

# ***"The Truth About Making Money Online..."***

**By Stuart Ross & Jay Kubassek**



**Digital Experts, LLC**

# Congratulations!

## **FREE! You Now Own Resell And Giveaway Rights To This Report**

*Greetings!*

By owning giveaway rights, you may freely distribute this report to anyone you wish, or use it as incentive to build your mailing list. The choice is yours.

The only restriction is that you cannot modify this document in any way without permission from the authors.

Enjoy!

### **About the authors**

Stuart Ross is a 31 year old Digital Marketing Expert. At the age of 26 he decided he'd had enough of the corporate rat race as a real estate agent and made it his mission to quit his job and build a new life of freedom. Within 180 days of getting started online Stuart had quit his job and build a six figure business. Within 12 months Stuart was making multiple six figures and was traveling the world enjoying both the time and financial freedom his internet business gave him.

Jay Kubassek is one the Worlds's best loved Digital Entrepreneurs. Since his humble beginnings in 2003 - where he made his first dollar online - Jay has coached, mentored and inspired thousands worldwide to explore digital marketing. He has generated well over \$40,000,000 in commissions for his companies and clients.

## Table of Contents

What Can You Expect From This Report?.....	4
1. The Ultimate Business Model.....	5
Residual Income (or recurring income).....	6
High Ticket Income.....	7
Joint Venture or Affiliate Income.....	8
2. List Building Strategy.....	10
4 Reasons Why People Don't Build a List.....	15
Let's Do Some Maths.....	18
How To Turn People Into Buyers.....	20
3. The Marketing Funnel.....	22
Stage 1: Suspect.....	22
Stage 2: Prospect.....	23
Stage 3: Customer.....	23
Stage 4: Evangelist.....	24
The Traditional Marketing Funnel.....	25
Tony Robbins' Marketing Funnel.....	26
The Six Figure Mentors Funnel.....	27
4. Paid and Free Traffic Sources.....	29
Traffic Fundamentals.....	30
Free Traffic Methods.....	32
Paid Traffic Methods.....	34
Track and Measure (Analytics).....	36
5. Peer Group, Mentors and Mindset.....	39
What To Do Next.....	40

## What Can You Expect From This Report?

I know exactly what it's like to trawl the internet trying to find ways to make money online. Believe me I have been there! We all have our own reasons to want to make money online, for me it was simply that I was stuck in a job working 70 hours a week and although I was making reasonable money - I was unhappy and felt trapped. For Jay, It was simply that he was dead broke and struggled to get by most months!

But whatever your reasons for checking out this free report, I guess that you - like Jay and I - have this burning desire to find a better way! I sincerely hope that I can shed some light on how you can embark on the journey that has literally changed my life and the life of hundreds of or students and friends.

We will walk you through 5 truths (not secrets!) to a long term and sustainable online business. We found from our own experience and the many success stories of our students that literally anyone making a multi six figure or seven figure income (we count ourselves lucky enough to belong to this group) has the following 5 ingredients in place:

- 1. A Solid Business System With A Quality Product Suite**
- 2. A Sound List Building Strategy**
- 3. A Working Marketing Funnel**
- 4. Multiple Paid and Free Traffic Sources**
- 5. Access to a Community and Mentors**

I am not saying that you can not succeed if you don't have all five in place, but I am saying that the most successful people I have come across have ALL of them in place.

So I will spend a few paragraphs on each of them to help you understand why exactly they are so important. So without any further ado, let's get started



Stuart Ross

# 1. The Ultimate Business Model

There are many who claim that they hold the secret key to your financial freedom and online success and I am sorry to rain on your parade, but I want to make sure you understand there is NO 'secret shortcut push button solution' to making money online.

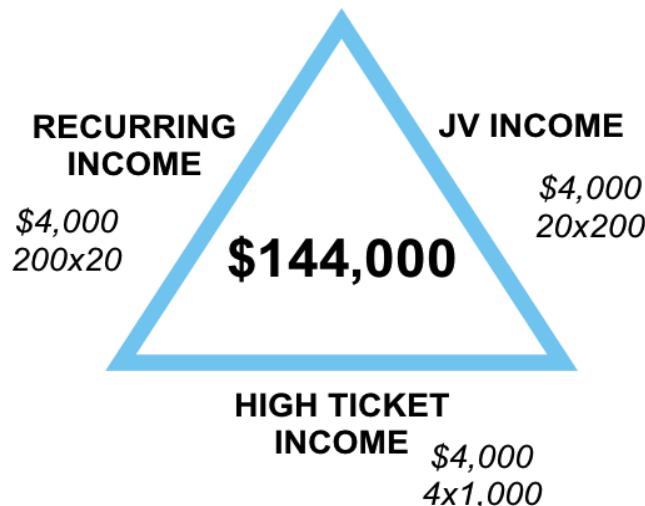
There is though, good information and education that can help you avoid many of the pitfalls and short cut your learning. Learning what exactly? Building an online business. A real business, but with the great advantage of being online, which means easily scalable and high margins and low setup cost.

So when we talk about the ultimate business model, we want to share what we believe is a solid and safe mix of income streams you should be looking to build. Most likely you will have NEVER heard or read this before, because it is not common knowledge.

It is the perfect mixture of Recurring Income, Now Income (or mid ticket income) and High Ticket income all in one model.

So let's delve into this formula:

## The SFM Formula



You might have heard the terms before, but you need ALL three in your business and I want to share how you can do this using a model like we have built over the past years.

## Residual Income (or recurring income)



I love this one, as this comes every month without you having to do anything. Are you paying your mortgage or rent on a standing order or your mobile phone bill or electricity? That is the same thing. Those companies have discovered residual income long time ago, and you pay every month to keep their services (or avoid being cut off :-)

In the online world YOU could get start being paid residual month on month by simply referring people to a membership site or recurring billing programme like website hosting. Literally anything that pays you monthly or regular commissions! (like we pay our partners)

Let's use a simple example to illustrate this. If you introduced 50 people to a product that pays \$20 commission a month, you would be getting \$1,000 a month month after month, as long as those people are happy customers! Cool? That brings me to a very important ingredient - the HAPPY customer. Most people don't stay forever and the length of their membership is called 'stick rate'. So if you choose to refer a product or service, make sure it is one with a good 'stick rate', simply meaning people like it, get great value and stick around!

Jay and I run a 'Business System' and community site called the **The Six Figure Mentors** and we understand that by paying our partners recurring residual commission they can make some great money when they recommend us. By the way, how would \$1,000 a month extra make a difference to your life? We pay many of our partners \$1000's a month in residual referral commissions.

