

## Introduction

When some people think of a six-figure business, they think of this complex sales machine that they'll never be able to master.

It can seem a bit overwhelming at first. There are lots of moving parts in a sales machine. But if you want a SIMPLE way to make six figures, then you're reading the right report.

Here's the bottom line...

In order to make six figures, you only need two things: an offer and a buyer.

Now there are a lot of different ways to approach this, but you don't want to over-complicate it. You don't want to get overwhelmed. So what we'll focus on this report is a three-part system that you can use to start building a six-figure business:

1. Build an audience.
2. Build a relationship with this audience.
3. Build a sales machine.

Let's take a look at each of these pieces in more detail...

## Part 1: Build an Audience

The key to a successful business is work on establishing, engaging and expanding a community of people who have a shared interest.

Here are five options for building this audience:

1. List. An email database of opt-in subscribers. Generally, you'll create an in-demand freebie (AKA lead magnet) to give away to people who join your list. Then you'll send follow-up emails to your subscribers

2. Blog. A website containing posted content. This may include articles, infographics, checklists, videos and more. You can get your own blog up quickly and easily using a free platform like WordPress.org.
3. Social media. This is a digital following via personal-relationship platforms. The most popular platforms include Facebook and Twitter.
4. Podcast. This is where you offer a downloadable or streaming audio series, such as a once-a-week podcast on a topic of interest to your audience.
5. Video channel. Here's where you create a collection of video recordings. Many people set their channels up on YouTube, where others can subscribe to the channel, as well as rate and comment on the videos. For best results, put out videos regularly (such as once or twice a week). Y

Ultimately, you will put together a strategy where you'll use every single one of these five platforms to build your audience. For now, however, you'll focus on just one: building a list.

To get started with your list, you'll need the following pieces:

- An email service provider such as GetResponse.com, Aweber.com, iContact.com or similar.
- A lead magnet. This is an enticing freemium you'll give away in exchange for an email address. (You'll learn more about freemiums in just a few moments.)
- A lead page. This is a page that includes your opt-in form, as well as sales copy to persuade people to join your list.

However, an audience alone doesn't mean a whole lot. That's because you need a relationship with this audience. Which brings us to the next part...

## **Part 2: Build a Relationship**

People like to do business with those they know, like and trust. That's why you'll always get a higher conversion rate from your own list, versus placing advertisements in front of cold prospects. So that's why you need to start building a relationship with your audience.

One way to start building a good relationship is by offering free content (freemiums) that help your audience solve a problem. You can offer a high-demand freemium as a lead magnet to help persuade people to join your list. Then you can continue to offer freemiums as a way to build the relationship. Your freemium can:

1. Help your audience get to know you.
2. Help you promote your offers and close the sale.

Sounds pretty good, right? So let me give you a few examples of freemiums:

- Articles or blog posts. This might include how-to articles, tips articles, overview articles, or anything else of interest to your audience.
- Reports. If you can solve one specific problem within a report, then you'll have prospects who're very likely to become customers. For example, you might write a nutrition report that tells dieters exactly what to eat to start shedding pounds.
- Toolkits. This freemium makes it easy for your prospects to take action on the information they've been learning about. For example, a business start-up toolkit might include template privacy policies, sample accounting forms and much more.
- Webinars. People tend to place a high value on live events, which make webinars an attractive freemium. Best of all, you'll be able to sell the recordings as well.
- Case studies. The beauty of a case study is that they provide information for someone who wants to learn how to get a specific result, they provide motivation or inspiration, plus they help you promote a specific offer. For example, you can provide a case study showing how you (or another marketer) increased your traffic using one very specific traffic strategy.

- Worksheets. Here's another tool that helps people take action on what they just learned. For example, you might provide debt-management and budgeting worksheets to people who want to get out of debt.
- Audios. These can be "how to" type audios, or you can create an audio to help someone with a specific task or event. For example, if you run a meditation website, you might offer a guided meditation that people can listen to with their MP3 players.
- Email courses. The beauty of offering a multi-part email course as a freemium is that you train subscribers to watch for and open your emails. For example, you might send out a 7-part ecourse called "The Seven Secrets for Doubling Your Traffic."
- Swipe files. Sometimes it's easier for someone to complete a task if they have a little inspiration. One good example is offering a swipe file full of headlines that copywriters can use to craft their own headlines.
- Cheat sheets. These are sheets that condense a complex topic down to about one page. These sheets tend to present a lot of ideas and tips, without going into any detail.
- Planners. Here's another "take action" tool that helps people get started and get better results. For example, you might provide bodybuilders with a three-month planner that details gym routines and menus.
- Checklists. This is a great tool to provide to people who are undertaking a task that has many steps or is otherwise complex. For example, if you have a travel site, then you might provide your visitors with a traveling checklist for overseas travelers.
- Newsletters. This is something you should be sending to an email list on a weekly basis. Your newsletters might provide a wide variety of content, including how-to information, tips, industry news, product reviews and more.
- Templates. You can offer templates to any group who needs to create content. For example, you might offer sales letter templates to beginning

copywriters, or perhaps you offer templates for thriller novels to aspiring novelists.

