

“Recover Your Salary”

By
Lee Parratt

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How To Start An Online Business After Losing Your Job



Hi Guys,

First off I want to say that becoming the boss of me cost me \$2400..

That was it - I lost my job (so I had to replace it) and my new one cost just \$2400 to keep my modest lifestyle.

I'll show you a link to my ramble on this later in this report.

The premise behind what you're about to read is SO simple yet

so many people don't understand it.

It's just this...

You Don't Need To Create A Full Blown, Complicated Internet Marketing Business Immediately

I'm my own boss after losing my job and I'm over 50.

It cost less than \$2,400 to do it

Why it cost only that and how you can minimize yours.

It only takes 3 steps.

Your goals - set these first - they should remain the same as you earn more.

Don't make the mistake of setting money as your goal.

Money is only one of the means to reach your goal.

Your means to reach goals can be interesting themselves

Starting a business needs something to sell (we'll call it a product)

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A product can be something you can hold, like a book, information, like an eBook, or a service, or even coaching.

Customers, are essential, they buy your product more on that later...

Tools needed -

Many "required" tools are not really needed, such as a domain, hosting, website, nor is substantial capital (like brick and mortar businesses need).

Once you have something to sell, you need to "make it visible" and have a buy button. This can be done in many ways.

This is like baiting a hook - it must look enticing and have a hook (call to action).

Where you hang your baited hook is key.

It must be where your customers hang out.

Put it where they are looking for your product

You can use resources to make it easier, like buying traffic.

There are 2 parts to this publication

1 - Concepts and background, or general.

2 - Steps to create your business

We'll cover products, branding, emails, sites, stats, and customer service.

You can't just sell crap and hope for the best

View your product as if it were created by someone else - would you buy it?

Get this right and you'll be better than 95% of those who start online businesses.

Part 1 - General, but you need to "get it"

My first efforts started by following a well-known marketer who said, "start with your passion"(a build it and they will come approach).

Nobody gives a rat's fanny about your passion except you - that cost me several thousand dollars and lots of time (months).

You can base your business around what you love later on, but for now, your sole aim is to pay your bills every month, and do it as quickly as possible

I like being out of doors, enjoying sights and sounds, of animals, birds, fields, forests, oceans, lakes, rivers, waterfalls and their scents (not all), breathing fresh air, and a little daydreaming, along the way.

Making money with those passions does not automatically happen.

That falls under the goals category and the means to enjoy my passions involves money and time.

A job requires trading time for money - but without time how can we enjoy our goals? (see Tim Ferris' The Four-Hour Work Week)

A job also does not depend upon our effort and skills beyond a minimal level.

In this publication we'll be a little more specific but lay a foundation for reaching or exceeding our expectations for our goals.

Mindfulness this is not.

It is knowing what your goals are. As we age, we worry that time is running out, not in just a couple of years, but we discover our mortality as we see unexpected bad things happen to our former classmates, friends, relatives, and acquaintances, so we must look at how we want to enjoy our remaining years (hopefully, decades).

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My goals are simple, I want to keep my house of many years, live in a country setting, relax with friends, take day trips, or an occasional longer trip, perhaps to a different country. I enjoy dining out and not having to look too closely at the right-hand side of the menu. I take frequent hikes in the woods, mountains, seashore, kayaking, read as much as I like without having to do everything on anyone else's schedule (except perhaps a close friend's).

All of that requires a certain amount of money - that is only the means to achieve my goals - not a goal in itself.

OK, so how can you realize your goals if you don't have a job?

We have something that has changed our lives forever - the Internet.

It's not just something that you connect to with your computer and your computer spits out cash, quickly, and as much as you want every day, as many of those pitching their "methods" would have you believe.

While an unlimited income is possible with an online business, it requires you to do some work - lots of it to start, like with any new business.

However, you'll find here some steps and cautions that will simplify that process.

The cautions are more important than the steps!

I confess - I knew about some of the things to avoid, disregarded them and paid the price - the biggy was the wasted time, effort, and expense they caused.

I want to help you succeed, but you've got to follow the steps and avoid the distractions and mistakes you'll see unveiled in this publication.



Distractions and mistakes

In order to make your transition from trading time for dollars you absolutely need to **focus!**

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Everywhere you look there are tantalizing offers of making money with no effort of your part - some of these even work - but not by magic, and not as fast as claimed.

Most beginners jump at these, after all, who doesn't want to make money right now.

Those offers will always be there, even if a specific one goes away.

You can reach your goals months or even years faster just by deleting these tempting "methods" from your computer. Yes, I said deleting them - you don't want to even see them from the corner of your eyes. You'll have times that you feel down or overwhelmed and might click on them *"just to see what they claim"*.

Bull-hickey! You might then just click on a buy button "What harm can just paying \$9.95 do?".

I'll tell you (from personal experience) just what harm is in that simple click.

You read the setup instructions, discover you need an inexpensive tool that you must learn how to use, install the product, find you need to do something you've never done, learn how to do **that**, see something **else** you have to do,

Try the tracking you have to learn. Experience mediocre results. Then you see something the seller has offered to make things easier, or just something completely new that will work "better" than what you have setup and begin the cycle again.

You've lost 1 to three months and now are on more email lists from marketers with their own products.

Now they are all sending you offers - and some look damn good!

And you have forgotten just where you were in your project when you took the trip down the "cheap" fork in the road.

Focus is the best advice I can give you - keep that and you will succeed.

Now is not the time to experiment - there'll be time for that after you have started to make MONEY, from your business - this is where you use the wisdom you have gained before starting your business at over 50 years old, your years of prior work experience also puts you ahead.

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Your biggest advantage over the "kids" getting into the business is that you realize how important focus is and the patience to resist the BSO (bright shiny objects) and you are too mature to get sidetracked.

Avoiding the mistakes is almost as important as focus in making a success of your online business.

You'll find other mistakes to avoid later in this publication, but I'll highlight the most important here.

You Need To Sell What People Want, Desire Or Need.

If you solve their problems and resolve their issues. They'll buy.

The mistake of following your passion, creating the best product and then putting it up for sale is the biggest mistake there is.

It is the "build it and they will come" mentality.

After putting weeks or months effort in creating, editing or adjusting, formatting the most attractive package you can and promoting - it will fail.

This is ass-backwards - no one gives a rats' fanny what your passion is or how much work you have put into its creation and presentation.

The Edsel you've made is going to rust in the lot with, at best, some tire kicking.

...Now I KNOWWWWWW you've heard that before...-



But nine out of ten new marketers sell what THEY want to sell and not what their customers will buy. And their business is dead in the water before it even starts.

Smart marketers sell what will be bought.

Take this report as an example - it's about replacing your job, right?

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So why did I choose to sell this report?

Because it helps people of course, it solves a problem that many wannabe marketers have, and because it supplies something that people want; therefore, IT WILL SELL WELL.

We're all in the same boat - over 50 and no job (or soon will be).

We're all marketers here so let's be honest - this report will sell well because it fulfils a need.

And to put it bluntly - that's why I offer people what I know they want - because I know they'll buy it!