## High Ticket Income



These are products or services that pay in excess of \$1,000 per sale. (Wow!). It's important to know that I made over \$300,000 in commissions selling someone else's high ticket product the first year I started online! This meant I didn't need to create my own product at all. There are actually a lot of advantages in promoting someone else's product.

- 1. No Worries About Fulfillment**
- 2. No Worries About Support**
- 3. No Worries About Creating The Product**
- 4. No Worries About Payments And Stuff**

By just making one sale a month, you would be earning \$1,000 plus! Some months you will be making four or five sales, some months only two or three. At this stage you might not know of any product or service that would pay you \$1,000 commission - but believe me they are out there and many of them pay actually multiple thousands of dollars.

You might be wondering if there is actually anyone out there spending thousands of dollars online buying stuff? The answer is: YES! Hundreds and thousands of them. And you might not know right now how to do that, but Jay and I have taught many of our students to do just that. So make sure if this sounds interesting you don't miss our up and coming webinars! :)

So let me ask you: making \$1,000 a month from recurring income and another \$2,000 from just one or two high ticket sale, would that make a difference to your life? Of course. Remember this is on top of what you are already earning - and with hardly any cost of making those extra sales! This is not all that tough and can be done part time...

## Now Money or Mid Ticket Income



This is probably the easiest money you will ever make, but let me just say that you will need to build a list of subscribers before this is really powerful for you. I have personally made hundreds of thousands of dollars just selling mid priced information products that can be instantly accessed or downloaded. No potage, no phone calls, NO HASSLE!

Let me talk you through the first time I realized how powerful this really was, whilst I was on vacation in the Maldives in 2008 and earned almost \$20,000 for just sending out 2 emails! Crazy? You bet!

A guy I had connected with online was selling a cool software for \$497 and I really wanted my subscribers to be able to get their hands on it. He only offered it to a limited amount of people, so I sent two emails to my list (from the side of the pool looking over the Indian ocean) telling them about it and suggesting they get it, as it will help them with building their list and converting sales.

A few hundred people on my list checked it out (I had a list of under 800 buyers at the time) and almost 80 bought, making me just under a handsome \$20,000 without any real work! Cool? Of course. Just a word of caution. This was an exceptionally successful for my first affiliate promotion of this kind (that is why I mention it here of course) and it not typical. Also, I have built a list of over 100,000 people over the last few years so talking about my results today would probably seem alien and even unrealistic to you.

But let's say you offer someone's product or service that sells for \$500 and you get 50% commission, you only need to make 4 sales to make another \$1,000! If you convert at 5%, you'd only need 80 serious people to check out the offer! Do you think that you could learn to do that? Of course!

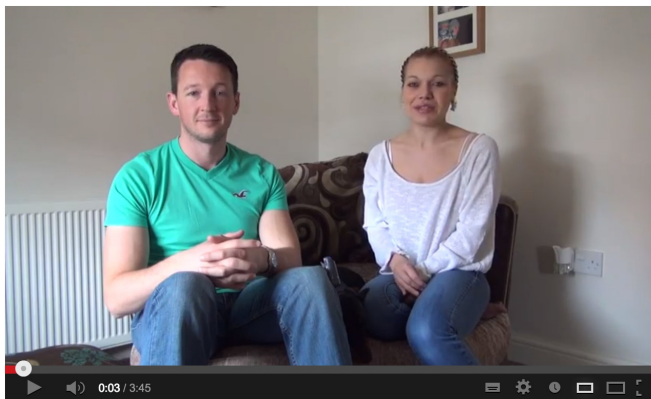
So you can now see, that by having multiple streams of income - importantly different



types of income - you can pocket thousands extra a month - in our small example \$3,000... would that make a difference to your life? Of course it would!

The best thing about all this is that you can learn the skills of marketing while you earn! This will not occur over night, but many of our students have achieved considerable success over just a few months and were able to pack in their 'beloved' day jobs or change their life style by adding thousands to their monthly income :-)

### Meet Lee & Tami as an example!



Click Here ==>> <http://youtu.be/hhG8hPKoEa0>

Couple of caveats. This doesn't work in all markets, but if you follow our teachings, we will make sure you choose one that works. And the cool thing (and important thing) is that all these income streams occur at the same time selling to the same list of people in one single market!

Coaching and Education is one of the best markets to be in. There is an incredible amount of people looking for education and coaching everyday and you can take advantage of this.

At this stage you might be just wondering how to get started? And I will cover this in our webinars in full detail, but keep reading, as this was just the first ingredient to your success. I am sure you now understand why this business model is superior to the idea of building your own product and trying to sell ebooks on clickbank (believe me I've been there!). Good luck with trying to make \$5,000 a month from selling a \$10 ebook. At 50% commission you would have to sell 500 ebooks every month - I think I made my point!

Ready to move on?

Great - because ingredient 2 is...

## 2. List Building Strategy

If you have been interested in making money online for any length of time you must have heard the saying: the money is in the list... but that is not strictly true. If that was so, you could get the phone book out and there is your list!

What's wrong with that? Well first they don't know you and you don't know what they want. Secondly, manually working leads would suck! So to be able to 'monetize' your list you have to have a relationship with your list. You have to have what they want. Solutions to their problems, answers to their questions, tools or services to improve an aspect of their lives.

To build a list you need a couple of things:

- 1. An Autoresponder Software (there are plenty to choose from, but if you are just getting started, Aweber is great. We will teach you all you need to know when it comes to getting setup and automating the process .***
- 2. Something Of Value You Can Give Away In Exchange For Your Prospects Email Address (a Report Like This One Or Similar Will Do!)***

and that's about it...

Let's look at how to set this up and how the best in our industry are making tons of money by doing this the right way. In essence you will build a list of highly targeted (people who want what you got) prospects, you build rapport and trust, and you make them a great offer for a product that is perfect for them. Then you sell them more related products or services later down the line, creating what we call 'LTV' - life time customer value.



Let's put some more meat on the bone here and avoid some of the biggest mistakes I have seen people are making out there. (It's frightening how many people get this wrong)

- 1. You Have To Be In A Market Where People Are Actually Buying Stuff - Remember You Want To Make Money! Don't just follow a random passion.**
- 2. They Have To Actually Want Or Need What You Are Selling - Otherwise They Won't Whip Their Wallets Out**
- 3. You Have To Be Nice To Them And Provide Value - Otherwise They Go Someplace Else - So Would You And So Would I :-)**

I have known people who have massive lists and make hardly any money - if you check the three points above you will find exactly why that is the case.

