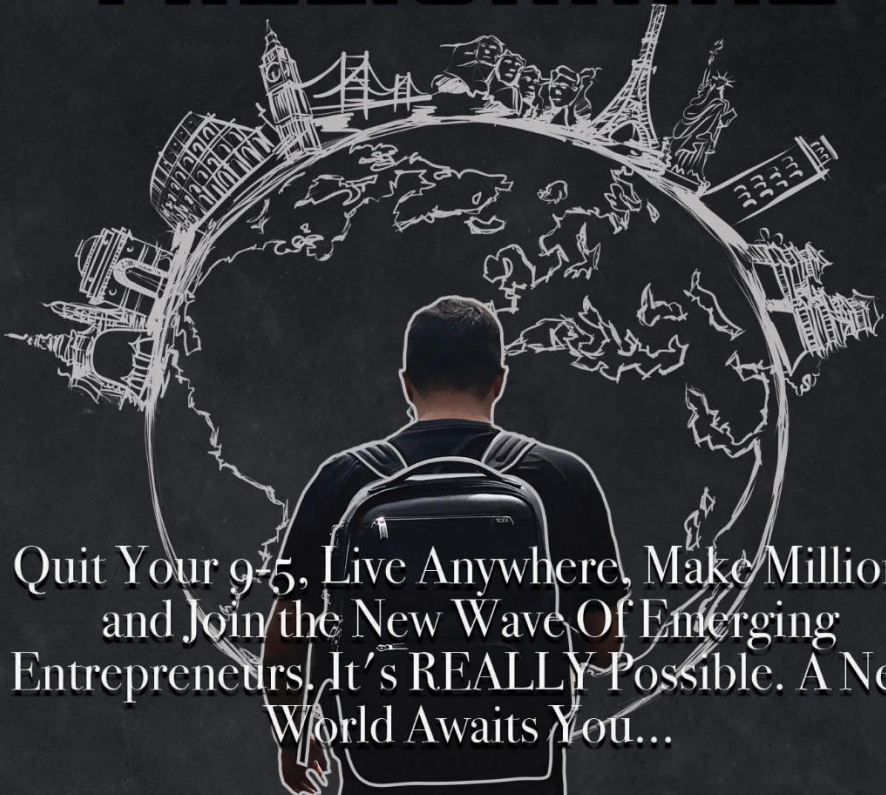


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World Awaits You...

WRITTEN BY

SHAQIR HUSSYIN

“Shaqir Hussyin is a phenomenal teacher and leader who really cares about his students and people he works with - I can't recommend him enough, you can't go wrong with Shaqir.”

Mike Dillard

Shaqir Hussyin

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WealthAcademy Publishing Ltd,
Kemp House 152-160 City Road, London, EC1V 2NX.
Website: www.WealthAcademy.com
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Phone: +1-844-256-4110

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Foreword: My Intention

Backpack Millionaire is a personal account of my journey from a small government housing flat to the helm of a \$30 million business that's poised to spring toward the billion-dollar mark over the next decade.

What you're about to discover in these pages has the power to change your life so far beyond recognition, financially speaking, that if I were to tell you by how much, you probably wouldn't even believe me.

In this book, you'll learn the secret to my success, and how YOU can use it to succeed in the New Freedom Economy.

What do I mean by "New Freedom Economy"?

I mean that, in the last two decades, that economy has changed forever. The days of working for a company for 35 years and retiring with a pension are over; it's more or less everyone for themselves. For most of us, this is scary; for others, it's exciting. It all depends on your viewpoint. You see, every major shift in our economy presents new opportunities to profit.

Did you know that more millionaires were created during the Great Depression than at any other time in history, because it was an ideal time to start a new business? Real estate was cheap, and assets could be bought at fire-sale prices. For example: in the city of San Antonio, Texas, USA, the 12-story South Texas Building, once the tallest skyscraper in the city and worth multiple millions of dollars, was sold at

auction for... \$27,000! Even then, that was a ridiculously low price... and you can bet the new owners recouped the value many times over after the economy improved.

Today, the world's economy has shifted again, this time as a result of the Internet and globalization. It wasn't abrupt, but it's been inevitable. The Internet has seen its own series of shakeups as the social media-dominated "Web 2.0" has replaced the original static World Wide Web. Those who see this and can take advantage of the confusion can become millionaires just like those who saw opportunity in the Great Depression.

I first noticed this shift seven years ago, but I didn't know how to profit from it then. In fact, I spent the next two years working long hours (and spending everything I had) before I finally broke through and "cracked the code." That was the beginning of my Digital Business Kickstarter Method that would go on to help generate over \$30 million in the next five years. Since then, I've shared this idea with thousands of people all over the world. And now, after five years, I'm finally ready to share it with you in this book.

Since I was 19 years old I have traveled to 100+ countries, invested over \$350,000 into my own education from millionaires and billionaires. I'd love to say what a wonderful life the Backpack Millionaire is - however I want to make sure I set the tone. Success in anything in life takes hard work, dedication, focus and fortitude.

I've had a lot of failures, lessons and insights along the way, but with that I've also built 10 different million dollar businesses, creating

ultimate time freedom, income freedom, location freedom and emotional freedom.

This book has been 4 years in the making and has taken up a lot of time, energy and mind power to put together for you. My collection of wisdom, expertise, principles, thoughts, and concepts has grown over the years. The problem now is that when I try to refer back to all this wisdom, the list has become too long and too hard to sort through. This is one of the many reasons why I wrote this book. I'm now approaching my 7th year of running businesses. It's been a wild ride, and the pace of learning has been fast. To date, my various businesses (one selling information products, one selling seminars, and one selling advertising) have generated over \$30 million in sales for myself. I've helped clients and partners a lot more than that, on my last count, in the range of \$100M+. Over 15 of my students have already become millionaires and more. These days I regularly charge \$20,000 for a single day of VIP in person consulting and my information for my training, coaching, and consulting that starts from \$3,000 up to \$120,000+ per year. I've had thousands of clients come through my sales funnels (websites) over the years.

When first starting out as a 21 year old, my big advantage was naivety and raw optimism. I had dropped out of university in my final year and instead of getting into Investment Banking, I thought I'd learn the construction game by going to get a job as a bricklayer, plastering boards, painting walls, mixing cement and sweeping floors in the down and dirty construction sites of East London. I knew deep down there was more for me in life, do you ever feel like that? It was very hard work, I remember the first day walking in and asking the boss what my role is and how much I'd get paid, he gave me a broom and said start sweeping, then once it's clean, it will get dirty again, then sweep it

again. After a few months of making 30-50 cups of tea everyday, fetching cigarettes for the builders. I made a decision to quit, buckled up the courage and went to the boss to tell him I'm leaving.

The boss was my dad.

I left because at that time I had attended a free live event from a guy who was showing average people how to make money online, at first I was skeptical, yet had an open mind and thought what if it was possible? I thought what if it's possible to actually make money whilst working from anywhere you would want. I left feeling inspired to take action and everyone around me said for me not to do it, I decided otherwise. I felt I could do almost anything in business, so I launched head first into the deep end, without the restraint that comes with life experience. If I had to distill my success down to one secret, I'd say it was my willingness to make a lot more mistakes than most others, and learn from them.

It doesn't matter how intelligent you are; if you're not willing to take real action and make big, costly mistakes, you're not going to build a successful business.

But the climb was hard and long. And I almost lost it all on multiple occasions. I've made dumb mistakes. I've had dizzying successes. I've been depressed and I've been high. But most of all – I've learned and grown. It was a single question that opened up my mind, my life, my thinking, my world. This book is a collection of some of my best thinking, strategies and the formula I would use to go and make my first million dollars.

What if...YOU could start a business, learn the “Secret Formula” to quit your 9-5, make a difference, make millions & work from virtually anywhere...?

This is your chance :-)

The Backpack Millionaire
Shaqir Hussyin
Founder, WealthAcademy.com

Chapter 1: Laying Your Millionaire Mindset Foundation

The 5 people you surround yourself with is who you become - Robert Kiyosaki

That's the quote I read when I found myself with friends that were either into drugs or selling drugs in the streets of East London. I made a conscious decision this is not where I want to be in 5 years time. I remember telling them on a cold chilly London evening, this quote, I heard laughs and nothing else. I knew then and there I would go out in the world and figure this out. I knew that moving forward this is not the future I wanted to create. Maybe you've picked up this book and as you're reading this you may feel uncomfortable with where you are at.

Listen, nothing will happen if you don't have the right mindset, for me after training thousand of people this is the key and core differentiator amongst those who succeed and those who fail. Your mindset.

I had no experience of starting a business, but I had the curiosity, the drive, the ambition, I knew deep down it's possible when I saw others doing it, reading about it, meeting the people behind it, and it's possible for anyone. At the time I thought I want to just make \$10,000 a month, it's more than an average doctor, and I'd make my mom proud. I had no idea I was going to become a multi-millionaire in my early twenties.

Starting a business is hard, if it was so easy, everyone would be rich, everyone would become a millionaire. You have taken the right step in getting your hands on this book, yet it's the first step of many, so now I

want to lay down some foundational thinking mindsets and frameworks that will help you. I know if you can grasp this, implement this it will have a profound impact on your life. You will face challenges, obstacles, problems and frustrations and your job is to create a bulletproof mindset that will make your problems small. The bigger your vision, the more faster you'll be able to overcome anything that hinders your growth. You see most people when they are taught anything, they think to themselves "I already know this" or what are the "other secrets",

I can almost guarantee you - that type of thinking will create failure in your life. You must have an open mind to accept new 'thinking habits', so here's 13 habits I keep close to my heart and mind and i'll share them here. As far as I could remember I was fascinated with the idea of getting rich, becoming wealthy and making an impact on other people's lives. I grew up thinking to become successful you must go to school, get a job, get a university degree, work for an office job for 20 years, save up your money for retirement and then finally take the time leftover to live your life.

There's a better way.

You will think the same once you're done reading this entire book as you'll learn the secrets of the most successful entrepreneurs in the world, having become one of them I can tell you, almost anyone with the right attitude, the right mindset, the right actions can get to their dream goals. Growing up in the streets of East London, in the UK I was blessed to come from a family of 6, with amazing parents that immigrated from Bangladesh and created a life in London. I had 13 people living in a 3 bedroom government social housing. In this book I'm going to reveal to you how I went from zero to making thousands of

dollars per month to hundreds of thousands of dollars per month and then to as much as \$1Million in a single month in sales...

I went from “driving for dollars” and “dialing for dollars”, spending endless time chasing endless promises from marketers promising easy-riches and push button magic....I started shifting my mind into high-growth mode,

I took personal responsibility, rather than complain, moan and whine like a little spoiled kid. I decided to take matters in seriously investing in myself, my future and my biz...I became a millionaire by age 23, and built 10 different businesses that all have done over 7 figures, this is not to brag, my mom is impressed with me, yet to share with you it IS possible. Now I've reduced my workload from 12-18 hours a day to 1 hour and even work free days. And I'm going to teach you how to do the exact same thing. So how was someone that had nothing going for him, go from working in the “down and dirty” construction sites to becoming a multi-millionaire in his mid twenties?

Mindset.

That was the first thing that had to change, adapt and integrate. You may not like hearing this, but your results in life are there because of your best thinking.If you don't like something about your life whether it's your finances, health, relationships, happiness level or social life, it's all because of the current level of thinking you have. Change your thinking, change your actions, change your results and you'll change your life. One of my mentors, Eben Pagan, said the average man wakes up in a desperate feeling of sea of lostness as they approach the age of 40 wanting to create wealth, because they have a house, a marriage, two kids and no real financial freedom. This is how you will break free. I

remember reading that and I knew deep down, I'll do whatever it takes to succeed. I wish there was just a 'one secret', but there isn't over the years, I learn more however these have served me well and so I'd like to share these with you too.

14 Things You Need To Develop To Acquire A Millionaire Mindset

1) Your Why Determines Your How

What are your goals? What are your dreams? Who do you want to become? Get clear on these. Most people walk around with no idea about what they want for their life in 1 year, 3 years, 10 years and hardly anyone I meet except for very successful friends of mine know where they want to be in 25 years. Everyone wants something. Why do you want it? And the most important thing is this. Why do you want this?

There are only two things that drive you,
Pain Or Pleasure.

The stronger your why, the easier the how. Why are you wanting to start a lifestyle business that can create max income in minimum time? What is the core reason you picked up this book today? What is the driving force behind your current actions? Getting clear on this will create power and motivation for you to commit and go through till the end. You see in life we are driven by two things to attain pleasure or to move away from pain. When I was starting out, my main drive was to move out of the pain. Your why will drive your behaviour in ways you've never thought possible.

2) Attitude Determines Altitude

Your attitude determines the altitude that you'll be flying on. I've found the person with the winning attitude can almost become magnetically attracted to anyone and create charm on demand. If you are an optimist, you will attract optimism in your life, you will attract the good things in your life. If you are someone who is negative, likes to complain you will attract all the negative things life brings upon you. Practising an attitude of gratitude will help you immensely feel good about yourself, put you in a presence state and make you feel aware of what's going right for you, when you do this, fear, anger and scarcity dissolves. Your abundance mindset comes into play to play a bigger future.

3) Taking Responsibility Of Your Results

When you tell yourself every single result in my life is a direct reflection of my best-thinking. You create power within yourself. Most people in life, fact: they like to blame, complain and whine. They play the victim instead of the leader. For you to transcend into the next level of you, this needs to be reduced or completely eliminated, you need to know that the reason you have x amount of money in your bank account is because you are responsible for it. The reason you have what you have, you are solely responsible. When you take control of these things - almost like magic, you feel powerful, you feel like you are in charge. When you are in charge, the world bends to your reality. I would always complain to myself and to others that my father never gave me the opportunity or we didn't have the money that could fund the opportunity of going to the best college, and as I started this journey of becoming an entrepreneur, I realized that I had to choose to be my own decision maker, which meant I have to take control and be in charge of finding my own opportunities and make my own results. When I started taking

responsibility for my actions, my thoughts, my results - the game changed. Ask yourself now, what areas of your life can you take responsibility or 'more' responsibility? List them out. Brainstorm on this. Reflect on this.

4) Speed Of Implementation

Most people are always in a state of information and not much execution. The key difference between successful people is that instead of only watching, listening, learning, reading - they actually implement, one of my top million dollar success stories, Adeline Sugianto, is the definition of implementing. An ex-engineer taught to go to school, college and university. she graduated with a PHD in engineering and went to work for a solar company in Sydney, Australia. Many years ago, she had clicked on a tiny little banner ad on my website, she joined my email newsletter, started reading my emails, watching my youtube videos, attending my live webinars and then she made the decision to come to an event I was co-hosting with one of my friends in Costa Rica, she decided that she wanted to invest and learn more in person with myself. At lunchtime the other experts and myself, 6 & 7 Figure earners, were teaching a private class and I remember her being excited to learn, during lunch - she had gone upstairs and placed FB ads and then she had gone to generate her first few leads, excited she burst into the room and tells everyone - she's gone upstairs, placed leads and now she's getting traffic to her website. 12 months later, she made her first 6 figures, 2 years later, she's done over \$1Million in sales and now she's done well over \$2Million in sales, she travels around the world, is an author, and has her own winning business in the skin care niche. How amazing? Speed of implementation beats all theory taught in school. Develop the habit of implementing even if you don't have all the answers.

Money is attracted to speed - Dan Kennedy

5) Investing In Yourself

The most powerful growth accelerator in the world is investing in yourself. I first discovered this secret of self-growth from a mentor, now friend called Mike Dillard. I have invested over \$400,000 of personal cash in further developing myself over the years. I have attended over 100 events and I'm not afraid to spend any amount of money to buy myself time. I choose to have mentors over mistakes. You must make this into a habit of finding the best people in the industry and choosing to mastermind with them.

6) Growth Lies Outside Of Your Comfort Zone

I'm now in a place where I can travel to any country in the world, attract my ideal dream clients and I've been very blessed to have my high level Pink Diamond (USD \$120,000) programs sell out, I have also had the privilege to be speaking in front of thousands of people from all walks of life. From rooms of as little as 100 people to large conferences of as much as 3,000 people. My trainings online, my seminars and workshops have reached well over 300,000+ people.

I see one big thing that holds people back. People are too comfortable. They let the fear hold them back instead of experiencing the magic that awaits them. Every single day I try to do one thing that pushes me outside my comfort zone. You must fall in love with being uncomfortable. They are fearful of failure, fearful of success and worse fearful of what others will think. Realize life is short, no one truly cares, so you may as well live a life expanding your mindset, fueling you deep to the core so you can live out your dreams. I have had CEO's, doctors,

professors, accountants, investment bankers, students, corporates, single mothers, plumbers, firemen, police officers, high level government employees come through my programs, seminars and trainings. The #1 common thing I see amongst people who get information is their lack of taking action.

You must fall in love with taking action, doing things, creating things that create results. Otherwise you will not be growing. All success lies outside your comfort zone. I've seen so many smart, talented, hard working amazing human beings all over the world that settle for less. It's my mission in life to push human capital development, so they can truly unleash their power from within, and live their life with endless potential. I see myself as a living example and that's why the passion to teach, educate and empower people stems. Ask yourself this and write it down. What are you afraid of doing? Where can you be growing? What is your current comfort zone? Starting your own business? Attending events and conferences? Speaking in public? Make a list and commit yourself to knocking these out so you don't settle for less, so when you're 85 years old rocking on that rocking chair, you don't have this regret. Your current comfort zone is also what creates the results in your life. Your comfort zone also dictates how much money you make, how much money you have saved in your life and how much you spend. I was very grateful to meet one of my childhood heroes, Sir Richard Branson, the billionaire behind Virgin Airlines and a magnitude of other companies. As a kid I remember one clear sentence in his book that stuck with me for the rest of my life. The bigger the risk, the bigger the reward. Let's play bigger so you can get the rewards that life has to offer.

7) Commitment

Every successful person you've ever come across, read about, met, heard of made a commitment to want something more, to be something more, to have something more. You must make this firm commitment to yourself and only to yourself that you got this, that you are committed regardless of what anyone tells you.

8) Manufacture Your Own Optimism

The greatest ability you and I can develop is the mentally like all the most successful people in the world. Starting with attitude, habit and quality of manufacturing your own optimism. You will face challenges, and setbacks, how you come back on top is what will get you results. There's a concept that I play with in my head, when something negative, bad or disheartening happens to me in my life. I ask myself how fast can I get back up and overcome this 'slump' that i'm in. Remember the ABC's: Always Be Conditioning your mind. The one thing you can control in life is your attitude. I often hear people say, "What's the worst thing that can happen to you? Will it kill you?" Yet death isn't the worst thing that can happen to you. The worst thing that can happen to you is never living while you're still alive. It takes refined self-awareness to walk this tightrope between regret and remembering. Regret too long on your mistakes makes you anxious and shy, while forgetting about them completely makes you bound to repeat them. The key to balance lies in your ability to transform failures into nuggets of change. This creates the tendency to get right back up every time you fall down. The time it takes for you to get back up from any obstacle will ultimately determine your success. I learned something super powerful when I met Tony Robbins, he says it's happening **for** me, NOT **to** me. Life is happening for you, not to you.

9) Make Investing In Yourself A Way Of Life

Businesses always cost more money than you think, every entrepreneur comes across this and so the best thing to realise is that investing in yourself, in your business is always something you want to make a habit of. When I was 21 years old. I never had \$45,000 to invest into start my business, the first product I bought cost about \$2,500, I bought it from 2 marketers from New York, they both were selling information and products on how to create CEO level income working from home. The title attracted me to it, their marketing to me was the best thing ever because 7+ years on and I'm forever grateful for the world they opened up for me, to me and to you now.

10) Surround Yourself With People Who Lift You Up

You want the right energy around you, energising and not draining. You want people that will be there when times get tough and you need to work extra hard. Not everyone will be supporting you, some people will even think your crazy for reading such a book like Backpack Millionaire.

11) Self Esteem Is The Super Success Secret

Confidence is key. Clarity creates and breeds confidence. As I travel the world, pretty much at a different country every single week, I meet people from all races, religions, cultures and backgrounds and I sense, feel, and can they lack confidence. Lack of confidence leads them to lead insecure lives, leading quiet lives of desperate measures. There's 2 types of identities, a core identity you and I have and a shell identity you and I have. Most people lead their life from the shell identity, this is what you propose to the world, so that you don't get hurt, so you don't get disappointed. The core identity is where you truly must operate from

to lead and live a fulfilling life. This is what leads to higher levels of self-esteem. When I stopped caring about what others think of me, when I stopped caring about what my competitors were charging, what the negative energy draining people said or did, that's when I truly freed myself. When I stopped thinking about how others would judge me. I owned myself. I did whatever I want. It's been like that for the last 5+ years. That sort of magical feeling is rare.

Here's 5 sure fire tips for you to leverage;

a) Stop being too hard on yourself for where you are not right now. Realise everyone is in their own journey and you can let go of this comparisonitis.

b) Think of 3 things that you are proud, happy and felt confident that you did in your life. Anchor that in by writing it down and calling it your Winning Reminder.

c) Fill In the gaps - see where you were 5 years ago, appreciate the journey, the lessons and who you are today because of what you've gone through.

12) Owning Your Greatness

You are made for bigger things. Share your message because the world wants to know what's inside you. When you own your greatness, you own the good, the bad and the vulnerable sides. This gives people the permission to rise above the day to day challenges that hold people hostage and stuck in life. Own it.

13) Thinking Big Expands Your Mind To Be Bigger

Most people struggle to wrap their heads around that they can start an online business that will give them time, location and income freedom. This is why joining masterminds, networking with like minded people, reading books will help you see what's truly possible.

14) Awareness Leads To Self-Actualization.

Practice being aware of your surroundings, your thoughts, ideas, reflections and daily actions. I attended a free live event that was taking place in my local area that promised to show me ways of making money online. At the time I had a huge ego with a small bank account. My first goal was to just make \$10k a month. That would change my life, I mean that's more than a doctor and since I was a kid trouble kid growing up in East London, I would always get into trouble and I thought my mum and dad would be impressed if I could get there. I went from \$50k, \$100k a month - then \$300k a month and I was stuck there because I had the same people, although I was growing none of the others grew, income then grew to \$600k a month and now to as much as a \$1 Million in sales in a single month. God bless me, my team, my clients and all the people just like you who can now have access to knowledge that I've obtained and acquired over the last 10 years of being an entrepreneur. It is said that you cannot dream yourself a character; you must hammer and forge one yourself. Integrating these principles will shift paradigm for you to become the best version of yourself, a Backpack Millionaire.

Chapter 2: How To Become The Backpack Millionaire

Right now as I write this sitting in my penthouse here in London, UK after coming back from a 6 week long trip to Dubai, Costa Rica and Singapore, I can't help but think about the one question that everyone keeps asking me.

"How do you get to travel the world, make money online and live such a freedom lifestyle?"

What they really are asking is: *"How do I make a lot of money online?"* So let me walk you through the general idea. The concept of making money online can be broken down into 3 simple steps:

Step 1 - Find or create products that people would want to buy

Step 2 - Get your products in front of the right people

Step 3 - Show them how your product can improve their lives and get them to buy.

That's all there is to it.

