



MODULE PHASE 1

SEGMENT 2



The 40,000 Foot View



In This Class

In This Class

The Big Picture

In This Class

The Big Picture

- The Circle of Profit

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- **Phase 1: Building an audience**

In This Class

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- **Phase 1: Building an audience**
 - A) Opt-in page

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 - C) Promoting Affiliate Offers

In This Class

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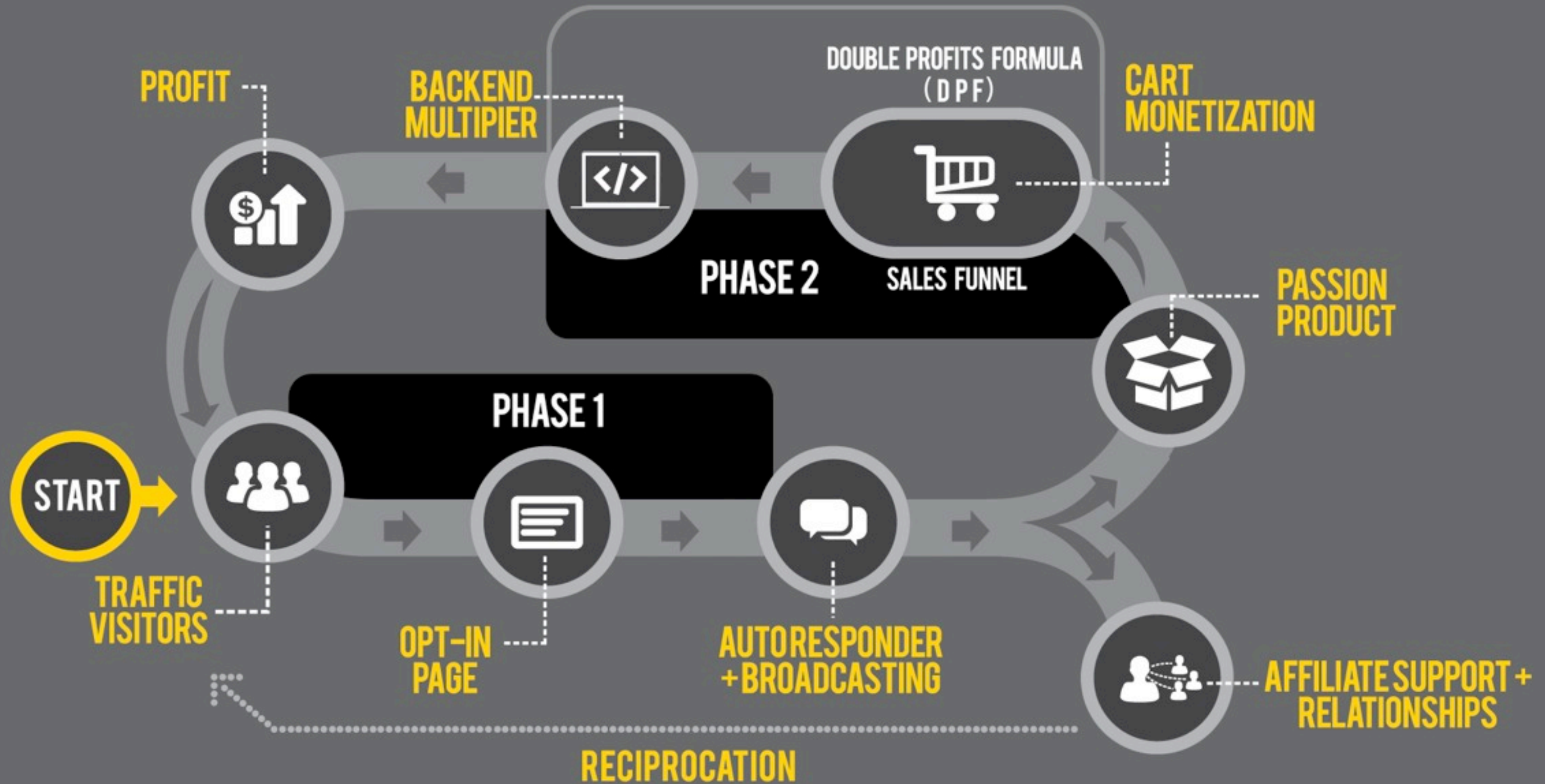
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 - A) Opt-in page
 - B) Auto-Responder + Broadcasting
 - C) Promoting Affiliate Offers
 - D) Building Affiliates Relationships