So how do you know when you are in a hot market? Because people in these markets are proven buyers and hyper responsive. Examples of hot markets are making money, dating, building muscle and weight loss. There are many more, but what all of these have in common is a burning desire to change the situation people are in. If you are broke and want to make money, if you are fat and want to lose weight, if you are alone and want to be in a relationship. Of course there is the massive health market, where people are ill and want to be well. I personally LOVE the self development and make more money markets.

Let me give you some basics on products. Firstly nothing happens until a product is sold. And there are only really two routes for you to make money. Sell your own product (has its advantages but also drawbacks) or be an affiliate for someone else's (for newbies that is most definitely where you should start). There is a nifty trick that combines the two of them where you sell a product for someone but give away a bonus of your own product (even if it's a phone consultancy how to use the product!) to make your offer unique!

By the way, there are plenty of good products out there you can promote and you'll make a lot more money by focusing on the marketing and selling than trying to come up with an amazing idea and a new killer product - especially when you get started.

As an example, Our SFM business system is build to offer an amazing product line called Digital Experts Academy, where we pay generous commissions to our affiliate partners. Anything from \$10 - \$8000 per sale!

Here are a few 'magic' questions you must ask before choosing a product to promote:

- 1. Are People Buying This Stuff Right Now? Not Last Year! The Markets Move Fast!**
- 2. Are Promoters Spending Money Advertising These Products. If Yes - Chances Are They Make Money From It**
- 3. Have Products In The Niche Been Selling For A Long Time? If Yes, Chances Are It's A Kind Of 'evergreen' Product/Market.**

Let me give you some promoting truths...

Most people will NOT buy your stuff (or anyone's stuff) the first time they see it - especially higher ticket products.

This is good and bad news! bad news because it means you have to have systems in place to follow up and follow up and follow up again, communicating to your prospects for possible weeks or months (don't worry - it's automated!). it's good news though, as MOST marketers and online business owners don't do this simple step. I don't know if they are just lazy and can't be bothered, or just don't get it. But the fact is you won't have a lot of competition if you follow up well.

I can assure you that the BULK of money you will be making from your subscribers and customers will be from follow up communication over time... Many times I have had people join our \$5,000 personal mentoring programme, who have been on my list for over a year without buying anything! So - follow up and persistence pays!



Ready for some more good news? Thought so!

You don't need a huge list to make big money! In fact some of my friends have small lists but these are buyers of high ticket products! You do the maths! I'd rather have 1,000 buyers on my list who buy \$3,000 products than 100,000 freebie seekers and tyre kickers! So it's quality over quantity every time!

Here is a simple 'List Building Formula' which you can use:

- 1. Find Something Of Value To Give Away That Helps Your Market**
- 2. Offer It For Free In Exchange For Their Name And Email Address**
- 3. Rinse And Repeat**

Although this sounds almost too simple to be true, the reality is the most people have not enough good free stuff to give away and don't know how to build that list building page (known as a squeeze page)

So here are some reasons why so many people never build a list (and I was very slow to get this as well!)

## 4 Reasons Why People Don't Build a List



### **They don't want to buy traffic**

this is obvious, but as most people can't see the long term potential of building a list and are short of cash when they get started, they don't invest in buying traffic (or don't know how to). I personally made such rapid progress because I re-invested much of my early profits back into marketing, buying traffic and building my list of buyers.

There are a few simple metrics to learn like cost per lead and cost per conversion and cost per sale, but once you know your numbers, you can buy as much traffic as you can get your hands on, as you know from your testing that you are making a profit. A word of warning though - as buying traffic without knowing your numbers can cost you thousands and - unless you know what you are doing - is money down the drain.

### **They don't know what to 'give away'**

with all the moving parts to make money online newbies are often stuck with 'what to give away' in exchange for an optin. I have personally coached hundreds of people in the last five years and have seen how hard it is for people to produce a free report or valuable free gift. Here is the encouraging truth though: don't bother. Just give away someone else's stuff. Like the report you are reading was written by me, but is given away by thousands of our members as 'their' freebie. And because the The SFM Business System is unique in that way, this report helps them to build their list, not mine! (we get the buyers on our list as members obviously - so it's not purely charitable :-)

## **They don't know how to turn prospects into buyers**

Even if you manage to get people on your list giving away a free report or bootcamp or software (most never get that far) - most don't buy what you got to offer. Let me be more precise here. Most people don't have a good offer anyway, they don't know how to present it and - most importantly - don't follow up. You might have heard different statistics how many times you have to contact people before they buy and all that.

Let me be clear. Only 1 to 3% of people buy when you market to them the first time. So 97% are on your list and if you don't follow up (I am suggesting thirty times at least!) you leave money on the table. The money is in the list, but you got to get it out of your list into your pocket! Thirty times? You might be thinking I am nuts, but let me enlighten you to the fact that not every email you send will be opened, not every email that is opened will be read, and even if they read it, they might not click on the link... and even if they make it to your page, most won't buy!

## **They Don't Know How To Set It All Up**

Ok - from all the reasons (or excuses) I heard this is actually quite a good one, as there is technical stuff involved with setting up on the internet you will not have learned at school or at work so far. But - and this is a big but - there are such amazing tools available to you today (and the SFM Business System has the best tools around) that you can create blogs, landing pages and sell stuff with just a few clicks! If you know how to copy and paste and use a word editor like Microsoft word or similar - you're set. You can also outsource this stuff to someone local or to a low price economy like the Philippines or india, where very skilled people will do your work for just dollars per hour! Try <http://elance.com>, <http://guru.com> or <http://peopleperhour.com> to find some willing folks to ease your pain.

I am not technical and rely on all kinds of people to get my money machines built and I suggest you focus on what you are good at or love doing and outsource the rest. Jay always uses the example of building a house whereby you know what you want but you contract it out to specialists, from architects to electricians and plumbers. This is just the same online, it's group effort!

So in essence there are just two kinds of traffic - paid traffic and free traffic. Be aware though that free traffic has normally its own cost through time investment or contractor or outsourcer cost. E.g. if you pay someone to do article marketing or blogging (classified as free traffic sources) you will have to pay for someone to get the work done. But it's cheap

when you know how! :)

## **The Client Journey**

So let me break down the journey of a client into some simple steps

- ***Traffic Turns Into Leads (when They Opt In)***
- ***Leads Turn Into Buyers (when They Buy Your Offer)***
- ***Buyers Turn Into Repeat Buyers (when You Offer Them Another Product From Your Suite)***

if your numbers add up and make more than you spend then you got a business - congratulations. You can automate most of this stuff, so becoming time rich and wealthy should be a doddle!