And if we get down to the nitty-gritty, making money explains why I sell what people want:

Because it can make me money without too much effort.

Getting a constant conversion rate of 6.60% and a \$ per sale amount of \$9.14 over 93,722 clicks is likely and means just one thing to me:

They want or need what I'm offering because they know it will solve their problem.

I'd LOVE to be able to say that it's all down to my brilliant copywriting skills but truth told copywriting is only PART of the equation.

It's because I know what will sell (well most of the time anyway - it's impossible to get it right 100% of the time)

YES - I'm repeating myself over and over because it's MASSIVE and if you understand this at a basic level, you'll blow the competition out of the water because most people just DON'T get it.

Not selling what buyers want is one of the biggest reasons most wannabe marketers fail - they don't pay enough attention to the basics - and THE basic is that you must sell what people want or need.

Here's an example from my own business of how people don't really get it

People ask me to consult with them about their businesses.

One of the most frequent things I'm asked is if I can tweak their copy (that usually isn't converting well) so it will

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convert better, or sometimes just to get the damn thing converting in the first place!

I can usually do this...

I used to write proposals to sell major projects in giant corporations so if there is an issue with the copy not the product then I can usually increase the conversion rates significantly.

But sometimes I look at the copy and just say: 'no I can't help you, sorry'.

Because they're selling a product that NO-ONE wants or is ever likely to want.

And no copy-tweaking, sales guru, sales genius, super-writing expert is ever going to change that.

You can't polish a turd right?

If they don't want it they won't buy it.

So, here's rule 1 when you're replacing your job.

1. (How To) Find/Create A Product That SELLS*...

**(Don't groan as you read that headline guys - you might have heard this boring crap from other marketers but you're about to get the REAL deal from me).*



Whatever it is that you sell (info product, software, or even if it's just an affiliate product) MUST be something that somebody WANTS or NEEDS.

And how do you know if they want or need it?

Answer: It must solve a problem in some way..

We just covered that right? But don't just read it - memorize it or tattoo it on your backside...

It's THAT important. You CAN'T get round this.

Here's a great example of something that people desire: you'll hear this from other marketers but you're about to get the REAL deal from me)

MONEY !

That's why the make money online niche is so big and rabid - money is a desire or a problem to most people.

A lot of people, perhaps most people, want or need money...so since I know how to make money online, I sell those products to them.

I'm not crazy enough to think my opinion matters though.

Remember - Nobody really gives a lick about me or my life.

I realize that when I blog or email about my life and stuff it gets a lot of readers and interest, but that's mainly because

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they want to know how I'm doing it, not how much wine I drank that day!

It's not about me or you - it's about what we offer!

Here's a few practical examples.

Look at the headlines of some of products I have promoted.

***Get Your Hands On My Five Figures A Month,
Paid Traffic, Sales Funnel Cheat Sheet, And
Dump Google, Update Stress & Traffic Worries!***



It not only offers a solution to the desire to make money online. But it also solves the problem of relying on Google and other traffic worries

And just in case you need convincing that it's worth spending the time finding a product that people want or need...

HERE' S why:

It just makes selling your products SO much easier if you offer something they want.

Another example:

**"Five Proven Strategies That
Will Shortcut CASH Into Your
Account In Under 30 Days!"
Limited Offer**

Shortcut Strategies For Profits In Under 30 Days

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The Real Deal

- No List? You're Covered!
- No Product? You're Covered!
- Information Overload? You're Covered!
- No Time? You're Covered!
- Totally Lost? Yep - You're Still Covered!

Again, I'm offering what the potential buyer wants.

In addition to earning money online, in the headline above I also emphasize the speed aspect of the five methods outlined in this report.

(The bullet points make sure it appeals to people in different circumstances and helps overcome any objections that might stop them buying)

ON the rest of this sales page (not shown above) I outline the problem, twist the knife then offer the solution.

I also cover social proof and why they should buy from me*.

*** (Don't worry I'll be explaining why you don't need any experience or history to be able to do the same later in this report)**

Always remember this:

It's ONLY About What You And Your Product Can Do For Them - THEIR Wants, Needs And Desires.

But again, not many people actually do it*.

When YOU start to do it you've already just burned 75% of your competition (you can finish the other 25% off with your branding which we'll discuss later)

So How Can You Find Out What A Good Product To Sell Is?

Well you could ask the people you're going to sell to and run a survey of your list.

That works well. Chucks up a few surprises too.

But chances are you don't have a list so instead go into the

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forums and see what questions are being asked (and how desperate they sound).

Also visit JVZoo and The Warrior Forum special offers section and look at what kind of product sells best

I'm always checking out the top sellers in JVZoo to get an idea of what's currently selling.

I know it sounds like work, but DO it, it's actually quite fun and a lot easier than coming up with product ideas while you sit on the loo.

It doesn't matter if you're only planning to sell an affiliate product, you STILL need to ensure that the affiliate product you offer is something that people **WANT** (money, success with the opposite sex, great guitar playing) or takes their pain or discomfort away (migraine, debt, acne or lack of sex)

We've almost finished with me BEATING this point home now, but please make sure you've got it - if you sell something that people want or need, you're already halfway there.

Point out their problem and then twist the knife just a little to make it hurt, then tell them how it can be eased, how YOU can help ease it for them, how their problem can be solved and then offer your product as the solution.

Tip: When I'm writing sales copy, I'm constantly thinking 'How can I make these people feel better, how can I ease their discomfort and how can I improve things for them? Do that when you're writing your sales copy or emails and you'll create effective copy without too much effort.

Here's another quick example:



Marketer Plus 50 Presents

Finally... SA50 Start At 50 Course Membership

Lee

Training That Shows You EXACTLY What To Do...

"HOW SET UP YOUR OWN LONG-TERM, RESIDUAL INCOME INTERNET MARKETING BUSINESS, STEP BY STEP - EVERYTHING BROKEN DOWN INTO BITE SIZE PIECES!"

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This covers various needs - long term income, monthly residual income, the need for step by step tutorial AND in digestible pieces.

It also acknowledges the seemingly endless search to make money that many wannabe internet marketers go through (by using the word 'Finally...')

This is not the first sales page for that particular product. And it needed around 29 different tweaks to optimize once I'd found it - but it was WELL worth it.

The good news is, I didn't wait to launch it. I launched THEN tracked and tweaked as it was selling.

But let's face it, the make money online niche is easy to sell to because it's a bunch of people who... well, want to make money online right?

Here's how other niches do it:

**Tired of Acne Destroying the way you look?
If you are, then,**

**"With This All-Natural Acne Cure,
You Will Finally See Your Skin
Clear Up, Your Pimples Go Away And
Your Scars Disappear"**

Dear acne sufferer.

Life's a total bitch when you're forced to walk around every single day with ugly nasty bumps and acne scars on your face, especially when there is a natural acne cure ... and you have no idea how or where to find it.

They pile the pain on with a shovel and then offer the cure.

It's age-old but it **works**.

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None of this is in any way 'dodgy' by the way, you're not *inventing* their problem - it already exists, you're just pointing out to them that you know the problem hurts them, then offering something to help.

