



The **SIXFIGURE**
Mentors

2014
EDITION

LIST BUILDING FOR

PROFIT!

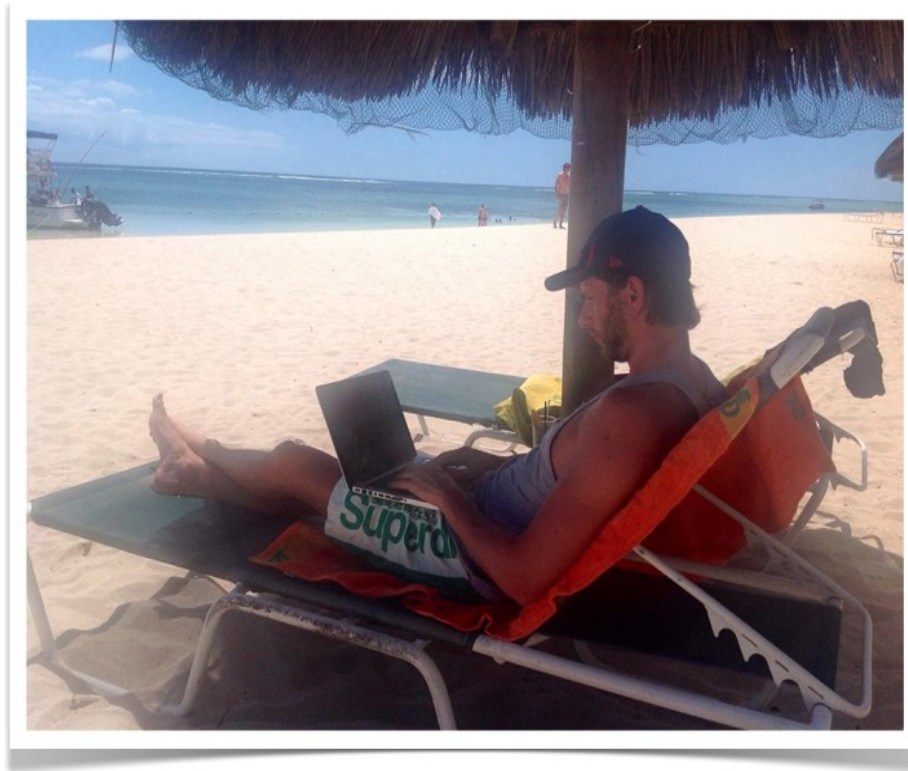
**How To Build A List Of
Raving Fans And Start
Making YOUR 6-Figure
Income Today....”**





LIST BUILDING FOR PROFIT with Stuart Ross & Tim Halloran
“How to Build a List of Raving Fans and *Start Making YOUR 6-Figure Income Today...*”

List Building For Profit



Updated for 2014 from [Flic en Flack Beach](#) - Mauritius

By Stuart Ross

**“How To Build A List Of Raving Fans And Start Making
Your 6-Figure Income Today...”**



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Brought to you by Tim Halloran



Hi my name is Tim. Congratulations on finding this material. List building is one of the most powerful concepts available for internet marketing. If you can truly understand and implement this information you will discover this for yourself.





Legal Disclaimer

Even though it goes without saying, we do have to reiterate that we are individually responsible for our individual results. Please take a moment to read and understand the following.

- No incomes represented are guaranteed in any amount for any affiliate
- No person earns any income solely for referring others in the Six Figure Mentors
- Your income will be directly correlated to your hard work and determination
- No product purchase is required to participate in our affiliate program
- Products and Pay Plan are subject to change without notice

And finally, please don't run with scissors or skinny dip on public beaches (like I have just witnessed in Mauritius about 30 minutes ago)



Foreword

Over the years, the list building strategy outlined in this report has been refined to the point of near perfection. Of course, we can't make any guarantees for anyone, but what you are about to discover is a strategy that has made a lot of people, *a lot of money!*

What you're about to discover is a system that has taken us almost a decade to fine-tune. This system has generated well over \$100 million in online sales for our students and us over the years and we couldn't be more thrilled to share this with you.

Also included in this report:

- “What is a Digital Business System?” – Learn how a simple online system can eliminate many of the frustrations and pitfalls faced by newbies and struggling marketers alike.
- “The Hidden List Secret” – The secret sauce that turns your list into *raving* fans desperate to buy your products and services.
- “The Digital Marketers' Online Code” – How to create a super-successful, online business *fast* without having to do all of the grunt-work on your own.
- The “3-Things” – As long as you've got these three things, everything I describe in this report is within your reach.
- How to “Combine the Elements” – This section will walk you through how to put all the components of the system together, and create a well-oiled machine that works for you – even while you sleep.
- How to “Leverage Other Peoples' Time and Expertise” – Why you don't need to create your own products to sell and having all you'll ever need to start earning “real” money online.
- “Shave Years Off Your Learning Curves” – Once you understand how to master the 3-simple steps outlined in this report (with our help, of course) you will have every tool you could possibly need to create *your* digital life.
- And, the best news of all – How you can use the (virtually turn-key) SFM Digital Business System to pretty much do all of these things for you, on autopilot! (Yup, you read that right too.)



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Whoever gave you this report, knows something of value. We're glad you decided to take 30 minutes or so to read it. You will also notice some links throughout the report. Check them out; they are there to provide additional value.

Read it carefully and make an intelligent decision; you won't regret it.

The Digital Economy is booming – are you?

Here's to your success!

Stuart Ross

CEO and Co-Founder

The Six Figure Mentors, Digital Business Lounge, Digital Experts Academy



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Introduction

In 2008 I made the decision to look for a new way of making an income that would allow me to live life on *my* terms; a way of life that would give me the freedom to have more fun and enjoy life at a whole different level. You see, even though I was only 26 years old at the time, with a great job and a bright future, something just wasn't right. Something was missing; I was empty inside. I lacked inspiration and the zest for life I once felt.

At the time I was working around 70 hours a week including weekends, as I thought that's just what had to be done to achieve success. I was an estate agent (realtor) and I was good at my job. Particularly after doing it for 8 years and since I was 18 years old. Listing and selling properties was the only thing I really knew very well as I had dropped out of college when I was 17 and hadn't exactly done well at school.

A typical day for me then would be getting up at 6am, stuff down my breakfast (if I had time and hadn't hit snooze), commute to work, then hold a morning meeting with a team of people who didn't really want to be there any more than I did. If I am honest, success for me at that time was largely money orientated. I put up with the long hours (11+ hour days), the politics and the stress in the hope for a bigger paycheck at the end of the month and to be fair, by age 26 I was actually earning a great income.

I was making between 3k - 7k a month (depending on commissions) but regardless of this, I came to realize that this job wasn't going to offer me the kind of lifestyle I aspired to live, or provide the kind of life I wanted to be able to provide for my future family. In a nutshell, there was no way that this job was going to provide me the quality and balanced life I dreamed of – let alone any real free time to do the things I wanted to do.

On top of that, I was waking up each day less and less inspired to do the work I needed to do and really started dreading going to work each day. In fact just saying that now, brings back memories of how most Sunday evenings I would feel a knot in my stomach, just knowing that I was about to start another week of the same old thing, repeating the same old daily grind!

All I did was work, work, and work. Sure I was pretty darn good at my job but that's all it was. I was building someone else's dream, not my own and every hour on the job, every ounce of effort applied, seemed a waste. I couldn't help but think, what if I was building my own dream instead of making my bosses richer? I know this is going to sound like a cliché, but I finally decided I had enough. I was fed up with the rat race and I wanted more!





One evening I came home from work on a Sunday with a couple of magazines I bought on my way home. It had been a really crap day dealing with annoying clients and I was exhausted. So I decided to flick through a couple of business opportunity and franchise magazines to see what ideas I could come up with that would enable me to get some control and zest back into my life.

