

A circular graphic with a solid white border and two dashed lines (one green, one white) around it. The background features a faint globe with a green arrow pointing upwards. The text is centered within the circle.

**EVER
GREEN
LEADS
BUSINESS**

Your Evergreen Leads Business Blueprint

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The Name Of The Game



Hi there. Welcome to Evergreen Leads Business.

If you're new to doing business online, read with an open mind and leave behind your struggles and frustration. And if you're a seasoned marketer, good! Now it's time to go great.

Whatever business you're in right now, whether you're...

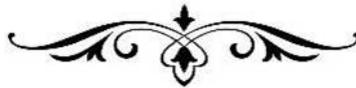
- Selling your own product as a vendor
- Promoting other people's products as an affiliate,
- A coach looking for Clients,

- A service provider,
- An MLM / Network Marketing Distributor...

This book has the answers you seek. It is the missing puzzle that most business owners and marketers alike are seeking and when you put it all together, this will add another digit to your income. Maybe two.

You should have a reason for having this book in your hands. This book will change your life, the same way it did for other internet marketers out there.

Bold statement? No, understatement is more like it.



If you are new and clueless on what to do, but all you know is you want to make money online, then this is going to save you months, or easily years of guesswork.

If you have been trying to succeed for a long time with no results, the coming pages will de-mystify Internet Marketing for you. Evergreen Leads Business is meant to take the complicated stuff and break it down to simple-to-follow steps.

If you have been buying one shiny object after another - STOP. This book is the missing puzzle that will show you how to put together the things you've purchased and transform them into a tangible, cash-generating machine.

If you have your own product, or bought the rights to another product, but don't know how to get Customers, the answers are staring back at you.

If you are an affiliate promoting other people's products for commissions, this book will show you how to build authority on par with the vendors you promote. The last thing you want to be right now is another 'me too' marketer.

If you are a Network Marketer and run an MLM business, the same holds true. It's a red sea to compete with thousands, tens of thousands, maybe hundreds of thousands of other people promoting the same product as you. How would you like to discover an edge over your Cross-lines and even Uplines, and grow your network even if you have exhausted your own contacts?

If you are a service provider or a Coach, and you have trouble looking for Clients, often times the real problem isn't so much in the way you sell but rather it's a PROSPECTING problem. The good news is, the same method to sell products is also applicable to attracting high paying Clients.

All in all, every business needs one thing: LEADS.

Picked up a common pattern?

Every business has a lead problem.

Even if you have a proven sales system, you will still need leads. You can't possibly sell anything if no one even knows about you in the first place, yes or yes?

And no matter how big your business grows, you will still need and want MORE leads.

Unfortunately for most people, the only experience they have is frustration. That's why most marketers desperately resort to hard-sell, hype and heavy-handed sales tactics. And as a result, they betray their insecurity to their prospects. And what happens? Either most prospects leave, or the few Customers they close will become disgruntled buyers.

There are a few recurring 'themes' or common causes of failure when it comes to internet marketing businesses. Most of the time, the reason why most businesses suffer has to do with lead generation.



Sure, there are other factors - like having a compelling message, converting sales funnel, quality products, etc. but if you have no one to show your offer to, then you can't make any money. Period.

Evergreen Leads Business addresses the root of the problem.

Is this the ultimate book and last word in marketing? Absolutely not. And neither is any other book.

But for everything else to make sense and come together, Evergreen Leads Business holds the answer. If you know how to find and generate leads, you not only solve a big part of the problem in your business but you can very well scale your business and turn yearly income into monthly income, or monthly income into weekly income.

But first, make sure you're honest with yourself. It's time to confront some of the limiting beliefs that has been holding you back from achieving greatness.

A lot of people approach this business, hoping to make money as a newbie. There is nothing wrong with being a newbie, but there is something very wrong with trying to succeed as a newbie.

Think of the experts and leaders you know in ANY industry, niche or profession. Did they get to where they are today by staying a newbie? Or did they invest time, effort and money to hone their skills and mastery?

Yet for some strange reason, most people don't want to level up. Maybe because it takes effort and that's a put off. Look, your business isn't going to build itself. If you're planning to do nothing or want everything handed to you

on a silver platter then you might as well stop reading here. There are no millionaire earners that got results just by staying ignorant or refusing to grow out of their comfort zone.

Again, there is absolutely nothing wrong with being a newbie. No one starts out being an expert. But success is earned, not given.

Pursue mastery. Make it your craft. And don't worry if you've not done this before. No one has ever died from learning how to make money online!

We are living in the most exciting time of human history and the sheer amount of opportunities is unprecedented. Believe it or not, you already have access to some of the most powerful leverage easily afforded to mankind.

And this book will help you achieve the power to earn up to 7 figures.

Are you ready to do this?



Chapter 1: The Alpha Marketer



If you've been in the Online Marketing scene for at least a few months, then you will have already learn of some of the marketing top guns. The guys who are crushing it in this business.

You will have also come across more marketers in the making.

And then, there is the rest of the crowd. The majority of the people who are not making much money - or any at all.

After so many years of Internet development, evolving technology, abundance of training products, software, and more opportunities than ever before, how is it that the odds of success had hardly improved?

Is the playing field still far from being leveled?

Or hmm... could the culprit be the individual himself?

Most people might find it unsettling to learn that they are responsible for their own success (or the lack thereof) but in actual fact, it's good news.

Isn't it great to be able to forge your own path and be the master of your own destiny? Or would you rather surrender that power to someone else and be at the mercy of external forces you have little to no control over?

The main point is this: if you've been struggling to make sales, be it online or in person, the first thing you've got to do is take responsibility for your actions - or the lack thereof.

For success is found within you, not outside you. It's not found in the e-book you've just bought, or the seminar you're about to attend. I mean, sure, these are great time savers and a compass in the right direction, like this book you're reading right now.

However ultimately, your business isn't going to build itself. Not in the initial stage, at least. And these books, courses, programs, software, etc. they're just tools for you to use and leverage on. If you're a lousy carpenter, you can have the best saw in the world and still produce mediocre work. But put average tools into the hands of an expert and he can craft beauty.

It's hard not to see where this is going.

Here's a question for you:

- What makes some people more attractive than others?
- Why are people attracted or drawn towards certain people?
- How do certain people get famous?
- Why do some people have the ability to say something that gets others to follow them?
- Why some people have the power to influence others to buy from them (product or service), while others don't?
- Why some people can still thrive despite being in a limited resources situation?
- How do you become all of the above?

Is it luck? Is it privilege or certain race/country?

Now, what I'm about to share with you isn't a typical marketing book. In fact I got it from an unlikely place... dating.

In the PUA (Pick Up Artist) world, there are two types of personalities: Alpha and Beta.

