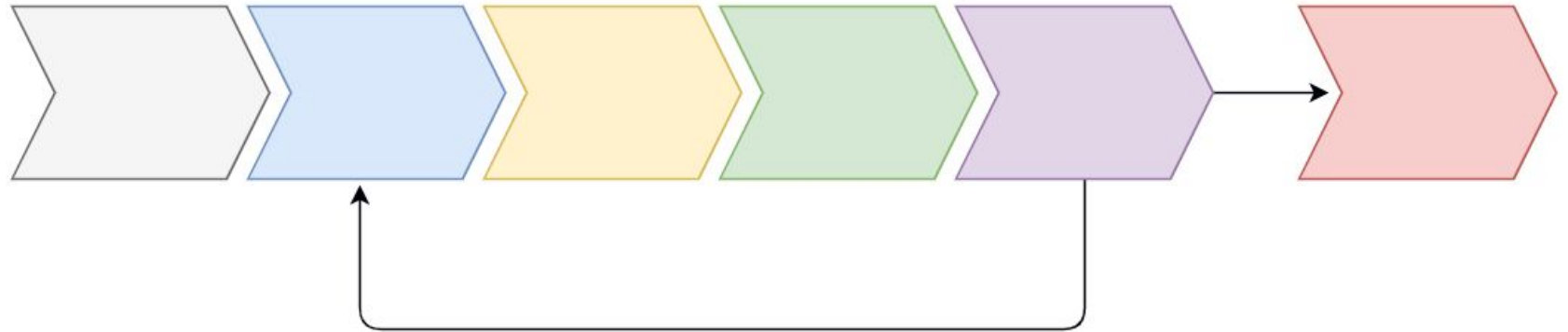


The Roadmap to Your First (or Next) Online Income





Learn from the Best

Empathise



Define



Ideate



Prototype

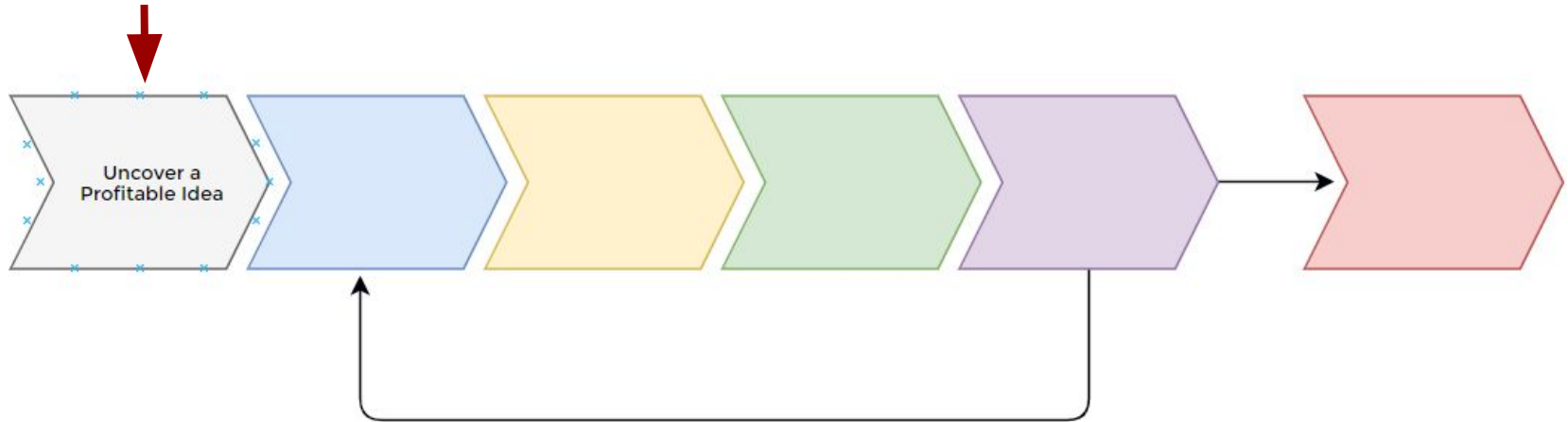


Test



What to Do

- Use what we talked about in the previous two emails (or videos) in this series

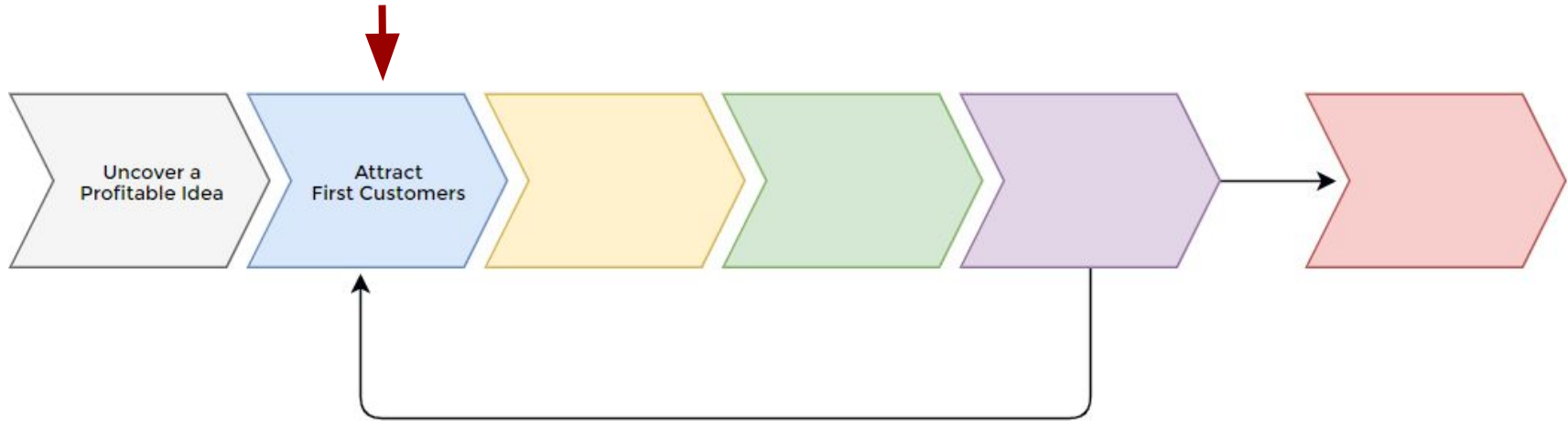


