ADVANCED ONLINE BUSINESS BLUEPRINT

YOUR STEP-BY-STEP GUIDE TO A SUCCESSFUL ONLINE BUSINESS
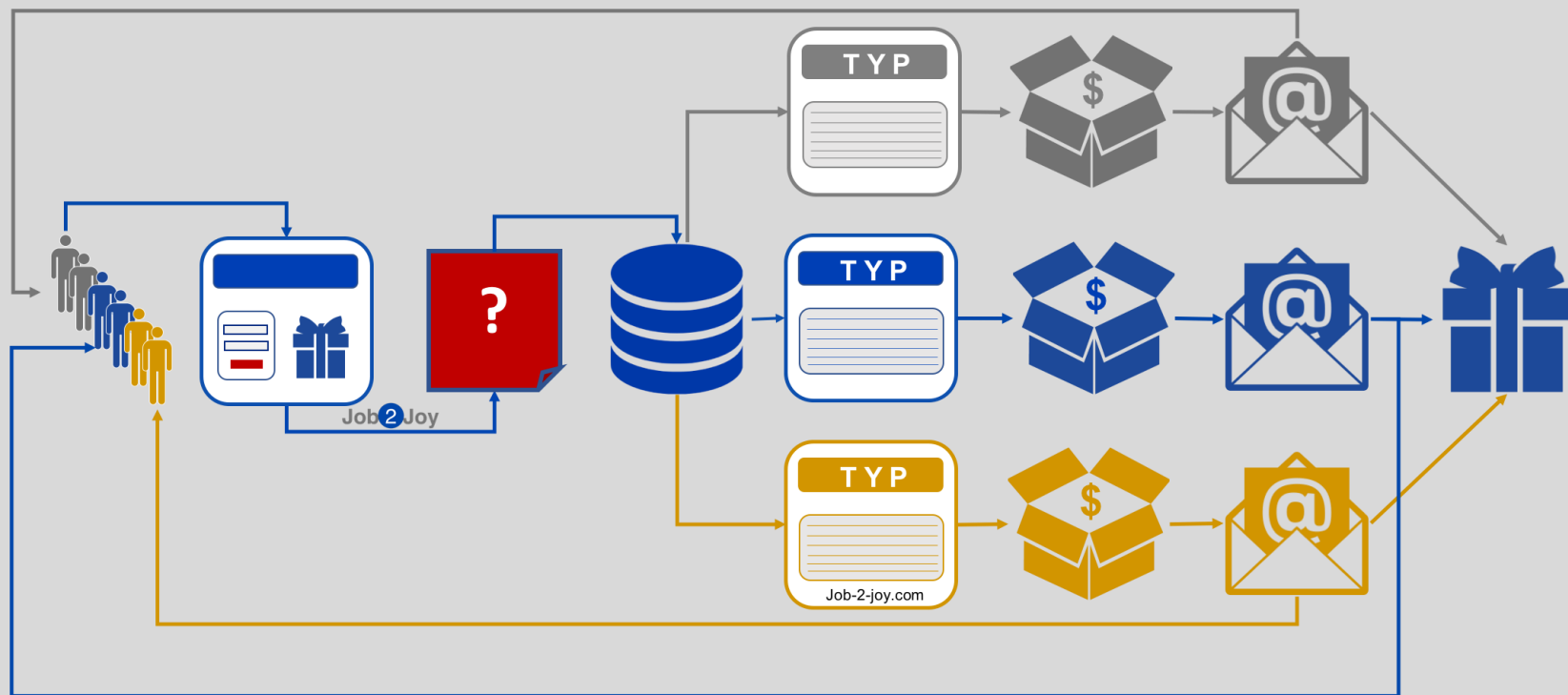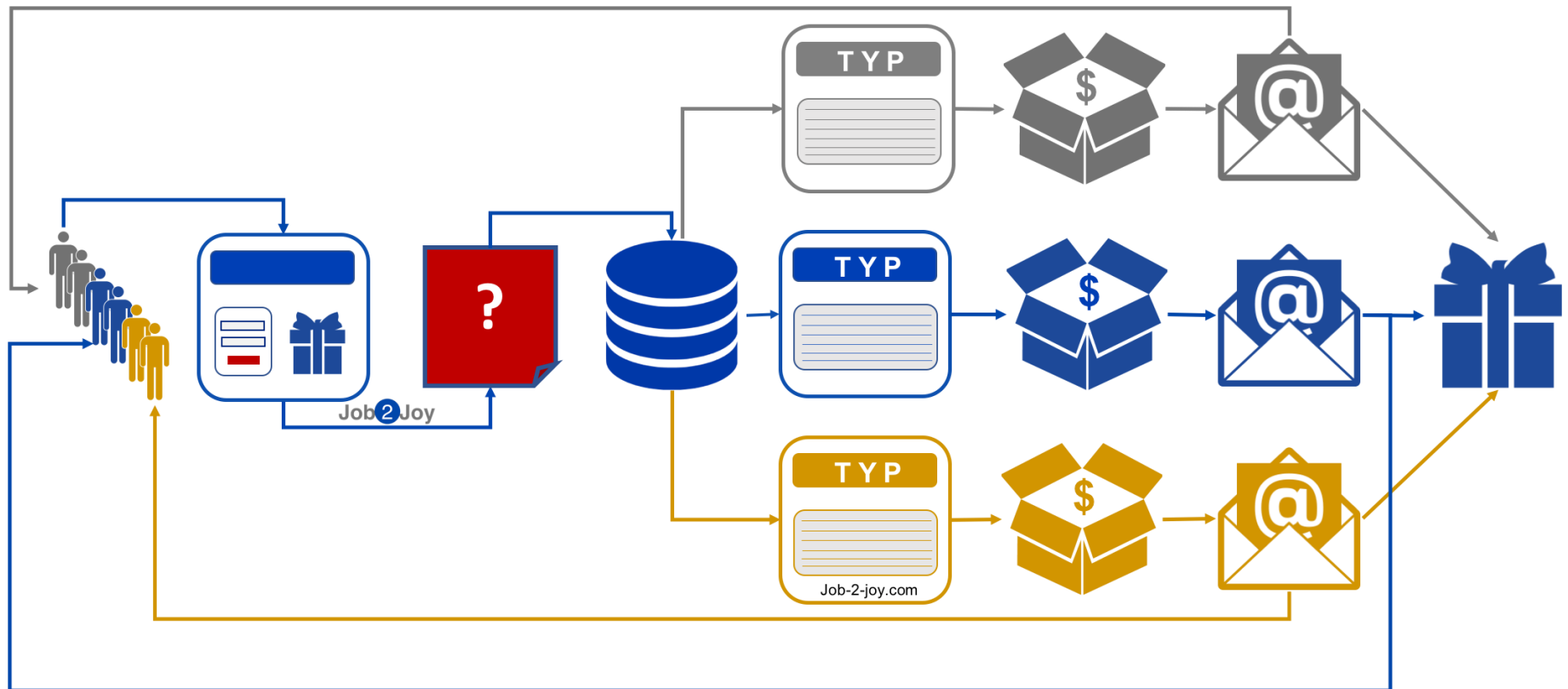
TABLE OF CONTENTS

INTRODUCTION – THE MOST IMPORTANT INGREDIENT FOR SUCCESS

Job 2 Joy
Unleash your Inner Entrepreneur

One of the most important ingredients for the success of your online business is developing robust systems. And the MOST important system is to be able to master is the sales funnel process.

What is a Sales Funnel?

A sales funnel refers to the various steps you use to guide and direct a prospective buyer through the sales process. The easier and more personal the experience, the greater your chances of getting a sale.

Segmentation Sales Funnel

Market

Awareness

Lead Magnet

Segmentation

Customization

Sale

At the start of the funnel you have a broad group of people — a **market**. These people don't know you or your product. But you have to find a way to convince them to stop what they are doing and take notice of you. This is **awareness**.

Of course, not everyone will consider your message. Those who do take notice of you will need to be convinced to continue along the sales funnel. You can do this with a **lead magnet** and further warm them up through **segmentation** techniques. Ideally you want the prospects to feel as if you were speaking to them specifically because you were able to demonstrate to them that you fully understand who they are and what they need, also known as **customization**.

Advanced Online Business Blueprint will help you get an advanced understanding of what is required to woo, wow and win leads and how to convert them into paying customers.

It will provide a unique take on how to develop a successful sales funnel for your online business using a seemingly counterintuitive technique that very few of your competitors are using. It's a technique that some of the big guns utilize, like Tesla, Lego, Apple, BMW and now it could be you.

Some of the techniques may sound familiar. However, it is the combination of the different steps that make the difference. Very few are aware of or even know what to do or how to implement it.

Advanced Online Business Blueprint could save you lots of time and money. Here's how:

- ✓ Discover what is the **#1 Asset** you need to invest in for your online business.
- ✓ Understand your market in a fairly short and simple way using a **secret ingredient**.
- ✓ Offer your customers exactly what they want and increase your chances of making a sale using an **advanced technique**.
- ✓ Sell to your customers over and over again — **lifetime customers**.
- ✓ Master the sales funnel process and increase conversion rates.
- ✓ Discover the #1 Solution to help you build your online business.

All of these, and more, will be uncovered in this **Advanced Online Business Blueprint — Your Step-by-Step Guide to Online Business Success.**

1. SELECT YOUR NICHE USING 3 POWERFUL TECHNIQUES

Step 1.
SELECT NICHE

A niche refers to products, services or interests that appeal to a small, specialized group of individuals. The people in that group is referred to as the niche market. For example, golf or playing the guitar might be considered as specific niches. And you can get even more selective by digging deeper. Golfing for seniors or guitar for left-handers are even more specific niches.

The Magnifying Glass Effect

You want to avoid going too broad when selecting a niche. Be as targeted and specific as possible. This way you stand a better chance of standing out from the crowd. You can choose to tackle a huge market with lots of competitors (both well established and new ones like yourself) or you could try to be different by tackling a small segment of the market that might be under-targeted.

How many guitar blogs or online affiliates do you think cater to left-handed people; perhaps very few. By competing in a specialized and smaller corner of the market you increase your chances of competitiveness because you are catering to the individual needs of your market with surgical

precision. Do you think a left-hander will buy from a generic guitar provider or from one who sells guitars specifically created for left-handers? If you said the latter you'd probably be right.

Imagine a little kid trying to burn ants with a magnifying glass (forgive my cruel analogy). If he tried to scorch the entire ant hill all at once he'd probably be unsuccessful. However, if he focused the magnifying glass on just one ant at a time his chances of success will increase significantly.

Think of your online business or blog as a magnifying glass and you're the little kid. You can either try to capture the entire market with your marketing efforts or you can focus your energies on a specialized niche market.

And just as with the magnifying glass you are more effective if you position the device closer to the target rather than hovering far above. In other words, get closer to your customer. And the best way to do that is to go niche.

Enter up to three Niche ideas you may have in mind in the sections below:

Niche idea #1:

Niche idea #2

Niche idea #3

3 Techniques to Help You Pick the Right Niche

Selecting a niche is not as simple as it seems, but neither is it overly complicated. When it comes to selecting a niche, the first thing you want to consider and it is highly recommended that you do so, is to start with your own preferences. What are you passionate about. The chances are that the passions you hold are also shared by others as well. Do you like golfing? Do you like to play the guitar? What do you like? What are your hobbies, interests and preferences? This is your starting point. And once you've identified a couple of interests, you then want to put them to the test.

Technique #1   +   **Technique #2**   +   **Technique #3**

In the next section I will show you three techniques that you can use to test whether the niche you selected is worth targeting. Here are the three techniques.

Niche Technique #1 – The Alphabet Soup **Method**

| Technique #1 Alphabet Soup | Technique #2 | Technique #3 |

This is a very simple technique. Here's what to do. Go to Google and enter your keyword followed by the word 'for' and Google will show you the top search suggestions for that combination of

words. For example, if your target keyword for your niche is 'guitar', enter that word in Google followed by the word 'for'. Here's what the guitar example looks like.

Already, you can see a few niche suggestions – guitar for beginners, guitar for dummies, guitar for kids, guitar for small hands and so on.

You can then get even more creative by adding the respective letters of the alphabet after the word 'for' to get more ideas. So, you'd start with the letter 'A', then 'B', then 'C' and so on until you reach the letter 'Z'. Here's an example using the letter 'C' to illustrate.
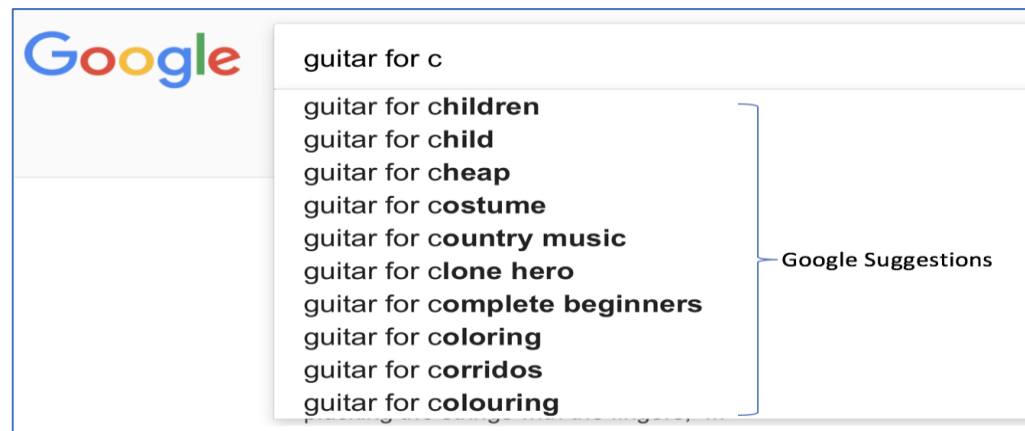
Using the niche ideas you created earlier on, go to Google search and play around with the alphabet soup technique. Enter your possible outcomes in the table below.