It's as simple as that guys - if the problem HURTS, you'll make sales by offering a solution.

And by the way you CAN be very specific with the problem that you target (e.g. 'People who want to build a list but only have a budget of \$200') and in fact it can convert better the more specific you get and the more targeted the audience.

Why am I going on so much about this?

Because you need to overcome this big problem:

Remember - most wannabes create products based around what THEY want to sell

But if you create your own problem such as 'How to remove moss from your garage doors' or 'How to write broadcast emails based on famous poems' then while you MIGHT sell a few copies, you're not going to make any real money because nobody sits up at night worrying about these things.

There's no pain, no need, no desire.

You get me right? We can leave this subject behind now?

Good - but make sure you absorb it.

You need to deal in emotions, because emotions SELL.

Let's move on...

2. How to get people to buy from YOU rather than anyone else out there

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OK, swift reality kick where it hurts...

If you're just starting out with your online business, as you almost certainly will be if you're reading this, then **you're the new kid on the block** - you're the lowest of the low and nobody knows or cares that you have anything to sell...

...nobody except your mum and

she's only pretending to care because she loves you.

Oh, and me.

I care.

You trusted me enough to buy this report so now I'm going to help you get noticed and sell your stuff when 99% of most other newbies will just wither and die away and go back to their day job (if it's still there).

You have a LOT of competition (if you don't then you've chosen the wrong product and niche OR you're in THE golden niche of all niches but that's **pretty damned unlikely**) so here's how to rise above the seething mass.

You need to be different.

You need to be unique

You have to differentiate yourself from the rest of your competition

You need something that will make you stand out from the noise

You Can Accomplish ALL The Above By Simply Putting Your Own Personality Into Your Marketing. Don't Try To Emulate Or Copy Anyone Else, Just Be YOU!

That's the best and easiest way to do it.

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Be a personality-driven marketer.

We'll cover that in a moment, but let's quickly look at OTHER ways to differentiate yourself:

A USP (unique selling proposition) that nobody else has

Be controversial (this will mean a lot of people don't like what you do, but you'll also gather a tribe of rabid fans too). This takes balls.

You could make your offer different from the rest of your competition - look at your assets, your resources and your strengths and decide what YOU can offer that nobody else can

If you own a farm or large house somewhere rural like Vermont or Wales could you do high-ticket residential courses by converting outbuildings?

Is there something in your past that you can relate to in your products that they can't get anywhere else - have you been kidnapped by insurgents or saved someone from a disaster?

I'm only half-joking. **Both the above have spawned long careers in the media, as authors and motivational speakers.**

My best friend in college and his daughter were captured by guerillas in Guatemala - he had an article in Time magazine and kicked his career to a new level because of the experience.

What sets you apart?

On a simpler note maybe your style of writing or video presentation is unique?

That's all **I** do. I write in a pretty unique style.

You can't get a Lee Parratt product from anywhere else.

They're totally unique, and that's why my hardcore fans buy them, and buy everyone that's released.

I've made myself unique with my marketing style, the way I write, my branding, my opinions, the language I use, the position I take on marketing and everything else I put across.

I'm not RADICALLY different in any way at all, but I'm unique ENOUGH to make people want to seek out and read my products.

Many other marketers do exactly the same.

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The trick is to find out WHAT makes you even slightly different.

I'll show you the inside secrets of my own branding later (first time I've ever done this by the way)

And yes, some people won't like you, just as some people don't like me, but that's cool **because my buyers like me**, and that's why I'm successful. I don't much care about the people who don't like me.

You might ask 'What can **I** do to make me different from all the other marketers?'

You need to FIND those reasons for yourself.

Only YOU know about your unique qualities.

Hell, when you were first dating your wife or husband you **SOLD** yourself, right? You didn't say 'Well I don't know why you're dating me sweetheart, I'm just the same as every other guy in this joint!'

Nope - you SOLD yourself - on your opinions, your hobbies, your past experiences, your sense of humor, your dreams, your goals and THAT'S why your other half picked you.

You need to do the same with your marketing.

Stop thinking about how everyone else does it and start deciding what sort of marketer, **YOU** want to be.

Stop worrying about what other people might think about you. There are no internet police (yet), no rules and nothing to force you to do anything you don't want to do.

And no-one to say you can't do exactly what you want.

Here's the summary:

**Find Your Voice Or Product
Or Angle Or Skill Or
Whatever, And Be DIFFERENT!**

(Yes, in ANY way - just make sure you stand out)

You could be controversial. Being controversial takes guts.

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You'll get a lot of flak and you'll need a thick skin.

But it works. I've done it from time to time on purpose.

A good example was *The Rich Jerk* (remember him?)

Great piece of marketing.

He branded himself as a total loser - abusive, insulting and annoying. (He's back now marketing under his real name)

But you couldn't resist opening his emails 😊

You might piss off 70% of the people who read your emails, but they'll open your emails for sure, and those who LIKE you will turn into diehard fans.

An easier way is just to be honest and let your personality shine through.

Same effect but less flak.

That is what I do.

It still means you'll push away that section of your market who just plain old don't like your personality but that's cool.

It's kind of satisfying too.

And it's just like real life.

The rest will open your emails and that's the plan right?

What's next?

Social Proof

...is another way to rise above the competition

Anytime anyone emails you with a compliment or a positive comment, get permission to use it as a testimonial and build up a stockpile of them.

Here's an example:

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I've been following you for some time, just finished taking action and I had my first \$100 day. J Lindeman

If you have any sort of testimonial, proof of earnings, fan base, fan page, forum, results from your product, or anything you can show that says 'look, my product is absolutely wonderful' **then use it.**

If you see the opportunity, then ASK.

One of my coaching clients had a rewarding launch very recently - you think I didn't ask for a testimonial?

I can base an entire mentoring advertising campaign around that kind of social proof.

Again, get creative - look at what assets you have and use them.

That said I do realize that if you're new online you may not have anything like that yet.

So...

An easier way to do this can be to write a book (details on this later)

(Yep it actually CAN be easier - details coming up in a few pages, so don't let it scare you)

What else can you use for social proof?

Do you have celebrities as friends (or can you rent one of the dudes for a few photos?)

If you can, splatter pics of you **and them** together everywhere you can.

Your visitors may find it impressive, amusing, ridiculous or simply think it's Photoshopped - IT DOESN'T MATTER because they're noticed you - you'll have risen above the masses.

The more social proof you offer, the higher your conversions

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will be, I promise

Then there's **Branding...**

I don't like people in suits. You ever notice how it's never the scruffy looking people in hoodies who actually rob us? Despite what the media would suggest...



...No, It's the dudes in suits who take our money - tax man, lawyers and accountants. It's a personal preference but I rarely buy from marketers in suits.

I see people in the 'work from home' niche who have photographs on their sales pages and blogs of them wearing a suit or a shirt and tie.

What's all that about?

The whole point of working from home is that you don't have to dress up like a corporate desk-jockey.

However, a picture of a scruffy guy in a wife-beater does not appeal.