I had no idea what exactly I was actually looking for but what I did now is that I wanted to find a business opportunity that would give me:

- Leverage (Unlimited income potential).
- The ability to work from home.
- Autonomy, freedom, and flexibility.
- No more endless meetings, conference calls, and impossible deadlines.
- Satisfaction and fulfillment that I already knew could only come from doing something for myself.

The first thing that I noticed when looking through the magazines, was that franchise businesses are expensive. Actually, they're *really* expensive. We're talking about hundreds of thousands in some instances, and to be honest, I had no chance of getting that sort of money together. Especially, as I had screwed up my credit!

Then, just as I was about to give up on my searching and throw the magazines into the trash bin, I spotted an ad for a franchise that was purely Internet based (no premises or stock to have to fund) and was a lot cheaper than the others I had seen. It cost £12,000 (\$20,000) and the ad claimed that there were individuals earning six figures plus, working from home, part time.

At first I was excited only because I had found something that looked pretty good and wasn't going to cost over a hundred grand to get in. Then it hit me: I didn't even have two grand to my name and saving up another ten... well, that would probably never happen! I had maxed out my one and only credit card and to be honest was pretty over-committed with my monthly outgoings, e.g. a £575 (\$800) BMW convertible car payment.

Despite all this, the following day while I was at work I couldn't stop thinking about this franchise and what it would be like to work from home with a business that offered pretty big money. I was daydreaming and imagining how much less stressful and flexible it would be!

Later that day, instead of grabbing a quick lunch I popped into my bank and asked to speak to a business advisor about getting a business loan. I explained I had seen a franchise opportunity (local business advertising) that looked good and would like to borrow the money to get started and wanted to know what my options were, being that I knew I had pretty poor credit.



Without going into to much detail here, the response from the lady in the bank was pretty much this:

"Stuart, I would probably say, it's not very likely we would lend to you to start a business, however if it is just the £12,000 you need then maybe you would be better off speaking to someone in our regular loans department to see if they can help".

So that is exactly what I did. To my great surprise they offered me a £6000 loan and said it could be in my bank by that Friday. So naturally, I bit their arm off and said, "yes!"

That evening I was so excited that I had raised half the money and I knew that if I presented the "right" opportunity to my dad, he would likely lend me the other £6000. So I spent the next two evenings mapping out my big game plan and continued dreaming about my up and coming venture to freedom. :)

To cut a very long story short, I did end up getting the other £6000 from my dad and within just over a week I had completed the purchase of the franchise territory (Reading, Berkshire, UK) and was booked on for my two day training course. As I mentioned before, it was a local business advertising franchise and the business model was basically, selling to local businesses and having them pay a monthly fee to be featured and promoted on my local website.

At this point I was now working part time in my job (3 days a week) and earning half the money I was before. This of course meant that I could spend more time building my new business.

Most of my time was spent cold calling local businesses, telling them I had a great opportunity for them to help increase their online exposure and asking if would they be interested in meeting with me to find out more about it. The result of this approach was usually a pretty straight and resounding: "NO"!

Honestly, I cannot tell you how many no's I would get each day. Even worse, when I did get a "yes", it was usually from someone about to go out of business and they had virtually nothing to invest in their advertising.

It was so frustrating. Here I was, desperate to build my empire and all I had been told to do by the franchise owners was to make more calls. *"Stuart, it's just a numbers game. Make more calls".*

AHHHHHHH, it was killing me! I hated it. In fact, I hated it more than my job, and not only that, I had paid for it! I had effectively bought myself a job!

After 6 months of grinning and bearing the cold calling, the endless no's, the late nights and anxiety, I decided to pack it in. £12,000 (\$20,000) +, more debt to my name, and I



had become a nervous and insecure wreck. Not quite the result I was hoping for back when I was daydreaming of time and financial freedom!

The following week I started back full-time in my job. The 70+ hour weeks and daily commute were in full force. For a few days, I actually felt quite good about it. The anxiety was slowly disappearing and knowing that I would get full pay at the end of the month was comforting. My friends and family were all saying that it's good that I am back to work full time and were telling me how lucky I was that my boss actually took me back; which, in all fairness, I had to agree with.

But... and yes, there is a “but”, I didn't really feel that lucky. All I felt was a burning desire to prove everyone wrong and prove myself right. Prove that I was destined for something better than the corporate 9–5 (8–7) and that I did have what it takes to be successful.

That following Sunday, after jacking in my business the week before, I ended up back online looking for other options. Again, I had no idea what I was looking for, I just knew I had to keep looking. Even to this day, I remember one of my google search terms: “businesses that don't require cold calling”.

After several hours of relentless searching I ended up buying 3 eBooks and a 12 DVD home study course. I even bought a couple of “get rich quick” type products from clickbank.com. I was desperate to find a solution!

Yet, everything Internet based that I was reading seemed like hype, fluff and exaggerations. It was all “too good to be true” and my gut told me I couldn't trust what I was reading.

Then, after hours and hours of trawling through websites, e-books and videos I came across a guy based out in Atlanta, USA, called Brad. He had a pretty basic looking website that claimed he could show people how to make money online.

He also had a short video on his home page that he'd shot in his home office, where he went on to introduce himself. Now to be honest, I don't know exactly what it was, but there was just something about him that I instantly liked. It was probably to do with the fact he seemed very genuine and laid back, compared to in your-face and all rah-rah like many of the other people I'd come across online.

Brad was selling an e-book (for \$97) and he claimed it had the information required to start making money online quickly. So anyway, despite the fact I was pretty damn skeptical, I decided I would get my credit card out and give it a whirl.

And guess what... the rest is history! Seriously, what Brad introduced me to was a whole new world. A world that meant I could start making money, almost instantly through a business model called affiliate marketing. A business model that required



very little start-up capital, it didn't require me to have any existing online business experience, it didn't require me to have my own website or products to sell, and it could be done part-time around my job and other commitments.

He explained how there are literally thousands and thousands of vendors (product owners) out there, in almost every market, were willing to pay a healthy commission (usually 10–50%) every time you refer a customer to them. He explained how the vendor also did all the hard work. e.g. create the websites, the products, the sales funnels, the fulfillment etc., and all I had to do is the marketing. In other words: refer the customer.

To cut an even longer story short (or we will be here forever) I followed Brad's training diligently. I bought several more in-depth marketing courses from him and a few that he recommended. Within six months I had quit my job and was making more money online as an affiliate marketer than I had been making in my job! It was fair to say I was hooked. So much so I was working, on average, 12 hours a day, mainly placing ads and doing everything possible to make more sales each day than I made the previous day.

I am not going to go into too much detail on my story with affiliate marketing because this report isn't really about affiliate marketing. It's about list building and the power of having a “business system”. I just felt it was important that you knew exactly how I got my start online. After all, discovering affiliate marketing is what led me to uncovering list building for profit and it was applying list building to my affiliate marketing that really changed everything for me.

I know that if I hadn't got my start with straightforward affiliate marketing, it's unlikely I would have ever begun my journey of becoming a digital entrepreneur in the first place. Frankly, I'd probably still be stuck working in the 9–5 (or 8–7) grind.

