

## 3 C's Get Booked Out

### # 1. CONTENT

Having (good quality) content' in an online business is essential. This is the ultimately the products and services you sell, that you want to sell more of and make money from.

You need to keep creating content – whether in the form of blog posts, videos, podcasts, articles and any combination of the above!

If you are going down the route of more passive income streams (earn while you are sleeping)of; eBooks, courses, webinars, workshops, YouTube, teaching, tutorials, writing a book, franchising, getting a bricks and mortar... Then your 'content' needs to reflect how you help people. Hint: it is what people are typing into Google.

***Consistent & regular high-quality content is key.***

What type of content will you produce? How consistently/frequently?

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## # 2. CAPTURE

The #1 rule in online marketing is '*Get Them On The List*'. An email list, that is.

To make money online, you need to have a list of people you can email.

This is done by asking for their email address via your website. This is done by asking for their email address via your website. Usually, a person will 'swap' or give their email address via an 'Opt In'. An Opt-In is when you give something of perceived value to your potential customer in exchange for their email address.

What potential opt-in/s could you offer (incentives)?

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### # 3. CONVERT

Now you convert (your email list & followers) into paying customers.

Through providing value via an Opt-In, building a relationship emailing out high quality content and therefore building the 'know, like and trust' factor you have people eagerly awaiting to pay you for your goods and services!

Connect your website (& platforms) to take payment and automatic delivery of the information product. Or confirmation of physical product purchase and next details.

For WordPress website use a plugin like WooCommerce or Easy Digital Downloads. No website? Use [SamCart](#). For selling courses or series of content, use [Teachable](#). Connect to email service provider (like [ConvertKit](#)).

How often are you going to send email newsletters?

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What ways can you make a sale/take payment?

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What do you want the customer experience to be like?

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