

*"Your Side Hustle Keeps Failing. Here's Why
— And How To Fix It."*

CLIENT CONVERSION CODE



H A Y Z I E R

HOW TO BUILD A SALES SYSTEM SO
SIMPLE EVEN *EXHAUSTED WORKING*
DADS CAN DO IT IN THEIR SLEEP

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by Hay Zier

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CHAPTER 1: THE BIG PICTURE

How To Turn Your Business Into A Customer Magnet Starting Today...

First off, well done on choosing to get this book, CLIENT CONVERSION CODE. You've made a wise decision. Why? Because you're about to discover some of the proven ways to bring in more customers and clients to your online business, as practiced and implemented by top Internet entrepreneurs around the world.

If you have been struggling to get customers, you're far from alone. The thing is: EVERY business of ANY size needs more customers. And unless they want to be out of business, customer acquisition is a full-time job. Know what I mean?

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I get it. The online world is overwhelming, and you're not alone in feeling that it's getting crazier and crazier by the day.

Because it seems like every other day, some new "guru" pops up with their "revolutionary", "first-to-market method" to get customers, to make money, yada yada...

And if you suspect most of these folks are just flashes in the pan, guess what? You're kinda right. Blink for a while and before you know it, they came and went.

So, how do you avoid being another statistic in the latest string of business failures, and join the exclusive Top 5% of businesses that survive and thrive for five years or more?

First lesson: NO ONE can build a REAL, LASTING business on gimmicks. That's like trying to build a castle on sand - it's just going to fall apart, and you'll be back to square one.

I have good news: in the real world—beyond get-rich-quick schemes—there's often more than one right answer to a problem. Unlike in school, where students are trained to

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provide only 1 correct answer, real-world challenges allow for multiple solutions and creative approaches.

That's why in this book, I'm going to share with you not 1, but several tried-and-true methods to bring in new customers like clockwork.

These aren't some fly-by-night tactics. Instead, these are strategies that have been working for years, even decades. This is the real deal.

To keep things simple and ensure you achieve the best results, we'll focus on online businesses. Why? Because this approach helps us control the variables and makes your outcomes more predictable. After all, we want results, not just theory, right?

When I'm breaking down these methods for you, I'm assuming a few things about you:

- ✓ You're new to this (so don't worry, I won't use any fancy jargon you need a dictionary to understand...)

- ✓ You're ready to roll up your sleeves and put in the work (because, let's face it, success doesn't happen by magic...)

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✓ You're cool with investing a bit of money in your business (don't panic! I'm not talking about emptying your life savings. We're keeping it realistic here...)

Now, here's the cool part: even though I'll be showing you different ways to bring in customers, they all have one big thing in common:

They're all about building what we call a **Buyer's List**. That's the name of the game.

Think of your Buyer's List as your business's big-picture goal; everything you do should be aimed at growing this list.

Why? Because once you have a solid list of buyers, you can keep making money from it in all sorts of ways. You can sell your stuff, promote other people's products, even sell advertising. The possibilities are endless!

And get this: all those big-shot marketers, famous entrepreneurs, and successful businesses you've heard of? They're all doing this in one way or another. It's as proven as it gets. Don't waste your time trying to reinvent the wheel (unless

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you want to drive around on square wheels, which, trust me, isn't as fun as it sounds...)

Alright, are you ready to turn your business into a perpetual customer magnet?

Let's go...

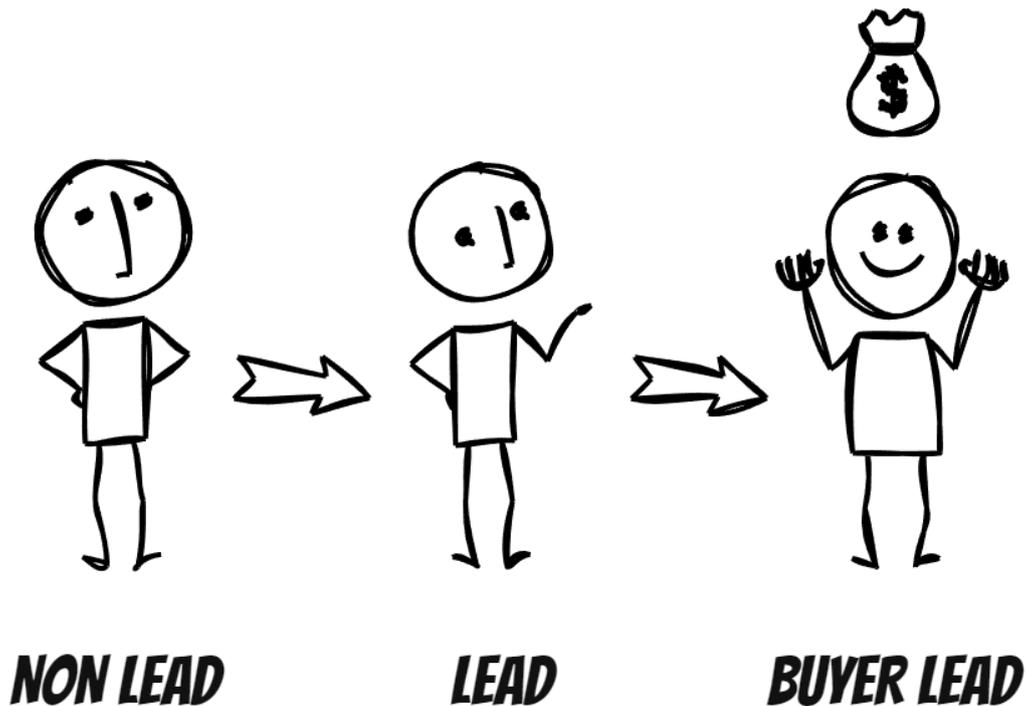
CHAPTER 2: WHAT IS A BUYER LEAD?

*Not All Leads Are Equal. And Why One Is Better Than The
Other...*

Leads.

We've been throwing this word around, and we're going to mention more of it throughout, but what exactly is a "lead"? And are there different types? Let's square this away first and define it, so we're all on the same page.

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The most basic definition of "**lead**" is someone who's interested in your Offer.

A few examples:

- Someone who signs up to your newsletter or mailing list on your website? That's a lead.
- A person who fills out your application or appointment form? That's a lead.
- That guy that DMs you after seeing your post on Facebook or Instagram? Guess what, that's a lead too.

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We call them "leads" (another word is "prospect") because they've shown at least some interest in what you're offering.

Because here's the thing: a Lead hasn't made a serious commitment yet i.e. opened his or her wallet to spend something with you.

And that's totally normal. It's nothing unusual to accumulate a bunch of Leads that hasn't bought anything, and never buy anything from you. That's just how it goes. Nothing personal, just business.

What you can and should do is increase your chances of turning these leads into Buyers - which is what CLIENT CONVERSION CODE is all about. For now, just know that this is part and parcel of the customer acquisition game.

When does a Lead become a customer? Simple - when they buy something! Once someone makes a purchase, they level up from "Lead" to "**Buyer Lead**", which is another word for customer.

So far, easy to understand?

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I know it might seem like I'm making a big deal out of something minor, but you might be surprised to learn that some people can't distinguish between a "lead" and a "customer."

In some industries, people throw around these words like they mean the same thing. But listen, until someone actually pays you money, they're NOT a customer. At least not yet.

Why am I being such a stickler about this? Because - and this is super important - not all leads are created equal. In fact, here's a little secret that successful online businesses know: you're way better off with a list of Buyers than a list of people who've never bought anything.

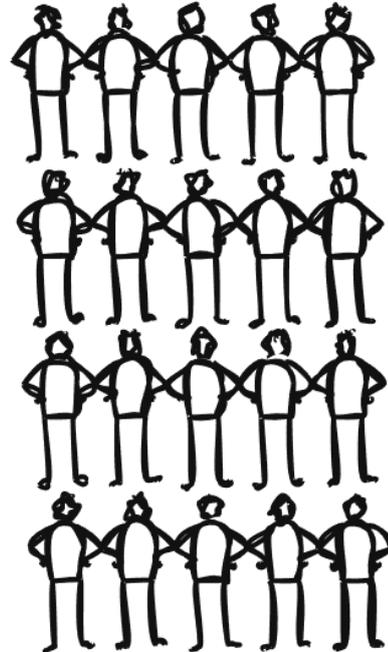
I know what you're thinking: "But isn't a bigger list always better?"

Not necessarily, and not in my experience. We've found time and time again that a small list of Buyers can **outperform** a much bigger list of non-buyers. We're talking higher open rates on emails, more clicks, more purchases, more money in your pocket... and every other metric that matters.

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BUYERS LIST



FREEBIE LIST

Now, don't get me wrong. This doesn't mean we're going to totally ignore leads who haven't bought stuff yet. After all, when you really think about it, there's no such thing as a truly "free" lead. Everyone's spending money on something, right?

Thus, the million-dollar question is: how do we get them to spend that money with YOU?

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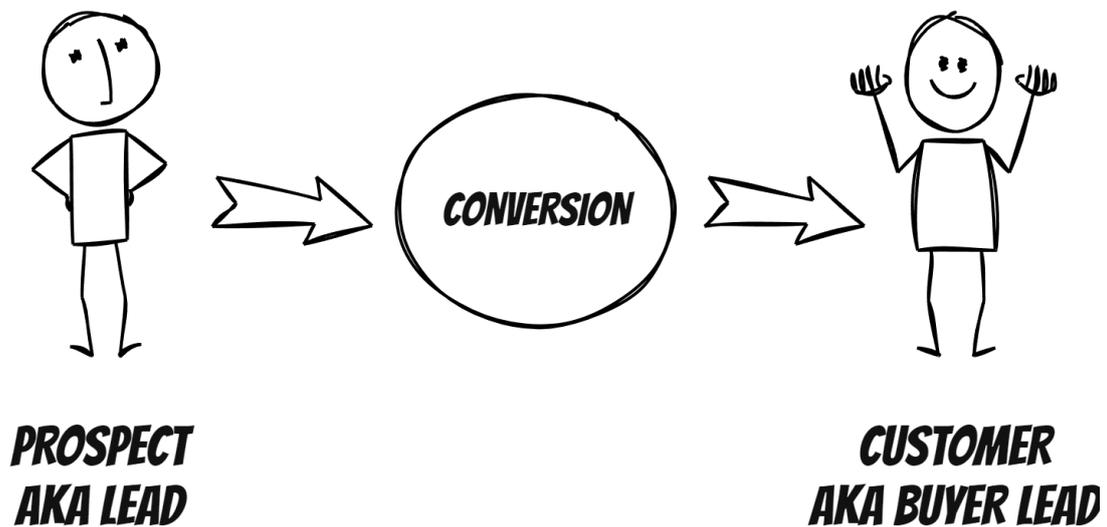
This is what this whole game is about. Everything we do, what we focus on, is about turning leads into customers, prospects into Buyers.

Chapter Recap

- Lead = someone who expresses interest of some degree in your Offer.
- Buyer Lead = someone that has made a commitment i.e. purchase at least 1 Offer
- The best type of lead to acquire is Buyers Lead – hands down!

CHAPTER 3: THE FREE-TO-PAID LEAD CONVERSION PROCESS

A Machine To Turn A Non-Buyer Into A Raving Customer?



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So now you know what a "Lead" and "Buyer Lead" are. How do we turn someone from a Lead to Buyer then?

The process of doing so is called a "**Conversion**". And you hear that being thrown around a lot in marketing circles.

At the risk of being so straightforward, I view main offers as basically a 'calling card'. Think of it as a door to introduce your customers to your world and way of thinking, way of doing things, etc. One immediate example is this very book you're reading right now.

Another way of looking at it: in creating offers, you create reasons or alibi (however you want to pick your favorite word) for people to spend money on you.

While this book isn't about creating offers (a huge topic on its own), here's a brief rundown: you need an attractive offer that solves a specific problem. Even better, have multiple offers to increase the chances of converting leads into customers.

The **more** Offers you make = the **more** opportunities for people to give you money.

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Little to no Offers = less to zero chance for people to even spend with you. Get it?

Personally, here's what I like to do, and it's worked well for me for a long time:

I start with low-priced offers under \$50 - usually in the \$10 to \$20 range. At this price point, I don't have to promise the moon and stars. I can give reasonably generous value, and a cold audience will find it comfortable enough to part with that small amount even if they've only known me for a few minutes through an ad or word of mouth.

Don't worry, there's a place for higher-priced offers in your funnel that sell well into the hundreds and thousands of dollars, and they're super essential especially if you want to be profitable and rake in the big bucks. We'll get to that later.