## Let's Do Some Maths

You get 1000 visitors to your site and pay 10¢ per visitor (cost will vary depending on source). This will cost you \$100.

From those 1000 visitors, 20% or 200 will opt in your lead capture page which gives you 200 leads. Cost per lead is therefore 50¢.

Now that you know that a lead costs you 50¢ you need to know how many leads you need to make a sale.

Let's say that 5% of your leads (that is 20) end up buying your first offer and you make \$20 per sale (there are hundreds of offers that pay this or more!). This means you will have made \$200! This could be even a recurring sale which means you will get \$20 again next month.

Let's take out the cost of our traffic, which was \$100 and you end up with \$100 profit. As I mentioned, as this could be recurring commissions and you only paid for the traffic once, you are nicely in profit.... The truth is you will often only break even or may even lose money on the first product your offer... But that doesn't matter.

### **Because here comes the cool part!**

You have another 180 prospects on your list who haven't bought - YET. They might not like the product you had on offer, so here are some strategies to make more money from your list.

- 1. Offer Them Something Else (I Know - It's Not Rocket Science)**
- 2. Ask Them What They Want And Then Sell It To Them. (I Use A Great Tool Called <http://SurveyMonkey.com> To Get This Done For Free!)**

Many MANY of your buyers will go on and buy other products! In fact this is where the big money is made! Also, some of my subscribers have been on my list for years! But hey, as I always say: 'People buy when they want to buy, not when you want to sell!' So keep offering. It's all automated in your autoresponder software, so there is no sweat once it's set up.

Myself and Jay, along with many of our student partners have literally made millions of dollars doing exactly what I just outlined. No magic sauce, no secret ingredients, just good old digital marketing. A good product offered to a hungry market that's well presented and nicely followed up. Bingo!

One of the equations you hear mentioned a lot is that an average marketer makes a dollar per month per subscriber. From my experience it really is on average a good rule of thumb, so that will help you with your income goal, right? If you want to make \$4000 a month, you will need a list of 4000 people in a good market and offer them some decent products!

If you master marketing by the way, this one dollar could turn into 2, 4, 6, 8 or even \$10 dollars per subscriber per month! Wow! If I tell you now that I am pretty good at marketing and I have a list of 100,000 people, you can make your own calculations!

## How To Turn People Into Buyers



I hear that all the time, and the simple rule is that your list has to know you, like you (at least a bit) and trust you. If you crank out sales emails everyday and 'burn' your list as we call it, you will only upset people and they will leave. So I let you into a little secret. People like to buy from people that are like themselves or that they can relate to or aspire to. So tell them about yourself!

At the SFM and DEA we are great advocates of personal branding and we teach all of our members to learn that skill. We even have a dedicated 3 day personal branding workshop where we build our students websites and personal brand with them. And here is another tip from the field. Give value! I teach my students to stick to a simple ratio of 3:1, meaning give value, value, value and then make an offer. Rinse and repeat. value, value, value, and offer.

So here are a few tips from my years of coaching

- 1. Stand out. Dare to be different and find your own style or voice. I get so many emails that read and sound the same. Boring with a capital B. Rise above the noise!**
- 2. Give value. That is a no-brainer. The law of reciprocity states that if you give you will receive, sooner or later. Give away your best stuff and then make an offer. People will think 'if their free stuff is that cool how good must the paid stuff be?'. Hey, this report is free and good value. And I bet you're thinking just that! ;)**

- 3. Here is a 'sales' technique that really changed my bank balance. You see, most people hate selling and hate being sold to, including me. Once I decided though that my job was to help people make a decision to want my stuff, as I know what the information or product can do for them, I started selling a lot more. I didn't try to convince them, I just wanted to help them make a decision - to buy or not to buy!**
  
- 4. It is sad to see that most people have so little imagination. They send an email, then they send another email, then they send another email. Hello! Why don't you mix it up a bit? Send them a video, send them a link to an audio, a pdf, a free report (like this one), yeah, send them emails, but not just emails. I promise you your communication will be more engaging and reaching more people if you use different media. This is exactly why we use webinars, reports, audio, videos etc.**

## 3. The Marketing Funnel



Before we even talk about the funnel, let me talk to you about the 4 stages of your client. Everyone goes through at least the first step, many to step 2, many to step 3 and some to step 4 and it lies in your hands to help people along the journey. By the way, every one travels at their own speed through those four stages.

### Stage 1: Suspect



When people come across you or your site for the first time, they will be skeptical. And that is very human and justified. They don't know and they heard all the horror stories! From identify fraud to cloned credit cards. Scam and spam! Buyer beware! So it's your job to put them at ease.

How? Here are a few tips. Show an address on your site, give them contact details, have a photo or even better - video - on your site, have a clear no spam policy on your optin page. All this will help. And have testimonials of other people bigging you up. If your offer is good, they'll trade their email address for your 'secret'! Some of our best pages convert at over 50%, meaning one in two people landing on the page leaves their details!

## Stage 2: Prospect



Ok, they joined your list. here is what you do next. Offer them something straight away, try to make a sale. Most will say no, but you got to make the offer. In the industry we call it the OTO, which is an incentivized 'one time offer' that helps people to make a decision there and then. Then give them value and build trust. This might take some time, so don't rush and be persistent. You can usually expect (2013) around 1% - 2% conversion on a product priced below \$37.

## Stage 3: Customer



Once they buy, they enter your buyer's list segment, so stop sending them 'prospect' messages. Most autoresponders like aWeber allow you to have some sort of automation that takes people off one list to another list when specific events (like a sale) occur. What do you do next? Offer them some more stuff. There are many different strategies you can employ, from one-click upsells to bundle offers, but in essence you want to seed the next sale. (If you use or business system this is done for you)

Make sure that every product you promote or sell is a standalone product, and upsells are supporting or next level products. If you sell something and then tell your customers it will only work if they buy another product you will upset them. I aim to always offer related products. Check out <http://amazon.com> - 'people who bought A also bought B' - genius!

## Stage 4: Evangelist



We are entering the space of religious emotions and spiritual connection. Fans, evangelists, hyper active buyers. Some of your customers will be just that. And they are amazing! They will sing your praises, buy all of your products, if they could they'd marry you as well! They love what you do and love what you stand for. They promote your stuff and come to all your events. If you have them on your list and in your business, you have done a lot of stuff right. Evangelists have to be earned, they can't be bought!