Alphabet Soup Outcomes

Niche Idea #1	Niche Idea #2	Niche Idea #3

Niche Technique #2 – Keyword Analysis

Technique #1	Technique #2	Technique #3
Alphabet Soup	Keyword Analysis	

Let's say you decide to go with the 'guitar for children' niche. You then want to know if this is a sound niche to pursue. The first thing you'd check is to see how many people are searching for this term and how many competitors are supplying this product.

There are three (3) keyword analyses you could carry out within your niche research. These include:

1. Keyword Search Analysis

2. Keyword Trend Analysis

3. Keyword QSR Analysis

These are further explained in the sections that follow.

Keyword Search Analysis

Google returned 562,000 search results for the keyword 'guitar for children', showing that the selected niche is not very saturated. Believe me, 562,000 is a low number. Consider that the term guitar alone renders 691,000,000 search results in Google, which is more than 1200 times more saturated than 'guitar for children'. Note, that in the example the keyword term is in quotes. This is required so that Google will only render results <u>exactly</u> matching those words. Without the quotes the result yields 12.3 million searches; a big difference.
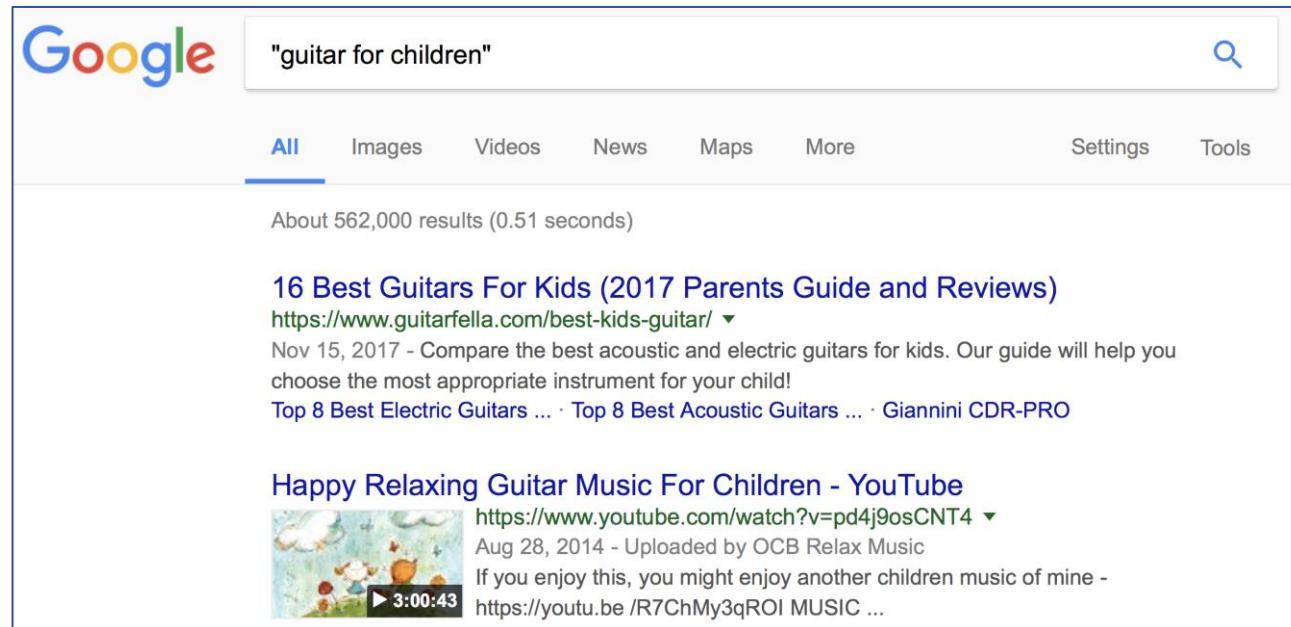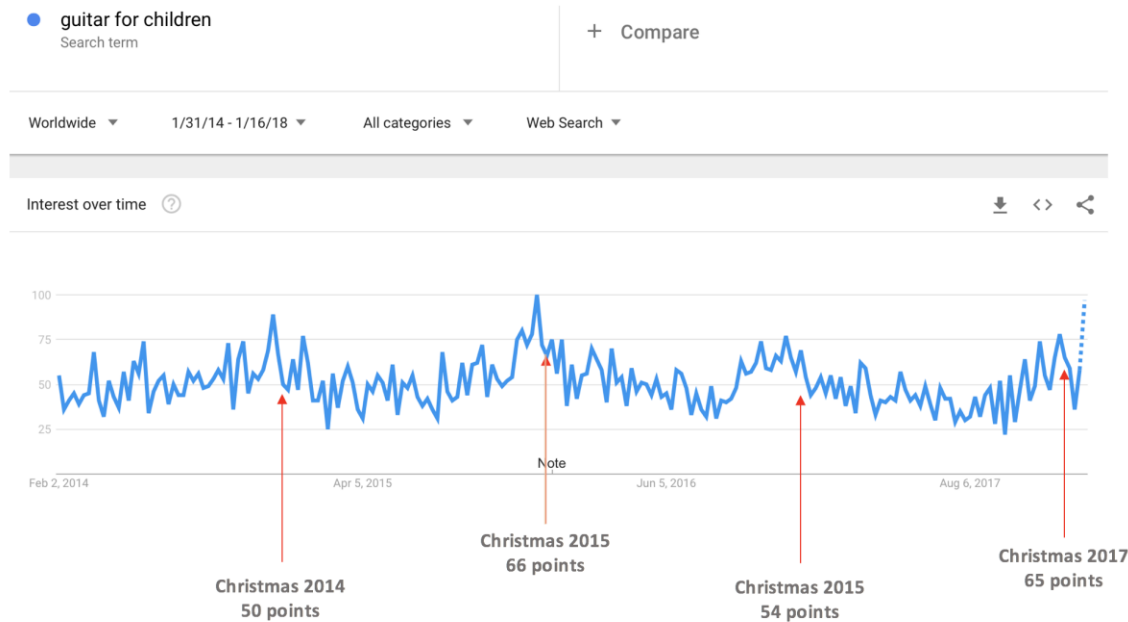
Entering keywords in Google search tells you how competitive a particular niche is at any given point in time from a supply perspective, that is, how many competitors are 'selling' in that niche or how many websites are targeting that exact keyword. Using Google Trends will help you determine the search performance of a keyword over a period of time from a demand perspective, that is, the relative search strength of that keyword term over a defined period of time.

Keyword Trend Analysis

Entering the same keyword in Google Trends (https://trends.google.com) you are able to see how it performs over time. Note that Google Trends does not show the absolute number of searches but the relative strength of searches compared to the highest search volume for the keyword during the designated period. The highest volume recorded over time is marked as 100 and all searches are relative to that. When the highest volume is surpassed the data is updated and everything becomes relative to that new highest figure.

guitar for children
Search term

+ Compare

Worldwide ▼   1/31/14 - 1/16/18 ▼   All categories ▼   Web Search ▼

Interest over time ⑦

Feb 2, 2014   Apr 5, 2015   Jun 5, 2016   Aug 6, 2017

Note

Christmas 2015
66 points

Christmas 2014
50 points

Christmas 2015
54 points

Christmas 2017
65 points

The image on the left shows the relative search strength of the keyword 'guitar for children' from January 2014 to January 2018. Note that December 6th 2015 recorded the highest volume of searches for 'guitar for children'. This date is market as the base or 100 points for the period. All other searches for that keyword are relative to that day.

The data reveals that the search term continues to be strong over time, although there was clear evidence of seasonality. The seasonal peak periods are typically between November and December for this keyword, namely the Christmas season. This is to be expected. With the exception of

Christmas 2015, the search strength for 'guitar for children' performed relatively well over the entire period in question. During the week leading up to Christmas 2017, namely December 17-23, 2017 the keyword had a search strength of 65 points. This compared to 54 points for the same period in 2016, 50 points going as far back as December 14-20, 2014, and 66 points for the same week in December 2015. What the data demonstrates is that the relative strength of the search term has not declined in recent times and shows that people may very likely continue to search for this keyword into the future.

Keyword QSR Analysis

While doing keyword research in Google and understanding the performance of that keyword over time is great, additional keyword analysis is required. Using a reputable keyword research tool, such as Jaaxy, you are able to get deeper analysis of your keyword.

Keyword	Avg	Traffic	QSR	KQI	SEO	Domains
guitar for children	75	13	217	Great	81	Search
guitars for children	160	28	179	Great	85	Search
best guitars for children	88	15	37	Great	99	Search
best guitar for children	48	9	15	Great	100	Search
electric guitar for children	80	14	51	Great	98	Search
toy guitars for children	88	15	15	Great	99	Search
electric guitars for children	125	22	27	Great	98	Find More
acoustic guitars for children	56	10	29	Great	99	Search
the best guitars for children	88	15	28	Great	97	Search
guitar lessons for children	112	20	235	Great	83	Search

Let's see what results we uncover for this niche by entering the keyword 'guitar for children' in Jaaxy. The results show not only the entered keyword but also all related keywords that you can use for your niche, such as 'guitar lessons for children', 'the best guitar for children', 'electric guitars for children' and so on. Combined, those related keywords render 920 monthly average searches. That's not a lot, but with low competition it can be significant. In fact, competition is quite low, particularly for related results such as 'best guitar for children' and 'toy guitar for children' all of which belong to the same niche – guitar for children.

These search terms have low QSR or quote search results (search results when the keyword is entered using quotation marks). This means that there are few websites competing directly for the selected keyword. Ideally you want a QSR that is below 200 points.

I generally try to target keywords with QSR of 100 or less where possible. But if that is not possible I go for those under 200. I almost over choose a keyword with a QSR of more than 200 points. The lower the QSR the better chances you have of competing and even ranking on the first page in Google for that exact keyword.

Low competition is good but it could also mean few competitors are in this market because it is not profitable, so you have to bear that in mind.

Click here to start playing around with some of your niche keywords using this QSR research tool

When you are finished, write down the top performing keywords in the table below. Remember longer keywords are ideal.

Long Tail Keyword Results

Niche Technique # 3 – Facebook Audience Insight

| Technique #1	Technique #2	Technique #3
Alphabet Soup	Keyword Analysis	Facebook Audience Insight

If you don't have a Facebook account, I highly recommend you get one now. Facebook is an integral part of online marketing. In fact, after Google, Facebook is the next most important online marketing platform. There are over 1 billion active monthly Facebook users and nearly 2 billion registered Facebook users as at January 2018. That's greater that the combined populations of two of the world's economic powerhouses – USA and China. Getting in front of such a significant audience is critical to the success of your online business.

Population
Facebook
1.9 Billion

Population
USA + China
1.7 Billion
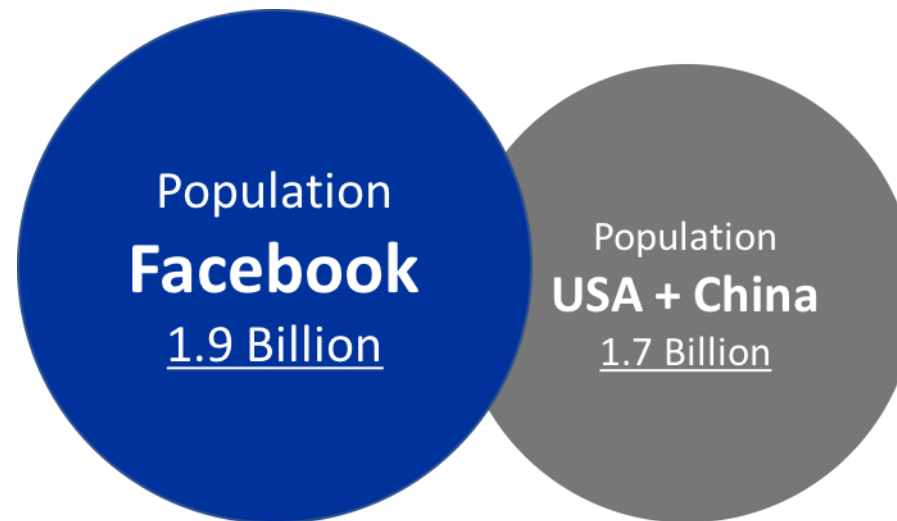
Source: Facebook.com, United Nations World Population Database, Job-2-Joy.com, 2018

Targeting your niche market has never been as easy as it is today. Facebook collects key demographic, geographic and psychographic information on its 2 billion users. As such, marketers can now target different segments and niches with surgical precision like never before.

