



MODULE 1

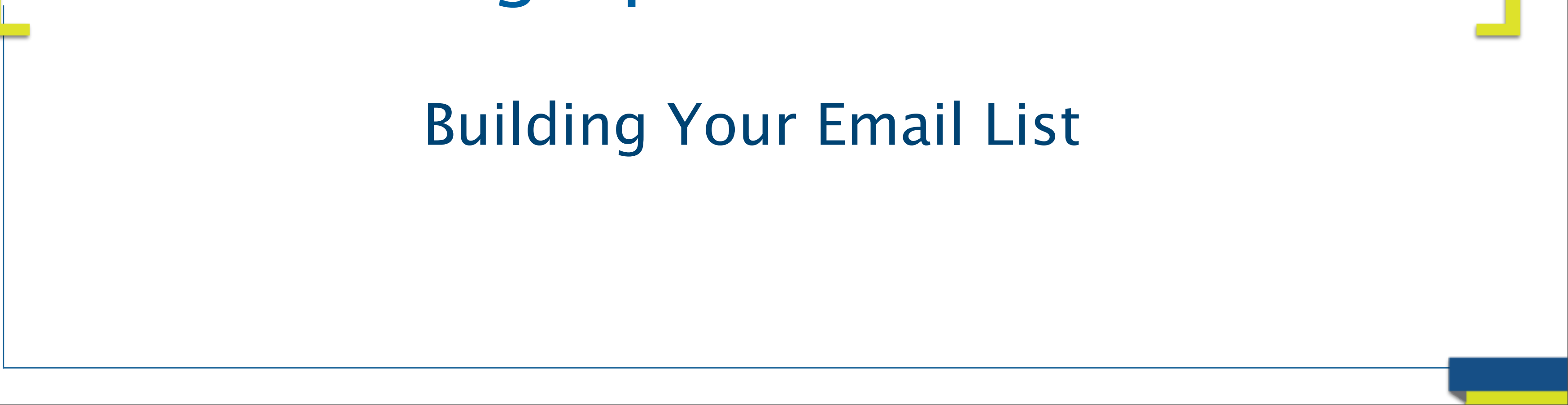
SEGMENT 6



Module #1

Setting Up Your Business

Building Your Email List



In This Class

Launch Your Lead Funnel

- Drive traffic to Opt in Page [Note: Module 4 is Traffic methods.]
- OVO Method
- Deliver Niche Related Content
- Strategize Your Email Campaigns
- Find your Voice [Note: Module 2 is Email Writing in detail.]

Start Small To Test



Start Small To Test

- Test Your Lead Funnel Thoroughly
- Start With Limited Traffic
- Analyze Statistics
- Optimize
- Re-Test, & Again, & Again
- Scale When It Feels Right

