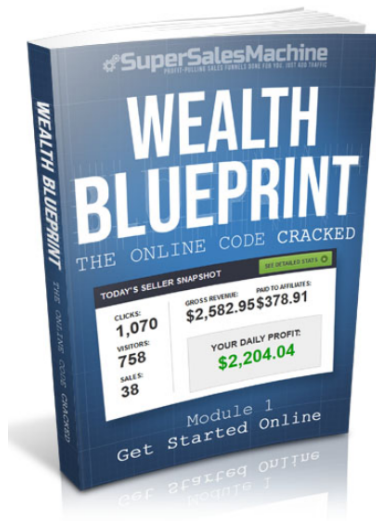
One of the easiest ways to get started online is as an affiliate marketer but it is not long before you realize you could make even more money if you had your own product and have affiliates promoting you.

Marlon Brando said it best in *The Godfather*... "I'm going to make him an offer he can't refuse."

There are so many product offers out in the marketplace right now for your potential customers to choose from. There are good offers, great offers, and irresistible offers.

You need to make sure yours is one of the irresistible offers to ensure you succeed online.

# Module 10 - Become the Expert

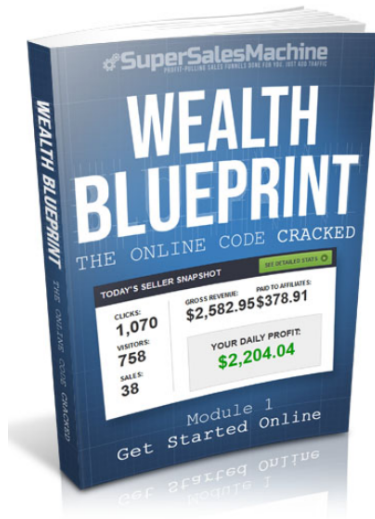


People buy products and services based on how much value it adds to their lives. But did you know there are ways to increase the perceived value of your product or service based on your reputation and how you've positioned yourself?

Creating an interview product is definitely one of the easiest and fastest ways of creating a high-quality product that will benefit you and your online business.

By doing a series of interviews with the experts in your niche, it will help you create a great product in its own right, or add additional value to any product you create.

# Module 11 - Joint Venture Partnership Profits



There is only so much you can do by yourself. There are a limited number of hours in the day and a limited number of sales you can make. This is why if you want to grow and scale your business, you need to leverage JV (joint venture) partners and share your profit.

After all, would you rather earn 100% of your own sale from your own efforts... or earn 50% from the sales of other people? The answer should be obvious.

JV partners are your master sales force and with a bit of preparation can get your business up and running overnight... literally.

Most people think a joint venture needs to have... "I have a product, you have a list, you promote my product" – but joint ventures are so much more than that if you do them right. Bringing in your potential JV Partners as part of the project is huge. Your JV Partners now have a vested interest in your success.

# Module 12 - Product Launch Blueprints

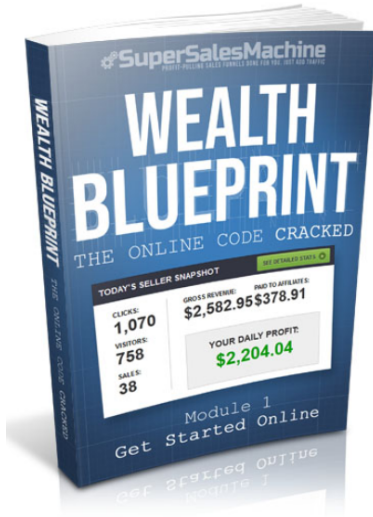


Creating and launching your own product can be one of the most rewarding and challenging things that you can do.

Whilst it can be stressful and overwhelming at first, the rewards can far out-weight the cons. You can benefit from instant sales, long-term sales, and JV partners who always have your back... not to mention a massive customer database that you can promo offers any time you want.

A product launch is nothing more than setting a date and time when all of your JV Partners will launch together with a big bang and today we're going to show you how's it's done.

# Module 13 - High-Ticket Backend Offers



Back-end marketing term is used to describe strategies and tactics for generating sales of additional products and services to an existing customer list.

Back-end products are extremely important for long-term business growth and for the overall success of a sales and marketing venture. It is an inexpensive form of marketing because the largest expense relating to marketing (customer acquisition) has already been incurred.

Another important benefit of back-end marketing is that your response rates and conversions will typically be much higher because your customers already know, respect, and trust you.

Despite the benefits of back-end marketing (low cost, higher conversions, higher profits, etc.), it's the most ignored form of marketing strategy. To be successful in marketing and sales in the long run, a business MUST become successful at back-end marketing.