

Things You Need To Know

It is **VITALLY** important that you have a **CLEAR** understanding of **EXACTLY** what you want to achieve with your online business.

Of course, you want to sell as much of your product/s as possible.

The important part is HOW!

You need to be asking yourself **MANY** questions – and we highly recommend that you put this down on good old fashioned pen and paper!

We will get to those questions in a moment.

Before we get to that, you need to understand the following:

- This will take a GREAT deal of hard work and dedication on your part.
- There will be times when you think nothing is working.
- There will be times when you wish you had never bothered.

It is VERY difficult to make a decent living online (No matter what the supposed gurus tell you).

If you are not prepared for the above, then get a “normal” job and do not waste your time and your money.

Having said all of that, it CAN be done – we are living proof of that!

And we are here to show you the EXACT systems we use and to help you achieve your goals online.

Questions You MUST Ask Yourself

Remember to get a pen and paper and start writing these down. It does not matter how good your memory is or how good you think it is, write this down and refer to it every day!

1. Am I serious about wanting an online business?
2. Am I prepared to work harder than I ever have before?
3. Am I prepared for the frustrations of failure?
4. Do I have the support of Family / Friends / Partner?

Let's assume that you answered YES to the above, then we can move onto the next section. If you answered NO to any of the above, then stop reading now and make sure you keep your "normal job".

What Is My Business?

It may seem VERY obvious to you what your business is – and indeed in some cases it may be quite simple.

However, what is obvious to you may be super complicated to everyone else.

My business for example, is a Niche area within a fairly niche market. To me, the information and teachings supplied are “normal”.

To most of my customers – everything shown is completely new.

Therefore, I have to show the material in a way that can be understood by the beginner and yet appreciated by the expert.

There is an old saying – Teach like you are educating your GrandMother!

Let’s have a look at the types of product for sale:

Tangible – This is something that you actually deliver to your customers, e.g a DVD.

Digital – This is something that is made available for Download, e.g a PDF like this report.

Almost everything falls into one or both, of the above categories.

Then, there are sub-categories within those two main areas.

For example, you may be selling an offline / online course with lessons, documentation, video downloads, hard copy deliveries actual face-to-face training.

You see, how involved this can become?

This is where you need to clearly understand what you are offering and detail this exactly on paper.

Only when you are 100% sure of what you offering, can you be sure of what your business is – at this moment in time.

Remember: This can change and indeed probably will change over time.

My own business started with VHS and NTSC Video Tapes.

This developed to DVD's.

This then developed to Digital Downloads.

This then developed into Online Courses.

Is your business flexible enough to make changes?

Or do you have a one-off product that will never really change that much? E.g a Punching Bag.

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The Important Questions

Here are the important questions you need to write down and answer.

Some of this may seem obvious at first, but stick with it. It is important that you do.

- What EXACTLY is my product?
- Is it tangible, Digital, Both, online course, membership or a mixture?
- What is my target market?
- Is it age or gender specific?
- Is it aimed at a niche area?
- Am I a recognized expert in this field?
- Do I understand and know my product/s inside out?
- Can I answer any questions about my product easily and with confidence?
- Do I have 100% belief in my product?
- Is it the best that it could be?
- What is unique about my product?
- What makes it different or better than my competitors?
- Do I know my competitors?
- How big is my potential market?
- How much of that market can I realistically expect to take?
- How much of that market does each of my competitors have?
- How well known am I within this market?
- How well known are my competitors?

Once you fully understand exactly what it is you have to sell, then, and only then can you begin to implement the correct procedures to make this work online.

At this stage do not worry about price points!

Let's now assume that you can answer all of the above questions and that you are fully conversant with your product/s and that you know exactly what it is that you are selling.

Now, you need to understand the dreaded internet and how websites, shopping carts, advertising, marketing, list building etc all works!

The knowledge of those questions will determine what type of site you need to set up.

Now you have to determine your current level of expertise as regards the type of site you need.

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What Type Of Website Do I Need?

It is VITAL that this is done as correctly as possible from the beginning.

It will save a ton of time, heartache and money in the short, medium and long term!

Again it is question time. Get your pen and paper ready!

- Do I understand how to purchase a website?
- Do I understand what hosting of a website means?
- Do I have any experience of building a website?
- Do I understand HTML/CSS?
- Do I understand how to install and set up a shopping cart?
- Do I understand how to install and set up an autoresponder system?
- Do I understand how to install and set up a Membership system?
- Do I have a merchant account?
- How many products do I have to sell?
- What type of product/s do I have to sell?

Getting Your Mind Right

With any business, offline or online your **PRIMARY** Focus is on **THREE** areas.

1. Getting new prospects to visit your site/store
2. Getting those prospects to become customers i.e Buy your product.
3. Getting those Customers to **BUY AGAIN**

It really is that simple!

However, the actual process and making it work is **EXTREMELY** difficult and time consuming.

Get the process wrong and it could cost you everything!

This is where our help and guidance will become invaluable.