For now, I want you to understand one key thing: if you want to get customers, you need no-brainer offers. Something so good, so valuable, that people would feel stupid NOT to buy it. It's like if I offered you a crisp \$100 bill for just \$50. You'd jump on that, right? That's what we're aiming for with our offers.

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In a nutshell:

- Create an irresistible Offer (your 'calling card')
- Get it in front of your target audience (most likely to become your Leads and Buyers)
- Make it so good they can't say no (the Conversion)
- Boom! You've just turned a lead into a customer

Sounds simple, right? Well, it is and it isn't. The concept is simple, but mastering it? That takes some practice but don't worry, that's why I designed this book in such a way that you can refer to it anytime.

Now that we've got a basic understanding of what it takes to turn a lead into a Buyer, in the coming chapters we're going to dive into a few specific customer acquisition models and strategies - each with its pros and cons, processes, and method of implementation.

Yet they're all designed to do 1 thing well: **get you MORE, NEW Customers and Clients.**

Chapter Recap

- To convert a lead into a Buyer, you need a Conversion process. And to do that, you need to have an attractive offer that solves a specific problem.
- The more offers you have = the more you increase your chances of turning leads into Buyers.

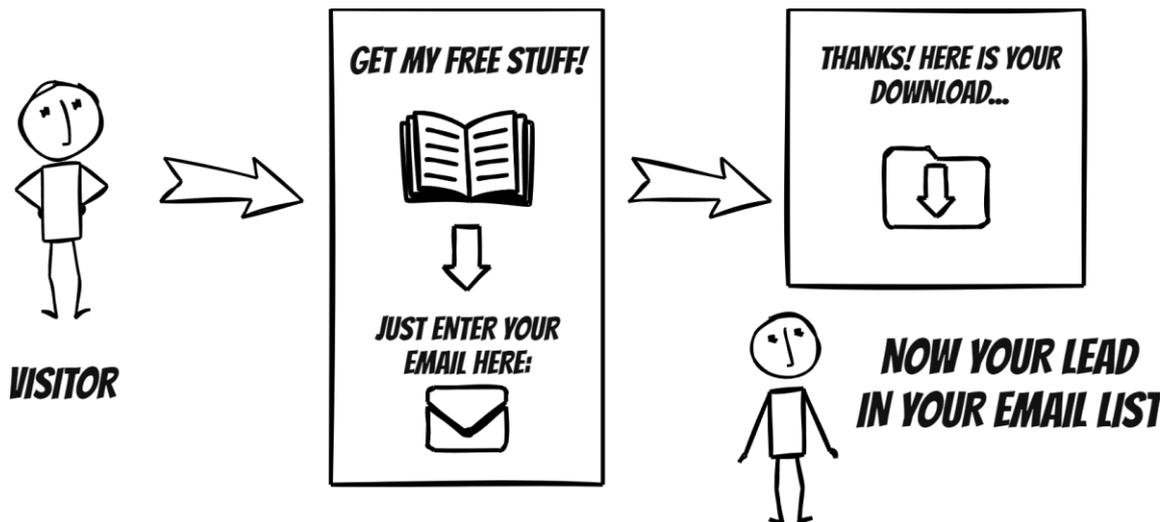
CHAPTER 4: THE LEAD MAGNET MODEL

Timeless Classic Method To Build Your Email List

Let's kick off with a strategy that's been around the block but still packs a punch: **the Lead Magnet model.**

At its core, this approach is about offering something valuable for free – be it a digital book, a report, or a video – in exchange for an email address.

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This simple transaction helps you build an email list, which is like having a direct line to potential customers. Once you've got their email, you can nurture these leads with your offers or even affiliate products, turning them into loyal buyers over time.

But here's the thing: while the Lead Magnet model in general has stood the test of time, the online landscape has shifted dramatically in recent years. If you're still using the same old tactics from a few years ago, you might find yourself struggling to get people to hand you their e-mail.

The Internet isn't what it used to be – users are more careful, more sophisticated, more **WARY** and distractions are everywhere. Social media, ads, and endless streams of content to compete for attention, making it harder than ever to capture

and maintain interest, let alone exchanging their personal details for sub-par offers.

So, What's Changed?

For starters, today's Internet users are more savvy and selective about what they sign up for. They've got more options than ever before and can easily spot a weak offer from a mile away.

Even if they do sign up for your freebie, there's no guarantee they'll actually engage with it. In fact, many people won't even open a 15-page e-book or watch a 40-minute video – they're too busy hopping between tabs because of all the distractions nowadays.

Trivia: Did you know? As reported by CNN, the average attention span for screens has dropped from 2.5 minutes in 2004 to just 47 seconds in 2023? Crazy, right?! And it's probably going to get worse throughout time.

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With so many distractions – from social media to streaming services – it's no wonder that people find it harder to focus for extended periods. This is why creating concise content that captures attention quickly is no longer important but URGENT.

This means the old method of throwing up any random freebie and hoping people get excited just doesn't cut it anymore. So sure, the Lead Magnet model is far from dead; it just needs some fine-tuning to work in such a landscape.

Back in the day, tossing out a freebie was enough to get people to hand over their email addresses. But now? Not so much. The Internet is a noisy place, and users have become more sophisticated and selective about what they sign up for.

So, the solution?

Your Lead Magnet Should Be Designed To Solve An Immediate, Short-Term Problem.

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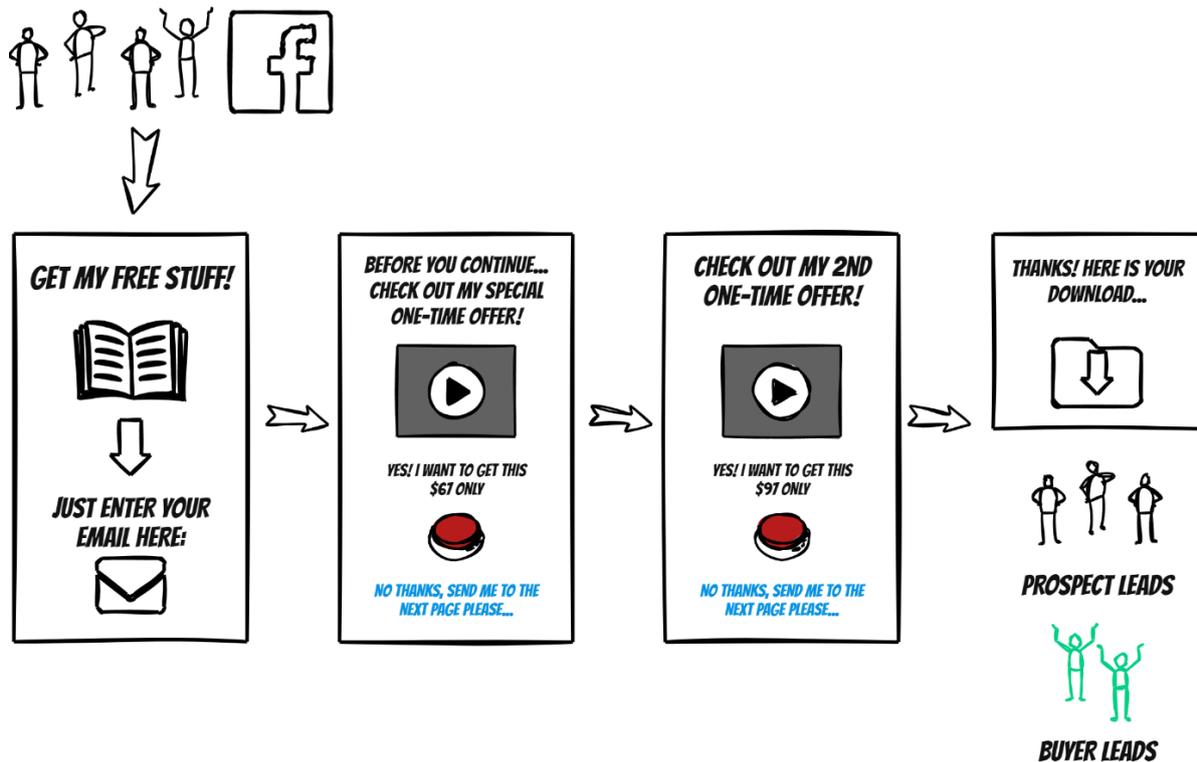
Today's Internet users are savvy. They can spot a generic offer from a mile away and won't waste their time on something that doesn't promise real value.

With an endless stream of content – social media, ads, videos – competing for their attention, people have developed a keen sense for quality and relevance.

They're not just looking for freebies; they're looking for solutions that genuinely address their needs. Hence, why your lead magnet should be solving an immediate, short-term problem.

Thus, the Lead Magnet model should now be evolved into this setup:

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The Challenge to Create Engaging Lead Magnets

Even if someone signs up for your Lead Magnet, getting them to engage with it is a different ball game. Many users download resources like e-books or videos but never actually use them.

Why? Because they often feel overwhelmed by the sheer volume of content available. It boils down to too many information to synthesize, too many things to do, too little time.

To overcome this, your freebies should not only solve specific problems, it also needs to be presented in a way that encourages interaction and use. Make them practical, easily digestible, and immediately applicable to ensure that your audience not only downloads, but actively engages with your offerings.

So, how do *you* adapt? By focusing on crafting Lead Magnets that are not just freebies but valuable resources that solve real problems for your audience, FAST. Whether it's a quick-read e-book packed with actionable insights or an interactive quiz that offers personalized results.

Improvising Your Lead Magnet Strategy

If you want your Lead Magnet to cut through the noise and grab attention, it needs to deliver real value. We're not talking about some throwaway PDF that ends up in the digital junk drawer. No, we're talking about something that makes people sit up and say, "Wow, I need this!"

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A Lead Magnet is essentially a free offer designed to capture the contact information of potential customers, usually in exchange for their email addresses. It's a crucial component of any marketing strategy because it serves as the initial hook that draws people into your sales funnel.

By providing something of genuine value upfront (again, think immediate short-term problems), you establish trust and demonstrate your expertise, making prospects more likely to engage with your brand.

In today's crowded digital landscape, where consumers are bombarded with countless offers and distractions, a compelling Lead Magnet helps you to stand out. It not only attracts attention but also sets the stage for building a relationship with your audience.

A well-crafted Lead Magnet can significantly increase your conversion rates by turning casual browsers into engaged subscribers who are eager to learn more about what you have to offer.

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When you're offering something for free for the first time, you don't have a lot of time to show what you can do. Just because someone gets a freebie doesn't mean they're automatically your client.

To really demonstrate your value, **focus on solving an immediate, short-term problem** that your audience is facing. This way, you're providing genuine help that speaks directly to their needs.

Offering something that can be consumed in under 10 minutes – like a brief e-book or a quick video filled with actionable insights – acts like a shot of espresso: quick, potent, and energizing.

This approach resonates well with audiences who are seeking immediate results or quick wins. When you provide concise, digestible content, you capture their attention and leave them wanting more.

Consider creating step-by-step guides or “how-to” content tailored to your niche. These formats not only offer clear, practical advice but also empower your audience to take action right away.

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Here's another option, think about providing a simple 2-3 page one-size-fits-all template. For instance, a fill-in-the-blank Facebook ad template has been proven successful; it's an easy resource that people can customize and use instantly.

Remember, it's not just about snagging their email address; it's about kickstarting a relationship based on trust and value.

If you can deliver something that addresses a specific issue, you set the stage for a positive connection. This helps build rapport and shows potential clients that you care about their needs. It is also about building that feeling of reciprocity, that urge to repay a valued help.

Including a strong Call-to-Action (CTA) is essential to ensure your audience knows what to do next. Don't leave them hanging! Whether you want them to sign up for a webinar, book a consultation, or explore your High-Ticket offer, a clear CTA guides their next steps.

For example: a compelling message like, "**Download Now and Start Transforming Your Business Today!**" not only

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encourages immediate action but also helps build momentum in your relationship with potential customers.

Simple Case Studies

Take HubSpot's "Make My Persona"

This tool is one such example. This user-friendly resource allows marketers to quickly create detailed buyer personas in just a few minutes. Users simply answer a series of prompts, and the tool generates a persona that includes key demographic and psychographic details.

This not only helps marketers understand their target audience better but also saves them time and effort in the process. As a short and engaging Lead Magnet, it works as audience have to share their contact details in order to download the buyer personas.

Neil Patel Website

Neil offers comprehensive marketing guides that resemble free courses, packed with valuable insights and actionable strategies. These guides dive deep into various aspects of digital marketing, from SEO to content creation, providing

readers with extensive knowledge and practical tips they can implement.

By offering such detailed resources, Neil Patel not only positions himself as an authority in the marketing space but also engages his audience over a longer period, fostering a deeper connection and encouraging further exploration of his offerings. This approach exemplifies comprehensive value, attracting those who are willing to invest time in learning.