I get Traffic (website visitors) to my products and services (sales funnels convert them) and then I market & sell my products (make money)

To get started and make money online, you don't have to establish a physical office or hire employees or manage costly overheads. You could start your business from your bedroom and scale it to a multi million dollar operations within a couple of years (and in some cases

months). With the internet, you have the ability to reach BILLIONS of people with the click of a button. There has never been a time in our history where an average Joe had a greater chance to create a life changing income so fast. There is a formula for making money online and it's this:

Traffic + Conversions = Sales (Money)

Basically your entire online business can be split into 2 distinctive parts. One is the traffic generation part. Basically it's all about promoting your products on the internet through various traffic sources (which we will cover one by one later on) so that you can get in front of your ideal prospects.

The other is the conversion part. It's about creating a multi-step, multi-channel, multi-modality system to turn your prospects into customers & repeat customers. If you want to have a successful business, you need to get good at both traffic & conversions. One without the other is a recipe for disaster. Think about it. If you have an amazing product that could change the lives of your customer but you have no clue on how to reach out to the right audience on the internet, then what's the point. You will make no sales and your business won't thrive. Same way, if you are good at generating tons of targeted traffic but you don't have a good product or selling process, the end result is the same. You will struggle to make sales and thereby your business won't grow. The key to building a successful online business lies in MASTERING both the traffic generation & conversion part. Now let's take a quick look at how we can apply this concept in real life to make money online.

3 Step Process To Make Money Online

Step 1 - Find or create products that people would want to buy

You can promote pretty much anything online be it physical products or digital products or services or softwares. There are countless products in a ton of niches which you can promote online and make money. The best part is that you don't even have to own or create these products. You can promote them as an affiliate and get paid a set percentage as commissions for each sale you make (this is what's called affiliate marketing).

But here's the crucial thing:

The niches and the products that you choose to promote plays a HUGE role in your results.

Just because you find a particular niche and a product to be attractive does NOT necessarily mean the market would think so too. The goal is to find products that people WANT TO BUY and promote them to make money. So how do you find out whether someone wants to buy your product or not? Just look around in the marketplace to see if people are already buying similar products and if they are, then you are good to go. If you find websites, blogs and forums with people discussing about their problems and mentioning certain products that helped them solve it, then that's a clear indicator that the product passes the market viability test. For example: Let's say you are a Yoga instructor and you want to create a Yoga course and promote it online. All you need to do is see if there are people already buying online Yoga training programs. When you search on Google, Youtube and Facebook, you will find that people are INDEED buying such courses which would prove that your product has market viability. So now you are good to go and create your own product because the market has already shown you that it's

interested in it. Today because of the internet, anyone and everyone has an opportunity to turn their passion into profits. When you are passionate about something, your quality of the work will significantly increase and most importantly, you will LOVE doing what you do. Imagine running a business selling products that you are super passionate about.

1. You will be able to create better products
2. Your marketing will have more authenticity
3. You can serve your customer and clients better
4. You will invariably make a lot more money with your business

It's a dream come true. And let me tell you that many people are actually living this dream because they turned their passion into digital programs and used the power of the internet to build a thriving business. I will be covering how you can turn your passions into profits in the next chapter but right now, let's focus on the current topic which is finding and selecting products that people want to buy. As I mentioned before, there are 2 paths you can take for doing this. I prefer high ticket offers, products that are \$3,000 - \$30,000+, this is what gave me my breakthrough. Low ticket is usually \$10-\$97. It takes a lot longer to market the low ticket offers than it is for high ticket offers. You could either create your own products or you could look for products online with an affiliate program and promote them.

Here are few of the famous traditional affiliate networks:

1. www.Clickbank.com (low ticket offers)
2. www.JVZOO.com (low ticket offers)
3. www.WealthAcademyMarketplace.com

(this is my one that offers Certification Programs, Live Events & High Ticket Offers)

Clickbank is an affiliate network behemoth which has tens of thousands of digital products from a variety of niches for affiliates to promote. Over the years, it has paid out BILLIONS of dollars in commissions to affiliates. So pick a niche and a product you would like to promote (after testing its market viability using the simple process I mentioned above).

Step 2 - Get your products in front of the right people

To make sales, you need to show your product to those people who would benefit from it. For this, you need targeted traffic. Let's take the previous example. If you want to sell a Yoga course, then you need to get in front of people

1. who are ALREADY interested in Yoga
2. who want to learn it right away
3. who don't have time or don't want to visit Yoga training centres to do so

This is the set of audience who are most likely to buy your product and this is whom you need to target. There are 2 ways you can get targeted traffic (we will take a much more closer look at traffic generation in Chapter 5):

1. Free traffic strategies (blogging, social media networking, forum posting)
2. Paid traffic strategies (advertising on networks like Facebook, Youtube, Google, Twitter, Instagram, Linkedin, Banner Ads, etc)

So basically to promote a Yoga product: you can either advertise on networks targeting people who are interested in Yoga OR you can blog about Yoga related topics OR network on social media with people interested in Yoga. So start marketing your product and start getting traffic.

Step 3 - Show them how your product can improve their lives

If you want to create a compelling argument to show people how your product can improve their lives and maximize your sales, then you need to build an email list of subscribers with whom you can communicate over & over again.

This part is a multi step process (called as a sales funnel).

1. Opt In Page

First, you need to send your traffic to a page called as the Opt In Page (also called Lead Capture Page).

The goal of this page is to offer highly valuable information to your website visitors (traffic) in exchange for their email address.

Here is an example of a high converting optin page:

FREE REPORT DOWNLOAD

13 Things I Wish I Had Known Before Starting A Multi-Million Dollar Online Business Whilst Travelling The World

Let me take you behind the scenes and give you the insights from a multi-million dollar internet business whilst I travelled to over 65+ countries & show you how you can shortcut your success to profits online.

DOWNLOAD NOW >>
Click Here For Instant Access...

© You Information is 100% Secure And 100% Never Be Shared With Anyone.

Daegan Smith
Founder of Maximum Leverage

"Daegan is the secret weapon for alot of industry's top producers when it comes to getting traffic. He did it in dozens amounts of traffic on one platform he wants."

Mike Dillard
Founder of Magneto Sponsoring & The Success Circle

"Daegan Hustler is a phenomenal need for any leader who truly cares about his students. I can't overstate how enough you mean to me and others."

IN THIS FREE REPORT, I'LL SHOW YOU:

 **THE NUMBER 1 ASSET**
The most important asset in your business and why it's so crucial in the success of what you do. Start doing this from day 1 or miss out on a tonne of sales further down the line.

 **SECRET 20/80 MINDSET HACK**
Yes you read that right, the secret 20/80 mindset hack that can explode your business if you simply implement it. Most people don't and that's why they never get the results.

 **AUTOPILOT SYSTEMS**
The reason I'm able to travel and explore the world and continue to run my business on autopilot is down to systems and processes.

 **DAILY MONEY ACTIVITY**
This one simple daily activity drives the core of my business 7 years on and is the reason why I'm able to start and grow a business to 7 figures quickly and easily.

DOWNLOAD NOW >>
Click Here For Instant Download...

(Note: In the above page, when visitors click the “Get Access” button, an opt in form will pop up asking them to enter their email to proceed to the next page). When people land on your opt in page, they will enter their email information to get what you promised them.

2. Lead Magnet (Bribe)

The information that you promise to give your visitors in exchange for their email is what's called lead magnet. A lead magnet could be a free report (ebook) or a cheat sheet or a video tutorial or audio training or anything valuable. The goal of the lead magnet is to educate your audience and get them warmed up to the idea of buying your products. Here's the example of a lead magnet:



In some cases, you may not require an official lead magnet for your marketing purposes. In such cases, you can simply create an opt in page promising an end result and ask people to opt in to get more information about it.

3. Sales Page

This is the page where you officially promote your product by giving your visitors all the information they need to make the decision. At the end of the page, there will be a “Buy Now” button for them to make the payment to get access to your product. A sales page can be in written format or video format. Here’s an example of a sales page:

Speaking & Training 3,000+ Entrepreneurs & Clients
And Collecting Big-Checks On Stage At Industry
Leading Events:



Industry Veteran, Daegan Smith Calls Me
"The Industry's Secret Traffic Weapon"

**"The Industry's Secret Weapon -
When It Comes To Traffic
Generation..."**

"It's a very rare combination of talent when you find a person who can be a **top producer in a niche business opportunity**, but at the very same time knows traffic and can drive massive amounts of traffic on sale, no commission whatever he wants.

Though, you might be the **ONLY** person in the world that can do both of these things at the level that you do.

He's kind of the secret weapon for a lot of the industry's top producers..."

Daegan Smith
Founder of Mastermind-Leverage

A Screenshot Of My \$1,500,000+
In Commissions From The iPAS System:



...need I say more?

Tecademics™ Total Income Stats

\$315,320

NET MONTHLY INCOME

TECADemics™ - Network

4. Email Follow Up

The fortune is made in the email follow up. I've written well over 3,000+ manual emails to my email list and continuously do so. You need to use an autoresponder service to be able to send email follow ups. An autoresponder service collects the email information of your website visitors, stores it in a database, gives you access to load up the emails that you want to send them and does the mailing for you. There are two kinds of emails which you can send out:

1. Pre-Written Follow Up Emails - These are pre-written emails which will get sent to each of your email subscriber at scheduled intervals. For example, if you load up a 10 email sequence to be sent at a 1 day interval, then each subscriber of yours will receive one email a day for 10 days from the date of their joining your list.

2. LIVE Broadcast Emails - These are LIVE emails that are sent to your list in one shot. For example, if you have a list of 1000 subscribers and you send out a broadcast email, it will be sent out to all of them regardless of when they joined your list. The goal of email follow ups is to educate & entertain your audience, build trust and sell them your products. Your email list is your MOST valuable asset.

Resource Link: Software that saves you an hour per day by writing emails for you EmailAutomatic.com

How Much Money Can You Make With Your Email List?

Generally they say that 1 email subscriber is worth \$1 per month. This number can vary depending upon the niche you are in, the price of the products that you promote and from the place you generate your traffic. In the internet marketing & home business niche (which I am part of), if you know what you are doing, you should hit the number. Take my own business for example:

I have an email list of around 300,000 which pulls in \$800,000 - \$1.2 million per month. That brings my monthly subscriber value to be around \$2.5 - \$4 per month. Actually that number is even better for me. Since my list of 300,000 was built over the course of 6 years, not all of them are really active (quick tip: you have to constantly be growing your list because you can't expect subscribers from 6 years back to be of the same value as those joined today). So my actual income per subscriber per month is MUCH higher. Probably closer to \$5 - \$8 per month.

What does this mean?

It means I get to make 5 - 8 times MORE money from the same list size compared to others. One of the biggest keys to this is that I offer multiple products at multiple price points via optimised sales funnels so I've always got variety in what I offer to my list.

More money from your list = more profits = more ability to reinvest = faster business growth. This has been my secret to creating 10 different multi million dollar businesses and pulling in over \$25 million in sales within 6 years. In this book, I will walk you through how I have been able to get such crazy results and how

you can use my strategies to build a thriving business of your own (just like my other students). For now, let's stick to the standard \$1 per month per subscriber figure. This means that if you have a list of 10,000 active subscribers built in the right way, you could potentially make \$10,000 per month consistently. Now let's say you are promoting a highly valuable info product which is priced at \$97 and your commission rate is 50%...If you send out an email to your list, you can expect a 5% click through rate.

List Size	- 10,000
Clicks	- 500 (5%)
Sales Page Conversion Rate	- 2% (industry standard)
Total Sales	- 10
Product Cost	- \$97
Commission Per Sale	- \$48.5 (50% commissions)
Total Commissions Earned	- \$485

So you could make \$485 from sending out just one email to your list. Do that for 25 days in a month (with a few different products) and your monthly income would be \$12,125 per month. Annual income would be \$145,500. Do you see how powerful this is? And it's not some nice theory. Sometime back, I promoted a highly valuable, high priced program to my list. I think I would have sent about 10-15 emails to my list. And you know how much commissions I made from those 10-15 emails? Over \$400,000. And the crazy part is that in many of those emails, I was giving value, promoting my own products while I mentioned this program for those who would be interested in it. It resulted in \$400,000 commission generated pretty much out of thin air. All while delivering massive value to the marketplace. Of course, my list size was much bigger and I had a strong relationship with my list but you can see how powerful this method can be if you do it right.

If you follow my methods, you will be able to make FAR more than \$1 per subscriber per month. But even if we take you do make just \$1 per month per subscriber, you could potentially make \$12,125 promoting valuable products to your list. Even if you screw things up bad and do half of that, you still get to make \$6,062 per month which is a pretty decent amount in itself. On the other hand, if you follow what I teach you and apply things the way I ask you to do, you could build email list of not 10,000s of subscribers...but 100,000s of subscribers and MILLIONS in sales every year just like some of my students. Does all of this excite you? If so, you are in for one for an awakening of a ride because in this book, I am going to go over a ton of concepts and strategies that will open up your mind to the incredible possibilities that the internet holds. And by the way, did I mention that my goal is to scale up my business to \$100 million in the next 3 years whilst helping 100 people become millionaires and 1,000 six figure earners in the next 3 years.?

Wink wink.

The internet is vast my friend and you are about to be blown away.

Chapter 3: How To Turn Your Passion Into Profits

A lot of people wonder around life with no clear path other than what they are conditioned to do, study, go to college, university and get a 9-5 job and work for 20 years. With the internet giving you and me so many opportunities we can now start turning our passions into profits and even into fortunes.

In the past, if you had to start a business, you had to invest heavily in product manufacturing or buying them at wholesale prices or opening up a franchise. Then you had to work long and hard to make your business profitable. And if you do that for long time (decades possibly), you may finally end up living the lifestyle you had always wanted. But today, everything has changed. If you have the desire and will, you could create your dream lifestyle in a few few short years. In fact, the best part is that you could do so by turning your passion into profits.

What is one of the most valuable commodity in modern day world? Information. Not just any information but relevant information that solves the specific pain points of customers. People are looking for relevant, high quality, result producing information more than ever. They are dying to find that information and when they do, they are willing to pay for it. Now a lot of people might (wrongly) think that since we have access to sites like Google and Youtube which produces millions of search results for every one of our queries, the value of information must has gone down. Yes, the value of generic information has gone down because it's so readily available to all at the click of a button. But highly relevant information that addresses the

specific problems of customers is always in demand. Look around and see. There are digital courses (video, audio and text) popping up to solve problems faced by people in any and every niche imaginable. People are buying these courses in droves. Small business owners who want to learn how to market his services online may not want to read 1000s of blogs with conflicting advice. Many of them invest in good courses which teach them how to promote their business online in a step by step manner. Guys who have problems getting dates may not want to just read articles about it. Many of them invest in dating courses which would show them how to approach girls, how to start up a casual fun conversation, how to land a date, etc in a structured manner. Musicians who want to operate a music software don't want to just keep searching for a ton of Youtube tutorials. Many of them invest in courses which show them how to master all the functionalities of their chosen music software. To get a quick idea of how vast the digital publishing industry has grown, just visit Udemy.com and check out their categories section. You will find digital courses available for a ton of niches (the list is exhausting). People all over the world are buying these courses every single minute. The demand for relevant, actionable information is SKY HIGH which spells a great opportunity for you.

You can simply take your ideas, knowledge, experiences, expertise, life wisdom and turn it into a digital course that you can sell online. One of the biggest mistakes that people do is assume that they have to be one of the very best to able to create a course about it. These are nothing but imaginary obstacles. If you are experienced or skilled at something and you believe your knowledge can help people overcome a specific problem, then you are good enough to create a digital course.

Step 1 - Product Creation

Think of this as creating the ultimate digital assets. I've been helping people just like you create digital assets for now over 7+ years. Imagine having a digital product or an entire product line that can pay you for years to come. Before you set out creating your product, you need to do the basic groundwork. First you need to decide on your niche. The ideal niche is one where people:

- a. have a pressing problem
- b. are looking actively for solutions for their problems
- c. and are willing to pay GOOD MONEY for their problems to be solved

Sometimes you may have passion in a niche that may not be conducive for running a successful business. In such a case, you need to keep looking for a niche where there is money because all the passion in the world can not make up for lack of demand. But in general, there are a ton of niches (and sub-niches) out there in which you can build a successful business. So do your research and find out your niche. Find out what is on demand in the marketplace within that specific niche. Some sites you can research for this are:

1. Google Trends - See what's currently trending with this tool. Catch the trends and profit.
2. Facebook Audience Insights - Facebook audience insights allows you to see how many people are actually in the niche you're considering getting into.

3. Google Keyword Planner - You can research about various keyword terms to find out how many searches per month they get. The higher the number, the more in demand that niche could be.

Generally speaking, on the internet, the following niches are proven to be very lucrative

1. Health
2. Fitness
3. Investing
4. Make Money Online (business opportunity)
5. Internet Marketing (selling products & services to internet marketers & business owners)
6. Dating

The number 4 is my total favourite. After you have decided on your niche that is proven to be lucrative, you need to dig in and find out what problems are faced by people in that niche. The more people talking about it, the more pressing the problem. Once you have your niche and problem nailed down, you need to plan on what kind of digital course you are going to create.

If your niche is a very competitive one, then just creating a low ticket \$47 product will not help you. Why? Because as we saw earlier, you will find it hard to profit with just a low ticket product. In that case, you may need to create a complete high ticket course priced at \$997+. You can make good profits selling just this course. Another option is to create multiple products like a \$47 product leading to a \$197 product which leads to a \$497 / \$997+ product.

When you have multiple products in your arsenal, you reach a much wider segment of audience (because some customers will buy just your low ticket product while others will get the mid ticket and high ticket ones too). Just look around to see what other marketers are doing in your niche. Study their websites and marketing process and the way they structure their products and services. That will give you a great idea of what's working in that niche. Once you have decided on the pricing of your product, you can sit down to actually creating your course. Most people grossly overestimate how hard it is to create their own course.

It really is not that hard.

You don't have to show your face if you don't want to. You don't have to use professional cameras and recording equipments. You don't have to use any fancy graphics. Here are the 3 formats in which you can create your course:

1. Video: This is essentially the most popular and preferred format. You can use a screen share software like Camtasia to capture what's happening on your screen while you give a voice over. You can deliver information through a powerpoint presentation or do a click by click training on your screen (ideal for demonstration type courses). You can also do traditional videos by showing your face on the screen (if you are comfortable with that). You can see how I create videos on [YouTube.com/shaqirhussyin](https://www.youtube.com/shaqirhussyin)

2. Text: You can create courses in the form of written content (ebooks, reports, checklists, templates, blueprints, etc). Just open up a Word

software, write out what you want to publish and then turn that word file into a pdf and you are good to go.

3. Audio: You can simply record your content in the form of audios which your customers can download and listen to. If you head over to ShaqirHussyin.com/podcast you'll be able to see how I've been able to leverage audio to share my message to my audience.

If you are serious, you can have your first digital course up and running in a few days from now. You can spend a day or two creating the structure of your course (basically how you are going to breakdown your content and present it) and then a couple of days to actually recording or writing that content. Focused effort is the key. I have created many high quality digital programs (which sell for \$997+) within days and they have all sold very well with tons and tons of happy customers. The one advice I can give you when creating your product is that: Create a structure and run with it. If you mess up, you can always add contents to your course or in the worse case, you can re-record your course. When you get your first course up and running, it will give you massive confidence and a great sense of accomplishment and that will give you all the motivation you need to go on and turn your product into a thriving business.

Step 2 - Product Packaging

Packaging creates positioning. Positioning creates posture in the marketplace. Packaging, positioning and promoting helps you get sales effortlessly. Once you have created your course, the next step is to package it in a way that it looks super attractive to your customers. The

better you package, the more perceived value your course will have. You need to have some graphic designs to illustrate what your customers will be getting when they purchase your course.

For example, take a look at this:



This is for my Facebook Ads course - 3C Traffic Growth Formula. You can go to; www.WealthAcademyMarketplace.com and see this entire product in it's entirety. Look at how all the video, reports, training sessions and live event tickets are portrayed through the graphics. This is packaging at it's finest. Of course, what matters is the contents of your course but good graphics makes your course look professional and gets your customers excited to buy it. Remember packaging and promotion.

You can get your graphics done using services like:

1. www.99Designs.com
2. www.Upwork.com
3. www.Fiverr.com (inexpensive option)

Or you can search on Google for other graphic design companies or freelancers to get your designs down. Apart from designs, you also need to have your course accessible from a membership area (unless you are posting the course on Udemy in which case they will take care of it). You can create a membership site for our course using:

1. www.Clicksfunnels.com
2. www.OptimizePress.com
3. www.Kajabi.com

Step 3 - Product Positioning

The first step to marketing your product is to decide on how you want to position it. What is positioning basically? It's the position that your brand/product occupies in the minds of the customers relative to other similar brands/products. When you position your product the right way, you can effectively distinguish your product from your competitors, connect better with your target audience and make more sales. Positioning is a very very deep and complex topic so covering that in detail would take a book in itself but I am going to give you a quick look on how you can position your product for maximum results.

There are several ways to position your product:

1. Positioning by target audience: Let's assume you have created a Facebook Ads training program. You can position this digital course as the ideal solution for different markets. You can position it as a training to help small business owners get leads for their service. Or you can position it as a training to help home business owners promote their business online. Or you can position it as a training to help marketers grow their ecommerce business. Or you can position it as a training to

help marketers to promote their SAAS (Software As A Service). When you have to position your product for a certain target audience, you have to talk their language, talk about the things that matter to them, talk about how your product can help them achieve their objectives in detail, etc. When you do that, you will be able to connect with your target audience better and make more sales. Of course, it goes without saying that in this case, your course must have the necessary market specific content for you to be able to properly position it.

2. Positioning by product quality: Taking the same example as above, you can position your Facebook Ads training course as a superior alternative to existing training courses available in the market. You can talk about how other courses have wafer thin content, lacks actionable information, lacks depth to tackle various problems that an advertiser may face, etc. You can then present your course as a superior solution that is designed to help its customers create, optimize and scale FB campaigns in a better way.

3. Positioning by unique feature: If your product has a unique feature that your competitors are not providing, then you can make that as the centre focus of your marketing. Say, you are providing a 2 hour one-on-one campaign setup strategy session for every one of the customers of your Facebook Ads course, then you can position your product as a solution which not only gives information to its customers but also helps them implement it.

4. Positioning by ease of use: Customers love products that are easy to understand and use. If your digital course is laid out in a crystal clear manner and is super simple to understand, you can position it as a click by click training suitable for any business owner/marketer regardless of their existing knowledge, skill sets and experience. Or you can position

it as a course that can help any marketer get their campaigns up and running in a 4-5 hours (again assuming your course is structured that way).

5. Positioning by price: Digital courses sell for anywhere from \$7 (typically short ebooks) to \$4997 (advanced video tutorials) or even more in some cases. You can either position your product as an affordable solution compared to its competitors OR you can position it as an elite training program that is designed for only those who want the very best. Remember, there is no right or wrong when it comes to positioning by price. It depends on your course quality, depth of your training and the pricing strategy that you want to use.

Step 4 - Product Promotion

Once you have created your product, got the graphics done, decided on your positioning strategy, it's time to create your entire marketing process to promote that product. Here are the steps for product promotion:

Step 1 - Create a sales mechanism to sell your product

You need to create a long form sales page (2000-10,000+ words) or video sales letter (10-30 mins) or a webinar (online seminar which could be 1 to 3 hours long) where you can address your target audience, talk about their problems, explain what they need to do to solve their problem (the what part of it) and then offer your product as a solution to help execute just that (the how part of it).