I'm typing this in shorts, a t-shirt and odd socks. Last thing I want to do in my home office is wear a stiff suit.

THINK ABOUT YOUR BRANDING!!!!

Branding doesn't have to mean a logo and flashy website - it just means you have to put what you stand for across in a way that people understand.

And your branding has to match your business. Think about it carefully, because while it CAN be changed it takes time.

Let me give you an example of types of branding.

If you deal with businesses rather than individuals you may find that a mission statement is an important part of your branding, as is your logo, company name, list of clients, recommendations, testimonials from past clients, TV or radio appearances and so on.

When we sell software to businesses (the SAME software that we sell to individuals but with a different name and at a higher

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price) the website we use is **MUCH** more corporate and there's NO picture of me on it. That would really mess up sales because I don't look right for that market.

It's a sort of 'classy' branding.

Corporate.

Business to business.

Let your brand reflect your market.

If your attitude to your e-business is to have the freedom to go surfing then let your brand reflect that too.

I'll say again, it must reflect your market.

Here's an example of my own branding.

My '**Marketing Over 50**' brand instantly offers a certain image of maturity, comfortable with myself, free, putting the emphasis on freedom, not work, and lifestyle not money.

Incidentally, I KNOW some people will be turned off by the reference to age, but it is important to repel with your branding - why attract prospects that don't resonate with you and buy.

I back this up with photographs on my blog, my Facebook page, in my products and on my sales pages.

It may seem random to you, but it's really not.

You'll notice that all the images and posts follow a certain pattern that gives a very definite impression of my business.

Lots of pictures of me showing who I am and what I like

I reinforce this image (brand) constantly in my emails too.

You see what I mean?

My constant message is about lifestyle, freedom, leisure, relaxation, simple pleasures and happiness.

You'd never really noticed I had a brand before?

Good - that means I'm doing it right 😊

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You need to think about what sort of marketer YOU want to be.

My readers know some things about me, such as I'm over 50 years old, I lost my job and income unexpectedly and struggled getting my marketing business going, largely due to my technical background. They know that I like out of doors activity, enjoy excellent health, and live a simple life.

This helps them identify with me and know that I can help them start their own online businesses at over 50 years old.

Forget everyone else, you need to find a brand that you like, that you're comfortable with and that suits your personality

It doesn't matter if someone out there is doing something similar - you have a different face, right? - **Just make sure you don't come across as a cheap imitation.** Your brand needs to be genuine and that WILL come across in your marketing.

My brand seems effortless and real.

That's because it's 100% genuine.

It's how we really live at home and I don't have to work at the brand, it's actually real. It's me. It's outdoorsey.



That's why it works.

If you live for football, work that into your branding somehow.

If you live in remote West Virginia, work that into your business.

Love fast cars?

Use it.

There's absolutely no problem with branding yourself as a jet set lifestyle type of guy or gal if you can keep it up.

Do a lot of charity work?

Work that into your brand.

Whatever your brand is, the people who can

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relate to it will be attracted to it And these will become your readers and customers.

Just make sure that it fits your skin, or you'll have a hell of a lot of sleepless nights.

If You're Branded In Your Marketing You WILL Convert.

I can put the importance of branding in another way - if you're **known** in your market; you won't struggle to make sales.

You'll sell everything you put out, and people will come to YOU asking to buy your products and services.

It took me a long time to get my head around this but branding yourself, no matter how subtly you do it, is vitally important if you want to make more money and easier money than your competition.

EVERYONE sells stuff.

From curtain-makers right through to surgeons.

Who would you rather hire to make your dining room curtains?

The woman who lives down the road or the woman who just made curtains for Michelle Obama?

Even if her service costs **twice** the price?

Branding.

You wouldn't hire a '*Discount Eye Surgeon*' right?*

Nope - you'd go for the branded, trustworthy dude with the social proof and the great brand.

Branding Makes The Difference Between Having To Sell And NOT Having To Sell, Because People Are Ready To Buy When You Put Out Anything New When They Know Your Brand!

How To Start An Online Business After Losing Your Job

Branding yourself is fun too.

Base it on your reality though or it's really hard work

Let's move on...

The next step is vital.

In my experience it's one of the major reasons why people don't succeed...

3. Stop wasting time trying to do things you don't know how to do..

Regardless of your business model, if you're selling anything online, you're going to need an infrastructure.

Maybe a sales funnel or an e-commerce site, or perhaps just a blog or a sales page.

Don't try to do it all yourself

Countless online businesses fall flat on their face at this stage. They try to 'save money' by trying to do everything themselves, or worse, usually because they don't trust anyone to do it for them.

Get out of that mind-set right now.

You're an entrepreneur not a techy.

You wouldn't try filling your children's teeth yourself, or representing yourself in court?

So, don't try it with your business.

This is your potential livelihood we're talking about.

If you try to do it yourself, you'll either get bogged down in the amount of work there is to do (which you'll grossly underestimate anyway) or it'll end up looking like crap because you don't have the skills to do it properly.

Realize that you have to spend money investing in your business and hire the right person for the job.

If you know what you want, do a mock-up in Photoshop or hand draw it if Photoshop scares you. You can even give examples of sites you like to your workers, so they have an idea of what you want.

But **don't try to do this side of the business yourself.**

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Even if you're competent it's just NOT an effective use of your time.

Installing a blog or building a squeeze page is NOT building your business; it just feels like it is.

In reality it's just setting you back weeks, if not forever, because chances are like many people, you'll get frustrated, pissed off and then quit.

Hiring an outsourcer to do it, and then moving onto the next task IS building your business.

This is rarely spoken about in internet marketing training, **but your mental health and well-being is just as important as your mind-set and attitude to business.**

I constantly give myself ways to celebrate small victories, outsource things I'm easily capable of but just don't want to do and sometimes just go on holiday and leave everything on my desk.

One of my weaknesses is graphics and formatting.

My PA does those things for me.

You have to look after yourself. If you get frustrated or depressed about your business, it's going to FAIL.

If you lose your positive attitude you're screwed.

4. Leave the past behind

Your new business doesn't care if you were bullied at school and your new customers won't know unless you decide to tell them.

If you've just been fired (like me), don't dwell on it - they made the mistake, not you don't even give it a thought, you are now the boss of you.

If your teacher said you'd never amount to anything he's a dickhead and he's wrong. Don't bring him into your business - he's the past.

And that girl / boy who dumped you for the person with the bigger car or better clothes is LONG in the past so don't bring any baggage with you when you start your new business.

So, if you catch yourself saying 'I've never been any good at selling' then slap yourself around the chops right now.

Remember you're not the slick, pushy, slimy, person you have encountered as salespeople so often.

Your selling a product that will help them, not just take their money.

You **can** learn new skills; you can find ways of selling (or whatever) that you ARE good at.

I write much better than I can talk, so guess what I use on most of my sales pages?

Yep - written copy.

What you were is NOT what you now are.

Don't bring the past into your business unless it's in a positive way.