Here's how it works. First, you'd need to log in to your Facebook account (and as I said, if you don't have an account, you should get one now, it doesn't cost you anything). Next, you'd need to go [Facebook Audience Insights](#) using the link provided. A pop up screen will appear with three options. You'd need to select the first option – Everyone on Facebook. Once you've selected your option, you'd be shown a screen that looks something like this:
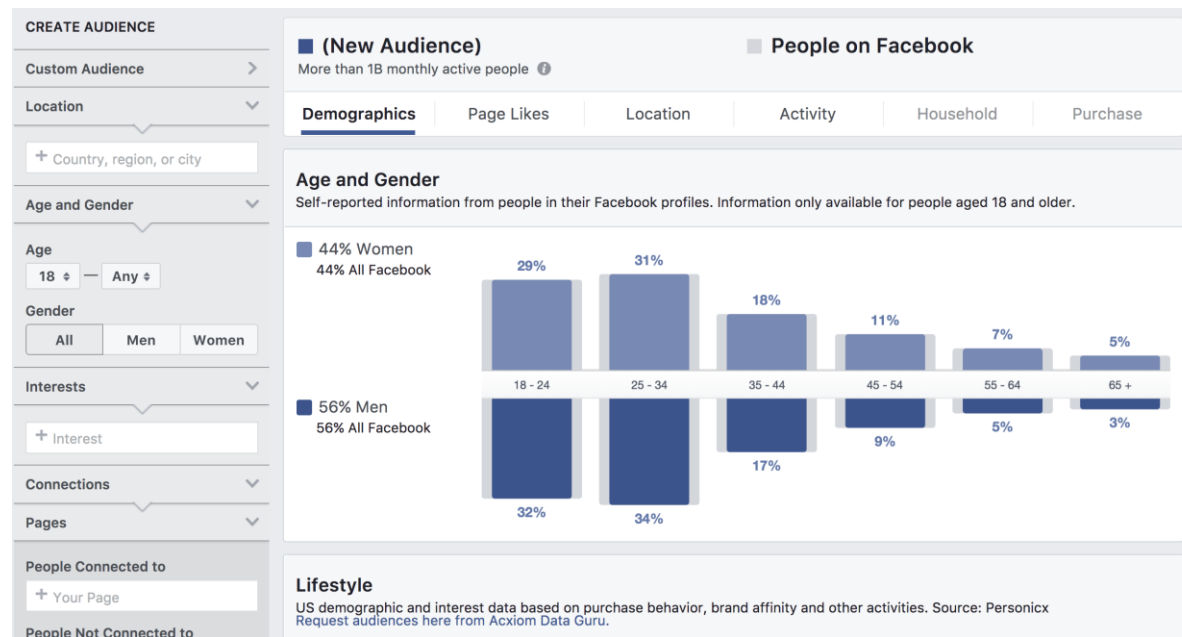
Facebook Audience Insight (FAI) gives you a very detailed demographic breakdown of its users. For example, the majority of Facebook users are between the age of 25-34 as shown in the Age and Gender breakdown diagram above. Note, this is the default screen for FAI.

The left-hand panel is where you'd find the real power of FAI. This is where you can get really creative and very detailed in your niche research and segmentation. There are different categories to choose from when segmenting Facebook users – geographic location, age, gender, interests, connections (people connected to your FB pages) and advanced characteristics such as, certain types of behavior, language, income levels, education levels, relationship status and much more. Just click around and see what other categories exist.

FAI will help you determine if your niche makes sense. Continuing with our guitar example, here are the parameters you'd want to choose. First you need to determine who is your audience. In this case, it's not the children but their parents you should target, as they are the decision makers and

the ones who have the money to spend. Your audience will look something like this – parents (both genders), located everywhere (if you're not confined to any specific geographic market, especially if you're selling a digital product), between the ages of 25-60 who might be interested in guitars, with income levels that show possible discretionary purchases. English language along with family based household composition should also be additional parameters. I used income levels of $75,000 and over, since the average household income level in the USA is somewhere in that vicinity. Now select all of those characteristics and let's see what the results show.

Based on the parameters we just selected, our potential niche (of purely FB users) is estimated to be in the range of 700,000 to 800,000. Running a marketing campaign in front of 800,000 persons could be significant for your online business (of course there are also other variables to consider, such as your copywriting and content marketing skills). Have a look at the image below.

Interestingly, based on the parameters selected, the target niche comprises of mainly men between the ages of 45-54. This information could help with your other marketing initiatives outside of FB.
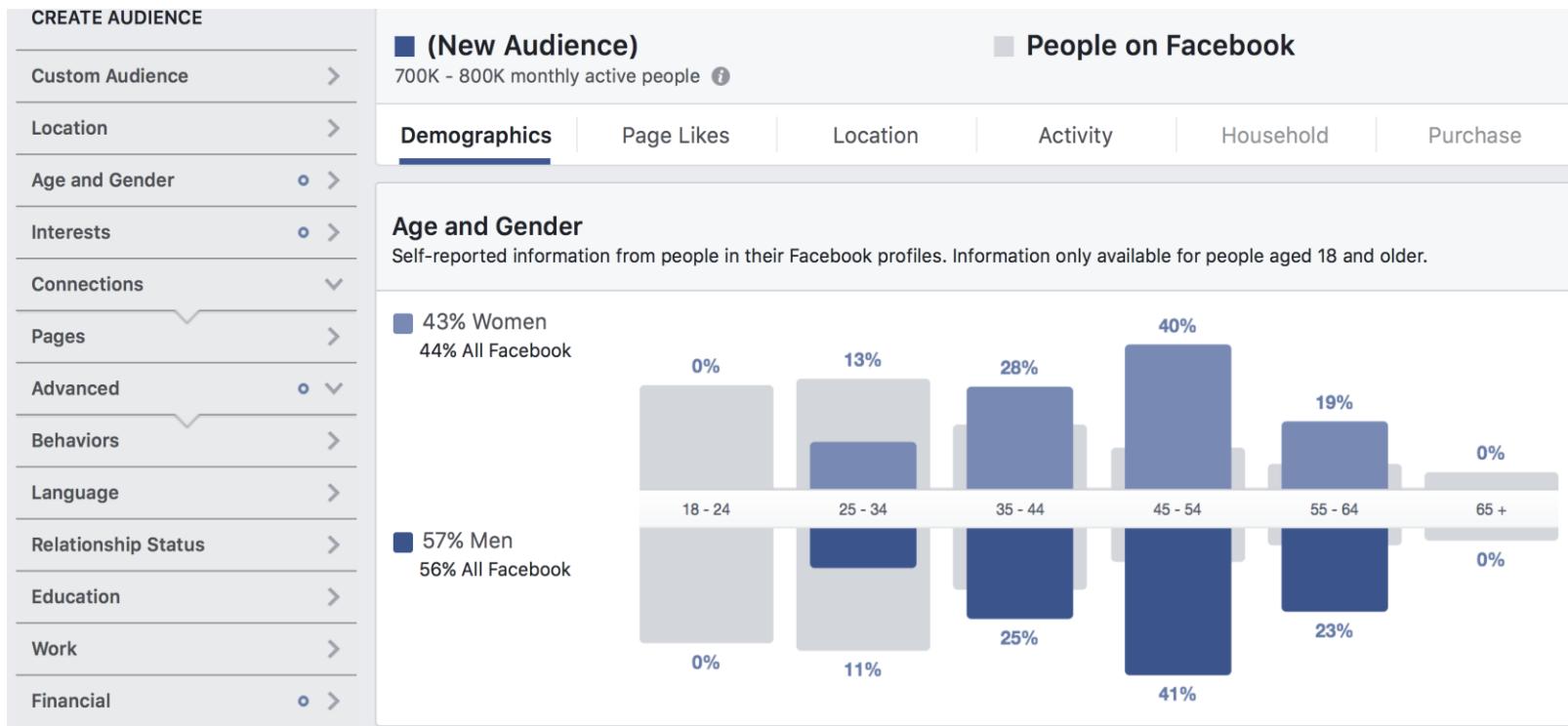
Let's assume you're selling an e-book on teaching children how to play the guitar and you're able to capture just 0.5% of that market, you could potentially earn anywhere between $66,500 to $76,000[1] a year. What could that do for you?

Now that you've figured out whether your niche is worth pursuing, you then have to proceed with the development and launch of your online business.

In the next chapter, we will discover how to target your audience and get them to join your tribe.

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[1] Income levels shown here are merely for demonstrative purposes only and does not indicate how much money you will actually earn. Income depends on a number of variables including (but not limited to) hard work and using the right systems.

2. THE MONEY IS IN THE LIST – A TRIED AND TESTED WAY TO ATTRACT LEADS

Step 1.
**SELECT NICHE**

Step 2.
LEAD MAGNET

A critical component of any online business is a website. You can't have a business online without a presence online. That goes without saying. However, this chapter will not go into detail about website development or why it's important to have a website. To get in depth lessons on how to build a website click here.

What we are going to do in this section is to show you one technique to combine your website to get, not just more traffic, but more paying customers. The technique I'm talking about is using lead magnets and opt-in forms to develop a list of subscribers and eventually paying customers.

The Money is in the List

"The money is in the list". You might have heard that expression before. Your only real asset in your online business is not your website or the name of your business or the products you sell. Your real asset are your customers or potential customers (also known as leads). If you are able to develop a list of people that are engaging with your brand then you have a powerful asset at your fingertips.
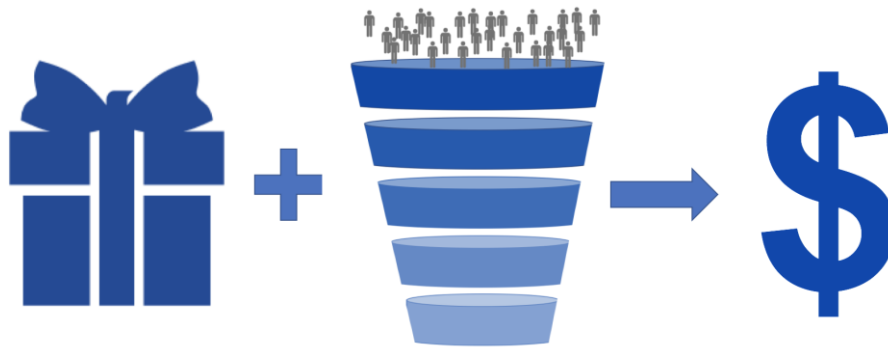
Many affiliate marketers ignore this step. They develop blog articles, ads, social media posts and so on and get people to click on their affiliate links, which in turn generates income for their business. However, many of the people clicking on their affiliate links or even buying from their partners, buy just once and they may never interact with them again. This is a missed opportunity.

Your lead magnet determines who subscribes to your list and sets the tone for their experience with your brand. When you get it right, you position yourself for purchases down the road. When you get it wrong, the leads might as well not even be there.

What is a Lead Magnet?

A lead magnet is anything offered for free in exchange for the recipient's email address.

The immediate goal of a lead magnet is to get email subscribers. There are only so many people who will like your content SO much that they'll just subscribe to your list in order to receive emails from you. A lot of people will simply read a bit and then leave, and a lead magnet is designed to incentive some portion of those people to give you their contact information for later follow up.

Many online businesses make the mistake of thinking that "some portion" means "as many as possible", but we'll get to that later.

Because you are giving away the lead magnet for free, it's typically important that it costs you little to nothing to create and distribute. This is why ebooks are one of the most commonly used types of lead magnets. As a digital product, once the initial file is created, it costs nothing to copy and give away as many copies as you like.

Here are several different types of lead magnets that are commonly used:

- Ebooks / Guides
- Lists / Checklists
- Reports
- Coupon / Discount
- Video Series

- Downloadable Blog Post
- Webinar
- Access to a Database
- Case Study
- Infographics / Facts & Figures

- Email Series
- Educational Course
- Free Software Tool
- Free Trial
- Virtually any free gift
- Private Label content

The type of lead magnet you choose will depend on your niche. The lead magnet must be relevant to what you customers want.

But ultimately, a great lead magnet comes down to three simple objectives:

1. Attract the right type of leads
2. Position your leads to buy from you
3. Build an email list that can be used to build relationships

Lead Objective #1: To attract the right type of leads

A common misconception with lead magnet strategies is that more = better. In reality, you should focus on quality not quantity – finding leads that are more likely to buy rather than building a large list of just any type of lead. Imagine creating a lead magnet ebook called "How to Groom your Poodle" and you get thousands of subscribers of Poodle lovers, but in fact you are really selling guitar lessons for girls. Not only is you lead magnet irrelevant to your niche but it attracts the wrong crowd. While you may get thousands of subscribers, you might as well get none.

And while the above example may be extreme, it can happen. What is more common though, is targeting the right niche but qualifying the wrong type of lead. Let me explain. You may have a relevant lead magnet to your niche but you are presenting the magnet to people who can't buy. You want to avoid that as well.

Here are five things you need to do to help qualify the right kind of lead that can actually buy from you.

