ACTION GUIDE

5 STEPS TO ONLINE SUCCESS

A STEP BY STEP CHECKLIST
TO BUILDING A SUCCESSFUL ONLINE BUSINESS
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The Internet has opened up an amazing number of new business opportunities. It has revolutionized the economy.

Every year hundreds of billions of dollars are spent online. Most of these transactions are done 100% online. A digital business can sell to people anywhere in the world 24 hours a day, 7 days a week.

There are many great online business models out there. I personally know highly successful people who own blogs, sell physical products, offer consulting services, develop software, market crafts, and more.

In fact, I’ve started some of those businesses. They’re great. However, many of them have high upfront costs, and you will have to risk money right off the bat, without being confident of success.

Just look at them...

**Blogs:** I love blogs, but you need to get literally tens of thousands if not hundreds of thousands of visitors before you can start making good money.

**eCommerce:** eCommerce is great. The problem is the margins. By bringing in just 10% of what you sell, you have to sell 10% more to make the same kind of profit you can selling digital products.

**Selling On Amazon Or Ebay:** You can get started fast, but your entire business is controlled by a third party. They can shut you down any time they want, and believe me... they do!

The 5 step system you’re about to learn avoids these problems.

- It's inexpensive to start
- You don't need tens of thousands of visitors before you make money
- You have TOTAL CONTROL
- You get to help people
- Your margins are terrific!
That's why I believe this 5 step system is the best business model for someone just dipping their toes in to get into.

This 5 step system is all about using the power of email to build an online business.

**Email?** That's right, email!

For all the talk of social media and these other business models, email is still king. Consider these facts...

- There are 4.6 billion email addresses worldwide (Source: The Radical Group).
- A whopping **144.8 billion** emails are sent **every day**.
- Email marketing has generated **$2.47 billion** in sales (Source: Forrester Research).
- For every $1 spent on email marketing the average **return on investment is $44.25** (Source: Email Report).

**DO NOT** overlook these numbers!

Best of all, you have complete control. NOONE is taking away your list of emails.

**Email List:** List of people who have given you permission to send them emails. These people are called **subscribers**.

And here is why email marketing works so well—people are **CHOOSING to OPT-IN**. They are giving their permission to be sent emails.

What could be better than a business built off people giving you permission to market to them?

Plus, every email sent is speaking directly with the customer. This allows a **relationship** to develop. To the customer, the email marketer is seen as a real person, rather than a faceless corporation. It’s becoming a **friend** rather than a complete stranger.

The contacts on the list then become warm traffic, rather than a cold click.

This is how the people on the list develop trust. And when people trust, they are more willing to buy. After all, **there is no better recommendation that a personal recommendation**.
An email business is all about helping people get the information and products they need to solve problems in their life, such as:

- Losing weight
- Feeling healthy and energetic
- Strengthening a marriage
- Parenting a toddler
- Getting new clients
- Building muscle
- Personal development
- Getting a date
- Time management
- Saving for retirement

And so much more! I'm sure on this short list alone you have more knowledge than most on at least one of those topics.

If you follow the simple 5 step system, and take the action steps attached to each one, you too can start your own online business and finally create the financial freedom you so badly want in your life.

It begins with step 1, which is creating the remarkably simple webpage that brings people into your email list...
**STEP 1 – BUILD YOUR 1 PAGE WEBSITE**

Here’s something that makes my brain hurt to just think about...

I've met business owners who have over 20 different websites. And each of those websites has hundreds of webpages. That’s **thousands upon thousands of webpages to constantly monitor, update and troubleshoot.**

No wonder they usually have an entire team of programmers, designers and IT administrators. That’s a whole lot of upkeep.

Then I'll ask them how much profit they're pulling in. Sometimes it's not even as much as what many of my students are making! And a lot of those students have just a 1-page website!