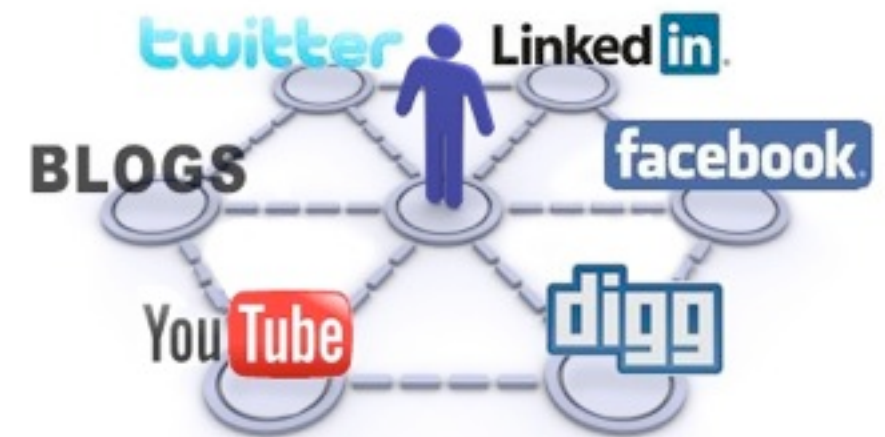


Scale Your Campaign

Scale Your Campaign

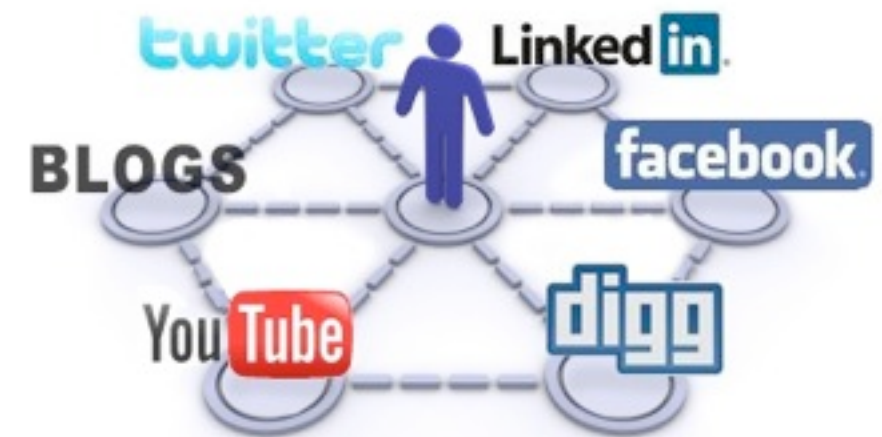
- Buy More Traffic.. Carefully.. Slowly Increase
- Optimize, Check Stats
- Scale Up Traffic Again
- Optimize, Check Stats
- Etc.
- Etc.

Traffic Sources



OneClickSeo.blogspot.com

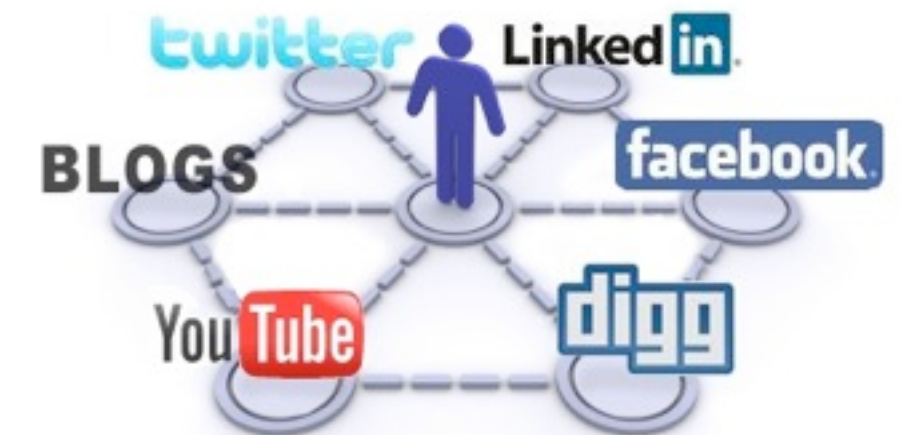
Traffic Sources



OneClickSeo.blogspot.com

Traffic Sources

- Drive traffic to Opt in Page [Note: Module 4 is Traffic methods.]
 - Free Traffic
 - Solo Ads
 - Clickonomy.com
 - Articles
 - Social Media Traffic