Monetization Strategies

You've got your Lead Magnet working its magic, and people are signing up. But how do you transform that interest into revenue?

This is where **One-Time Offers (OTOs)** and **High-Ticket offers** come into play.

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Picture this: someone just signed up for your killer Lead Magnet, and they're already intrigued by what you have to offer. This is the golden moment to introduce them to a One-Time Offer. You need to “catch” them while they're still buzzing with excitement and ready to take action.

What Is A One-Time Offer (OTO)?

It's essentially an additional product or service that you present to your new Lead right after they sign up for your free offer. The idea here is to capitalize on their interest and get them to buy something else from you while they're all fired up.

Speaking of awesome offers, here's another pro-tip: the moment someone signs up for your Lead Magnet, hit them with at least two One-Time Offers (OTOs). If you can, go for three. This gives you a chance to make some money right away and cover those ad costs.

Example Of An OTO Sequence

Let's say your free Lead Magnet is a Facebook Ads “Fill In The Blanks” Template, then the possible OTOs can be:

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- **OTO 1:** comprehensive video course designed to teach users how to effectively launch their Facebook ads. Priced between \$37 and \$97, this introductory offer is aimed at beginners or those looking to refine their skills. The course could cover everything from setting up an ad account to targeting the right audience and crafting compelling ad copy.
- **OTO 2:** Ultimate Marketing & Sales Script Bundle priced between \$97 and \$197. This bundle would complement the first offer by providing users with ready-to-use scripts and templates that streamline the ad creation process. It can include fill-in-the-blank templates for various ad types, effective hooks for capturing attention, and persuasive copy tailored to different audiences.

What increases OTO take up rates here is how **CONGRUENT** the Offers are to the Lead Magnet. A lead magnet is designed to attract a specific type of person by offering something they find valuable.

If the OTO is closely related to what attracted them in the first place, they are more likely to be interested and take up the

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offer. This alignment makes the offer feel like a natural and valuable next step for them.

The Conversion Flow

Alright, let's break down the journey a user takes from seeing your ad to becoming a loyal customer. This is what we call the **Conversion Flow**, and it's all about guiding potential leads through a seamless process that turns their initial interest into a commitment to your brand. Here's how to set it up effectively:

1. Run Your Ads

The first step is to create compelling ads on platforms like Facebook, YouTube, and TikTok. These ads should clearly communicate the value of your Lead Magnet and encourage users to click through. Think of your ad as the first handshake – it needs to be strong, engaging, and leave them wanting more.

For example: if your Lead Magnet is a free e-book on digital marketing strategies, your ad could feature a catchy headline like "How We [Get Results] Without [Drawbacks]" with an eye-catching image or video snippet that highlights key insights from the content.

2. Send People from the Ads to Your Landing Page

Once someone clicks on your ad, direct them to a dedicated Landing Page. This page should be focused on highlighting your Lead Magnet offer with strong headlines and persuasive copy. It's important that this page is visually appealing and easy to navigate, as it's the next step in convincing them to take action.

For example: Your Landing Page could feature testimonials from satisfied customers who benefited from your e-book, along with bullet points outlining what they'll learn or the problems they can solve with your offering.

3. They Sign Up to Get Your Valuable Free Lead Magnet

Users will provide their email addresses in exchange for access. This is where you deliver on the promise made in your ad – make sure the content is valuable and relevant. Offer a sneak peek or excerpt of the e-book on the Landing Page to entice users further to read and engage with your e-book.

4. Show Them One-Time Offer 1

Immediately after they sign up for the Lead Magnet, present them with a One-Time Offer (OTO). This offer should complement the Lead Magnet and provide additional value while their interest is high. It's like offering dessert right after they've enjoyed a great meal – timing is everything. For example, if they signed up for an e-book, the first OTO could be an exclusive video course that covers the advanced strategies in the e-book deeper.

5. Then Show Them One-Time Offer 2

After the first OTO, present a second offer that builds on the initial engagement and provides even more value. This keeps the momentum going and maximizes revenue opportunities. The second OTO might be a live workshop or webinar where they can get personalized advice and ask questions directly.

6. If You Can, Throw in One-Time Offer 3

Optionally, present a third OTO to further capitalize on their interest and enthusiasm. Each offer should feel like a natural progression from the last, enhancing their journey with your

brand. The third OTO could be a comprehensive coaching package or membership that offers ongoing support and resources.

7. Finally, Start Sending Them Emails About Your Other Awesome Products and Offers

With their email address now captured, follow up with an email marketing sequence. This sequence should nurture the relationship by providing ongoing value and promoting other related products or services. It's about keeping them engaged long-term and turning them into repeat customers. Send regular newsletters featuring tips related to digital marketing, along with exclusive offers only available to subscribers.

The Power of High-Ticket Offers

While not the central topic of this book, it still feels incomplete without mentioning High Ticket. And if you want to make the big bucks, this is where it's at.

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These premium products or services have the potential to significantly boost your income, even if you only attract a handful of buyers. Think of High-Ticket offers as the Bugattis and Ferraris in a car dealership: they may not appeal to everyone, but those who do purchase them can make a substantial impact on your bottom line.

Why High-Ticket Offers Matter?

- ✓ **Maximize Revenue with Fewer Sales:** Not everyone will buy a High-Ticket item, but those who do can make a substantial impact on your bottom line. It's like selling one luxury car versus selling hundreds of bicycles. You don't need to sell as many units to hit your revenue goals, which means less stress and more focus on delivering quality to customers that believe in your value.
- ✓ **Establish Authority:** Offering High-Ticket items positions you as an authority in your field. It shows that you provide premium value worth investing in. When you have High-Ticket offers, you're not just another player in the market; you're the expert that people turn to for top-notch solutions.

Types of High-Ticket Offers

High-Ticket offers are premium products or services that command a higher price point, reflecting the substantial value they provide to customers. These offerings are designed to deliver significant benefits, often tailored to meet specific needs, and justify their cost through the value they offer. Some of the high ticket offers that you can consider are:

1. One-on-One Coaching Sessions

One-on-one coaching sessions provide personalized guidance and support tailored to the client's unique goals and challenges. This type of High-Ticket offer is particularly valuable because it allows clients to receive direct feedback and customized strategies from an expert. The personal attention and bespoke nature of these sessions justify the higher price tag.

Clients benefit from tailored advice, accountability, and a structured approach to achieving their goals. As a coach, you can charge a premium for your time and expertise. For example, a business coach might offer a package of 6 one-hour

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sessions over 3-months, focusing on scaling a client's business. Each session could be priced between \$500 and \$1,000, depending on the coach's experience and reputation.

2. Comprehensive Online Courses

Comprehensive online courses are in-depth educational programs that cover a subject extensively. These courses often include video lessons, downloadable resources, quizzes, and community access. They are designed to transform a student's understanding or skill level in a particular area.

The benefit of this offer is students gain access to a wealth of information and resources that they can work through at their own pace. The structured curriculum ensures thorough learning and mastery of the topic.

An example of this offer is an online course on digital marketing might include modules on live e-commerce, social media marketing, email marketing, and analytics. Priced at \$1,000 or more, such courses provide lifetime access to materials and ongoing updates.

3. Done-for-You Solutions

Done-for-you solutions involve providing a complete service where you handle all aspects of a task or project for the client. This offer is highly attractive because it saves clients time and effort whilst delivering professional results. Don't discount the relief of having some things off your customer's mental load.

The good thing is clients receive a turnkey solution without needing to invest time or acquire new skills. This convenience and assurance of quality justifies the higher cost. For example, a done-for-you service for building an e-commerce store might include selecting an e-commerce platform (like Shopify), designing the store layout, integrating payment systems, uploading product catalogues, and providing training for store management. Such a service could be priced between \$2,000 and \$5,000 or more depending on your experience and reputation in the business.

How To Make High-Ticket Offers Work

Now, I know what you're thinking. "But won't fewer people buy the expensive stuff?" And you're right; not as many people will bite on the High-Ticket offers. But even a handful of those sales can make a huge difference in your monthly income goals.

The key with these High-Ticket offers is that they provide more value than the Lead Magnet itself, which justifies the higher price tag. Plus, you can make some cash from just a handful of sales versus relying on creating many lower-priced offers.

Say your Lead Magnet is a comprehensive guide on how to start an online clothing business. This could be an in-depth e-book, video course, or a combination of both that walks people through setting up an e-commerce store, finding products, marketing, and all that good stuff.

Best Traffic Sources For Lead Magnet Model

Let's talk about how to get eyeballs on your Lead Magnet. You've got this awesome freebie ready to go, but how do you make sure the right people see it?

That's where leveraging ads comes into play. Platforms like Facebook Ads, YouTube Ads, and TikTok Ads are your best friends here. They let you target specific audiences with laser precision, ensuring your offer lands in front of the folks most likely to be interested.

Facebook Ads:

One of FB's biggest strengths is the wide variety of targeting options it offers. You can reach exactly the right people for your business, whether that's fitness enthusiasts in their 30s living in cities or small business owners interested in improving their marketing. This means your ads can connect with those who are most likely to be interested in what you have to offer, increasing your chances of success.

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Another great thing about Facebook ads is their flexibility. Anyone can start advertising on this platform, even with a limited budget. You can begin with just a few dollars a day, which makes it accessible for small businesses and individuals just starting.

The platform's advanced algorithms learn from your campaigns and optimize them over time, so you don't need to spend hours fine-tuning every detail. This is especially helpful for beginners who might feel intimidated by technical ad settings.

Additionally, Facebook's user-friendly interface makes it easy to create and manage your ads. With clear guidance and intuitive tools, you can set up campaigns that drive traffic to your website or increase engagement on your posts. The ability to track performance in real-time allows you to see what's working and make adjustments to your images, videos, copy or settings quickly.

TLDR, Facebook advertising combines powerful targeting capabilities with a budget-friendly approach.

YouTube Ads:

YouTube is a logical second option for video-based advertising. It provides a unique platform for businesses to connect with their audience through engaging visuals.

Although it may be considered underrated while we're writing this book, that perception could change as video content continues to dominate online engagement.

Users already surf YouTube prepared to watch and learn, and that makes the platform a prime environment for showcasing the value of your Lead Magnets through compelling video ads. They are already in a receptive mindset.

This presents a perfect opportunity to offer something valuable, such as a free Lead Magnet or a webinar. These offers resonate well because they not only capture interest, but also foster trust with your potential customers.

While the cost of advertising on YouTube can be slightly higher than on Facebook, our experience suggests that the return on ad spend (ROAS) tends to be more favorable in the long run.

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This makes YouTube a worthwhile investment for those looking to harness the power of video content effectively.

TikTok Ads:

Known for its immense popularity among younger audiences, TikTok offers dynamic ad formats that can capture attention instantly. While its targeting options may not be as sophisticated as Facebook's, TikTok shines in engaging users through creative and entertaining video content.

At the time of writing, it's the new kid on the block, much like Facebook was in the early 2010s. This presents a unique opportunity for brands to leverage the platform's short video format effectively.

Being on TikTok lets you be a pioneer in your niche because it's a relatively new platform. By creating engaging ad, you can reach and connect with the younger generation, establishing yourself as a leader in your field.

TikTok is particularly great for lead generation, as its engaging nature encourages users to take action quickly. However, it's

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important to note that you'll need to invest resources into creating a steady stream of fresh video content.

To combat rapid ad fatigue on TikTok, it's important to keep content varied and exciting and that the content resonates genuinely with the audience. Embracing Tiktok can lead to impressive results by staying ahead of trends and using the platform's unique features.

Each platform offers unique advantages that can be leveraged depending on the nature of your business and the audience you wish to reach.

