

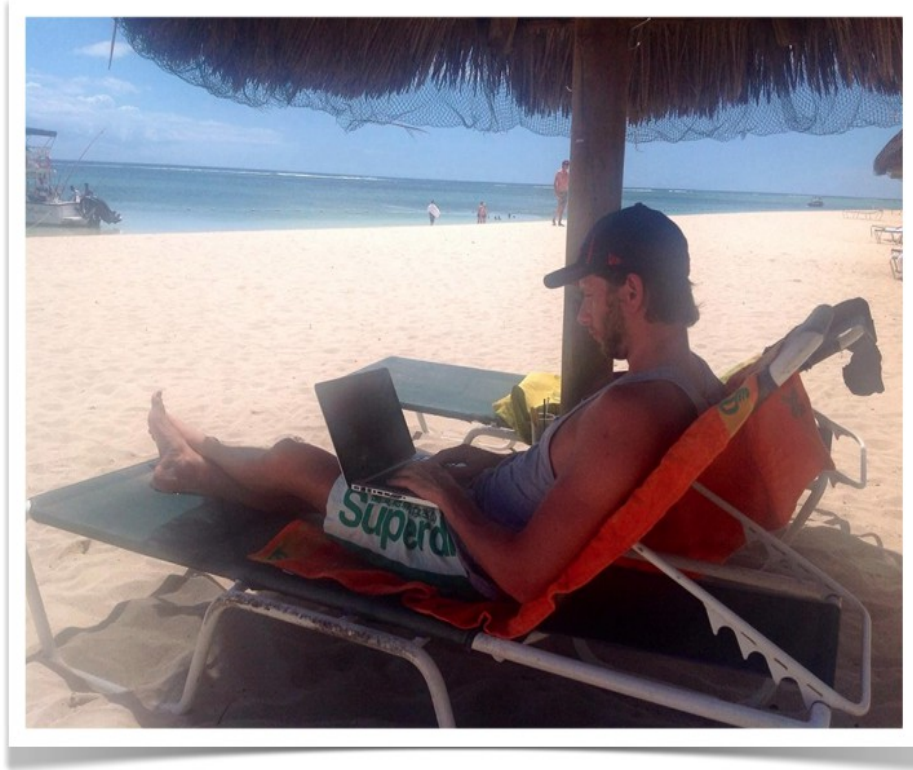
LIST BUILDING FOR

PROFIT!

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



List Building For Profit



Updated for 2016 from [Flic en Flack Beach](#) - Mauritius

By Stuart Ross

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



SIXFIGURE
MENTORS

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Disclaimer

We want you to know exactly where you stand, so we need to make it crystal clear that each person who joins SFM is entirely responsible for their individual results. Our goal is to give you the cutting-edge digital tools and education to help you start a successful online business, but the effort you put in is what will make or break your success levels. Please take a moment to read and understand the following:

- No incomes are guaranteed in any amount for any affiliate;
- No person earns any income solely for referring others in the Six Figure Mentors;
- Your income will be the direct result of your hard work and determination;
- No product purchase is required to participate in our affiliate program;
- As standard practice, our Products and Pay Plan are subject to change without notice;
- And finally, please don't run with scissors or skinny dip on public beaches... (Stuart: "I've actually witnessed these antics in Mauritius!")

This report is hosted by Benno Mwitumba



Foreword

What you're about to discover is a system that has taken us almost a decade to finetune. This List Building strategy has generated well over \$100 million in online sales for both us and our students over the years, so we're excited to share it with you!

Included in this Report:

- **The Three Essential Components** – As long as you have these three key factors in place, everything we describe in this report is well within your reach, no matter who you are.
- **Combining the Elements** – We walk you through how to put all the components of the system together so you can create a well-oiled business machine that works effectively for you, round the clock.
- **What is a Digital Business System?** – Learn how a simplified online system can eliminate many of the frustrations and pitfalls faced by newbies and struggling marketers alike.
- **The Ultimate List Building Secret** – This secret sauce turns your list into raving fans, hungry to buy your products/services for life.
- **Working Smart** – How to create a successful online business without having to do all the grunt-work yourself.
- **How to Leverage Other People's Time and Expertise** – Why you don't need to spend time creating your own products to sell, while having all you'll ever need to start earning “real” money online.
- **Shave Years Off Your Learning Curve** – Once you understand how to master the Three Components outlined in this report (with our help when you want it of course), you'll have every tool you could possibly need to create your ideal digital lifestyle.

We're sure you'll find so much useful value in this Report that you'll be glad you took the 20 minutes or so to read it.

The Digital Economy is Booming - Empower Yourself!

Introduction

By Stuart Ross

In 2008 I made the decision to look for a new way of making an income that would allow me the freedom to live life on my terms and at a completely different level. You see, even though I was only 26 years old at the time, with a great job and a bright future, I felt something was missing. I lacked the inspiration and zest for life I once felt.

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

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

To be fair, by age 26 I was actually earning a great income. I was making between 5k - 8k a month (depending on commissions) but regardless of this, I came to realize that this job wasn't going to offer me the lifestyle I aspired to, or the kind of life I wanted to be able to provide my future family. In a nutshell, there was no way that this job was going to give me the quality and balanced life I dreamed of – let alone any real free time to do the things I truly wanted to do.