- Interviews. There are two ways to do this: interview others, or have others interview you.

The benefit of having other people interview you is that you're automatically viewed as an expert. It's a good way to help further establish credibility.

The second method is to interview an expert in your niche, either via email, phone/Skype, or even over a webinar. It's a great way to get high-quality content created for free. As an added bonus, you also get a little "borrowed credibility" when you work with well-known experts in your niche.

- Resource guides. This is where you give your audience a list of gear, tools and/or resources they need to meet some goal. For example, you might provide online marketers with a list of your favorite email service providers, payment processors, WordPress plugins, scripts, domain registrars, web hosting companies, split-test tracking tools and more. It saves your audience a lot of time since they won't have to research these items themselves.

Now before you start tossing these freemiums in front of your audience, let me share with you eight best practices to help optimize your results. Take a look...

***1. Provide high-quality free content that is useful to your audience.*** Ideally, this content should focus on solving one specific problem, and your prospects should get fairly fast (and good!) results if they put your information to work. That way, you'll have satisfied prospects who are likely to purchase your paid content.

*TIP: Not only should your content be useful, it should also be something your prospects really want. That's why it's a good idea to do market research to find out what your market is already buying and consuming. Then you create something similar (yet better) with your own unique spin and method of teaching.*

*I often use acronyms to teach a new strategy. For example, if I write a report about business fundraising, I might call it "The Four-Step System For Raising Start Up C.A.S.H." Then each step would correspond to a letter in the word C.A.S.H. (E.g., First step is to "Call Your Banker.") This makes the content memorable and unique.*

**2. Tell personal stories so that your audience can get to know you.** Even if you're running a company, it's a good idea to put a "face" and name to the company. That means letting people get to know you.

Tell them about your vacation. Let them know about your hobbies. Show them pics of your dog, your restored car, you running that marathon. Show your vulnerability too, like how you cried when you read a Nicholas Sparks' book. Tell them about a favorite childhood memory.

In other words, show your audience that you're human. That way they can start the process of building a relationship, where your prospects can genuinely grow to know, like and trust you.

*TIP: Occasionally people will say that corporations don't operate that way, but that's not always true. Think about Steve Jobs (who headed Apple before he passed away). Or Bill Gates (Microsoft). And then there's Oprah.*

*Those are just three examples of people who put a face on their corporations. We know so much about these three people, from their struggles to victories, because they let us get to know them. Likewise, you should let your audience get to know you too.*

Next up...

**3. Empathize with the problems your audience faces.** People don't want to feel like they're being "sold" to. Instead, they want someone who demonstrates that they really understand and empathize with their problems. One good way to do this is tell stories that show how you understand the pain of your prospect's problem, and how you overcame that same problem.

**4. Provide testimonials and case studies to establish credibility.** Your prospects want to believe you. But you know what? They've been burned a lot in the past. Other

marketers have made a lot of big claims that just didn't seem to be true. So yeah, your prospects are highly skeptical of your big claims too.

So what's the solution? You need to establish your credibility. One good way to do this is to get OTHERS to sing your praises. This includes:

- Testimonials. The best testimonials are those that are specific about some good result that the customer received.

For example, a testimonial for a diet book that says it's a "quick, easy read" isn't a very strong testimonial. That testimonial doesn't tell the prospect anything about the information inside the book.

A better testimonial is one that mentions specific benefits of the product or, better yet, results the customer received. For example, "The recipes inside the book are delicious, and I lost 10 pounds in the first month using this diet!"

- Case studies. This is where you or someone else uses a product for a specific amount of time (or to complete a specific task), and then track results. Generally, this sort of proof includes a lot of data, pics or screenshots when appropriate, etc.

For example, someone might do an eight-week case study to see if a diet plan works.

Another example: a marketer might do a one-week case study to track how well a traffic method works.

A case study should provide proof of your claims, instructions for how to get the same results, as well as a dose of inspiration.

Next...

***5. Interact with your audience by asking and answering questions.*** You can't really deliver a monologue (one-way communication) and expect people to know, like and trust you. This is especially true now since social media platforms are so popular. People want to interact with you to get to know you. That's why you should ask and

answer questions on your blog, on social media or in forum communities. As an added bonus, answering niche-relevant questions help you establish your expertise.