What to Do

- ❑ Use a lead magnet that delivers a very specific result to attract customers

Don't Need

- An email list
- A big social media following
- To do a lot of blogging or podcasting



What to Do

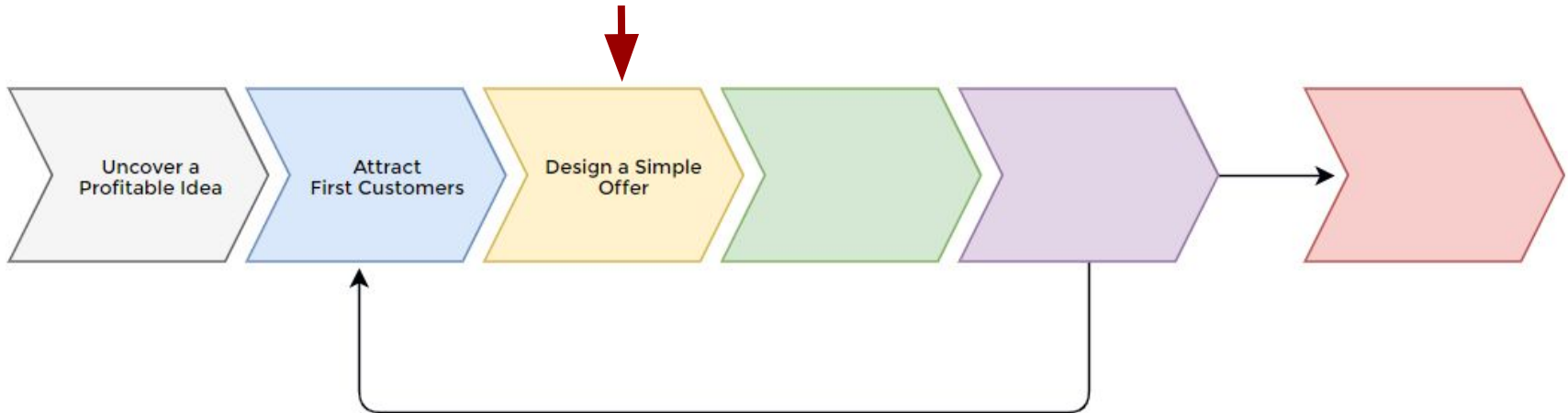
- Focus on helping one person reach a very specific and desirable result