Brands like Apple have raving fans as customers! This is what your brand (or the brand you promote) should aim to be.

## The Traditional Marketing Funnel

The traditional marketing funnel is where you offer your prospects something of value to them for free (like a video bootcamp series or a free report like this one) in exchange for their email address and name. Over the past years we have seen a trend where the 'free line' has been moved – meaning that more and more value is offered for free upfront. Your job is then to build a relationship and trust so that your prospects make that all important first buying decision.



In the past, that has been the \$27 ebook or similar. Because of people's skepticism and reluctance to make that crucial first purchase, marketers have come up with more and more incentives to help make that buying decision. Discounts, bonuses, trial memberships and one-time-offers (also known as OTOs in the industry) help make that first decision. These 'ethical bribes' help your customers to find out more about you and test your product.

The logic of a funnel suggests that as products get more involved and expensive, less people will buy them and customers kind of qualify themselves as they move through the funnel. It is of utmost importance that you ALWAYS ask for the sale and ALWAYS offer the next step. Some of your clients will take you up on it, many won't. But the money and profit in your business will most likely come from a small number of customers that buy your higher level products like home study courses or workshops or coaching programmes.



Marketing funnels are not restricted to online businesses and the supermarkets 'try before you buy' or 'bogof' (buy one get one free) or 'special offer expiring soon has driven many of us to make our first purchase of a product or service with the hope of repeat purchases.

## Tony Robbins' Marketing Funnel

Let's look at a practical example of a funnel by examining a part of Tony Robbins' business:



Many people come across Tony Robbins first through infomercials on TV or through his books. They sit at the top of his funnel, making it easy to 'try Tony' at low risk. If you like his books, you might end up buying one of his audio courses for \$97 or so. If you like them, you might consider spending \$800 on attending a 4 day workshop – 'Unleash The Power Within' (UPW). At the brilliant life changing workshop, Tony will offer his 'Master University' at \$8,000 and there is also a stand with an application for his \$80,000 Platinum Partnership. You want more? Tony offers \$1,000,000 private coaching!

## The Six Figure Mentors Funnel



The funnel of The SFM & DEA has been optimized to help our students and members get all the incomes explained in 'The Ultimate Business Model'. Just to recap, it's Recurring Income, High Ticket Income and Now Income.

Imagine you are a partner of the SFM Business System. First of all we give you tons of good stuff to give away for free to entice your prospects to check out your offer. This report is just one of the tools available to you!

Once people have been convinced that they want to master online business with the help of the SFM and/or Digital Experts Academy, you get paid **Recurring Income** commissions from their membership. The next level, which I think is unique to us, is **Passive Income**. Everyone who wants to learn internet marketing needs an autoresponder software like aweber.com. What we have set up is that if any of the prospects introduced by you buys aweber, you will receive recurring passive commission. There is nothing you have to do for it. And aweber is just one of many income streams ready for you. I personally make thousands of dollars every month from that income stream alone.

The next income is what we call **Now Income**. We have found that our most successful students are the ones who get started fast, so we have introduced a 'Fast Start Offer' that

we offer for for new applicants. This sells for \$297 and enables them to be in business the same day! – and you guessed it – you will receive commissions on that sale as well.

But here is the big one! **High Ticket Commissions.** We actually pay our partners \$1000 - \$8000 - per sale commissions, for referring people to Digital Experts Academy, the worlds first Academy dedicated to helping people transition form the traditional economy to the new digital economy! And yes that's right.... \$1k - \$8k commissions for simply referring people to our highest value in demand top level coaching courses that virtually guarantees success along with our unique 'franchise model' setup!



If this sounds good then make sure you don't forget to get onto my webinars where I explain how this works this in a lot more detail!

There are other products and services that aspiring digital marketing masters will need and we are adding to the list of products all the time. From a Video Marketing Workshops to Master Marketing seminars, successful profitable students and members continue to learn and add to their skill sets by buying more products as they make money online. And a SFM Business System partner benefits from all these transactions through the funnel.

Lastly, once you have mastered some of the skills you might choose to create your own products and if it is something we deem valuable for the whole SFM community, we will offer you a Publisher deal at our Black level, whereby you get paid on every sale throughout the whole group, not just the members that you introduced yourself. You can imagine just how powerful this income stream is – and sorry for teasing you – but you should know that this is waiting for you later down the the line.

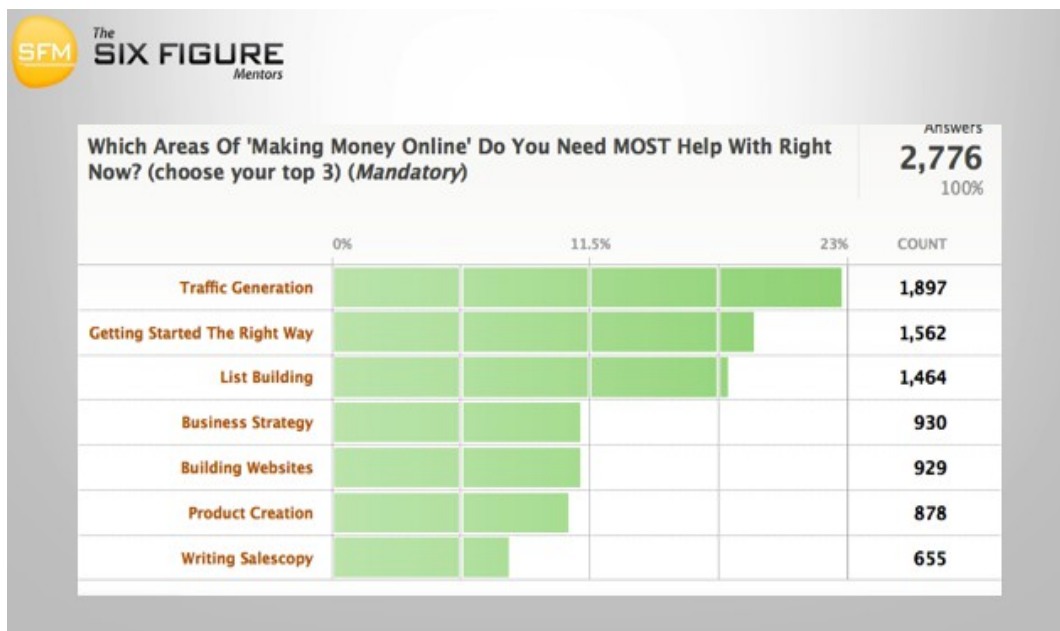
Now that you understand the idea behind the marketing funnel, let's chat about the 'life

blood' of your business...