In This Class

Phase 2: Creating Your Own Product

- Passion Product – Front End Product
- Affiliates Support
- Cart Monetization – Sales funnel
- Backend Multiplier
- Profit
- 5x Profit Secrets
- Rinse & Repeat

5X PROFIT SECRETS



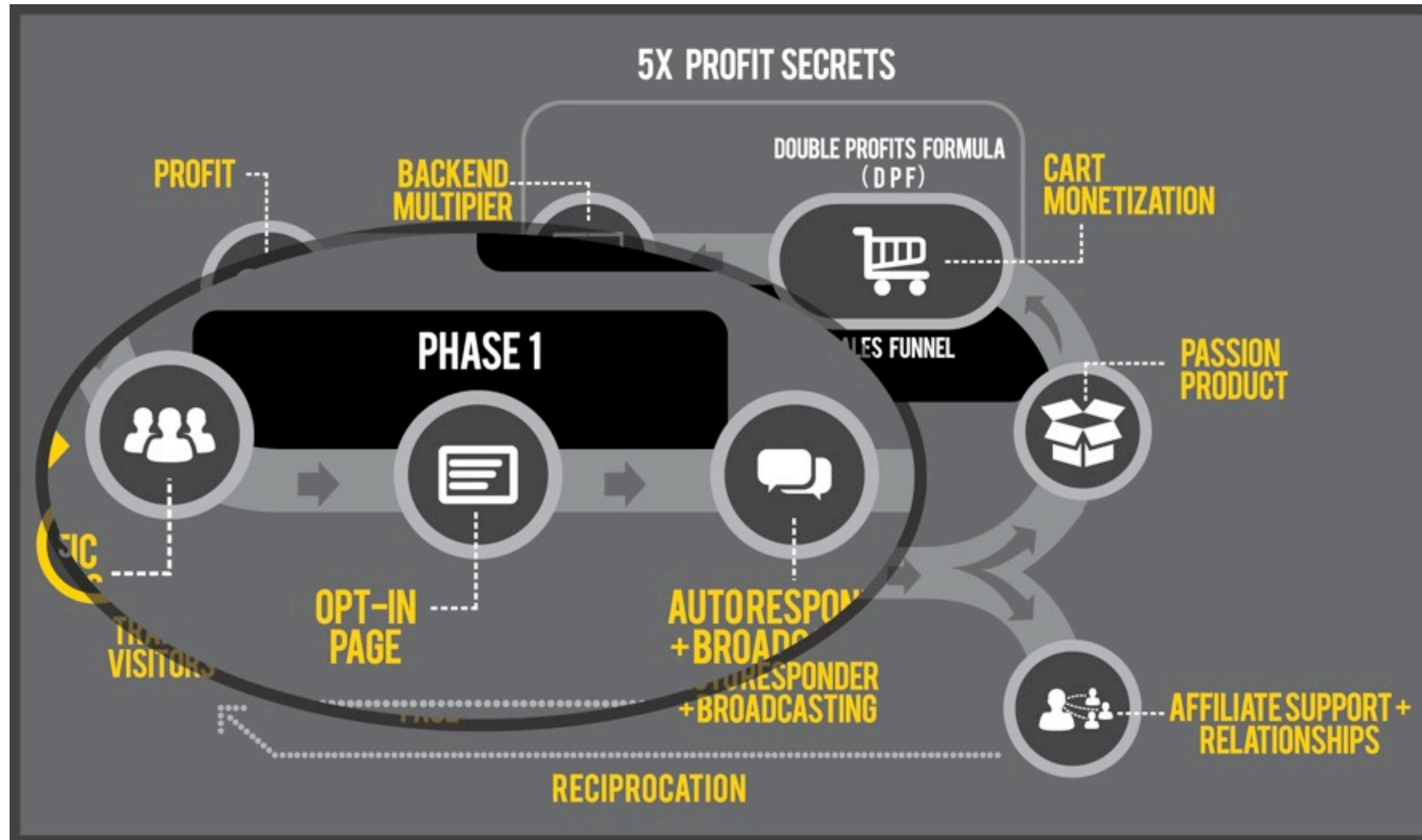


Phase 1

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The Start – Opt In Page



What's an Opt-in Page

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- On the page, you are enticing subscribers to join your list by giving them a FREE valuable offer.