Don't think that having a 1-page website is just a starting point. This is for everyone. You can literally **launch and grow an Email Marketing Business using just a 1-page website.**

Now, you can't just use any page for your 1-page website. It needs to be an **opt-in page.** And this opt-in page has a very important purpose: **To entice people to give you their Email address.**

That's Your #1 Goal as An Email Marketer — Collecting Email Addresses. I can't tell you how many websites I've seen that look amazing and have awesome functionality... Too many to count. Yet they do a lousy job at collecting Email addresses, which is the most important thing to do. 99% of the people who come to their site LEAVE without giving their Email. And most NEVER come back! This means that those people are probably gone forever.
That's why a 1-page opt-in site is SO important. Your 1-page opt-in site will ultimately become the entire engine in your Email Marketing Business!

1. It will generate quality leads for you.
2. Those leads turn into sales.
3. Every sale = more cash in your pocket!

Here are some examples of high-converting landing pages:

Secrets to a High-Converting Opt-In Page

There are just 4 elements that are essential to a high-converting opt-in page...
1 – Opt-in Box:

This is where people provide their Email address. Therefore, **you want this box to stand out on your webpage.**

Here are a few tips:

- Make sure the box is visible to your prospects before they scroll. Keep it “above the fold.”
- Ensure the instructions are clear to leave their Email. If you don’t have clear instructions, people won’t know what to do.
- Ensure that the Email field recognizes a proper Email address… so if the prospect leaves gibberish in the Email field, it will give a message like: “Please enter valid Email address.”

2 – Headline:

The headline should be the most prominent part of your opt-in page. It should **clearly state the value of what the prospects will receive** in exchange for giving their Email address.

**Poor headline examples:** “Please Give Us Your Email Address” (Yes, I’ve really seen that one before) OR “Get My Free Report”

**Good headline example:** “FREE Underground Report: Steal My Secrets To Losing 11 Pounds of Belly Fat In Just 24 Days”

Can you see the difference?

3 – Image of Your Free Gift:

The only way people will happily hand over their Email address is if you entice them with something that’s valuable to them.

Maybe it’s a free report or an ebook. Or it could be a different format, such as a free video or audio.

Whatever you choose as your value-rich free gift, make sure you include a prominent image of it on your opt-in page. Even if they don’t read your headline, your image should make it clear what they are getting in exchange for providing their Email address.
4 – Bullet Points:

Bullet points that further highlight the value of your free gift can really improve the conversion on opt-in pages.

I would say that bullet points are optional. I have seen many high converting opt-in pages that simply feature a headline, opt-in box and picture of the free gift. But if you want to go that extra mile, add the bullet points. Then you can test which converts better — with the bullet points or without.

When You Create Your One Page Website...

✓ The simpler, the better.
✓ Have a headline that catches your visitor’s attention.
✓ Give them a compelling reason to enter in their email address.
✓ Focus on benefits, not features.
✓ Read it out loud to yourself to make sure it sounds conversational.

___ Step Complete

Congratulations on creating your opt-in page - write in your URL below to move on to the next step of building your business! Plus don’t forget to share your progress with us on Facebook (https://www.facebook.com/lurninc/)

URL: ____________________________________________
STEP 2 – CREATE YOUR FREE GIFT

When I first started 15+ years ago, I barely had to give anything away to get someone’s Email address. People were more than happy to give their email addresses away.

Want a subscription to our newsletter? = Here’s my Email address

How about access to our website? = Here’s my Email address

Want to see our prices? = Here’s my Email address

As you probably already know... this no longer works.

Today, people are far less willing to give you their Email address. In fact, even if it looks like they did give it to you, it may be a **FAKE Email or a throwaway one that they rarely check.**

In order to skyrocket your conversions and maximize your Email list, you’re going to want to offer a FREE gift of GREAT value.

So, do you already have a report or video that your prospects will consider of high quality and value? If not, are you ready to create one? Either way, don't worry. It's easier than you think.
3 Ways To Create Your Free Value-Rich Gift

1. The Hard Way

Just a few years ago, the hard way was the ONLY way. That meant you had to create the free report yourself, from scratch. Of course, many of my students DO create the report themselves. By doing so, they have full control of the content, how it reads and what it looks like.

If you’re creative and have solid writing and design skills, this could be a good option for you.

Here are the four steps of creating your own free gift:

- **1.** Create an Outline
- **2.** Write the Report
- **3.** Format for Digital Download
- **4.** Design the Report Cover

This may take you anywhere from a few weeks, to a few months, depending on the time you have to invest.