OneClickSeo.blogspot.com

The OVO Method

- Offer → Value → Offer



The OVO Method



- Offer → Value → Offer
- Value = Content / Good Will

The OVO Method



- Offer → Value → Offer
- Value = Content / Good Will
- Set Up Offers With Value

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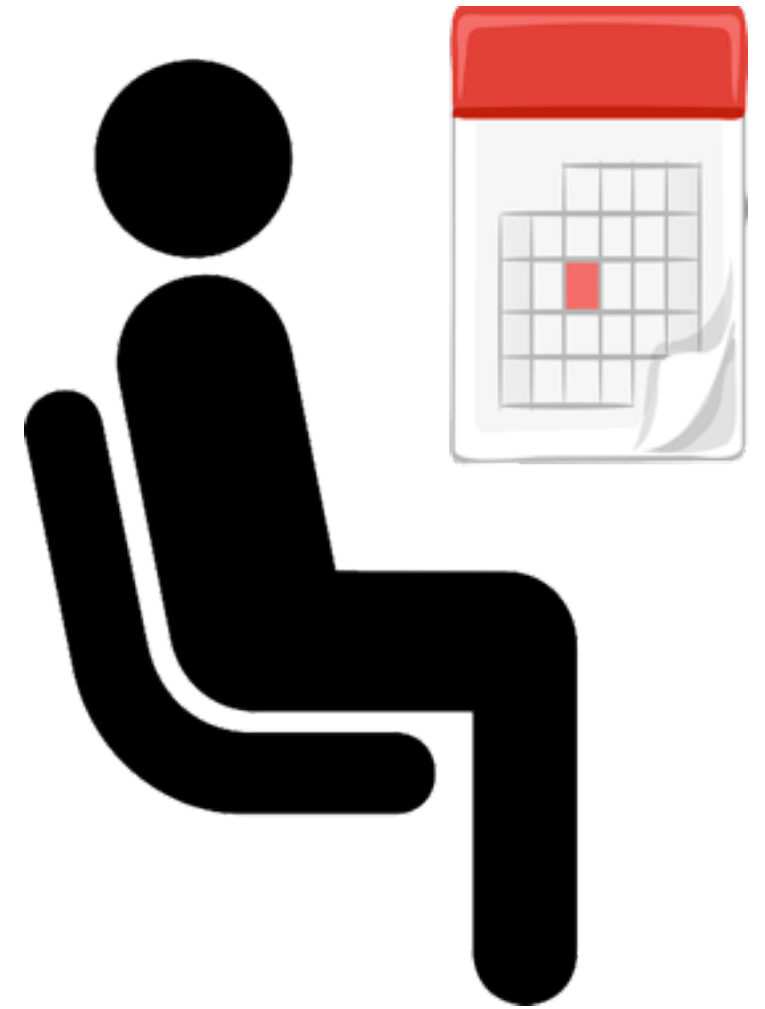
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Sending Strategies