Example of an Optin Page

**Change Your Life in 24 Hours
By Shifting Your State of Mind**

Learn how to live an abundant life applying
the Laws of the Universe

100% free course

 **FREE**

- ✓ Have confidence in yourself
- ✓ Reprogram your subconscious mind
- ✓ Visualize your goals
- ✓ Change your habits to attract a positive outcome

FREE Mind Shifting Report!

How to make your Mind a Money Magnet:
report, and learn the hidden secret to
unending abundance...

Enter Your Best Email Address below to get Instant
Access to the FREE REPORT!

Enter Your Best Email Here

Get Instant Access Now!

We will not sell, rent, or give away your information.
we value your privacy.

Free Mind Shifting Report!

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Example of an Optin Page



FREE HEALTH DAILY

FREE REPORT: Lose 10% of your unwanted Body Fat in the NEXT 30 Days!

Enter your name & email address below to get free access to the FREE REPORT!

Enter Your Best Email Here

FREE INSTANT ACCESS!

🔒 We will not sell, rent, or give away your information, we value your privacy.

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FREE HEALTH DAILY *The Revolutionary Plan*

The image shows a vertical optin page with a green and white color scheme. At the top, there's a green banner with 'FREE HEALTH DAILY' in white text. Below this is a photo of a woman and a man's torsos. A red circular stamp with 'FREE!' is on the right. The main headline is 'FREE REPORT: Lose 10% of your unwanted Body Fat in the NEXT 30 Days!' in bold green and red text. Below the headline is a text prompt 'Enter your name & email address below to get free access to the FREE REPORT!' and a yellow input field with the placeholder 'Enter Your Best Email Here'. A large green button with 'FREE INSTANT ACCESS!' and orange arrows is below the input field. A small privacy notice is at the bottom of the form area. The footer has a green banner with 'FREE HEALTH DAILY' and 'The Revolutionary Plan' in white text, with another photo of the couple.

[Why is an Opt-in Page Important?]

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The success of your business depends on how effective your opt-in page is in converting visitors to subscribers.

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- With simple tools you can build an optin page in as little as 10 minutes or you can outsource the whole process if you don't want to deal with the technical side of it and have an AWESOME Opt-in page that converts.

What is Traffic?

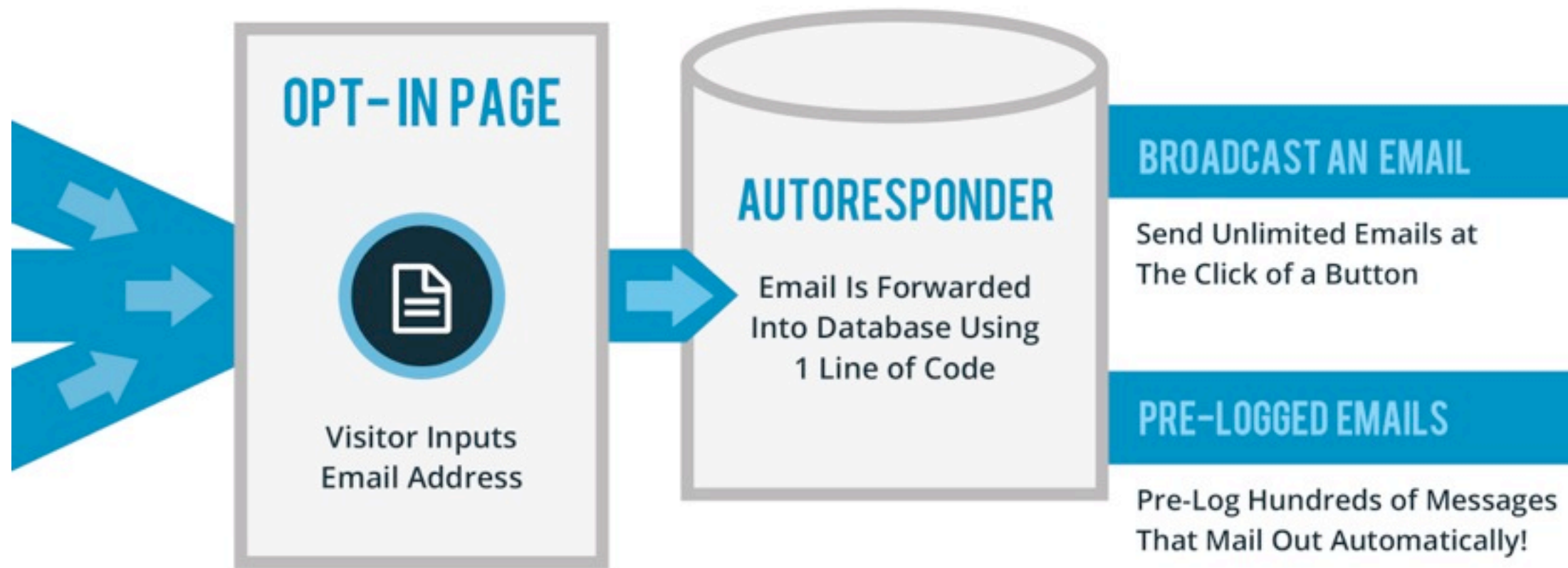
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- In order to succeed you **WILL HAVE** to have people (traffic) to be interested and buy your products!