## 4. Paid and Free Traffic Sources



In a recent survey we asked our subscribers what they believed was the stopping them from making money online. The results were clear: Traffic was number one. Now I don't want to argue with 1,897 people who answered 'traffic' but I want you to consider that traffic by itself is not much worth to you unless you send it to a tested good 'conversion environment'. The SFM Business System is one of these environments.



You can see that 'Getting Started The Right Way' and 'List Building' were closely behind. We have already talked about them in earlier chapters.

## Traffic Fundamentals



**SFM** The **SIX FIGURE**  
Mentors

### Traffic Fundamentals

- Go where your target market goes
- Go after deep markets
- Traffic is nothing without conversion
- If your offer is good, traffic is no problem
- Targeted Traffic > Prospects > Customers

So let's get on to talk about some traffic fundamentals. First of all I would advise you to 'go where the market goes'. This might sound quite simplistic but is pretty profound. When you look at the worlds most visited sites like <http://facebook.com> or <http://youtube.com> you already have millions of visitors searching for content and information. It makes perfect sense to exploit the traffic by supplying content – in the example of <http://youtube.com> we can offer content to solve problems or answer questions in specific niches or for specific key phrases – a combination of keywords like 'free traffic using facebook'.

The next tip is not so much a traffic tip, but a niche market tip. Go after 'deep markets'. Deep markets means that customers in that market are prepared to potentially spend a lot of money over a long period of time. Examples for deep markets are making and investing money, diets, losing weight and optimal health and nutrition and so on. Shallow markets are for example 'getting rid of moles in your garden'. Although there is a problem to be solved, it is a one time problem and has not really got a 'deep funnel'.

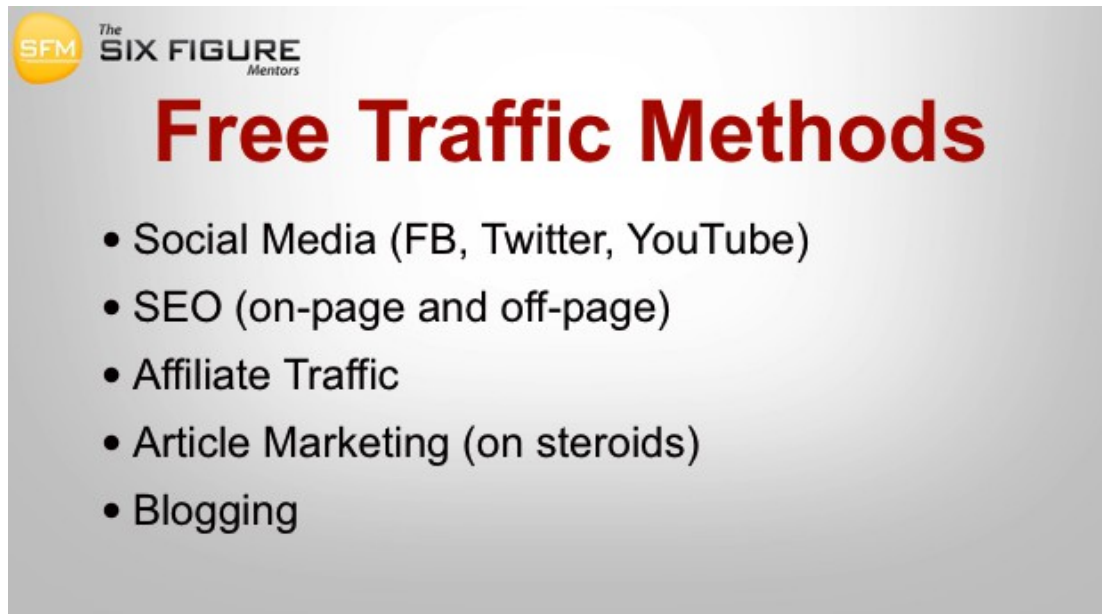
Traffic is nothing without conversion. I many times say that making money online is a game of two halves. Traffic and conversion. So driving traffic is fine, but without a good conversion environment in a deep market it's a waste of time. Many times my students have wonderful ideas for websites or bought domains thinking it will make them rich. There are only a couple of core markets the majority on money is made. And until you made the money, spare yourself the experiments!

The SFM Business System follows all the rules of the 'traffic fundamentals'. We go where the market goes, we have a deep market, we have a good conversion environment. I recently heard a successful marketing friend say that 'if your offer is good, traffic is not a problem'. Interesting, as traffic is the number one problem in most people's minds. What my friend meant is that people who have traffic to send will always look for well converting offers and traffic will find them so to say.

Lastly I want to point out the small distinction of 'targeted traffic' as the basis for your success. Let me give you an example. If I sent you 1000 hungry vegetarians to your Steak House, how well will you sell? I guess we both know the answer! But in online marketing I see the exact same mistake being made again and again. Un-targeted prospects are being sent to unclear offers and people are surprised at their poor conversions.



## Free Traffic Methods



The following list is not complete and only scratches the surface of what is commonly classified as 'free' traffic – but it is a good overview. First let me say that 'free' traffic is never free, as it involves time or people to generate it.

The last few years have seen an explosion of 'Social Media' and you unless you have been hiding under a rock you will have seen the facebook and twitter revolution. These tools are not that easy to monetize, but are great for building a personal brand or connect with your list. We have found that using these channels to get people to webinars is one of the best ways to build a list and sell without selling.

Generally people on facebook and twitter are there for 'social' reasons, hence the word 'social media', but of course it follows traffic fundamental one to go where the traffic already is. YouTube.com as the major player in video hosting has proven to be great at driving traffic to our websites and consequently sell, as video is a great way to share information and build trust.

I always get people rolling their eyes when I mention SEO and normally people have preconceived ideas that SEO is very difficult and tricky – a dark art and secret science. Let me simplify SEO for you. It has two components – on-site or on-page factors (this is stuff



you can do on your site like header tags and keywords and page title) and off-site or off-page factors. Off site factors are pretty much 'backlinks' – meaning a link back to your site from other websites. The more **high quality** links the merrier. This is however always changing and is why it is wise to learn to drive traffic that you can always control.

For this report, this is all I want you to know. Maybe one more thing. Every SEO firm will promise you to be on page one of google. That is obviously not possible, so before you get excited, ask for which 'key word or phrase', 'how long it will take' and 'how much regular maintenance will be required'. Every expert worth his salt will tell you that competitive keywords will take months to rank for and there is ongoing work required.