When you look at it, this same theory holds true everywhere else.

You're going to have people who are leaders, followers and wannabes - this is Basic Human Psychology 101 and it's wired in since the Cavemen Era. There are tribal leaders and there are kings and queens back then.

Today it's expressed differently, like CEOs and other leaders in our midst.

So, adopting dating terms and attraction terms...

What makes an Alpha marketer?

What makes a Beta?

By now you're aware that there are many ways to observe the industry but this is one way.

That's why most people fail, because they're not even thinking of becoming an Alpha ; even those who do rise might only know it subconsciously.

So, what has this got to do with lead attraction?

Well, this is because people buy from people they like, know and trust.

They don't want another "me too" marketer. If there's nothing special about you, why the hell must they follow you?

Your goal, is to be an Alpha.

Build your business. Don't worry if you don't feel confident yet. It's meant to be built, not given. It's earned after you conquer some fears or new heights. So, how do you become an Alpha?

Chapter 2: How To Create Authority Today



So, by now, you would already know you got to be an Alpha to achieve massive success in the marketing world.

Attraction is not a choice - people naturally gravitate towards an authority figure. It's why people read the news and quote from it, and also the same reason why people look up to and quote from the words and works of pioneers, inventors, teachers, entrepreneurs and thinkers. People trust them, as supposed leaders or experts of their respective fields.

However, some Internet marketers out there have the wrong idea. They think that one has to collect the relevant qualifications and certificates to create authority.

Now, you don't have to do that. In fact, it's not necessary at all.

Because here's the thing: you don't have to wait for someone to endorse you before you can start. After all, who out there certified these certificate-giving guys?

Don't waste your time on such things.

It is more often a procrastination move. Give yourself permission to go ahead and do it now (which by the way, is an Alpha trait!).

The truth is, people listen to you if you are capable of solving a problem for them. You just have to find ways to inspire confidence in them.

"But... How can I be teaching others when I'm not an expert or successful yet?"
- this is one common self-limiting belief that hinders one's potential.

If you don't feel good enough, you operate from a position of lack. This is one mentality you have to change in order to succeed.

All you have to do is make an effort to position yourself as an authority figure.

There are four ways you can do this:



1. "I'm Just Like You"

Let's say you are trying to promote a book on developing social skills. You can appeal to people by relating to people and their current situation, like this :

“ Five years ago, I was just like you - speaking to people was a struggle for me. I was awkward, and had little friends. But then I discovered these tips and things changed for me since then. “

Since you have been through the same things before and have since then found success, you inspire trust and confidence in others because they know you know best. People are more likely to look up to you as a role model.



2. Be The Reviewer / Researcher

Take movie reviewers on YouTube - Chris Stuckmann and Angry Joe. They do reviews of newly released movies, so that people don't have to go through a bad movie. People look to them for movie advice.

In the same way, by positioning yourself as the “researcher”, people know you know what works best, because you've put it upon yourself to try out all

possible solutions out there. People look to you for advice, and this way, you create authority.



3. "The Expert"

Expertise is subjective - there is no clear cut criteria as to what makes an expert, particularly in the field of Internet marketing. There is no way to know everything; there will always be something new, and someone who knows more than you do.

The definition of an expert, to me here, is just knowing 5% more than what 95% of the people don't know! Establish yourself as an expert by making an effort to know a little more than what others know, and you'll create authority -

people will look to you for solution to their problems. And plus, you get paid this time too!



4. Leveraging The Expertise Of Others

This can be done is by working together with industry experts. They have the expertise, and you know the right people - it is often a win-win situation for both parties. An example would be creating a short training program featuring an expert in a particular field.

Another way this can be done is through interviews. You may be new or clueless when it comes to the topic at hand, but through this way, you can gather valuable, expert-level information for your use - be it content or product creation, or the marketing or promotion of your products.

Leveraging on others' expertise positions you as the "village chief", indirectly positioning you as an authority figure in the field.

Offer Value, Create Authority



The main reason why people struggle or fail in Internet marketing is simply because they offer ZERO value. The income you make is in direct proportion to the value you contribute.

Take this as an example - the comparison between a general practitioner (GP) and a heart surgeon. Both are jobs in the medical field that require one to have the relevant qualifications and medical knowledge. However, there are few heart surgeons if compared to the current number of GPs out there. Not only that, a heart surgeon's job requires more specialized knowledge and skills, and

involves a significant amount of risk. Hence, the value the surgeon is able to provide is evidently more, which again, is reflected in the surgeon's higher income.

Now, with this in mind, when starting an internet marketing business, don't just start a site offering junk to others. Be the people's go-to guy and authority figure in your niche. Offer something of value, a product or service that people out there need.

Now, you can create something from scratch, but it will take time. Use Private Label Rights (PLR) products instead - it will help you save time.

But first things first: What are PLR products?

PLR are content products that you can buy rights to, giving you the right to change, personalize or alter the material to make it your own. This also includes the right to claim ownership over the product.

And if you suck at writing, all the more you should outsource your content writing!

Another common misconception among those who are just starting out in internet marketing is to get them involved in the Making Money Online (MMO) niche, thinking it's a surefire way to succeed.

It's okay to be a newbie in the niche, but don't fake it. Particularly when you don't have the experience or authority in this area. People are not idiots; they'll figure it out sooner or later.

Don't just look at MMO as the only way to succeed in Internet marketing - it's a very one-dimensional way of thinking. In fact, you stand to make money in providing services to help people save time and effort. One way is helping people to edit their work, or doing the rebranding effort for them.



Chapter 3: Behind The Scenes Of A 7 Figure Online Business



In the previous chapter, we've already talked about how you can be the go to guy and project authority through your image. Now I am going to unravel the secrets to building a 7 figure online business. This is where all the fun begins!

In fact this very book, Evergreen Leads Business is the example of this system that I am about to share with you.

Firstly, I have noticed, 65% of local businesses are unable to capture leads online. Most people I've contacted out there don't build a list. For those that did build a list, only half made money from it.

What most rookie Internet marketers don't realize is, build a list. You can't go far without a list. The money is in the list.

I know some people are trying to rephrase it or reword it but that's the truth in general. You can only start making money by building the damn list.

Why?

Most people don't buy on first contact. It takes a while to build trust with your clients, not to mention with a lot of noise going on. However, if you're exceptionally good on making massive sales, that's great.

Still, that is just 5% of the clients you are able to engage, the other 95% is wasted traffic. Therefore, you need to build a list and follow-up. What I noticed after I've cultivated my list over a period of time, many of my clients buy my high end programs after getting to know me for some time.

Consider this - you have also experienced some purchase decisions that took you a while to get convinced too, especially if the products are of a high-end price.