Chapter Recap

In short, the Lead Magnet model

- Run Your Ads
- Send People from the Ads to Your Landing Page
- They Sign Up to Get Your Valuable Free Lead Magnet
- Show Them the first One-Time Offer
- Show Them the Second One-Time Offer
- If You Can, Throw in a Third One-Time Offer
- Finally, Start Sending Them Emails About Your Other Awesome Products and Offers

CHAPTER 5: ONLINE GIVEAWAY EVENT

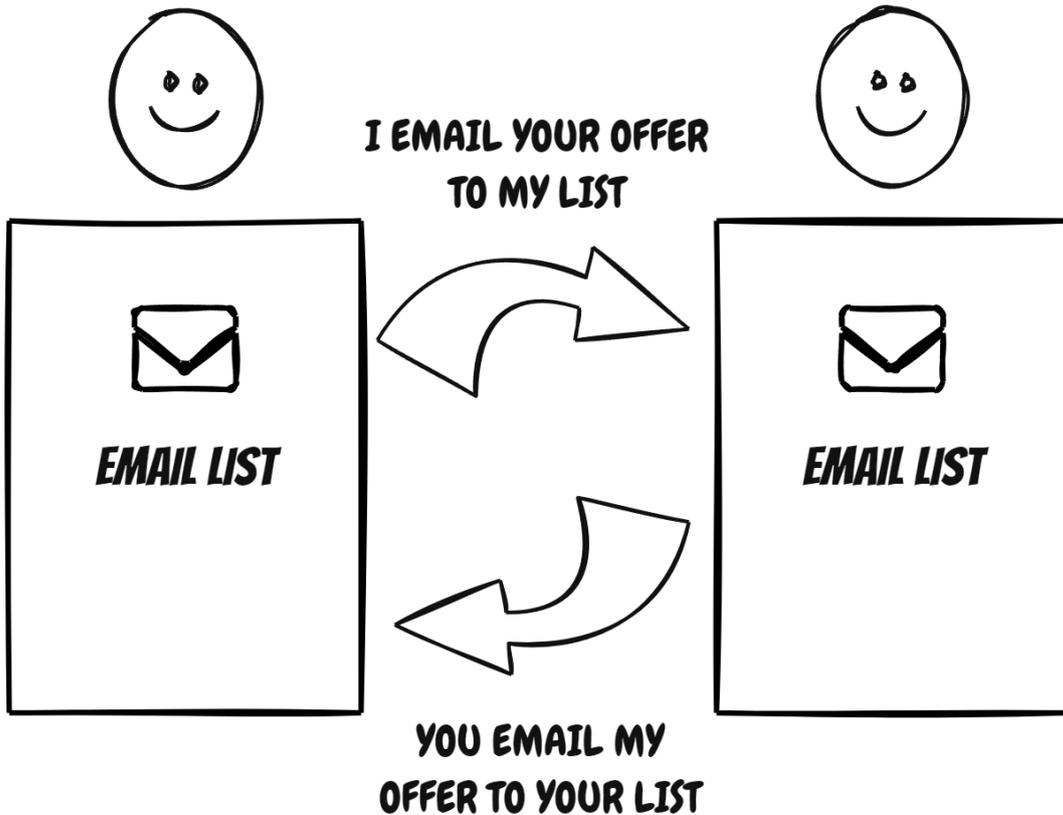
Basically Ad Swap, But On Steroids.

For this model to make sense, first let's talk about Ad Swaps. You know what an ad swap is, right? An ad swap is when two email list owners agree to mutually share advertisement space and promote each other's content to their respective email list.

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AD SWAP PARTNER A

AD SWAP PARTNER B



Two partners each have their own email list. An email list is a collection of email addresses belonging to people who have shown interest in your products, services, or content. These people are often referred to as subscribers or fans.

These two partners agree to promote each other's products or services to their respective email lists.

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Partner A sends an email to their list of subscribers, recommending Partner B's product or service. This email includes a brief description of what Partner B offers and why it is valuable to the subscribers.

In return, Partner B does the same thing by sending an email to their list of subscribers, recommending Partner A's product or service.

The benefit of this arrangement is that each partner gets exposure to a new audience (the other person's email list) without having to pay for advertising. It's a form of cross promotion that can help both parties grow their customer base or audience.

This is a great way to meet new people who might like what you're offering, without spending any money. But what if we could make this idea even bigger and better?

That's where **Online Give Away Events** come in!

An Evolution Of “Ad Swaps”

An Online Giveaway Event is like a mega online party where everyone brings something exciting to share. Imagine ad swaps but on steroids, where instead of just two people exchanging emails, you have a whole crew of friends joining in, making it bigger and more powerful.

This event is a collaborative effort where multiple partners come together to offer free gifts to their audiences, significantly amplifying reach and engagement.

Here's how it typically works:

First, gather a group of friends who also have email lists. These partners will be crucial for the big event. Aim to recruit about 5 to 10 partners – not too many, we want to maintain high quality content from each partners and ease of managing the giveaway.

Each partner contributes something valuable to give away for free, whether it's a cool e-book, an engaging video, or a useful tool that aligns with what their audience would love.

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Next, create a special webpage where all these free goodies will be listed. Think of it as setting up tables at a party, and each partners brings a different item to the potluck.

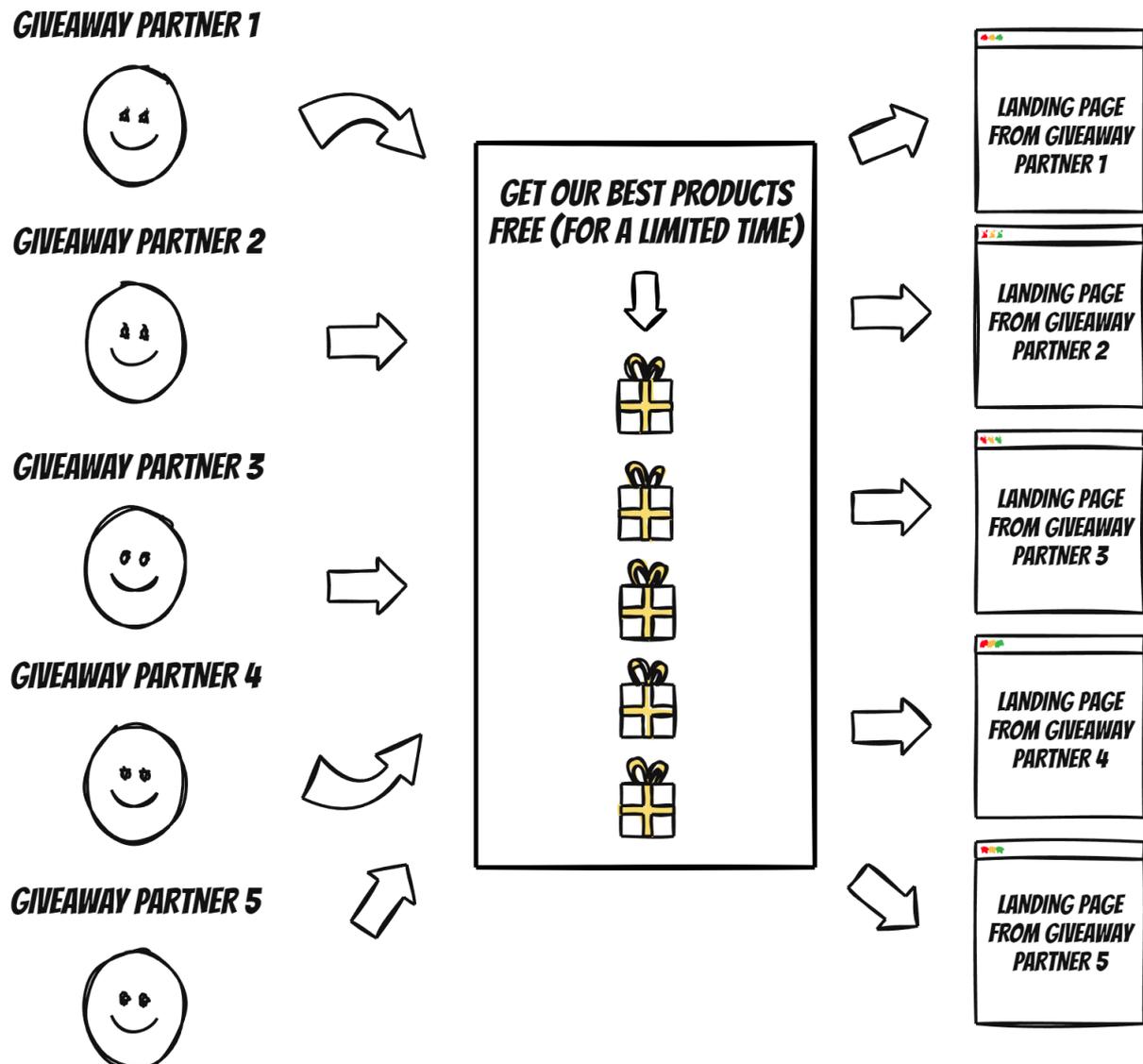
Decide on the duration of your Online Giveaway Event – usually a few days to a week works best. This timeframe is long enough for plenty of people to participate but not so long that they lose interest.

When it's time to kick off the event, all partners send out emails to their subscribers. This would be the invitations to check out the page filled with free offerings. Each partner uses a unique tracking link – managed through software or WordPress plugins like **Pretty Links** – to monitor traffic and engagement. This setup allows you to track which partners are driving traffic, giving you insight into the event's reach and success.

The magic happens when everyone promotes the same page to each of their database, exponentially increasing traffic and potential leads – far more efficient than ad swapping one-on-one.

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It's like throwing a massive party where everyone brings their own set of friends, rapidly expanding your audience and growing your list in a fun, collaborative way.



What You Need To Launch Your Online Giveaway Event

Pretty Links is a versatile WordPress plugin that allows you to create and track custom links, making it an invaluable tool for managing traffic during Online Giveaway Events.

While it's not specifically designed for giveaway events, Pretty Links can be adapted effectively to enhance your promotional efforts. Here's a detailed look at how you can leverage this plugin for your event:

How Pretty Links Works for Giveaway Events

Installation and Activation: The first step is to add the Pretty Links plugin to your WordPress site. This is done through the WordPress dashboard by navigating to Plugins > Add New, searching for "Pretty Links," and then clicking "Install" and "Activate." Once activated, Pretty Links allows you to create short, memorable URLs that are easy to share and track.

Create a Central Giveaway Page: Design a dedicated page on your WordPress site that lists all the offers from your

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giveaway partners. This page should be visually appealing and clearly showcase all the free gifts available during the event. Think of it as setting up tables at a party, each with a different gift.

Set Up Custom Links for Each Partner: Use Pretty Links to create unique tracking links for each partner involved in the giveaway. Open the Pretty Links plugin in your WordPress dashboard and click on "Add New Link" to create a new link for each partner. Set the target URL to your giveaway event page, ensuring that when someone clicks on this link, they are directed to your main giveaway page.

Assign Unique Slugs: A slug is part of a URL that identifies a specific page or post in human-readable keywords. For each partner, create a unique slug like "/partner1" or "/partner2." For example, if your website is "www.yoursite.com," the full links might look like:

www.yoursite.com/partner1

www.yoursite.com/partner2

www.yoursite.com/partner3

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Distribute Links and Track Traffic: Share these custom links with each partner. When they send traffic to your giveaway page, they'll use their specific link, allowing you to track which partners are sending traffic and how much. This setup provides valuable insights into the effectiveness of each partner's promotional efforts.

Monitor Performance with Pretty Links Dashboard: After the event, use the Pretty Links dashboard to see how many clicks each partner's link received. This data helps you understand which partners contributed most effectively to driving traffic and can inform future collaborations.

Some Things To Watch Out For

Before you dive headfirst into planning your Online Giveaway Event, here are a few words of caution to ensure everything runs smoothly and effectively:

Everyone Needs to Play Their Part: This strategy only works if all of your partners are fully committed to promoting the event. It's often better to collaborate with a small, dedicated group of friends who are genuinely invested in the success of the event, rather than trying to involve a large crowd that might not follow through.

Don't Overdo It: Hosting these giveaway events too frequently can diminish their impact. Just like eating ice cream for dinner every night, if you do it too often, it loses its appeal. Consider hosting these events occasionally, perhaps during holidays or special occasions, to keep them fresh and engaging.

How To Monetize The Online Giveaway

Remember how we talked about making money right away with your Lead Magnets? Lead Magnets are those enticing free offers you use to pique interest in what you do. They're a fantastic way to lure potential customers by offering something valuable upfront.

But here's the exciting part: you can apply the same principle to Online Giveaway Events.

After someone signs up to receive a gift, you can immediately present them with an opportunity to purchase something small. This way, you're not only expanding your audience but also generating revenue simultaneously. Pretty cool, right? This approach is all about capitalizing on the initial excitement and engagement that comes from receiving a free offer.

When someone signs up for your giveaway, they're already interested in what you have to offer, so why not take advantage of that moment? By presenting a low-cost product or service right after they receive their freebie, you're tapping into their

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heightened interest and increasing the likelihood of a sale. Think of it as a seamless extension of the Lead Magnet strategy.

For example: if your Lead Magnet is a free e-book on social media marketing, your immediate offer could be a detailed video course that expands on the topics covered in the e-book. Or, if you're offering a checklist as a giveaway, follow it up with an offer for a comprehensive toolkit or live workshop that provides more in-depth insights.

Example Giveaway Scenario

Consider a group of 5 coaches, each specializing in different areas of personal development, who decide to collaborate on an Online Giveaway Event. Their goal is to expand their email lists and reach new audiences by offering valuable resources for free.