Before we start to provide you with some help there are a few other things that you need to do.

We call this "Clarity Time".

This starts with ensuring that your needs, wants and desires are in complete sync.

What do we mean by that statement?

We want you to write this down, or keep it in your mind if it is very private.

Needs:

How much money do you **NEED** to make each month to live? _____

Wants:

How much money do you **WANT** to make each month to live? _____

Desires:

How much money do you **DESIRE** to make each month to live? _____



This is what normally happens:

- At the beginning of the Month you **DESIRE** to make 20K USD.
- After a week or two, you **WANT** to make 10K USD.
- By the last week, you are ok to only make the 2K USD that you **NEED!**

These figures are just examples, but the process is the same whatever your actual figures are.

They are **NOT** in sync.

You **MUST** ensure that they are in sync.

This can and indeed **WILL** change as you progress.

If we took the above figures as real, we would recommend that to begin with you set your needs, wants and desires all at 4K USD per Month.

Then, when you have achieved that for 3 Months straight – set the bar higher again.

Increase the amount to 6, then 8, then 10, then 12 and so on.

Why do we do this?

It is all in the mind!

When we desire something and realise we can't get it, we start to want something and when we realise we can't get it, we start to need something.

This can set a pattern of failure from the beginning.

We **MUST** set a pattern of success from the beginning.

Site Types

These are the main types of sites:

- Single Product – Digital and /or Tangible
- Multi-Product – Digital and /or Tangible
- Membership Site – Includes Online Courses / Instalment Plans

Now you should choose which of the above relates to you?

It may be that you have products in one or more of those categories.

Our strong recommendation for all 3 types of site is that you use **Wordpress**.

The reason being is that it is simple to install (Many webhosts will do it for free) and is scalable.

It also has a tremendous amount of flexibility and can easily cater for all the above site types.

There are also thousands of free and paid themes and plugins for Wordpress which will ensure your business can run efficiently and easily.

It is VITAL that your site is easy to maintain and operate.

You do not want to spending valuable time and money (Your work hours) on keeping your site operating properly.

It should be as close to install and forget as possible!

Now let's take a look at each type of site:

Single Product

This is, of course the simplest online business.

The main issue we have with a single product business is, quite simply, once they have purchased your product, what else is there for them to do?

Unless you plan to be an affiliate for other people and market their product/s to your list, then you are pretty much finished, unless you have a constant stream of new customers!

If your product is at a low-price point, then you need to have **MANY** new customers each and every week.

If your product is at a high price point, then you **need to be well known as an expert** in this field for people to even consider making that purchase.

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Multiple Product

Now we are getting more complex and we need to focus VERY clearly on what we are trying to achieve.

Are you going to send your prospects to a shopping cart and let them choose what they want to purchase?

Do your prospects require help and guidance on what they should purchase?

Why should your prospects purchase from you rather than your competitors?

Is there a particular order in the way products should be purchased? By that we mean, should they purchase product A, then B, then C and so on?

Or could they purchase ANY product from your cart?

Do you require different Sales Funnels for these processes?

Your message to your prospects MUST be clear and precise.

Then, once they become customers, the follow up messages MUST also be clear and precise.

At no point, should the prospect or customer be unsure as to what they should do next.

This is where the site design, the site message and the follow ups are CRITICAL to your success.

Membership Site / Online Course

This type of site is probably the MOST difficult to get right.

There MUST be a VALID and EMPOWERING reason for someone to want to become a member of your site or online course.

You MUST be a recognized expert in the field OR someone who can provide your customer with EXPERT advice, guidance and help from other recognized experts.

If you are NOT an expert or can't provide expert material, then stay away from this business model.

If you can provide the material then this business model provides some incredible benefits.

It can provide a good, solid and stable monthly income with occasional peaks in income generated.

Your customers will know and trust your judgement.

There are some downsides though!

The average length of stay on ANY course or Membership is 4.2 Months.

It is the same for offline businesses as well.

From our experience of HUNDREDS of Martial Arts Schools and literally over 2 MILLION students, the figures are the same.

The average length of stay for a student is still 4.2 Months!

Yes, there is always that student / Customer that stays for years.

But that average is brought right down by the MANY that quit in the first week or first few Months!

Conclusion

Once you have written down your answers to all the questions in this report, then you definitely need to set aside a time for a chat with us about how we can help you proceed.

At this stage I want to be VERY CLEAR and upfront with you.

If you are selling a product or service that is dubious in any way shape or form, please do not contact us.

We will ONLY work with people of the highest moral character and with true, genuine quality products.

We have a reputation that is second to none in the Industry and we will keep it that way by working only with like minded people.

If you are not prepared to work EXTREMELY hard and understand that not everyone succeeds, then stick to your normal job.

If you are the type of person that blames others for your own laziness, lack of success or problems in life, then stick to your normal job.

If you are a true go getter, willing to work like crazy and have a genuine product and desire to succeed, then we are waiting to help you do just that.