5. Spend your time on what makes you money

You've probably heard me say this before many times but there's only one thing that counts in business, and especially when you're in the process of replacing your JOB - **and that's the sale.**

If you find yourself getting distracted by technology you don't really need, building pretty sites, tinkering with new software, learning unnecessary skills or anything that takes your eye off the ball **then you've lost focus**

It's all about the bottom line.

Your customers don't need to know that of course, and your job is to help them and offer good content, but don't ever lose sight of the fact that you're a marketer primarily because it pays well and gives you a lifestyle that most can only dream about.

If you're surprised to hear me say that, then that's good - the best marketers are those who don't make it obvious they're selling to you 😊

That doesn't mean you can't help people of course - that's a big part of why I do what I do.

In fact the more you help people, the more success you'll have, but keep your eye on the bottom line especially in your early days.

Do at least ONE thing every day that will directly bring money into your business.

Some examples are:

- Contacting other marketers and arranging JV's (get firm dates in your diary)
- Outsourcing vital tasks such as your sales page or product creation
- Buy traffic

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- Send emails telling your list about your product and where they can buy it
- Creating new products and selling them
- Putting buy now buttons on your pages

In short, give them something to buy and tell them where they can purchase it, then do it all again.

6. Track your results

You need to track your results. **You need to know what works.** Otherwise you're guessing and that will only take you so far.

In my early days I really struggled to break through my monthly goal. I'd hit a plateau and no matter what I tried I couldn't increase my income past that modest level.

Frustrating wasn't the word!

I sought some advice and followed it.

The advice was to start tracking my results.

I'd never really done that before. I sort of kept an eye on the amount of traffic I got and sort of knew how well my sales pages were converting

But when I really started tracking my results, split testing squeeze and sales pages against each other and acting on the result **my income doubled in a matter of weeks.**

If you're not tracking you're an amateur.

I know what you're thinking - 'Oh I'll get things started and **then** I'll put some tracking in place'

I see this time and time again with less experienced marketers.

I tell them:

'That's fine, go away and lose money for six months until you realize you've racked up a shedload of debt on your credit card, perhaps even quit altogether...

...and then we'll talk about tracking'

You CANNOT bypass this.

Yes it's boring to start with.

It takes some time to set up and you'll have to learn how whatever tracking system you use works.

But it's essential, although the chances are you'll ignore my advice until you find out for yourself how essential it is 😊

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That's cool. It's human nature. It's what I did too.

But you're paying me **(PAYING ME!)** good money for advice so please listen up...

...It'll save you a lot of time and money if you build tracking into your setup now, and split test every squeeze page and sales page that you create.

It DOES get really exciting when you realize that the small changes you make to your sites result in more money!

I strongly recommend you go easy on yourself and don't start off with really complicated tracking software that you need to install on your own server.

Go for an easy to use service that can have your pages up and working in a matter of minutes.

Clickmagick is a good place to start.

It allows you to test your squeeze pages in a very short time and has full blown split testing tracking that is outstanding.

Their uptime is better than most tracking packages too.

But it's not about the hosting when you decide to use an outside service, it's about speed and effectiveness. That's why I use ***D9, Clickmagick, Activecampaign,*** and the others.

7. Becoming an authority



This is possibly the hardest part of starting an online business.

You need to be able to answer the question: *'Why should anyone buy from you?'*

We've mentioned branding, and that's vitally important because it allows your customers know what you're about, what you do and what they'll get if they buy from you.

Now we need to look at WHY they'll buy from someone who is, well let's face it, at this time a nobody.

Many marketers in the internet marketing niche *'fake it until they make it'*

I'm sure you've heard this term before.

They pretend to be successful, so people buy their products which results in them gaining *actual* success.

A bit shady in my book although many have done it this way, who then go on to provide real value and achieve a lot of success.

How did I get around the 'nobody' problem when I first started?

I purchased PLR rights to products from established marketers that I respected.

You're going to have to get creative.

Many people come to IM with some expertise that they can use, whether it's from a previous job or from other businesses or ventures they've been involved with.

I know someone who used to be a project manager but wasn't sure he had anything to offer to the MMO market.

He's now doing very well in the outsourcing niche, helping his own clients, running teams and producing products around that subject.

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He found it second nature because of his old day job.

If you've absolutely NOTHING to offer in terms of experience, information or social proof **then outsource the creation of some software or a plugin.**

It's something tangible and people don't expect your life story when they're buying software.

Even if it doesn't sell too well, nobody will know that it hasn't, and you then have the start of some pedigree as the creator of XXXXX Plugin or whatever you name it.

I just had a few ideas of plugins I'd like to use myself.

My first was an HTML to WordPress page plugin.

It failed to sell, but I could point to it as a completed plugin. 😊

Another way is to write a book or have one written for you.

I'm talking about a physical book.

Get a big picture of it on your blog - even better, get one of YOU grinning like an idiot and holding the book) and BOOM! - Instant expert status.

Haven't done it yet, but giving away free books with shipping and handling is a big thing now - big name like Russel Brunson do it.

Suddenly you're not just 'John Smith'

You're 'John Smith, author of 'John Smith's Guide To XXXXXX Secrets' or whatever you fancy writing about.

You can create and sell physical print on demand books on Amazon (Google 'Createspace' for more info) and doing that would show any curious clickers that your book is real.

You might even sell a few copies although that's not the point. Well not at first.

From there you can create products and make sure people know it's '*From the Author of XXXXXX secrets*' or whatever your title is.

Or you can simply dive in and create your first product.

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Unless you're very lucky or have some contacts and can pull in some JV's, It probably won't make you a fortune **but you can reference it in your future products** ('from the creator of 'XXXXX unleashed')

Sounds tacky I know but movies do it ('from the director of.....') and when you start out you'll to stand on your past accomplishments to rise above the crowd.

You can even try things like creating games

If it bombed, so what! Nobody knows that, **and you can leverage the name of that failed game for your future apps.**

It gives you pedigree, history and more gravitas than other newbies (which you are at the time in terms of the apps or any market).

Most newcomers don't do ANY of the above and sit around sulking when nobody wants to buy their stuff.

Be CREATIVE and ACTIVE.

It's not hugely hard to do but it takes some determination and some work. **The good news is that 99% of the people you're up against when you want to replace your JOB are lazy bastards and won't go that extra mile.**

That extra mile leads to your new life and them NOT doing it gives you a way to slip past them when they're not looking.

8. Stop being scared and stop making excuses



If you've ever met me in person, you'll know that I'm a pretty quiet guy (my high school yearbook had that under my picture).

I love meeting new people and I'm pretty confident but I'm not the shouty guy at the end of the bar telling everyone his life story.

But when I'm creating products, posting on my blog or in my Facebook account, working with clients, outsourcers or consulting I'm **fearless** about my own business and what I want from (and offer to) the people I work with.

And likewise, you have to be an absolute lion when it comes to your own products.

IDON'T mean arrogant and loud, I mean that you have to absolutely fundamentally KNOW the value of what you're offering and don't let anyone tell you otherwise.

This takes time to learn. You'll almost definitely think your first product will be crap and everyone will laugh at it or rip it to shreds in the forums.