The coaches begin by selecting partners whose audiences complement their own services. This ensures that the offerings are relevant and appealing to the collective audience.

Each coach develops a high-value digital product to give away, such as an e-book, video series, or toolkit. These resources are designed to provide actionable insights and solutions related to their area of expertise.

For example:

Mindfulness Coach: Offers a guided meditation audio series designed to help listeners reduce stress and increase focus.

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Productivity Coach: Provides a downloadable planner template that includes time management tips and productivity hacks.

Career Advancement Coach: Shares an e-book titled "10 Steps to Your Next Promotion," filled with strategies for career growth.

Fitness Coach: Creates a video workout series focusing on quick, effective exercises that can be done at home.

Financial Planning Coach: Offers a budgeting spreadsheet tool along with a guide on managing personal finances effectively.

The group sets up a dedicated webpage listing all the free resources available during the event. Each resource links back to the respective coach's Landing Page where participants can sign up to receive the gift.

The giveaway runs for 1 week, providing ample time for participants to explore and sign up for multiple offers. Each

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coach uses Pretty Links to create unique tracking links for their promotions.

To monetize the event, each coach can implement immediate upselling strategies. After participants sign up for the free resources, coaches can offer low to middle-ticket Upsells related to the giveaways, such as mini-courses or workshops. This strategy generates immediate revenue while expanding its reach.

Additionally, each coach uses Pretty Links to create unique tracking links for their promotions. They send emails to their existing subscribers, invite them to the event, and share the giveaway event on social media platforms. The unique links allow them to track which partners drive the most traffic and engagement.

As a result of this event, each coach experiences a significant increase in their email list, gaining new subscribers who are interested in their specific niche.

Chapter Recap

1. To start an online Giveaway event, you need at least 5 to 10 Partners (not too many!) with mailing lists and ability to send traffic, and do “ad swaps” on a massive scale.
2. The Online Giveaway runs for a limited time i.e. 3 to 7 days (not too long) and can be launched every once in a while, or do it with different groups of Partners in rotation.

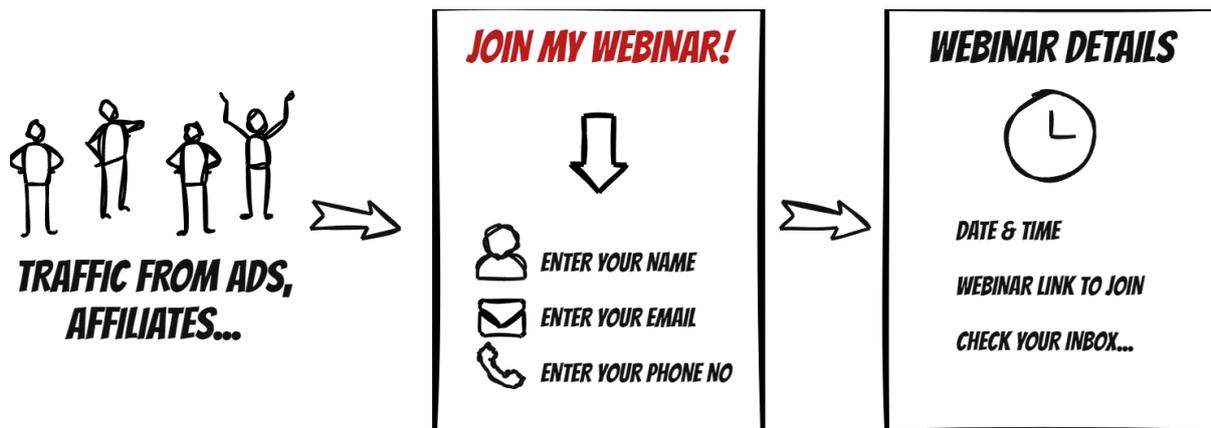
CHAPTER 6: PROVEN WEBINAR MODEL

Where Millions Of Dollars Are Made (And It's Far From Dead...)

Alright, let's talk webinars. You've probably heard people in forums and groups claiming webinars are dead. They've been saying that for years.

But here's the kicker: somehow, there are folks out there still making millions off this "dead" model. Year after year. Funny how that works, huh?

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First things first: Webinars have been a staple in the digital marketing toolkit since at least 2008, long before the pandemic made them a household name. Imagine the convenience: instead of hosting a seminar in a single city, you can reach a global audience, all in one session.

Take Tony Robbins, for example. Back in the day, people from outside the U.S. would have to shell out thousands of dollars just to fly in for one of their seminars – plane tickets, hotels, the whole shebang. But now? You can join in on the fun without leaving your house!

Webinars open up new markets that were previously just a dream, truly leveraging the Blue Ocean Strategy. Instead of

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being limited to a local audience, you can reach anyone with an Internet connection

There are two main flavors of webinars: live and evergreen. Live webinars are like the real deal, it is happening right now. Picture it as a live TV show, but for your business. You're there, your audience is there, and it's all going down in real-time. You can chat, answer questions, and communicate with your viewers, still creating an engaging environment.

If done right, the energy can just be as electrifying as physical seminars, and you are still able to get immediate feedback, making it a truly interactive experience. You get to showcase your expertise while building a genuine connection with your audience, fostering a sense of community that can linger long after the session ends.

On the other hand, evergreen webinars are like Netflix for your business content. You record it once, and boom! It's there whenever someone wants to watch it. This format offers convenience for folks who can't make a specific time. They can just pop in whenever they feel like it, fitting learning into their busy schedules without the pressure of live attendance.

The beauty of evergreen webinars lies in their scalability – once you've created that polished, informative content, it continues to work for you, reaching new audiences and generating leads around the clock. You can fine-tune your presentation, adding slick graphics and well-crafted scripts, ensuring that your message is delivered perfectly each time.

In my experience, live webinars convert better and get more people to take action. So that's what we're going to focus on here.

Delivering Your Pitch in a Live Webinar

Here's a little secret: in a way, you're actually delivering a Video Sales Letter (VSL) presentation, just in a live webinar format and in real-time. The Video Sales Letter (VSL) is a type of presentation designed to sell a product or service and typically comes in video format.

But don't let that intimidate you. It's not as difficult as it sounds – think of it as a dynamic way to share your passion and expertise while guiding your audience toward a purchase.

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A Video Sales Letter (VSL) is a great way to sell stuff using video. Unlike regular sales letters that are just text, a VSL grabs your attention with cool visuals, sound, and stories. It aims to take viewers on a journey that shows off the benefits of the product or service, making them want to buy or sign up.

Basically, a VSL mixes the classic sales pitch with the engaging feel of a video. This approach helps you to connect more personally with your audience by using voice, facial expressions, and visuals to make the message stronger as compared to the conventional sales letter.

A good VSL usually starts with a catchy intro, followed by a detailed look at the product or service, includes testimonials or success stories to build trust, and ends with a strong call-to-action urging viewers to act now.

VSLs work well because they engage multiple senses at once, making it easier for people to understand and feel connected to the message.

When it comes to pricing your live webinar, you typically want to set your offer between \$300 and \$1,000. This range is a great spot for many online courses or training programs, as it

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represents a solid investment while allowing you to deliver real value. Of course, depending on your audience and what you're offering, you can definitely go higher – the sky's the limit!

The key is making sure your offer resonates with your audience. You need to truly understand their pain points and their wants. This helps you create an offer that feels relevant and necessary. If you can show them the benefits and transformations your product or service will bring, the price won't seem like a big deal.

When you highlight the value and results your webinar provides, those higher price points will feel like a steal. Use testimonials, case studies, and success stories to prove the positive impact of your training. This builds trust and shows that your offer is an investment in their success, making them more likely to say yes. It's all about creating a clear picture of the value you deliver, so attendees walk away feeling excited and ready to take action!

Webinar Case Study

The "Unleash Her Power Within" program by Tony Robbins offers a transformative experience for women, featuring seven live training sessions with guest experts. and a four-day virtual "Unleash the Power Within" event with Tony Robbins.

In addition to the live events, participants receive essential program materials and access to an exclusive community of women for ongoing support and connection.

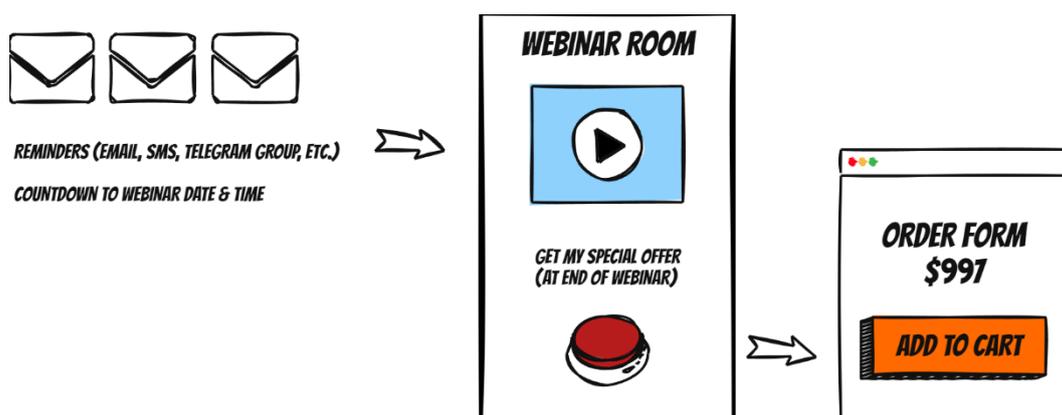
The program is priced at \$895, which is relatively affordable considering Tony Robbins' reputation. This pricing strategy is intended to attract a larger audience, widening the pool of potential customers for upselling opportunities.

How Long Should The Webinar Be?

The sweet spot for webinar duration is 75 to 90 minutes. Any shorter, and you might not have enough time to really delve into your content, build trust, and create a sense of urgency around your offer.

You want to lay the groundwork, share compelling stories, and address any objections your audience might have.

On the flip side, if you go longer, you risk losing people's attention – after all, even the most engaging content can start to feel tedious if it drags on.



How To Get People To Watch Your Webinar?

1. **Run ads:** YouTube is particularly effective for this. Since people are already in "video-watching mode," they're more likely to sign up for a webinar. Craft engaging video ads that tease the value of your webinar, and use targeted demographics to reach your ideal audience.
2. **Go lean and mean:** If you want to start without spending on ads, consider teaming up with other email list owners. This is called a Joint Venture (JV). By collaborating with someone who have a similar audience, you can tap into their email list and reach potential attendees who are already interested in your niche.

Breaking Down The Joint Venture Strategy

First off, what's a Joint Venture (JV)? Basically, it's a collaboration with someone who has their respective email list or audience, and they're willing to team up with you to promote a shared goal.

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A case study of a successful Joint Venture (JV) is the collaboration between Tony Robbins and Dean Graziosi. Both of these influential figures have established strong, loyal followings and powerful personal brands in the realms of personal development and entrepreneurship.

In 2019, Robbins and Graziosi teamed up to promote their "Knowledge Business Blueprint" program through a series of live webinars. Their combined audiences represented millions of engaged followers, creating a massive potential reach.

By leveraging their strengths – Robbins' expertise in personal development and Graziosi's skills in real estate and marketing – they crafted a compelling offer that resonated with both of their audiences.

They delivered high-value content focused on teaching participants how to monetize their knowledge and expertise. They shared actionable insights, success stories, and strategies that attendees could implement immediately.

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The partnership allowed them to cross-promote the webinars, giving both of their audience's multiple opportunities to attend and engage with the content.

The collaboration was a success while solidifying both of their brands as leaders in the knowledge monetization space. Their ability to create a high-impact JV not only expanded their reach but also enhanced their credibility.

When working with JV partners, it's suggested to conduct 1-2 webinars a week per partner. This increases the chances of success, much like casting a line more often improves the chance of you getting fishes. It also gives the audience multiple chances to participate if they miss a session.

Here's the thing, though: you can't be peddling some cheap product here. Your offer needs to be what we call "middle-ticket" or higher. We're talking at least a few hundred dollars, maybe even a few thousand. Why? It's all about making it worth everyone's time.

Just like the example of Robbins and Graziosi earlier, the offer was positioned as a premium program, priced at \$1,997. This "middle-ticket" price point ensured that both Robbins and

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Graziosi would earn significant commissions for each sale. By creating an attractive split of profits, they motivated each other to promote the webinars.

Your JV partner is essentially lending you their audience, and that's valuable real estate. They're not going to do that for peanuts. If you're only selling a \$20 e-book, even if you split it 50/50, they're only getting \$10. Not exactly motivating, right?