Step 2 - Create email follow ups

You need to write an email series (say 5-10 at least) which will be sent to your email subscribers at regular intervals. The goal of your emails is to provide value, build a relationship and sell at the same time (we will be covering how you can do that in an upcoming chapter). At the end of each email, you will be asking your subscribers to visit your sales page or sales video or webinar replay page to learn more about your product and purchase it.

Step 3 - Create your sales funnel

A sales funnel is a series of steps that you take your prospects through to turn them into customers. A very simple sales funnel consists of a lead capture page, sales page, order page and an email follow ups to engage, educate and sell your audience on purchasing your product.

Step 3 - Drive traffic

Once your sales funnel is up and running, you need to drive traffic to it to generate leads and make sales. You can do so by generating it from various sources like Facebook Ads, Google Adwords, Banner Ads, Twitter Ads, Youtube Ads, Solo Ads, etc (we will cover traffic generation in more detail in an upcoming chapter). So that pretty much sums up everything that you need to do to turn the knowledge in your head into a high value digital product and successfully promote that and make a sustainable income. Say you have 1 product which sells for \$197 and

you have sales funnel & a traffic campaign that is generating you a steady 5 sales per day (doable). In that case, your daily revenues would be \$985. Even if your daily marketing expenses are \$300, you still make \$685 in profits per day which is a \$20,550 per month. Or in other words, \$246,600 per year. With JUST 1 product. That is the power of digital publishing. Once you get it right, you can do really really well.

Remember the keys; Packaging, Positioning and Promotions. The 3 keys to online success.

Chapter 4: How To Build An Online Business Without Creating Any Products Yourself

This is one of the most fastest growing segments of the entire marketplace. Affiliate Marketing is the term when you're selling other people's products and services to get paid a commission. Creating your own info product is a great way to build an online business but it's not something that everyone would be interested in. At least not when starting out. And that's understandable. Creating a product does not take long time to do but you do need specialized knowledge in a field where people are willing to pay money your product plus you also need a certain amount of discipline to get it done. It's totally worth it in the end but it's not for all. The good news is that you can still have a wildly profitable online business without creating any info product yourself. There are basically 2 ways to make money online:

1. You create products and services yourself
2. You sell other people's products and services and make commissions for each sale (affiliate marketing)

We did discuss a bit about affiliate marketing in Chapter 2 but let's dig in and take a much more deeper look at it here. The whole concept of affiliate marketing is that you can promote other people's products but you will only get paid if you make a sale. So you have to produce results to get paid. While that's there, the upside to affiliate marketing is that you don't have to worry about product delivery, customer service, operating costs, products, merchandising and accounting. You can simply promote the product sales letter or sales video or webinar (as is

given to you), keep making sales and your job ENDS there. As an affiliate, you will be given a unique link that you have to promote and whenever anyone purchases from that link, you will get credited for the sale. I have made millions of dollars as an affiliate promoting various programs. In some cases, all I had to do was send some traffic to make sales. This is the best way for a newbie to start marketing online. As a reader of this book, you're qualified to partner with MaxIncomeSystem.com

In other cases, I had to create sales funnels (multi-step marketing process) to make sales. The best part was that once I made the sales, my job ENDED. I got paid and all the rest of the work (product delivery, customer support, etc) was taken care by the company that owns the programs. Affiliate marketing is a VERY lucrative model if you know what you are doing.

The 3 Types Of Affiliate Marketing

1. Low Ticket Affiliate Marketing

Basically this refers to promotion of low priced products. The definition of what is considered as a low price, mid level price and high price varies by industry but in the general sense for the info marketing world, I would say:

Anything below \$100 is a low ticket product.

Anything above \$100 and below \$500 is a mid ticket product.

Anything above \$500 is a high ticket product.

It all depends on your business too.

In my own business, I have products ranging from \$7 to all the way up to \$120,000 (yeah haha - and yes, customers happily buy it). For me a \$2000 product is low ticket even though technically it's considered a high ticket in my industry. Low ticket info products are usually priced anywhere from \$7 to \$97 (they usually are priced at \$7, \$17, \$27, \$37, \$47, \$67 and \$97). They usually focus on teaching the basics or they focus on teaching about a very niche topic. Don't mistake low ticket products to be of low quality. One of the greatest ever books I read was Magnetic Sponsoring and it sold for around \$40. It was jaw droppingly good. The point is that low ticket products are not ideal for learning about a subject in a thorough and complete manner from A-Z (which is what mid tier and high ticket products are for). Typically affiliates are offered 50-75% commissions for promoting them. Sometimes, they are even offered 100% commissions (I will tell you what's the catch in a short while).

2. Mid Ticket Affiliate Marketing

Mid ticket products are typically priced at \$197 to \$497. They usually focus on covering a subject in a thorough manner. If you want to get a deep in-depth knowledge about something, buying a mid ticket info product would be ideal. Typically affiliates are paid 30-50% commissions for promoting them.

3. High Ticket Affiliate Marketing

High ticket products typically are priced at \$997 and above. These are advanced courses that will teach its students everything that they need to know about a particular subject plus they will cover advanced strategies that are usually not found in low ticket and mid ticket products. High ticket products cost more but they deliver huge value and help you attain mastery. Typically affiliates are paid 30-50% commissions for promoting them. This is my favourite model and the fastest way for you to create online wealth.

Which Type Of Affiliate Marketing Should You Focus On?

Low ticket products are easier to sell but you make less money per sale. Mid ticket and high ticket products are relatively harder to sell but you make more money per sale. The real question should be which one will help you produce more money? Before we look at that, I have to explain about something. You might remember that a short while back, I mentioned that sometimes affiliates get paid even 100% commissions for promoting low ticket products. Why would anyone do that? If you are selling a \$47 product and you make \$47 per sale, then how would product owners make any money? The answer is.....they make money in the backend by promoting MORE PRODUCTS to your customers. And guess what, they will make 10-50 times more money than what they paid you as commissions however you won't get a cent in those sales. In business, the hardest part is to GENERATE A CUSTOMER. Not only does it take efforts to turn a stranger into a customer but it also costs money (advertising expense). Once a customer consumes your product and LOVES it, he will be more open to your other offers (mid ticket and high ticket products). So a \$47 customer could very well go on to buy a \$500 product and then a \$2997 product. Guess how much you make from the whole deal?

\$47 (100% commissions). This is without including your advertising expenses. If it cost you \$30 to get the sale, then you made a profit of just \$15. Guess how much the product owner makes because of your efforts? \$3497. And this is without spending a dime on advertising because you did ALL the hard work for him. So in the end, you walk away with \$10 or \$15 per sale (that is if you are able to keep your advertising expenses low enough to turn a profit) and the product owners walks away with \$3497 from your efforts alone. He could very well have 100 or even 500 other affiliates sending him traffic and making sales for him. Now the 100% commission doesn't sound like a nice deal, does it? And that my friend, is the BIGGEST PROBLEM with promoting low ticket products as an affiliate. You will get paid commissions but you will almost always end up getting a raw deal. This is with 100% commissions.

Imagine getting paid 50% commissions on low ticket products (which is usually the norm). Not only will you lose out on lots of money because you are not paid for backend sales but you will have a hard time profiting in your business. Let's take the very same example I gave on chapter 2. You have a list size of 10,000 people and you decide to promote a \$97 affiliate product that pays you 50% commissions on each sale.

List Size	- 10,000
Clicks	- 500 (5%)
Sales Page Conversion Rate	- 2% (industry standard)
Total Sales	- 10
Product Cost	- \$97
Commission Per Sale	- \$48.5 (50% commissions)

Total Commissions Earned - \$485

Now making \$485 with one email is great. But do you see what's missing in this picture? It's the fact that this example has been taken ASSUMING you have a 10,000 people list size. If you have that, then sure you can make a killing even promoting low ticket products. But how will you get the 10,000 people list in the first place? What products will you promote WHILE you are building your list to offset your costs? Ok let's do the math taking the same example as above. Let's say it costs you \$2 to generate a good quality email subscriber.

Leads Generated - 1000

Expenses - \$2000 (\$2 per lead)

Sales - 20 sales (2% conversion rate)

Product Price - \$97

Commissions - \$48.5 (50% commissions)

Income - \$970

Loss - \$1030

Here's are the issues as I see it: For every 1000 leads you generate, you are losing \$1030. Now you could email your list to generate the 50 clicks per day (5% click through rate) and try to promote multiple products to quickly recoup your ad spend as soon as possible. You will make sales with this method but here's the thing:

1. If you try to promote too many products to your list too hard, you will risk burning your list out and making them unresponsive to your future emails in which case, your entire list building efforts would be in vain.

2. Since you don't have an existing relationship with your list, you are not going to get great conversion rates with your subscribers right off

the bat for various products. So it will take a while for you to recoup your investment for your list building efforts.

3. In our example in Chapter 2, we did take 2% conversion for a \$97 product. That was for a well established list of 10,000 people who have a good relationship with you. In that case, you can not only do 2% but even 3% or 4% or 5% by sending out the emails.

4. In the current example, you will be losing \$1030 for every 1000 leads you generate. This is assuming your lead costs stay at \$2 per lead. If lead costs rise to \$3 or \$4 (with good traffic sources, leads cost that much or even more), you will be losing \$2030 - \$3030 for every 1000 leads you generate. In such a scenario, recouping your investment becomes WAY WAY harder.

How are you ever going to make a profit and grow your list if this is how your numbers pan out?

You won't.

And that is precisely why promoting low ticket products as an affiliate is a BAD idea. With this type of affiliate marketing, you will never make enough money to be able to reinvest in your business and grow it. However let's take the same situation and assume you are selling a mid ticket product which is priced at \$497. Let's say you are getting a conversion rate of 0.7%.

Leads Generated	- 1000	
Expenses	- \$2000 (\$2 per lead)	
Sales		- 7 sales (0.7% conversion rate)
Product Price	- \$497	

Commissions	- \$248.5 (50% commissions)
Income	- \$1739.5
Loss	- \$260.5

This is relatively better. You are losing \$260.5 for building a list of 1000 subscribers. You can EASILY make that money back with subsequent mailings to your list. Promoting mid ticket products makes it more easier for you to recoup your investments and grow your list. However if the lead costs rise to \$3 or \$4, you will lose \$1260.5 - \$2260.5 for every 1000 subscribers. In that case, recouping your costs and growing your list becomes hard. So let's now see how the whole situation would pan out if you were promoting a high ticket product for \$2997 which converted at 0.3%.

Leads Generated	- 1000
Expenses	- \$2000 (\$2 per lead)
Sales	- 3 sales (0.3% conversion rate)
Product Price	- \$2997
Commissions	- \$1498.5 (50% commissions)
Income	- \$4495.5
Profit	- \$2495.5

BINGO. We have hit the jackpot. For every 1000 leads you generate, you make a profit of \$2495.5 which will make list building easy. Even if lead costs rise to \$3 or \$4, you will still make a profit of \$1495.5 or \$495.5 for every 1000 leads you generate. So basically with this approach, you can profit even after paying more for generating leads.

Here's a valuable lesson: The more a marketer can spend to acquire leads, the FASTER he can grow his business. When you have a way to profit from even higher lead costs, you won't have to worry about

looking for new traffic sources like others. You can simply ramp up your traffic volume and scale your business and go on to build a list of 10,000 or more subscribers quickly. That is why I advise my students to go for High Ticket Affiliate Marketing. You can promote low ticket and mid ticket products too but you need high ticket products in your arsenal. In today's marketplace, this is the ideal path to making profits and creating an online business that can eventually go on to do millions of dollars. I built 10 different multi million dollar businesses and every single one of those business had high ticket products. Want to learn how you can tap into the power of High Ticket Affiliate Marketing to promote in-demand products and services and make \$1000 - \$10,000 per sale? Keep reading because by the end of this book, you are not only going to learn where you can find such products but you are also going to learn how you can effectively promote them to create a \$1 million per year business.

Chapter 5: How To Build An Audience Of Highly Engaged Subscribers (Get Traffic & Leads)

Once you have the right kind of products to promote (which we will cover in detail later in this book), the success of your business will depend on your ability to BUILD an audience and COMMUNICATE with them in an effective manner. Building an audience gives you the influence and the power to positively impact the lives of people while creating a consistent, automated & passive income. Today, over 300,000+ people from all walks of life have subscribed to my email list to receive daily emails from me. I have had random people come up to talk to me in streets and cafes all over the world. Once when I was getting a haircut in a hotel in Dubai, the barber turned around to see me and said that he has been following me online. I have had Uber Drivers look back at me in complete shock and tell me that they have been following my work and have attended my WealthAcademy LIVE events. Right now I can send out an email to meet up my subscribers and clients in any country in the world and I can have people from Saudi Arabia, Canada, Hong Kong, USA, UK, Australia, Europe, Norway, South Africa, Bangladesh, Dubai and many other countries ready to come and see me. Simply put, the bigger your audience size (your email list), the more money you can make. Assuming you have built your email list the right way. How to do that? By driving highly targeted traffic to your optin pages which will capture the email address of your visitors. So in this chapter, we are going to take a deep look into how you can do just that. I am going to cover the at the different ways you can generate traffic and build a list of highly engaged audience who will look forward to hearing from you and buy your products.

Traffic is the lifeblood of your business. The more traffic you get to your websites, the more eyeballs you get. The more potential you have to make money. Mastering this skill can essentially help you create unlimited profits. I advise you strongly become a master at driving traffic. Basically there are 2 kinds of traffic: Free traffic & Paid traffic. Free traffic doesn't cost you money but it costs you time while paid traffic doesn't cost you time but money.

Free Traffic Generation Strategies

Here are some of the most common free traffic generation strategies:

1. Blogging

You can start your own blog and write various posts about topics related to your niche and the products you are promoting. Google (and other search engines) will soon start showing your posts in their results whenever someone searches about that related topic. The advantage of blogging is that you can get free traffic to your website and promote products. Moreover, you can allow your blog visitors to comment on your posts and share them on social media sites. This way, you can build a close knit community with your blog. The problem with blogging is that there is a LOT of competition. Just because you write about various topics on your blog does not guarantee that you will start receiving good traffic from Google. Why? Because there could be 1000s or even 10,000s of websites & blogs with posts about similar topics which makes it hard for your blog to show on Google results. This doesn't mean blogging doesn't work for traffic generation but it's just that you need to spend a considerable amount of time and energy to create an authority blog that can be a traffic machine on its own. You

need to write a lot of posts on your blog. You need to have a consistent posting schedule. You need to use social media to promote your blog to get traffic & positive social indicators such as likes, shares and comments which play a big role on how often Google shows your posts in its search results. It is a process and it will likely take you 3-6 months (or more) before your blog starts getting a lot of traffic on its own. That is why I personally don't recommend my students to use blogging as a traffic generation source. It works but it takes very long to get results. However blogging is a great way to COMMUNICATE with your existing audience (generated through other traffic strategies). High quality blog posts can deliver value, build trust and make sales at the same time. I created a blog at www.ShaqirHussyin.com/blog

2. Social Media Networking

You can use social media sites like Facebook, Twitter & Instagram to drive traffic for your business by networking with like minded people in there. Let's take the example of Facebook which is the most commonly used social media site for free traffic generation purposes. Inside Facebook, you can join various groups of a particular interest to meet like minded people. You can participate in the group discussions, send friend requests to people in that group and have a casual chat with them to see if they are looking for what you have to offer. You can post valuable content in your Facebook Wall so that your friends and followers can see that in their newsfeed and respond to it.

Does all of this work? Yes. Very well for some.

However personally, I am not a fan of this traffic strategy because it takes a lot of efforts to network on Facebook and drive enough traffic

to generate results. Moreover, there is a fine line between doing things the right way and annoying people with your promotions.

3. Forum Posting

You can join forums pertaining to the niche you are in and start participating in discussions there. As a forum member, you will have the ability to promote your website in your signature which will show up every time you make a forum post. So if you hang out on forums and contribute to the existing discussions, forum members as well as lurkers (people who visit forums just to read the discussions) will likely want to check out your website link in your signature and you will end up getting targeted traffic. Forum posting can be a very effective traffic generation strategy if you ALREADY have good knowledge about your niche and you can write posts that are heavy in value thereby making it stand out.

Otherwise, it's a waste of time.

4. Search Engine Optimization (SEO)

SEO is a process of increasing the amount of visitors to your website by obtaining a high-ranking placement in the search results page of search engines like Google, Bing, Yahoo, etc. For example, if you want your website to show up on the first page of Google for the term "internet marketing", you need to carry out some advanced search engine optimization strategies. Why? Because that is a very competitive term and to beat out other websites, you need to show search engines why your website is a superior option. So you will have to create a website with the right structure, build backlinks (basically getting links from other websites to point to yours), get social signals

such as likes, shares and comments on social media sites and do a host of other related things to get your website to rank high for competitive terms in your marketplace. By the way, I have to mention that while the SEO traffic is free, SEO by itself is not necessarily free. Hard core SEO marketers use tools for automating certain SEO tasks and hire virtual employees to execute the rest of the tasks. This costs a lot of money but it produces great results (lots of traffic and sales) months down the road. Some marketers prefer to do SEO all by themselves (with minimal use of tools) to target relatively less competitive keyword terms. SEO is a really powerful way to generate lots of high quality traffic but it's a complicated game whose landscape changes every 2-3 months.

5. Youtube Video Traffic

You can upload high value videos on Youtube and start getting a lot of video views and website visitors through it. Your video length can be anywhere from a few seconds to several hours. The ideal recommended video length for traffic generation would be 2-5 minutes. Keep it short, crisp and to the point. Don't ramble. You can create videos by showing your face or using powerpoint slides or by showing your screen (using screen-share software). You can promote your website in the video description which will show up below your Youtube video. When you create and upload videos about topics related to your industry, Youtube will start showing it in its search results as well as in the recommended video section (right hand side when people are viewing some other related video). You can generate some good traffic with Youtube if you consistently post a lot of videos about various topics related to your industry. Some of your videos will get you a lot of traffic while some may get you a trickle while others may get you no traffic.

As long as you keep churning out short and valuable Youtube videos, you will generate free traffic for your business.

Paid Traffic Generation Strategies

Here are some of the most common paid traffic generation strategies:

1. Social Media Ads (Facebook, Instagram, Twitter, Youtube & LinkedIn)

You can advertise your website on social media sites like Facebook, Instagram, Twitter, Youtube & LinkedIn. Amongst these advertising networks, Facebook and Youtube are behemoths which if used correctly can help you generate 100-1000+ leads per day which can translate into \$1000 to \$10,000+ in revenues PER day. The best part about using them is that you can get started for a daily budget for as low as \$5 per day and work your way up. You can control how much you want to spend each day. There are 2 ways to run ad campaigns in these networks:

Cost Per Click (CPC) Campaigns - You pay for the clicks you generate to your website. If you don't get any clicks, you don't have to pay for it. Networks that allow cost per click campaigns are called PPC (pay per click) networks.

Cost Per 1000 Impressions (CPM) Campaigns - You pay for every 1000 impressions your ad gets. If you generate a lot of clicks with your impressions, you don't have to pay more. Just what it costs to show your ad 1000 times. CPC and CPM campaigns are used depending upon the situation.

2. Search & Display Ads (Google & Bing)

Search engines like Google and Bing gets BILLIONS searches every day. You can run ads on them that show up on the search results for specific queries. Say if you are promoting a Yoga product, you can run ads that show up when people search about Yoga, Yoga gurus, Yoga related products, etc. These ads are is called Search Ads. Google and Bing also have partnered up with millions of websites to show ads on their sites. Website owners can to add a Google/Bing code to their site to start showing ads and earn money for each click generated. As an advertiser, you can place ads on millions of websites through the Google & Bing network. So if you are promoting a Yoga product, you can show your ads on Yoga related websites. There are two types of ads you can run on these sites: text based ads and image ads. The image ads are called Display Ads.

3. Banner Ads

Banner Ads (also called Display ads) are basically image ads that you see on the top, sides and bottom of a website. Not every website partners up with Google/Bing to show ads. Some high traffic websites like to directly negotiate prices with the advertiser instead of giving Google a share in their ad revenues. To run banner ads, you can manually search for high traffic websites in your niche and contact them to see if they would be interested in running your ads. Use tools like www.Alexa.com and www.SimilarWeb.com to find out a particular website's traffic stats (the data you get from these tools are not accurate but they can serve as a good general guideline). Many of the

websites that regularly let advertisers run banner ads would have a “Advertise Here” link in their navigation bar which would lead to a page with information about their advertising rates. Typically you would have to pay a fixed cost for a specified period (month or week or day). You can keep renewing your payment if you like the traffic you are getting from that website. You can get some pretty high quality traffic with banner ads on the right kind of websites.

4. Email Newsletter Ads (Solo Ads)

Email newsletter ads (or solo ads as they are commonly referred to as) are nothing but sponsored emails sent to a particular email list. This is one I’ve mastered and made 10’s of millions of dollars over the years. Here’s how they work:

1. You find a list owner who has a targeted & sizable email list in your niche. You can meet these list owners at live events or go to google and search for people in your chosen industry to find out who owns the leading blogs, podcasts, websites and get in touch with them.
2. You pay them money to send an email to his list & you give him the EXACT email to send out also referred to as email swipe.
3. The list owner sends out your swipe to his list and and you get a huge amount of targeted traffic to your site within a day or two.
4. If you get a good amount of sales, you can schedule a weekly or bi-weekly or monthly mailing to that list (you just have to make sure that the list owner is adding new subscribers to his list every day so that when your newer solo ads don’t keep going out to the same audience) I’ve done this for years and this is the ultimate passive traffic source.
5. Rinse and repeat all the above steps till you have 5-10 email lists which you can mail every single month to get traffic. The key to making solo ads work lies in testing different lists. You have to buy solo ads to

different lists to find out which ones are profitable for you and which ones are not. Solo ads are the fastest way to generate traffic & leads for your business. Using them, you can generate anywhere from 50 to 2000+ leads per day right off the bat.

My agency www.SoloAdsAgency.com/webinar has a free 60 minute video webinar training session that shows you how to do this step by step and start getting traffic in less than 24-48 hours.

5. Pay Per View (PPV)

Pay Per View (PPV) is a traffic generation method where you will pay for each time your ad is shown to your audience. Here's how it works:

1. There are certain softwares which allow people to play games, watch movies and perform certain tasks for FREE. In exchange for using this software, these people have to accept that they are willing to receive pop up ads. However they can uninstall this software whenever they want.
2. There are millions of people who have downloaded these softwares and use them daily. Now you can advertise your website to these people and pay for each time your ad pops up. Hence the name Pay Per View (PPV) marketing.
3. You can target your ideal audience based on the urls and keywords they enter in their browser at which point, your ad will be shown to them and you will be charged a small amount (your cost depends on your niche and competition - cost per view usually starts at 0.5-1 cent per view).