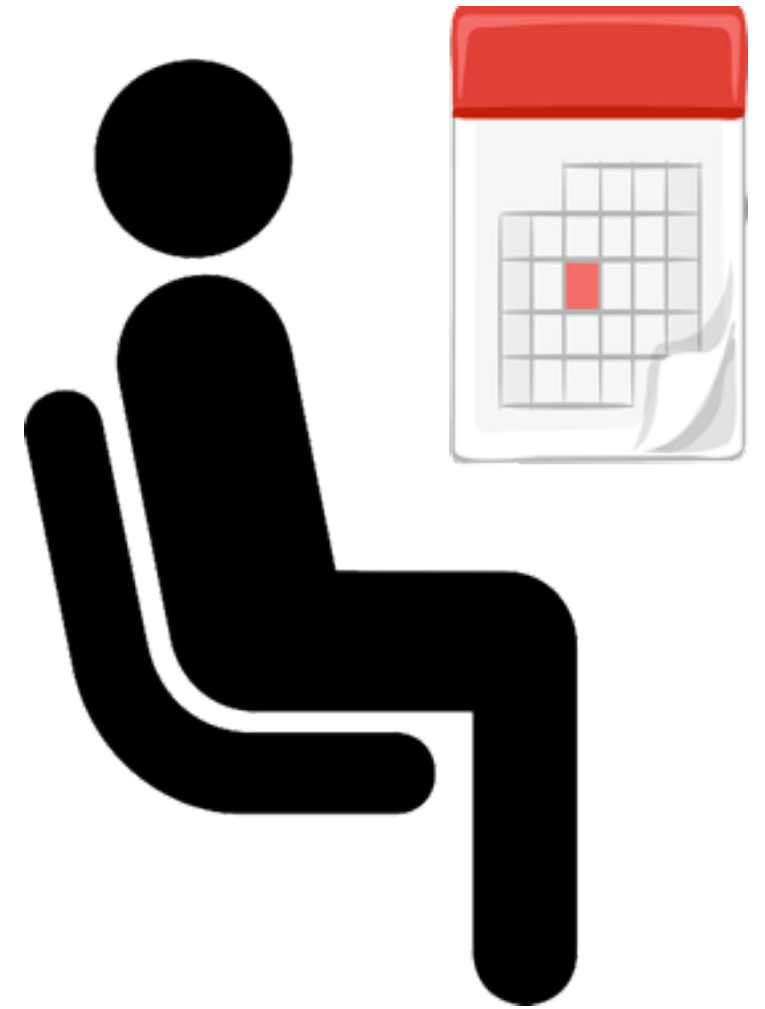
Introduce Yourself Initially



Sending Strategies

Introduce Yourself Initially

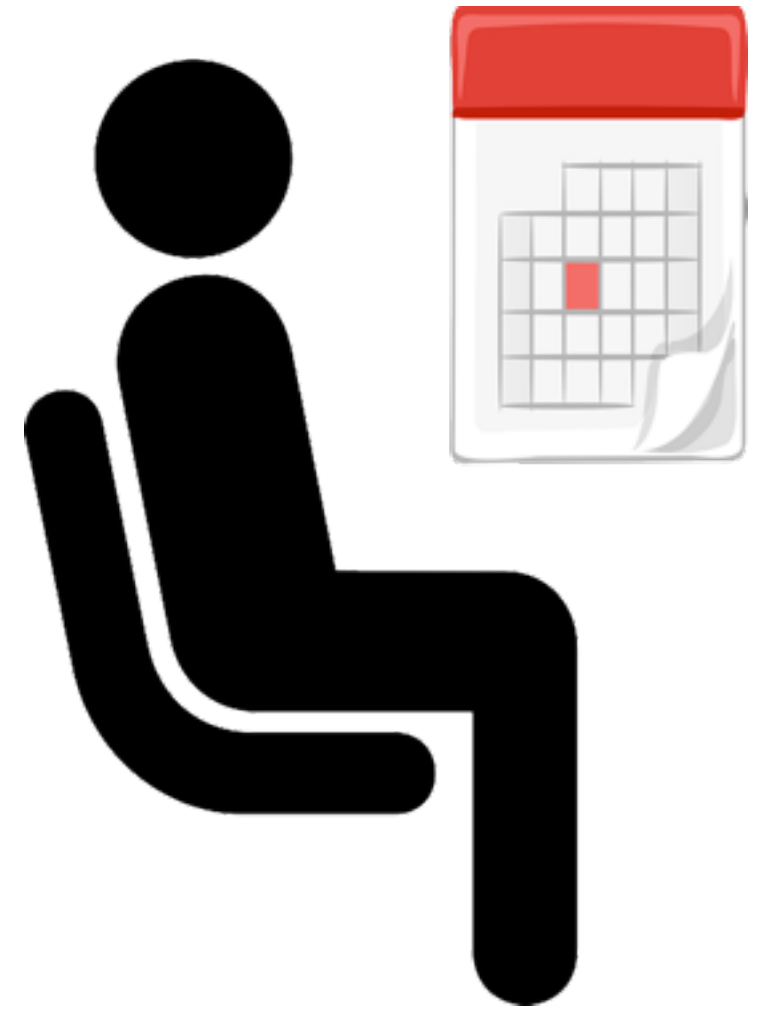
- Don't Overmail
 - Only 1 A Day
 - Skip A Day Once In A While



