



Welcome,

ServerGenie.com was created to help reawaken the American Dream – globally – by harnessing the power of the Internet. The Internet can be used by anyone, at any age, anywhere in the World to create financial freedom.

So why not take full advantage of this powerful tool?

With the information included in this PDF, as well as the daily blog posts for our [“American Dream”](#) series we know you will learn a lot....

...most importantly, those who succeed will IMPLEMENT most if not all of our teachings to their new online startup or their existing website.

We hope that you will discover daily guidance that will light your path as you build your Internet business from your kitchen table or spare bedroom, so that you can create and design the life of your dreams, and the one you deserve for all of your hard work.

No matter where you live, what your government is doing to interrupt your financial situation, you can use the Internet to create value for others.

Create value and you will be rewarded with financial freedom, a business that allows you to dictate your own schedule, and the satisfaction that YOU are making a difference in this World of ours.

YOU are now in charge.

..and guess what?

You are not alone in this journey; ServerGenie.com is right behind you every step of the way!





**Over the coming days and months and years, I will show you EXACTLY what you need to get started, based on my experience as well as some of my highly successful friends.**

But first, let me introduce myself. My name is Christian and I got my start online all the way back in 1997 when I started an online golf store.

I didn't know what I was doing, but I managed to start generating money almost immediately... that is until the golf manufacturers decided the Internet was a "bad thing" and stopped selling to people who did not have a brick-and-mortar store.

I was put out of business overnight at a time when I really needed the income.

Even though this was devastating to me personally and financially, it did not deter me from using the Internet. In fact, it had the opposite effect... I had been shown a powerfully affordable tool at my disposal.

I then took a job at a Web Hosting company where I became the Director of Marketing.

I took sales from 3-5 per day to over 120+ per day in a matter of months. I was also put in charge of creating a new dedicated server line to sell with one other very capable person.

Our team of two managed to generate close to 100K in recurring revenue in a matter of 7-months. Quite remarkable considering that we did everything!

Webmaster, Ordering, Setup, Tech Support, and Marketing...

However, this job didn't last forever, as the owner of the company was very unstable to say the least. So here I was again, out on my butt looking for another job.





It really stung because I made this joker a LOT of money, and this was how he repaid me? (There's more to the story, but if you have ever seen the movie Horrible Bosses you get the idea...)

I was bitter at first, but those feelings are worthless and do not help you in a way. I quickly dismissed any animosity and even forgave my old boss.

If you are jaded, bitter, or angry – you need to deal with those feelings right away or you will not succeed.

Needless to say, my eyes were wide open at the power of the Internet and how it could make a huge impact on my financial well being.

TWICE forces had shut me down and I felt like I had zero control...

That's when I decided to empower ME, and stop depending on others.

Empowering **YOU** is a huge step in becoming financially self-reliant.

**It's the first step, but a required step for you to take if you value your own success.**

I won't bore you with details of my endeavors now....

...but I will teach you all of the steps you **MUST** take to become financially independent.

This guide will give you a high level overview of how the process works. Each week, I will be personally emailing you a new blog post that goes in to more detail on each of the steps given within this document.

I have learned quite a bit about marketing online, and it makes me happy to be able to share it with you in the hopes you can achieve your dreams.

I was able craft the lifestyle I always wanted... it's easier than you think.





If I can do it, you CAN DO IT!

Let's get started.

Christian

## **Answer These Value Creation Questions First!**

A lot of people have ideas on what kind of business they would like to start. But rarely do they have good answers to my challenging questions:

“Why do you deserve sales and traffic and affiliates? What sets you apart from the other programs or online businesses just like yours?”

And for that reason, they struggle, often not making a single sale for weeks.

Quite simply, whatever you choose, **MUST** create value for your target prospect.

Take some time and think about this question... if you are just starting out you can use this to craft your new business.

If you have been in the game awhile and already have a business, but just want to make it more profitable, make sure you ask yourself this question as well.

Think about this from your customer's perspective... **NOT** yours. Some people find this hard to do, but it is **ESSENTIAL**.

After all, all anyone really cares about is what you can do for them, right?

### **Be Unique**

Another of my challenge questions is:

“What makes your company unique? What do you do differently for your potential customers and customers?”





If you are not unique, you are just like everyone else... customers and prospects have no reason to buy from you over someone else. Worst of all, this pigeon holes you in to being price competitive.