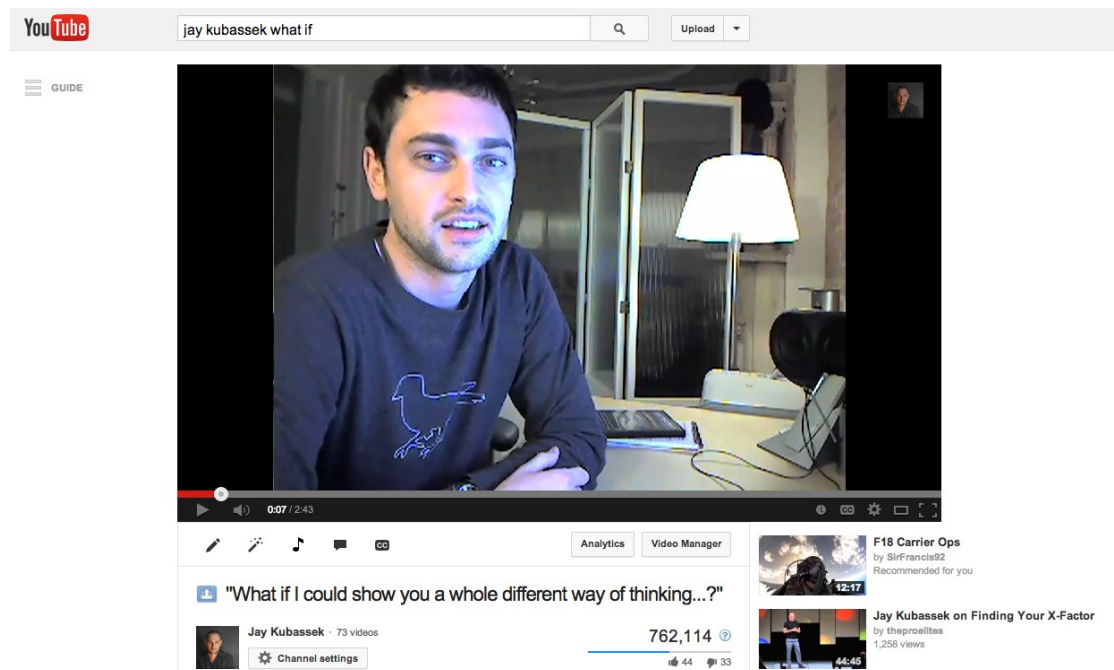
One thing I will say before we move on, is this: Even though I had managed to replace my income with my commissions earned from straight forward affiliate marketing, I was still working long, long days. Typically, I was working twelve hours a day doing pretty boring stuff like placing ads. It was for this reason I found myself always looking for ways to improve my income model and I kept an open mind with what could be waiting around the corner for me. Which leads me to tell you about how I first heard of list building and the power of having a “digital business system”.

One afternoon when I was researching other ways to make money online, I stumbled across a YouTube video with over *half a million views*, by this guy called Jay Kubassek. What I liked about this guy was much the same as what I liked about Brad, he just seemed very average and sincere. I also noticed that he had a real air of confidence about him in the way he came across on video. He clearly knew what he was talking about and after a closer look, I saw he had the results to back up his claims.



I spent hours on one of his sites, reading and watching videos and I immediately knew I had found someone I could trust – he was different than the rest. He seemed to really care about his students and I felt like I knew him immediately. He also claimed he had a “marketing system” that *anyone* could use to make a good living online and that it could provide individuals with a lot more time freedom than what most business models could offer.

Jay went on to say how it was a real system, that would require some work at the start, but once things were set up it could start to become highly automated. He also explained it could be used to sell any product, to any person, anywhere in the world.



Of course I was *pretty* skeptical (again), but like I said, there was just something about this guy. Each of his claims and case studies were backed with a notarized affidavit certifying its authenticity and there was a certain level of authenticity I just couldn't ignore. Jay came across very genuine and sincere and avoided the hype I was used to seeing online. He was straight to the point and didn't seem to really care if bought his stuff or not.

Just watching his free videos alone gave me so much value that I could only ask myself this, “Imagine what kind of value his products and systems must contain if this is what he is giving away for free?”





"What if I could show you a whole different way of thinking...?" I liked the idea of something that could be automated because the *one thing* I was desperate for was some free time again! I wasn't bothered about being a multi-millionaire, or having some fancy yacht or anything like that. I just didn't want to carry on working every waking hour. So, I watched the videos ([including this one here that I paid \\$50 for](#)), and downloaded a report he'd written.

It was there and then that I was introduced to the concept of automated "list building". You see, he had perfected a system to do something that no one had done before. He had built the world's first duplicable system that automated the age-old concept of list building and I was mesmerized.

The moment I started to have success I knew my life would never be the same again. I had discovered a real, legitimate, online (digital) business system. I had finally found what I was looking for! I took what Jay had and made it better in every way possible. You see I had already worked on a couple of online projects and was introduced to a team of tech guys that were literally the best in the world when it came to programming online sales systems. I had shown them what I was up to and they agreed to work for me for a \$50,000 upfront fee and a percentage of the profits.

Little did I know that less than four years later Jay and I would meet in person at a marketing convention in Washington, DC; and little did I know that he would end up becoming one of my best friends and business partner!

The rest really is history

You see Jay was looking for a partner to help him take his business to the next level. The timing was perfect for both of us and within a matter of months we launched a brand new company (Digital Experts Academy) with the mission to help people stuck in the traditional economy, transition to financial independence and security in the digital economy; an economy that offers those who grasp it, a life of total freedom and flexibility!

We decided to build a powerful community of individuals with like-minds and similar goals. We did our market research and pooled our resources (multiple millions), merged our team of 35 staff and contractors, and hand-selected our leadership group. We set our sights on doing something great; something that we could be proud of; something that would stand the test of time and provide people a legitimate alternative to the junk floating out there in our space.

Our Breakthrough Solution...

The first thing people ask us, when they hear about our system for automating income online, is, what is it and how does it work? There is no doubt that a lot of people are skeptical that a so-called "system" can earn you money while you sleep or travel the





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world. This is simply a foreign concept to most. Personally, my parents always told me that “time is money” and “if you want anything in life you have to work your backside off for it”.

Yet I promise you, this system is frighteningly simple once you understand it in principle. It’s simply a method of making money that takes most of the variables and heavy lifting out of the equation. The end result: Our solution allows you to earn money even while you’re asleep, while you’re on holiday, or while you’re doing something else you’d rather be doing! How? By introducing a whole new element of leverage. Namely, time and effort leveraged to a whole new degree.



Leverage allows you to take whatever results you’re already getting and multiply them by ten, twenty, fifty or maybe even a hundred times. Leverage simply put is about working smarter, not harder. That is what this system is all about. Of course you can do it all on your own, but why bother if you can leverage a professional, automated system like ours with franchise-like consistency? (By the end of this report you’ll understand why the latter is the choice of some of the most successful people online.)

I think you will like what you find...



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The 3-Parts*

(*Required)

There are three critical components to the formula we personally use, teach *and* provide to our students at the SFM.

We'll go into them in detail in this report, but here they are in short:

- Part 1: An “Integrated Product Suite” of in-demand products to promote.
- Part 2: An “Automated List Building System” to build a list of qualified buyers and to deliver value to them.
- Part 3: A “Sales Closing Process” – as an SFM member all of your sales are closed for you, potentially earning you \$20, \$100, \$1000 and up to \$8000 commissions per sale. (Yes, you read that right. That's an eight with three zeros!)

It's with these three components, when correctly integrated and put together with diligence and care, which make all the difference.

Before we get into the details, check out what some of our existing members have to say about their membership...

...After a while I realized there was no quick fix and despondency set in. Then I discovered SFM and the path started to become clear. There was passion, there was relevant learning, there was a community, and most of all there were Stuart and Jay who proved there is a better way. – Ian L, London, UK

If building your own business is new to you, you know how difficult the transition from "employee" to "entrepreneur" can be! After 25 years in the corporate sector, it was all completely new to me & it wasn't as easy a switch as I'd thought. SFM is extremely helpful in quickly guiding you through that transition and getting you to think (and act) like an entrepreneur. – Kelly D, CA USA

The SFM ELITE membership is incredible. The help and support I've received from the community and Brenda in Support is brilliant! *Thank you!* – Steven R, London, UK

WOW! The good news is that the SFM membership gives me access to a beautiful community where I'm never alone. There is always something going on and people asking me how I'm doing and if I need any assistance. The bad news is... No, wait! There is none!!! – Mattias G, Sweden





Part 1

An Integrated Product Suite

If there's one thing you can't get around when it comes to marketing, it's having something *really good* to sell. You can have the most clever, sexy, intricate product known to man, but if it's not properly aligned with market demand, you're dead in the water. Your products can be something tangible, or it could be a service, but you have to have something *in-demand* to sell to the people you are marketing to.