The 3 most famous PPV networks are: (these will always be changing, but it's a start)

1. www.TrafficVance.com
2. www.LeadImpact.com
3. www.50OnRed.com

6. Native Ads

www.Taboola.com

www.OutBrain.com

Native ads are high value content pieces, written with the goal of promoting a brand or idea or product or anything else really. The goal of native ads is to ensure that the reader gets value first and then sold later on. For example, if you are selling a Yoga product, you could write an article on “10 Reasons On Why Yoga Improves Your Health” and at the end of the it, ask your readers to check out your Yoga product. Why does native ads work so well? Because people are far more likely to click on something that looks like a valuable piece of content as opposed to outright ads. You can run native ads on platforms like Facebook, Taboola, Outbrain, etc to get a lot of traffic to your website. The leads that you generate using native ads will convert into sales at a much higher rate because they signed up to your list AFTER they consumed your valuable content. A lot of marketers have started using native ads to get great results in their business. So that’s about it. This pretty much sums up the traffic generation strategies you can use to grow your business. If there is one question that I get asked a lot, it’s this: “which type of traffic should I focus on - free traffic or paid traffic?” Let’s take a look at that now.

Free Traffic Vs Paid Traffic - Which One Is Recommended And When

I will openly admit that I am not the biggest fan of free traffic generation strategies. I acknowledge that they do work but I know that the time and energy that business owners put into making them work far outweighs the benefits they get from it.

Think about it.

You could be spending months trying to build a sizable list with free traffic sources when you could have achieved the same thing in a week or two by using paid traffic generation strategies. With paid traffic, you can generate traffic fast and find out if your product is selling or not. If something is not working, you can make changes, see how that works and be on your path to getting results FAST. But with free traffic, you not only have to be patient but you also have to do it right. Remember, just because you are willing to put in a lot of efforts for free traffic strategies does not guarantee that you will get traffic. If you write the wrong kind of blog posts, create the wrong kind of videos, use social media the wrong way, you could be wasting your time and get no traffic at all. Nothing is worse than spending months of your time on chasing free traffic ONLY to find out in the end that something had gone wrong somewhere. You will never get back the time that you lost. Months or years could pass by and you could be stuck where you are. Look, my goal is not to scare you here. My goal is to convey the reality of building and running an online business. Free traffic generation strategies can be attractive because you can't lose money with it. It may very well be the right option for someone who is working with a super tight budget and can't afford paid traffic (nothing wrong with that, we all have to start somewhere). However if you really want to move forward in your business and get results NOW instead of hoping for things to click months down the road, then paid traffic is the right way to go. You can

have an advertising budget of as little as \$200 per month and grow your business from there. Whatever amount you choose as your monthly budget, make sure you can spend that amount every single month regardless of your result. That way, you will be in the right frame of mind when running traffic campaigns. With paid traffic networks like Facebook and Youtube, you can run ads and get high quality traffic spending as little as \$5 per day. The instant feedback that you get (with you getting to quickly know whether you are making sales or not) is a reason alone to go for the paid traffic. Moreover if you look around and see, you will notice that EVERY real business pays for advertising. Why? Because with paid advertising, you control the game. Turning paid advertising into profits is the ultimate ticket to wealth. Read that line again. Put it on a post-it note and stick it wherever you can see it often and remind yourself this is the skill you want to learn. If you learn how to bring in FAR MORE MONEY in your business than you could ever spend on your ads, you will never have to worry about traffic. You can keep spending money on paid traffic and make back multiple times of what you spend. You can grow your business fast by reinvesting part of your profits into getting more traffic. This is how real businesses rapidly grow and it's the same way I went from being \$45,000 in debt to creating 10 different million dollar businesses and earning over \$25 million in 6 years online. In fact, once you start getting good results with one paid traffic source, you should diversify and start getting paid traffic from other sources. When you are getting traffic from different paid traffic sources and you are turning each of them into good profits, that's when your business becomes completely secured. That is the ultimate goal - Profitability, Scalability & Stability. So when it comes to traffic, my recommendation would be to go for paid traffic strategies. If funds are too tight, then go for free traffic strategies and work your way up from there.

How To Turn Your Traffic Into Building A List Of Email Subscribers (Audience) With Whom You Can Communicate Over & Over Again

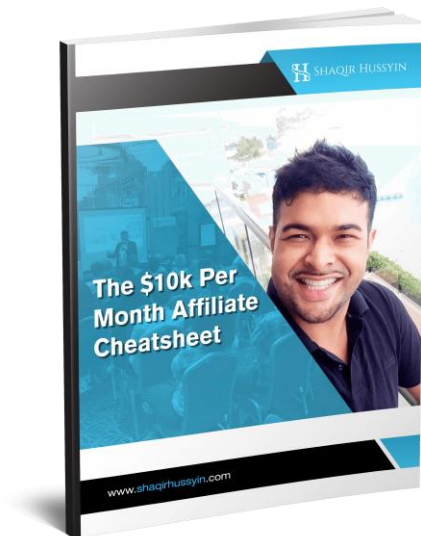
Step 1 - Choose A High Quality Lead Magnet To Build Your List

The more you educate your prospects, the deeper the relationship you build and the more money you'll be able to make. The purpose of the lead magnet is two fold. One, to get maximum amount of people opting into your list. Two, to get your subscribers to CONSUME your lead magnet (value) which in turn leads to sales. When you start your relationship with your email subscribers with value, you build TRUST. Some of your subscribers may buy your product immediately after checking out your lead magnet while others (even if they don't buy immediately) will look forward to your future emails and buy sooner or later. Here are the different types of lead magnets that you can create:

1. Short report (ebook)
2. Cheat sheets
3. Templates
4. Mind maps
5. Audio files
6. Video tutorials
7. Software

Any valuable content or tool is a lead magnet. Here are some of the lead magnets that I have created to promote my products:





Step 2 - Create An Opt In Page To Give Away Your Lead Magnet

2a) Register for a domain name & hosting

First, you need to have your own website (domain - www.example.com) if you are building a own business. You can buy a domain from domain registrars like Godaddy, NameCheap, etc. Once you buy a domain, you need to host it to make it go LIVE. You can buy a hosting account from services like Hostgator, Godaddy, Liquidweb, etc.

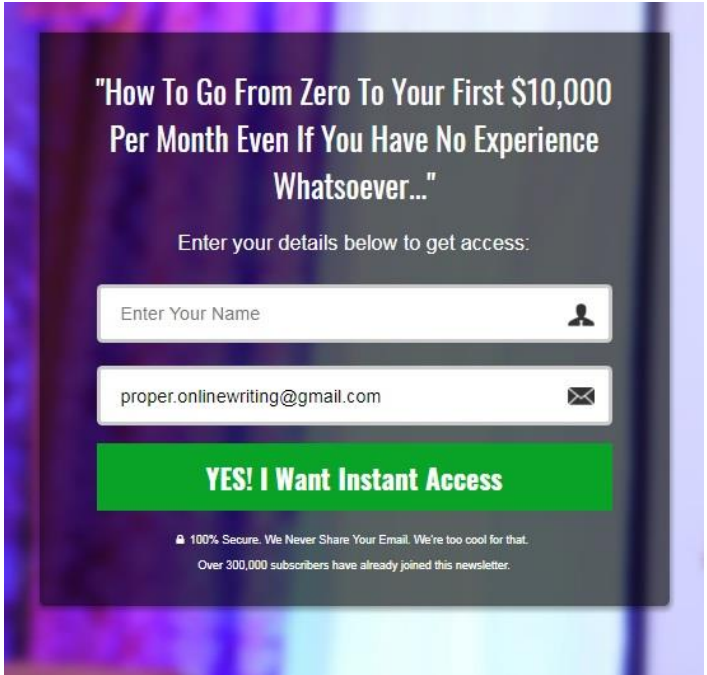
2b) Choose A Reliable Autoresponder Service

An autoresponder service helps you build an email list of subscribers and allows you to communicate with them via emails any time you want. Basically you need to link your autoresponder with your lead capture page so that when people enter their email info, they subscribe to your autoresponder list. You can get an autoresponder account using services like ActiveCampaign, [Aweber](#), Getresponse, Klaviyo, etc.

2c) Get a sales funnel creation software to create your opt in page to give away your lead magnet

You can not only create opt in pages but also sales pages, order pages, basically entire websites within minutes using sales funnel creation softwares like [funnels.com](#), [clicksfunnels.com](#) and [leadpages.net](#). They have a drag and drop interface that makes creating webpages a breeze. Moreover they even host your webpages for you on their domain. If you need your webpages to be on your own website (domain) so that it looks more professional, you can export them and upload it to your website (through your hosting account). All of them integrate with major autoresponders so creating your opt in pages should be a breeze. You can either give away your lead magnet in the next page (called as the thank you page) or you can ask people to check their email for your lead magnet (this gets them in the habit of opening your emails and also encourages them to enter their real email if they want your lead magnet). Also as I mentioned before, you don't necessarily need a lead magnet to build an email list (although it's advisable to do so). You can also build a list by making a claim in your optin page and ask people to enter their email to get more information.

See example of an optin page next page:



With this, we have now covered how to generate traffic and build an audience of highly interested email subscribers. Now let's take a look at how to communicate with them to bring in sales, profits and massive growth.

Chapter 6: How To Effectively Communicate With Your Audience To Gain Power, Respect, Influence, Income & Security

Have you ever experienced the thrill of waking up late in the morning, grabbing a cup of hot steaming coffee, sitting down to open up your laptop, logging into your account and seeing 1293 new leads and \$1367 in overnight commissions sitting pretty? You then spend the next 30-45 minutes writing a simple email to send to your list and take your day off. You come back in the evening to check your account again and see 512 new leads and \$1209 in extra commissions. That's like \$2576 in total daily commissions. Have you ever experienced that kind of a day? I have and let me tell you that it feels FANTASTIC. It makes you feel on top of the world. And It's not about the money actually...

It's about the FREEDOM.

Freedom that allows you to do whatever you want, whenever you want and still be able to make pretty decent sums of money effortlessly. This may sound like a guru dreamland story but let me assure you that this is a realistic possibility for ANYONE who has the will and desire to do what it takes to succeed. Personally, I do 5-12X the numbers I mentioned above.

\$15,000 - \$32,000 per day consistent income.

Every email I craft for my list is worth \$15,000+ for me. Sounds cool right? But I will be honest with you. I work HARD on my business. I don't have to but I do. I could easily be making \$1000 - \$5000 per day taking vacations and working 45 minutes per day but that's NOT my dream. My dream is to build a BILLION DOLLAR company and I am not going to stop at anything.

But for most people, that's not the dream. Most people just want to have a relaxed lifestyle with a nice sufficient income while working a few hours per day and that's totally fine. :-) I have taught my students how to do the same and many of them are living the dream by making upwards of \$1000 per day with minimal efforts. Some of them have gone on to do much better and created multi million dollar businesses for themselves.

You can do the same too.

First, you need to build a good list of email subscribers (which we discussed about in the last chapter). There is nothing more valuable than having a list of subscribers who love to hear from you and buy the products you recommend. Your email list is the one thing that can NEVER be taken away from you and the one thing that will allow you to rise from the ashes if anything ever happens to your business. Second, you need to learn the art of writing Personality Infused Emails to communicate with your list. What's Personality Infused Emails?

It's the art of writing emails that are DRIPPING with emotions, story and experiences that connect with people on a deeper level and make them look forward to hearing from you and buying products from you. Once you learn this art, you will generate rapid profits in your business plus your customers

will love you and thank you for being so awesome. Let me give you a small glimpse of what I mean by it:

1. When I used it to grow my traffic agency, I turned it into a million dollar business.
2. When I used it to promote Low Ticket Offer, I turned it into a million dollar business too.
3. When I used it to promote High Ticket Offer, I made 4.2 million
4. When I used it to promote my GURU Funnel services, I made millions.
5. When I used it to promote my live events, coaching programs and courses, I made millions again.

Want to learn how to craft Personality Infused Emails that get cash? Here's how it's done:

Step 1 - Develop Your Core Story

It all starts with your story. You need a story that people would fall in love with. A story that would endear them to you. We humans love story. We connected with this since the caveman days. Stories connect unlike anything else. Master storytelling, and you'll master creating a fortune. The highest paid people I know in any industry are masters of storytelling.

I never knew the power of this until one day I'm speaking to a group of 750+ people in London at the Millennium Gloucester Hotel, it's my first time ever, I'm nervous, very overweight and lack confidence, however I managed to tell a captivating story that had 34 people run to the back

of the room to invest £1500 into my product that I was offering. That day single-handedly changed my life.

If I can share a story, craft an offer, I can make more money in couple of hours than most people make in a single year. Using this skill, I've generated as much as \$200,000 in a single day from one keynote.

By now you probably are sold on learning the art of stories. Learn it. Own it. Share it. A story that would make you stand out from the crowd. Basically a story that people would fall in love with which would make them know you, like you and trust you. How do you create such a story? You don't. You simply narrate your life story in an entertaining manner. Every person has a unique story of his own which comprises of his dreams, goals, life struggles, sorrows, happiness, mistakes, successes, etc. You have everything that you need to narrate a good story. Your job is to sit down and list out the events that happened in your life (be it big or small) and DEVELOP your core story by stitching together various events of your life in a sequential order. Turn your adversities into adventures and your adventures become your assets. Your assets is what creates cash for you. Package these up in products and services, where you take the message, life experience and expertise from your mind and turn it into profitable products online to market and sell. This is the Backpack Millionaire way.

Here's my story:

Growing up in the streets of East London, I actually didn't real know there was such people as millionaires.

I thought how we lived, what we did - it was the same for everyone. I grew up in a 3 bedroom council flat with 13 other people there. Cramped. My family didn't have a lot of money in life but my parents taught me to be grateful and to count my blessings by keep praying to God. My father soon became a successful property developer. Like almost every kid my age, I believed that going to school, getting good grades, landing a nice job and working hard was the path to success. But problem was that I HATED that path. I didn't want to go get a corporate job. So I dropped out in my final year of university and started building my own online business. For the first 9 months, I spent \$45,000 and didn't make a cent back in sales. It was at my lowest point, I started realizing the mistakes I made. I went seeking good mentors, worked hard on my business and within a year, I had my first 6 figure business. Within 2 years, I made my first million. Within 6 years, I had created 10 different million dollar business generating over \$25 million in sales. My goal is to generate \$100 million in the next 2 years by helping other people become backpack millionaires. Now this is a story that would resonate with people. You don't have to be outrageously successful (or even successful) to have a good story. I started using my life story in marketing even when I had no results. I simply used narrated whatever had happened in my life till that point of time along with my future goals. As I started getting better results in my business, I kept adding to my life story. You need to do the same.

Step 2 - Create An Irresistible Magnetic Personality That Will Attract Dream Clients Or Use Systems To Attract Them....

If you want to influence people, you need to have a strong personality. The worst ever thing you can ever do in marketing is be BORING. You might as well quit your business if you plan to be boring. In fact, being

100% wrong is better than being boring. You would make more money by being interesting and wrong than you can ever make by being boring. Of course, I am not asking you to write false stuff in your emails but point is that you need to be interesting in your marketing and to do that, you need to identify the kind of personality that you want to be. There are basically 2 ways to do this:

Way 1 - Tap into your inner personality and let your opinionated self shine through.

Don't shy from writing emails that reveal who you are and what your views are. People are sick and tired of politically correct, boring emails. They want to hear from people speak from their heart. They want genuineness and honesty. Give it to them. If in case, you find your personality isn't interesting enough or you don't have much of an opinion about various things (yet), then there is another way out.

Way 2 – Construct your own personality (this is fun)

Create an online character. A character that you would FANTASIZE to be. Construct the entire character from start to finish. Write out the character's backstory, where he comes from, what are his beliefs, how he/she is as a person, etc. You can even use a pen name if you want (though I would suggest you use your own name). Eben Pagan used a pen name "David De Angelo" to build a multi million dollar business in the dating field. Same way, there was a guy who used a pen name "The Rich Jerk" to make millions in the online marketing space. There is nothing wrong in using pen names. As long as you promote good products and you treat your customers well, people don't care. What they DO care about is how you communicate with them, connect with

them and make them FEEL. There are several personality styles that you could adopt. Here are a few examples:

You could create a personality where you are the “direct no nonsense guy/gal who just speaks the blunt truth” and people would LOVE you for it. Mike Dillard uses this style. Or you could a personality where you are the “caring person who politely explains various things to people”. Ann Sieg uses this style. Or you could create a personality where you are the “lovable jerk who doesn’t mind offending people with his truth bombs and swearing”. Gary Vaynerchuck uses this style. There are many other personality styles too. Use a style that feels natural to you. Become a Superhero to your audience. Do that and you will be shocked to see how many people resonate with you and end up buying from you.

Step 3 - Education Based Marketing

Everyone experiences some level of buyer resistance when they are about to buy anything. The secret, educate them. This is one of the biggest secrets of how to sell anything to anyone and anytime. I first learned this when I was a kid at 15 selling mobile phones on the streets of East London, I would rise early, head to the Sunday Market in a place called Brick Lane and I would go sell these mobile phones

I had got my hands on the previous week from friends and people I used to do deals with. It was very fascinating to me that as passers by would pass me by and I’d call out to them “who wants a new Nokia mobile phone, where it works all over the world”? I’d see people stop by, some would ask, some would stare, some would ignore, I thought who cares. I would wait for the right prospect to walk up and be ready to buy. Now they weren’t buying straight away, they would buy only if they felt understood.

So I would educate them, I would inform them, I'd share the good points about the "Reason Why" they should buy it. They would buy very quickly ONLY if they had given me time for me to educate them. Early on I realised that as soon as you can educate the right prospect that has the pain, money and the buying resistance gets eliminated. Imagine that. I have people from all over the world invest as much as 6 figures into my private consulting and coaching.

Guess what? It's because I educate them.

We live in a world of education + entertainment, which we call Edutainment. If you educate your prospects, add a little entertainment in the forms of being fun, telling captivating stories, And making them feel understood.

Empathy is the powerful skill you want to get in touch with.

Buyer resistance is a trait where we experience rational and emotional resistance to a buying proposition. Chet Holmes in his book *The Ultimate Sales Machine* talks about this method of marketing, creating education that educates, inspires and motivates your prospect to do business with you. If you want to melt this all powerful buyer resistance and get people whip out their wallets and purchase your products, you need to address the issues that they are grappling with and make them see how your product or service can help them solve that problem. And the best way to do this is by EDUCATING them. Educational marketing is a powerful way to position yourself as a teacher/advisor/consultant as opposed to a sales guy. The former is considered as a trusted source whose opinions/advice are welcomed while the latter is considered as untrustworthy whose opinions/advice are taken with a

pinch of salt. For example: when a doctor or lawyer or any professional gives you advice, you don't question what they say. You take their advice at face value. However when a sales guy does the same, you are skeptical. Every word that he utters is scrutinized in great detail.

Why?

It's because of the TRUST factor. Without trust, you are just a sales guy for your audience. But when you build trust, you become a valued advisor for them. And this is what you should strive to achieve with your emails. You need to craft emails that ENTERTAIN as well as EDUCATE your subscribers. The entertainment component (personality, stories) of your emails draws people in and gets them to listen to what you have to say. The educational component provides value, clarity and answers the concerns and objections that they might have in their mind which would lead them to taking action (i.e buy your products). In combination, both work wonders in melting the buyer resistance and getting people to buy your products. Speaking of educational marketing, one of the saddest things about the internet marketing world is how misunderstood this concept is. Most marketers think that educational marketing is all about giving A TON OF information to prospects to gain their trust and make sales. Nothing could be further from the truth. Let's say you go to a doctor with a stomach pain. Instead of explaining what could be the cause of your issue, its extent and how it can be solved, your doctor starts vomiting everything he knows about stomach pain, how would you feel? You just went there to SOLVE your problem and instead of addressing that, your doctor throws in all kinds of information at you. How useful is that information? It's worse than useless. Because now you are not only unsure of what to do but you are also paralysed by all the information not to mention, terribly scared listening to all the scenarios (many of

which may not even concern you). This is how most marketers apply educational marketing in their own business. In reality, educational marketing is about imparting the knowledge and core concepts that would:

1. Address the specific problems faced by your ideal prospects
2. Address the magnitude of their specific problems
3. Address the potential consequences of it
4. Address the solution for solving their problems
5. And address all their objections and fears
6. Package it up in the forms of brochure, lead magnets, free giveaways, books, live events and more.

That's it. In other words, the goal of educational marketing is to bring CLARITY and confidence to our prospective buyers. This way they are motivated, predisposed, excited to do business with us. It's to give people all the relevant information that they need to make a buying decision. The entire marketing process of Tony Robbins is a great example of education based marketing. He attracts the best clients with his books, online courses and live events. I am personally a client of Tony Robbins Personal Platinum Partnership Mastermind. It's a \$75,000 investment where I get 3-7 days of personal time with Tony Robbins each year. I pay this fee to spend time with Tony Robbins. Can you imagine what amount of trust one needs to build to be able to sell \$75,000 programs? Well it started with his books, his youtube videos, and then his live events.

You can do this too. However, don't make the mistake of just pure selling. You need to build value. You need to connect with your audience in a deep level. The greatest marketing secret, well one of

many is that you must make your advertising valuable, so even if people aren't buying, don't buy, they can and will get value from just reading your ad. That's when you can make sales of this magnitude and make no mistake, there are a LOT of people in the world who will pay premium pricing for what you ask if you give them reasons enough to believe you are worth the price. I paid for Tony Robbins's program because I know about the value he provides and I like to always get access to the world's most successful people, I'd pay easily just to learn one thing that can buy back my time, energy and focus. Now if you are thinking that Tony Robbins is able to charge \$75K just because he is famous and has branded himself in every form of media, think again. I am not even close to famous as Tony Robbins yet I routinely sell high end training & coaching packages where my clients spend \$30,000, \$100,000....\$150,000...and even \$200,000 to get access to products, services and personal time with me. This is the POWER of trust built through education based marketing. When you start using the same concept in your emails, you will bond with your subscribers way better, get them looking up to you for advice, make a load of sales and scale your business. It's not without any reason that every single email that I write is worth at least \$15,000 in sales for me. Entertainment and the right kind of education is where the real money is.

Step 4 - Send Simple Emails That Turn Into Cash

Lesson 1 – Consistency Leads To Supreme Trust

How have you ever watched a TV show which didn't draw you in at first but after a few episodes, you got hooked to it. Emails work in the same way. When someone receives an email from you, at first they don't

know who you are or have any context or reference point to know what to expect from your emails. Or really they have forgotten who you are by the time they register on your site vs the time they actually open your emails. But once they start receiving more emails from you, they are more likely to get hooked if your content is good. The more your subscribers consume your content, the more they will trust you and buy from you. So just like how great TV shows turn viewers into raving fans over time, emails can turn regular interested subscribers into hyper responsive ones over time. Half the battle is won when you decide to show up regularly in their inbox. Consistency. Small daily consistent effort yield big results. Consistency is one of the missing links as to why most people don't do well in business and in life. Be consistent. "Small, Smart Choices + *Consistency* + Time = RADICAL DIFFERENCE" ...
Darren Hardy

Consistency creates magic. I have had countless situations where I would receive an email from a marketer and I would skim through it and not think much about it. But as the days and weeks pass by and I keep receiving an email from the same marketer giving me awesome value and entertainment, I start feeling a strong bond with them. And on one fine day, I decide that I NEED to have his product and whip out my card and buy it. If the email marketer didn't send the emails often and consistently, then there's no way I would have been able to. Consistent action isn't sexy but it's very very powerful. That's why I use daily emails to create a crazy amount of trust amongst my subscribers who then end up becoming my customers and clients eventually. I have had people literally come up to me and tell me (in live events) how they went from casual onlookers to semi interested prospects to hyper interested prospects to customers to raving fans...
all because of reading my emails.