We would like to avoid being the cheapest widget on the market, because as we all know, the cheapest customers are the worst customers. Low price customers are the ones who complain the most, ask for refunds, and post negative reviews on message boards.

Every company that is successful has created a USP that makes them unique and sets them apart from the competition. USP stands for Unique Selling Proposition.

Have you ever noticed how every person on the planet is unique? Even fingerprints are unique and there are over 7 billion people on the planet!

So why should your business be a cookie cutter operation? Make yourself different.

Companies like Starbucks sell more than coffee. Starbucks sells the atmosphere, class, and relaxation that go along with coffee. Price is totally ignored and you can tell it's not a cut-rate operation. Those in a hurry run down to the 7 Eleven and pay the lowest possible price.

However, you just don't get the good feeling you get at Starbucks... have you stood in line and noticed how Starbucks is donating part of their sales to protect the rain forest, provide clean water, and help reduce pollution? While not all customers care about this, some do, and those are the ones willing to pay a bit more for the coffee.

Once you have answers you are comfortable with, you can move on to our step-by-step course.

So moving forward from today, I'm going to give you..





## **Zero to 1000 Sales – How to Architect a 5 Figure Online Business in 12 Months or Less...**

...guaranteed, or your money back. (Haha. Joke. It's free.)

I guarantee you'll find this PDF and the accompanying blog posts to be worth much more than the latest \$1,995 Internet product being pitched.

Don't get me wrong, some of these guys really do have good products, but you don't need to shell out 2k for cutting-edge marketing and business building info...

Together, we will also cover the mindset that you **MUST** have to succeed, and end the week with a complete \$100K business checklist. Let`s rock...

### **Your First 3 Months Towards \$100K**

Here's are the 7 steps you have to take – in order – to get well on your way to \$100K.

These first 3 months are designed to get you on a firm platform. If your business idea is weak, you will most certainly fail to reach your goal of financial freedom.

Steps 1 through 7 construct the foundation for which everything that follows depends upon.

#### **1) Identify Your Best Customer**

Once you have an idea of the type of business you would like to start, grab a notepad, and answer these questions about the people you want as customers:

- What fears & hopes do they have that your product can help?
- What do they want back in their life that your product can provide?
- What in their life do they want to stop – that your product can help?
- What do they long for that your product can provide?
- What pain & disappointments do they have that your product can end?
- What do they hate that your product can fix?
- What comforts & cover-ups do they use in place of a real solution?
- And how can your product be the **REAL SOLUTION** they desire?





Answer all of those, in addition to designing the traditional “avatar” of your best client (giving them a name, age, gender, job, income, location, etc.).

**IMPORTANT: DO NOT CREATE A PRODUCT OR SERVICE YET.** We are still in the discovery phase and laying the foundation – simply build your avatar with a rough idea of what you would like to sell in mind.

The better you answer these questions, the easier steps 2 & 3 will be.

## ***2) Product Creation***

Two of the biggest mistakes of Internet businesses lie here. First, people spend a lot of time and energy to create the wrong product that no one wants.

Second, they take forever (never finish) to finish their products and never have anything to sell.

**Do not create anything until you answer this:**

**POWER QUESTION:** What does your prospect NOT have?

Take as long as you need to come up with the answer. Research it. Ask your friends, business colleagues, and anyone else who might match your avatar about your concept.

Once you have the answer, along with the detailed description of your best client from step #1, you are then ready to begin creating your product or service.

Speed Is Of The Essence.

When you create your product, take NO MORE than 2 weeks.

Seriously. Quit f\$%ing (rhymes with cart) around. Set a hard deadline. You’ll meet it.





**POWER MOVE:** If you currently have a lot of distractions around you, rent a hotel room or conference room, lock yourself in it, and complete your product.

Spending the \$150-\$300 will surely motivate you to get it knocked out quickly!

And remember, simplification is king with product creation. It has to be a BIG idea that your prospects can understand in seconds. No further explanations needed. Prospects must be able to immediately see how your product can solve their problems and ease their pain.

### ***3) Create Your Sales Page***

Contrary to popular belief, you don't need some complicated polished website to earn money on the Internet.

Over complicating things only slows you down. I've seen it first hand.

Excitement about starting your own online venture quickly turns to feeling overwhelmed.