The good news is, we have totally covered this step for you. Regardless of what income you are looking to make, Jay and I have helped over a dozen of our affiliates earn over seven figures each, and hundreds earn into the six and multiple six figure range without them ever creating a product! In fact, there are plenty of very, very successful digital marketers out there that have never created their own product, or who only did it later on, after their business was already booming.

Whichever option you choose, that's up to you, but we highly recommend that you skip this step and partner with someone who already has an integrated product suite that's in demand, compelling, and proven to convert. I'll also add that in my first 12 months of working with the business model I am showing you – starting from scratch as a newbie – I made over \$480,000, and I *only* sold other people's products as an affiliate/reseller.

Don't make the mistake of getting mired down with product creation. Find a killer product that you can promote without the hassle of developing, supporting, and fulfilling it. (If you'd like more information on what products I like to sell most then you can [check out this video now](#))

Integrated Product Suite

In the diagram below you can see how one of the world's most valuable brands have built a multi-billion-dollar business with their integrated product suite. Each product perfectly fits into their suite and all are connected via the cloud or iTunes. Regardless which product you purchase, be it an iPad, iPod, or iPhone, they all work seamlessly together, communicating, sharing and connecting to each other through your online account.

The strategy that Apple uses is simple: Buy one product, (any product!), and become a customer for life.

Consider this: Just a few years ago only a small number of people were using Mac computers. Today, millions of people are buying them. However, the Mac computer





isn't the first Apple product they purchased. In most cases, it's one of Apple's other products that were purchased first thus beginning a buyer/seller relationship built on brand loyalty and trust.



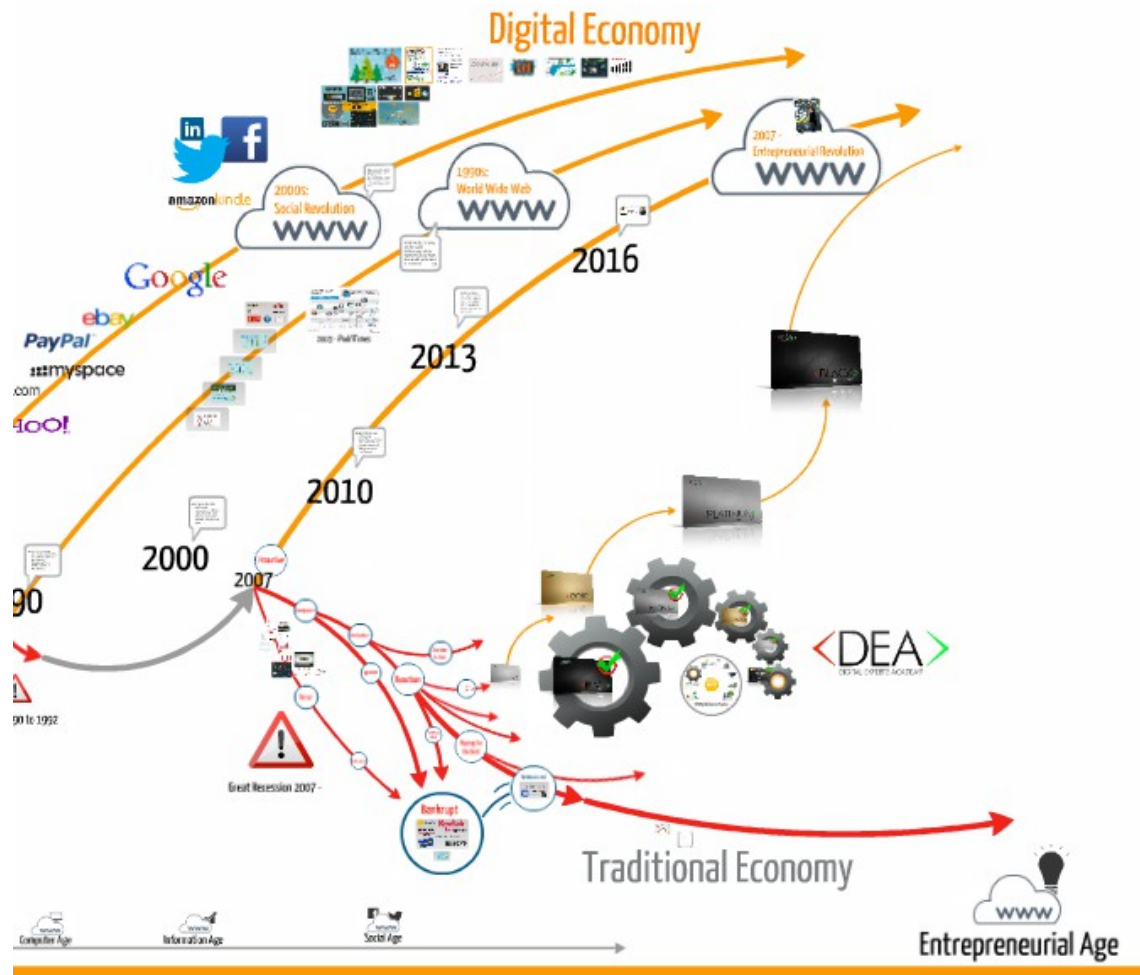
APPLE'S INTEGRATED PRODUCT SUITE

Similarly, we (Six Figure Mentors) provide our students with a cutting edge and in-demand product suite to promote. It's obvious to many that there is a tremendous opportunity to capitalize on opportunities in the digital economy.

As you can see in the diagram below, there are two economies. The digital economy, most recently spurred by the 2007/2008 global recessions, is where the prosperity is. We pride ourselves in being pioneers in this field and our students have an incredible opportunity to help us take our cutting edges programs to market.



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Part 2

Automated “List Building” System (AKA – Customer and Money Getting System)

The one thing you have to realize, when you’re starting out as a marketer, is that no one starts out with a list. Everyone starts with building his or her list from scratch. However, if you know how to encourage people to join your list, what to give them and what to send them in your emails, then you will start to notice your list growing, one name at a time.

Some very successful students of ours, who started just six months ago, have lists that are thousands, or even tens of thousands of names strong. That is where you want to be, and where you can be, *if* you follow the rules of list building.

The good news is that one subscriber at a time is usually an understatement of how your list will perform, depending on how and where you decide to advertise it. For most people, those who advertise well, and offer their subscribers something valuable, they will reach a point where the trickle becomes a flood, and where they’re getting dozens, or more, subscribers every day. We use many different methods of finding and recruiting subscribers to our lists, but they’re all linked to what I like to call the “Lead Magnet”.

Lead Magnets

The idea of “lead magnets” is to offer something of value, for free, in exchange for the visitor providing their information so you can add them to your list. Lead magnets can take many forms. The most common is a downloadable “special report” provided in PDF form once the prospect has provided an email address. Often, Jay and I will choose to use free videos and presentations because most people tend to perceive good videos as more value.

Once your list has reached that tipping point, you will find, as every successful online marketer does, making money through online business is the simplest thing in the world!