Sending Strategies

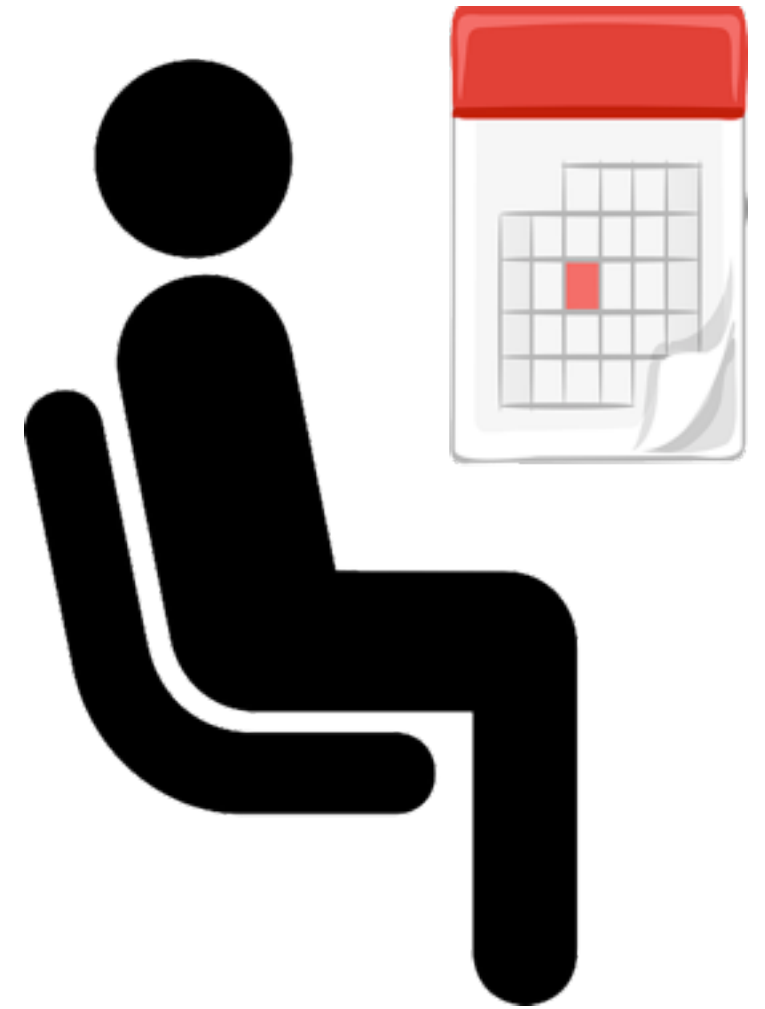
Introduce Yourself Initially

- Don't Overmail
 - Only 1 A Day
 - Skip A Day Once In A While
- Strategize
 - 1 Month At A Time, Then Week By Week