### **CBNO**

CBNO was coined by one of my good friends Lance Crosby and means "Challenging But Not Overwhelming".

CBNO is the approach you should take with your new online business.

At first, keep things simple – not overwhelming.

All you need is a basic web page with your information about your product and an order button or link. That's it! ([ServerGenie.com](http://ServerGenie.com) offers affordable plans with an Always On-Duty, On-Demand IT Technicians).

Second, you of course need to write some sales copy for your product or service.







Writing sales copy is very simple. Set aside a few hours with no distractions, your “Magic Hour”. You might also want to model another successful sales page.

(NOTE: Modeling does not mean copying. Big difference.)

The keys to converting readers to buyers are your headline, your offer, and getting in front of the right audience. Each of these deserves its own section here, but will be covered in future lessons.

Let’s assume you are really good at quilting. Let’s also assume there is a ton of research on Google that shows people are wanting “How To Quilt” information.

So we develop a simple e-book on How to Quilt.

**POWER STRATEGY:** Create a high-value \$19.95 offer that comes with a \$19.95 upsell. If possible, include a recurring-billing product.

The example product would be the main e-book for \$19.95, and then a recurring revenue product that delivers specific projects for quilting such as new designs, tablecloths, and other quilted projects.

Recurring revenue is essential for any business to become stable and allow predictable income.

Some types of recurring products are coaching, monthly newsletters, workouts of the month, and more.

What is important is that you create value each month for your recurring products to retain maximum subscribers.

The \$19.95 offer might not seem high enough to make money, but you will get a lot of people on board because your readers are likely sick of shelling out \$77 for e-books (or more for software, etc.).





Of course, try different wording and different headlines to measure the results. You want to continue improving your sales page every day.

**IMPORTANT: YOUR SALES PAGE IS NOT A ONE AND DONE PROJECT.** Keep working on your sales page, and revise it often to improve your conversions.

Once you have proven your sales page works and converts, this will be a simple sell to affiliates who will be happy to offer this low price point product to their list – because a smart affiliate will know that their readers will jump all over it.

As a result, this gets your “sales snowball” started, boosting your confidence and building your customer list.

#### ***4) Build Your List***

Once you have your product or service and your sales web page ready, it is time to start working on building an email list. Creating a free report is the simplest and most effective way of building a high quality email list.

A free report doesn't need to be complicated; in fact, most use it as a teaser to sell their product.

There is, however, one simple rule:

The free report must provide an immediate solution to ONE major problem.

That's it. You don't need to give away a 40 page PDF that gives them all the steps. Give them 1 or 2 steps... To get the rest of the steps, they need to buy your product. It is important you point out this fact, and that you give them a link to click to complete the purchase.

By keeping the report simple, it leaves them wanting more. Just make sure the content is solid and that there is a call to action at the end of your report.

One more benefit of a short report is that it reduces your workload. A big report just adds too much complexity to you and your prospects already busy life.





SIMPLE TIP: Stick to providing the one immediate solution to a big problem.

POWER QUESTION: What gives them simple & instant value?

Once your list begins to grow, you'll now contact them with great content once or twice per week. In most industries, Monday & Thursday would be the best days... of course, you're results may differ depending on your audience.

For a golf product, the Thursday, Friday, and Saturday seem to be the best days.

### ***5) Offer More Value To Current Clients***

A growing list + valuable offer + converting copy = Clients.

Now that you've received a few sales, you need to keep the ball rolling. The most basic way is by selling to your existing clients.

Listen, these people already gave you money. Having someone pay you for something is one of the most difficult tasks on the planet.

It's not easy, but if you have generated a few sales you have a few things going for you.

Your clients Know, Like and Trust you.

Now, you must make new valuable offers to your clients to increase profits.

Experienced marketers know that the best customer is a past customer. In the book "Drilling Down" written by Jim Novo, makes a distinction that the BEST customer is a RECENT customer, not just a past customer.

So when someone buys, the chance of them buying again is higher. And a recent buyer is even MORE likely to buy from you.

So make sure you keep a constant funnel of new and exciting products that solves people's problems.





**POWER PRODUCT:** If your product or service allow, think about offering a recurring personal coaching or mentoring program. This allows you to charge a higher price for a premium service that provides extreme value. You give your clients full access to you for a predetermined amount of time either in person, via email, telephone, or via video chat. You could really ramp up your business to \$100K in even less than 12 months with this approach.