Keep It Simple

- A handful of phone calls with you
- A handful of in-person meetings
- A series of videos shot on your smartphone

Don't Need

- To create a fancy ebook or complex course
- To create anything before you sell it

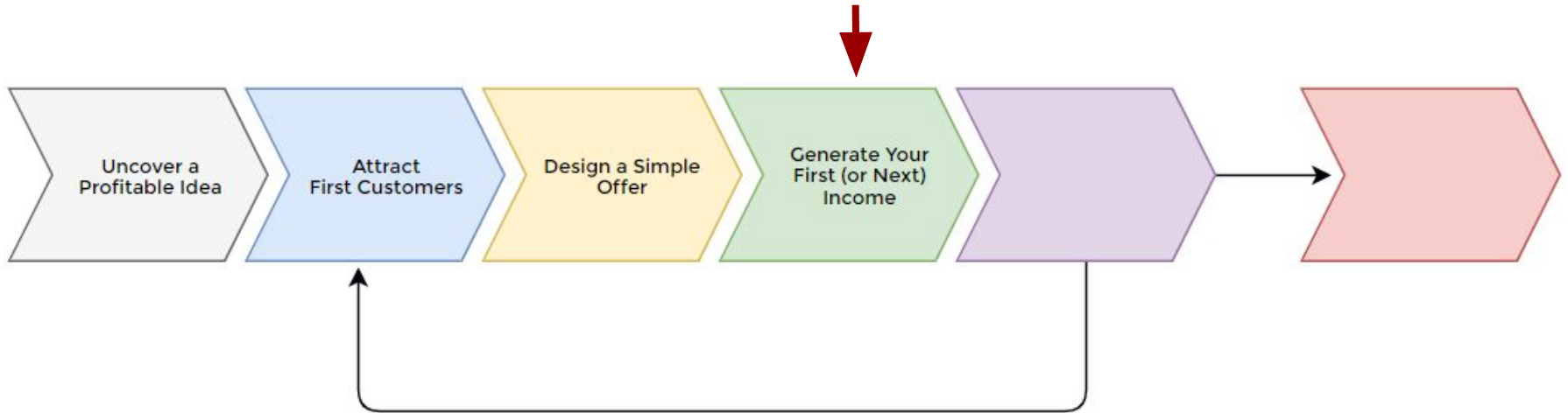


What to Do

- ❑ Have conversations (free breakthrough calls) with anyone interested in your lead magnet
- ❑ Ask about their goals and challenges, then ask if you can explain how you can help them