So, here is my blueprint which to kick start a 7 figure online business:

Lead Capture



The first step is to build your own site. You can also get an autoresponder such as Aweber or EmailConversionPro for sign up and list building purposes. You don't need to dress your websites in a corporate way.

This is probably what some people may have in mind that if you want to sell something their websites must look something like this; they put a picture of their company, pictures of people smiling, and there is a homepage, about us, what the products are about, how they contact us, and maybe some content or articles that make you sound like you are smarter than you are.

It couldn't be any further from the truth. You don't need to build a corporate looking site with dozens and dozens of useless pages where no one is going to bother reading.

Your site should only be one page and there's just only one thing for you to do; either enter your details or in some cases I might ask you to buy something, there's nothing else than that because the purpose of a direct response page is to elicit a kind of response or, get a call to action.

Whether it's to put in your name and email address to join a list or to purchase a product. If you look at all of my websites, they are all created in a very similar fashion so I call them the one page direct response sites. That's how you should be creating your pages.

Some people might say, I'm not good in HTML or building a webpage, heck I don't even know what HTML stands for. You don't have to enroll in a web master course or anything like that, or informatics whatsoever, you can get drag and drop page builders. You'll find that page builders are more abundant today than it were before.

So, think about it. You might not know HTML and that's totally fine, but can you drag and drop? I'm sure you can because as long as you can point your mouse, you too can build webpages like the ones I have built.

Sales Funnel

Now I want to bring you to a very important point here. If you go back to many years ago, when Internet marketing was a lot more new in its infancy back

then, it's quite normal for marketers to sell even just one product. And maybe back then, you can just make money by selling one product, that's totally fine. But today, if all you do is just sell one product, you're going to die! That's why it is important for you to establish your own sales funnel.

Front-End

Whenever you visit a website and the first thing you see, is a sales page, that is normally called a front end. Rule of thumb: Price front end at low prices, between 7 to 33 dollars and here's why; if you try to sell an expensive program right off the bat, it's going to be a little bit more challenging because less people are more inclined to pay 2000 dollars right off the bat.

What I do is that I put low price, front end options first, priced anywhere between 7 to 37 dollars because let's face it, it's easier to spend 7 dollars than 2000 dollars right now with a stranger. So I hope this part makes sense to you right now.

Upsells

But I don't want you to stop there though, because having a front end offer is not the means of just making money, and most of the time for some people its just the loss leader.

So, what I want you to do is I don't want you to stop just at selling low priced offers. If that's all you do, it's going to not only be a struggling business, I would say that it can spell doom for your profits as well. So what I do, is that I have a string of upsells after the initial purchase. So when my customers by a

front end offer, I will present to them optional upsells. You don't use the word upsells with them but I present it to them in a form of one time offers.

Back-End

What if you want to scale your income to grace a height of 30 thousand, 40 thousand, 50 thousand or even 100 thousand dollars a month and above.

For that to happen, you need to include what I call the backend. A lot of Internet Marketers and business owners don't really have a backend. If you put in a backend, to me the definition of backend is quite simply, an offer you present to your customers usually not immediately like the upsell but more like the day after or within the few days after the initial purchase.

This is because people are usually not ready to buy this kind of offer right off the bat, it rarely happens but normally I present this within a couple of days after the initial purchase.

So in the backend, you can be putting in your best and high level programs that could reach anywhere from coaching to done for you services, and over here you can charge anywhere from 2 thousand dollars to even 25 thousand dollars and above.

You can even sell at rates higher than these rates here. I just want to present the possibility to you of creating a sales funnel of this kind of design. And I want you to imagine the amount of money that you can make when you put all these together. You don't have to create dozen of hundreds of cooperate looking websites.



Now, if you look at restaurants like McDonalds, you can see that they do their upsells pretty good because whenever customers buy something, you are going to see that the cashiers will always ask, would you like to supersize it or would you want to have fries with that or would you like some dessert?

Now these are very simple questions but if you think about it, if only 20% of the customers said yes, that would be an additional 20% revenue for the company or for the restaurant.

Upsells work in a very similar way. If about 20% of your customers who bought the front end, also agree to buy the upsells, this means more money in your pocket, with no extra effort on your part. And have you noticed you do not need to find any extra customers? Think of it this way, if your upsell is priced at

200 dollars and you have one customer buying it, that is the equivalent of 10 customers at 20 dollars.

To put it in simpler terms, McDonalds is actually creating a system, not a better burger!



Chapter 4: How To Generate Targeted Leads



Now that you've got your system all set up, the next step to take would be getting leads.

I believe that traffic is everywhere. All you need is simply a compelling message that will attract the attention of your intended audience.

However, I suspect most people out there chicken out from this step, and hide behind buying more products with the hopes of finding that one magic pill that will help them achieve success.

Let me tell you - you don't need more products. You need to take more ACTION.

To generate targeted leads, I have a few favorites:

1. Facebook Profiles

Most people out there use their Facebook profiles for recreation purposes.

Now, what you can do here is 'weaponize' your Facebook account - use it to build up your authority and expert status, which will in turn generate leads for you.

To do this, the posts you share on your Facebook timeline should be have something to do with your niche, and also include a call to action - whether it is to PM you for more information or to go to your site and join your list. Of course, it is still fine to share your personal posts; it's good to strike a balance between a sales-y approach and a little of your personal self.

Also, doing photo or video type posts will help you get the most engagement.

By doing this, you build up your expert and authority status, and people who stumble upon your Facebook profile will be more inclined to look you up and follow you to find out more about what you do.

2. Facebook Advertising

You may have noticed advertisements for products in the particular niche you're interested in pop up as you browse through your Facebook newsfeed. Once you look up a subject on the Internet, another ad related to that

particular subject will show up on your Facebook newsfeed. And that's how Facebook ads work.

With Facebook Ads, it is now possible for you to single out any specific audience based on almost any description you want: by gender, location, age, interests and more, according to your goals and budget. This helps you reach a highly targeted audience who are very likely to be interested or looking for an offer similar to yours.

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New to L'Occitane skincare? These Limited Edition starter kits contain must-have products to help you maintain a youthful glow.



Precious Starter Kit
First signs of aging

Shop Now



Divine Starter Kit
Visible signs of aging

3. Joint Ventures (JVs)

This is the ultimate secret to building up your buyers list fast.

In the context of Internet Marketing, a JV is a deal between the vendor and the affiliate to promote the vendor's product for a commission. As a vendor or product owner, this means you seek out marketers with mailing lists and get them to promote your offer. With this JV method, you are also actually getting paid to build your list!

Using this method, you will only need to pay for results. If your JV partner does not make sales, you won't need to pay a single cent.