### ***6) Crush the Catch-22 of Affiliate Recruitment***

Getting affiliates to market your product is an absolute must when working on the Internet. Sure, you can do it by yourself...but working with affiliates it is much easier.

Getting started with affiliate marketing can be tough to say the least. However, you can do it with the right approach.

My friend Craig Ballantyne is a master of affiliate marketing. In fact, I have learned a lot from him and this tip is the most valuable so far.

Craig says the Catch-22 of affiliate recruitment goes like this:

“When you’re getting started, you don’t have affiliates. But you need affiliates to get started. But if you don’t have affiliates, you can’t convince other affiliates to promote your products. And that means you won’t be able to get any new affiliates.”

You **MUST** break this cycle.

The best way to do that is to create an offer affiliates can’t refuse. No, we aren’t talking horse heads or the like here, but rather a simple offer for a small affiliate to promote.

And that offer is what I described above in Tip #3. Front end product of \$19.95 plus \$19.95 upsell. This will help get a few affiliates to make sales for you.

And that starts the sales snowball rolling that crushes the Catch-22.





**POWER MOVE:** Offer 100% commission to affiliates on every front-end sale. Yes, you won't make any money on the \$19.95 offer, but you will build a customer list. Plus, if you have an upsell that converts, you'll make money there...and on all the follow up sales you make. Basically the affiliate keeps the \$19.95 from the front-end sale, and you get the upsell. Once they are customers, you email them your coaching program. I've seen some people charge as much as \$1600 a month for their advice! I would recommend starting yours at \$99/month and increasing it as you get more and more customers.

You must have the right mindset when it comes to building a list of customers.

You must be willing to pay for customers... knowing that the real money will be made selling them even more valuable content in the future.

### **7) Test & Track**

Beginning on Tip #3, you should begin tracking your results as well as implementing a few tests by changing your copy.

Measuring the differences in response rate will make you a better marketer and help you learn your customer base better.

Tracking is super simple, and here is all you need to know

- How many people come to your site?
- Where do they come from? (use Google Analytics)
- How many sales do you make? (note days and times)
- Where do the sales come from? (Google Analytics)
- When you send an email, how many are sent, how many are opened, & how many sales are made? (Give your best converting emails to your affiliates so they can email their followers)
- When an affiliate makes a sale, send them an email...ask them what worked for them and how you can help them make more sales.

Identifying patterns is the name of the game. Once you know the patterns, you can craft your sales page and emails so they are deadly efficient.





Although I may know a real rocket scientist, I don't need his help in analyzing the data.

### **3-Month Conclusion**

Alright, it's now guaranteed that the next 3 months are going to be the best ever in your website business.

I know that if you have fully implemented everything above, and I mean truly implemented it, you have made some money.

In month's 4 through 6, we uncover some business building tactics to locate and find the "Affiliate Whales".

### **Months 4 - 6 (Second Quarter)**

With hard work and careful planning, you are on your way to building your business. Right now sales might just be trickling in, but that is a good sign.

Building an online business to 100K is no easy task and it will take the full year. Keep plodding ahead step-by-step and you will enjoy some large successes in the very near future.

By now you should have:

1. Found your niche
2. Developed a customer avatar
3. Developed and created a product
4. Started building an email list using a free report
5. Improved sales page so it converts better
6. Signed up a few affiliates
7. Installed Google Analytics and evaluated trends





If you haven't successfully completed ALL of the above, please take a step back and get back to work. You simply cannot move forward without a strong grounding in each.

### **8) Seek and Land 2 to 3 BIG Affiliates**

Now that you have completed steps 1 through 7, now it is time for you to hunt down and recruit some big affiliates. In Vegas, whales are the high rollers, they guys with all the money... in affiliate marketing, the whales are the sites with great Google rankings and lots of traffic.

Affiliates usually have resource sites that help people find what they are looking through either through a directory or reviews.

If you have tracked your sales and traffic, you've got data. To the larger affiliates you need to let them know your conversion rates and best performing emails, banners, and products.

It is essential to have the following three items to attract affiliates:

- a) High affiliate commissions (both % of sale and total \$\$\$ amount)
- b) Sales copy that converts
- c) Low refund rate

You'll get even more affiliates if you sell recurring products such as subscription. With a recurring subscription product you are able to offer recurring commissions to your affiliates.