Auto-Responder



What's an Autoresponder

An email autoresponder AUTOMATES email responses ("auto" + "responder").



Stores every email in a secure database



When and what you mail your list



Automatically handles administrative things like "unsubscribes"



"Spam check" the emails you write



Tracks important statistics for you.

A reliable autoresponder service is a NECESSITY for your email marketing business.

There are dozens of autoresponder services out there. Some are quite pricey and are designed for enterprise level email marketing. But there are excellent services where you can start out with a low monthly rate of about \$15 per month. (The cost will go up as your subscribers increase.)

- Here are four RELIABLE autoresponders I recommend for people getting started in email marketing:
- **1. GetResponse**
www.getresponse.com
- **2. iContact**
www.icontact.com
- **3. Aweber**
www.aweber.com
- **4. Sendlane**
www.sendlane.com

[Affiliate Support/Relationships]



Affiliate Marketing

Affiliate



Earn some cash.

Simply put, affiliate marketing is the process of earning a commission by promoting other people's products.

- You find a product you like, promote it to your list of subscribers, and earn a piece of the profit for each sale that you make.
- This is the best place to start when you are brand new and don't have your own product. Promoting affiliate offers is a great way **to monetize your list at the beginning.**

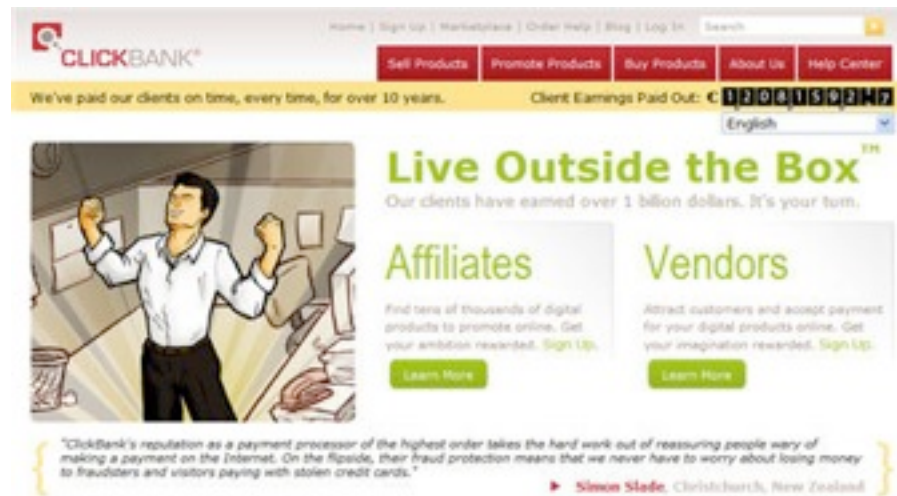
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 1. Offervault.com
 2. ShareASale.com

Building Affiliates Relationships



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 - **Be the Ultimate Networker** - It's important to build a network of affiliates because these affiliates will be a huge part in your success when you launch your own product!!!