When pitching your lead magnet, try to hit the following five points whenever possible:

- **Promise**: promise something specific in exchange for the user's email
- **Target**: make it very clear who the lead magnet is intended for and who it's not for
- **Key Benefits**: address all key benefits the lead will get from your lead magnet
- **Call to Action**: call the reader to take action, enter their email, and receive the lead magnet
- **Ensure you use Step #3 of this blueprint**.

Lead Objective #2 – Position your leads to buy from you

The power of your lead magnet doesn't dry up when the visitors click "subscribe". In fact, it's just getting started. <u>The lead magnet will set the tone for your relationship with the lead</u>. So even if you qualify the perfect leads, it won't mean anything if your content is crappy or doesn't live up to your promise.

This is where a lot of online marketers fall by the wayside. It's somewhat easy to think of a lead magnet that will excite your audience and get them to give you their email. It's a lot harder to actually deliver on your promise.

Consider the following example:

"Download the 10-step process I used to make $100,000 in 3 months with no prior experience."

The above lead magnet sounds great. There's lots of hype. The title is catchy. All good. Who doesn't want to make $100,000 in 3 months? If it doesn't seem like a scam, many people will most likely give you their email on the chance you can deliver on such an insanely big promise.

And when you inevitably don't deliver on your promise, you will never hear from them again and moreover, you would have damaged your brand reputation in the process.

That's an extreme example, but it illustrates how simply getting the email address doesn't mean you have a legitimate lead. If you don't deliver the goods, you can kiss that lead goodbye. But fulfilling your promise is the easy part.

The trickier part of this second objective is actually positioning the lead for a buy. The goal here isn't to simply *not* annoy the lead. They've just requested a custom piece of content from you. They have literally asked you to send them a sales pitch.

Obviously, you can't give them a pitch disguised as a lead magnet. You have to deliver on the promise first and foremost. But take every opportunity to establish your expertise, demonstrate your past results, highlight your value, and position yourself as a great purchase in their minds.

You see, your content is what does the selling for you. Create awesome and value-adding content. Give your leads a few "aha" moments when they are interacting with you lead magnet and you can be sure that your conversion rates will go up.

Want More Email Marketing Tips?

>>>> **Click here to get a deeper insight into Email Marketing with this FREE 14-part lesson** <<<<

Lead Objective #3 – Develop an Email List to Build Relationships

Successful sales people will tell you that their secret is not in selling *per se* but in building relationships with their prospects and customers. With an email list, you have the undivided attention of your reader and over time you can build a relationship.

How to build a great and lasting relationship? Ask any dating expert and they will tell you that one of the secrets to a lasting relationship is good communication. And it's the same for relationships with your customers. Use your email list to send regular and valuable content to your leads. Respond to follow up emails immediately and keep the conversation going.

When developing your email campaign, start off with email messages you want to roll out over the course of a few weeks to months. You should ideally communicate with your list at least once per week and have something useful to say.

The Anatomy of a Great Opt-in Page

You cannot have a lead magnet without an effective opt-in page. Here are 6 things you need to have on your opt-in page. I use the **H3BTC** formula.

1. **H –** Header – always have a captivating header. You can also use a sub-header where possible to solidify the attraction of your opt-in page.
2. **B1 –** Bullets – use bullets and not paragraphs. Make it easy to read and follow along
3. **B2 –** Bene**fits** – show them the "what's in it for me". Explain how they will benefit.
4. **B3 –** Bonus or free gift – this is the main hook or reason anyone will give you their email address and other contact information. Make the free gift enticing.
5. **T – Testimonials** – people love to see social proof that you're not a scam artist
6. **C – Call to Action** – Get your readers to take action. Tell them what you want them to do next

The diagram on the page overleaf, illustrates the **H3BTC** formula in action.

Free Report Reveals…

H
Header & Sub-header

B1
Bullets

What's Really Sabotaging Your Success in Business?

- Take our 3-minute test and discover your hidden fears that may be holding you back.

- Learn how to overcome internal blockages immediately keeping you from wealth and career success.

- How to eliminate the 7 types of hidden subconscious fears that may be stopping you from being great.

B2
Benefits

B3
Bonus / Free Gift

YES! SEND ME THE FREE REPORT! »

John Smith has coached thousands of entrepreneurs since 1999…

🔒 100% Secure. We Never Share Your Email.

C
Call to Action

T
Testimonials

Mary Smithson
Sample Company

"This pdf was amazing! I can't believe how much I learned and the amount of info was packed into it. The best part is that is was free! Thank you again or this great guide."

John Smithson
Sample Company

"These guys are the best when it comes to helping you overcome your fears and this pdf guide will help you crush them for good. I highly recommend you download this guide it's truly been a lifesaver for me."

How Does a Lead Magnet Fit into Your Sales Funnel Process?

Ultimately a lead magnet is designed to streamline your sales process. Think of it as outsourcing or automating part of your sales conversation. You want your prospect to feel a sense of relief that they've found a solution – your solution.

That is the essence of a lead magnet. Up until now what we've spoken about as examples of lead magnets, most people would think of them as inanimate things or objects - a report, a book, an audio or a video.

Yes, it's true that by educating the prospect with lead magnets, you build the "know, like and trust factor." In the process of someone reading your report, your book, or watching your video series they're going to know YOU better and hopefully they're going to like you better and see you as being the person who could ultimately help them achieve their goals or solve their problem. In other words, YOU are the ultimate lead magnet.

Write down three lead magnet ideas that you are going to implement over the next three months. It could be as simple as a check list or as complicated as a video series. You decide. Enter your ideas in the boxes provided below.
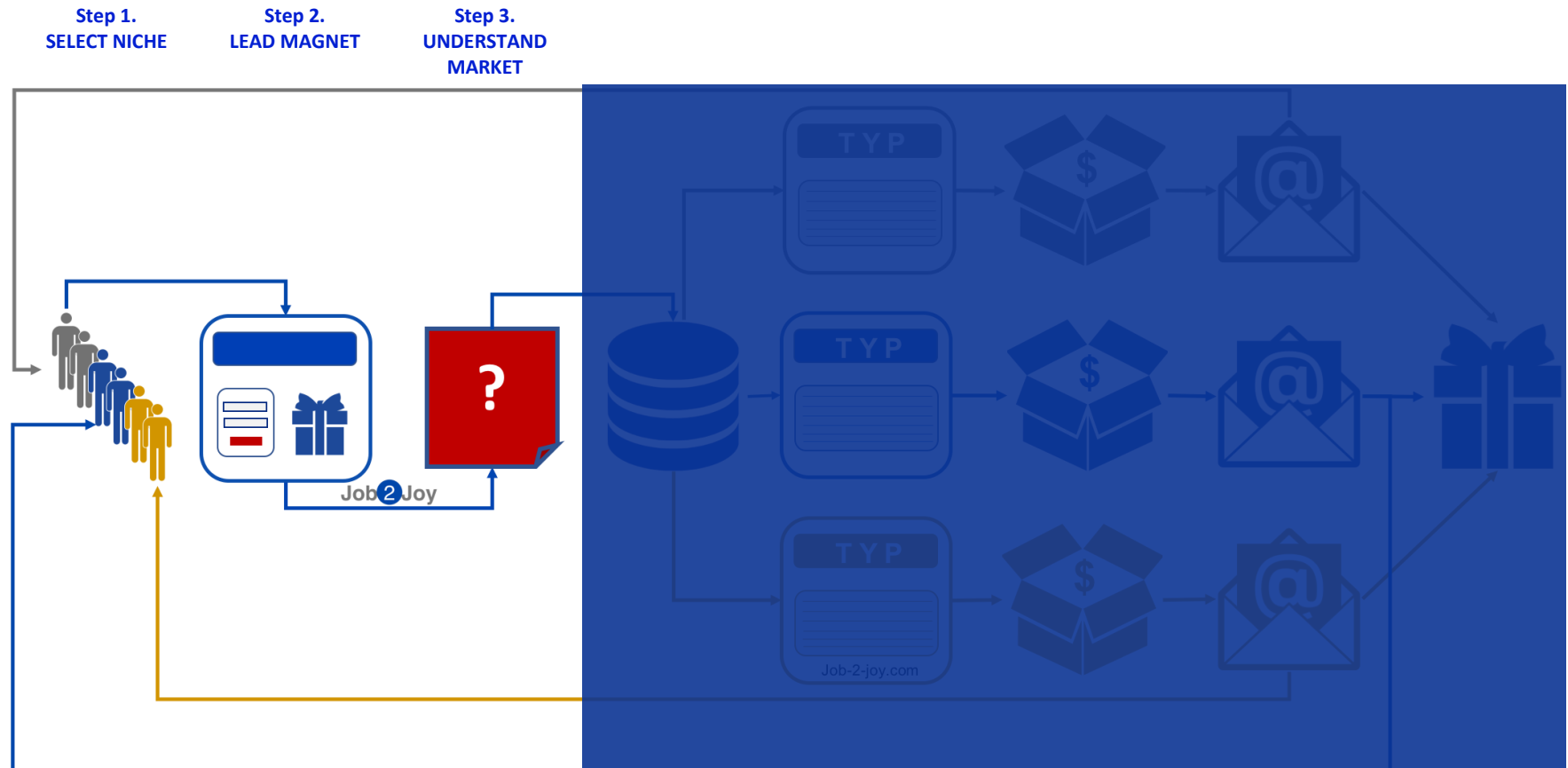
Lead Magnet Ideas

Lead Magnet Idea #1:

Lead Magnet Idea #2:

Lead Magnet Idea #3:

3. THE #1 TECHNIQUE TO KNOW YOUR CUSTOMERS INSIDE OUT AND GET THEM TO CONVERT

Whether you have an online business or any kind of business for that matter, understanding your market and being able to target them and cater to them with surgical precision is critically important for the success of your business.

There are many ways to figure out who your customers are. You could buy expensive market intelligence reports, you could observe your competitors (and assume that they know the market) or you could do one simple technique to get to know your market.

This is a technique that many companies use. Some use it in the wrong way. Some use it for the wrong reasons. Some know about it but fail to understand the power behind this technique.

One Simple Technique to Get to Know Your Market?

Once you've captured people's attention and entice them to download your free gift / lead magnet, why not use this opportunity to find out more about them BEFORE you actually give them the free gift. Using a simple, yet powerful technique you can get THEM to tell you about who they are.

The technique is to simply ask your customers who they are and what they want. What?!!! Yup that's right — just ask. By simply inserting a very short market segmentation survey within your opt-in process you can gain access to very powerful information about your customers for free. And not only do you get important market insights you also get them to take micro-commitments along the way, increasing their chances of conversion in the process. Here's how it works.

Getting People to Take Your Market Segmentation Survey

In opening your market segmentation survey, you want to create a welcome page that transitions from your opt-in page to your survey. You want to convince people that they need to take your survey, without calling it a survey. People hate taking surveys. Instead, convince them that answering your questions will be help you prescribe the best solution for them.
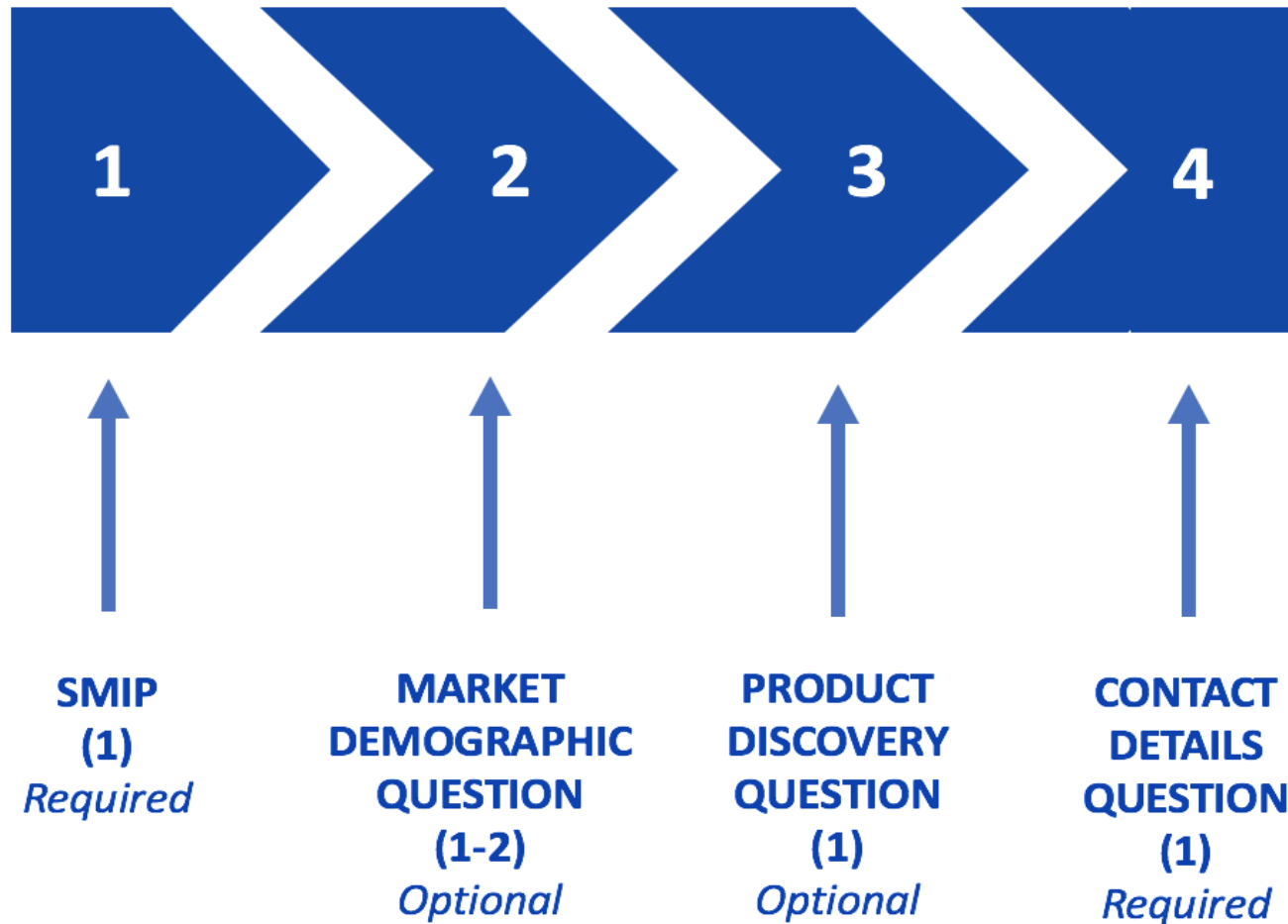
Here's how you want to frame your opt-in survey transition on your welcome page:

Sample Opt-in Survey Transition Statement

When it comes to [*state niche or market*], there's no one size fits all answer, but if you take a quick moment to tell me a little about your situation, I'll be better able to share the #1 solution that caters to your specific needs.