2 – The Easy Way

Today, there are so many talented writers, designers and technology gurus that are willing and highly capable of creating your report for you!

There are several sites where you can outsource your free report.

The advantage of using these sites is that experts invest their time so you don't have to. The disadvantage is that it could cost you anywhere from $200 to $1,500 or more. Plus, depending on who you hire, it could take a few weeks to get your report.
3 – The Even Easier Way

The Launchpad makes it even easier to create your free gift. It has a MASSIVE database of prewritten articles you can use to build your free report.

With a few clicks and some editing to make them yours, you can build a valuable free report to offer your new subscriber.

When You Create Your Free Gift...

- Give away great information, ideally on things they can go out and apply immediately into their lives.
- Keep it focused on tricks and techniques. This is not the time to give away your system.
- If you hire a writer, be sure to provide an outline.
- When you evaluate your gift, ask yourself if you’re excited to give it away for free. Remember, this is what starts your relationship with your new subscriber.

___ Step Complete

Congratulations on finishing your free gift! Don’t forget to share your progress with us on Facebook (https://www.facebook.com/lurninc/)
STEP 3 – CHOSE YOUR WINNING AFFILIATE OFFER

Not all affiliate offers are created equally. I've seen both sides. I have promoted several products as an affiliate where I did EVERYTHING right, then sat back and waited for the dollars to start rolling in.

And I waited, and waited, and waited.

After weeks of practically NOTHING, it was clear this was NOT the right affiliate offer for me.

Then, I've also had a bunch where I signed up, the seller did 100% of the work for us, and I sat back, and...

Cha-Ching! Commissions galore! Every time I glanced at my account, I made thousands more dollars!

Nothing else changed but the affiliate offer. That's how important choosing the right one — a WINNING one — can be to your success.

With over 10,000 available affiliate offers, choosing the right one might seem overwhelming. Fear not though, because if you follow these 4 steps, you'll have no problem finding the right offer.

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4 Steps To Choosing Winning Affiliate Offers

1 – Dig a Little:
Affiliate offers are everywhere. You can find lots of the best ones inside affiliate networks such as www.ClickBank.com, www.JVZoo.com.

Inside ClickBank.com, check what’s called the Gravity Score. That’s a measure of the popularity of an affiliate offer. Within JVZoo.com, simply look at the Best Sellers.

You can even do a quick search on Google for “keyword + Affiliate Program”. That will give you an idea of what's being searched for on Google.
Red Flag Warning: If you are having a difficult time finding affiliate offers for your niche, stay away from that niche! Believe me, lots of competition is a good thing when it comes to choosing affiliate offers. If it’s a ghost town... there's a reason — Nobody's interested!

2 – Review Their Marketing:
Want to know which affiliate offers attract the most customers? Pretend you are their customer.

Watch their video sales letter. Read through their sales page. Is it compelling? Does it make you want to buy? If it does, they probably sell a lot of their products. They may be a good fit for you.

3 – Subscribe to Their Emails:
Here's a great tip. Before you commit to choosing any affiliate offer, get on their Email list. Then just watch their Emails for a couple weeks.

You'll immediately be able to differentiate the winning ones from the rest.

4 – Review Their Product:
Most affiliates will give you a review copy of their product. Once they do, go through it thoroughly and with a careful eye.

If it's top quality, it may be worth going with them as an affiliate offer. You should only be considering offers that you know will help your subscribers. They opted into your list for a reason and you need to provide them with the best of the best offers.

When You Choose An Affiliate Offer...

✓ Is this a good offer for your subscribers?
✓ Are people buying this offer?
✓ Subscribe to your list. See what kinds of emails they send out.
✓ Understand the big benefits the offer is promising for its customers.
✓ Dig deep to find hidden affiliate offers outside of Clickbank if possible.

___ Step Complete

Congratulations on choosing your affiliate offer! Write the name of the offer and 3 benefits it promises below. Don't forget to share your progress with us on Facebook (https://www.facebook.com/lurninc/)
Name Of Affiliate Offer: ________________

Benefit 1: _____________

Benefit 2: _____________

Benefit 3: _____________
STEP 4 – WRITE YOUR EMAILS

All my students want to know the answer to the same question...