Affiliate traffic is in a way a free traffic source, but depending on your arrangement you 'pay' either in commission per lead, per sale or in a reciprocal email to your list. I personally like joint venture and affiliate traffic, as I can leverage the relationship the list owner has with his subscribers which results in a more responsive prospect.

Article marketing, writing keyword rich articles and publishing them on places like <http://ezinearticles.com> or <http://articlebase.com/> can get you a good, long term flow of targeted traffic. Some of our students specialize in this strategy and are able to generate hundreds of visitors to their site. There are advanced article marketing strategies we teach as part of our traffic training when you join our SFM Business System.

Blogging (from the word weblog) is where you can generate traffic from readers following your online diary or reviews. Many of our students have great personal blogs documenting their journey and have many 'followers'. Links from your blog can be affiliate links to products or services and in the case of SFM our members personal blogs and journey's link back to the SFM Business System.

I would always recommend that you choose one traffic method first and master it. If you love writing, article marketing will be a more logical choice for you than video marketing. You get the idea!

Once you got a few under your belt, there are obvious connections you can use like linking from your blog to your video or from your social media to your blog and so on. In the not too distant future you might outsource much if it to a low price economy like the Philippines.

## Paid Traffic Methods



### **Paid Traffic Methods**

- PPC (Google, Yahoo, Bing,...)
- Facebook Advertising
- Banner Advertising
- CPA (Cost Per Acquisition)
- Affiliate Traffic

Again, this list is by no means comprehensive or complete, but it gives you an idea of some of the 'instant' traffic sources available to you.

First up is PPC, or 'Pay Per Click', and as the name suggests, it is a method where you pay per click you generate. The most prominent player is google with its Adwords programme. It's a science in its own right and you have to know what you're doing. I found Perry Marshall's courses and introductions very good – start with the free stuff :-)

Microsoft Bing offer similar ways of getting your specific ads in front of a targeted audience based on the keywords your prospect is searching for.

Facebook are not just the world's busiest playground for social media, they also offer a <http://facebookadstrategy.com/freevideo>.

Banner advertising allows you to put your banner on specific sites that already have your target audience visit, and it is worth pointing out that google also offer placement image ads on websites of your choice.

You can also put your ad into ezines and pay for solo ads, where your ad will be sent to a list of people in your target market. This is much like a JV or affiliate marketing strategy, but you only pay for the actually placement and not a commission of your sales.

CPA or 'cost per action' or 'cost per acquisition' allows you to pay for leads or prospects. There are many affiliates specializing in driving traffic and they are always looking for offers to promote. This is not a newbie strategy, as you will need to know your conversion rate and life time customer value to pay for leads, not sales, but if you want to learn more, check out [Neverblue](#) or [MaxBounty](#), two of the world's largest CPA networks.

Affiliate and JV traffic is one of my personal favorites, as leveraging the trust my JV partner has built with his list give me a great opportunity to talk to an appreciative and open audience. To get started, you will need some sort of database or list, but I have seen people offer their time or services to 'bribe' list owner to do JV's. Be creative, find out what they are looking for. Everyone has a price, everyone has a need.

## Track and Measure (Analytics)



**SFM** The **SIX FIGURE**  
Mentors

## Track and Measure

- Google Analytics
- Woopra
- Split Test
  - Linkshiftr.com, Google Optimizer
- Learn the metrics
  - Cost per conversion, Earnings per click

There is a little saying I ignored for my first 3 years online – and I would love you to not do that. Having said that, if you use our SFM Business System then we do this pretty much for you. I don't know how much it cost me to ignore this rule, but I want to make sure you won't follow my example. Here it is: You Can Improve What You Can't Measure!

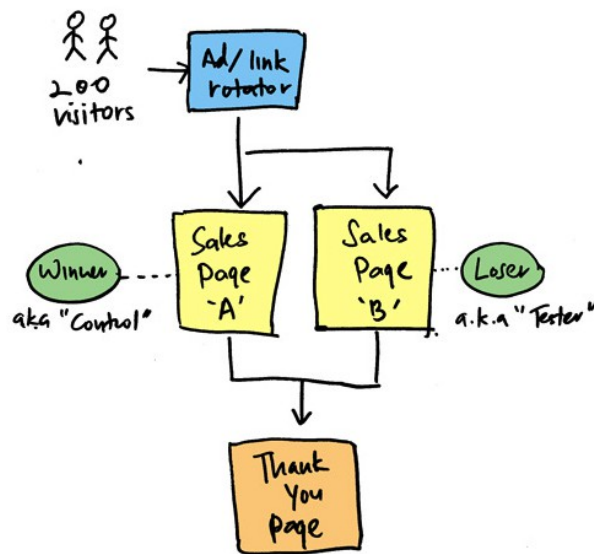
So I had about twenty websites out there, made some money, but didn't have a clue about traffic, visitors, conversions and so on... you get the picture.

It's good old google again you need to consult with. [Google Analytics](#) is a free and superb solution to track your visitors and more. Watch a few youtube videos to get the gist of it. One of my personal favorites is [woopra](#). Woopra does live stats a lot better than

Google, and who knows, you might get addicted to it like I was when I found the tool. I could see how many people were on my site at any one time, where they came from and how long they stayed. During the launch of our Blueprint Coaching Program I watched woopra like you watch telly! With thirty to forty people on the page from twenty or so countries!