I have some news for you. **No one gives a CRAP about your first product.**

They're too wrapped up in their own worlds to care about anything you do, so stop feeling self-conscious or scared or anything like that.

The only people who WILL care are the small number of people who'll like (even LOVE) what you have to say and who will resonate with you and how you do things.

These guys will stay with you forever, and these are the ones who will become your best customers.

These are the people you must look after.

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So, when you launch your products do it with total disregard to what anyone else may feel except the people you're trying to help.

Be fearless and disregard what other people might think.

(Is that lion fearless or just yawning?)

You can deal with any crap when it actually happens (IF it happens), but until then **ignore everyone except people who are positive towards you.**

The biggest problem you'll meet as you work to replace your salary is **yourself.**

Yep I'm talking about excuses...

I've read stuff from other marketers who basically just tell you to stop making excuses like it's that easy.

Yes you'll need some self-discipline and yes you'll come across things you really don't want to do.

But excuses are part of what we do as human beings so it's not that easy to change overnight.

My take on it is this:

You'll know when you're making excuses right?

So, you have a choice, as a grown-up, responsible human being.

It's YOUR choice.

If you want to take the easy way out and make the excuse then

I'm fine with that as I'm sure you are, and your family are too.

Just don't blame anyone else for it.

Don't blame circumstances, bad luck, karma, your upbringing, your race, sex, color, education, country of birth or even the tooth fairy.

Just realize you decided you didn't want to go ahead with replacing your job for whatever reason (excuse) you used.

If you can accept that, then that's fine.

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But you'll regret it forever.

You can hedge your bets against making excuses and hitting lack of motivation (gets us all at some point) by joining a mastermind group, finding a mentor, working with a partner or a dozen other things. (the right mentor can do wonders).

There's a better way though:

The other way to get round excuses is to get someone else to get over the obstacle for you.

Excuses rarely happen when someone is counting money or drinking the champagne at the launch party right?

They're nice tasks. But writing a sales page when you're sitting at your desk staring at a blank page in MS Office?

THAT'S when excuses arise.

So pay someone to do it for you.

Get around it that way. That's what I do.

There will be some things that you really do need to do yourself, **but on the whole if it's holding you up, getting you down or it's affecting your head-state in a bad way, hire someone to do it for you.**

9. Realization



This is another biggie.

You have to realize right here and now that NO-ONE - absolutely bloody NOBODY...

*..is going to **make** you successful.*

They're just NOT.

It will NOT plop into your lap like seagull crap.

Nobody is going to quit your job for you and NOBODY is going to make you rich. Nobody.

They're all WAYYYY too busy trying to get rich themselves.

You have to do it all by yourself

Some people can help you along the way, but they can't and won't make you rich - you have to do that for yourself.

I heard another marketer talk about some of his refund complaints.

One went something like 'So I sell this business in a box - it has EVERYTHING in there that anyone could possibly need to setup their own online business. It's a DONE FOR YOU system containing everything except for the traffic'

He got this one refund that complained 'It doesn't come with traffic, therefore it's not for me and I want a refund'

That refunder is going to be waiting a **LONG** time for his success, because he wants it handed to him on a plate and his clean up afterwards.

It will NOT happen. Not ever. Nope.

You have to do it yourself.

It's up to you to make it happen.

Sure, buy products that will help you.

I do - but the end result, filling in the gaps, jumping the gaps - that's up to YOU.

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It's a nice feeling actually.

I can't speak as a woman obviously, but as a guy I think going out and making money from what is essentially binary code - zero's and ones, is the nearest thing we have to hunter/gathering these days.

It's self-sufficiency.

It's...caveman stuff, LOL

It feels good to provide for yourself and your family rather than be given a salary at the end of the month.

I know it's very empowering for women too, perhaps more so.

You'll be your own person when you replace your JOB with your online business.

You'll gain a quiet confidence that comes from knowing that you don't rely on ANYONE except yourself.

It's a really, really good feeling.

Not to mention the time, freedom and money you'll experience.

Shall we start?



Part II – Replacing Your Job (How To Do It)

Because I don't know you, your niche, your skills or anything else I can't give you **exact** steps to follow.

Before you panic though, that's a GOOD thing.

Instead I AM giving you the exact same system that I used when I lost my job and that I use to help my clients who want to go full-time.

You just need to tweak it to your own particular needs.

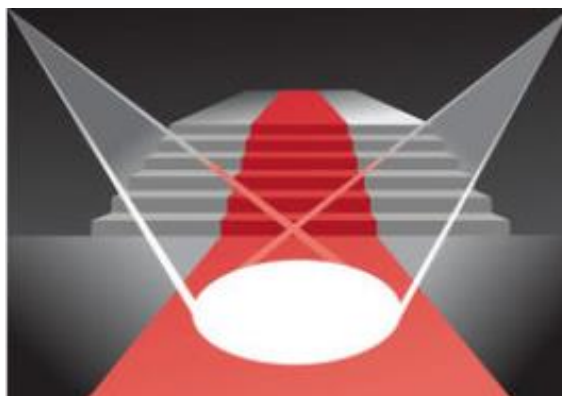
Quick recap about the three things you're going to need:

1. **Something to sell**
2. **Conversions (Sell it)**
3. **Scale Up (To make a profit)**

1. Something to sell

We've covered the background in the last section so let's look into some actual examples

I began by buying a product that covered the basics and lists of Internet Marketing Resources and I used the information in that report, added my own, re-packaged it and sold it.



Was it copyright theft?

Nope because all the resources in the report were readily advertising in other places and there was no actual copy or method in the report - it was just chock full of listings and ads.

I took those listings, added some basic information about using them in getting into the business of online marketing that was available anywhere and made a BETTER report.

Why do you think those solo ad directories you see re-launched every few months as WSO's sell so well?

It's information that people want.

It's a resource.

Selling resources can be a way in for you if you've nothing else to sell.

Resources can be great sellers.

Compiling reference lists. People will pay for the convenience of having the information at their fingertips.

That list of e-zines product (forgot the name) springs to mind, but it's updated every year and still sells well.

A better way - much better - is to pay \$500 and have a plugin or some software created for you as I said earlier.

It's not hard to do, and you don't need a unique idea.

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You can look at a successful one that's already in existence, add a small feature to make it different and sell that.

You can also have an info product created for you.

Here's another example.

I know someone who created a huge package of 'how to' videos.

How to buy a domain name, set up a WordPress blog, use Aweber, using FTP basics etc.

All in short, easy to watch videos.

He sold them as a tuition package - a resource if you will.

They sold ok, not great, just OK,

He made his money back on the outsourcing that's all.

Covered his costs but not much more.

Then after a couple of email requests he realized how big the market is for people who have lists or membership sites or training websites and want to give their newcomers a resource like this.

So, he sold the PLR to his course.

He sold shedloads.

PLR is another market (like plugins, software and apps) where you're NOT expected to have any sort of history or pedigree.

The product speaks for itself.

Better than that, with plugins, software, PLR and the like you don't have to sell them too hard either.

