

THE MONEY CLUB

Getting Online!

Why:

- So that you aren't bound geographically
- So that you can sell products, books and services to many people instead of those that you meet locally
- To be able to fill group programs, do product and book launches
- To be able to reduce your workload and travel

The Secret:

- This isn't a magic bullet!
- It takes time to build your list and build a relationship with your list.
- Get started now so that you can start to build your online presence over the next 24 months

Here's What You Need to Build Your Online Business:

*** A technology savvy Virtual assistant is important and helpful for many of these tasks. It's cheapest and easiest to find one willing to work on a project basis.

- Basic - A Website
- Basic - A Free Gift (you'll ultimately need about 5 free gifts)
- Basic - An Opt-in Box on your website
- Basic - An Opt-in Page for every free gift (sometimes called a landing page)
- Basic - Social Media Sites set up (MC Class)
 - FB
 - Twitter
 - Instagram
 - Pinterest
- Basic - A Newsletter that goes out at least every 2 weeks (MC Class)
- Mature - Knowing how to write a promotional email (MC Class)
- Mature - Knowing how to set up a basic online launch (MC Class)
- Mature - Knowing how to run a webinar that leads to an offer (MC Class)
- Mature - A nurture sequence (MC Class)

The Fastest Ways to Build Your List:

- At least 5 Joint Venture Partners supporting a webinar that leads to a launch
- A Telesummit
- A Giveaway
- Paid advertising on social media