“How much can I realistically expect to make per month with an Email Marketing Business?”

There’s a general equation that can be a good target for estimating your monthly income. It’s not written in stone, but it’s a target you should shoot for.

Number of Subscribers on Your Email List X $.40 - $1 = Estimated Monthly Income

Now, $.40 - $1 per subscriber per month is just a target.

That number could be less for you... or it could actually be MORE! There are several factors that affect what YOUR number is:

✓ Your niche
✓ Your marketing
✓ Your relationship with your subscribers
✓ Your product and price point

But it should really never be below $.40 per subscriber per month. The point is, each subscriber holds value to your monthly income. So, using the above example of $1 per subscriber per month, your target could be:

✓ $5,000 a month with 5,000 subscribers...
✓ $10,000 a month with 10,000 subscribers...
✓ $25,000 a month with 25,000 subscribers...

One Thing Determines If You Can Actually Make This Income or Not: Your Emails

What do you call an Email marketer that rarely sends Emails to his list? BROKE.

To best achieve the level of sales and income you seek, you'll want to Email to your list. And often.

Now I know what you might be thinking... “But wait, I'm not a good writer!” Don't worry. I was never a good writer either. In fact, I almost failed English in school. My teacher even told me, straight to my face, to never be a writer. The lesson here is that you don't have to be a good writer to write great emails.

The reason is simple: you write emails like you talk. Your personality should flow through them. There are no hard and fast rules to writing emails.

Now, there are 2 ways you can send Emails: Autoresponders and Broadcasting. Don't worry, both are piece of cake.

Email Strategy #1 — Autoresponders Set It and Forget It.

Autoresponder Emails are just what the name implies.

You set up your Emails to be sent to your prospects... Automatically. These are usually done in a sequence.

First, they get a “Thank you for signing up” Email.

Next, they get an Email that might introduce your solution to their problem. This could go on and on for days, weeks or even months!

Yes, Autoresponder Emails are extremely easy. You simply spend a few hours setting up the Emails, then you're DONE! The autoresponder system does all the work. You just sit back and watch the sales come through.

However, we don't recommend using Autoresponders as your primary way to market to your customers. You can probably see why, right? It's too impersonal. Your marketing should be fluid and responsive to your audience — Autoresponders don't allow this fluid, personalization to come through.

They're not very adaptable either.
For example, what if one of the autoresponders that I set up months ago references a celebrity who recently passed away. Not only do I come across as out-of-touch, I may even offend a certain segment of my audience.

Therefore, I recommend another Email strategy...

Email Strategy #2 — Broadcasting (The Personalized and Preferred Approach)

Broadcast Emails are my bread and butter. This is the lifeblood of my Email Marketing business.

90% of Emails I send to my students are broadcasted. This simply means that I write the Email and send it. This Email is delivered to my whole list (or a chosen segment of my list if I want).

With Broadcast, you can literally Email 100,000 or even 1 MILLION subscribers in the SAME amount of time it takes to Email just 5 subscribers! Crazy!

By using Broadcast, when you read a story about something I did over the weekend... it's 100% true! Tip: I know a few Email marketers who LIE in their Emails to exaggerate a point. Don't ever do this. In today's social media world, you can lose your reputation in mere seconds!

Because I have seen and experienced the greatest results from doing Broadcast Emails, that's what I recommend for you.

Of course, now that you know the best way to send your Emails, what type of Emails do you send? Let's talk about this issue next...

Connect With ALL Audiences By Mixing Up Your Emails

There are essentially 3 different types of Emails: **Content, Promotional** and **Hybrid**.
**Type 1 – Content Emails**

These are designed to educate your audience and give them value.

An example would be an Email that gives away a cool new diet tip.

It's important to send Content Emails to your audience. It keeps them engaged and excited about opening and reading what you send to them!

**Type 2 – Promotional Emails**

Of course, your goal isn't just to inform and educate your audience, but to get them to open up their wallets and pull out their credit card. Promotional Emails are perfect for that objective!