You don't need any of the emotion-selling that you do with MMO information products.

People will read your sales page, find out what the software actually does and simply make up their mind whether they want it or not.

(This is a MASSIVE secret that few people in IM recognize!)

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With plugins and software, you're mostly selling the functionality not the dream.

The features not the benefits (although you need to sell a bit of the dream too)

Back to our PLR guy...

Nowadays one of the main parts of his business is updating his existing video tutorial titles and adding new ones.

He then sells PLR.

He releases an update every year and people buy it.

He releases several new courses (all outsourced) each year to.

No need for social proof, pedigree or experience, Hell he didn't even need to claim he'd made a single penny online to sell his PLR videos.

Now of course, he can write up his method, show screenshots of earnings, offer testimonials and BOOM! - he's a successful marketer with a 'how to' product ready to go

You just need to think about the possibilities.

Think about what people want.

He provided an amazing solution for anyone with a membership site, a coaching program, a resource page, any kind of teaching program, anyone who works with outsourcers and so on.

Here's another example.

I know someone who paid an outsourcer to research Clickbank products in various niches and write a series of 30 autoresponder messages promoting those products.

He sold them as a 'ready to go autoresponder sequence'.

You just put your own Clickbank ID in the affiliate links and mailed it out to your list.

It sold well.

He then moved onto different niches and did it again.

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Then he moved onto newsletters and offered a membership where he offered a ready-to-go newsletter autoresponder sequence for a monthly fee.

(All outsourced again)

Think about what people want. Resources and software can work well if you don't want to start out selling a 'how to' product. Offer it to them - they'll buy!

Look at what's already selling and do it differently or better.

If you see something working well, do it yourself.

Fill the same need, just put your own stamp on it.

Here's yet another example of someone I know.

Actually, I'd have loved to do this myself and still might.

He got in contact with half a dozen new WSO sellers who had released 'blueprint' WSO's - you know the sort of thing - *'How I made \$2,867 in 30 days from this weird Google loophole'* kind of thing.

Obviously, he waited until the WSO's were sold and sales had died out and he asked if he could interview them about their methods.

All but one agreed (great coverage for them) and they were happy to go into more detail about their methods.

I don't know what deals he struck with them, but my guess is that he maybe gave them rights to sell the finished report too and keep the profit, or maybe they got to put some links in there - not sure.

The fact is that it was a great case study product from a marketer who had no pedigree to start with.

It worked well because the WSO marketers didn't have much either of course, and I suspect he'd just have been ignored by most established marketers.

If you really absolutely cannot find a product to create or have created, you can promote affiliate products.

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This can actually make a lot of sense because the vendor has (or should have) done all the testing and tweaking for you and optimized the conversions.

When I'm selling affiliate products through buying solo ads and sales funnels, I tend to use recurring products as my upsells.

In this way the figures stack better.

If a membership costs \$27 a month and as an affiliate I receive half of that in commission, and the retention rate is the industry standard three months then on average I'll get \$40.50 per signup before fees ($\$27/2 = \13.50 , then multiplied by three month's recurring payments = \$40.50)

Ultimately though, if you're going to be long-term successful online, I highly recommend you release your own products and brand yourself.

Step 2. Conversions

Before we start, I need to mention that most beginners think that getting a lot of people to see your sales pitch is the most important part of selling your product - that is called traffic.

Let me tell you something - traffic isn't hard.
Traffic is easy

It's conversions that are hard and the key to success.

I can go out this morning with my credit card and have 1,000 clicks to my website the same afternoon using safe-swaps (something I tried a long time ago but dropped).

I'll say it again - it's important.

Traffic is NOT a problem (although the quality can be).

Conversions are the problem.

I've had people contact me and say 'I read your stuff about building a solo ad funnel and I paid for 500 clicks and I lost money - solo ads don't work'

Yes they do.

It's your sites that aren't converting friend.

Don't go looking for other 'better' sources of traffic if your sales page converts at 0.25% because it's like trying to get results with a dozen different kinds of feed when it's your horse that's dead!

If you can get your squeeze pages to convert at over 50% (which is pretty easy) but you're still not making a profit on your solo ads it's because your upsell that comes after they've opted in is not converting well enough.



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So, don't do ANYTHING - don't change a single THING with your funnel.

Instead go back and work on your upsell sales page until it converts better.

THAT'S your weak link NOT your traffic.
So why do most people NOT do this?

Because it's a ball-ache.

Tracking, testing and tweaking your upsell page is nowhere near as sexy as buying traffic and excitedly waiting for the clicks to come in to make your first million.

But you're focusing on the wrong thing.

Traffic is easy. It's cheap and there's shedloads of it about.

But you need a sales page that can make it convert.

That should be your focus.

That's where the big money is.

The good news is that all your competition are looking for more or better or newer sources of traffic and moaning about it.

If you're not converting, tweak something on your sales page (your headline is a good place to start) and then track the results.

If it then converts better leave the change in place and try changing the sub-headline to see if that improves conversions or not.

Test ONE thing at a time only (or you won't know what has worked) and leave anything that increases conversions in place.

Change it back if it decreases conversions and try something else.

Keep tweaking and testing until you slowly increase your overall conversion rate.

You do this and you WILL make money.

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If you send enough traffic the difference between converting at 5% and 6% can be thousands of dollars.

The good news is that when you get to a conversion rate that stacks for you, with your traffic costs I mean, you can go 'live' and tweak the rest as you go.

You don't have to do it all before you start.

Here are your detailed steps to make it work together in starting your online business.

A. Decide on your branding.

Who IS 'you the marketer'?

What do you stand for?

What's your brand name or your tagline?

Mine is 'Marketing Over 50'

Give them something to hang their hats on when they start to follow you.

If your brand is easy to understand then it's easier for the people who relate to it to follow you.

Keep this in mind with everything you do.
Replace Your Salary With Your Online Business

B. Create a blog and/or Facebook Page wrapped around your brand.

You can see my blog here, and my Facebook page here as examples of how I push my brand across everything I do.

Put some posts on, an about me section and links to your squeeze page by telling them they can get 'a free whatever' every time you write a post, create a product, write an email or make a website about your brand.

Write a defining post about who you are and what you stand for. You can link to this in one of your first follow-up emails for new opt-ins. This will let your new subscribers know what you're about.

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Keep the content going.

C. Decide on a product that you're going to sell.

If possible, create one yourself, or have one created.

Don't sell what you want to sell, sell products that solve problems. See earlier in this publication for more details.

If you're going to use an affiliate product behind your initial squeeze page, make sure it suits your brand, fits your funnel and ideally is a recurring commission product.

Remember you might be able to track affiliate sales page conversions but you can't tweak it to increase them because it's not yours.

D. Decide on some form of lead capture system.

This will often take the form of a squeeze page where your prospect gives you his email address in exchange for some free valuable information.

I give away free reports or 'lite' versions of my software, offer information reports on squeeze pages, give plugins away and have opt-in forms on my other sites.

BUT I'd highly recommend that when you're replacing your job you have just ONE lead capture page. In this way you can concentrate in it alone.