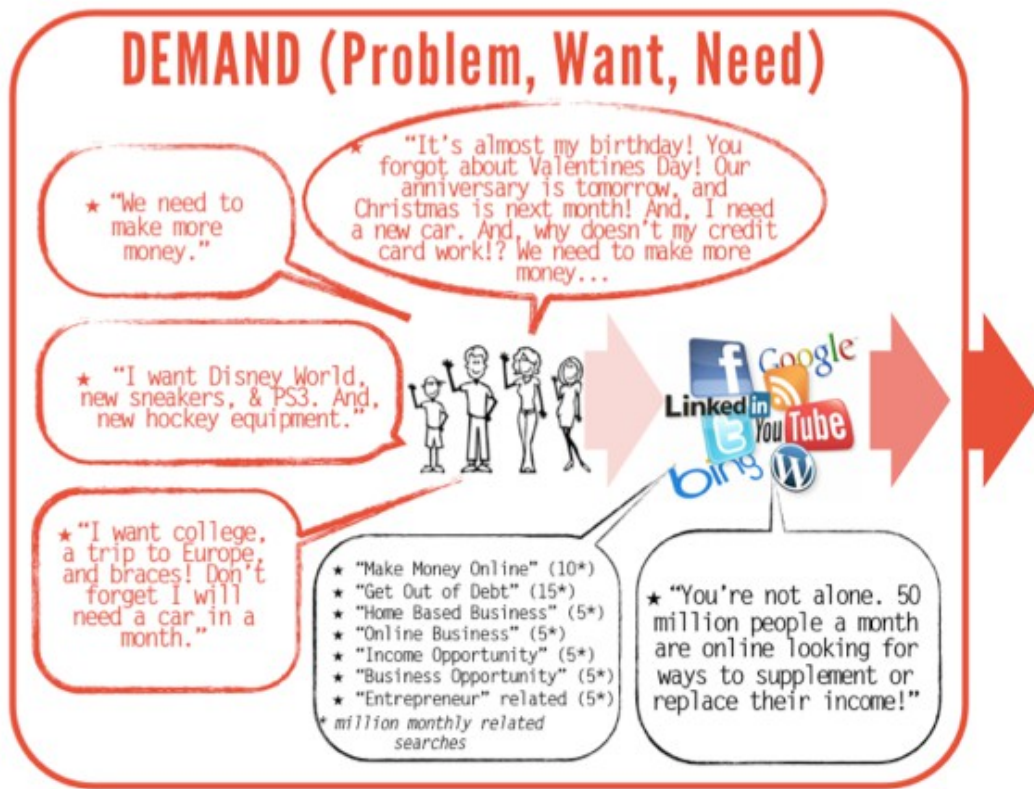
Most people think that list building, and your “Lead Magnet”, is only about getting as many people to sign up as possible. Statistically, it’s true that a bigger list of people is more likely to yield prospects, but you are also going to have to be concerned about whether those people are interested in what you are selling (Part 3 below). For instance, if you are marketing something that might be of interest to company directors or CEOs, all the housewives in the world signing up for your list is probably not going to



make them buy anything from you, and vice versa. That’s where the “opt in” part of list building comes in – apart from the legalities of course!

When you offer people the opportunity to opt into your list, whether it's in exchange for a report, newsletter or video, you know the people signing up for your list are genuinely interested in the products/expertise/solutions you are selling, and you will be able to market effectively to them.

Let’s look at that in more detail...



Have People Queuing Up to Sign Up!

The big question most people have, when it comes to list building is, exactly “how” they can get people to opt in, (submit their contact information on your website). If you’re wondering what, on earth, you could possibly offer those people that you want signing up for your list – to make them take the plunge – consider what has got you here right now. Chances are you are here *right* now because at some point you entered your email to access one of our lead magnets.





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Our lead magnets, when it comes to building our lists, are usually:

- Webinar presentations
- Video boot camps
- Free reports
- Free software, plugins and widgets

Let's face it: people love free stuff! They are willing to sign up and opt into your list in order to get free stuff that interests them. As were you! The result: you end up with more subscribers, who will actually be interested in what you are offering them. That is a winning formula.

As an affiliate of our products, you get many different lead magnets to offer your potential customers in exchange for their details. In fact you get exactly what Jay and I use, included free with your paid membership!

*Since being a member of the Six Figure Mentors, I have learnt so much when it comes to running my online business. If you are serious about starting your own business then I cannot recommend this enough. – **Michael K, UK***

*One of the best things about the Six Figure Mentors is that you don't have to have your own website, product, or business to get started. All the training is provided to you from day one! – **Bill S, Detroit MI, USA***

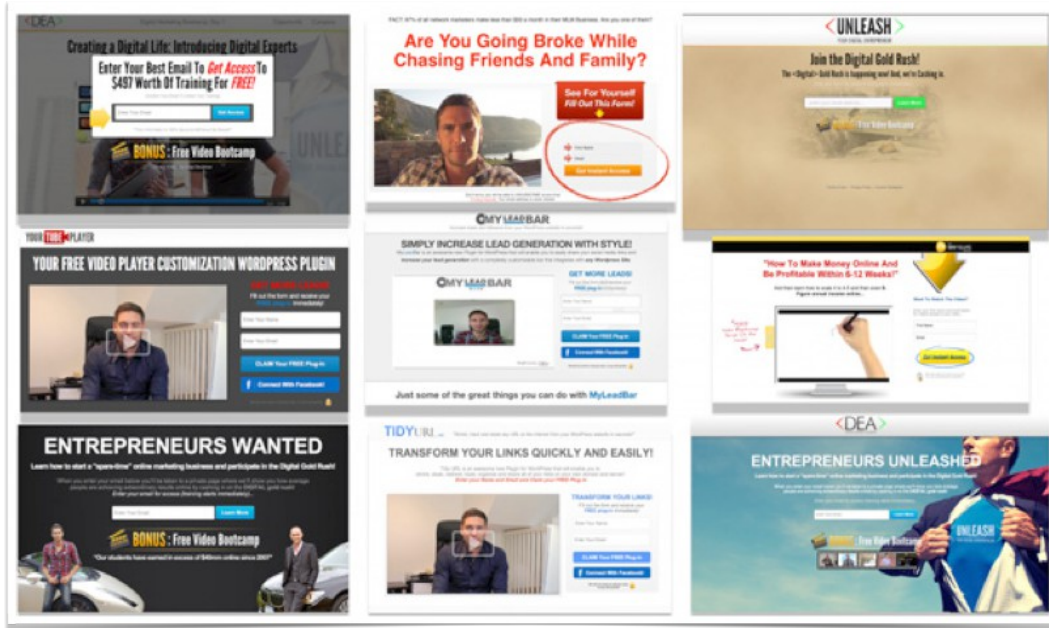
*How about working out all the marketing material you need to push your prospective customers' hot buttons? Whenever we're stuck for a blog post, we refer back to the training. Whenever we're stuck for a video subject, ditto! Don't know what to say to your prospects? It's all covered in the training. This is unlike anything we've experienced before, and sure to lift your marketing to a very advanced level. (Almost forgot; the commissions are great as well!) – **Greg & Fiona, The Laptop Lifestyle Experts, London UK***





LIST BUILDING FOR PROFIT with Stuart Ross & Tim Halloran
"How to Build a List of Raving Fans and *Start Making YOUR 6-Figure Income Today....*"

Examples of Some of the Lead Capture Pages Provided to SFM Members



Establishing Trust

When people come across you or your site for the first time, they will be skeptical – this is to be expected. They don't know you or your company and they've heard all the horror stories! From identify fraud to cloned credit cards. Scam and spam! Buyers beware!

It is your job to put buyers at ease. How? Here are a few tips: show an address, provide your contact details, have a photo or even better, a video, on your site, and make visible, a clear, no-spam policy on your opt-in page. (If you are an affiliate, make sure you check that the company you are promoting has this in place too.) Also, include lots of testimonials. All this will help you gain trust with your prospective customers.

If your offer is good, buyers will 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 leave their details! Of course, understanding a profitable product funnel and actually having one in place, is also a huge factor.

Many people we have worked with over the years do actually understand the concept of having a funnel. They just don't have the time, money, skills or resources to put one in place. This is why Jay and I came up with the SFM Business System in the first





place. We realized that if we could solve that one *big problem* for our students, we would be pretty much handing them the keys to their new “digital life”, with our franchise-like, “digital business system”.



Simplicity Is Key to Capturing Leads

When I first started out in online marketing, I used to have all sorts of subscription pages, to all sorts of lists, all over the Internet. It looked sloppy, it was a nightmare to administer, and it wasn't all that professional. Still, it did the job, and it got me started!

Getting your subscriber's details is the whole point of your subscription form. But be wary about asking for too much information. Request their email address at a minimum, and not much more than that if you can help it, (people are very wary about being bombarded with sales information these days!) You will notice that many of our forms only ask for the person's email.