Most importantly, you need a good answer to this question:

“Why should someone promote your product over your competitors?”

Develop a bullet point list from answering this question and use it when recruiting your affiliates.





When contacting the whales, you will need to show these numbers from your past promotions:

- a) Revenue Per Click
- b) Open Rate on Emails You Have Written for Affiliates (You used these in your emails to your subscribers)

This info proves it is worthwhile for them and makes it easy for them to promote.

All they need to do is copy and paste the emails you have crafted.

## **Contacting Affiliates**

So how do we contact affiliates once we have all of the data, emails, and commission offerings?

It's so simple.

First, Google the keywords for your product or service. Go through the first ten pages of Google and you will more than likely discover affiliate sites promoting products similar to yours.

Second, find people with relevant websites and similar but not competing products and ask them to take a look at your widgets.

If your product is solid, chances are you will gain a few affiliates.

### **POWER MOVE #1: Promote their product first.**

The secret to making this work is that you prove to them you can sell to your list for them. It builds goodwill. If you make a few affiliate sales of their product, you can then email them:

“Hey, I love your product and so do my readers. I sent out an email for it last week and made \_\_\_ sales. It really goes well with my product because \_\_\_\_\_. If there's anything I can do to help you out, please let me know. By the way, here's







access to my product if you want to check it out. It would help your readers achieve \_\_\_\_\_. And if you'd like to share it with them, I have pre-done proven emails used by affiliates to make \$\_\_\_\_\_ per click.”

### **POWER MOVE #2: PERSISTENCE.**

This may be a politically incorrect tip for affiliate whale hunting, but we are in the business of making money. If they haven't replied or have even said no, it doesn't hurt to keep trying.

Wear them down. Never give up. Most affiliates will say yes to a decent offer if you ask them enough. Seriously.

Building an affiliate network is like building a social network. You need to form friendships and business relationships with those who not only can help you, but that you can help also.

Here are a few simple tips:

- Help others as much possible.
- Go to Internet marketing seminars and meet affiliates personally.
- Be a good person, and most of all; be trustworthy with what you promise.
- Create and submit articles
- Promoting others products,
- Interviewing power players in your niche

Eventually, goodwill finds its way back to you. Karma.

### **POWER MOVE #3: FIND SIMILAR DEMOGRAPHICS**





Don't forget to look outside the industry. Look for other businesses that serve the same demographic, even if they are in a different industry. For example, if you have a golf fitness product, you could try reaching out to those who sell golf equipment as your readers would be interested in their products and their readers interested in your fitness products.

Attract affiliates by making a name for yourself... Act as if there is no such thing as an affiliate willing to promote your product. Work as if YOU had to make ALL sales of your product.

But that said, I suggest one more **POWER MOVE: Make a goal of contacting one new affiliate everyday.**

Whew, that's just a start of working with affiliates, but that'll keep you busy for the next 6 months.

Persistence and consistency is the real key to working with affiliates.

### ***9) Get Traffic Based on Your Personality***

In all my years of experience, I've never known two people to market the same way.

It may sound odd, but every person is different and thinks differently.

You've probably never heard this strategy before, but I know successful business owners who get their traffic from different sources.

Some guys are SEO-based. Others do only product launches. Other guys are some of the best at pay-per-click.

But none of them are an expert at ALL of them.

They succeed at the strategy that best suits their personality.





Figure out what fits you...because you'll be more likely to stick to it.

With this said, I do encourage you to experiment with different forms of advertising and marketing techniques.

**POWER STRATEGY:** Live events provide one of the least exploited methods of gaining traffic and buzz.

If you can create opportunities to speak in front of your prospects, do it. Being a speaker gives you instant credibility. You'll be seen as a big-time expert and you'll build a stronger connection with clients.

A quick and easy way to create a new product is to film your speaking engagement. The content must be good, it must be valuable, and it must solve a problem for your prospects.

### ***10) Work the System***

Your work will never be done.

Generating sales takes hard work and consistency.

View your new business venture as a long-term prospect. If you try to coast, your business will slowly decay. I've personally been guilty of this.

I felt overwhelmed with the daily tasks of running a business. I tried to do everything myself, and I neglected growing our customer base.