An example would be an Email that links to a Video Sales Letter.

Don't assume that your audience ONLY wants content. Remember: They are on your list because they are interested in what you have to offer!

**Type 3 – Hybrid Emails**

My favorite and best-performing Emails are Hybrid Emails. These Emails are positioned as content, but they sneak in a little bit of salesmanship.

The reason they work so well is because nobody knows the Email is designed to sell!

The most effective example of Hybrid Emails is done through storytelling. Because we’re providing captivating content, we can seamlessly add a link to a sales video or sales page.

Now you know how to deliver your Emails. Plus, you know the different types of Emails. The only thing left to do: **Start writing!**

The next and final step isn't just important... It's the fuel for your email marketing business. Without it, you don't have a list or any profits.

When You Write Your Emails...

- Autoresponders are great if you want to “set it and forget it.”
- Broadcast emails are great because you want to be more responsive to what’s going on now.
✓ Make sure your emails are conversational.
✓ Read emails from other people to get a sense of what good email copy looks like.
✓ Find your voice and remember: ALWAYS OFFER VALUE!

___ Step Complete

Congratulations on writing your first emails! Don't forget to share your progress with us on Facebook (https://www.facebook.com/lurninc/)
STEP 5 – DRIVE TRAFFIC

What happens when you have no fuel in your car? It doesn't run.

The same thing happens when you drive no traffic to your business. It doesn't run.

**Traffic IS the fuel that runs your business.** Because without traffic, you have no Email leads. And without Email leads, Email Marketing simply doesn't work.

That's why this step may just be the most important to launching and growing your business.

It's also the one step that can stop people dead in their tracks.

Not Anymore... I'm Giving You 2 Traffic Solutions!

The 2 types of traffic are:

- Free Traffic — It can take a considerable amount of time to consistently drive lots of free traffic to your business.
- Investment Traffic – This is the best traffic source. This is what I teach most!

To help get you started, I'm giving you 2 traffic solutions. One of the quickest ways to get quality traffic is from what's known as Email Media. It's simply an online marketplace where you can buy and sell traffic. Here's how it works:
1. **There are already tons of databases in existence.** Many with huge lists of subscribers in a wide variety of niches. 50,000 in some. 100,000 in others. Even databases with 200,000 or more.

2. **Many of these people with databases are willing to sell you their clicks.** You simply pay for each click or Email send.

3. **The reason I love Email Media** is because the people within these databases are already subscribed to your niche. They're interested and actively getting Emails about it.

4. **They've taken many steps to become a subscriber!** You already know they have a good Email address, because they've read the subject line, got interested, opened it, read the Email, got interested and clicked it. Then went to your site, got interested and gave you their Email address.

I love Email Media so much that I started an Email Media network, called Clickonomy. I've been on both sides, so I'm living proof regarding how effective this medium is.
When You Drive Traffic...

- Figure out where your potential subscribers are.
- It’s great to leverage other people’s email lists using Clickonomy.
- Free traffic will require you to invest time.
- Investment traffic will require you to invest money.
- It’s great to do a mix of both.

___ Step Complete

Congratulations on beginning to drive traffic and build your list! List out 3 of the most promising traffic sources below. Don't forget to share your progress with us on Facebook (https://www.facebook.com/lurninc/)

Traffic Source 1: ______________________
Traffic Source 2: ______________________
Traffic Source 3: ______________________
It's Time To Act

You now know what the 5 steps are. You even know what actions you need to take to make them a reality.

The next step is up to you.

Are you going to put this report down and keep doing the same thing you've been doing to this point?

Would you expect to get different results if you keep doing the same thing?

Insanity: doing the same thing over and over again and expecting different results.

- Albert Einstein

Or...

Are you going to use your new knowledge to chart a different course.

Are you going to CHOOSE to build your own online business?

Are you going to CHOOSE to implement the 5 steps?

Are you going to CHOOSE to get the training, tools and support you need to make sure that you get the details right and get off the ground as quickly as possible?

If you CHOOSE to chart a new course, take action and FINALLY create the business you want, then make that choice and ACT.

It could be the most important decision you've ever made.

Thanks for reading, and good luck!