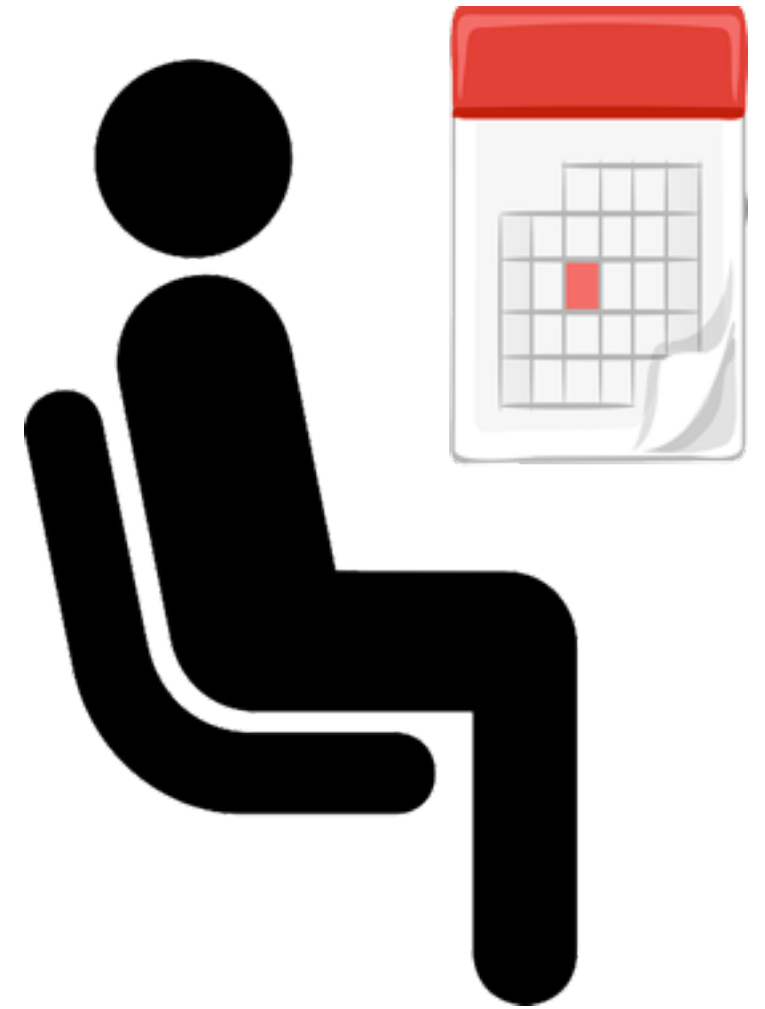
Sending Strategies

- “Theme” Your Weeks



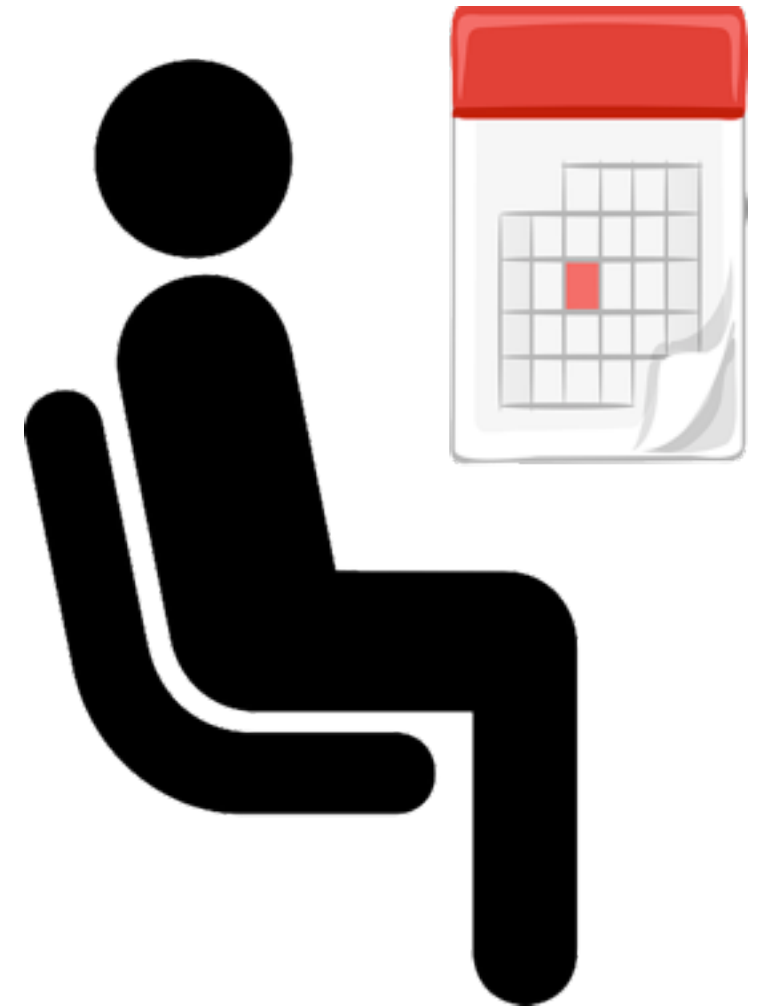
Sending Strategies

- “Theme” Your Weeks
- I.O. → D.O. → Content



Sending Strategies

- “Theme” Your Weeks
- I.O. → D.O. → Content
- Skip A Day For Them To Catch-Up



Find Your Voice

[Note: Module 2 is Email Writing in detail.]

Find Your Voice

[Note: Module 2 is Email Writing in detail.]

- Build A Brand

Find Your Voice

[Note: Module 2 is Email Writing in detail.]

- Build A Brand
- Talk WITH Your Subs, Not AT Them

Find Your Voice

[Note: Module 2 is Email Writing in detail.]