Imagine getting 10 or 100 people promoting and talking about you at the same time? That's what you can achieve with the JV method.

Would you rather depend 100% on your own effort?

Or 1% on 100 people's effort as they promote your product simultaneously throughout the Internet?

This is leverage, at its very best.

4. Solo Ads

Solo ads are essentially paid ads or offers sent out by publishers or vendors to their email subscriber list.

It would only make sense to find subscribers already subscribed to other similar mailing lists. With this way, you get to purchase your targeted traffic in the form of a mailing list, in a specific niche related to your service or product.

To illustrate - let's say I own a clothing company, with styles that are more suited to teenage girls. It would only make sense if I placed ads in magazines aimed at the teenage female audience, like Seventeen.

It's the same with solo ads, except that this is based online, through email.

The sole purpose of all these methods is to tap into cold traffic - visitors to your page who have little idea of who you are and what you have to offer, which has the most untapped potential. If you can tap into this area, you win at Internet marketing.

Remember: Your message and efforts at targeting the right audience are crucial in your efforts to generating targeted leads for your page.

Chapter 5: The Highest Paid Writing Profession In The World



There are many skills one can pick up along the way in building an Online Business, but these two are top priority for any marketer serious about making six, seven and even eight figures: lead generation and copywriting.

If you know how to get leads and you know how to sell, you pretty much ace the marketing game. Heck, if I were to lose everything today I would rely on these two main skills to get everything back within the year.

And if you know how to write to sell, not only do you save thousands of dollars in hiring someone else to write your copy, you can also make just as much,

often times manifold. Lead generation and copywriting are two very, very worthwhile skills to learn and this is what separates the men from the boys in the marketing world.

Now if you're shy about the idea of selling, don't worry. The good thing about using the Internet is that you don't have to do face-to-face selling. In fact, there is no leverage in this conventional method.

I prefer to whip up a website, put my sales page on it, and let it do all the selling on my behalf. Hundreds and thousands of prospects can see the website and buy at the same time, freeing my time from having to go over them one by one.

Few people know that the sales pages you and I see online today trace their roots to direct response mailing. You know, those 'long brochures' that are several pages long and often has one Call To Action: Buy.

The Internet came along, and the direct response marketers basically adapted the same approach online. So you get the sales copies and even sales videos today.

The skill to crank out sales copies is called Copywriting. And when you learn this priceless skill, you can apply it to writing Sales Video scripts, Landing Pages and even email campaigns.

The Secret To High Selling Copy



When I was learning the ropes, I started to notice most sales letters follow a specific pattern, or formula if you will call it. Unlike selling common products that do not need lengthy explanation, selling information products more often than not require you to take the Direct Response approach.

In a nutshell, every high converting sales copy has the following elements, usually in this chronological order:

- Headline
- Sub Headline
- Opener
- Problem

- Solution
- Handling Objections
- Call To Action
- P.S.

Let's go over them one by one in detail...

1. Headline

The headline is the most important part of the body of the sales letter. Many expert copywriters conclude that 80% of your effort should be focused on crafting an attention-grabbing headline. I agree.

The headline is the first thing your visitor sees as soon as the page is loaded, and the first impression can make or break your sale!

In your copy's headline, you will want to share a few very important details:

- The headline must grab the attention of the prospect and most importantly, qualifies him so he must read on.
- What makes a successful headline is that you must normally have a character mentioned in the headline. It can be someone? Especially someone that your prospect can relate to.
- The next thing you want to do is show desirable results. The more specific the results are, the more attractive it is.

If you are spoiled for ideas, here are some simple headline formulas you can copy and edit:

- Who Else Wants To _____
- How To _____. No _____. No _____.
- Discover The Secrets Of _____
- Here's How _____

2. Sub Headline

This is what follows right after the Headline. Your sub-headline serves as a "hook" that reels your prospect to read further. Often times, your Sub Headline is smaller than your Headline in font size, how the Sub Headlines throughout your sales copy summarizes your offer and gives your prospect a rough idea what it's about. Most people scroll through your own page before reading your letter carefully.

3. Opener

Great! So your prospect is curious now.

You see, writing your sales letter is almost no different from writing a personal letter to a friend. You don't have to be 'formal'; you can adopt a casual approach. Despite your sales copy being viewed by potentially hundreds or even thousands of visitors, your writing tone should be that of a one-to-one relationship (me to you) instead of a broader address (me to you all).

So what do you cover in your Opener?

- Introduce yourself
- Address the problems your prospect is facing
- Or a goal your prospect desires

The purpose of the Opener is to qualify your prospect further. Share a little about yourself and how the prospect can relate to where you once were, and now how you can help him solve a problem or reach his goal.

At this point your prospect is thinking, who are you and why should I listen to you? Remember, this is a one-on-one talk and since you're not there in person to close the sale or talk to him, your sales letter stands in as your 'virtual sales man'.

Make sure you are describing his problems and challenges accurately - if he doesn't resonate with anything you have to say, he's not going to stay around. And it's okay, because you want to qualify the right prospects and weed out those that don't resonate with what you have to say.

4. Regurgitation

This is what I call the process of 'exaggerating an existing problem'. At this point, show other alternative choices that are inferior to what you're about to offer.

In my sales copy, before I get to the solution, I first remind my prospect of these seemingly less appealing and more costly alternatives. This then paves the way for announcing my software to overcome all these limitations?

5. Announce Your Solution

So you're done with introducing alternative choices that are inferior to what you're about to offer. Remember again, these choices must be inferior or seen

as less perfect as compared to what you're about to offer and then comes the Solution.

Announcing your Solution doesn't end here though. You need to get into detail.

What does your product do? What can it solve?

Features tell, benefits sell.

In the benefits section, you're going to bold and yellow highlight only specific words, they are what I call the Benefit Words. Benefit words are results oriented words like:

- Easy
- Fast
- Twice the power
- \$10,352.49 in 72 hours
- 38,328 unique visitors in 30 days

6. Handle Objections

You've told the good stuff but people are naturally skeptics. They will certainly have reservations before parting their money with you. At this point, you will do well to handle objections ahead of their concerns.

Here are some of the most common reservations that need to be answered in your sales copy:

- Can you be trusted?
- Will this work for me?

- What if I need some extra guidance?
- Is there a guarantee?
- Are there bonuses?

One of my favorite ways of overcoming these objections in one fell swoop is to have an F.A.Q. table at the bottom of the sales copy.

POWER TIP #1: Include Social Proof.



People want to know they're not alone in this. And it helps if you can get experts or previous customers to write you an endorsement or testimonial to be placed on your sales page. It is even better if you can get a video testimonial from them.