Lesson 2 - Keep Your Emails Entertaining

A lot of marketers mistakenly think that if they give away a lot of hardcore content in their emails, people would keep coming back for more. In reality, it doesn't quite work that way. Giving away hardcore content in every email actually DEVALUES it (because "free" is rarely ever respected). In addition to that, it dilutes your main product and tires your subscribers. You see, emails are meant to be consumed easily because people don't open it with the mindset of spending a lot of time reading and contemplating its content. The ONLY way you can get people to keep opening your emails is by being ENTERTAINING. And to do that, you have to write in a conversational tone. Use short and punchy sentences whenever possible. Tell a lot of stories (it could be something that happened to you or someone else). Make it fun to read and you will have people coming back for more. With that being said, I don't want you to think that I am suggesting good content is not needed. It absolutely is.

When you write entertaining emails with good content, you can really KILL it in your business. Now how do you write emails that have good content? Let's look at that in our next point.

Lesson 3 - Focus On Various Pain Points Of Your Prospects And Use Different Angles To Convey The Value Of Your Product

Why do people buy products? Because they want to solve their problems. So the FASTEST way to get people to buy is by talking about their VARIOUS problems and then showing them how your product can solve them in a simple & easy manner. So each email you send should focus on a separate pain point and product angle thus moving your subscribers one step closer to buying your product. When you send out

a bunch of emails targeting various pain points and product angles, your subscribers are going to go from “hey what’s this” STAGE to “oh my God, he is so right, I really need this product to solve my problems” STAGE.

Sales happen when you move your subscribers to the “I need this product” stage. For some, it may take 2 days, some may take 7 days, some may take 15 days, some may take 30 days, some may even take a few months but it doesn’t matter. As long as you keep sending out good emails, sales will keep rolling in consistently. I will give you an example of the various angles you can target when promoting a product:

Let’s say you are selling a traffic generation course. Here are the pain points & angles you can target:

a. Tired of not knowing how to generate leads for your business? **(pain)**
--> Get my course which will teach you how to generate high quality leads in a step by step manner **(product angle)**

b. Sick of paying a fortune for generating leads?
(pain) --> Check out module 3 where I reveal my campaign setup & bidding strategy to generate quality leads as cheap as humanly possible **(product angle)**

c. Not getting sales in your business? **(pain)** → You need to know how to target the right people and generate good leads. Check out module 4 **(product angle)**

d. Traffic campaigns going stale within days? **(pain)** →

You need to know how to setup your campaigns properly, write good ads and rotate them.

Check out module 2 & 3 (**product angle**)

I could go on and on with the list. Above are specific **product related problems**. You can also focus on **generic problems**.

e. Hate your job? (**problem**) → Learn how to generate responsive leads & make a full time income by promoting affiliate products.

My course teaches you how (**product angle**)

f. Can't stand writing free articles? (**problem**) → Screw all that and learn how to use paid traffic sources to generate 100+ leads per day without wasting hours of your time. Learn how in my course. (**product angle**)

And so the list goes on. There are tons and tons of pain points and product angles you can focus on. Write an email focusing on each of them and you will do well.

Lesson 4 - Be Controversial

A lot of times what happens is that people feel the urge to say something but they don't do it. Why? Because they are too scared to say it. Or because they are just being politically correct. Now when someone speaks out the truth and says what needs to be said, that connects with a lot with people and they start rallying behind him. It's human psychology. Take for example guys like Howard Stern, Simon Cowell, etc. People either love them or hate them. But what ALL of them do is give them ATTENTION. The most valuable commodity for a marketer is attention. When you got that, your business takes off. You

see, people LOVE characters who can entertain them. They can't resist such people. When you start being controversial and entertaining, you will find people attracted to you like a moth to a flame. Not everyone will like you or buy from you. But a lot of people will. And that's WHAT matters. For example: If you find the products being in the marketplace are rubbish (including those of gurus), call them OUT (you don't have to name the gurus directly). If you find dishonest or disingenuous marketing taking place, call them out. If you find sheep mentality due to clichéd advice by experts that has no context, call them out. And the list goes on and on on. When you speak out, you INSTANTLY look different from all the other marketers who tip toe around many issues. Don't be afraid to speak what you genuinely believe in. As long as you are not controversial for the sake of it, you will do VERY VERY WELL.

Lesson 5 - Tell Stories. Lots And Lots Of Stories.

Humans have long been fascinated by stories. It's hard wired into our DNA. When you tell a story, you can impart data and lessons and people would devour it with almost no resistance. Here's a simple demonstration of it: Give a lecture to kids about the world history from 1000-1500 AD. Note how many of those kids doze off by the end of your 2 hour lecture. Now turn the same lecture into a story form and talk about empires, rivalries, expansions, political backstabbing, trades and see how kids react to it. They would LITERALLY devour the information. That's the power of stories. And that's why I write a lot about my experiences, adventures and screw ups in my emails to promote various products. People LOVE reading those stories in my emails and buying from me. When it comes to stories, you don't have to dream up crazy epic fantasies to blow away your audience. What people want is easy entertainment. Basically simple realistic stories

(that happen in everyday life) mixed with your personality. Once when I was with my family on a vacation and we missed our flight. So I had to call up my attendant to book another flight and my sister was amazed that I didn't bat an eyelid in spite of having to book 3 more tickets for a long distance flight (that would cost quite a bit). I turned that into an email and it did very well. Anything works. You could turn your daily office commute experience into a story and make sales. You could turn going to a supermarket experience into a story and make sales. You could turn your misfortune (when you were scammed) into a story and make sales. You could turn the proud moments of your life into a story and make sales. You could turn gossip in your industry into a story and make sales. The thing that makes marketing via stories even more amazing is that you can stand out from the crowd even when you use the SIMPLEST of stories. There may be countless marketers in a niche but there is only ONE YOU who has that experience which is narrated as a story. So start using stories more.

Lesson 6 – Talk About A Variety Of Topics In Your Email

Just because you are in the internet marketing field does NOT mean you only have to talk about certain topics and stay inside it. You can talk whatever you want and you will connect with people better. Let's say there was a Football finals game that happened the previous night. If you are a football fan, you could rant and rave about the last night's game. Your subscribers (who are into football) would dig it and look forward to your future emails too. You see, people are DYING to be entertained for at least a few minutes. Imagine the life of an average person on a particular day. They have to deal with their boring job, deal with office politics, get some work done and complete tasks before their

deadlines....and in this whole chaos, if they get a piece of email which they can sit back, relax and enjoy reading for 5 minutes....that would get them away from the drudgery of their job and cheer them up a LOT. And small things like these go a LONG way in making them feel very close to you. You can write about sports or politics (don't over do politics haha) or nature or world economy or latest news (golden way to stay relevant and gain attention). Imagine your daily emails to be like a daily talk show. Now just go and speak WHATEVER you want and tie that up with the product you are promoting. You will get more engagement and definitely more sales which will allow you to grow fast.

Lesson 7 - Use News Events, Live Updates From Your Life In Your Email Broadcasts

People LOVE it when they know that the email you sent out to them is freshly written content. It sort of gives a LIVE feel to it. And the best way to give that feeling is by talking about news events, current debates, sports, etc in your emails. Even giving people updates about what's happening in your life, where you are travelling, your experiences can work great. People BOND more when they can see you as a real person with real views & emotions.

Lesson 8 - Send Out Training Tutorials, Short Reports & Webinars

There is something called as light value & something called as heavy value. Light value is easy to consume entertaining content where the emphasis is on general outlook & concepts. Heavy value is heavy duty content which requires serious concentration on your audience's part

to grasp what you are saying. Emails are a medium where you give light value. Reports, training tutorials & webinars are a medium where you give heavy value. Mix in heavy value occasionally with light value and you can build some rock solid relationships.

Lesson 9 - Ask For Feedback Via Email & Publically Answer Commonly Asked Questions

Your email subscribers are humans just like you and me. Sometimes, they might want to ask you questions. They do it because they want to be heard. They want to feel that there is someone on the other side who actually cares to read what they are saying and responds accordingly. These are SMALL things that can build up a LOT of trust. So ask your subscribers to reply to your emails. Ask them for feedback. Tell them that you (or someone from your team) will read their messages and respond to them. Someone who is looking to buy your \$2000 product may ask a very small query. A quick response to that would give him IMMENSE trust on going ahead with the purchase. Someone may ask you a very good question that others may also benefit from. You can write an email responding to it and send it to your entire list. Over the course of time, you will get many good questions from your subscribers for which you can write detailed email responses and mail your entire list. People LOVE to get their questions answered as well as see how you respond to others' questions. So start using the questions that you get from your subscribers as sales material for your emails and you will be able to see some amazing results.

Lesson 10 - Plan Your Daily Broadcasts

Broadcast emails are LIVE emails sent to your entire list. When you make it a habit to send out at least 1 brand new email to your ENTIRE LIST every single day, you will see some pretty amazing things happen.

Here's why:

An average follow up email will be read by just 1/10th or 1/50th of your total subscribers on any given day. Why? Because different subscribers will be at different stages in a follow up sequence. However a broadcast email sent to your entire list will reach 100% of your total subscribers in one shot. This means, more people will open your email and consume it. With broadcast emails, you will quickly know which angles work and which don't. If you hit on a JACKPOT ANGLE, you will see a flurry of sales flowing in and you can incorporate that angle in your marketing campaigns. If there is a news event that has everyone talking about it, you can write an email about it and tap into that buzz. This will sky rocket your engagement and sales. You can talk about your daily events, share your latest stories and get people to bond with your better (people can intuitively sense when an email is being sent live and when it's just a follow up email – that's why live broadcast emails produce amazing results).

In simple words:

Broadcast emails help you get data faster, build relationships faster, make sales faster and boost up your profits like nothing else can. I heavily use daily live broadcast emails in my business and each email I write is worth at least \$10,000 - \$20,000 for me. That's the power of broadcast emails. This is the weapon which allowed me to go from nothing to making \$15 million online in just 6 years. It has worked not only for me but also for my students & clients. So I would highly

encourage you to start using broadcast emails. Be consistent and you will see massive results.

Do You Need To Be A Good Writer To Craft Sales Producing Emails?

A lot of people think that to do well with email marketing, you need to be creative and a good writer. Nothing is further from the truth. What you really need is ACTION & PRACTICE. The more you do, the better you will get. And once you start writing regular emails, you will find it incredibly fun. After all, there is nothing more exciting than spending 10 or 20 or 30 minutes a day to craft a fun email and making a flurry of sales. You can do it. Just get started with building your Email Marketing Machine. Over time, as you write more and more emails, your machine will only get more powerful and pump out more sales than ever thus helping your business grow at a supersonic speed.

Chapter 7 - How To Construct A Sale Argument That Connects, Persuades And Sells

If you want to successfully sell any product or service, you need to construct a start-to-finish sales argument which addresses your audience's problems and shows them how your product can solve them. A sales argument can be any of these 3 types:

1. Sales Copy (Text or Video)
2. Webinar
3. Live Event

Part 1 - Writing Sales Copy That Converts Strangers Into Red Hot Buyers

Copy is the fuel that fires up your marketing. It's the energy that drives sales. It's the oxygen behind the sales funnels. One great sales page, one great piece of copy can radically transform your entire business. The most valuable skill you can learn in business, in marketing as the Backpack Millionaire is your ability to write sizzling sales copy that drives sales. As the legend Gary Halbert said "you're one sales letter away from being rich".

My number #1 tip for writing sales copy is simply this; write in a conversational tone. When you do write like your writing to your best friend, write like your talking about your customers prospects and desires and dreams.

To write good copy, you must get good at copywriting. You don't have to be world class at copywriting. You just have to learn. Very few ever reach that level and frankly speaking, you don't need to get there to succeed in your business. You just need to get SUFFICIENTLY good at copywriting which is more than enough to make sales and rapidly grow your business. Your copy could be anything: a full blown out sales letter or a presell article or a blogpost or even a Facebook post - when you understand the basics of how good copy works, you can craft compelling content that would help you connect with your audience and make you sales. Here are 8 tips on how to make your ad copy MUCH MUCH better:

1. Backstory Of Why Copy Is NOT Always The Greatest Cure

You must have a well developed sales funnels that integrates great sales copy. If you search about copywriting on Google, you are bound to find many articles that talk about it like it's some kind of magic. They will tell you that copywriting is about using words to seduce your prospects, make them desperate to buy your products and if you master it, you can pretty much sell anything. Ask any real copywriter and they will tell you that's a load of BS. Now it's true that great copy CAN seduce your prospects and make them desperate to buy your products but it's NOT going to make it happen in every case. If you are selling a product that no one wants, then no ad copy is going to work. Even if it's written by the great Gary Halbert himself. If you are selling a good product to the WRONG audience, the same thing happens. Your copy is going to flop for sure. Bottomline is that great copy is NOT what works. Great copy along with the right product to the right audience is what works. So before you even write a word, take a thorough look to see if you have got a good product that people want

to buy and you are targeting the right audience. While this is an obvious thing to do, you would be surprised to hear how often it's ignored.

2. Research Your Market

Good ad copy isn't about using magical words or phrases that wow your audience. Nor is it about using some magical story which will do all the selling for you. All that's fine but the most crucial component in copy is the most BORING component.

And that's market research.

If you and I were in a party and I want to become your friend, what should I do? Here's what I would do: First I would find out from others what you like (let's say its golf). Then I would come up to you, introduce myself and after a small chit chat, simply start talking about golf. This would work way better than ANY other approach in the world because I am talking to you about something you CARE about and want to talk about. The same thing happens when you are writing ad copy. You don't have to resort to copywriting kungfu to get results. What you need to do is find out EVERYTHING about your market, as in:

- a. what they like
- b. what they dislike
- c. what keeps them up at night
- d. what are their secret fears
- e. what are their real desires
- f. whom they want to prove wrong
- e. what are their deepest frustrations

Etc, etc. The more you research and know your audience....the better you can talk about the issues that they care about and when you do that, your ad copy is going to perform far better than any flowery language you could ever use. Gary Bencivenga, the world's greatest living copywriter who has written for some of the biggest direct response marketing companies, swears by this concept.

3. Speak To Your Reader Directly

Write copy like you are talking one on one to the reader. Don't address a group of people in your copy. A simple rule of thumb: If your copy has a lot of "you" in it, you are doing it right. When you focus on speaking directly to the reader and use a conversational tone, your copy becomes far more easier to read plus it's much more persuasive too.

4. Stop Trying To Be Too Clever Or Creative

Being creative or clever in your copy isn't a crime. In fact, it can work very well once you get your basics right. However the issue is that most people think that's what makes a copy successful which is the farthest from the truth. Let's say you want to generate 100+ leads per day with Facebook Ads profitably and you are looking to buy a course which will teach you how to do the same. In such a scenario, what would you really care about? An ad copy that has a creative angle that makes reading it a pleasure....

OR an ad copy that FREAKING talks about:

Why you are NOT able to generate leads with Facebook Ads? Why you are NOT able to convert your leads? Why your lead prices are so COSTLY? How to setup campaigns the right way and use the proper

bidding strategies? What areas to focus to scale your ad? How MY PRODUCT can teach you how to do the same? Which ad copy would be more persuasive to you?

The creative approach OR the slam bang “this is your problem, this is why things are not working for you and here’s how to solve it” approach. The answer is obvious. The ad copy that talks about your problems and provides a solution for it is going to be WAY more persuasive to you. The same applies when you write for your market. Your ad copy should be focusing on doing its job – that is talking about what your market really CARES about. For your market, that would be the MOST INTERESTING topic ever. Screw trying to be creative or clever. Focus on doing what needs to be done.

5. Call Out The Problem & Amplify It

People buy due to 2 reasons: To avoid pain OR to gain pleasure. Of these two, the desire to overcome pain is FAR greater. So in your copy, your goal is to make people FEEL the pain with your words. The more pain someone experiences, the more will be their desire to avoid it. So you need to talk about the pain faced people in your market and AMPLIFY it to make them see what they are really going through. Now doing so does NOT mean you are lying or using any unethical tricks. What you are basically doing is making people see the real picture. For example, if someone is trying to build an online business and they are not able to do so, what are the POSSIBLE pain points for them?

- a. They are unable to get quality traffic.
- b. They are unable to convert the little traffic they get.
- c. They are bleeding money in their business and they don’t know how to arrest the slide.

- d. Their spouse is skeptical about their business and they are subjected to constant questioning about it.
- e. Their friends and family don't believe in them.
- f. They have been trying to build a business for YEARS and it's not working.

And the list goes on. As you can see, there are so many pain points available. You talk about that and then AMPLIFY it by talking about what are the potential pitfalls they could succumb to, what are the hidden problems that they are not even aware of, what would happen if they don't take corrective action, etc. If someone is struggling, they NEED your product to solve their problem. Your job is to make that person understand their REAL SITUATION so that they can take action to solve their problems. So focus on their real pains and amplify it.

6. Provide A Solution For The Problem & Explain Why It Works So Well

Once you focus on pain and make your audience understand the extent of it, the next step is to provide a solution. When it comes to solution, don't immediately start talking your product in your ad copy. First explain WHAT is the solution and then bring in your product as the TOOL to achieve that solution. For example, if you are promoting a traffic course, first talk about what are the things that someone has to master to get good at generating quality traffic and THEN bring in your product as the TOOL which will teach them everything they need to know to generate quality traffic. Do you see what's going on? First explain what your prospects need to KNOW or DO to solve their

problem. Then introduce your product as the TOOL which will help them LEARN or DO what needs to be done to solve their problem.

7. Go For The Sale

This is where your payoff lies. Everything that you did until now was to setup the sale. Now is where you actually GO FOR THE SALE & CLOSE IT. Here are the 4 components that you need to focus on to make the sale:

a. Explain About Your Product – Talk about all the features & benefits of your product. Be as detailed as possible. If you are promoting an information product, then list out all the modules inside it along with the video content details inside each module. If you are promoting a software program, list out its features in detail. If you are promoting a done for you service, list out the various things that you will setup for your client. Also list out the potential price point of each module/feature individually (there is a reason for doing this which I will explain in a while).

b. Stack The Bonuses - Offer cool bonuses to make people sign up immediately. People LOVE getting something extra for free. And that's exactly what bonuses are intended for. They create so much perceived value for your product which makes the offer irresistible and gets people to take the plunge. Also list out the potential price point of each bonus.

c. Reveal The Price – Before you reveal the price, you need to do price anchoring. You need to make people see why investing in your product is a great deal. So tally up the individual price points of all your modules/features & bonuses (which you listed before) and show the

total price value of the product. Then reveal what the product really costs. If the price value of a product is \$997 and the product is sold at \$297, it creates context and allows your prospects to justify the price in their head. Price anchoring can be done for any price point by the way.

d. Risk Reversal – If you are offering any guarantees (money back or condition based results), then explain about that in detail. Make it very enticing so that your prospects feel like purchasing your product is an absolute no brainer.

8. Tell Your Readers What They Will Miss Out If They Doesn't Take Action

Once you have explained about your product and gone for the close, you need to end your copy by talking about the consequences of not taking action now. There are 2 kinds of consequences that you can focus on:

a. The consequences of not solving their problem – Ask your prospects how long will they keep struggling, what will happen if they don't take action, potential pitfalls, etc. It's more like a summary of the "pain-amplify pain" aspect. After you talk about that, give a quick summary of how your product can really help them avoid all that pain.

b. The consequence of not buying your product now – Talk about future price increase, non-availability of your product – basically whatever is applicable in your case. Also talk about what they are missing out on (their dreams & goals) by not taking advantage of this opportunity and how their life can change if they just decide to take the plunge today. Writing sufficiently good ad copy is no rocket science. You just need to put in some efforts in understanding your market and

practice writing copy. The more you do, the better you will become and the more sales you will make. You can download a copywriting checklist of the step by step guide in a one pager at www.AutomaticSalesCopy.com

Part 2 - Webinar Profit Formula

A webinar is kinda like hosting a virtual meeting online. You can present a webinar from anywhere and reach your prospects all over the place. Technology now allows us. Just like having sales pages, you must also know you're ONE WEBINAR AWAY from completely changing your life.

My first ever webinar I hosted had 6 attendees and I hosted it in the basement of my father's friend's real estate and I struggled to literally get the words out of my mouth. I practised for the next 5+ years to get good at this. One of my last webinars I had hundreds of people join and I sold a \$10,000 product. I generated over \$1.2Million from a single webinar. You too can get good at this skill of presenting being the computer. I host webinars and automated webinars every single week.

If you want to just take your business to the stratosphere RIGHT AWAY by making a flurry of sales faster than ever, then you need to start using webinars to sell. As I mentioned before, there is NO STRATEGY out there that can bring in sales so quickly, easily and effectively than webinars. Webinars if implemented correctly can not only bring you sales but also help you position yourself in a way to make 100X more money for YEARS to come. The reason webinars work so well is because:

1. You can give great value in your webinar presentations. When you EDUCATE your audience about their problems, TEACH THEM what

they need to be doing to solve their problems and then OFFER your products/services to solve their problem in a faster, easier and reliable way, you make way more sales

2. You get to interact with your audience which means you can answer questions, overcome objections and close the sale

The webinar setting is so powerful they work great for higher priced products. In fact, they are preferred option when it comes to selling high ticket stuff. Let me give you an example. I crafted a webinar using my 6 Figure Kickstarter Auto Recruiting formula for my student Paul Lynch. We invited a bunch of people to that webinar and ended up selling 21 MLRs. An MLR costs \$2000 to join. So revenues were \$42,000 from that one SINGLE webinar and Paul pocketed 50% of that. Those MLRs led to backend sales of EVEN higher ticket products (Titanium & Platinum). Now guess what? We didn't just stop there. Since Paul pulled in \$42,000 in revenues from a single webinar, we we used that angle for positioning purposes which led to more future sales. Today my student Paul has done over \$2 million from high ticket offers alone and the initial momentum helped him create a storm. THAT'S THE POWER OF WEBINARS. In fact, I will give you my own personal example. Few years back, I spent \$7500 to advertise on Daegan's list. He interviewed me and mailed out the interview to his list. After a few days of promotions, I had generated 1100 leads. Here's what I did:

I quickly hosted a webinar (which was created using my Auto Recruiting formula) and used Daegan's interview & my webinar to position myself. In the end, guess how much I made? When all was said and done, I had pulled in \$125,000 from those 1100 leads and 2 years later, I am STILL getting paid. BOOM. How's that for an ROI? If you want crazy profits, then webinars are the way to go. The problem with most

marketers is that they generate 300-500 leads via a solo ad but DON'T DO ANYTHING after that. They just keep hoping their system would do the selling job for them. When I see that, I am like "what the is wrong with you guys?" Start a webinar, invite them, make an awesome presentation and CLOSE, CLOSE & CLOSE. Get the results and use that to position yourself which would lead to easier sales in the future. Webinars are simply game changers. The key to succeeding with webinars is to know HOW TO CREATE ONE PROPERLY. Remember, webinars come in 2 kinds: One that sucks and one that sells. If your webinar is too salesy, you won't make sales. And if you webinar is too technical and educational (so much so that your audience has to take their own sweet time to process your information), then your sales will suffer too. What you need to do is WALK THE TIGHTROPE between education and selling. In other words, your webinar should give your audience an experience. It must thoroughly educate and enlighten them but at the same time it must also give them the heart pumping thrill of what it means to FINALLY solve their problem. Create this kind of webinar and watch your sales soar.