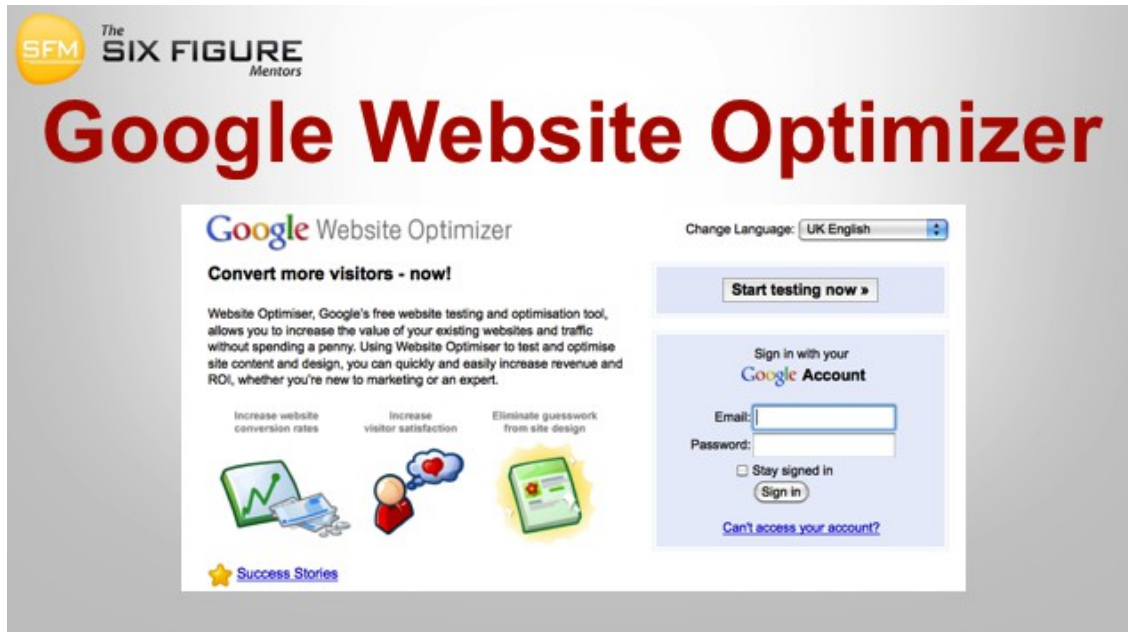
Another great habit you absolutely must cultivate is split testing. In its simplest form, you compare the results of two pages, let's call them page A and page B and track which one works better. You might compare a headline, price point, background color, video and no video and so on... Again, as an SFM Business System partner we do this all for you.



Once you got a winner, you try to beat the winner, the 'control'. So over time you get a better and better conversion. I learned this skill when I spent my days and nights on google adwords, where you run split tests on ads and landing pages. You do get better at making educated guesses, but I always let the market tell me what to do.

Amazingly, the difference between losing and making money online can be in small differences along the journey from a visitor to a customer. Without measuring and split testing you will never know and never become as successful as you can be.

In the last couple of years google also introduced [Google Website Optimizer](#) as part of its free analytics tools, which allows multi variant testing. It's an amazing tool and you should really check it out. It literally uses the best parts of multiple variations and creates a new super page for you. Nice :-)

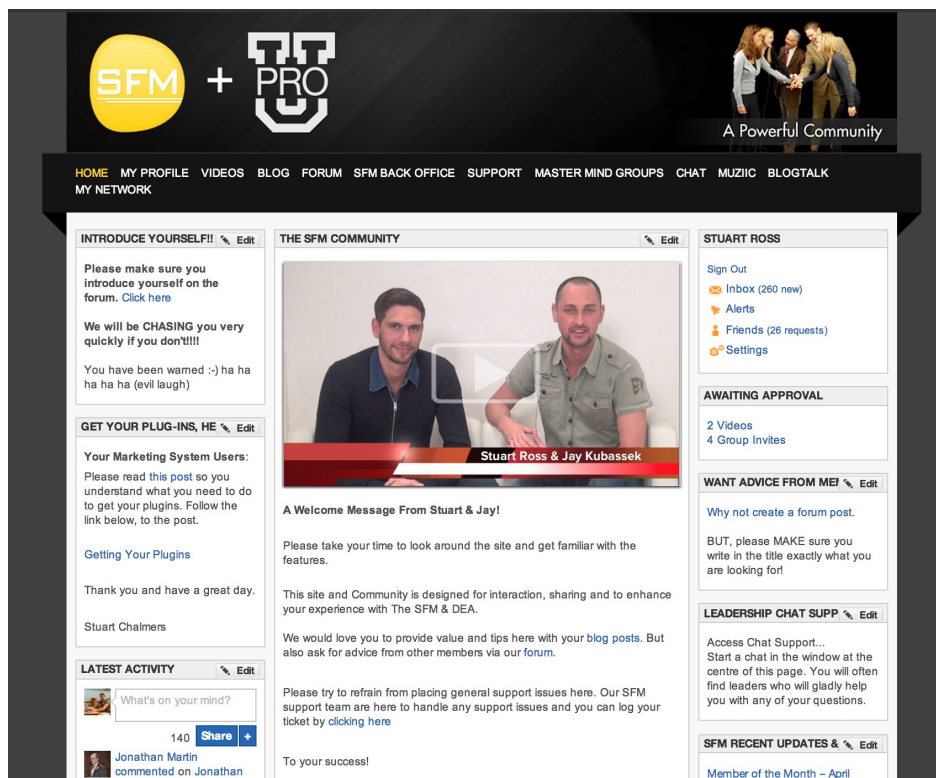


So there you have it. In the SFM Business System we have a great conversion environment and track and measure all the time. This is why we focus on teaching marketing and traffic as the core skills.

From Facebook and Social Media, Blogging, Solo Ads, Article Marketing, SEO (Search Engine Optimization), Video Marketing and PPC to some more obscure methods we want to empower you to send traffic to well converting pages whatever your preference.



## 5. Peer Group, Mentors and Mindset



One of the most important parts of your future success will be determined by the peer group you hang out with and the mentors you will choose to learn from. I personally have spent too many late nights alone in my shed trying to work things out for myself.

This is one of the reasons that when we built the SFM Community, we focused so much on support, community and mentoring and coaching. The private community (you see a screen shot above) is a place where members help members and you can literally get answers to your questions instantly...

We also offer regular group coaching calls, we call them 'coffee calls' where you can ask a leader and experienced marketer for help. Of course we have a full time manned support desk and even 1-2-1 technical support and training. This is important, because you will encounter challenges along the way to success. We have found that being able to get help and support and meeting people in person really makes a difference.

All over the World we have dozens of mastermind groups, who meet in person to keep the momentum. We also run regular 'Momentum Days' in the UK, US and soon Australia where we get together to get to the next level!



One of the challenges is that most of us grow up with an 'employee mindset' and it takes some effort and work to become an entrepreneur at heart. I also know that when you get started in a new industry and learn new skills, you might not have the support from your partner or colleagues that you would want.

So without making this very complicated – the more different ways you have to get help – the better it is!

I have not shared much about myself, but I can positively say that learning digital marketing and mindsets has completely transformed my life. We would like it to do the same for you!

To your success

Stuart Ross & Jay Kubassek

## What To Do Next



If you think you got what it takes to succeed with us online and create YOUR digital life the we want to partner with you and show you the way! Here is what to do next:

1. **Get back to the person who shared this report with you. Let them know you would like to apply.**
2. **Get onto the next webinar with me you have just registered for. Don't forget as I will be sharing a lot more with you!**