Developing repeatable systems is a sure way to improve your daily performance.

But hey, this stuff is fun, right? Set up a system so that you are consistently blogging and improving your writing. You should also have a daily or weekly sit down session where you are tracking-testing-planning, and increasing conversions on your site.



Rinse and repeat.

### **11) Maximize Your Time & Energy**

You can make a few bucks online – about \$3K per month – even if you are disorganized. But to breakthrough the 6-figure ceiling, you must use your time wisely.

The first step in maximizing your time is by creating a time log, and I learned this from Donald Trump's lawyer, George Ross.

Start by carrying a notebook with you all day and mark the pages in 15-minute intervals.

Write down what you are doing in each 15-minute period that you are awake.

You'll discover the little things that waste a lot of time, as well as when you get your best work done. As George Ross explained, even Trump carries around a notebook and does this.

Tips on time management that I personally use:

- Do not answer the phone because you cannot afford the distraction. A simple phone call can throw off your entire day.
- Answer all email at the end of the day so you stay focused all day. For some this may not be feasible, but I bet you are checking email way too often.
- Drop Facebook during work hours. This little time waster is a productivity zapper.
- Turn off your phones vibrate and sound alerts so you don't get sidetracked. I set my phone on no vibrate and no alerts. I check it at the end of my magic hour during my lunch break.





- Drop instant messenger contacts that are not work related. This may sound harsh, but the last things you need are distractions from the latest YouTube video interrupting your magic hour.
- Script your day in 30 minute blocks so you know what you should be doing every hour.

There is also a period of time I call the “Magic Hour”. The magic hour is when I am my most productive. I am free from any and all distractions.

I find that I am able to accomplish “4 hours of afternoon work” in 30 minutes of magic hour productivity.

My Magic Hour is actually 4 hours from 7:30 AM to 11:30AM. I am able to accomplish roughly 8-10 hours of work in this time period.

That’s how I’m able to write 6-7 articles and blog posts (and sometimes more) per day for the various projects I have on the go as well as manage two full-time businesses.

However, I strongly recommend the “early to bed, early to rise” approach. It even works for people who claim to be night owls.

First thing in the morning when my mind is not cloudy is my Magic Hour.

## **12) Delegation/Customer Service**

At first, you will find this next step to be hard to do. But it is absolutely essential if you are to grow your business beyond a \$25k a year venture.

The time will come when you need to stop doing \$10 an hour tasks. After all, you’d have to work 20 hours a day at \$10 an hour, 5 days per week, just to make \$52K per year.





Obviously you can't be doing customer service, editing videos, setting up your websites, etc., etc.

There are many websites that can help you find virtual assistants or qualified people to assist you.

Two such sites are Elance.com and Fiverr.com.

To make \$100K you have to dedicate your time to what brings IN the money... and that's selling, first and foremost.

My general rule of thumb is that you spend 80% of your time seeking new customers through marketing or relationships, and 20% management.

This step alone will propel you past the \$30K per year level to the \$100K per year level.

### **The winning strategies for Months 7 through 9.**

For this next phase, you will be using some advanced strategies to build your business revenue.

#### 13) Plan a Product Launch

You might not make a lot of money in month's 7 through 9, but that is okay, because you'll be working on setting up for a big money product launch in the final quarter of the year.

Here's are the steps you need to do to make this happen:

- a) Pick a 3-day period for your launch. I've found that Tuesday through Thursday works best, at a time when no other major affiliate promotions are planned for your niche market.
  
- b) Do your best to investigate this as far in advance as possible. You may even want to plan your launch 6-9 months early. The more lead-time you have the better for this.





- c) Create new bonuses for your launch. You will add these to your current product (and you'll give them to past customers for free).
- d) Now is the time for massive affiliate recruitment. Reach out to all past affiliates and tell them about this new launch. Remind them to save the date.
- e) Dedicate a significant amount of time to new affiliate recruitment, using the strategies I provided yesterday – such as promoting their products to your list (this will also help bring in cash while sales of your product are down).
- f) Prepare pre-written emails, banners, articles and anything else you can give to your affiliates to make their life easier. More often than not, these affiliates are pretty lazy, and they won't promote you if you don't make it easy for them.

#### 14) Increase Value & Price of Your Product

At the same time as you are working on your promotion plans, you will also be adding value to your current product so that you can increase the retail price to \$39.95 from \$19.95.