I have a 12 step webinar template that I use over & over again to make millions with webinars. I hit easy \$50,000+ for every webinar campaign I do these days. My webinar template works and it works great. If you use my template, you TOO will see massive results in your business (maybe you won't immediately make as much as I do but you will see FAR better results than what you have been experiencing till now and the profits you generate from your webinar funnels would allow you to scale your business and do BIGGER numbers in the future). Here's my 12 step webinar template:

Step 1 - The Welcome (15 min before start time)

Your webinar experience should start the moment someone logs in! It doesn't matter when you are supposed to start. Your attendees need to know they're in the right place and feel like you care they are there.

Step 2 - The Introduction (1 to 2 mins)

Must set the tone for the webinar while helping to set up your authority/pass the authority to you for the rest of the show.

Step 3 - The Hook and The BIG Promise (3 to 5 mins)

What are THEY going to get out of being with you for an hour + vs. watching the Cops rerun or The Bachelor? ALSO where you announce the FREE bonuses the attendees receive at the END!

Step 4 - Your Story (2 to 3 mins)

Once you've delivered the Big Promise to your audience then it's time to tell them about who you are and why you are qualified to teach them the content you have planned for them. REMEMBER: People buy from people they Know, Like and Trust!

Step 5 - Social Proof (3 to 5 mins)

Carefully orchestrated flow of success stories or case studies from people who have taken action using your product and seen results. "If they can do it then so can you!"

Step 6 - The Agenda (2 to 3 mins)

What is it that you are going to cover again and what will they be able to TAKE ACTION on when they leave the webinar?

Step 7 - Compelling Content (45 to 60 mins)

Now you teach them EXACTLY what it is that you promised you would in your Big Promise. You REALLY want to deliver here with your best stuff!

Step 8 - (More) Social Proof (3 to 5 mins)

Another carefully orchestrated flow of success stories or case studies from people who have taken action using your product and seen results. "If they can do it then so can you!"

Step 9 - Your Amazing Offer (5 to 15 mins)

This MUST be done with a high, but not overdone, level of energy, enthusiasm and confidence. You also have to make sure you are transitioning from the last section of the presentation into the pitch the right way or it will seem like all you are there for is to sell them something. The structure of the pitch is actually very important as it determines whether you make a bunch of sales or walk away with a big fat doughnut!

Step 10 - Q&A (10 to 60 mins varies depending on audience)

IN CASE OF LIVE WEBINAR. Always ask a few questions first that you have control of. Meaning, ask the questions that most people would ask

about your product that provides the biggest reason to buy NOW! Then answer questions from the audience, always addressing each person by name when you answer their question. Keep it brief and don't go into long drawn out dissertations. Remember to remind your audience to take advantage of your amazing offer after every couple of questions.

IN CASE OF AUTOMATED WEBINAR. Ask a set of patent questions that address the most common issues people would have with your product and make sure it ALWAYS leads to why they NEED your product! Remember to remind your audience to take advantage of your amazing offer after every couple of questions.

Step 11 - Re-Close (2 to 5 mins)

Time to bring them back to the buying mindset. For a hosted webinar it's best for the host to tell everyone they NEED to get over and buy your program (remember the authority factor). For an evergreen webinar, YOU have to quickly reiterate the reasons to buy and get the last sales.

Step 12 - Outro (1 to 2 mins)

Time to wrap things up, thank everyone for attending and say your goodbyes!

A Couple Of Tips:

a. You MUST have presentation "personality" or you will lose your audience right from the start! Slides MUST be professional but don't have to be ridiculously overstated.

b. Live Over-The-Shoulder training can be very powerful during your content segment. BE PREPARED! Practice makes better and better.

So there you go. Just follow this template and craft a webinar and you will do fine.

Now comes the next part: How to setup and run webinars?

There are several services in the marketplace that allow you to do this.

1. [GoToMeeting](#) - This service allow you to run LIVE webinars up to 25 attendees. Its ideal for marketers who are just starting out and want to dip their toes in.
2. [GotoWebinar](#) – This service allows you to run LIVE webinars for 100-1000 attendees (depending upon your plan). Its pricey but it’s the best one out there in the marketplace. Most gurus use GoToWebinar to do LIVE webinars.
3. [WebinarJam](#) – This service uses Google Hangout platform to run LIVE webinars. It gives you a lot of features plus there is no cap on how many attendees can watch your webinar.
4. [EverWebinar](#) – This service allows you to run AUTOMATED webinars. You can run 4 or 10 or 20 webinars a day. Even one webinar every 15 minutes. You can even have a “JUST IN TIME” option where your visitors will be taken to a webinar that is just about to start (your attendance rate would be near 100% with this feature).
5. [StealthSeminar](#) – This service allows you to run both LIVE and AUTOMATED webinar. While it doesn’t look pretty, it’s the best in the

marketplace when it comes to automated webinars (its pretty good for LIVE webinars too). Solid software and tons of features. A lot of marketing gurus use this to run automated webinars.

You can pick any of these services to run your webinars and make massive profits from it. So go ahead, use my template and start doing webinars. The more you do, the better you will get and the FASTER you will grow.

Here's a result of one of my webinar campaigns:

Product Promoted – Done For You Funnels For Clients

Price Point Of Product - \$6000 - \$25,000

Traffic Source – FB Ads

Ad spend - \$25,102

Registrations For Webinar – 6137

Attendees – 1042

Application Forms – 105

Total Revenues - \$162,000

Did you see how the numbers were broken down? You may or may not get the same results (it really depends on your traffic source, the product you sell, quality of leads you generate & the quality of your

webinar) but the whole point of me showing you these numbers is to make sure that you must maintain stats for each and every webinar campaign you run. Your stats will tell you the areas for improvement which would allow you to optimize each component of your webinar funnel better. If you are getting lots of registrants but not enough attendees, then you need to look at your traffic source and your follow up emails leading up the webinar. If you are getting lots of attendees but people are dropping off mid webinar, then you need to tighten up your webinar content. If you are getting lots of attendees to stay till the end but not getting enough sales or application form submissions, then you need to work on your offer presentation. If you are getting lots of application form submissions but they are not converting into sales well, then you need to improve your phone selling process. If you are noticing poorer quality of leads filling out the application form and getting on a call with you, then you need to QUALIFY people in your ads, emails & webinar so that only the right ones apply. As you can see, marketing is ALL about process. You will NOT stumble onto a jackpot webinar funnel. The only way to get results is to CREATE funnels, TEST it out with traffic, CALCULATE all the stats & OPTIMIZE the areas which needs improvement. When you do that, very soon you will have a webinar funnel that is spitting out profits like crazy thus allowing you to scale your business to great heights.

Part 3 - Live Event Selling

Would you like to learn how to make a TON of high ticket product sales with ease? And when I say high ticket products, I mean products that allows you to make you \$1000 - \$10,000+ for every sale. **If you want to sell a ton of high ticket products, the best way to go about it is by getting ON STAGE & DOING LIVE EVENTS.** When you get on stage and speak, several magical things happen at the same time:

1. You instantly create an enormous amount of credibility. We as humans are hardwired to look at those who speak on stage with respect.
2. You can build a strong connection with your audience through your presentation which coupled with your credibility will help you make sales with ease.
3. You can tap into the power of one to many selling.
4. You can address several questions on stage after your presentation which means everyone gets to hear your answers to everyone else's questions. This results in transparency and clarity (two factors that play a big role in driving sales).

Due to these 4 factors, live events are a VERY powerful way to make high ticket sales. Now before I move on, I need to address something very critical.

You may be someone who currently has a high ticket product to promote but you may have NEVER used LIVE EVENTS to promote it...Or you may be someone who currently has a high ticket product to promote and you are using LIVE EVENTS to promote it, but things are not working out and you are not able to recover your costs to conduct these events....Or you may be someone who doesn't even have a high ticket product to promote at this stage. I don't know where you stand exactly, but what I can tell you is that REGARDLESS of your current situation, after reading this post, you are going to walk away with an actionable plan to use high tickets + live events to grow your business. So just keep reading and you will see

how you can utilize this incredible marketing strategy to grow your business. Now let's take a look at the whole process step by step.

Step 1 – Start Off With A Quick High Value Free Event

A lot of marketers make the mistake of starting off with a paid LIVE event. Paid events come with their own set of problems: One, it's hard to fill up a room full of attendees who have paid for your event. You need to have a BIG list or a very strong Facebook or Google Adwords strategy to get paid attendees. Even then, it will take you a while to get it right. Two, the cost of conducting a high quality paid event is much higher. If you are conducting 2-3 day paid event, you will rack up a ton of expenses. All this puts you under more pressure to recover your money. When things don't work out the way you intend it to be, you will face massive losses. That's why it's more advisable to start with a high value FREE event. The goal of the FREE event is to get MORE attendees (it's easier to get people to attend a free event than a paid event) and give them a TASTE of high quality information so that they would want to learn more from you. A FREE event would comprise of 60-90 minutes of training followed by an offer at the end. And the offer would typically be an invitation to attend a PAID event that would be held a week or so from that date. The cost of the PAID event could be anywhere from \$49 to \$497 (or even more – it just depends on your business model). So the goal of a FREE intro event is similar to that of a lead magnet. You use it to attract LOTS of leads (attendees). Once you attract those leads (get people to attend your free event), you can dazzle them with some good information and make an offer to them. Now there is a chance you might be wondering whether FREE event attendees would buy anything? The answer is a RESOUNDING YES. Here's why:

You must have noticed gurus and top earners inviting people to attend countless FREE webinars. Why do they do that? It's because free webinars WORK. It makes people BUY stuff.

What's the cost to attend a free webinar?

Nothing. All you need to do is click a link or two in your email to attend it. In fact, you could even be browsing the internet while the webinar is going on and just listen to it in parts. Bottomline is that there is very little investment needed to attend a free webinar.

Now what's the cost to attend a free LIVE event?

You need to register for it (just like a webinar). You need to allocate certain time in your daily schedule to attend it (multi tasking ain't happening with LIVE events). You need to DRIVE to the event spending money for gas. **The level of commitment someone makes to attend a FREE live event is WAY WAY more than a free webinar.** Now if free webinars can drive sales like crazy...imagine what a free live event can do? So don't worry about whether attendees from a FREE live event would buy or not. As long as you target the right people (through Facebook or Google ads) to attend your free event, deliver awesome value followed by an offer, you will make a lot of sales. Another advantage of conducting FREE events is that when people register for your event online, you can make upsell offers to them. Like you can offer your attendees a chance to attend a networking session with you before the event starts. Or a chance to buy a VIP ticket which comes with a consultation session & dinner with you once the event is over. Or any other related offer for that matter. There will ALWAYS be

a certain segment of attendees who would opt for a better experience and purchase your upsells. The revenues that you generate from your upsells will offset your costs to conduct the FREE event. So all in all, when marketed correctly, a free event allows you to get a LOT of attendees, deliver value to them & sell tickets to your PAID event for FREE.

Step 2 – The Paid Event (Core Event Where All The Magic Happens)

When you get someone to ACTUALLY pay for your event and spend a day or two listening to you on stage...you have got a supremely qualified lead. A lot of marketers make a CRUCIAL mistake. They assume that their PAID event is their product and try to make up as much money as possible from the ticket sales. Bad bad move. While paid event tickets can help you make money, it's NOTHING compared to what you can actually make if you truly know how to sell to those who attend that event. A paid event has two goals:

1. To deliver immense value over & above what an attendee has paid for.

A high class paid event must have attendees gushing about what they learned from it.

2. To get those hyper responsive attendees to purchase high ticket products.

This is where ALL the real money is. How much money do you think you can make by selling \$197 event tickets? If you make 50 sales...you will make \$9850. However if you know how to sell high ticket products to your paid attendees, just 2 sales of a \$5000 product will help you get to \$10,000. If you make 10 sales...you walk away with an easy \$50,000. There is no comparison between which one produces more money. Selling high ticket products to your attendees is literally 100X more profitable than trying to make money just from event tickets. I have run countless LIVE events all over the world and have made product sales ranging from \$1000 to LITERALLY \$100,000 (yes, per sale) from events. The best part about events is that you can make LOTS of high ticket sales in one shot. It's possible to make 20-30 sales of \$2000 product.....10-15 sales of a \$5000 product and 5-10 sales of a \$15,000 all from just one event. It's possible to make EVEN MORE if you can get more paid attendees to your event. The reason why paid live events work so well is because:

1. People pay money to attend it (which means, they are capable of investing good sums for high quality solutions)
2. They get immense value from you which leads to supreme trust and bonding
3. They get to personally interact with you during the event which further strengthens their trust
4. They get to see OTHER excited attendees in the room which leads to belief in your products & services...and MORE IMPORTANTLY belief in themselves

When all of the above combines together and you put a great high ticket offer in front of people...it's no surprise they will rush to buy it. That's the whole game.

So to recap,

Step 1 – Start off with a high value free event. Spend 45-60 minutes giving good training and then make an offer (invitation to attend your paid event). When people register for your free event online, offer upsells to offset your event costs.

Step 2 – Get as many people to attend your paid event as possible. Provide stellar training and experience. Offer high ticket products & services to event attendees and generate massive revenues & profits in one shot.

With this model, you can grow your business from ZERO to millions of dollars in revenue. In fact, I am using this whole process to take my \$25 million business to hit the \$100 million mark in the next few years. This is the most simple, effective and scalable way to make TONS of high ticket sales. If you would love to use this model to get big commissions without creating any products or running any live events yourself, keep reading this book as I am going to reveal how it's possible in an upcoming chapter.

Chapter 8: Integrated Product Suite (IPS)

Integrated Product Suite (IPS) is such an important concept that I felt compelled to devote an entire chapter to it. Integrated Product Suite (IPS) is what separates good businesses from the great ones. It is what turns a loss making venture into a wildly profitable one. It is what builds BIG BRANDS. It is in essence, the fundamental factor that determines how far your business can potentially grow.

First of all, what is Integrated Product Suite (IPS)? It is your entire series of product offerings that provide solutions for all of your customers' needs. If you have just one or two products in your arsenal, you can target and service only those customers in your niche who have a need for these products. You cannot service majority of the people in your niche who may have different needs. In fact, even if your existing customers have different needs down the road, you cannot service them because you don't have the required products for that. I will give you a real life example of it. Take the company Apple. They have created their own ecosystem and filled it with products that cater to pretty much every need of its marketplace. Apple offers iPhones for mobile users, Mac for desktop users, iPad for tablet users, iPod & iTunes for music lovers, Apple TV for big screen viewing, Apple Watch for watch lovers. Apart from that, it offers accessories like headphones, speakers, phone cases, keyboards, mouse, trackpads, watch bands, etc. It also has its own operating system for both desktop (Mac OS) and mobile devices (iOS). Everything is interlinked with each other. Once a customer buys an Apple product, more often than not, he gets sucked into the Apple world and eventually ends up buying ONLY Apple

products. This is not by accident but by design. Apple has created its own world and by offering related products to its customers and wowing them with its quality, it pretty much sucks them into their world. This is the power of a well executed Integrated Product Suite (IPS).

Take my own business for example. I have products and services to cater to all the needs of internet marketers (be it traffic generation, sales conversions, backend selling, scaling, coaching, done for you services, etc). I have the product offerings to help out people with a shoestring budget as well as take on very high end clients who are willing to pay big bucks to get the best kind of training, coaching and mentorship. This is the reason why I have been able to create 10 different multi million dollar businesses and generated a revenue of \$25 million in 6 years (with a goal to hit \$100 million within the next 2 years). It's all because of incorporating a strong Integrated Product Suite (IPS). When you have a strong IPS:

1. You will maximize your revenues

(more in-demand products leads to more sales)

2. You will reach out to a wide section of audience and convert them into customers (every customer may not be immediately interested in your high ticket products....

but they could be after they buy your other products and see the value you bring to the table...so a \$47 customer can go on to become a \$1997 customer and then invest in your \$10,000 package - this sale wouldn't have been possible without the \$47 and the \$1997 product)

3. You will build a strong BRAND by catering to various needs of your customers so they don't have to go looking outside to get solutions to their problems (when you have solutions for every single one of your

customers' problems, you get to keep them around in your ecosystem which will increase the lifetime revenues per customer)

My Integrated Product Suite (IPS) That Pulled In \$25 Million

I run an online training, coaching and live events business (called as the WealthAcademy) which caters to internet marketers, solo entrepreneurs and other business owners who want to grow their business online. WealthAcademy has a wide array of products and services to help people generate traffic, leads, sales and profits in their business. It doesn't matter whether you are starting out a fresh newbie or you need help in a very specific area, WealthAcademy has a solution for you. Here's a small list of the products and services that we offer for our clients (this is by no means a comprehensive list but to just give you an idea):

Target Audience	WealthAcademy Product Offering
People who are looking to start a profitable online business from scratch	Digital Business Kickstarter
People who want to get certified and become highly skilled digital marketing professionals	Sales Funnels Specialist Certification Facebook Advertising Specialist Certification

	<p>Webinar Marketing Specialist Certification</p> <p>Email Marketing Specialist Certification</p> <p>High Ticket Offer Specialist Certification</p> <p>Speak To Sell Specialist Certification</p>
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Target Audience	WealthAcademy Product Offering
<p>People who want to get certified and become highly skilled digital marketing professionals</p>	<p>Ecommerce Marketing Specialist Certification</p> <p>Content Marketing Specialist Certification</p> <p>Direct Response Copywriting Specialist Certification</p>
<p>Marketers who need in-depth training on how to generate traffic</p>	<p>Video Ads Hack (Youtube Ads Training)</p> <p>Traffic Mastery Intensive (All Traffic Sources Training)</p>
<p>Marketers who need done</p>	<p>Done For You Solo Ads Campaign</p>

for you traffic campaigns setup for them	<p>Done For You Facebook Ads Campaign</p> <p>Done For You Youtube Ads Campaigns</p>
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Target Audience	WealthAcademy Product Offering
Marketers who need high converting pre-written converting emails for their business	Email Profits System
Marketers who need entire sales funnels built for them including product creation	Done For You Guru Funnels
Marketers who are interested to attend high value LIVE events & workshops to learn from the best	<p>Traffic Millionaires Summit</p> <p>Online Business Summit</p> <p>Ecom Intensive Workshop</p> <p>WealthAcademy Masterminds</p>
Marketers who are interested in getting a fundamental understanding of traffic generation & sales conversions	<p>Magic Bullet List Building System</p> <p>9 Steps Video Ads Formula</p> <p>27 Insider Secrets to Email Marketing</p>

	How I Made \$3 Million With Affiliate Marketing
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Target Audience	WealthAcademy Product Offering
Marketers who are interested in getting their business built by WealthAcademy Platinum Coaches	Mentor In Your Home

As you can see from the table above, I have setup a solution for pretty much every need of my target audience. I have low ticket products selling from \$7 to \$97, mid ticket products selling from \$297 to \$497, high ticket products selling from \$997 to all the way up to \$120,000+. My brutally extensive Integrated Product Suite (IPS) is what has allowed me to maximize my income and scale my business to great heights (with my next goal being the \$100 million mark). Just remember this, the deeper the products selection you have, the more money you will be able to make because you give your clients and customers a wider choice of variety.

What Makes For A Strong Integrated Product Suite (IPS) In The Internet Marketing Field

To cater to a wide segment of your audience, you need to have:

1. Different info products to provide training from the basic to the advanced level
2. Different info products to provide solutions for every needs of your customers
3. Services to help your customers complete various tasks in a quicker and simpler manner
4. Coaching & consulting programs for your customers to get one-on-one training and mentorship
5. Live events & workshops for your customers to get an immersive experience of meeting experts in-person and learning from them

1. Quick Consumption Info Products

These are info products which either focus on teaching the basics or focus on teaching very niche specific content. It could be a report (10-20+ page ebook) or audio files or video tutorials. Typically such products sell for \$7-\$97 (low ticket products). The goal of quick consumption info products is to generate front end customers, deliver massive value to them and warm them up to investing in higher priced products and services.

2. Full Blown Out Training Courses

These are info products which focus on delivering in-depth training about a given topic. They could be either mid ticket products which sell for \$197-\$497 or high ticket products (with more advanced content) which sell for \$997+. The goal of these products is to help the customer get a complete and thorough understanding of the given topic.

3. Done For You Services

This is one of my favourite types of ways to make money. Premium done for you services will always be in demand. It's like going to the restaurants to get a ready made hot dinner, with the sides, salads and dessert all in one. You can relate this in many areas of life. There will always be some customers who won't have the time or energy to implement certain things but would be willing to pay someone to get it done. Some of my best products and services have been in the form of done for you. www.GURUFunnels.com was born because a lot of my clients didn't want to build all the tech components needed for a sales funnel, so they would come to watch a simple webinar that sold a done for you sales funnel. That one webinar generated over \$1.2Million in sales.

Another service that dominates the market space for done for you email advertising is called SoloAdsAgency.com, this service was positioned as the leading traffic provider for email advertising. You can offer Done For You services to these customers where you can setup traffic generation campaigns for them, create sales funnels for them, writing copy for them, do the design work for them, build a blog for them, etc. Done for you services typically sell anywhere from \$997 to \$25,000+. If you want to create your own done for you services, my top tip is position and package yourself as the #1 authority in the marketplace. If you see my services they all have 2 word domains that consists of the keyword i'm targeting or they have 'Agency' just in their names. Having the right name can make your business highly valuable and attract the right calibre of people.

4. Live Events

This iLive events allow people to meet the experts in person, learn from them and pick their brains during the event. It also gives them opportunity to meet other attendees and network with them. Live events are powerful for delivering content, selling your high ticket products & services and building your brand. Live events typically sell for \$97-\$1997+ (the price varies depending on how advanced the training content is).

5. Implementation Workshops

Implementation workshops are designed to not only train people on what they have to do but also help them execute what they learn under the guidance of experts. It's a very powerful way of learning. The ultimate goal of implementation workshops is to help people walk away from the event having accomplished what they came in for. You can have implementation workshops for creating traffic campaigns, setting up an ecom business, writing sales copy, creating products, etc. Implementation workshops typically sell for \$497-\$25,000+

6. Coaching & Consulting Programs

Coaching and consulting programs allows experts to work with their clients in an individual or small group setting and give them personal attention. Such programs produce great results for the clients because they get valuable advice from experts specific to their current situation. Coaching and consulting programs sell anywhere from \$997-\$25,000+ (depending upon the marketing ability and credentials of the expert).

So that concludes the Integrated Product Suite (IPS) chapter. Having a strong IPS is the key to building a thriving multi million dollar business. If you are worried that you don't have an extensive list of products and services to promote and you don't have the skills to create them

Chapter 9: Sales Funnels

If you want to effectively promote your Integrated Product Suite (IPS) and maximize your sales & profits, you need to start learning how to build SALES FUNNELS. A sales funnel is a multi step sequence that educates your prospects and seamlessly promotes all of your products to them at precise intervals so as to maximize conversions and revenues. As you saw in the last Chapter, I have a ton of info products, services, coaching programs and events. If I offer everything to a new subscriber on my email list, what would happen? They would get overwhelmed, paralyzed and will take no action. However if I create a sales funnel where I take my new subscriber through a series of steps where they get educated on how they could build their business and then I offer different products to them at various intervals based on the PATH they take, what would happen? There will be no overwhelm or confusion because that person would now have gained the knowledge on what he needs to do to become successful, what options he has at his disposal, his area of interest and because of all this, he would have no problems choosing which one of my products and services to invest in. The reason I have been able to build 10 different multi million dollar businesses is because I know how to create GREAT FUNNELS to promote my various products and services. This is where the real money is.