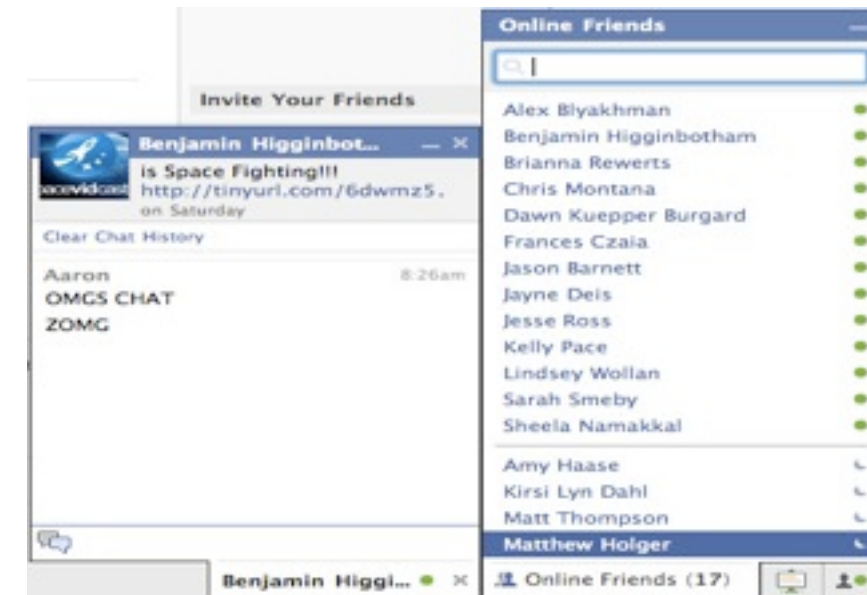
- Build A Brand
- Talk WITH Your Subs, Not AT Them
- Listen To Them, They'll Tell You What They Want

Find Your Voice

[Note: Module 2 is Email Writing in detail.]

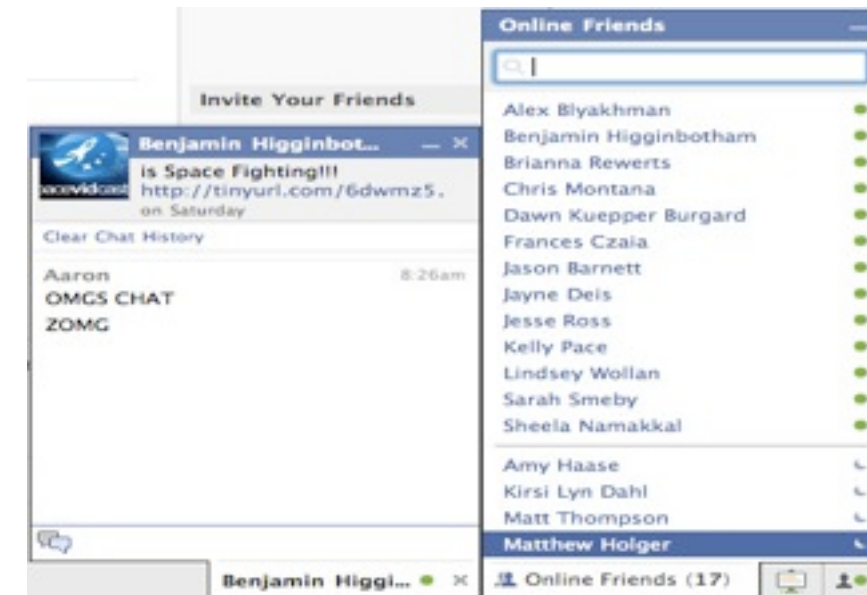
- Build A Brand
- Talk WITH Your Subs, Not AT Them
- Listen To Them, They'll Tell You What They Want
- Give Them Great Value For Remaining On Your List

How Do Folks Become Friends Online?



How Do Folks Become Friends Online?

- Chat
- Video
- Share Personal Experiences
 - Don't Just Tell Me About Your Product, Tell Me What People Are Doing With That Product
 - Tell People What Went Wrong With That Experience



How Do Folks Become Friends Online?

- Bond Over Shared Interests

How Do Folks Become Friends Online?

- Bond Over Shared Interests
- What Do They Want From The System
 - Connect By Understanding Their Frustrations
 - Tap Into What Is The Promise They Need Delivered
 - Understand Why They Are Reacting As They Are

How Do Folks Become Friends Online?

- Explain How Their Emotional Benefit Will Tie Into The Physical Benefit

How Do Folks Become Friends Online?

- Explain How Their Emotional Benefit Will Tie Into The Physical Benefit
- For Ex:
 - Don't Just Tell People How To Do Something,
 - Tell Them Why They Want To Do Something

Let's Review

Launch Your Lead Funnel

- Drive traffic to Opt in Page [Note: Module 4 is Traffic methods.]
- OVO Method
- Deliver Niche Related Content
- Strategize Your Email Campaigns
- Find your Voice [Note: Module 2 is Email Writing in detail.]