**NOTE:** The \$19.95 and \$39.95 prices are “arbitrary numbers”. Your industry may differ. In the end it is up to you to determine a fair price for your product. The point of the example is to show you how to make sales immediately. One of the biggest hurdles is getting an initial and consistent set of sales, and that often happens because people charge a high price without the credibility to back it up. By charging a low price, we overcome this obstacle for the first 6 months. If possible, add a \$19.95 product as the first 1-click upsell and a \$9.95 product as the second 1-click upsell.

Finally, if possible, offer a recurring revenue product. That means offering a membership site, one-on-one coaching, or a monthly newsletter.





## 15) Planning in Advance to Make More Money

Time to pull out a calendar and get super organized. We will be planning out your blog posts, promotions and email blasts for the next three months.

Organization is essential to grow your business, and you need to plan out your email and promotional schedule in advance. I like to have at least the next 3 months planned.

You will repeat this each month adding a new month to your schedule.

Sit down, create a spreadsheet or use a wall calendar, and plan out your product promotions for the next 12 weeks.

By the way, this is how your big affiliates operate, and that's why you have to contact them well in advance of your product launch. You can't just email them the night before and expect them to drop everything and send out an email to their list for you.

### **POWER EXERCISE: Brainstorm how you can make an extra \$2000 per month?**

I want you to do this whenever your creativity energy is at its peak. Mine is early in the morning, or sometimes it just hits me in the shower randomly.

I do this exercise 2-4 times per year because it works amazingly well.

Simply ask yourself this question:

“What can I do to add another \$2000 to my income this month?”

That's it. Then write down every idea you have...from the small ones to the crazy ones.







The monetary amount is arbitrary; you can use \$300 or \$1000. Whatever number you set, you can find a way to generate that income.

Brainstorm the possibilities. Again, make sure you do this when you are at your most creative...not at the end of a 14-hour workday.

It may also be productive to do this with friends who are close to you, friends who understand your personality and skills.

I have found that bouncing around ideas with friends and colleagues opens up ideas you would never consider alone.

I guarantee you'll uncover some gems.

## 16) Build Your World

By now, you should be consistent with the cornerstones of running an online business:

- Your traffic strategy (what do you enjoy the most?)
- Affiliate recruitment (at least 1 per day)
- Emailing your list (at least twice a week, daily preferably)
- Blog posting (twice a week at least, daily preferably)
- Brutally diligent with your time

Keep consistent. Keep building your daily habits. Keep working on your time and energy management. Track and test. Find what works and do more of it.

### **There are no magic bullets.**

If one existed, I would be selling it to you for \$10,000 or more... a true magic bullet could go for \$100K or more, but I don't see anyone selling that... if someone is promising easy money on the Internet, run away.

So let's face it, one does not exist.





## 17) Develop The Right Attitude

The following quote will serve you well, take it to heart:

“Achievement has everything to do with creating a failure-resistant brain and thinking your way to success...you can take charge of the process...Winner’s brains actually operate differently than the average brain.” – Mark Fenske, Neuroscientist

That’s not politically correct, but the truth about success never is.

### **Here are 3 rules to success:**

**Rule #1:** Everyone struggles, so don’t despair. Just realize you must always maintain an attitude that you are going to succeed come “Hell or High Water”.

All of the people I know who are successful at making money online didn’t even let it occur to them that they would fail.

One ServerGenie customer Mike Whitfield is up at 4:30AM every single day to make his dreams come true. Mike’s mantra is the same NASA Mission Control, “Failure is not an option”.

I knew when I started my website that I would eventually be doing online marketing full-time. At first, I stumbled in to day to day tasks and veered away from marketing. **DO NOT MAKE THIS MISTAKE.**

I learned from my mistake and now I allow my mind no other option.

The most successful people I know are “all in”, as they say in poker.

And they never, ever, **EVER** give up.





If you are struggling and need a little advice, let me know at [mgmt@servergenie.com](mailto:mgmt@servergenie.com). I am more than happy to personally help you with advice or even just listen if you need to vent.

**Rule #2** – You must have extreme self-confidence. It attracts others to help you and it attracts success. On the other hand, people who are timid always seem to struggle. This is politically incorrect, but true.