There are four types of questions you want to ask in your market segmentation survey:

1	2	3	4
SMIP **(1)** *Required*	**MARKET** **DEMOGRAPHIC** **QUESTION** **(1-2)** *Optional*	**PRODUCT** **DISCOVERY** **QUESTION** **(1)** *Optional*	**CONTACT** **DETAILS** **QUESTION** **(1)** *Required*

1. **The first type of question** – *Your customers' Single Most Important Problem (SMIP).* Apart from asking for their contact details, this question in your opt-in process is the single most important question you should ask. As a business person, your main objective is to solve problems or fill a need. If you can figure out precisely what people's SMIP is when it comes to your niche, you can deliver exactly what they want, rather than shooting in the dark and hoping for the best.

SMIP Sample Questions

Example #2: When it comes to starting an online business, what is your single most important problem, challenge or frustration?
- ❑ Figuring out which niche to select
- ❑ Writing content
- ❑ Getting traffic
- ❑ Getting Sales
- ❑ Not enough time to focus on my online business

Example #1: When it comes to learning golf, what is your single most important problem, challenge or frustration?
- ❑ How to swing properly
- ❑ How to stand correctly
- ❑ What clubs to use and when
- ❑ Understanding the technical terms of the game

Write down what you consider to be your customers' single most important problem (SMIP) in the box below. Be as detailed as possible. You can always tighten it up afterwards. Speak to a few people (at least 10) in that market to get a little insight. This will help you drastically.

What is your market's SMIP?

SMIP:

2. **The second type of question** – *Market Demographic Questions*. Not all leads are created equally. People differ in many ways such as age, gender, race, religion, location, nationality, sexual orientation and so much more. To get closer to your customers and gain insights into your market, you'd want to ask one or two questions that can help you better understand your market. You might discover that your market is made up of married parents in their mid-forties who live in North America or that your market is made up of young men between the age of 18 and 30 who are single and unemployed. This information might help you to better target them via Facebook advertising, for instance.

Sample Market Demographic Questions

Example #1: What is your gender?

❑ Male
❑ Female

Example #2: What is your age?

❑ 20's   ❑ 30's
❑ 40's   ❑ 50's
❑ 60's   ❑ 70 +

Example #3: Which of the following best describes your employment situation?

❑ Part-time Employment
❑ Full-time Employment
❑ Self Employed
❑ Unemployed
❑ Retired

3. **The third type of question** – *Product Discovery Question*. Ultimately you want to know what type of product your leads might be interested in rather than prescribing something that they are not keen on. For instance, you might be more interested in selling digital products (e.g. an ebook or audio recording). However, your market might be more interested in physical products such as a CD or a hard cover book. But you can't know that unless you ask.

Sample Product Discovery Questions

Example #1: If we were to create a paid product on one of the following topics (and you had to choose just one), which of the following are you most likely to choose if it were already available?

❏ A
❏ B
❏ C
❏ D
❏ Honestly, none of the above

4. **The fourth type of question** – *Contact Details Question*. The main purpose for your lead magnet is to build a list. You therefore, want to get people's contact details. After spending a couple of minutes answering your questions, people are more likely to give you their contact details. The chances are increased because of the micro commitments they made by answering your questions. Ask for name, email address and telephone number (optional).

Tips to Make Your Segmentation Survey a Success

Here are some tips to make your market segmentation survey more impactful:

Tip #1 - Integrate it into your opt-in / sales process. You already have people's attention. They've made a decision to get your free gift so go for it.

Tip #2 - Do not call it a survey. People hate taking surveys. Instead convince them that answering your questions will be help you prescribe the best solution for them.

**Tip #3** - KISS – keep it simple silly. Make your survey short and easy to follow.

Tip #4 - Don't ask too many questions and don't have too many answer options for each question. My general tip is to keep the possible answers between 3 to 5 options.
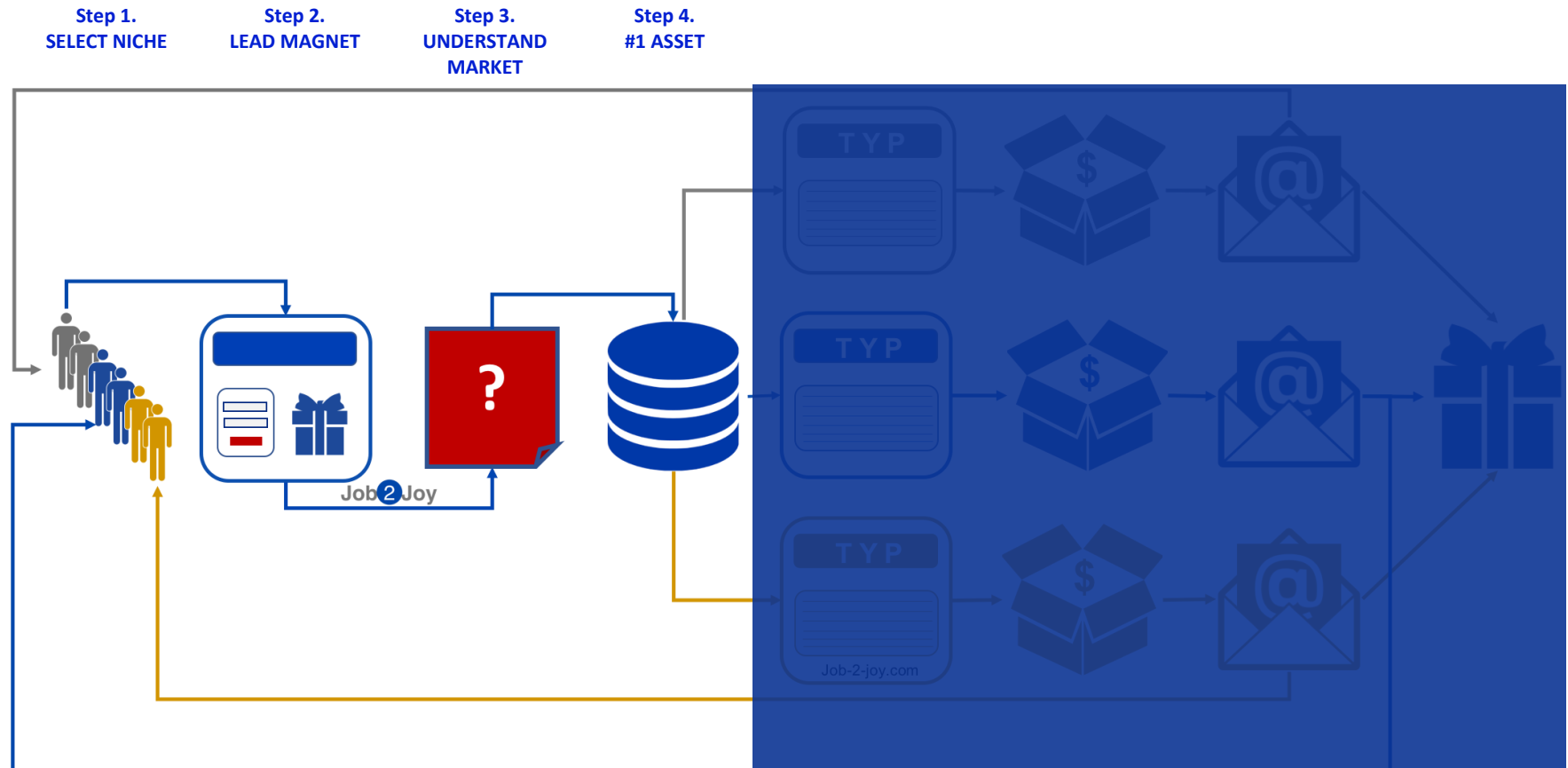
Tip #5 – You don't have to be perfect. Get started and perfect along the way. Perfection is a journey, not a destination. This means you have to optimize your segmentation survey all the time to keep getting better and better.

Here's what the Segmentation Survey Process (SSP) looks like:
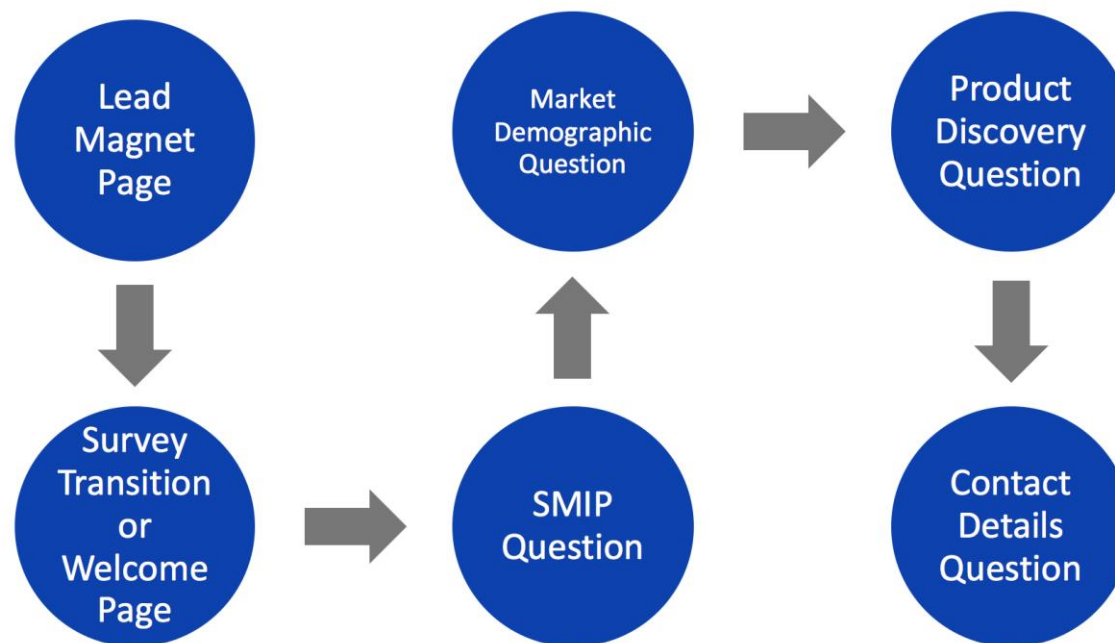
4. MINE YOUR ASSET

There's a hidden step in the advanced online blueprint process. A step that only you see. Your leads do not notice this step at all. Once your respondents enter their email address and other contact details and hit submit, two things happen:

1. In the background (the hidden step) the contact information is submitted to your automated email database system.

2. The respondent will be taken to your Thank You Page (TYP).

In this section, we will be looking at the hidden step — the automated database system, then we will talk about the TYP in the next section.

Your #1 Asset

Your #1 asset as an online business entrepreneur is **your email list**. If I were to go out of business today and I could only take one thing with me, I would take my list of subscribers. In this way, I

won't have to start from scratch. I would already have a list of warm or even hot leads that I could easily sell something new to (over and over again).

However, growing your list is one thing, but you have to store it and use it in a wise manner. What's the point of having a list if you don't use it properly.

The Six S's of your Email List

Here are Six things you need to do to effectively use your email list – **store** it, **segment** it and **send** messages, create **subscriber-only** content, **survey** again to get more customer insights, and ultimately **sell** to your list.