Don't Need

- A sales funnel
- A sales page
- A sequence of videos or emails

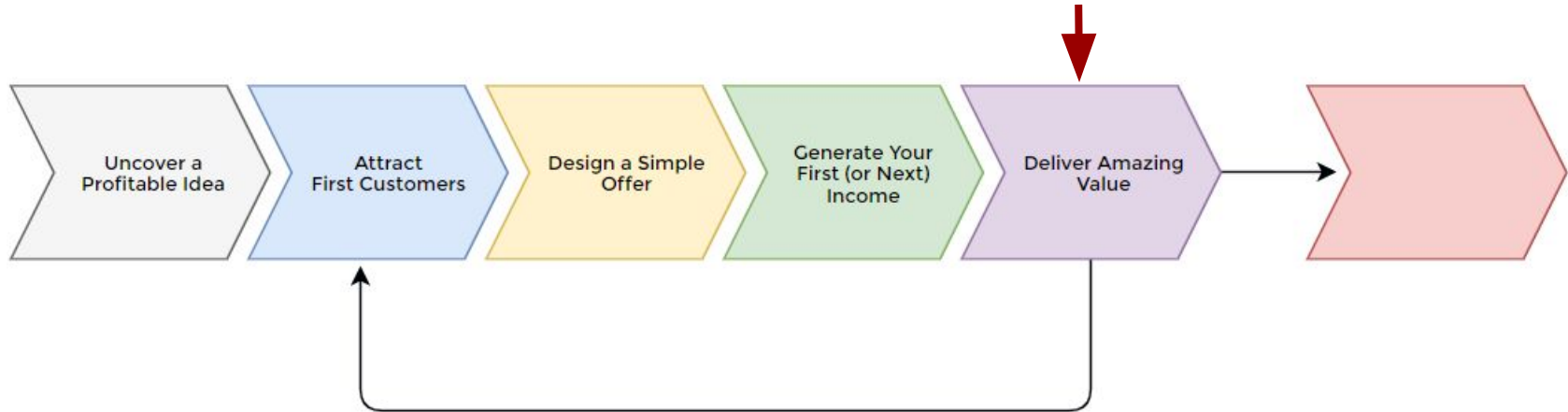


What to Do

- ❑ Guide them through the process to reach the very specific and desirable outcome
- ❑ Email them the info, get on the phone with them, or meet them in person

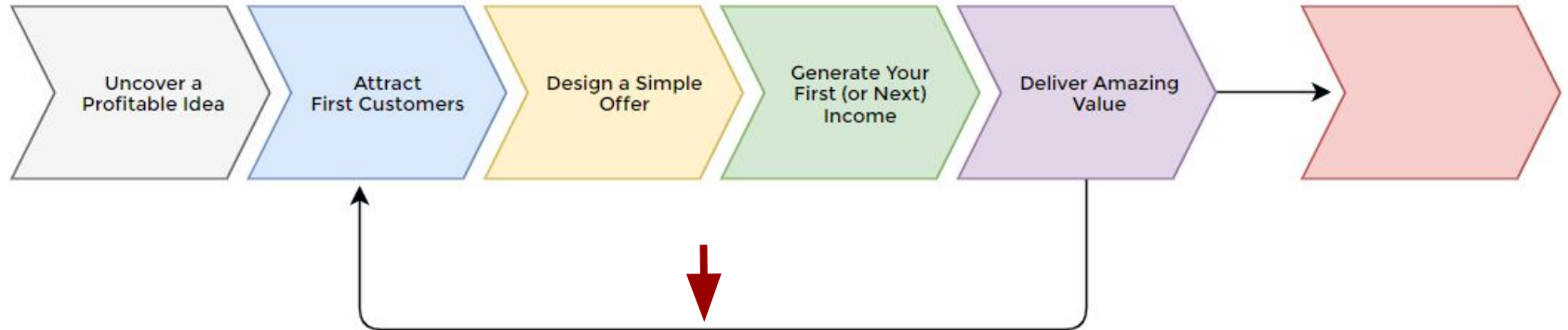
Don't Need

- A course web site



What to Do

- Repeat the process to generate more income, testimonials, and understanding of your customers



What to Do

- ❑ Leverage the money, testimonials, confidence, understanding of your market
- ❑ Create a digital product
- ❑ Automate your marketing