If you don't truly believe that your product is the BEST – and superior to all others – then it will show in everything you do, from writing sales copy to attracting affiliates.

So if you don't believe that 100%, go back and work on your product until that is fixed.

**Rule #3** – We are all allotted a certain amount of time on Earth. No more, no less. When your time is gone, you don't get an extension.

**You must be ruthless with your time.**

This means continuing to eliminate time wasting tasks from your life, and working only on the big projects that move you closer to your goals. Remember to always ask yourself, "Where is the profit in this work?"

Improve your time and energy management everyday. Fight that email. Fight against checking Facebook...and fight to get more work done in less time.

Sir Richard Branson was asked what the key to success was for him: "Work Out", he responded.

Essentially, being in good physical condition keeps him on the move and allows him to work longer if necessary.

Take care of yourself.





You must also develop “immunity to criticism”.

Listen, at some point someone on the Internet is going to call you names because they don't like the fact you are making money with your knowledge. They may even have an opposing viewpoint and come at you with all kinds of scientific mumbo jumbo. Let it go.

You can't let that bother you – you have too much work to do.

This does not mean ignoring your customers. Never ignore your clients.

Personal attacks must be ignored. It's not easy at first, but if you turn off the Internet and go for a walk, you'll realize that what a stranger says about you doesn't matter.

Another thing that helps me is to write an email that I never send. I vent my frustration and write a rebuttal. When I am done, I delete it and move on.

Let those rules sink in. Print them out and keep them by your computer as you work.

I'm extremely thankful for life that I've crafted because it allows me to travel all over to meet my friends and help them with their businesses, and they help me as well.

It's never too late to get a business coach or get better at being YOU.

And by harnessing the power of your network, you'll be able to create a successful product launch that will help take you over the \$100K mark in online sales in just 12 months.

## **Months 10-12**

18) The Product Launch





As mentioned in the last lesson, you should now have recruited all of your affiliates for a 3-day launch. Outlining a product launch is a big undertaking, and we just don't have room in this PDF for that.

However, the basics are that you want to have:

- An incredible offer
- Build up anticipation
- Affiliates forming a "unified front" and all ready to mail at once
- Incentives for affiliates to mail at least three times (could be extra bonus commissions or a cash prize for your top affiliates)
- High converting upsells to maximize your average transaction
- Extreme value so your customers are happy
- A plan to provide more value to your customers in the weeks after so that you maximize revenues

Simply having this "3-day launch" system in place with a couple of big affiliates could help you earn 6-figures in just a few months.

## 19) Plan Your Recurring Revenue Product

After your launch, you will want to start working on a recurring product if you have not already.

While there really isn't a way to "make money on autopilot without any work at all", having a product line that enables a guaranteed sale each month is a great way to add stability to your business.

The first rule is this product **MUST** add value.

For example, let's say you have a business that offers gift baskets online. If you can encourage your customers to join your "Gift Basket of the Month" program, where they are automatically charged each month for the basket you send out, then you'll have almost guaranteed income each month – of course you'll have to





plan for customer drop-off (churn)...but you'll be working hard to get new clients each month as well (80% of your time).

You can create monthly programs for all businesses, and it is quite easy if you are selling information, like [ServerGenie.com](http://ServerGenie.com) customer Mike Whitfield ([WorkoutFinishers.com](http://WorkoutFinishers.com)) by providing his clients with a new workout each month.

The key of course, as with EVERY aspect of your new business, is to provide extreme value for your customer's investment.

I want to leave you with the following checklist that you'll need in place in order to achieve your goals.

If anything is missing from this list, go back and make it your top priority to check it off, and you'll be another step closer to achieving financial freedom and living your American Dream.

### **10-Step Checklist for \$100K in 12 Months (in order of importance)**

- 1) Main Product (that gives your clients what they do NOT have)
- 2) Sales Page
- 3) Free Report (that instantly solves a big problem for readers)
- 4) Lead Generation/Traffic System (based on your personality)
- 5) Upsell Product (that offers more extreme value)
- 6) Daily task list (list of things to do)
- 7) Daily, Weekly, & Monthly Sales Goals (i.e. 3/day, 20/week, 80/month)
- 8] Outsourced Customer Service System
- 9) Recurring Revenue Product or High Priced Product Bundle
- 10) Mastermind Group/Peer/Affiliate Network

To Your Success,  
Christian