Once you're capturing leads through your lead capture page, you need to have somewhere to store and manage them. You could always opt to use our built-in system, or as you will find, these days there are other options such as AWeber, which you can use for list management. There is really no reason not to control and own your own list.





Those are the basic mechanics. Next, what do you want your sign up form to “tell” people, what it is that you do?

Your “Brand”

There is a saying: “you can’t judge a book by its cover”. While in life that may be true, when it comes to your website and its appearance, it is often all your visitors have to go on.

The Internet is full of people who talk a lot, but don’t do much and they’re usually easy to spot from afar. For example, in this market, they’re the ones who will tell you how much money they are making, but when you look closer, they’ve actually made nothing, or worse, they’re not even sure *how* to make money online.

Prove to people that you are credible, so that they will *want* to sign up. If you don’t feel ready to go it alone, simply be an affiliate for us/and our partner experts and we will provide you with everything you need! If you go it alone, spend a little time (and a little money if you have to) on a professional design and get it optimized to convert.

If the time comes, and you are ready to become a DEA GOLD/PLATINUM member of ours, then get ready to laugh out loud when you see what we create for you! You will literally have your sites and social media presence built for you by *the* leading experts in the field; a total done-for-you process that will leave you looking like an online celebrity!

Less is usually more

Flashy, avant-garde and “creative” landing pages might *look* cool, but most people are used to seeing things in a certain way. Stick to the basics, and keep it simple. Otherwise, your visitors might get confused or frustrated, and leave to look elsewhere!

The important bits

Make sure that you get up and running with a quality lead magnet where you can collect, store and manage all your subscribers’ details. Test everything once you are set up. Opt-in on your own lead capture page and check it’s all working as it should be. As an SFM member, if you are struggle with any of the technical stuff or getting set up, don’t worry. Our support team and community members are here waiting for you when you need them. Brenda and Alex from support are particularly *awesome* at this stuff and that’s exactly why we have them. Don’t panic if you find you get a little





overwhelmed at times. It will all become super clear once you have been around our community and attended the weekly webinars for a few weeks.

Now that you have set up your business system and picked your first lead magnet, you get to the important bit: getting subscribers! The good news is that there are plenty of great ways to find people who are interested in joining your list, and while some of them may cost a bit, others are cheap, or even free. When it comes to online marketing, my view is, “the more the merrier”! However, information overload is very common, so focus on learning just one strategy at a time.

It doesn't matter whether you have no money, or very little time, in this section, we're going to touch on a few ways to drive traffic to your site, and your landing page! There are however, a few tips I should cover before I get into specifics:

- There is no such thing as too much marketing. Try as many methods as possible. Testing does not have to be on a huge scale necessarily!
- If you're short on cash, work harder and be more resourceful. If you're short on time, budget a little more for marketing. Whatever you do though, rest assured that you can find ways to get the word out!
- Choose one or two marketing methods (maximum) that appeal to you, and start with those. Once those are working well, start on the next, and the next, and then another one, and so on. Eventually, you'll have a vast network of links and posts, all sending traffic to your site or blogs!
- Start small, and test anything that requires payment. Focus on cheaper or free methods while you build momentum, and don't be afraid to change tactics if something isn't working.
- Attend our “live” weekly master marketing trainings and work through the marketing module when you get there (it is very important that you don't rush ahead or miss any steps!)

With that out of the way, let's look at how to make money from your list.



Part 3

Closing the Sale & Getting Paid!

No matter how brilliant you, your product, or your services are, if you can't convert your list from prospect to buyer, you do not have a business. The biggest list in the world is worthless if no one is buying. You must also realize that your list doesn't make you money. *It is your relationship with the people on your list that makes you money!* If you've ever heard about people who tried to buy a list, or rent a list, and failed miserably, then you probably already figured this one out.

The reason having your own list is such a powerful tool is because the people on it already have a relationship with you (or the people you affiliate with). They know you, like you, and trust you, which means, they're much, much, *much* more likely to buy from you! Having your own list is like the idea of word-of-mouth marketing. It's a powerful tool for real-world businesses, because it is all about relationships!

The Internet may be huge and seem like it would be easy to find customers with so many people online nowadays, yet the fact remains, without the right systems and skill-sets, it is actually far more difficult! If you think about it, at least when buying offline you can see, feel and ask questions about something you are about to buy; online, you can't. The trick is to have the right systems in place to automate the majority of the “selling and telling” of your products. These are the systems that Jay and I have mastered over the past decade (Jay, since 2004 and I, since 2008).

Now before we even talk about the product funnel in any detail, let me talk to you about the four stages of your client. Everyone goes through at least the first step; many go to step two and three, and some will go to step four. It lies in your hands to help people along the journey. By the way, every one travels at his/her own speed through these four stages.

Understanding the ‘Buying Cycle’

Stage 1: Suspect

When people come across you or your site for the first time, they will be skeptical if you are selling something. That is very human and justified. They don't know you or your company, and they've heard all the horror stories! From identify fraud to cloned credit cards. Scam and spam! Buyers beware! It is your job (our 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, a video, on your site. Have a clear no-spam policy on your opt-in page. If you are an affiliate, make sure you check that the company you are promoting has this in place too. Also, include lots of testimonials. All this will help ensure that your prospect feels safe and trusts you. 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, so they joined your list. What comes next? Offer them something straightaway. Try to make a sale. Most will say no, but you've 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. After that, give them value and build trust. This might take some time, so don't rush and be persistent. You can usually expect one to five percent conversion on a product priced at \$20–\$50.

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 and adds them to another list when specific events (like a sale) occur. (If you are using our system, this is done for you automatically.)



What do you do next? Offer them some more stuff. There are many different strategies you can employ, from one-click up-sells to bundle offers, but in essence you want to seed the next sale. (Again, if you use our business system this is done for you. We have many quality products/services that provide the perfect solution for individuals needs.)

Make sure that every product you promote or sell is a standalone product, and up-sells are supporting of 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.

Stage 4: Evangelist

We are entering the space of religious emotions and spiritual connection: fans, evangelists, and hyperactive buyers. Some of your customers will be just that, and they are amazing! They will sing your praises, buy all of your products, and 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! See some of [these comments](#) from our DEA customers.

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

In my opinion the SFM membership is the BEST thing that has ever happened to me. I love the sense of clarity and direction the SFM has given me in my life. I now jump out of bed every morning excited about what the day can bring! I truly look forward to every day so I can help others create the same lifestyle my family and I now have; where they too can have control of their own DESTINY. – Jeffery R, Australia

Being an SFM Elite member has many advantages. Personally, I love hanging out with fellow community members on the webinars. This gives me an opportunity to interact with everyone from all around the globe, and get the all the new developments first hand from Jay and Stuart. Surrounding myself with leaders is vital to my success as an entrepreneur. – Michelle S, Niagara Falls MI, USA

The Traditional Marketing Funnel

The traditional marketing funnel is where you offer your prospects something of value to them for free (like a video boot camp 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 then is to build a relationship and trust so that your prospects make that all important first buying decision.





In the past, the offer might have been a \$27 eBook or something similar. Now, because of people’s skepticism and reluctance to make that crucial first purchase, good 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 buyers make that first decision. These “ethical bribes” help your customers to find out more about you and test your product so they can see for themselves that you are the real deal. (The truth is, if you offer great products, this is really easy to do.)

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. The money and profit in your business will most likely come from a small number of customers that buy your higher-level products. An example in this market would be, home study courses, live webinar coaching, workshops or exclusive seminars.

A Proven Marketing Funnel (See: Diagram on next page)

Understanding a profitable product funnel (and having one in place), is what will take you from struggling opportunity seeker, to professional. I cannot tell you how many times I have spoken with “wannabe online marketers” who just don’t get this! Some of the most respected authorities online don’t even get this. This is exactly why you hear of so many tech guys, web designers, programmers and some of the most Internet savvy people, who never actually crack making the big bucks.