POWER TIP #2: Have A Money Back Guarantee.

Buying online is still a scary experience for many. It doesn't help that there are stories of scams and fly-by-night operates every day. How can you convince your prospect you're different from these rotten eggs? You can avoid being tarred by the same brush with your guarantee policy.

Your prospect doesn't have to say 'yes'; a 'maybe' will do. Here's how I wrote my guarantee:

100% Satisfaction Guarantee

We want you to be completely satisfied with you purchase. If you're not satisfied with your experience in using XXX , contact our support helpdesk.

The bonuses will be yours to keep as a token of trying. A full refund is available for cancellations made within 30 days from day of purchase.

Refunds are not available for cancellations made 30 days after purchase.

7. Call To Action

All the objections handled, here's the crucial part: the Call to Action. This is the part where you finally name the price. Did you notice that most of the sales letters do not reveal the price finally until towards the end of the sales letter where it's near the order form? So this is where you start naming the price.

As a rule of thumb, most products sold online, the prices normally end with the digit 7. This is especially true in most Western culture or even information products for that matter although you don't have to necessarily confine yourself to ending your prices with 7. I have products that sell at various price points including \$10, \$49.95, and more.

Speaking of pressing the prospect to take action now, you want to tell him to take action right now before he leaves your web page or else he would forget and may not come back again, because many other websites are shouting for his attention. You want him to do it **NOW**, not later.

Important: Sell The Dream!



While the prospect is contemplating, you're going to show him a future with and without your product. What will happen if he buys today, and what happens if he doesn't? Bonuses make good bait for fast action.

8. P.S.

Did you know that the Post Script is the second most viewed part of the sales letter? Surprise, surprise. That's because people tend to be 'site scrollers'. They look at the headline first, get curious and scroll down the page real quick, and find themselves reading the fine prints in the P.S.

This might sound counter-intuitive, but I recommend putting in the same effort here as you would for your Headline and Opener.

So what do you share in your P.S.?

- Your offer summed up in 2 or 3 lines.
- Reminder about your Money Back Guarantee and Bonuses.
- Share more testimonials.

Do People Actually Read Every Word?



With lengthy sales copies that can go several pages if printed, you probably cannot help but wonder if people do read every word in your sales letter.

The short answer is: **No**.

However you need to send a clear message throughout your copy on the offer you are making, in the same way you can pretty much tell what's in today's newspaper just by glossing over the headlines and sub headlines.

Having said that, this shouldn't be an excuse to get lazy when cranking out your copy. Although most people don't read every single word in your sales letter, there will be some others who are obsessed with the details - probably the ones who are very interested in your product.

How Long Should A Sales Copy Be?

Which one converts better: long copy or short copy?

I have written copies that are relatively short. I have also written copies that if printed, would have spanned anywhere from 12 to even 40 pages long! That's about the size of a small book.

The answer is subjective nonetheless. You only need to write as many words as needed, and remove words that don't contribute to your conversions. Writing copy is like a women's dress: long enough to cover the subject, short enough to cover the interest!

At the end of the day, it's not about how many words you write; it's about how you SELL.

Generally speaking, the higher you price your product, the more convincing you need to make and the more selling you have to try in your sales letter. That's why you notice that sales letters on low-ticket products are shorter than those high ticket ones like \$997 in general.

What About Sales Videos?

In recent years, another popular way of selling emerged: sales videos. As far as formula goes, writing a script for your sales video is almost no different than writing your copy. If you know how to write your sales letter, you will know how to tell your story in your sales video.

Of course, there is a high chance you cannot say word-for-word in your sales copy but you can make it at least 80% similar content. One of the ways I use to save time in writing copy is starting with the sales video script first.

As soon as I have finished my sales video script, I carry over the same script to my sales copy and format it accordingly. So don't be surprised if you see my sales video being almost similar to the contents of my sales page! And no, your audience wouldn't mind that.

Unlike the length of sales copy, the length of a sales video is more important. Personally, I'd like to keep my sales videos short - anywhere from 8 to 16 minutes long. However there are sales video that span 30 to 40 minutes even... and still sell ! This depends on how well you know your target market but I believe that if you can tell everything your prospect needs to know in the shortest time possible, that would be great.

Chapter 6: Autopilot Business



Here's another secret I would like to share with you. The best part is, you can focus on building and marketing your 7 figure empire while you run your business on autopilot.

How?

Running an Internet marketing business means there are times when you need to refer people to join your programs. As I referred people, I didn't know who they were. And get this, I don't like 1-on-1 driven businesses as for me it's a waste of time. Some people may think I'm aloof but no, I just guard my time

more. One saying that I always hold onto until today is “be generous with money, be stingy with your time”.

And if you realize, when you do MLM or coaching, 1-on-1 has no leverage. You’ll be focusing only on that one particular prospect and that will be a waste of time.

What if I told you, you can build your business on autopilot?

Yes, it can be done and this is one of the secrets to a 7 figure business.



Get An Auto Responder If You Haven't

This is what separates online business owners with casual webmaster. If you don't have an auto responder, you are clearly not in the business.

What is an auto responder? An auto responder is an automated sequence of emails that are sent to your subscribers on your email list. You need an autoresponder to store your leads and email them at any time, be it through automated follow up emails or time sensitive broadcasts. The process is fairly simple. You may create your own auto responder through popular sites such as Aweber or MailChimp. Once you've developed your auto responder, load it with your email series. Always keep in mind that the money is in the list, and emails are still your #1 seller.



Building A Relationship With Your List

The intention of sending out emails to your list is not to give free content. That's far from the truth. You build a relationship with people on that list, by providing them with valuable training and content. This does not only give you the opportunity to pre-sell your products, but it inevitably builds your reputation as a mentor and leader, which builds attraction, affinity and trust.

At this point, some of you may ask, will some people on the list unsubscribe and have a problem? Screw them.

While I'm at it, yes I have some things to sell but I make sure you make money and that's my promise. We're here to work with serious people and you should too. Here's my take on this. You can make money even if they refuse to join you, which means you can afford to advertise and generate endless leads. There's nothing to lose!



Constructing Your Emails

What I usually do is, for 1 product, I prepare a few emails. If you are wondering how many emails you need to write per product, the answer is, you can write as many as you want. Your email content may include case studies, education, real life stories, promos, reminders or even a last call to action. You need to write your emails from multiple angles, don't be lazy.

That's the way you double or triple my sales. I constantly include reminders in my emails to ensure my list are aware of my offers. The best part about auto responder emails is that you can prepare your contents months or even years in advance, set it all up so your members get the first month's content and subsequently the rest.