A sales funnel built in the right manner will seamlessly execute all the tasks that you need to do to take cold prospects and turn them into hot prospects who eventually become customers and repeat customers. And the whole process is COMPLETELY AUTOMATED. Right now, as I am writing this book, over 100,000 people are going through my sales funnels and are at various stages of development.

Some of them are buying my \$7 products now.

Some of them are buying my \$497 products.

Some are buying my \$1997 products.

Some are buying my \$25,000+ programs.

All of this is happening without me lifting my finger. All because of the funnels that I have built and setup in my business. Start learning how to build powerful funnels and you too can do the same.

Remember, you are just ONE POWERFUL FUNNEL away from making a 6 or 7 figure business.

An Overview Of The Sales Funnel Structure

A sales funnel that promotes multiple products has 2 FUNDAMENTAL COMPONENTS. One is the Front End Process and the other is the Back End Process.

Front End Process

This represents the entire set of tasks that your sales funnel needs to execute to generate a NEW CUSTOMER. In other words, this is the process of turning your website visitors into leads and your leads into customers. The front end process is critical to the success of your business. Without this, you don't have. You see, getting a new customer always costs you money because you have to spend money

on advertising. However getting the new customer to purchase other related products costs pretty much nothing. As a business owner, you will make majority of your money by selling more products to your existing customers but for that to happen, you need to have a set of new customers in place and that is the job of the front end process. The more effective front end you have, the lower it would cost you to generate a customer.

Let's take an example:

Suppose you are selling an info product priced at \$47.

To generate sales:

1. You need to get traffic to your optin pages
2. Your optin pages need to turn your traffic into email subscribers
3. You need to send out emails to communicate with your subscribers and send them to your product sales page (which could be in text form or video form)
4. Your customers go through the sales page and buy your \$47 product

All of these steps comprise of the entire front end process.

Back End Process

This represents the entire set of tasks that your sales funnel needs to execute to turn your existing customers into REPEAT CUSTOMERS. The backend process is where the REAL MONEY is. A good back end

process can turn a loss making venture into a profitable one and a profitable venture into an outrageously profitable one. No matter what industry you go in, you will see examples of front end and back end processes working.

Consider the car industry.

The front end product is the car itself. The car is what is advertised to get you into the door. Once you buy a car, you are sold on the backend products like financing, car insurance, floor mats, stereos and other car accessories. If you look at a company like Mercedes, they have the C Class, B Class, A Class, E Class, and as you progress you get offered the S-Class. Every industry has this because they know having a deep backend of products is the key to buying endless advertising and still being profitable.

Consider food chains like McDonalds.

The front end product is the hamburger. Once you buy it, you are sold on backend products like fries and coke. Every single person that goes into McDonalds gets asked the famous question, do you want fries with that?

Consider a regular online info publishing business.

The front end product could be an ebook or video training course. Once you buy, you are sold on backend products like workshops, live events, done for you services, etc. The backend products may or may not be more expensive than the front end products (depends on the business

model) but the real profits is always made on the backend. Because it costs you MONEY to get customers through the door but costs you little to nothing to turn get them to buy other products from you. The backend process is where most of the profits are made. In some cases, the front end process runs in a loss but the money made through backend more than makes up for it. The stronger your backend, the more stable your business is. In my business, I can spend even \$20 or \$30 per lead and make nice profits. Most marketers will go broke spending that much on leads. Why? The secret is in the backend. When it comes to backend, there are 2 parts to it. One is the Order Value Multiplier (Upsell Process) and the other is the Backend Multiplier.

Backend Part 1 - Order Value Multiplier (Upsell Process)

This is the process of selling other related products to your customers IMMEDIATELY after they have bought any one of your products so as to increase your average revenue per sale. Take McDonald's for instance. You go in and buy a hamburger. Immediately you will be asked whether you want fries and coke to go with it. A Big Mac costs \$3.99. If there were no additional products offered, this is the what McDonald's would make out of your purchase. But by offering fries and coke which cost \$1.79 and \$1.49, they get to make an additional \$3.28. Their average order value jumps from \$3.99 to \$7.28. So by offering additional products, they are almost doubling their revenues per sale. There are 2 kinds of offers that you can make as part of the Order Value Multiplier. One is Upsell and the other is Downsell. Upsell refers to selling a related product that is more expensive than the previous product offered to the the customer. Downsell refers to selling a related product that is less expensive than the previous product offered to the customer.

Let's take the previous example:

You are selling an info product priced at \$47. When someone enters their payment information and becomes your customer, you could IMMEDIATELY offer them an upsell product for \$197 (say an advanced training course) in your checkout page. If they decline purchasing it, you could offer them a downsell product for \$97 (another related info product). This way you give yourself 2 chances to increase your average order value. In fact, you can even go a step ahead. For customers who say to your \$197 upsell product, you could offer them another set of upsell and downsell products. Even though you can offer as many upsell and downsell products, I would suggest you limit it to one each. When you try to offer too many products, you risk alienating your customers which could affect the sales that you make on your Backend Multipliers (we will cover that next).

Backend Part 2 - The Backend Multiplier

This is the process of selling high ticket products (\$997+) and services to your existing customers. The vast majority of your profits will come from the sales of the high ticket products. Backend Multipliers only work if your front end products, upsell products and downsell products are GREAT in quality. If you sell rubbish products, you will lose the trust of your customers who will NEVER invest in your high ticket products. But if your products wow them, they will become your customers for life and be more than willing to invest in your high ticket products. In your Backend Multiplier, you can promote as many high ticket products you want. Just make sure you sell one product at a time before moving on to the next.

Let's take the previous example:

You are selling an info product priced at \$47. You have an upsell product priced at \$197, which you immediately offer to them in your checkout page. You have a downsell product priced at \$47, which you offer to those customers who decline buying your \$197 product. After all your promotions, you will have a list of customers who would have bought one or more of your products. Let's say you have a high ticket done for your program selling at \$1997 that you want to promote to your existing customers. Here are the steps that you would take as part of your Backend Multiplier:

1. You could create 5 part or 7 part or 10 part email sequence to promote this \$1997 product.
2. Additionally you could conduct a webinar just for your customers where you deliver value and promote your \$1997 product to them.
3. You could send out direct mail to each of your customers' house address where you could congratulate them on purchasing your products and go for a soft sell of your \$1997 product.

This is how a good funnel works. It generates you \$47 customers first. Then gets some of them to become your \$197 and \$97 customers in the checkout page. Then gets some of them to become your \$1997 customers eventually (maybe in a week or 2 weeks or a month). And it does all of them AUTOMATICALLY without you having to lift a finger. Every single top earner in our industry has funnels like these working for them 24/7. Once you set them up, you could be systematically generating leads, sales and backend sales all day long. All you need is one REALLY powerful funnel to build a million dollar business.

How A High Converting Sales Funnel Actually Promotes Multiple Products Seamlessly

Let's say your IPS consists of the following products:

1. A low ticket info product (ebook) for \$27
2. A mid ticket info product (video training course) for \$297
3. A high ticket info product (advanced training course) for \$1997
4. An implementation mastermind workshop for \$9997
5. A done for you service for \$24,997

Here's how a high converting sales funnel will promote all of these products:

Step 1 - Opt In Page Turns Your Traffic Into Email Subscribers

The first step in your sales funnel is a high converting an opt in page whose goal is to get your website visitors (traffic) into giving you their email in exchange for the lead magnet (free report or or checklist or template or audio file). The more subscribers you have, the more you can potentially make. The better the relationship you have with them, the more money you will make.

Step 2 - Email Subscribers Turn Into Low Ticket Product Customers

Once someone enters their email information, they will taken to a page where they will be told that their lead magnet has been sent to their email address and while they are waiting for it, they could check out a cool offer (which in this case would be your \$27 ebook). So basically,

every new email subscriber will land on the sales page of the \$27 e-book where they will get all the information about it and be given a chance to purchase it.

Step 3 - Low Ticket Product Customers Turn Into Mid Ticket Product Customers

Those who purchase your \$27 ebook will be immediately offered a chance to buy your mid ticket info product during the checkout process (usually upsell products are offered with a discount to encourage customers to buy it right then and there - so your \$297 video course could be offered for \$197 for an “on the spot” purchase - this would drive in a lot of sales as everybody loves a good deal). If a customer declines buying your video course at that moment, he/she can purchase it later on at its full price which is \$297.

Step 4 - Pre-Written Follow Up Email Sequences Get Your Subscribers To Check Out The Next Product In Your Funnel

This is not a particular step per se but an ongoing process RIGHT from the moment someone becomes your email subscriber. Your sales funnel will start sending out fun filled pre-written follow up emails to your subscribers to educate them and sell them on the next product of your sales funnel. So if someone has joined your list but hasn't bought your \$27 ebook, they will get emails promoting that offer. If that person has bought your \$27 ebook but hasn't taken up on your \$297 video course, they will STOP receiving emails about the \$27 ebook and START receiving emails about the \$297 video course. And the process

continues so on and so forth. As we discussed earlier, the tool that you will be using to send out email follow ups is an autoresponder. You can set up conditions in your autoresponder so that your subscribers will start receiving emails based on the products they have purchased.

Step 5 - Mid Ticket Product Customers Turn Into High Ticket Product Customers

Every single one of those who bought your \$297 video course will start receiving emails to check out the \$1997 product. They will get a chance to attend an automated webinar (which run on scheduled intervals). In the webinar, they will gain a lot of information and be offered a chance to buy your \$1997 product. You could even set up your webinar content in such a way that you offer customers a small discount if they are willing to buy your high ticket product on the spot.

Step 6 - Application Model For Promoting Super High Ticket Products

Follow up emails will be sent to \$1997 advanced course customers promoting the \$9997 implementation workshop and the \$24,997 done for you service. Both the products will be not promoted simultaneously but one after the other. There will be a separate sales page for both these products. The follow up emails will send the customers to the sales pages where they will be given all the information and then be asked to fill out an application form. After that, you (or any one of your sales guys) can get on a call with your applicants and close the sales.

Step 7 - LIVE Broadcast Emails Sent To The Whole List

There is NO hard and fast rule that your sales funnel must ONLY promote products sequentially. Your pre-written follow up already does that. Many a times, you will have customers who may not invest in your \$7 ebook but would be directly willing to invest in your \$1997 advanced course. So if your funnel doesn't promote that course to them, you risk missing out on sales. The job of LIVE broadcast emails is to make sure that all of your offers are exposed to your list in due course of time. Every day or at least 5 days a week, you can write a broadcast email to be sent to your list delivering great value and selling your various offers. This will drive in a lot of sales and revenues.

The Path To Making One Million Dollars Per Year

There is no set path to building a \$1 million per year business. If you have the right products, you don't even need to have a ton of products in your arsenal to hit the million dollar mark. Although having multiple products allows you to hit your goals much more easily. Let's take a look at the different paths you can take to build a million dollar business. The numbers presented below are estimates to give you an idea of how things work.

Path 1 - Sell \$1997 Product

You can create a webinar funnel to promote your \$1997 product. To hit a target of \$1 million per year (which is \$83,333.33 per month), you need to make: 42 sales of \$1997 product = \$83,874

Required Daily Sales Of \$1997 Product = 1.4 Sales Per Day

There are many marketers who are doing these numbers and running a million dollar business. So this is one path that you can take to realistically hit a million dollars in your business.

Path 2 - Sell \$1997 And \$9997 Products

- The \$1997 product is the flagship product (core product of your business)
- The \$9997 product is offered to your flagship product customers
- 30% of the \$1997 customers upgrade to getting the \$9997 product
- You create a webinar funnel with a backend multiplier to promote these 2 products

To hit a target of \$1 million per year (which is \$83,333.33 per month), you need to make:

- 17 sales of \$1997 product = \$33,949
- 5 sales of \$9997 product = 49,985 (30% of \$1997 customers upgrade)

Total Sales = \$83,934 (Target Achieved)

Required Daily Sales Of \$1997 Product = 0.73 Sales Per Day

We can see that by adding a good high ticket backend product, we can reduce the required sales of our flagship product from 1.4 sales per day to just 0.73 sales per day. In other words, it's 2 times much more easier to build a million dollar business with this path.

Path 3 - Sell \$47, \$497, \$1997, \$9997, \$24,997 Products

- The \$1997 product is the flagship product
- The \$9997 and \$24,997 products are offered to your flagship product customers
- The \$47 and \$497 are your low ticket & mid ticket products respectively
- 40% of the \$47 customers upgrade to get the \$297 product
- 30% of the \$297 customers upgrade to get the \$1997 product
- 30% of the \$1997 customers upgrade to getting the \$9997 product
- 30% of the \$9997 customers upgrade to getting the \$24,997 product
- You create full blown out mega funnel with tripwires, upsells and backend multipliers to promote all of these products (your webinar funnel to directly promote your flagship product is part of your mega funnel)

To hit a target of \$1 million per year (which is \$83,333.33 per month), you need to make:

- 100 sales of \$47 product = \$4700
- 40 sales of \$297 product = \$11,880 (40% of \$47 customers upgrade)
- 10 sales of \$1997 product = \$19,970 (30% of \$297 customers upgrade)
- 3 sales of \$9997 product = \$29,991 (30% of \$1997 customers upgrade)
- 1 sale of \$24,997 product = \$24,997 (30% of \$9997 customers upgrade)

Total Sales = \$86,838 (Target Achieved)

Required Daily Sales Of \$1997 Product = 0.33 Sales Per Day

We can see that by adding a complete suite of products (especially the super high ticket \$24,997 product), we can drastically reduce the required sales of our flagship product to just 0.33 sales per day. What we can see from the last 2 chapters is that the STRONGER Integrated Product Suite (IPS) and sales funnel, the MORE easily you grow a multi million dollar business. There are marketers out there running a million dollar business with just one \$1997 product and a high converting sales funnel. Imagine having an arsenal of high ticket products ranging from \$1997 to \$25,000+ along with high converting sales funnels in your business. Imagine how much more easily and how much more quickly you can grow your business.

What if I told you that you could get them WITHOUT having to create any products or sales funnels yourself? You are about to find out very soon in this book.

Chapter 10: Less Doing & More Living - Having A Life While Building Your Business

I remember the one time I had taken a week long trip to Saudi Arabia with my family. I was pretty much inaccessible for the entire week. I barely had a proper internet connection and I was trying to send out an email to my subscribers by telling them how much I appreciate them and how grateful I am for everything in my life. In my email, I remember mentioning about what was the most amazing thing about that trip - it was the fact that even though I was completely out of action for more than a week, my business was able to pull in \$15,000 - \$25,000 per day even during that period. Traffic was flowing in as usual. Leads were signing up. Front end sales & backend sales were happening like clockwork. It was beautiful. This in essence, is what is FREEDOM all about. All the money in the world won't mean a thing if you don't have a second to spend with your loved ones and all the time in the world won't mean much if you can't provide for your loved ones the way you truly wish for. You need both money and time to experience TRUE FREEDOM. I experienced that during my trip to Saudi Arabia and when I did, I was so overcome with emotions that I had to send an email to my list. The reason I am sharing this with you is because I want you to experience the same. My goal is to help you build a successful business that would not just make you a lot of money but also give you the freedom to live the life that you dreamed about. Before I go into how you can do that, I want to address a very crucial point. If you have been on my email list and have been following me for any amount of time, you would know that I am a very very busy man. There is a chance you could perhaps wonder: "Shaqir, you seem to be working so hard in your

business every week. Why are you doing that if your business is able to make you money whether you work or not?" While I did talk about this a bit in the previous chapters, let me elaborate: If I wished, I could make over a million dollars a year working just a couple of hours per day. All I need to do is write one email a day, do a couple of webinars per week and I am done. I could be spending all of my other time travelling the world, pursuing various hobbies, binge watching TV shows, etc. Basically I can do whatever the heck I want and not worry about money a single day in my life. That's the life I can have the moment I want. But that's not the life I want. I am a very ambitious person with a strong will and purpose. Though I started an online business looking to make some money online, I don't look at it the same way. I want to grow my business to great heights. I am talking \$100 millions and BILLIONS. I want to create amazing products and services for my customers. I want to impact lives. I want to help improve our society. All of this motivates me and gets me raring to go every day when I get up from the bed. I don't look at work as work because I love what I do and it's fun. Sure, what I do is taxing and can be draining but I find great pleasure in doing it and nothing is more sweeter than to see my efforts bring in real results. Maybe you are like me and if you are, you too will do the same when your business takes off. However most people are not like me and that's totally okay. Everyone has different hobbies, passions and interests. The beauty of a successful online business is that it will give you the FREEDOM to PURSUE whatever you love. And I want to help you get there.

So coming back to the topic, how does my business keep producing traffic, leads and sales even when I am not working. It's because I have set up processes and systems and hired smart & committed people to help me run my business. I currently have a team of 40+ high competent people based in different parts of

the world. I pay well but I also demand the highest level of performance and it's this attitude that has helped me create a dream team who manage different aspects of my business so that I can focus on the BIG PICTURE of how to grow and scale my business. I have an operations manager and a finance team who are responsible for operations, accounting, salary & vendor payment among other work. I have a team of traffic ninjas who manage advertising campaigns to generate traffic & leads for my business. I have a team of copywriters who write sales copy to promote my various products, services and LIVE events. I have a team of sales guys who are great at talking to people and closing them on high ticket sales. I have a team of certified coaches who work with my clients and help them get breakthroughs in their business. I have a team for product development who help me create various training and coaching programs. I have a team for design, tech work and customer support. The design guy creates all the cool designs and logos for my various products and services. The tech guys manage my websites and make sure everything is running smoothly. The customer service team ensures that all of my customers & clients get prompt replies and have their queries solved in a smooth manner. Apart from all this, I hire freelancers on a per-project basis from time to time.

When you have build a good team who are capable of running your business, you will have a LOT of freedom. But it's not all rainbows and unicorns. With freedom, comes responsibility. When you have a team, you are not just responsible for making money that you could take home (your real income) but also for paying the salaries of your employees. To do that, your business needs to bring in the necessary revenue. If it doesn't, you will be paying your employee salary out of your own pocket which can add up real fast. You won't always be able to hire the right kind of people for various jobs. It is part and parcel of

life. So you need to quickly identify the good employees from the bad ones and fire the latter. Delay in doing so would not only cost your company money but also result in botched up jobs that others have to fix. Over time, you will have the experience to filter out the duds during the interview process itself.

Lessons I Learnt About Hiring The Right Talent & Building A Team For Smooth Business Operations

Lesson 1 - Start out by hiring freelancers on a per project basis before you build your own in-house team

When your business is starting to boom and you want to build a team to perform various tasks, it's always better to start out with freelancers. When you are new, you won't know who will be a good fit for your business. A lot of people will talk a big game before getting hired but will do a shoddy job once they are hired. You don't want to hire people too fast and create a recurring monthly expenditure for yourself. Instead, make them prove themselves to you. Start by giving them projects and see how they perform. If you like their work, then you can hire them for your business. Over time, you will build a good team high performing winners. For roles where you can't hire freelancers on a per-project basis, hire employees for a one month test run after which you can evaluate their performance and move forward accordingly.

Lesson 2 - Hire slowly and fire fast

If there's one ultimate lesson that you need to learn when it comes to hiring, it's this. Always, always and always, hire slowly and cautiously after you have established that the person is capable of getting the job

done to your satisfaction and fire someone fast if you think they are not up to the mark. One of the biggest mistakes that you can make which can even potentially collapse a thriving business is hiring a lot of people and ending up with a lot of poor performers. A wrong employee for your business will cost you WAY MORE through his poor performance than the salary you pay him. Imagine hiring a traffic guy who creates some of the most poorly performing ad campaigns which generate low quality leads at high costs. Because of this one employee, you will end up with bad leads who don't convert to sales, costs to run an ad campaign that was a dud and on top of that, the said employee's salary. Now imagine hiring 10 new people in your business and finding out you have had 3-4 such employees. The amount of damage they can do to your business can be HUGE. That's why you always try to hire slow by making they are the right person for the job and watch their performance like a hawk before hiring more people. Start hiring people for the most critical spots and move from there. If you are hiring people whose compensation relies on commissions (like sales guys), then it makes more sense of hire a bunch of them at the same time and watch their performance to find out who are the real deal.

Lesson 3 - Write down your requirements, ask for samples, references and conduct a stringent interview before hiring

Preparation is key. Every role that you want to fill in will have a list of specific tasks that must be done in a satisfactory manner. Make a list of all those tasks. To be able to complete those tasks, that role would require the employee to have a certain skill sets. Make a list of all those tasks. Put everything in writing and create a document so that your prospective employee will have all the information that he needs before he applies for the job. You can post the contents of this document on freelance websites or you can post it on your own website.

Take a look at <https://shaqirhussyin.com/jobs> to see how it's done.

Based on the role, ask for samples and references in your job description page. The interview is the final part. Before the interview, prepare a list of questions that you would want to ask. During the interview, feel free to ask a lot of questions and probe to find out if the person is the right fit for the role you are looking for.

Lesson 4 - Trust your gut feel

This may not seem very logical but it sure as works. If you find that there is something off with a person (attitude, outlook, etc - I am talking about something that you find very concerning), then take a pass and don't hire that person. The people whom you hire are the ones you are going to be working with a lot. A successful business not only needs talented people

but also ones with the RIGHT ATTITUDE. If you feel someone may not be entirely truthful in their interaction or has a dismissive attitude, then it's better to avoid them in the first place. Stay true to your values and hire employees who believe in the same.

Lesson 5 - Ask Around To Get Opinions About The Person You Are Looking To Hire

Important roles like traffic, copywriting, phone sales are very critical for the success of your company. Hiring the wrong kind of people for such roles can be very costly. So before hiring a particular person, you can ask other people in your marketplace for their opinions. The best place to do so are the Facebook Groups that are frequented by marketers and business owners in your niche. You can also search for the said

person's name on Google to see what kind of results pop up. When you become very successful in your field, you will invariably develop a close knit circle with other successful marketers and information about traffic guys, copywriters, etc get freely shared in such groups.

Lesson 6 - Set Up Processes And Systems

Just hiring the right talent is not enough. You need to create an environment where they will be able to function at optimal levels and help you move forward your business. You need to create detailed processes that need to be followed for every important task. This will ensure clarity and smoother running of your business.

For example, for copywriters, you can create processes where you detail out:

1. Where they need to present status updates about different copy jobs you give them
2. Where they should post their copy work
3. What formatting they should be using
4. What they could find out more about your products and services
5. Whom they should be reporting to (you or someone higher up in your team)

When you have well defined processes, you can simply direct people to check it out and have them up and running fast. For projects that require multiple people coordinating with each other, you can create systems for the tasks assigned to each person, protocols to be followed, ideal communication channels for various purposes so as to prevent confusion. When it comes to functioning of the finance

department, make sure you set up stringent protocols so that your employees can't commit fraudulent activities (generally people are good but occasionally you get scumbags who won't bat an eyelid to rip you off - in the past, a few employees stole over \$200,000 from me). It's better to be safe than sorry. Trust people but never have blind trust in anyone. Setup protocols where pending payments have to be approved by you or some authorized personnel who will send in regular reports to you.