But if you're offering something for \$500, and you split that 50/50, now we're talking \$250 per sale for them. That's the kind of number that makes people sit up and take notice.

By positioning your offer as a high-value product, you not only incentivize your JV partners but also create a compelling proposition for their audience, making it a win-win scenario for everyone involved. This approach maximizes the potential for sales while ensuring your partners feel rewarded for their support.

It's all about making it worth your JV partner's while. You want them to look at this deal and think, "Heck yeah, I'm in!" The goal is to create excitement around promoting your webinar,

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ensuring they recognize there's a substantial financial incentive for them as well.

Remember, these folks are granting you access to an audience they've likely spent years nurturing. It's crucial that what you're offering is valuable enough to create a win-win scenario for both parties. If your offer doesn't resonate or isn't compelling, they won't be motivated to share it with their followers.

Quick note: If you're only selling low-ticket items, it's best to stick to regular sales pages. Consider checking out the later chapter on the "100% Affiliate Program Model" for alternative strategies.

Webinars excel when it comes to higher-priced offers, as the format allows for deeper engagement and a more persuasive presentation of the value you're providing.

By focusing on middle-ticket or premium products, you can ensure your JV partners feel excited and confident about the partnership, maximizing the potential for conversions and long-term relationships.

Preparation Steps Before an Online Webinar

To kick off your webinar, an engaging agenda is key. Start with an icebreaker to set a friendly tone and encourage participation among your audience. Use engaging polls to gather real-time feedback and involve attendees in the discussion. A well-structured agenda ensures a smooth flow and enhances the overall experience.

Next, choosing the right platform is important for a successful webinar. Look for features like screen sharing, chat functionality, and recording options, as these tools make your audience more lively and closer to a physical experience.

A platform that supports interactive elements – such as live polls and Q&A sessions – will help maintain engagement. Ensuring that the platform aligns with your technical needs and audience expectations is vital for a seamless experience.

Before the big day, it's important to test your technology thoroughly. Check your Internet connection, audio, and video quality. Go through your presentation materials to ensure it flows smoothly and that any links or resources are accessible.

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Running a trial run helps you identify potential technical hiccups, giving you peace of mind when it's time to go live.

All this preparation will be in vain if you don't have compelling content. Take the time to understand your audience and what they're looking for, and craft content that resonates with their needs.

Most importantly, highlight the value of your offer clearly, and rehearse your presentation multiple times to build confidence and ensure a smooth delivery.

Engaging Your Audience for the Webinar

Now, here's a professional tip: don't just wing it on the day of your webinar. Set up a launch sequence that builds anticipation and excitement.

Start promoting 5-7 days before the webinar. Think of this as your pre-party! You want to get folks all revved up. Fire off some engaging emails, blast your social media channels, and

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consider dropping a blog post or two. The goal? Get people thinking, “Dang, I can’t miss this!”

Reach your audience across all platforms– email, WhatsApp, Telegram groups – whatever it takes to get them pumped up! Use each channel to create buzz about your upcoming webinar.

Send out informative emails to provide details and build anticipation. Utilize WhatsApp and Telegram for quick reminders and updates, making it feel more personal and immediate.

Consider creating a countdown or sharing sneak peeks of what attendees can expect. The more ways you engage with your audience, the more likely they’ll remember to show up and participate.

On the big day, be a friendly reminder for your audience. Send a "Rise and shine, it's webinar time!" email in the morning, followed by a "2-hour warning!" closer to showtime. Right before going live, send a "We're starting in 15 minutes, grab your seat!" message. Keep it fun and light to ensure they remember.

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After the webinar, keep emailing your leads to push them toward your call-to-action. Here's where a lot of folks drop the ball: the webinar's over, but your job isn't done! Thank those who showed up, and for the no-shows, don't worry – send them a recording if you've got one.

Then, over the next few days, keep popping into their inbox. Share key takeaways from the webinar, toss in some success stories, and remind them about your awesome offer. It's like you're having a coffee talk, just spread out over a few emails.

Remember, a webinar isn't just a one-and-done deal. It's a whole event that builds excitement before, during, and after. By nurturing that relationship and keeping the conversation going, you maximize your chances of converting attendees into loyal customers.

Follow-Up Process For Webinars

A well-thought-out follow-up strategy is crucial for converting attendees into customers and maintaining engagement long after your webinar ends. Here are some ideas to effectively implement a follow-up plan:

Thank You Emails: Immediately after the webinar, send out a thank you email to all attendees. Express appreciation for their participation and remind them of the key takeaways. This simple gesture fosters goodwill and keeps the connection warm.

Recording Access: Include a link to the webinar recording in your follow-up email. This allows attendees to revisit the content and share it with others who might benefit. For those who missed it, this can also serve as an invitation to catch up on what they missed.

Additional Resources: Provide attendees with supplementary materials, such as slides, guides, or relevant blog posts. This adds value and reinforces the information shared during the

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webinar, helping attendees feel like they gained more than just the live experience.

Special Offers: If you presented a product or service during the webinar, consider offering a limited-time discount or bonus for attendees. This creates a sense of urgency and encourages immediate action. Clearly outline the benefits of taking advantage of the offer.

Feedback Requests: Send a follow-up survey to gather feedback about the webinar. Ask participants what they liked, what could be improved, and what topics they'd like to see in future sessions. This information is invaluable for enhancing your future webinars and shows attendees that their opinions matter.

Engagement Series: Plan a series of follow-up emails over the next week or two. Use these to share success stories, additional insights, or related content that ties back to the webinar. This keeps the conversation going and maintains interest in your offerings.

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Personalized Outreach: If you have a smaller group of highly engaged attendees, consider reaching out personally. A short email or message thanking them for attending and inviting them to discuss any questions or thoughts can create a strong personal connection.

Social Media Engagement: Encourage attendees to connect with you on social media. Share snippets or quotes from the webinar on your platforms and invite attendees to join the conversation. This not only keeps your brand top-of-mind but also fosters community.

Next Steps: Clearly outline what attendees should do next. Whether it's signing up for another webinar, joining a mailing list, or checking out your services, make it easy for them to take that next step.

Long-Term Nurturing: Keep nurturing your relationship with attendees by adding them to your regular email list (with their consent) and providing them with ongoing value through newsletters, updates, and future webinar invitations.

What If I Am Camera-Shy?

But what if you're not comfortable being the main speaker?

What if you'd rather have big-name experts doing the talking?

Well, you're in luck. In the next chapter, we're gonna look at a model that lets you host your own mega-event without being the star of the show. And the best part? You can do it all online.

Chapter Recap

- Live sessions generally yield better conversions
- Partnering with established speakers can amplify your reach by doing a online webinar joint venture.
- A solid follow-up plan after the webinar is vital for nurturing leads.

CHAPTER 7: ONLINE SUMMIT MODEL

Host Your Own Mega Event Without Being A Speaker - Online!

So, we covered Webinars. Now what if... it can be grander? Bigger? More profitable? Something you can launch every now and then as a special online event?

Well, I call this the Online Summit model. Think of it like a big online party where lots of smart people share their knowledge. Or a bunch of mini-webinars rolled into one main event.

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Now, here's the cool part: **you can host one of these without being the main speaker**. That's right. You don't need to be an expert on everything. You just need to know how to bring experts together.

(Now, if you want to be one of the speakers yourself, that's okay. I'm just letting you know there's an option...)

Why Host Online Summits?

In the previous business model, you've learned that you can launch your own webinars and sit virtual butts for it. So, why do it with others?

Some advantages and long-term outcomes you can look at:

- ✓ **The Online Summit model can help build your connections at a faster pace.** Because of its higher profile and visibility compared to solo webinars (nothing wrong with that), you put yourself out there easier and quicker.
- ✓ **Mass seeding new people that can be turned into customers later.** While you definitely want people to act now, the reality is those who do are just a fraction. But don't discount the rest of the fence sitters; they can still

buy later. And the Online Summit model is amazing at doing this on a large scale.

- ✓ **You get to make money right away from the Speakers' sales, which is usually High-Ticket.** Typically as Organizer, you get half of what they make!

How It Works In A Nutshell:

- **First, pick a main theme or topic.** It could be anything your audience cares about. Maybe it's "How to Make Money Online" or "Ways to Get Healthy Fast." The key is to choose something lots of people want to learn about, that has mass appeal.
- **Next, invite experts to speak about this topic.** These are experts who specialize in various aspects of your main topic. For example, if your summit is about making money online, one person might discuss blogging, another might cover selling on Amazon, and another might focus on freelancing.

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- **The online summit runs for 2 to 3 days.** 1 day is too short to leave any lasting impact, and any longer than 3, and you risk a sharp drop in the retention rate. So, 2 or 3 days is just right.
- **Each expert speaker gets about 60 to 90 minutes of airtime.** During this time, speakers share their best value content. At the end of their session, each speaker can sell something (if you want), usually a course or program that can be fulfilled mostly or entirely online – and as the organizer, you get to keep a cut of what the sales they make!

Now, you might be wondering, "Why would people want to sit in front of the computer or laptop for hours or days?" and "how do I get people to attend this summit?" Don't worry, I've got you covered.

The coolest thing about online summits is that you're not doing all the work alone. Each expert you invite will tell their respective followers about the event. So, if you have 10 Speakers = that's 10 instant Super Affiliates helping you spread the word!

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Now, of course, don't just sit back and let the speakers do all the work. As an organizer, you should still pull in your weight. Often, these speakers are doing well for themselves, so the truth is, you probably need them more than they need you.

So, you're expected to go all out – post about it on social media, send emails to people who might be interested, and even run some ads where you can.

That's the game plan in a nutshell. Let's dive into some details...

How To Name Your Online Summit

Keep it short and direct, 2 to 4 words max, so people remember it easily and you'll be able to say it without tripping over words.

Here are some naming conventions you can use, along with some examples:

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[TOPIC] Summit	Fitness Revolution Summit
[TOPIC] Workshop	Digital Mastery Workshop
[TOPIC] Conference	Entrepreneur's Conference
[TOPIC] World Meet	Wellness World Meet
[TOPIC] Expo	E-comm Expo
[TOPIC] Symposium	Social Media Symposium
[TOPIC] Forum	Financial Freedom Forum
[TOPIC] Conclave	Content Creator's Conclave
[TOPIC] Assembly	Affiliate Marketing Assembly
[TOPIC] Gathering	Green Business Gathering

Criteria For Speakers

You don't want to pick just anyone or even any speaker for that matter. For this Online Summit Model to be a profitable success, you need to be selective about WHO you invite to speak.

Here's what to look for:

- **Profit Speaking Experience:** You want speakers who can do more than just talk - they need to be able to sell. Look for people who have experience selling products or services during webinars or on stage. This skill is crucial because it means they can engage your audience and potentially generate sales during the summit.
- **Targeted, Congruent Offers:** Make sure your speakers have products or services that relate to your summit's topic. These should be online in nature - things like courses, online workshops, or licensing deals.
- **High-Ticket In Nature:** Ideally, their offer should be priced around \$500, \$1,000, \$2,000 or higher. Remember, you'll

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be getting a cut of these sales, so higher prices mean more profit for you + cover ad costs easily.

- **Fully Prepared Presentation:** Your speakers should have a ready-to-go presentation that's between 75 to 90 minutes long and have no qualms about letting you check them out in advance. If you want to, you can require the Speaker to display a watermark of the summit's logo on every Slide.
- **Support Team for Fulfilment:** This is often overlooked, but it's crucial. Your speakers should have their own teams for fulfillment and support. There's no point in making sales if they can't deliver on promises or handle inquiries. This can lead to mass refunds and chargebacks, damaging your reputation due to "guilt by association."
- **Existing Following:** Look for speakers who have their own email list or social media following. This will be crucial for marketing your Online Summit. They'll be able to spread the word to their own audience, bringing more potential attendees to your event.

Where To Find Speakers?

1. **Ask for Referrals:** This is often the best way to find speakers. Reach out to your network on social media or in Facebook groups. Ask if anyone knows great speakers on your topic. People love to help, and personal recommendations are often the best.
2. **Check Your Email List:** Look through the experts or gurus you're already subscribed to. If they're in your inbox, chances are they're relevant to your field and know how to engage an audience.
3. **Industry Leaders:** Think about the people you've heard of in your industry. Who are the big names everyone respects? These could be potential speakers.
4. **Conference Speakers:** Look up recent conferences in your field. Who were the speakers there? These people are already experienced in presenting to large audiences.
5. **Podcast Guests:** If there are popular podcasts in your niche, check out their past guests. These experts are used

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to sharing their knowledge and might make great summit speakers.

6. **Authors:** Look for people who have written books on topics related to your summit. They're usually eager to share their expertise and promote their work.