Store	→	Segment	→	Send Message	→	Subscriber-only Content	→	Survey Again	→	Sell
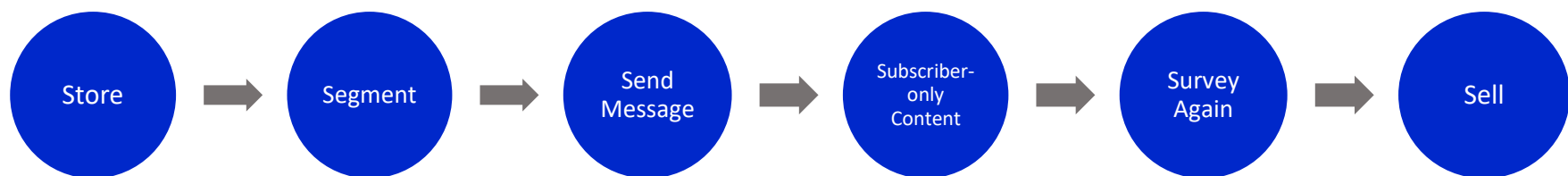
1. Storing Your Email List

Your list must be stored in a secure location – an automated database system is highly recommended. There are relatively inexpensive and even free ways to store your lists. The most obvious choice I would recommend to you is to use an email autoresponder provider such as Aweber, ConvertKit or MailChimp. Each has different price ranges depending on the size of your list.

If you absolutely have to go with a free system, then I would recommend using Google forms for your opt-in forms. Basically, you create an opt-in form using Google forms and then collect the data (including contact details) in a Google spreadsheet. Click here to watch a video on how to set up Google forms for opt-ins.

2. Segment your List

Segmenting your list will be based on your survey (see Chapter 3). You can create 'buckets' based on your SMIP question and then further segment based on your other questions. But it is really your

SMIP that will be the basis of your segmentation. There are automated survey providers that can help with this very easily such as Bucket.io. If you have to go with a free solution then Google Forms is the way to go. However, you will have to manually manipulate the data to determine your segments. Knowledge of Excel will come in handy. But if you don't have the time or skills a simple solution I definitely recommend is Bucket.io

3. Send Messages to Your List

The whole purpose of creating an email list is to be able to communicate with your leads, to build a relationship over time and to ultimately sell to them. However, you need to actually send them emails on a regular basis. Consider your emails to be advertisements. In fact, they are called Solo Ads. You are technically advertising your product or service on a one-on-one basis to your leads through their inbox. Craft a sequence of messages around your niche and send them out. I recommend at least one (1) email per week. When starting out have at least 10 email messages in your automated sequence.

4. Subscriber-Only Content

You can't get away from it. No matter what marketing strategy or strategies you decide to adopt, you have to create content one way or the other. People need to feel rewarded for their efforts. They also need to feel as if they are part of some exclusive tribe. So, creating exclusive content that they alone can access is one way of keeping your subscribers engaged and reducing your unsubscribe rates.

5. Survey your List *Again*

Collecting market information is a never-ending process. What better way to engage your contacts than by asking them for their personal opinion or advice on something related to your niche. While you may have collect data on them already there's always new information that you may need. For instance, you may want to ask past customers what they thought of your product or how you could improve their experience on your website. You'd be surprised at how much insights you could

unearth through this process. You can even use this information to cross-sell your existing customers.
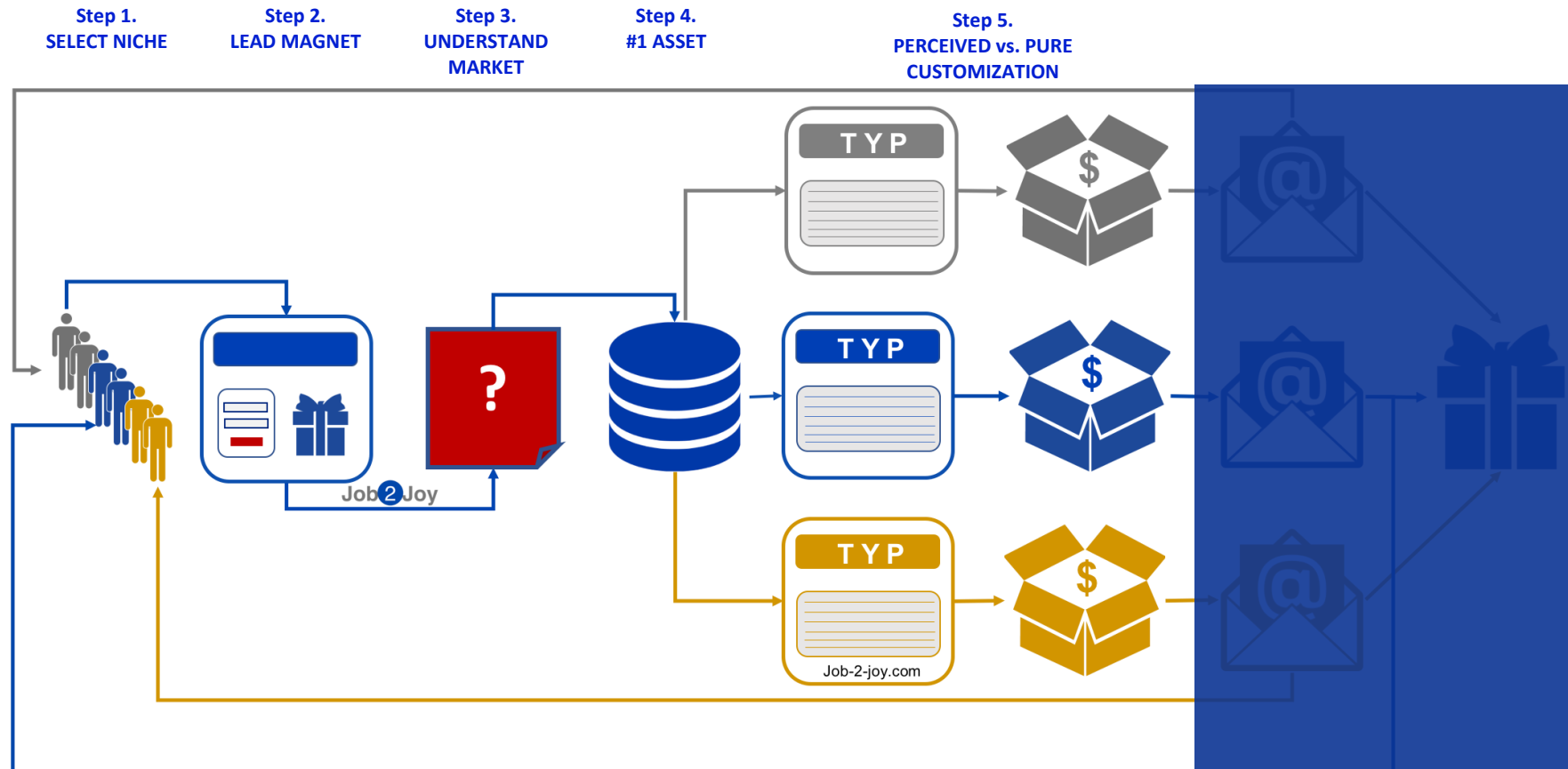
6. Sell to Your List

Once you've kept your list happy by providing valuable content and keeping them engaged, selling would be easy. In fact, you won't have to do any hard sells necessarily, your valuable content would do the selling for you. So, while the heading of this point is to 'sell' in fact, you really should be enrolling and engaging your list.

What do I mean by enrolling? You are basically making them feel part of a special or exclusive group (see point 4 above). And to keep them engaged you have to keep on providing fresh content in a variety of forms (see point 4 above). So, you see, content is really your #1 marketing strategy.

5. THE SECRET INGREDIENT TO GREATER SUCCESS – PERCEIVED CUSTOMIZATION

Step 1.
SELECT NICHE

Step 2.
LEAD MAGNET

Step 3.
UNDERSTAND MARKET

Step 4.
#1 ASSET

Step 5.
PERCEIVED vs. PURE CUSTOMIZATION

Gone are the days when producers simply made something and expected everyone to buy the same thing. When Henry Ford made his cars, customers were able to buy any car they wanted as long as it was black. In other words, the products were the same and the customers were treated as one homogenous market. This was mass production.

Then the revolution of mass customization hit mainstream commerce and just about every product became tailored to different needs - big cars, small cars, economy cars, luxury ones, sport cars, family cars, four-door sedans, two-door sedans, trucks, wagons, seven-seaters, black cars, blue ones, red ones and so on and so on. Customers were grouped into different market segments and the products were designed and developed to cater to the specific needs to each market segment.

Today, however, the new wave of customization is upon us — **Perceived Customization**.
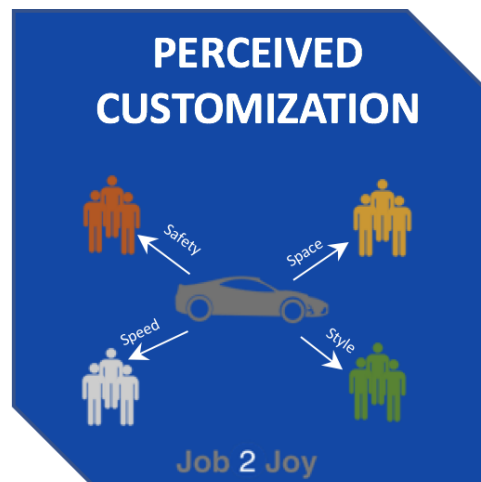
Pure Customization
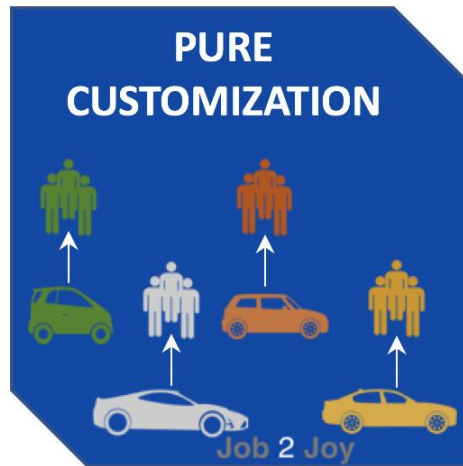
To explain perceived customization, it may be helpful to have an understanding of <u>pure customization</u> first. Pure customization exists when you create different products to cater to the different needs of your market segments. Continuing with the car example, pure customization exists when you create different model cars to target different needs or preferences of different groups of customers. Some brands create a luxury model to cater to high-end customers. They may also carry an economy model to cater to low-income earners. Some models are minivans targeting large families. There may also be sports models for the more adventurous or flashy customers. The list goes on. That's pure customization. The markets can be clearly segmented and the products can be clearly identified for each of the respective markets.

Perceived Customization

Perceived customization, on the other hand, is the process of tailoring your <u>marketing message</u>, as opposed to the actual product, to suit different customers/ segments while offering exactly the same product to everyone. Customers in each segment believe that they are being sold a different product but in reality, you are actually selling the perception of customization by focusing on the different benefits or features of the same product to match different segments.

Using the same analogy of cars will make the point even clearer. Let's assume the car manufacturer produces only one four-door sedan model. Perceived customization will take place when they sell different features or benefits to different segments. For example, the car manufacturer could communicate the safety features of the car to female drivers; the fact that the car is super fast and has the highest horsepower for similar sedans could be the

selling point to younger men; the luxury and design aspect of the vehicle could be portrayed to a more mature market; and the spacious aspect of the same car could be communicated to small families. In essence, it's the exact same product, however, different marketing messages are being communicated to different market segments so that they **perceive** the product to be **customized** according to their specific needs. That is perceived customization.

Speak Your Customers Language

People want to feel as if you are speaking to them directly. They like to hear/see themselves in your copywriting material.

Don't just bundle them into one homogenous group as Henry Ford did in the early days. That form of marketing is over and so will be your business if you continue to do it the old way. Speak to your customers, speak their language and target their specific interests. If you can speak to their needs and their wants, using their language, then you will build their trust and convert them into paying customers.