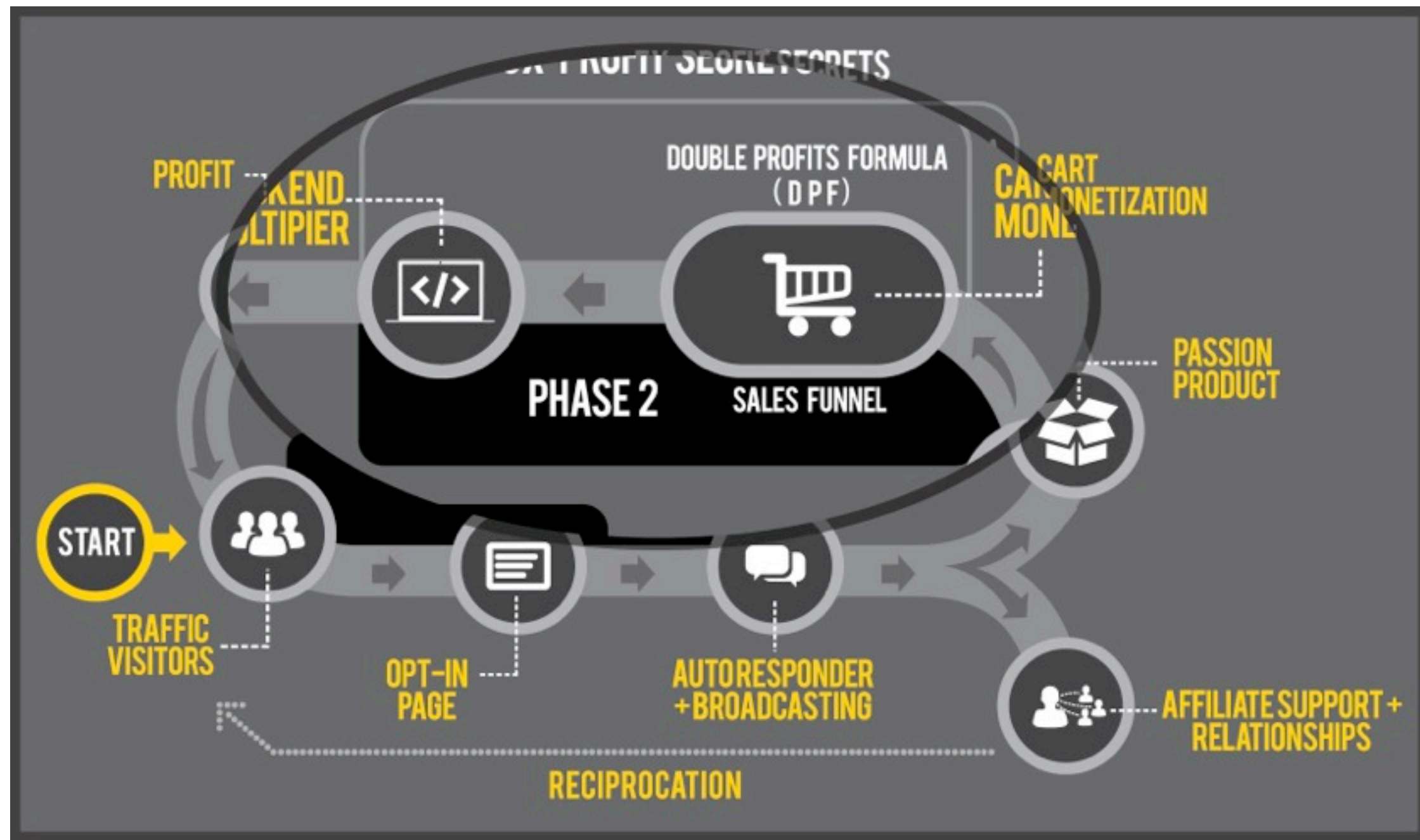


Phase 2

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Passion Product



Why Own a Product

Affiliate marketing is great, and if you select the right offers to promote, your list will LOVE YOU for bringing them to their attention. But even though affiliate products are awesome, you know what's even more awesome?

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Marketing your own products!

- If you do this right, you can make a lot of money, build a brand, help other people make money... AND even increase **your list of subscribers!**