Now of course, understanding a profitable product funnel and actually having one in place is also a huge factor. Many people we have worked with over the years do actually understand the concept of having a funnel, but just don’t have the time, money, skills, or resources, to put one in place. This is why Jay and I came up with the SFM Business System in the first place. We realized that if we could solve that *big ass problem* for our students, we would effectively, be handing them the keys to their new “digital life”, with our franchise-like, “digital business system”.

The SFM and DEA Funnel

The SFM Business System has been set up to enable you to choose where you play with us. Whether that is to use our marketing system to build your list and sell your own products, or whether you choose to position yourself in our product line and benefit from being a reseller of our products. The choice will be yours.





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As a partner of the SFM Business System, first of all we give you tons of good stuff to give away for free to build *your* list. Then secondly, you have the opportunity to partner with us and our SFM and DEA product lines!

Once people have been convinced that they want to master online business with the help of the SFM and/or DEA, you get paid for simply sending us the lead. Based on your reseller rights and position, you can then get paid anywhere from \$20 to \$8000 per sale!

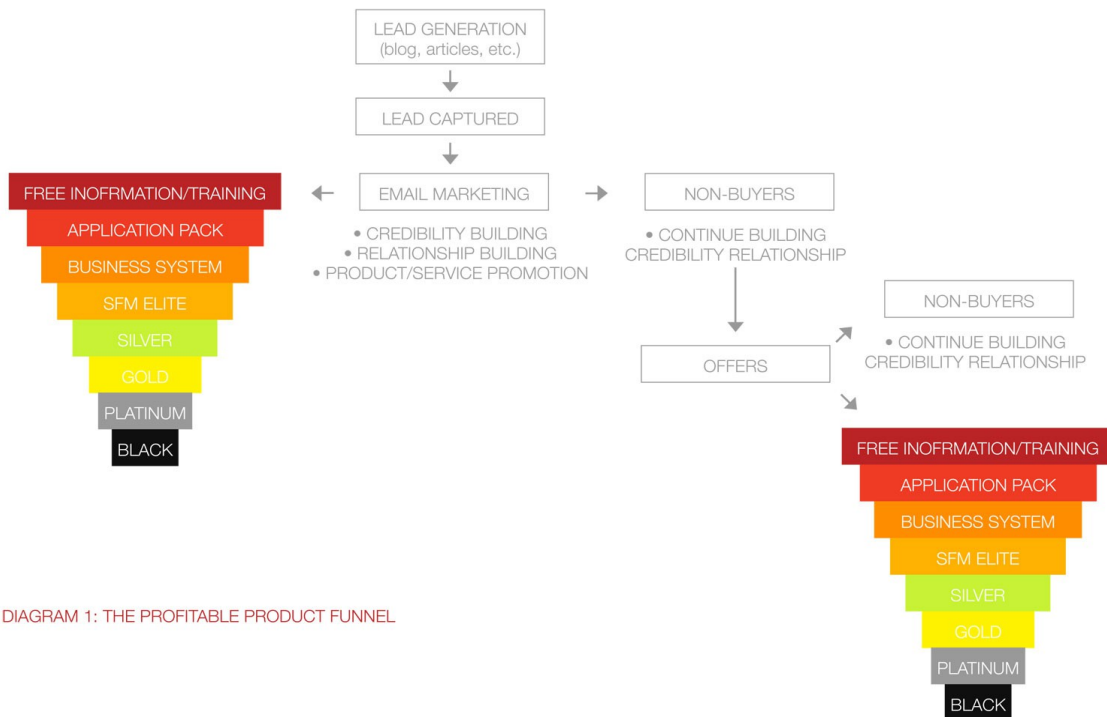


DIAGRAM 1: THE PROFITABLE PRODUCT FUNNEL

The system's back office has everything you need all in one place and the automation is incredible; it's packed with training, live training and a whole suite of tools. I honestly thought that the technical side would be a challenge how wrong I was! With step-by-step training included, it was a breeze. – Martin C, UK





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The SFM Elite membership has given me access to higher level, strategic business webinars with direct access to ask questions of Stuart Ross and Jay Kubassek. I get so much value from the regular webinars and the ability to earn higher commissions is just pure gold! – Dr Bradley T, UK



DIAGRAM 2: THE SFM & DEA PRODUCT FUNNEL





Increasing your conversions

Even though our system is set up to automatically follow up with your subscribers and deliver value, it's going to be important that over time you engage your list and get them to know, like, and trust you, if you want the best results possible. If you do this right you will drastically increase your conversions.

Later on in the modules, I will go into a lot more detail on this, but for now let's talk about the basics.

I was made redundant from a job at the end of 2010 due to the worldwide economic downturn (along with 100 other colleagues), and at the time, I thought it was a disaster. It was scary; what was I going to do? I had worked my entire life (mostly for a boss), and now knew that I needed to become my *own* boss and not be dependent on anyone else for my finances. I instinctively knew to turn to the Internet for the answer. I found Jay and Stuart, and for me, this was a blessing in disguise. – Lindsey R, UK

Start by sending the people on your list regular emails, with really useful, free information in them. They'll soon start to look forward to your emails, and to trust your opinions and advice. Send them updates about your business or your life, and let them start to see you as a friend, that they like. Share videos or posts you think may be useful to them (even if they're not yours).

If you try to jump the gun here, and just start selling hard, before you've built that relationship, and that trust, then all you will achieve is your list unsubscribing in droves and crappy conversion rates. However, once they *do* know you, they're far more likely to buy from you. As a student of ours, Jay and I will guide you on this and even give you the copy we use in our emails, but you will want to get your personality into them and not just be a “Stu & Jay Robot”!



Can I do this?

The Million-Dollar Question...

One thing most people are very interested in, whether they're asking questions on Facebook, or whether they're meeting me in person at one of our events, is how all of my online business success happened for me. Most people assume I was born rich, or that I had loads of money to spare. They think I might be a computer geek, or that I am in some way different to them.

The truth is, I was none of those things. I grew up average, had a pretty good job as a real estate agent who decided to start a franchise business, which didn't work out, and I sort of fell into the digital economy by accident; and a happy accident it was. Within less time than you could imagine, I was making more money off my digital business than I had ever made before. I never looked back, and my earnings just keep climbing. I have all the freedom I could wish for, to do the things that matter, and I'm living life completely on my own terms.

I can't say I learned everything I know today without a little help. When I first started in the marketing business, I have to admit that I spent a lot of time, learning from the best. It's like that saying about “reinventing the wheel”; you don't have to, because someone's already done it. The same applies to online digital marketing.

I learned, read, investigated, and applied, and I have to tell you that all that learning is a good thing, but the real secret to success in the digital economy is in the “taking action”. If you never “apply” what you learn, you can never make a fortune on the Internet. It's that simple. That combination of understanding and consistent application is critical to succeed in online marketing. That may sound grossly over-simplified, but that really is the way it is and I believe [NOW is your time to do the work!](#)

It wasn't plain sailing for me either

There's one thing I have to make clear to anyone reading this guide: Even though I've enjoyed some fantastic success with my digital business, it hasn't been a completely smooth ride. Along the way, I've made mistakes by not following the right advice. I am human after all. What I did do though, was learn to focus on the things I am great at, and find a way to turn them into a money making machine. I also made sure [my vision was big enough](#) to keep me motivated through the steep learning curves and I learned to [ignore the naysayers!](#)





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I'm 31 and I'm a Commercial Real Estate Agent in Singapore. After telling myself that Internet marketing is totally crap for the past 10 years, I decided to give 10 minutes of my time to look at Stuart's videos and voila!!!! It took me 1 day to follow the step-by-step videos and I am up and running. Hope you can spare 10 minutes of your time if you truly want to change to a better life. – Geoff G, Singapore

Once you understand the power and simplicity of the SFM model and start to gain confidence in your abilities, the SFM ELITE membership is a real no-brainer. The extra tools and coaching are superb. The best bit is, you now have the opportunity to earn high-ticket commissions. A \$1000 potential for a single sale you can really put your skills to the test and earn a proper income whilst you continue to learn. – J & P Carroll, UK

Just "awesome" is all I have to say. I am so excited I feel like a kid in a candy store and the feeling is just awesome. Awesome because I am a member of a fantastic business community that never sleeps and I am never alone! (Can you tell my excitement, it's a bit obvious right, yea-h I know!) – Sandra L, Australia

It also wasn't all holidays in the sun and flashy cars when I started out. When you first start in this business, there's a pretty steep learning curve, where you have to spend time and some money getting everything set up, and running smoothly. I spent quite a while, when I was getting started, being focused on my business. When I wasn't working on marketing, I was learning about the "New Rich" and the philosophies they live by; then I was applying what I had learned.

