

If you are reading this, it should mean that you have taken my 7 step training, you are currently building a business, and you want to learn how to take your business to the next level.

Let's review the basics:

- 1) choose a profitable niche
- 2) build a list of subscribers
- 3) create products to sell them based on their needs
- 4) create more products to sell them

Good so far?

I know that sounds simple.

And I know it's hard work.

Because I've done it.

I've personally created dozens of products over the last few years.

But it's been worth it, because I write emails, create products, and write sales letters for a living.

And I like doing it.

And, yes, it is a very simple concept. And it's easy.

But don't confuse simple and easy with "doesn't take any time" or "27 minutes a day" like some others might like you to believe.

So where does the real money come in?

Let's look at the parts of this.

Once you have chosen your niche, there are about 3 moving parts:

- 1) Traffic that become subscribers
- 2) Subscribers who get emails from you
- 3) Product Sales

So to do these steps - you have to drive traffic, write emails that connect, and create products that sell (and write sales letters to sell them)

But there is one more thing that is critical - and that is that you have to know what works and what doesn't.

For everything.

Meaning if you are buying traffic, you have to know, does it convert or not.

If not, don't buy that traffic again, buy a different traffic source next time.

If a traffic source converts, buy more of it.

You must master getting profitable traffic to your site, or nothing else matters.

If you have the best products and the best sales letter, but no traffic, or bad traffic that never buys - you have nothing.

But for all the hoopla out there....it is quite simple:

If a traffic source does not convert, don't buy that traffic again, buy a different traffic source next time.

If a traffic source converts, buy more of it.

So what does it have to convert to?

If you are building a list with the traffic, it must convert to subscribers. And over time those subscribers must buy.

There are many ways out there to track traffic. The easiest way if you are starting out is to use aweber web form tracking. Just create a different web form for each traffic source, put it on a different web page for that traffic source, and each person who subscribes from that source will have that tracking code in aweber. Each time a sale occurs, determine what the original traffic source was. Put all this on a spreadsheet. That will tell you if a traffic source is profitable or not.

Next, you have to determine which emails get you sales and which don't.

To do that you have to have emails selling your products.

And in your campaign of course you also have to have content emails. Because if all you do is sell, you will likely burn your list out faster.

So let's assume you have created 10 products and you have 5 emails for each product. That means you have 50 sales emails.

Set up sales tracking in aweber (there are full instructions inside your aweber account for how to do this) and it will tell you how much money each email makes you.

After you run a few thousand subscribers (or more) through your email campaign, go into your aweber account and determine which emails make more sales. Move those to the front of your campaign. The reason for this is that people tend to buy more the earlier they are in your campaign, on average, unless you are selling something expensive, then it takes more relationship building.

Then if there are some emails that don't do well at all, re-write them completely.

If you do this once per month, over time, you will have a finely tuned email campaign that converts really well.

Don't share your campaign with anyone.

It is your personal gold mine.

So now all you do is constantly add more traffic, possibly look for new and better traffic sources, create new products, add them to your automated email campaign, and continue to tweak the campaign over time making it more and more productive.

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Let's think about something here.

What I just shared was really simple, right?

But it will take time.

And a lot of people equate time with hard work.

So they won't do it.

But it is the system that works.

It is the same system I use.

The same system just about every internet millionaire I know uses to some degree or another.

Notice that there is nothing flashy or faddish about it.

It doesn't involve reading your email everyday to find out if there is another secret way to make money online.

There isn't.

Everytime you get a sales letter that says "buy me and in a few days your life will be transformed" - know that it won't happen.

Sure, you can buy it to learn something from - and to add it to your system. For example, let's say someone is telling you about some new traffic source that is going to triple your income overnight.

Okay, first accept that that is not true. It won't. Traffic doesn't increase income, sales do.

BUT...you might like the traffic source, so buy the training, and test the traffic source. If it produces quality traffic, then you can add that traffic source to your funnel.

Constantly focus on creating new products to add to your funnel.

Over time, put all your sales pages into a split testing system. I use google's website optimizer software for that.

Over time, add in upsells and test them. Add in new email campaigns that are designed for people who buy from you.

Create new campaigns. Test them.

But always stick to the model above. Simply slice and dice in new components, test them to see if they work, if they do, leave them in, if they don't leave them out.

And above all - manage your time.

You see, you only have so many hours each day to build your business.

If you spend that time reading emails to find some secret solution that is going to change your life (remember, it won't) then you have less time for business - building.

If you spend that time surfing or playing solitaire or chess or chatting or anything else - you have less time for business building.

If you need help managing your time and staying motivated, here are some books you can read to help:

Read 4 Hour Workweek by Timothy Ferris

Read "Think and Grow Rich" by Napoleon Hill

Read Tony Robbins

Read Michael Masterson

Read Quantum Leap Thinking

These books can change your life if you apply them to your internet business.