PERCEIVED CUSTOMIZATION

PURE CUSTOMIZATION

MASS PRODUCTION

Source: Job 2 Joy
www.job-2-joy.com
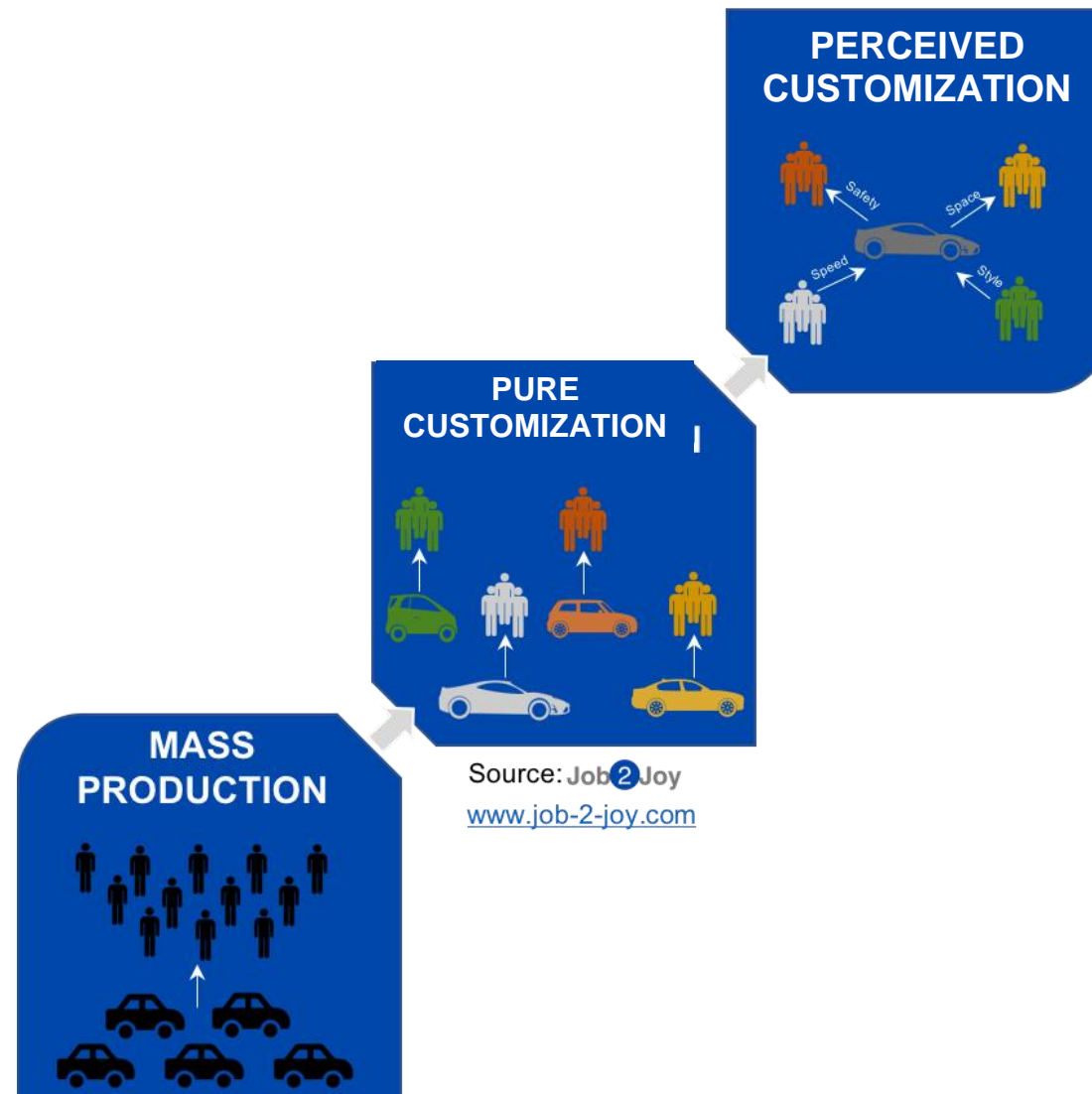
What does Segmentation mean for Your Opt-in / Sales Funnel Process?

After your respondents complete the segmentation survey, you want to continue guiding them through the opt-in / sales funnel process. Ideally, your opt-in process should morph into a sales process that looks something like the following diagram.

Segmentation Survey Process (SSP)
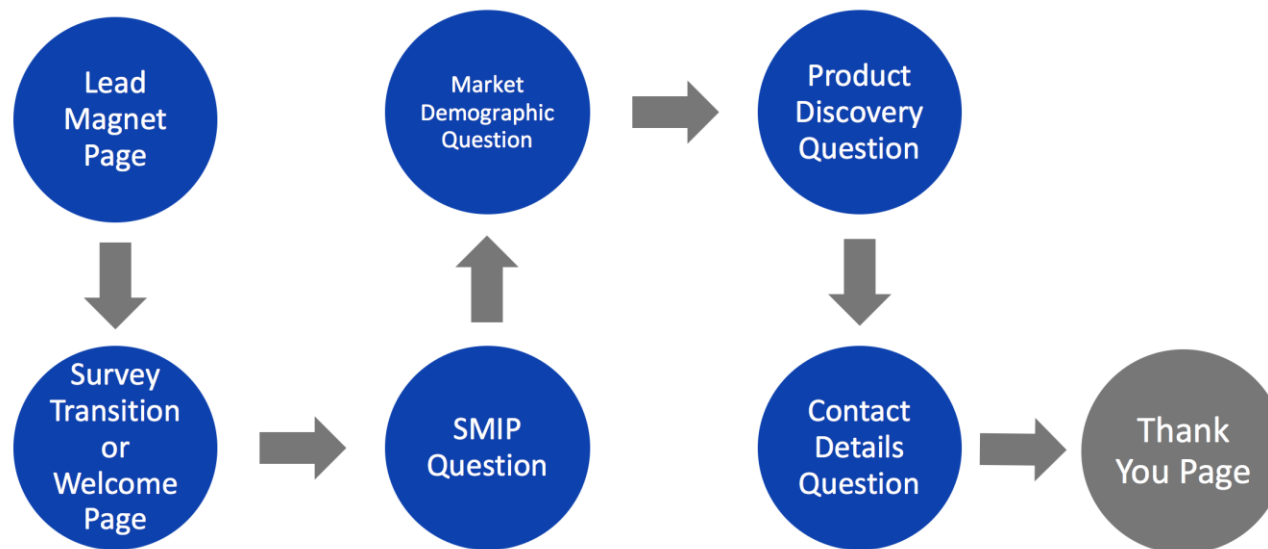
You've been developing a budding relationship with your prospects so far throughout the SSP. They've been attracted by your lead magnet / free gift.

You've taken them through the market segmentation survey and they've shared personal information with you that has allowed you to segment them according to their interests or needs.

They've given you their contact details and confirmed that they are still with you. Why not take advantage of this opportunity to direct them to something else?

After submitting their contact details, you should ideally take them to your **Thank You Page** (TYP). Your TYP should ideally be a sales page to get them to take some sort of action that could potentially convert into them buying from you. Sounds straight-forward right?

Here's the twist.

Create TYPs (also known as outcome pages in the segmentation survey process) that are completely different depending on the answers your respondents gave in the segmentation survey (particularly your SMIP question). So, if you had 5 answer options to your SMIP question, then you should have five TYPs, one for each of the five options or outcomes, as illustrated in the following diagram.

Different Thank You Pages for Different Segments (Pure Customization)
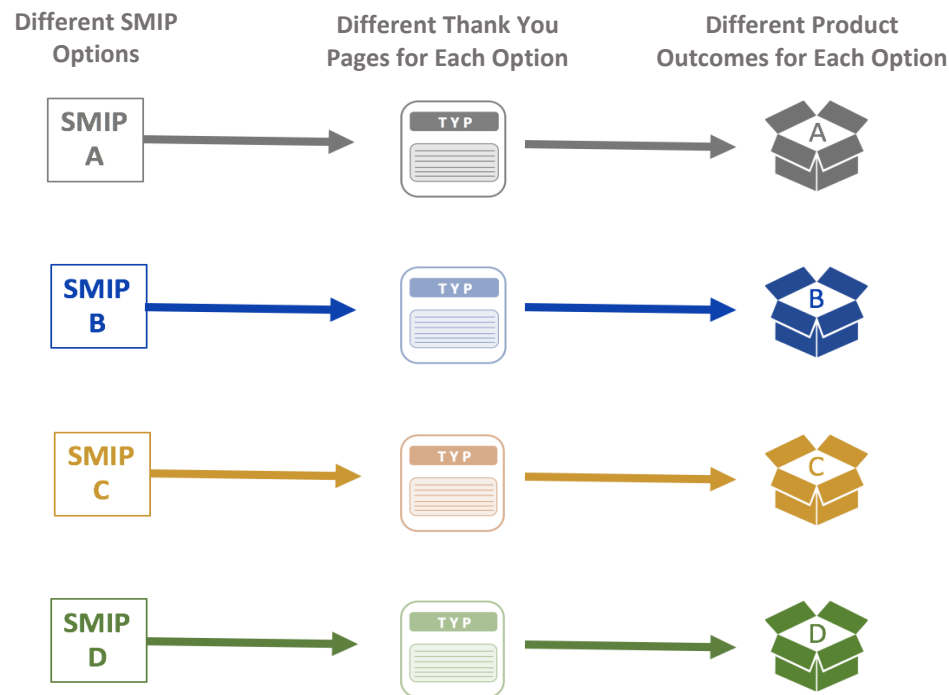
You may go the route of pure customization or perceived customization depending on your niche and on the SMIP options you created at the start of the segmentation survey process. In other words, you may have five completely different products, one for each segment created by your SMIP (this is pure customization as illustrated in the diagram above).

Or you could simply have one product but choose to focus on five different features or benefits of that product to cater to the different segments created by your SMIP. Doing this will make your leads feel as if you created a product that suits their specific needs and they will be more likely to buy from you.

Perceived Customization
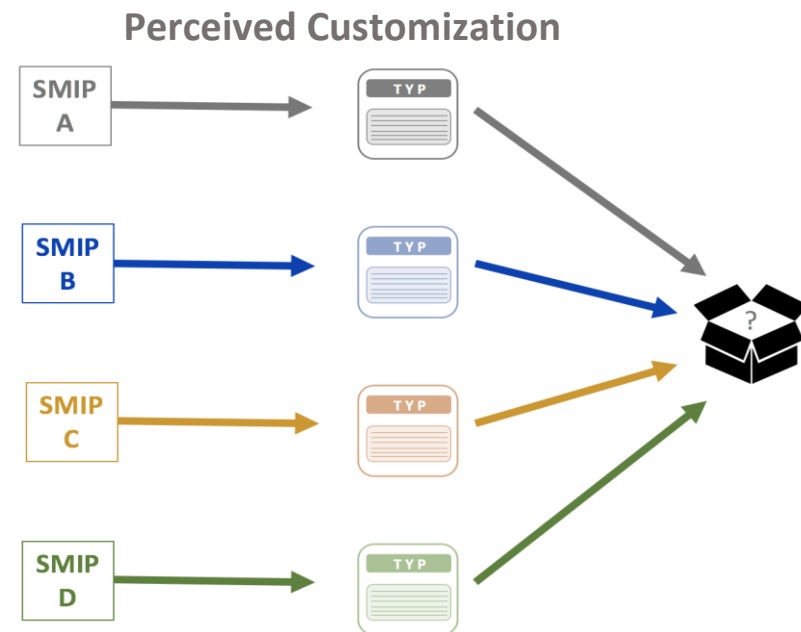
Or you could take a hybrid approach. Perhaps pure customization for a couple of the SMIP outcomes and perceived customization for the remainder. It all depends on what you're selling and on what are your customers' needs.

A Hybrid Approach to Segment Customization
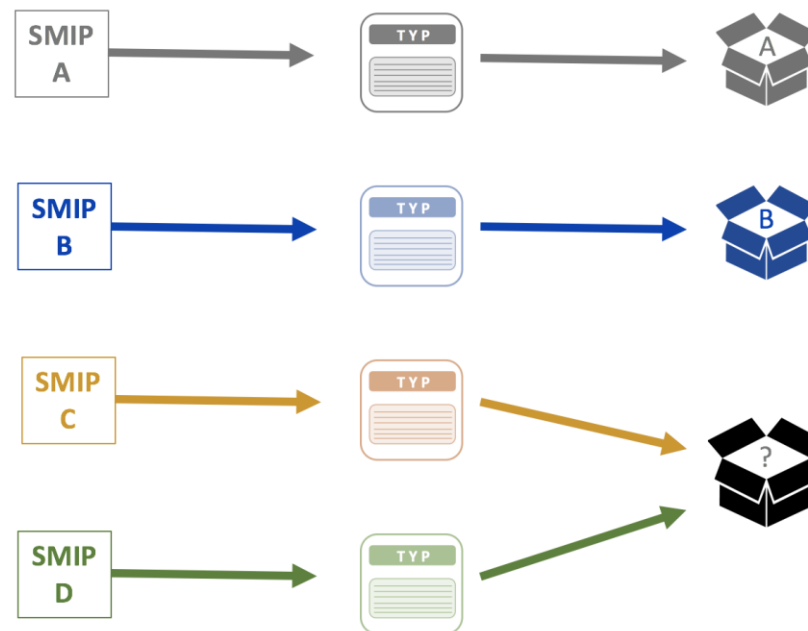
Consider the following two scenarios and decide which one is the better sales process.

Scenario #1	Scenario #2
No customization	**Customization**
John walks into a store and asks for a backpack. The sales clerk immediately brings out the first back pack that comes to mind without first considering what John needs the backpack for. The probability that the backpack is exactly what John wants is low. It's basically a gamble for John's sale.	Jane walks into a store and asks for a backpack. The sales clerk asks her what she needs the backpack for. Jane says she's going hiking. The clerk then asks her to select a color. She says he prefers camouflage green and would like to have one with lots of compartments. The sales clerk knows exactly which one to sell Jane.

Of the two scenarios, which one is more likely to result in a sale? Tick the box that applies.

Scenario #1 – No Customization ☐

Scenario #2 – Customization ☐

Tips for Your TYP

TYP Tip #1 – Focus on your SMIP as your source of segmentation

TYP Tip #2 – Speak the language of your segments, use their specific pain points. Use content (images, text and video) that are specific to their single most important problem (SMIP)

TYP Tip #3 – Keep your TYP or outcome page simple

TYP Tip #4 – Follow the same rules as illustrated in Section 2 on the Anatomy of a Successful Opt-in Page. Instead of the free gift, you are focusing on your product. Follow the H3BTC formula for your product(s). Here is the adapted version of H3BTC for your TYP:

> ✓ **H – Header** – always have a captivating header. You can also use an additional sub-header where possible to solidify the attraction of your opt-in page. Ideally your header for each TYP should be consistent with your first Opt-in / Welcome Page header and modified for your SMIP.
> ✓ **B1 – Bonus** – this is the main hook or reason anyone will buy from you. Sweeten the deal with free giveaways or bonuses.
> ✓ **B2 – Benefits** – show them the "what's in it for me". How would buying this product benefit them.
> ✓ **B3 – Bullets** – use bullets on your TYP where possible. Make it easy to read and follow along.
> ✓ **T – Testimonials** – people love to see social proof that you're not a scam artist
> ✓ **C – Call to Action** – Get your leads to take action. Tell them what you want them to do next.