The Sales Funnel



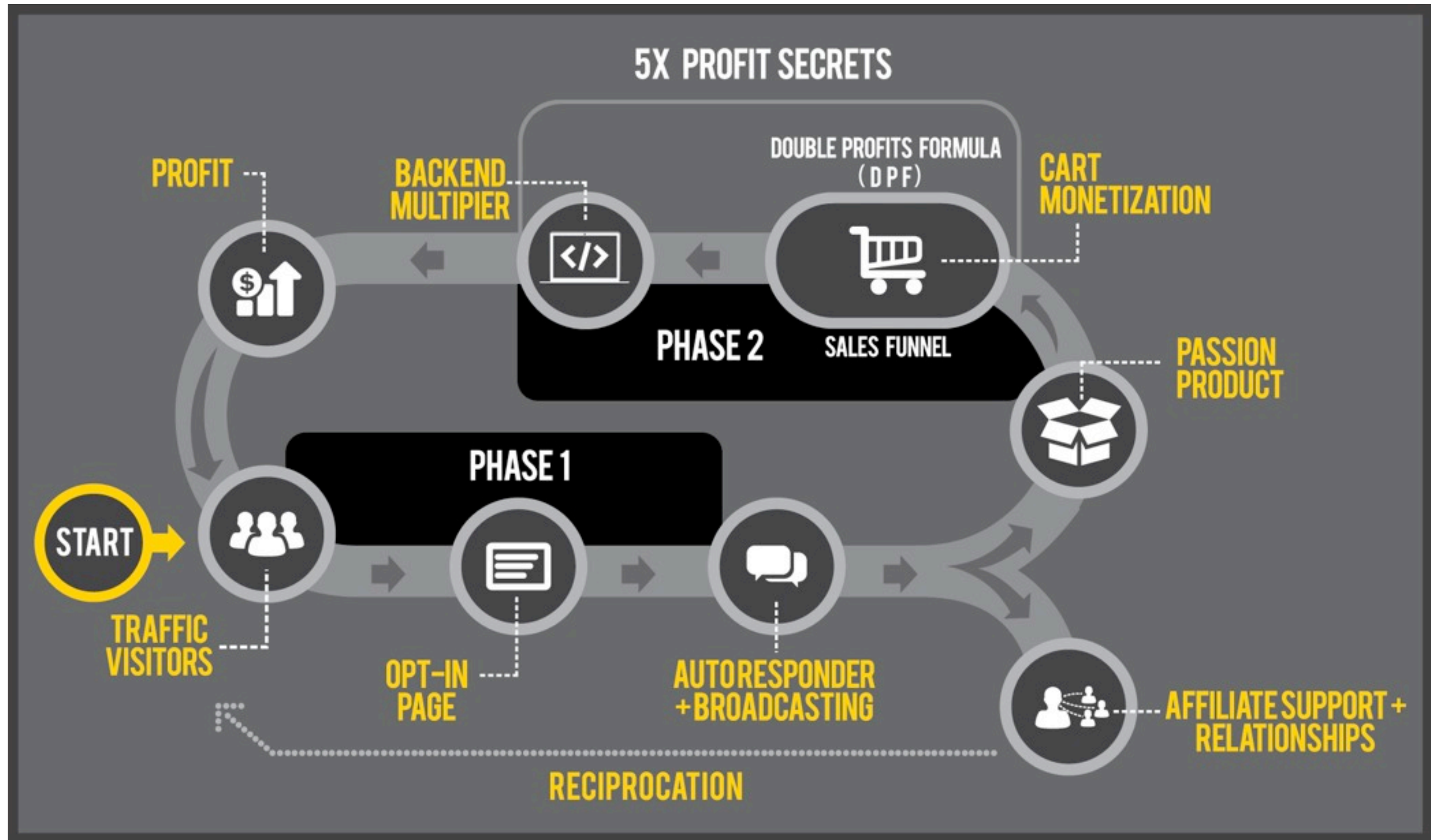
What is a Sales Funnel?

A sales funnel is basically a group of products that are strategically sold, one by one, to existing customers. Here is an example:

- You go to McDonalds and ask for a Big Mac. The cashier behind the register asks if you want Fries with that? Then, he asks you if you want a soda as well? You just took part in a small funnel! After you agree to become a customer by asking for a Big Mac, the company positions other beneficial and complimentary offers in-front of you.

Why do you need a Sales Funnel?

- Time after time, in almost any kind of business, research has proven that a proper funnel can more than double the value of your customer almost instantly!
- In short, the basic goal of a Funnel is to convince an existing customer to buy more products from the company, hence, increasing the lifetime customer value!



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- Understanding the Circle of Profit diagram is the foundation to starting your Digital Marketing Business
- At the beginning you start with Phase I which includes
 - Building your Opt in Page
 - Setting-up your Autoresponder
 - Becoming an Affiliate Marketer
 - Building Affiliate Relationships (network)

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Once you master Phase I, then you move to **Phase II (The Next Level)** which includes:

- Building Your Passion Product – front end
- Cart Monetization – Sales funnel
- Backend Multiplier
- 5x Profit Secrets
- Profit

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- Generating profits that go into the millions
- Being able to re-invest those profits!