When you build a list and you know how to generate leads, and when I talk about generating leads, it's about converting visitors into prospects, and then you convert prospects into customers. This is very possible, this is the secret to making money day in day out. You have a mailing list. When you have a mailing list of people, you get to build your relationship with them on autopilot because ultimately people buy from people that they like, know and trust.

All of this on autopilot, and you can even make money while you sleep! How crazy is that?



Always remember this,

“If you don’t find a way to make money while you sleep, you will work until you die” Warren Buffet

Chapter 7: How To Get High Ticket Clients



The secret to reaching 7 figures faster.

THIS is where the REAL profits are made. Consider this for a moment...

If your income goal is \$10,000 per month, which one of the following scenarios will help you achieve that faster?

A. Selling 1,000 copies of a \$10 product

OR

B. Closing 5 Clients at \$2,000 each

And contrary to popular belief, it takes about the same effort to close a Client at \$2,000 as a Customer at \$10. Provided you set the right context.

Here is how my High Ticket funnel looks like:

Traffic -> Landing Page -> Webinar -> Application Form -> Strategy Session Call
-> Close

Traffic

As we have already established, traffic isn't really a problem these days. Your potential Customers are everywhere and they are one click away. So you need to begin with a compelling offer.

What Is A Compelling Offer?

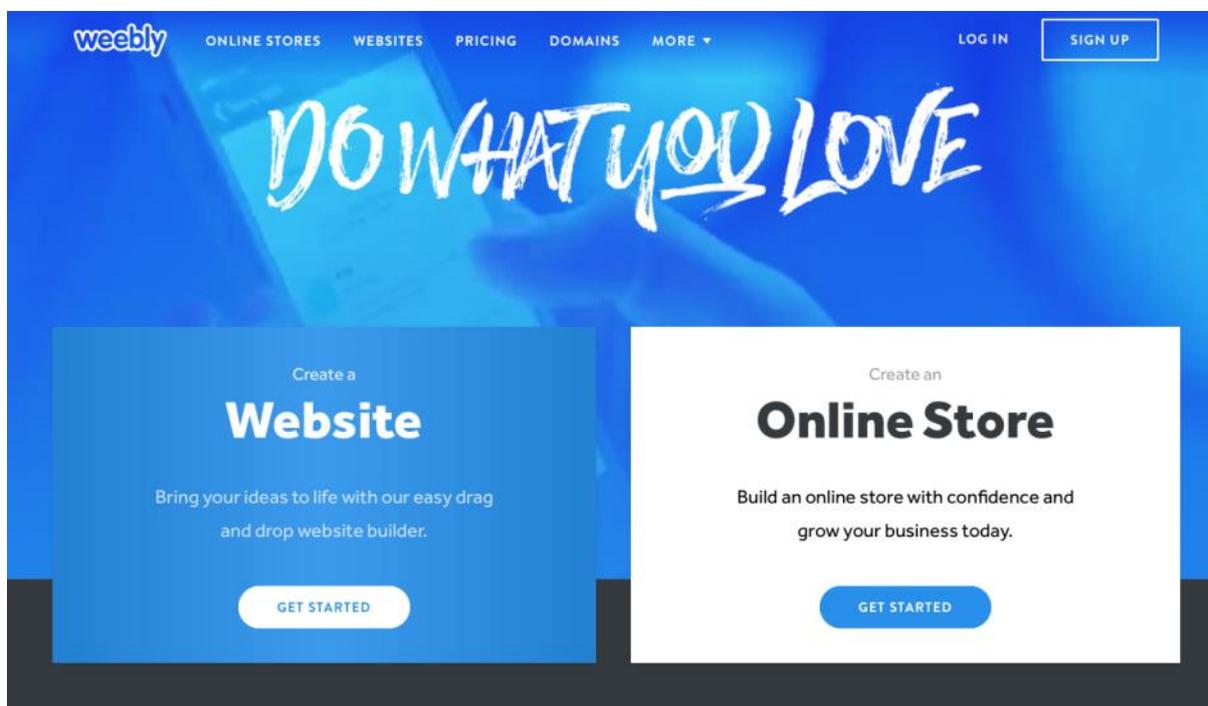
You offer something, which holds a high value to your prospects. Always think of ways to solve their problems and how your product may help make their lives better. Of course, not just any kind of giveaway product will cut it. My personal guidelines for product giveaways as a lead generation tool includes the following:

- 1. Digital in nature** - Special reports (PDF), templates, videos
- 2. The information can be consumed within 5 to 60 minutes**
- 3. Solves an urgent, immediate problem**

The marketplace cares about only one thing, and I believe that. T. Harv Eker, the famed author of The Millionaire Mind and his Millionaire Mind Seminars said this best :

"You will be paid in direct proportion to the value you create in the marketplace"

Landing Page



We have also established that your first goal is to convert visitors into subscribers - or in this case, prospects.

A landing page is basically a single page with one express purpose: to collect the details of your visitors and acquire them as leads.

Contrary to popular belief, you don't need to dress your landing page in a corporate way. What some people may have in mind is that if you want to sell

something their websites must look something like this; they put a picture of their company, pictures of people smiling, and there's a homepage, about us, what the products are about, how they contact us, and maybe some content or articles that make you sound like you are smarter than you are.

Truth be told, all of these will only distract your prospects to opt into your list and grab your free offer. That said, your landing page should be kept simple in nature. No flashy design or mumbo jumbo required.

Webinar

You can run your webinars LIVE or automate them. I would usually automate the webinars. I do my webinars live at least a few times, take the best converting one and automate it so it can run without me being there.

The webinar has only one main goal: to get your prospects to fill in your application form and get on call with you.

During the webinar session, give them a preview of your high - ticket offer and tell them what you want and what they can expect from it. You should also tackle their pain points according to your niche and why they need to get their hands on your high - ticket program.

Application Form

Your prospect fills the form. This is commitment in itself, and he or she will schedule an online appointment with you or your team (if you have any).

Strategy Session

There is only one goal of the session: to close your prospects to take on the high - ticket offer.

Close

If your program is priced at \$2,000 and above, it is ideal to get your prospect on call.

One of the biggest struggles for most coaches is generating leads. Therefore, if your high - ticket program is priced above \$2,000, always get on call. You only want to engage with people who are taking your offers seriously.

That's why you need to have an application form, so your prospects can fill it up then schedule a call with you. At this point, they should know why they're on the call and what do they want. This is because they have watched a video, read your email, and are super interested.

What's left is the price. Most people ask me, do I reveal the price upfront?
NEVER.

This is what you need to avoid. If you reveal the price upfront or too soon, your prospects will then focus on the price tag, not the value.

So what you do is you get on call, do a strategy session, ask them a few questions and then give them suggestions. If your prospects are ready to take on the offer, you close the deal.