Test it, tweak it and track the results. Send all your traffic through it. This will make things much easier and you'll see faster results.

It's hugely important that you build a list. It's cash on demand. It's a captive audience.

E. Set up your sales funnel.

The way I do it is the way most marketers do it (because it works).

How To Start An Online Business After Losing Your Job

The first point of contact for your prospects (and the place to send your traffic) is your squeeze page.

When they opt-in they are then added to your list.

You then offer them your main product (the one they pay for) either as an upsell by talking them directly to the sales page after they opt-in or in follow up email messages.

I do both.

Show them the upsell immediately after they've opted in and then remind them of it in your follow up emails.

There is no one way to create a sales funnel. How you structure yours will depend on your business.

But the flowchart at the end of this report will give you an outline of which pages you need to build.

If you're still at the stage where you need step by step instructions about things like putting a payment button on a page, adding a product to JVZOO or stuff like that, use YouTube for tutorials, Google it, or visit the FAQ and support sections for the sites in question.

And of course, you can always outsource it.

Concentrate on the big picture. You're the boss not the hired hand. Start thinking that way. Linking sites together is not something to get hung up on.

If you use a platform such as JVZoo, set up an affiliate program and an affiliate page.

Our system is designed to be self-sufficient and not need affiliates but if someone wants to promote it, it'd be crazy not to have anything set up for them.

And there's nothing to stop you (at least nothing that I can think of, at the moment) from setting up your main product in JVZoo (easy to add an affiliate program) and then just putting your squeeze page in front of it to make a sales funnel.

Larger affiliate programs can be integrated into your system when you've replaced your JOB. While you are replacing your JOB, affiliates are always welcome, but you won't need to rely on them.

F. Put tracking and testing facilities into place.

I use *Optimizepress* mostly for building fast pages, and *Clickmagick* for tracking.

Track your conversion rates all the way through your funnel and offset the results against the amount you spend on buying traffic.

At the very least you need to know what amount you're making per customer or per lead so that you know you're not running at a loss.

G. Once it's converting send more traffic.

I buy solo ads, use Facebook and BING ads.

Try different types of traffic and track your results.

When it's converting well scale up your campaign (buy more and earn more) and also get JV's and affiliates on board.

VITAL: Don't forget you're building a list. Email them at LEAST three times week from day one. Offer them products, give them content and get them used to clicking on links in your emails.

H. Pay attention to detail.

Don't get sloppy, make sure everything is QUALITY, works as it should and looks good.

Don't cut corners, make sure it suits your brand and don't bypass ANY of the steps by thinking 'it'll be OK' because it WON'T. The big difference between successful and non-successful marketers is attention to detail.

You can let some things slide a little - it doesn't have to be perfect. But realize that whereas a few typos in a report really don't matter, having a weak sales page can be disastrous.

How To Start An Online Business After Losing Your Job

It's easy to dance around all over the place trying the next new shiny method - Hell I do that all the time -it's what I love about my business!

But I Didn't Do It When I Was Replacing My JOB because I Knew It Wouldn't Work - I Made That One Thing Successful Before I Allowed Myself To Start Other Business Ideas

You can replace your income using this method.

It's proven.

It works.

Maybe you've tried setting up a sales funnel before and it didn't work?

- If you've tried it before and it didn't work look at which parts of it didn't work.
- If you don't know which parts of it didn't work you weren't tracking
- If you couldn't make a profit your sales page conversions weren't good enough OR you weren't getting high enough opt-in conversions
- If you don't know what your actual conversion figures were you weren't tracking so how would you know what needed fixing?
- If you couldn't 'do' the technical things needed such as building your pages or linking them together outsource them.
- If you couldn't put an opt-in form on your squeeze page either search YouTube or your autoresponder FAQ section for a tutorial video or use OptimizePress.
- If you couldn't come up with any ideas for your squeeze page 'freebie' or your main product have a look around and see what's working for others and put your own spin

How To Start An Online Business After Losing Your Job

on the idea or re-read the earlier sections of this report. Remember you can outsource the actual creation and installation.

- If you're not sure what to track, simply track your unique visitors to your squeeze page, the opt-in conversion rate, and the conversion (sales) rate of your upsell product. That's all you need to get started.

There's always a reason it didn't work.

You just need to find that reason and change it and you'll find your success.

Make this one thing - this little sales funnel work for you and it'll free you up for the rest of your life.

Concentrate on just this one thing and it can replace your JOB. That's what I did. THEN you can try other things, go into other niches and areas because you'll have the freedom and the money to do it.

But initially all you need to do is concentrate on branding yourself and building your job-replacing sales funnel.

This is not a difficult thing to do, and many people have learned to do this.

The hardest part is just doing it.

Focus on your brand, your buyers and your business.

You need to believe that you can compete with anyone online, even if like me, you've no actual interest IN competing.

You need to KNOW that you can be successful with your online business Physically KNOW it inside.

Step 3. Scale Up

OK, now you're seeing conversions
- scale the darn thing up.

With your proven system in place
and a little money coming in,
drive more traffic to your
funnel. If your tracking and
system monitoring showing a

profit of \$2.50 per lead, it doesn't take a rocket scientist
to see that 100 opt-ins brings in \$250 and 1,000 yields \$2,500



You should add each person who has purchased your product(s)
to a buyers list where they are 10 times more likely to buy
than prospects.

Hopefully you've included recurring income in your funnel.

That recurring income increases and grows your business.

Stop being a buyer and become a seller. Start selling YOUR
products to those who are still on the buying side of the
fence.

Focus on creating your product and selling it. Focus on
building your list. Focus on building your brand and keeping
yourself in front of your audience.

You'll soon realize they REALLY want to buy more products from
you. So, create some.

You won't need to do big launches, just sell to your list and
focus on the sale.

Look at higher ticket items and recurring monthly
subscriptions. Look at coaching and working with small groups
of people.

You don't feel ready?

You'll NEVER feel ready until you do them. Then you won't feel
ready for the NEXT challenge.

Until you do it.

How To Start An Online Business After Losing Your Job

This is all you need:

- **Squeeze Page**
- **Front End Offer**
- **Upsells**
- **Auto Responder Emails / Broadcast Emails**
- **Affiliate Program**
- **Traffic**
- **Ongoing Work on Conversions**

Here's how it all sits together - this is your plan for replacing your income

This is a GUIDE only remember. Work from it, but your sales funnel needs to **reflect your own business model**.

The end result though is usually the same - to build your list using paid traffic. Put upsells in place for profit and add more products to sell in-house to your list. Ultimately add coaching, other higher ticket products and recurring products.

Mail your list with offers (again this will depend on your list) and your own products.

Remember your initial target is to replace your income through your sales funnel combined with email marketing to the list you build.

And that's about it. The system is simple but it's massively effective and most of the successful marketers I know use this sales funnel in some variation or other.

Adapt it and tweak it to suit your own model.

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IMPORTANT: There WILL be things you get temporarily stuck with. Ask away. I'll help.

See you later

Lee

PS If you have any problems just contact my support desk at support@tostartonline.com