Lesson 7 - Focus On Profits, Profits And Profits

Ultimately you are running a business to make PROFITS. Running a high revenue, low profit business where you are barely making ends meet can be both stressful and dangerous. You are just a few bad months away from owing a lot of money to many people. If you are having a ton of employees but you are not making sufficient profits, don't hesitate to let some (or a lot) of them go. Cut down on wasteful expenditure and focus on growing your profits. Later, you can hire people back as per the requirements of your business. These are pretty much the lessons I learnt over the years from hiring and firing people to build the right team. I went through a great deal of headache, stress, worry and problems before I learnt these lessons. I wanted to share them with you so that you don't have to make the same mistakes that I did when building a team.

The Impact Of A Stellar Team On Your Business

The reason I am able to run several multiple million dollar businesses at the same time is because of my team. They take care of most of the operations so that I could focus on how to take my business to new

heights. I love them to death and I don't know what I would do without them. Here's what my team does:

1. They help me develop high quality products and services that I can offer to my audience (a strong Integrated Product Suite). I have info products ranging from \$7 to \$1997 and other programs and done for you services ranging from \$2000 to \$120,000+. I routinely get customers and clients for various products and services every single week.

2. They create powerful million dollar sales funnels (landing pages, sales copy, upsells, backend sales) that seamlessly promote my various products and services which allows me to make \$15,000 - \$32,000+ per day.

3. They run traffic campaigns on various sources like Facebook, Youtube, Banner Ads, Solo Ads which helps me generate tens of thousands of high quality leads who eagerly buy my various products and services after going through my funnels.

4. They help me run various LIVE events all over the world which allows me to educate, impact and empower thousands of upcoming entrepreneurs. The LIVE events lead to a lot of sales of my high end programs too.

5. They talk to my leads on the phone and in-person (during events) and convert many of them into becoming our clients.

6. They help me with the client delivery process. They fulfill all the services that were offered to our clients allowing me to just focus on giving live coaching to my clients.

7. They take care of customer relationships by promptly answering the queries of each and every one of our customers and clients. They also

This is what it takes to build a VERY THRIVING online business that does tens of millions of dollars every year which one day would eventually do hundreds of millions. You may not want to build a business of this scale but having a team of professionals working full time on creating a strong Integrated Product Suite (IPS), sales pages for each of them, entire sales funnels to seamlessly promote all of them, running LIVE events all over the world, closing high ticket sales via phone or in-person CAN REALLY help you grow your business faster. I spent years of my time along with MILLIONS of dollars to find out what really works. Now if I offered you a chance to make use of my products, services, team to grow your own online business from scratch to one million dollars per year, would that make you feel excited? If so, you are in for one amazing ride of a lifetime. In the next chapter, I am going to reveal it all. You are going to learn how you can piggyback on my efforts and build a successful online business faster than you ever thought was possible. This will work for you regardless of your talent, skill set or experience.

Chapter 11: 14 Steps To Maximum Income In Minimum Time System

It all comes down to this chapter. This is the chapter where I am going to show you a way to take every idea, principle, concept, strategy and tactic that you learnt from this book and APPLY it in real life to create a 6 figure business within months and scale that to the million dollar mark within a year or two. I know that this sounds like a BIG CLAIM. Leaving aside the fact that many people have achieved financial freedom following what I have taught them, here's something to ponder: Ever wondered what separates the ones who achieve crazy results in their life from the rest? What causes some people to go on to create multi million dollar businesses while others stay in their dead end jobs just because it pays well or worse, because they can't afford to quit it? It's quite simply 2 things: Knowledge and Execution. Successful people relentless seek the knowledge that would help them get what they desire and upon gaining that, they seek for ways to execute what they learnt. If you have read this book up until this point, I would go out on a limb and say you know more than 95% of the people who are looking to build an online business or promote their existing products online. What I have given you till now in this book is KNOWLEDGE. While knowledge is great, it's not everything. Majority of the people who gain the right knowledge fail to utilize it to achieve their dreams. This is NOT because they are not smart enough or talented enough or hardworking enough or experienced enough. I have seen smart people work hard in their business and still fail. The reason for their failure is because of their flawed execution process. Execution process involves skill development, planning, implementation, testing and refinement to get desired results. And this chapter is all about the execution process. In

this chapter, I am going to show you how you can gain the skills that you need to build any business you want, plan out your business and promote it successfully, implement your plan, and test & refine your process to get results.

What Should You Do To Build A Successful Business

1. Create A High Converting IPS (Integrated Product Suite):

For you to make money online, you need to be able to convert traffic into sales. You will need to be able to turn your advertising efforts into profits. This is the true backpack millionaire way and the right way to create a CEO level income working from anywhere. You need a series of interlinked products and services at various price points that you can offer to your customers and maximize your average customer value (which is the revenues that you make per customer). Always think of Apple here, it's the most profitable company in the world. To build your IPS, you can create your own series of products and services OR you can promote various affiliate products. You can see my entire suite of products at www.IntegratedProductSuite.com

The problem with vast majority of affiliate products is that the product owner will be promoting their own backend products to your customers (and you won't get a cent for those sales in most cases). With no backend sales where the real money is made, your profit generating ability takes a huge dip thereby crippling your business. Moreover promoting a bunch of affiliate products randomly to your audience can confuse them. So you need to either learn how to create various products & services yourself OR find a program which has a strong IPS that you can promote and make commissions for each sale.

2. Create A High Converting Sales Funnel To Seamlessly Promote Your IPS

Promoting the right products to the right person at the right time will help you rapidly grow your business. A strong IPS promoted using a high converting funnel will help you turn your traffic into leads, leads into sales & sales into repeat sales systematically day in and day out. Your sales funnel is the HEART and SOUL of your business (assuming you are selling products that people want to buy). The quality of your sales funnel is what decides whether your business will take off or crash & burn. The more high converting your funnel, the more will be your earnings per lead. The more your earnings per lead, the more you can spend on your traffic costs to generate those leads. The more money you can spend per lead, the easier it will be to scale your business. As I mentioned earlier, the reason my business does so well is because I can spend \$20 or \$30 or even more per lead in many instances and easily make profits (my lead costs are wayyy lower by the way). The same cost would bankrupt most marketers. But since I have a powerful funnel (along with the right products and services of course), I can easily afford to pay double, triple, quadruple my advertising costs and still make handsome profits. The same applies to you too. You are just one good sales funnel away from building a million dollar business. If your IPS comprises of a series of products and services to promote, you need to:

1. Create high converting opt in pages (lead capture pages) for various campaigns
2. Create sales pages (text or video) for each of your products & service in your IPS
3. Create webinar campaigns for specific products & services
4. Create follow up and broadcast emails

Then put it all together as a sales funnel:

Lead capture page → Sales page (low ticket product) → Upsell page (mid ticket product) → Backend Multiplier Process (high ticket products). Email Follow Ups & Broadcasts → Promotes various products and services. You need to either learn how to put together a sales funnel that could help you make millions (it's skill worth learning) OR find a program which has powerful funnels that you can promote and make commissions for each sale.

3. Set Up A Phone Sales Team To Close Your Leads

If you have high ticket products (\$997+) as part of your IPS (which you should have), you need to pick up the phone and talk to your leads. Doing so dramatically improves your conversion rate and boosts your profits. The major reason why I have been able to make \$25 million in 6 years is because I had a phone sales team talking to my leads and closing high ticket sales every day. To grow fast in your business, you need to either learn how to close high ticket sales yourself OR hire a phone sales team to close them for you (pay them on a commission basis). There is also a third option in this case. You can find a program which has an existing phone sales team who will call up your leads and close them on various products and services and when they do, you get commissions for each sale made.

4. Generate High Quality Traffic From Various Sources

Once you have your products, sales funnels and phone sales team set up, you can start driving traffic to your opt in pages (the starting point of your funnel). Traffic is like the fuel that makes your engine run. The

better the quality of traffic, the better will be your lead quality (email subscriber quality). The better the lead quality, the more sales & profits you will make. There are several sources to get traffic - Facebook Ads, Youtube Ads, Solo Ads, Banner Ads, etc. Facebook Ads and Youtube Ads allow you to target your precise audience and generate tons of high quality leads. You can get started for as little as \$5 per day. Solo Ads allow you to generate a lot of traffic very fast. With solos, you can test your sales funnels much faster than any other traffic source. When it comes to paid advertising, start with a monthly budget. Once your business starts making profits, reinvest a part of your profits to increase your traffic flow and scale up your business. The most successful businesses in the world are the ones who aggressively advertise every single day. Your business is no different. Once you have a powerful funnel promoting a series of good products and services and you have a phone sales team closing high ticket sales, and you are able to turn your the ONLY thing that determines how much your business can make is how much targeted traffic you send to your funnel. Once you are able to turn your traffic into profits, all you need to is keep ramping up your traffic to grow your business.

The Missing Link To Your Success

While you may know the exact steps that you need to take to build an online business, the missing link is the “HOW TO” part. How do you go about applying everything that you know needs to be done? Well, there is the trial and error method but from my personal experience, I would strongly discourage you from doing that. When I took that approach, I ended up wasting 9 months, \$45,000 in debt and in severe mental stress. Sure, you can find a few examples of people succeeding online through pure trial and error but vast majority don't and as a guy who interacts with literally thousands of upcoming entrepreneurs, there

is nothing more dangerous than the trial and error approach. The FASTEST way to get to where you want to be is by seeking the help of those who have achieved what you are trying to achieve. What you really need is STEP BY STEP training and coaching from experts who know what they are talking about and can guide you every step along the way. One of the biggest reasons why

I have been able to create more success stories than almost any other online marketer in the my niche (home business) is because I have been able to setup systems that enable my students to get the best training and one-on-one coaching from experts. When my students went through the entire training and coaching, they were able to:

1. Develop their business building and marketing skills immensely
2. Make detailed plans on how to start, grow and scale their business
3. Implement whatever they had learnt in an effective manner
4. Test and refine their process over & over again till they ended up with a business that started churning out great profits

In other words, I teach people how to EXECUTE because that is what produces the end results. That is what separates the achievers from the non-achievers. That is what differentiates between those who have successful businesses and those who are struggling in their business but good at theory.

My goal is to help you get real, tangible, life transforming results in your business. While this book can inspire you, excite you and light a fire in you to go and chase your dreams like I did, it cannot help you EXECUTE what you have learnt and get you through the finish line which I want to help you with. That is why I have taken the best parts of all the internal systems that I had created in the past to help my students achieve extreme growth in their business and turned it into an

ultra powerful all-in-one training & coaching system called as the **Digital Business Kickstarter**.

The Digital Business Kickstarter

The goal of the **Digital Business Kickstarter** is to help you start any kind of online business that you want and turn it into a million dollar venture. This is for you if you are interested in affiliate marketing or creating your own info products or providing internet marketing services or promoting live events & workshops or running your own ecommerce business or anything else.

Here's how it works:

1. As the name suggests, it has been carefully split into 14 steps whose contents have to be consumed sequentially. You cannot do any step out of order and you have to complete each step before you can access the next step in the system.
2. To help you get a thorough understanding of what is being taught in every step, you will be assigned a dedicated coach (personally handpicked by me) who will be guiding you every step along the way.
3. Once you complete each step, you can reach out to your coach (through Skype - you will be given details about your coach) to have a 10 minute discussion with him/her. It's just a friendly discussion where you can discuss about what you learnt and get your doubts clarified. After the quick meeting, your coach will open up the next step for you to consume.

4. Once you complete the 14 steps, you will have your entire online business setup and ready to make sales. You will also get access to the WealthAcademy Marketing System to promote the highly prestigious WealthAcademy products and services and earn commissions on each sale.

The **Digital Business Kickstarter** has been my dream project for a long time and has been in the making for months. I have spent a fortune on getting this system up and running, poured countless hours of my own time in creating the content, got the best coaches in the business to guide you in your venture. Anyone regardless of their talent, experience, skill set can go through this blueprint and create a thriving business based on its teaching. It's the complete Knowledge + Execution combo which is what people need to get results.

The WealthAcademy Partnership Your Shortcut To Million Dollar Success

As a guy who has built 10 different million dollar businesses, I have first hand experience of what it takes to build million dollar ventures from nothing. I can tell you that building your first million dollar business will be the toughest million you ever do. Once you pass that hurdle, the subsequent million dollar businesses will be easier to build. Most people never make millions because they don't know how to cross the first million dollar hurdle. And I don't blame them. It's NOT easy. It's actually very hard. The easiest way for you to get started is by simply promoting other people's products and services.

I know what the enormous challenges I went through to get there. And here's the funny thing: It's not that building your first million dollar business involves something that is beyond the capability of most humans...it's that you need to find the RIGHT kind of resources to help you get there. You need to have the right business model, products, funnels, traffic sources and mentorship to make your first million. If even any one of them is not upto the mark, you will fall short.

Back in my early days, it was after being \$45,000 in debt, I realized my mistake and started building my business the right way. It was only then I started seeing results and slowly I clawed my way back in and soon went on to make my first million dollars.

Was it easy? NOPE.

Was it worth it? ABSOLUTELY.

Will I recommend what I did to others? NOPE.

Unless you have \$1Million cash to invest right away.

You see, while I cherish my struggles a lot (as that's what made me who I am) and look back on those days with nostalgia, I know for a fact that there are better, faster and easier ways to create a million dollar business than what I undertook. Simply put, those days I didn't have the resources (as in products, funnels, systems, traffic sources) that I have at my disposal today. Those days, I barely had a few products to promote. Today, I have a integrated product suite where my info products range from \$7 to \$1997+ and my high ticket products range from \$2000 to \$120,000+. Those days, a very high ticket sale would be selling a \$5,000 program. Today, I regularly sell programs from \$25,000 to \$120,000+ and get happy customers & clients. Those days, turning a cold lead into a \$2000 sale was a cause for celebration. Today, turning a cold lead into a \$60,000 sale is considered normal to me. Those days, making \$100,000 per month felt exhilarating. Today, I

make 2-5 times in every main live event. Of course, I am not comparing those two situations in an absolute way. The larger point is that when you have a superior system, it becomes FAR MORE easier to get results. As we saw in the chapter about sales funnels, the stronger your IPS gets and the powerful your funnel becomes, the easier it is to build a multi million dollar business. That's exactly what I experience in my own business. Do you want to experience the same? How would it be if you could use EVERYTHING that I have now to build your own business? I mean, how would it be if you could use my knowledge, expertise, brand value, systems, products, sales funnels, sales team, etc to build your own business?

Imagine:

1. You, getting rights to promote my products and services
2. You, getting rights to use all of my sales funnels
3. You, getting to promote my live events & workshops
4. You, getting my phone sales team to close sales for you
5. You, getting paid commissions on every single sale generated from your traffic

Once you go through the **Digital Business Kickstarter**, you will be able to partner up with my company WealthAcademy, get access to all the resources that you need to rapidly build your first million dollar business. Of course, you can build any kind of online business that you want using what you learn inside the **Digital Business Kickstarter** but if you are looking to use one of the most powerful marketing systems in the planet to supercharge your income, then WealthAcademy partnership is the ideal solution. The true power of WealthAcademy lies

in the fact that you can use different combinations of its products and sales funnels to build numerous million dollar businesses.

Path 1 - High Ticket Affiliate Marketing Model

Let's say you are interested in only promoting info products pertaining to internet marketing. There are marketers out there who make over a million dollars by promoting just one \$1997 info product. Inside WealthAcademy, you get a series of high ticket info products priced at \$1297 to \$1997 to promote. Moreover, once you get a customer, my team will do a great job of promoting high ticket backend products to the customer and you get to make commissions on those sales too.

Path 2 - Low Ticket Affiliate Marketing Model

If you find it intimidating to promote high ticket info products upfront, you can simply promote low and mid ticket info products of WealthAcademy. Our sales funnels and the phone team will do the backend selling of various high ticket products and you will get commissions for each of those sales.

Path 3 - Live Events Model

This is by far the most lucrative model. You don't need to sell anything. All you need to do is drive traffic to our free front end events. Just refer people to come to any of our free events that we host globally. The Online Prosperity Workshop and my team will do all the rest of the work to convert an event attendee into a WealthAcademy Core Program customer.

Path 4 - Done For You Services & Workshops Model

You can directly promote high end WealthAcademy workshops and done for you services which are highly sought after by customers and get paid big commissions upfront. However you need to have good marketing chops to directly pull this off. Ideally I would recommend you focus on promoting other WealthAcademy products and let my team do the job of selling the workshops and done for you services on the backend and send you the commissions for each sale made. With that, this chapter comes to a close. If you want to learn how to execute every principle, concept, strategy and tactic that you have learnt in this book, I highly urge you to sign up for my **Digital Business Kickstarter** where you will be trained & coached by experts every step along the way. Here's what you get inside it:

Step By Step Training: Get high value step by step training on how to start your own profitable business promoting lucrative products and services that can make you upto \$10,000 per sale.

Exclusive WealthAcademy Coach: Get one on one access to a friendly WealthAcademy certified coach who will guide you as you go through the step by step training

High Converting Sales Funnel: Get a powerful sales funnel which will systematically follow up with your prospects and promote various products and services at specified intervals to help you earn commissions (you can earn anywhere from \$6 to \$10,000 per sale)

High Commissions From Backend Sales: Earn a potential \$1,000 - \$10,000 commissions per sale (upto \$21,000 per customer) every time the automated system sells a high ticket product to your customers without you even doing this.

Dedicated Phone Sales Team: Get a highly qualified phone sales team who will be talking to your leads on the phone and closing them on high ticket sales (whenever they close any sales which they do regularly, you earn \$1000 - \$10,000 commissions per sale) so you never have to speak or sell anything to your clients.

Merchant Account & Payment Processing: No need to deal with headaches of managing merchant accounts, collecting payments, dealing with refunds, risks, and chargebacks. Our dedicated team of 5+ people have 30+ years of experience in this. We will manage all of it and send your monthly commissions like clockwork directly to your bank account.

Customer Support: Unlike other companies we have super-fast support. I've spent years putting together a rockstar customer service team, my head of CS has been with me since the earliest of days 8 years. Get quick responses to any marketing or billing related queries whenever you open a support ticket. Special shoutout to Jingle.

Closed Door Facebook Community: Get access to a private Facebook group filled with other members and WealthAcademy coaches where you can ask questions, get your doubts clarified and take part in the other discussions taking place. Once you go through the entire blueprint, you can partner up with WealthAcademy to grow your business. You can either build your online business by using promoting various WealthAcademy products and services OR you can use the knowledge and skill sets that you learn inside WealthAcademy to build an online business in any niche of your choice. Either way, I am highly confident that you will be able to build a wildly profitable business.

You have everything inside of you to take action, to create the life of your dreams.

Be strong, become strong, work on your strength, no matter what anyone says, no matter if they don't believe in you, believe in yourself, you will be able to do whatever you want in life, too many people give up too soon, they are 3 feet from Gold, they get distracted too quickly, don't be one of them.

I've now travelled well over 100+ places all over the world and I can hand on heart tell you this, life is so short, **be bold, be decisive**, take massive action, learn and master these skills of marketing of sales, of automation so that you will be able to live the life of your dreams. My greatest hope, prayer is for you to achieve your goals.

I hope we can meet in person at one of our live events.

The Backpack Millionaire
Shaqir
Founder, WealthAcademy.com

Hussyin

Ps. Now you have the “secret formula” to quit your 9-5, make a difference, make millions & work from virtually anywhere.

Visit <https://14StepSystem.com/registration> to get access to our Digital Business Kickstarter training.

About The Author: Shaqir Hussyin

How to Get Attention, Create Buzz, Position Yourself as an Expert & Authority, Sell Books, Products, Services and Build a List with Internet Video & Social Media

FAST AND EASY
(no marketing or online experience required)

TRAVEL & BUSINESS SUMMIT 5.0 HOME BUSINESS MOBE ONLINE BUSINESS SUMMIT Forbes WEALTH ACADEMY

Shaqir Hussyin is an award winning entrepreneur, featured on Forbes as a "Digital Trendsetter", authored the book The Backpack Millionaire to inspire 1,000,00 to start their own business, share their message and create their dream life.

Shaqir is the CEO and Founder of WealthAcademy.com a leading education & training company which has impacted students on a global scale.

WealthAcademy's mission is to be the #1 Incubator for creating Wealthy Entrepreneurs.

It stands to educate the people on creating wealth, the missing 'education' that schools, colleges and universities don't often teach. Like many who make the transition from employee to business owner, Shaqir at first struggled. In his first 9 months was a constant battle of information overwhelm, chasing shiny objects, buying into multiple programs until he realised the secret of PVL. Maximising and increasing his personal value level so he can become a person of value to the marketplace.

Through investing heavily in his own business education, and by taking massive action, he went on to make his first million dollars on the internet by age 23. By age 28, his companies had grossed over \$25 million in sales. He's subscriber list has now exceeded over 300,000+ people from all over the world following his teachings and trainings.

Now Shaqir focuses all of this time on giving back to other aspiring entrepreneurs, and creating education programs which teach others how to effectively start, grow and scale build their businesses. He spends the entire year traveling the world, hosting and teaching his live workshops, seminars and exclusive high level masterminds teaching others how to live the Backpack Millionaire life.

You can learn more about how WealthAcademy can help you by going to www.WealthAcademy.com

Looking to create Direct, Passive & Active Income online? Here's the ultimate handbook - even if you've got zero experience and hate all tech stuff.

Over the last 7 years, Author of the Backpack Millionaire - Shaqir Hussyin has invested \$350,000 of his own money investing in himself, travelling the world (75+ countries) to learn the tips, tricks, strategies and the secrets of growing wildly profitable online businesses from mentors, coaches and underground experts. He's company WealthAcademy.com hosts premiere level workshops, seminars and live events coaching ambitious entrepreneurs to start an online freedom business.

Now he's built 7 different million dollar businesses and generated in excess of \$25Million in sales, this book brings you the the A-Z guide on creating online income.

The Backpack Millionaire is for those who want to leverage the power of the Internet to create a life they desire, deserve and dream about, whilst you know and understand that the corporate way of thinking, working in a job for 20 years ain't going to cut it for the future, now is the time to get empowered, educated and start earning with the power of owning your own online business.

Shaqir Hussyin, The Backpack Millionaire will teach you his 13 step formula:

- How he's been able to build 7 different million dollar businesses, travel to 75+ countries by the age of 27.
- How to start, grow and scale your business from Zero To Six Figures To Seven Figures & Beyond..
- How to create a dream business online even if you've got no experience...
- How to turn your passion into profits using the internet and get paid who you deserve...
- How to finally quit your job, replace your income, travel the world
- And a proven game-plan to get you started without the headaches, hassles and headaches most businesses cause...

Your new journey awaits you inside.

About Shaqir Hussyin

Shaqir Hussyin is a self made multi-millionaire, speaker, investor and nicknamed the "Backpack Millionaire".

Forbes calls him the "Digital Trendsetter". Shaqir is the founder of WealthAcademy.com, an education and training company that hosts live events all over the world from UK, Canada, USA, Australia, Singapore, Hong Kong and more - teaching students the power of creating online businesses that create multiple streams of Income.

He started from scratch from the streets of East London, UK to growing to becoming one of the most premiere world-class experts on Marketing, Sales, Lead Generation charging as much as \$100,000+ for his personal consulting time.

Learn more at Shaqir.com