Chapter 8: How To Create Recurring Income



One of the cool things about having a responsive mailing list is that you can email your subscribers and Customers as often as you want. But wouldn't it be cool to refer your Customers only once, and get paid over and over again? Month in, month out?

I am talking about recurring income. Some call it residual income or passive income, but they are one and the same thing.

Unlike active income and one-off sales, locking your Customers to a recurring billing will earn you passive income every month, for as long as they stay subscribed.

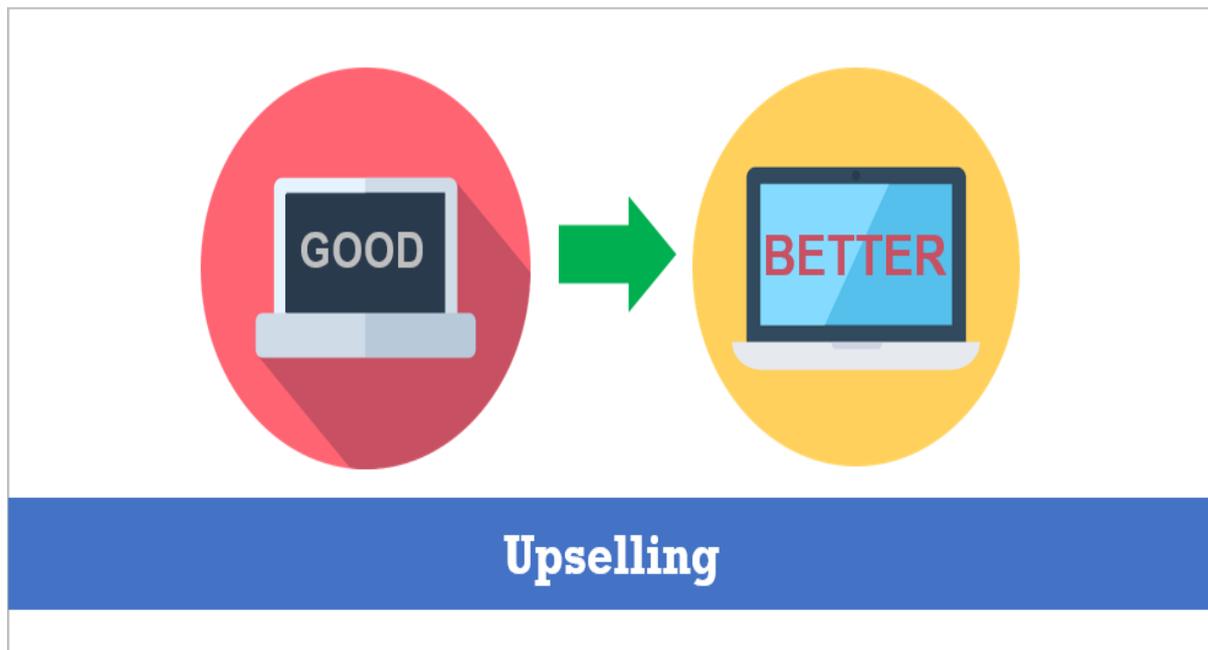
SIGN UP...



Think about it: this is money you don't have to actively work for. Say you have a monthly membership that sells for \$20 per month, and you have 500 paying members, that's \$10,000 you're starting with, every single month... before you even do anything!

You should strive to create as much passive income as possible from your list. Incidentally, this is also the hardest type of income to build.

It requires more effort to get Customers to commit to recurring billing than one-off payments, even though it can be at higher prices. But is it impossible? Not at all!



Recurring billing offers convert better when you position them as Upsells or in the Back-end, instead of the Front-End. Conversions are somewhat average when offered upfront. But when positioned as an Upsell and even reminded through follow-up emails to your Customers, conversions can be well into double digits!

That's not all...retention rates are significantly higher than customers who bought into the monthly membership upfront.

My explanation for this unusual phenomenon?

1. When offered upfront, Customers might worry or be less enthusiastic about adding another monthly commitment to their credit card.
2. However the same offer, when positioned as an Upsell, can convert greatly. Because your Customer would have bought your Front-End offer first, at this stage he or she is in a buying trance.

3. It also helps that your Customer would have made a more informed decision at this point. If your Customer had gone through your series of Education emails, getting your recurring offer would make business sense or justify the expense.

That said, recurring billing offers is usually one of the last type of offers you present to your Customers. I rarely ever present it to Subscribers that have yet to buy anything from me.

In general, there are five types of recurring offers:

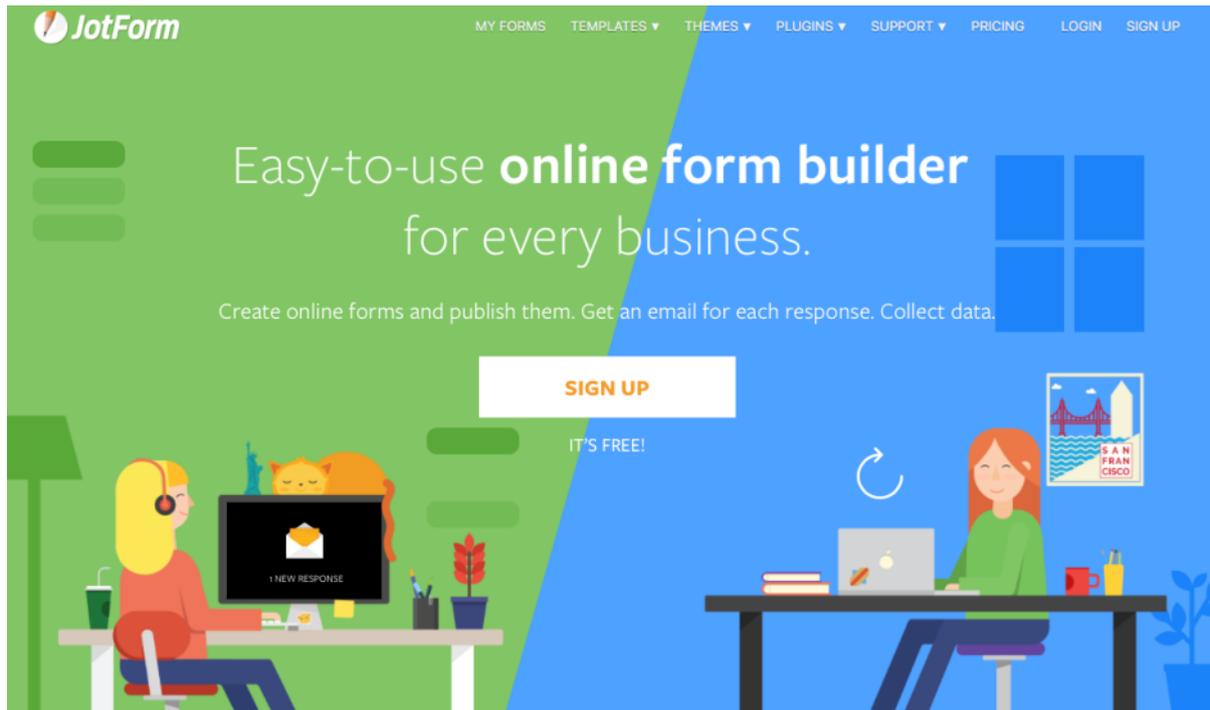
1. Hosting



You can provide web - hosting services to other business owners, marketers and webmasters. This is without a doubt, one of the most competitive businesses but hey everyone needs a website. You can get your own reseller

hosting and offer to your Clients and Customers. Even if you charge a modest \$10 per month, with 100 customers that's \$1,000 in monthly income. Sure it won't turn heads but at least it takes care of your bills.