7. **YouTube Influencers:** Many experts in various fields have YouTube channels where they share their knowledge. These could be great potential speakers.

While there is no “magic number” for how many speakers you should invite, you can aim for a modest 3 to 4.

At the same time, I advise NOT overwhelming the contents of your online summit with too many speakers. Focus on quality over quantity.

Sample Invite Message

Here's a sample message you could use to invite a potential Expert Speaker. Feel free to adjust it to fit your style and the specific person you're reaching out to:

Subject Line: Invitation to Speak at [Your Summit Name]

Dear [Speaker Name],

How are you doing? I'm [Your Name], and I'm organizing an Online Summit called [Summit Name] scheduled for [dates].

Given your expertise in [their specific area], I would be honored if you would consider being one of our featured speakers.

[Summit Name] aims to [brief description of summit goals]. We're expecting [number] attendees who are eager to learn from industry experts like yourself.

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As a speaker, you would have a 75 to 90 minute slot to share your insights and, if you wish, present an offer to our audience. We're offering a 50/50 split on any sales made during your presentation.

I believe your perspective on [specific topic] would be incredibly valuable to our audience. Would you be interested in participating?

If you're open to this opportunity, I'd love to schedule a call to discuss the details further.

Thanks for reading and I hope we can work together!

YOUR NAME

What Days Should You Host The Online Summit, And How Long?

Duration Of The Summit

As mentioned earlier, you want to keep your Online Summit between 2 to 3 days.

You might see some Online Summits going for 4 to 5 days even, but in my experience, that's kinda pushing it. In “Internet” terms, that’s a long time and with mounting distractions, it’s going to be an uphill battle just keeping your summit attendees engaged.

Best Days to Host

Weekends are your best bet. Aim for Friday, Saturday, and Sunday if you're doing a 3-day summit. If you're going for 2 days, Saturday and Sunday are perfect.

Daily Duration

How many hours should each day of your summit last? That depends on a few things:

- If your Attendees are spread across different time zones: Keep each day to about 3 to 4 hours. This way, you're not asking people to stay up all night or wake up at the crack of dawn to attend.
- If most of your Attendees is in the same time zone: You can go longer, even up to a full day from 9:00 AM to 5:00 PM local time, with breaks in between.

Full Day Agenda (Sample)

9:00 AM Opening Session

9:45 AM Break

10:00 AM Keynote Speaker 1

11:15 AM Break

11:30 AM Keynote Speaker 2

12:45 PM Lunch Break

1:30 PM Keynote Speaker 3

2:45 PM Break

3:00 PM Keynote Speaker 4

4:15 PM Break

4:30 PM Hot Seat Session

5:00 PM END

** Feel free to tweak accordingly. The average session lasts 45 to 75 minutes. Short break is 15 minutes. Lunch break is 60 minutes.*

Should The Tickets Be Free Or Paid?

Should you give away tickets for free, so you can get more volume in attendance? Or should you charge for them upfront, but the number of attendees will most likely be lower?

Having run both types of pricing models at least several times, we've arrived at the following conclusions:

The Problem with Free Tickets

Free leads might sound great on paper. After all, who doesn't love free stuff? And yes, when you advertise free tickets, you'll probably see a low Cost Per Lead.

But here's the catch: free often means no commitment. We've found that with free tickets, the show-up rate can be dismally low - often below 30%. And retention? Even worse. People who don't pay often don't value the content as much. It's just human nature.

The Challenge with Paid-Only Tickets

On the flip side, if you only offer paid tickets, especially if you're new to this game, you might struggle to get attendees. People are hesitant to pay for something from an unknown entity.

What's The Solution? A Mix Of Free And Paid Tickets.

Why this structure works:

- ✓ Free tier attracts people who are just curious or new to your brand
- ✓ Paid tiers give committed folks extra value
- ✓ Having different price points allows people to choose their level of investment

The main purpose of charging tickets isn't to make a profit upfront (although that's a nice bonus). It's about getting the commitment from attendees. When people pay, even a small amount, they're more likely to show up and engage.

Plus, it helps offset any advertising costs you might have.

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Pro Tip: Give your ticket tiers catchy names. Instead of Silver and Gold, you could use names like "Explorer" and "VIP", or "Starter" and "All-Access".

Here's how we structure it – you can model after something like this:

Free Ticket	Silver Ticket (\$17)	Gold Ticket (\$97)
<ul style="list-style-type: none">▪ Access to live sessions	<ul style="list-style-type: none">▪ Access to live sessions▪ Recordings of all sessions▪ Bonus materials from Speakers	<ul style="list-style-type: none">▪ Everything in Silver▪ VIP Q&A sessions with Speakers▪ Exclusive Mastermind session

NOTE: these prices are just suggestions. You can adjust based on your audience and the value you're providing.

So, Where Is The Monetization?

Now we're getting to the good stuff! While ticket sales are nice, they're not where the big money is made in online summits. Here's where the real monetization happens:

1. Affiliate Commissions from Speaker Sales

Remember those speakers you carefully selected? The ones with High-Ticket offers? This is where that pays off. As the summit organizer, you get a cut in every sale they make during their presentation.

Typically, you can ask for anywhere from 25% to 50% of each sale. That might sound like a lot, but remember - you're providing the platform and the audience. It's a win-win: the speakers get exposure to a new audience, and you get a share of the profits.

2. Your Own Premium Offers

As the organizer, you have a unique opportunity to offer your own High-Ticket products or services. You've spent days building trust and delivering value to your audience - now's your chance to invite them into your world.

And here's a neat trick: you can offer your speakers a commission on any sales of your products that come from their referrals. It's another way to incentivize them to promote your summit and engage their audience.

3. Long-Term List Building

Don't underestimate the value of the list you're building. These are people who have shown a keen interest in your niche. They're not just random email addresses - they're potential long-term customers.

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With this list, you can:

- ✓ Promote future events
- ✓ Offer exclusive products or services
- ✓ Build ongoing relationships that lead to repeat sales

4. High-Ticket Sales Opportunities

Online summits are fantastic for selling high-ticket items. Why? Because you have 2-3 days to build what we call an "awareness bridge". You're not just pitching a product - you're educating your audience, showing them the value, and building trust.

By the time you or your speakers make an offer, the audience is primed and ready. They understand the problem, they trust you as an authority, and they're eager for a solution.

How To Market Your Online Summit

Marketing your Online Summit is crucial to its success. After all, what good is an amazing event if no one knows about it? Let's dive into some powerful strategies to get the word out and fill your virtual seats.

Leverage Your Speakers as Joint Venture Partners

Your speakers are your secret weapon when it comes to marketing. They're not just presenters; they're your immediate Joint Venture Partners. Here's how to make the most of this relationship:

- ✓ **Provide them with promotional materials:** Create eye-catching graphics, email templates, and social media posts they can easily share with their audience.
- ✓ **Set up regular communication:** Keep your speakers engaged and excited about the event through regular updates and encouragement.

- ✓ **Create a speaker's guide:** Outline expectations, provide promotional schedules, and offer tips on how to effectively promote the summit.

Incentivize Your Speakers

Remember, your speakers are doing you a favor by participating. While they benefit from the exposure, you need to make it worth their while to actively promote your event. Here's how:

- ✓ **Offer 100% commission on ticket sales:** This might seem counterintuitive, but it's a powerful incentive. When speakers know they'll receive all the revenue from their ticket sales, they're much more likely to promote aggressively.
- ✓ **Why give away all the ticket revenue?** Because you need them more than they need you, especially if you're new to hosting summits. The real money is in the backend sales and list building anyway.

- ✓ **Consider offering bonuses:** For speakers who go above and beyond in promotion, offer additional perks like featured placement on your website or an extra promotional email to your list.

Set Up an Affiliate Program

An affiliate program can significantly expand your reach. Here are some options to consider:

- **ThriveCart:** Known for its ease of use and robust features, ThriveCart is a popular choice for managing affiliates.
- **Digistore24:** This platform offers automatic payouts and works well for digital products.

Whichever platform you choose, make sure to:

- ✓ Offer competitive commission rates
- ✓ Provide affiliates with marketing materials

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- ✓ Set clear terms and conditions
- ✓ Regularly communicate with your affiliates to keep them motivated

Run Your Own Advertising Campaigns

While your speakers and affiliates will bring in a significant portion of your audience, don't neglect your own marketing efforts:

1. **YouTube Ads:** Create engaging video teasers for your summit and target them to viewers interested in your topic.
2. **Facebook Ads:** Use Facebook's detailed targeting options to reach potential attendees. Consider retargeting ads to people who've visited your website but haven't signed up yet.

Start your ad campaigns early, at least 4 to 6 weeks before the summit, to build anticipation and give people time to clear their schedules.

Leverage Your Own Platforms

Don't forget about your existing audience:

- **Email List:** If you have an email list, start teasing the summit early. Create a series of emails that highlight the value of attending and introduce your speakers.
- **Social Media:** Use all your social media platforms to create buzz. Consider doing live videos to answer questions about the summit and give sneak peeks.
- **Blog/Website:** Write blog posts related to your summit topic. Include a call-to-action to sign up for the summit in each post.

Create a Content Marketing Strategy

Content marketing can be a powerful tool for attracting attendees:

- **Guest Blogging:** Write articles for popular blogs in your niche, mentioning your summit where relevant.

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- **Create a Summit Blog:** Start a blog specifically for your summit, sharing valuable content related to your topic and featuring your speakers.
- **Develop a Free Lead Magnet:** Create a valuable freebie related to your summit topic. Use this to collect email addresses and nurture leads up to your event.

Harness the Power of Partnerships

To boost your summit's reach, team up with influencers and complementary businesses. Offer influencers special perks like exclusive VIP access and generous affiliate terms, allowing them to earn commissions on ticket sales through their unique links.

Partner with related businesses, like a website hosting company, for cross-promotion. This strategy expands your audience and enhances your event's success while providing partners with opportunities to earn and connect with your audience.

Use Scarcity and Urgency

Create a sense of FOMO (Fear of Missing Out) to drive registrations:

- Offer early bird pricing with a clear deadline.
- Highlight that live access is only available during the event dates.

Chapter Recap

- Decide on an overarching theme for your Online Summit, and get at least 3 to 4 expert Speakers with High-Ticket Offers.
- Run the online event for 2 or 3 days max (allow for minimum 4 to 6 weeks to market)
- You can offer a combination of FREE and PAID tickets – so you have both volume and pay off some of your ad cost.

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- Do a combination of paid ads, JVs and own social media to drive leads to the Online Summit
 - Repeat every few months, or a few times a year!
- If you're offering recordings, make it clear they're only available for purchase for a limited time after the event.

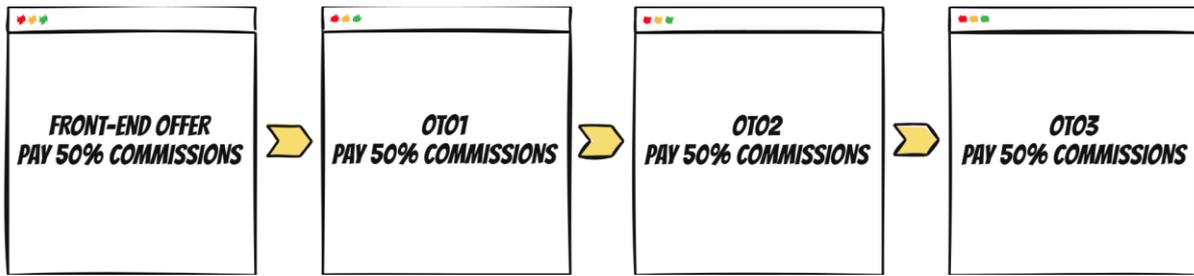
CHAPTER 8: 100% AFFILIATE PROGRAM MODEL

Generosity Leads To Long Term Riches...

As you probably already know, most affiliate programs out there offer commissions ranging from 50% to 75% payout. That's pretty darn generous already, considering you're giving away half or more of your sales to your Affiliates, and you pocket the other half.

I'm not talking about just the Front-End Offer; this is across the funnel.