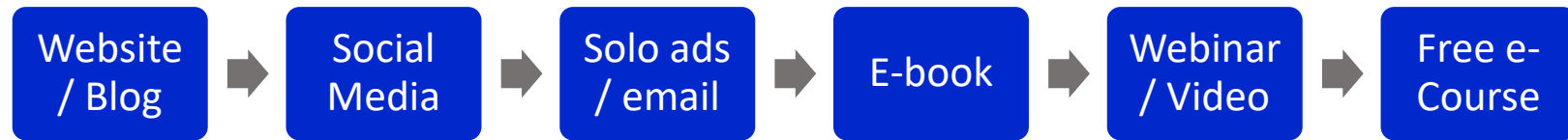## 6. ENGAGE AND BUILD RELATIONSHIP — THE NEW BRANDING PARADIGM
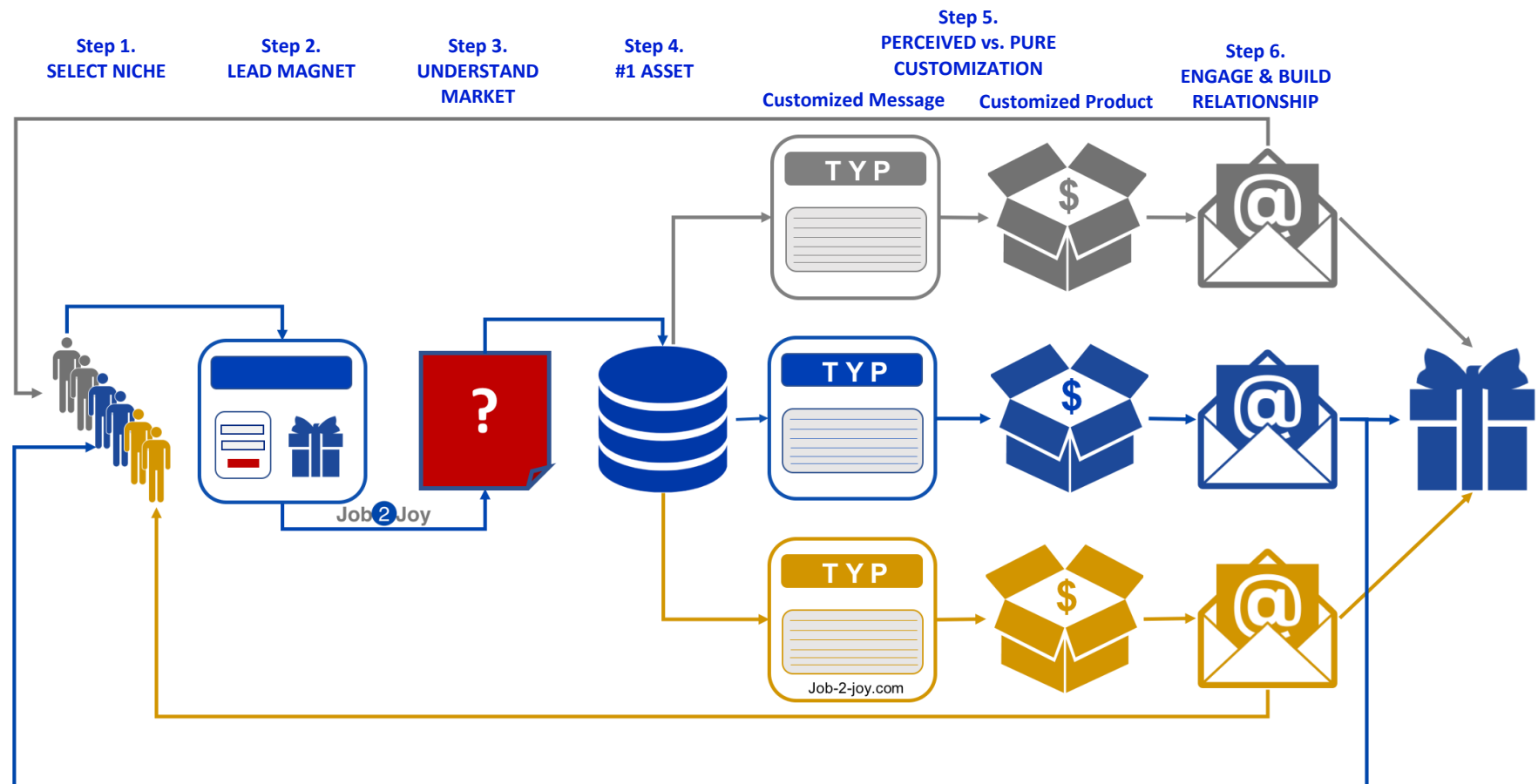
Many newbies get frustrated when they don't start to get sales right away. Believe me, I've been there. When I realized that many of the top players in the online business sector had the same issue, I didn't feel so bad. You are not alone.

More importantly, getting sales is about building relationships with your market. Getting leads is great, but using the leads to build a lasting relationship is the secret key to conversion. Ideally you want to build a tribe or a following of loyal leads.

People first fall in love with you through your content. Your content gives you credibility and builds trust. Then and only then will they buy from you. Advertising experts say, that people need to see your ad at least seven times before they buy from you. Well it also applies to your content. Your content is your advertisement.

Your content can be displayed in a number of ways:

Website / Blog	→	Social Media	→	Solo ads / email	→	E-book	→	Webinar / Video	→	Free e-Course

Regardless of which method you use, it's all about building relationships with your clients and leads. However, email is by far, the most effective and cheapest way to cultivate an engaging relationship with your market.

The New Branding Paradigm

There's a paradigm shift (a radical change) that has taken place where branding is concerned. Your brand is largely based on building relationships through your content. But you must recognize that while in the past the brand perception of customers was largely controlled by the businesses through their marketing message and the overall goodwill generated over time.

However, today branding is more controlled by the market (the customers). Through the Internet (social media in particular), people can comment on and review your product or service. The message that THEY create is what will determine your brand image.

This is why building relationships with your market is so important. Your objective is to make people fall in love with your product, with your service, with your brand – with YOU. When they love and trust you, they will sing your praises, which will build up a strong brand over time. But it all boils down to building relationship – build a community, engage and excite your customers, inspire them through your brand, and carry out a conversation with them by listening to them all the time.

The diagram below illustrates the branding paradigm shift.

Old Branding

New Branding

Old Branding		New Branding
Controlled by Businesses	➡	Controlled by Customers
Selling a product	➡	Building a community
Advertising	➡	Exciting & Engaging
Informing your customers	➡	Inspiring your customers
Communicating	➡	Conversing

7. THE #1 SOLUTION TO HELP YOU BUILD A SOUND ONLINE BUSINESS

If you're really serious about building a successful online business, even if you have no experience, I'd highly recommend joining the #1 community for online business – Wealthy Affiliate.

Click here for Instant Free Access

✔ Free Forever

✔ No Credit Card Required to Join

✔ 7-day Trial of Premium Features

Here's how you could benefit from the Wealthy Affiliate community:

Awesome Benefits!

1. **The Best Training**: Stop hunting all over for answers and solutions to your online business problems. Benefit from the best and widest range of online business training found anywhere on the web. Hundreds of courses to choose from. New ones added every week.

2. **Learn and Earn**: You'll learn at your own pace and get coached along the way to build the best online business, even if you start out **with no experience**.

3. **It's Free to Get Started**: Keep your free account forever or upgrade to Premium for added benefits and features. Yearly Premium membership is <u>less than $1 a day</u>.

4. **The most powerful hosting platform**: As your business grows you can host up to 50 websites at no additional charge.

5. **Build your very own website, easy and fast**. With some of the most powerful tools out there you building your website has never been so easy and fast. You don't need any experience to build a website like a pro.

6. **Prevent Hacking**: Hacked websites are an awful experience. All of your data and hard work are wasted. Get the best protection you can find to keep your data safe and prevent hacking on your website.

7. **How do you know if your website is doing well or not**? With *SiteHealth* your website will be monitored and evaluated on a number of issues. You will bbe told if your site health is good or poor and exactly what you need to do to keep it healthy. Evaluation done on a daily basis. *Once you know, you grow*.

8. **Fastest Websites Ever**: Slow websites are a drag and you can lose lots of customers and tons of money that way. Everybody hates a slow loading website. Maintain a fast loading website with the *SiteSpeed* boosting feature.

9. **Get Ranked on Google**: Getting ranked on Google is critical for your long-term online business success. Get the best training, tools and techniques to get your website ranked high on Google search engine no matter what niche you're in.

10. **Struggling with your business?** Don't ever feel stuck because you're struggling with building your online business. Get advice and help along the way from other online entrepreneurs. There are <u>over 1 Million members</u> you can contact for help.

11. **Pick a winning niche:** Many people struggle to find the right niche. This can be one of the most difficult aspect of getting started. Learn how to <u>select the right niche</u> for you through step-by-step training.

12. Learn how to **create content that converts** your readers into paying customers.

13. **Getting traffic isn't easy.** Discover a number of techniques to help you generate traffic, even while you're asleep or on holiday.

Amazing Bonuses *(some bonuses are only available to my first 50 sign-ups)*

I'm giving away some amazing bonuses. Here's what you'll get if you sign up today:

1. A **Risk-Free** 7-day trial (no credit card required to sign up)

2. **60% off** of your first month ($0.63 a day), just so you can try out premium some more. Stop payments at any time, no questions asked. *No risk*.

3. **4 ½ months free** when you get a yearly account. That's $229 in your pocket.

4. **One free direct coaching session** personally from me to get your online business started right:

    a. Get **advice** on selecting your niche

    b. Get useful **feedback** on your website – layout, structure, optimization and more.

5. Get a complete **resource guide** of tools that the best in the industry are using to make your online business life easy, effortless and enjoyable.

<u>**Click here for Instant Free Access**</u>

✓ Free Forever

✓ No Credit Card Required to Join

✓ 7-day Trial of Premium Features

Here's What Others are Saying About Wealthy Affiliate:

Wealthy Affiliate Username: NadiaWP

Nadia: I just want to say Thank You to the WA creators and community! To be honest, it has been a real lifesaver…

After having worked for Ad agencies for a number of years, I realized that I was only making someone else richer, and myself poorer… I was not prepared to spend the rest of my life this way.

I joined WA and saw that the training made a lot of sense. I created a niche website following the training videos and virtual classrooms at WA. After about the 5 month mark, my visitor count took off and I was making daily sales.

Continue on next page

Wealthy Affiliate Username: EricCantu

Eric: What really won me over with Wealthy Affiliate was the opportunity to try out the platform free of charge. I had been looking for a training platform to learn about affiliate marketing and online business, but everywhere I looked the price tag was in hundreds and sometimes thousands. With Wealthy Affiliate, I could try out the platform first to see if I liked it, and as soon as I joined up, I realized this was the place for me. Each and every course lesson has a step by step video tutorial making this in-depth training easy to follow and just my speed. By day 2 I jumped in as a premium member for a fraction of what other platforms cost and I never looked back.

Wealthy Affiliate Username: Alan Hocking

Alan: After looking at several other programs and getting rather disillusioned with the whole internet marketing business I decided against my wife's wishes to give Wealthy Affiliate a try and if I'm totally honest it was probably the free trail they were offering that swayed my decision.

I ignored my wife's constant messages of "It's just another scam" and "When are you going to learn?" and decided that as it wasn't going to cost me anything to look. I would give it a try and if it didn't work I had lost nothing but my time.   I'm glad I did!

The first thing that really impressed me was the personal welcome I received from the owners Kyle and Carson within half an hour of joining.

Wealthy Affiliate has helped me turn what was once a hit-and-miss hobby into a full-time online business and I know I wouldn't have been able to do that without the tools, training and 24/7 support that is a part of the premium membership so if you're reading this and you're still sitting on the fence about upgrading, catch me in the live chat (I'm on there most days) or drop me a message on my profile and I'll be more than happy to answer any questions you might have about my personal experiences here.

Wealthy Affiliate Username: VeronicasLuv

Veronica: Oh, my...where do I begin...

Like many, I was searching; I knew I couldn't keep scraping by and call it a living. And with the realization that I was NOT a 9 to 5 person, finding a legitimate online business was the route I knew I needed to take.

I like to use the term "newbie" because "ignorant' just seems too harsh, lol. I knew nothing of affiliate marketing...nothing! SEO...quality content...developing traffic... My response: What's that? But, regardless of my ignorant/newbie-like state, I felt right at home...and welcomed. It's hard to accurately describe the connection I felt with people from all over the world, with some connections turning into genuine friendships.

Read more Testimonials [here](#).