2. SaaS (Software As A Service)



There are several types of web based software services out there like autoresponders, app builders, form creators, appointment schedulers, etc. that Users pay to use every month.

3. Memberships



You can run your own membership site and charge monthly or annually. Every month, you can send specific, high quality content to your members and with the wonders of automation; you can even drip feed the contents. In other words, you can prepare your contents months or even years in advance, set it all up so your Members get the first month's content and subsequently the rest, without you doing anything except the one-off work! This is precisely how my membership site operates right now.

4. MLM



Whether you love or hate Multi-Level Marketing, you can't deny its sheer leverage when put into the right hands. If you can provide your Members a system to replicate what you are doing, then it will only be a matter of time before your Members can do the marketing on YOUR behalf.

And because you override your down lines commissions and earnings, you're looking at creating long lasting wealth that will only continue to grow!

5. Installments



If you are a Coach and sell high - ticket programs, you can consider breaking down your fees into installment plans. If you charge \$5,000, you can create a monthly subscription of \$500 for the next 10 months.

Sure, it's not going to bill forever - but you can possibly enroll more Clients and if anyone cancels their installment? You just stop serving them!

TIP #1: If you do not have your own recurring offer, you can become an affiliate for other services and get paid a recurring commission.

TIP #2: If you have your own recurring offer, consider giving Annual options. Some Customers might balk at the idea of paying every month and prefer to pay yearly, especially if they plan to use your service or stay a member for a long time and if there are any incentives to save. This also helps give you more cash flow plus still retain loyal membership.

Chapter 9: How The Rich Get Richer



This chapter almost never made it to this book. But without it, my message will be far from complete and I want to help you avoid the most common trap marketers' fall into as soon as they taste their first success.

Now if you go ahead and put together everything I've taught you in the last eight chapters, you will be able to create your own Lead Attraction machine. Yes, YOU will make money.

It is going to be a very rewarding experience, after all the trials and tribulations you have gone through. But this isn't the end all, be all.

You see, most Online Marketers and even Business owners make the mistake of spending the profits they make on things like vacations, a big house, a new car, the list can go longer than my arm...

"Well, what's wrong with that? Isn't this why I'm building my business in the first place? So I can buy the finer things in life?" Some of you may ask.

Nothing wrong with that, friend.

But a few years ago, I came across a Facebook Post by a well-known Online Entrepreneur, Andrew Fox. I follow his Posts and had bought into his Coaching Program before but this one Post changed my perception forever.



Andrew shared how he acquired his sports cars and big house - not directly through his already successful Online Business, but instead he took the profits

generated by his business and poured them into cash-generating assets like properties and stocks.

It was a lengthy post and when I first read that, I groaned. I had bought my own house recently and I hated the paperwork I went through. I remember thinking to myself, "What's wrong with just using the profits from my business to buy all these? That's a lot simpler and direct." I continued reading anyways.

Andrew ended the post with a thought-provoking question:



In 20 to 30 years from now, which one do you think is more likely to stay: your properties or your Online Business?

I let that sink in for a while.

So up until now, I've gone at lengths about the beauty and power of having an Online Business to generate leads and even close sales at any level - be it low

ticket, middle ticket or high ticket. And many marketers would be content with that. Who wouldn't?

But consider the following...



The Internet changes. Last year's marketing gurus can be replaced by the next generation of up-and-coming superstars. And I've seen this cycle repeat itself over and over again. When I look at my product launch leaderboards, the names are 80% different from those I would normally see from years ago.



Life changes too. Sometimes the Universe has a habit of throwing the monkey wrench into your plans. The last thing you would want to find yourself in is worrying about money, again.



Staying in your comfort zone also violates one of the traits of being an Alpha Marketer. You shouldn't stop at just making money from your business. The next level of the game is to have money WORK for you. To quote Warren Buffett, "If you don't find a way to make money in your sleep, you will be doomed to work for money for the rest of your life!"

I had been fortunate to crack the code to online riches and reaped the rewards at an early age. Along the way however, I had come across very successful entrepreneurs, those who make more money than me even, lose it all.

They weren't womanizers, gamblers or foolish spenders mind you. But shit happens - divorce, failing health, wrong decisions made, times changed and their business got affected...

So once you start making money from your business, don't let your money 'rest'. Reinvest. Grow your business but don't stop there...

The next step is to go beyond being a business operator: invest in cash generating assets and anything that goes up in value.



Properties, stocks, gold and silver, Cryptocurrency, other people's businesses...

Then have these assets finance your dreams.

This is the height of financial intelligence and if you can practice just a bit of delayed gratification, I tell you, your financial freedom is practically guaranteed - for as long as you live. And if you do it, you can even create a legacy that you can pass down to your children.



So if you're not making any money right now, well the next best time to start is RIGHT NOW.

And if you're already making money, invest - and let it pay for your liabilities. At the risk of sounding grim... there will come a day you won't be able to press the keyboard anymore. How else will you guarantee money to continue coming in even when you stop working?

Oh, and please take care of your health too.

What You Must Do Right Now

So you've come to the end of this book. Congrats! Most people don't finish reading these days, let alone finish what they start.



And while this is the end of the book, it's a new beginning for you in the right direction.

What I've just shared with you had not only changed my life, it also changed the lives of those I've shared this with. These are the same methods and strategies as used by top marketers from around the world to make perpetually millions upon millions of dollars.

Will you succeed? Will you get the same results? I don't know. Most people do nothing, or get lazy, or lose the plot.

But you've already got the blueprint. It's now up to you to make it happen.
How badly do you want it?



Remember, Alpha mindset. Do what others won't do so you get what others won't get.

I hope you have the burning fire within you to go all out and do whatever it takes to earn your success.

All the best!