**6. Personally respond to comments, questions and emails.** Every once in awhile, you'll see a marketer asking questions on their blog, in their newsletter or on their Facebook page. Plenty of people will answer... but the marketer doesn't respond to any of the comments.

That's no good. That can put a bad taste in your prospect's mouth. They might wander off to a competitor who makes them feel more respected.

Don't do this to your prospects and customers. Show them how important they are to you by personally responding to comments on blogs, forums, in groups, on social media and via email. Be sure to respond promptly too, which helps create a good experience for prospects and customers.

**7. Ask your audience what they want to learn more about.** When you publish a newsletter or create a product, you should always be doing your market research to find out what topics are already popular and selling in your niche. However, don't forget that you already have one very good source at your fingertips: your existing list. Ask them what they want to learn more about, and then give them both free and paid resources to solve their problems.

*TIP: This is also a great way to make your readers feel special and important. For example, if "Joe Blow" tells you he wants a calorie-counting formula, then mention his first name and thank him when you provide an article on that topic. These little things help bond your audience to you.*

And finally...

**8. Regularly send out both fresh content and fresh sales pitches.** Think about how you developed a relationship with your best offline friends. In the beginning, you saw these people regularly, and so over time you developed a great friendship.

The same goes for your prospects and customers. You can't develop a good relationship unless you get in touch on a regular basis. That's why you need to send out newsletters on a weekly basis at a minimum, which will help build "top of mind" awareness with your audience.

But don't just send any ol' thing out. Send your audience fresh content and fresh sales pitches. And always send them GOOD stuff (some of your best stuff), so that they'll eagerly look forward to every email you send them.

So at this point you have an audience and you're building an relationship with that audience. Now for the final part...

### **Part 3: Build a Sales Machine**

Every business needs to create revenue in order to exist. Now there are plenty of profitable paths for you to take, but one of the best things you can do is create your own products. That way you control the quality, you get the customer list, and you get all the profits.

Ideally, what you're going to do is build a sales funnel that includes multiple products at multiple price points. And yes, that includes premium products, as they are your surest path to the big profits in your business.

Take a look at these five examples to see just how simple it is to make six figures a year with your info-product business...

Example 1: Sell a \$97 information product. You only need three sales per day to make \$106,215.

Example 2: Offering a \$20 monthly membership site. You need just 417 monthly members to earn \$100,080 per year.

Example 3: Creating a \$497 4-week eclass. Get 17 students per class (12 classes per year), and you'll earn \$101,388 per year.

Example 4: Make a \$197 licensing package. Get just 10 orders per week to make \$102,440.

Example 5: Provide a \$97 "done for you" service. Generate three sales per day, and you'll make \$106,215 per year.

Point is, you don't need to over-complicate this—you too can make six figures using any one of the sample paths above. Or, crunch other sales numbers to create your own path.

What's more, you can dramatically ramp up your income by taking consistent steps every month to get more traffic, improve conversions and create new products.

For example, if you create one new \$97 product every month, then in one year you'll have 12 products. Now imagine if you made just three sales per day of each of these products. Look at the numbers:

12 products X 3 sales per day X \$97 = \$1,274,580 per year!

Wow!

Now before we leave this step, let me share with you three proven yet simple ways to grow your business

1. Get more customers. There are two ways to do this. The first way is to get more targeted traffic. The second way is to track and test all your campaigns and landing pages, so that you're converting more of your browsers to buyers.
2. Get more customers to spend more per sale. In other words, increase your profit per transaction. You can do this by offering upsells, cross-sells and one-time offers on your order form.
3. Get more customers to spend more per sale more often. One of the keys to the big profits in your business is how often you can get your existing customers to buy from you repeatedly. This is why it's so important to keeping creating new products, so you that you have something to sell on the backend of your business. It's also important to build a good relationship with customers, as happy customers become repeat customers.

Now let's wrap things up...

## **Conclusion**

So there you have it—you now know the three pieces you need to snap into place in order to build a six-figure business. These pieces include:

Part 1: Build an Audience.

Part 2: Build a Relationship With That Audience.

Part 3: Build a Sales Machine.

Here's your starting point:

One list + one traffic source + one targeted offer

You put that in place, master all steps, and you'll start seeing nice profits.

Then the next step is to grow your business. All you have to do is add more lists, more traffic sources and more targeted offers.

Continue building with consistent steps, and you're going to be amazed at the end of three months, six months, a year from now. So why wait? Get started building your six-figure business today!



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