Sure, there were a few sacrifices I had to make in the early days, but it has more than made up for itself (and then some). It really shocks me how shortsighted some people are. One minute they say they have no money to invest in starting their business; the next minute they are on vacation, drinking booze and eating out on weekends. If you are serious about changing your life for the long term then *get serious!!*

Two golden rules to succeeding here with us:

1. You have to be willing to put in the work when you're starting out. (Your desire and vision must be significant enough to outweigh any challenges).
2. No man is an island, and there's *always* someone here who knows the answer to your question. (Never be afraid to ask for help).

The SFM basic membership gives you *all* the tools you need to start generating leads online, so you don't need to chase any shiny objects. All the technical stuff is simplified





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and made step-by-step, so just follow the instructions and you're on your way. What's even better is you don't need to sell anything yourself, as the awesome SFM sales team handles that! We only wish we had a system like this when we were first starting out! – G & F Scott, London, UK

No matter if you want a home-based, brick and mortar, or just the knowledge how to market any product online, starting with SMF/DEA is absolutely essential!!! It's like earning a Harvard marketing degree *and* with the same effort you are interning, "employed", and partnering with a large and successful marketing company!!! Tell me where else is that possible? – Soraya, Los Angeles, CA USA

Unbelievable amount of training, coaches, and mentors available – I checked out some of the courses that SFM offers at my local university, each course was being run at \$1200 AU at my local university. I see major value right now. – Troy D, Sydney Australia

The big question, now that you've heard my story, is how did I go from being an average, working Joe, or even from failed business owner, to Internet millionaire?

The first secret was to take things one small step at a time. The only way to climb any mountain is to start at the bottom, put one foot in front of the other, and keep doing that, until you get to the top. I've never heard of anyone climbing a mountain from the top down!

I've also been fortunate to meet a few great people along the way who have offered me advice, and acted as mentors. Without them, I sure as hell would not be where I am today, so that's exactly what we want to do for you. Think of Jay and I as your "digital Sherpa". We like to offer people who are in the same position that we were in when we started, the chance to be guided by us. However, you have to remember that even though we're sharing the secrets that have made Jay and I an absolute fortune, it is still *you* who will have to put in the work and you who will apply what we teach.

You *can* make a fortune in the digital economy, and we *will* show you how.





In Closing

I hope that reading this report has shown you just how simple it really can be to start making money when list building (especially when using our done-for-you-business system to do it)!

By now, you should know it is very possible for you to:

1. Find a product. Whether you're super passionate about a product you already have, or you have no idea where to start - there's always something you can sell and make money from. Remember, you can always hire someone to make a product for you, or even easier than that - just sell someone else's as an affiliate. Whatever appeals to you most, and meets your needs is the best option for you!

2. Pick a marketplace. The Internet is one big marketplace, with over two billion shoppers. Use it! Whether it's Google or Facebook. Youtube or Twitter. You will never be short of potential customers!

Please Note: In Module 4 and on our weekly LIVE master marketing webinars ([if you get started with SFM](#)) we will be teaching you EXACTLY where to place ads and in which marketplaces; if you decide to become an affiliate of ours and our partners.

3. Promote to your list. With targeted email marketing to your list, you'll always have a pool of hundreds, or thousands, of potential customers. Use them, and make money without even trying (much). Again, we will show you EXACTLY what you need to do here. It sounds harder than it actually is to do this stuff.

A final word of caution

It's easy to get into the spirit of things, and get overexcited. You might end up falling into the trap of trying to oversell your list. You *don't* want your list to get tired of you, or burnt out, so take it slow. Intersperse sales messages with news, information or other emails, and let your list recover between sales pitches. Keep your list happy. Send them great deals, and you will have a captive audience that keeps on growing for life. Again, working with us, we will do this *with* you.

My last piece of advice to you is: start off small. Offering your list freebies or low cost items to begin with is just another part of relationship building. If you can get your list comfortable with trusting your judgment on low-cost or free products, you can guarantee they will soon want to buy more expensive products that offer the next level





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in value. *Always* make sure that you buy whatever it is that you are advertising or recommending though because nothing will kill your list faster than promoting a shoddy product!

I hope all of this information has made the concept of list building and Internet marketing success a little easier to understand. While it's not everything you'll ever need to know, it does cover the basics, and it is enough to get you started on your journey here.

While you're getting started, keep a printed copy of this report with you so that you can keep track of what you should be doing. Watch out for our emails, and if you are getting started with SFM, use the step-by-step modules as we have designed them.

If you follow our system you could very well be one of our next success stories! What you do now, will determine what you get later. You don't have to reinvent the wheel though; it's all here.

I hope you enjoy the journey from newbie to successful digital entrepreneur, but remember: you don't have to do it alone. We are here for you every step of the way!

In closing, here are a few more recent comments from some of our awesome members and then after that, your last chance to grab your “Ultimate Bonus”!

I LOVE IT! The SFM Membership has far exceeded my expectations and has, thus far, been worth every penny I have spent. I have learned so much already and can't wait to continue on to build my SFM business! – S Lancaster, UK

I can't believe how much I have grown as an online business owner in just four months. I have been studying the "Art" of online marketing for about six years in total and I have learned more applicable knowledge in these last four months than I have in the last six years. What I have been doing for the last six years has literally been a waste of time – until now. Wow. – Uli R Former US Marine, MI, USA

The SFM gives you the ability to incrementally master the foundational steps in becoming a professional, digital marketer, whilst also allowing you the potential to “earn whilst you learn”. When you're ready, the more advanced marketing training is there to allow you to expand and develop your business. – Lee & Tami, UK.





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The Ultimate Bonus

Complete video footage from one of our exclusive
Internet Laptop Lifestyle Workshops
(Value \$497)

Internet Laptop Lifestyle



Because we like to practice what we preach, we're going to give you instant access with your risk free SFM application to the *Internet Laptop Lifestyle* course to get you started right away!

Here's just a sneak peak of what's waiting for you...

- Step-by-Step Blueprint on how to go from zero to six figures online, even if you have no list and no products to sell!!
- The SFM Formula and how you could be using it to accelerate your online business.



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- Why 97% of Rookie Internet Marketers fail to get customers to "Buy Now!"
- The Six Rules to Six Figures that only successful Internet Marketers use.
- How to Stop Getting Distracted, Overwhelmed and Confused with this whole Internet marketing game and finally start to get results FAST!
- Simple Tactics That Will Have Your Subscribers *Craving* to be Sold to...Again and Again... once you try this... you'll swear by it for life.
- How to Find Massive Groups of Cash-in-Hand Customers... who are ready to buy from you, before you even contact them.
- Create a Product That Can Make You Thousands of Dollars Each Month... whilst helping you to build *your* list and make a profit at the same time!
- How to Leverage the Credibility of the Biggest Gurus online to skyrocket your income.
- How to *Overcome* the Fact That You've Got *No Name* in Your Industry, No Contacts, No Influence... and still grow your business by leaps and bounds.
- Our Number One Traffic Secret for Generating Hundreds of Leads a Day in *any* market! And it's *not* PPC, articles, social media or any of the other useless strategies that are so often taught and are impossible to gain momentum with when getting started.
- And much, much more...

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