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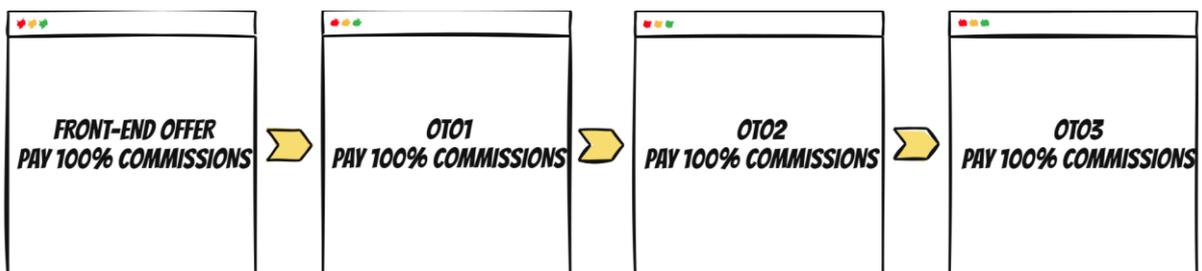


While there's absolutely nothing wrong with this setup – marketers have been using this as the default commission plan in the Info Product space for decades...

What if I told you there's a way to kick things up another notch?

What if you could offer...100% commissions?

Again, I'm not just talking about the Front-End product. I'm talking 100% across the board, including all your Upsells or One-Time Offers (OTOs).



Now, I can almost hear you thinking, "ARE YOU CRAZY?!"

That was my first reaction too when I first heard this proposal. Because doing this means I won't make any profit from the launch.

I remember thinking, "Why would I put in all this hard work creating products, writing sales pages, and setting up funnels, only to give everything away? That's practically working for free!"

Okay, let's zoom out and look at the bigger picture:

See, most launch marketers in the business are actually short-sighted. They focus on the profits NOW. Again, nothing wrong with that. I mean, given a choice, most people prefer to take the money NOW vs later.

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So, here's a hypothetical question – would you prefer to:

A. Take \$10,000 now

B. Wait 3 months, take \$100,000

Presented with a new option, I think most if not everyone wouldn't mind waiting a bit more for the bigger payoff.

That's the kind of mindset we should have with this 'peculiar' approach. Really, the way to launch this Offer with Affiliates is pretty much all the same – except for the **100%** commission payout across the funnel.

It's about motivating your affiliates to go absolutely bonkers promoting your stuff. Your affiliates are used to hearing about 50% or maybe 75% commissions. That's the norm.

Sure, they can make decent money with those commission percentages. But when you come along offering 100% across the entire funnel? You're going to have affiliates falling over themselves to promote your products.

Where Do I Make The Profits?

"Okay, if I'm willing to do all the work and give away 100%, then how am I going to make profits, and where?"

Great question. The big payoff here is in **building your Buyers list. At warp speed.**

Essentially, you're paying your Affiliates to build your list for you. And the beauty of it? You're not paying out of pocket; at least not upfront.

Here's how it works:

- Your Affiliate generates the sales. They keep ALL the net sale amount, minus the transaction fee. Let's say your product is priced at \$20. He or she gets to pocket that minus a small transaction fee (you know, those pesky charges from PayPal, Stripe or whatever payment processor you're using).
- The same applies to all Offers in the funnel. Your Affiliate keeps all the net sales, and at no loss to you either.

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- In turn, you get new referred customers added to your list.

In this arrangement, similar to any affiliate program, your affiliates are incentivized to promote your offer enthusiastically. They save time and effort by not having to create their own products, write sales letters, or set up systems. This allows you to build your buyers list a heck of a lot faster.

And you know what? As I'm writing this, there aren't many vendors I know that have offered so generously – in the past couple of decades.

So, this approach still has novelty.

You might have heard top marketers say they're willing to break even or even lose money to acquire a single customer. Why? Because they know they can monetize through other follow up offers.

While they're confident in this approach, it can sound a bit scary to others. That's where this 100% commission model comes in; it's like a safer version of that strategy.

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You can monetize the newly built Buyers List through various ways like:

- ✓ Promoting your other Offers
- ✓ Promoting Affiliate Offers
- ✓ Sell your own High-Ticket programs or services

And at this point forth, YOU keep ALL the sales here.

That's right. From here on out, you don't need to share a cut with your Affiliates – well, unless you want to. But I don't do that, because I've already rewarded generously on the Front-End and the OTOs in the funnel.

And because there's now a massive list of new Buyers, you have a near-instant sizable audience to mail to and make the REAL profits compared to slowly building it on your own.

How To Launch The 100% Commission Program

First things first, your Offers and funnel should be ready to go. You can't launch what you don't have, right?

And of course, you should already have an Affiliate Program set up. The only difference now is that we're cranking those commissions up to 100%.

AFFILIATE PROGRAM PLATFORMS THAT CAN SUPPORT 100% COMMISSIONS

Not all Affiliate Programs can support this. That said, here's some that do:

- **JVZoo** – <https://JVZoo.com/>

Works best for Internet Marketing niche. Has a marketplace and Pick Of The Day so if your product is picked, you can count on the platform to promote your Offer, thus you can get even more sales. Needs PayPal or Stripe or both to collect payments for you.

- **WarriorPlus** – <https://WarriorPlus.com/>

Functions similarly to JVZoo.

- **Digistore24** – <https://Digistore24.com/>

One of the rare platforms that can support 100% commission payout, and even accepts payments on your behalf. But the transaction fees can be a little punishing. Then again, you're paying all net sales to

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Affiliates, so this shouldn't concern you much as a Vendor.

But here's the kicker: it shouldn't be 100% all the time. That's because the "100% commissions" is a special event; it's not evergreen (I can hear you breathing a sigh of relief...)

So what we do is, set a particular period for this generous payout. I typically recommend a 5 day or 7 day contest, scheduled 2 to 4 weeks from now. This gives you time to find Affiliates and get them excited about promoting this launch during that window.

Why limit it? Well, it gives the Offer some novelty. Plus, I get your concern - you don't want to work for free all the time, right?



The Pre-Launch Phase

From now until the launch week, we're in what I call the pre-launch phase. Your main focus during this period? **Recruiting affiliates**. This is the time to get the word out, and go all out.

Where To Get Affiliates?

Start with Facebook Groups.

I won't name specific ones because they come and go over the years. But here's a pro tip: use the search bar and type in keywords like "JV" and "affiliates". You'll find plenty of groups full of potential promoters.

Once you find these groups, post your invitation. Make sure to highlight that sweet, sweet 100% commission - but remember to mention it's only available during the launch period.

Don't stop at Facebook, though...

Email or PM people you're subscribed to as well.

But here's the catch - make sure it's within the same niche. Don't go randomly spamming people. Keep it focused, folks!

If you can get at least 10 to 20 committed affiliates, that's a good start. But remember, the more, the merrier.

How Long Should The Contest Be?

Now, you might be tempted to run this for weeks on end. But in my experience, that's just not the way to go. Why? Because affiliates have short attention spans; they're always moving from one offer to another.

But in this small window, they don't mind emailing their list again and again and going all out. It's like a sprint, not a marathon to them.

Hence why I recommended this launch period to be anywhere from 5 to 7 days, and not longer.

How To Motivate Affiliates?

While the 100% commission plan in itself is already a strong incentive, you can **go the extra mile** to nearly guarantee your Affiliates' participation and commitment to your launch:

- A. **You can offer cash prizes for the Top 3 or Top 5 affiliates with the most sales.** Now, I know what you're thinking - "But that means money out of my pocket!" True, but it doesn't have to be as high as those typical affiliate contests. A little can go a long way here. If cash isn't your thing, how about...

- B. **Incentivizing with smart gadgets.** You can easily buy these from Amazon or any e-commerce sites. Or, if you're savvy with your credit cards, use those points for redemption.

But here's the real secret sauce during the launch: Update the leaderboard ranking daily. Make it like a real-time race. Play to their ego. Go all-out in those 5 days or so.

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That's why we can't stretch this out for too long. If it goes on for 1-2 weeks, people will run out of steam or motivation, even for 100% commissions. It's human nature, folks!

After the launch is over, you can reset the commissions to 50% (that's usually the default). Don't forget to thank the winners and pay their prizes if you offer any. A little gratitude goes a long way in this business.

Can I Repeat This Again Next Time?

Absolutely, you can! But here's a word of caution - don't do it too often. If you have it every day, it loses its appeal and novelty. I'd suggest doing this perhaps every quarter, every few months, or 2 to 3 times a year with the same Offer/Funnel.

Chapter Recap

- Don't be afraid to pay 100% commissions across the funnel (you're not losing money anyway)
- Incentivize Affiliates to go all-out and promote your Offer, so you can build your Buyers List at warp speed!
- Turn this into a launch contest, short period of 5 to 7 days max (and go all-out within that time frame). You'll build your Buyers List faster in 1 week than in months or a year.

CHAPTER 9: WHAT'S NEXT?

"It's Time To Make It Happen..."

Nicely done! You've reached the near end. Unless you've been skimming pages or hopping about, completing this book is an accomplishment.

I did my best to make this straightforward, keep it fun while you get value out of it. At this point, acquiring customers should be a lot less mysterious to you, and hopefully, I've saved you lots of trouble and rude surprises.

But don't think for a second that this is where the journey stops... on the contrary, we're just getting started!

The million-dollar question: what are you going to do with all this knowledge?

Look, I'll be straight with you. Reading this book? That's the easy part.

The real work? That starts NOW.

You've got the blueprint in your hands, but a blueprint doesn't build a house by itself, right?

If you like my stuff so far and you're open to more suggestions, here's what I'd like you to do:

1. Join my Facebook Group Community right [here](#):

If you're not in yet, head on over and be part of a growing community of Digital Marketers and Business Owners with 1 main goal: make more money together.

Come on in, introduce yourself. connect with others who are on the same path, and let's roll!

2. If you haven't checked out my other business-building deals, give them a look here:

- [Ultimate Scripts Bundle](#) – save time on cranking out proven sales and marketing messages for your sales pages and funnel
- [Exclusive Licensing Deal](#) – take over a proven Internet Marketing funnel with ready-to-go Products that you can rebrand and resell as your own, and keep 100% of the sales!

While you can implement it on your own, if you appreciate a fast track or shortcut to help you save more time, effort and guesswork, then seriously consider them.

On that note, here's to bigger success for you, your business and the people around you. You picked up this book for a reason. Something inside you knew you were capable of more. That your business has potential that hasn't been tapped yet. You were right.

The strategies in this book are as tried and tested as it gets. But only if you work them. Don't let this be just another book

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you read and forget. Make this THE ONE that changed everything for you. Your success story is waiting to be written. And it starts right now.

See you at the top!

A handwritten signature in black ink that reads "Hay Zier". The signature is fluid and cursive, with a long horizontal line extending from the end of the word "Zier".

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BUSINESS BUILDING TOOLS

Tools Of The Trade...

Domain Name

NameCheap – <https://NameCheap.com/>

Register your domain name at affordable prices.

Hosting

KnownHost – <https://KnownHost.com/>

Reliable, affordable web hosting with superb support and various plans.

Payment Method

Stripe – <https://Stripe.com/>

Start accepting major credit and debit card payments from around the world. Opening an account is FREE.

Affiliate Programs Platforms

JVZoo – <https://JVZoo.com/>

Ideal for Internet Marketing related Offers. Integrates with various platforms including PayPal, Stripe, Aweber, etc. Affiliate Program can allow for payout up to 100%. Has dimesale feature.

WarriorPlus – <https://WarriorPlus.com/>

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Similar to JVZoo in almost every aspect and feature. A viable alternative.

Digistore24 – <https://Digistore24.com/>

Ideal for a wide range of niche Offers. Can accept payments on your behalf including major credit cards, PayPal, and local bank transfer. Affiliate Program allows for payout up to 100%. Has wide range of integration options to other platforms.

Page Builder

OptimizePress – <https://OptimizePress.com/>

Intuitive, mobile responsive page builder for WordPress. Regular updates and new features to keep your Online Business competitive. Affordable and value for money compared to most other page builders in the market.

Autoresponder

MailerLite – <https://MailerLite.com/>

Essential component to your Online Business, and everything this training is about. Store your Lead Contacts, automate email campaigns, broadcast emails at any time. You can start on a FREE account with limited features, and upgrade later when you need to.

A.I. Tools

Claude AI - <https://Claude.ai/new>

AI language model to generate content on the fly, and uses real-time knowledge database. FREE and Paid Plans available.

Ideogram - <https://Ideogram.ai/>

AI Image Generator that creates images based on detailed prompts. FREE and Paid Plans available.

Weights - <https://Weights.com/>

AI Image Generator that creates images based on detailed prompts. FREE and Paid Plans available.

Creatives

Canva – <https://Canva.com/>

Easy-to-use online app to create and edit Images for any purpose – Ad Images, Social Media Posts, Book Covers, and more. You can start FREE, and paid plans are optional.

CapCut – <https://CapCut.com/>

Freely available software or browser app (also available in phone) for editing videos.

For Webinars

Zoom – <https://Zoom.us/>

Popular go-to software for hosting webinars, as used by small businesses and big companies worldwide. Start with paid basic plan of at least 100 Participants.