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

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

One evening I came home from work on a Sunday with a couple of magazines I bought on my way home. It had been a really crap day dealing with annoying clients and I was



exhausted. So I decided to flick through a couple of business opportunity and franchise magazines to see what ideas I could come up with that would enable me to get some control and zest back into my life.

I had no idea what exactly I was actually looking for, but I was certain that I needed to find a business opportunity that would give me:

- Unlimited income potential;
- The ability to work from home;
- Autonomy, freedom and flexibility;
- An escape from endless meetings, conference calls and impossible deadlines;
- The satisfaction and fulfillment that I knew could only come from doing something for myself, something I felt passionate about.

The first thing I noticed when looking through those magazines was that franchise businesses are really expensive. We're talking about hundreds of thousands in some instances, and to be honest, I had no chance of getting that sort of money together.

Then, just as I was about to give up on my search and throw the magazines away, I spotted an ad for a franchise that was purely Internet based (no business premises or stock to fund), and it was a lot cheaper than the other opportunities I'd seen. It cost £12,000 (\$20,000) and the ad claimed that there were individuals earning six figures plus while working from home, part time.

At first I was excited to have found something appealing that wasn't going to cost over a hundred grand. Then it hit me - I didn't even have two grand to my name and saving up another ten... well, that would probably never happen! I had maxed out my one and only credit card and to be honest I was pretty over-committed with my monthly outgoings.

Despite all this, the following day while I was at work, I couldn't stop thinking about this franchise opportunity and what it would be like to work from home with a business that offered pretty big money. It was so exciting to daydream about a life of flexibility and open horizons instead of stress!

So, later that day, instead of grabbing a quick lunch I popped into my bank and asked to speak to an advisor about getting a business loan. I explained I had seen a franchise opportunity for local business advertising that looked good, and wanted to know what my options were to grab the opportunity despite my poor credit.

Without going into too much detail here, this sums up the response from my bank advisor:

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

And that's exactly what I did. To my great surprise, they offered me a £6,000 loan and said it could be in my bank that Friday. I was so excited I had raised half the money, and I knew that if I presented the “right” opportunity to my dad, he would likely lend me the other £6,000.

So I spent the next two evenings mapping out my big game plan and continued dreaming about my up and coming break for freedom! :)

To cut a long story short, I did end up getting the other £6,000 from my dad - within just over a week I had completed the purchase of the franchise territory (Reading, Berkshire, UK) and was booked for my two day training course. The business model was basically selling advertising space to local businesses, having them pay a monthly fee to be featured and promoted on my website.

At this point I was now working part time at my regular job (3 days a week) and earning half the money I was before. The upside though was that I could spend more time building my new venture.

Then reality hit - most of my time was spent cold calling small local businesses, telling them I had a great opportunity to help increase their online exposure and asking if they'd be interested in meeting with me to find out more about it. The result of this approach was usually a straight and resounding: “NO!”.

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

It was so frustrating. Here I was, desperate to build my dream empire and the only advice I got from the franchise owners was to make more calls: “Stuart, it's just a numbers game. Keep making those calls”.

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

After 6 months of soldiering through the cold calling, the endless no's, the late nights and anxiety, I finally decided to pack it in. With over £12,000 (\$20,000) debt to my name, I'd become a nervous and insecure wreck. Not quite the result I was hoping for back when I was daydreaming of time and financial freedom!

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

But I didn't truly feel lucky. What I really felt was a burning desire to prove that I was destined for something better than the corporate 9–5 (more like 8–7). I couldn't let this feeling go and simply settle back into the status quo.

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

After several hours of relentless searching I ended up buying three eBooks and a 12-Pack DVD Home Study course. I even bought a couple of dubious “get rich quick” type products because I was desperate to find a solution!

Yet, everything Internet based that I looked into seemed like exaggerated hype or fluff without any real substance. It was all “too good to be true” and my gut told me I couldn't trust what I was reading.

Then, after more countless hours spent trawling through websites, eBooks and videos, I came across a guy based out in Atlanta, USA, called Brad. He had a pretty basic looking website, with a short video shot in his home-based office where he introduced himself and explained he could show people how to make money online.

Now to be honest, I don't know exactly what it was, but there was just something about him that I instantly liked. It was probably to do with the fact he seemed very genuine and laid back, compared to those “in your-face and all rah-rah” like many of the other people I'd come across online.

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

And guess what... I'm so glad I did because Brad introduced me to a whole new world, where I could start making money, almost instantly, through a business model called affiliate marketing. This business model required very little start-up capital, and it also didn't require me to have any existing online business experience or website or products to sell. What also massively appealed to me was that it could be done part-time around my job and other commitments.

I discovered there are literally thousands and thousands of vendors (product owners) out there, in almost every market, who are willing to pay a healthy commission (usually

10–50%) every time an affiliate refers a customer to them. The best part is that the vendor does all the hard work (create the websites, the products, the sales funnels, the fulfillment and so on), meaning all I had to do was the marketing i.e. refer customers.

To cut an even longer story short, I followed Brad's training diligently. I also bought several more in-depth marketing courses from him and a few others that he recommended. Within six months, I had quit my job and was making more money online as an affiliate marketer than I had been making in my realtor job!

It was fair to say I was hooked on the affiliate business model. So much so that I was working, on average, 12 hours a day, mainly placing ads and doing everything possible to make more sales than I made the previous day.

And that's how I got started online. What's more, discovering affiliate marketing is what led me to uncovering List Building, and it was applying this strategy that really changed everything for me.

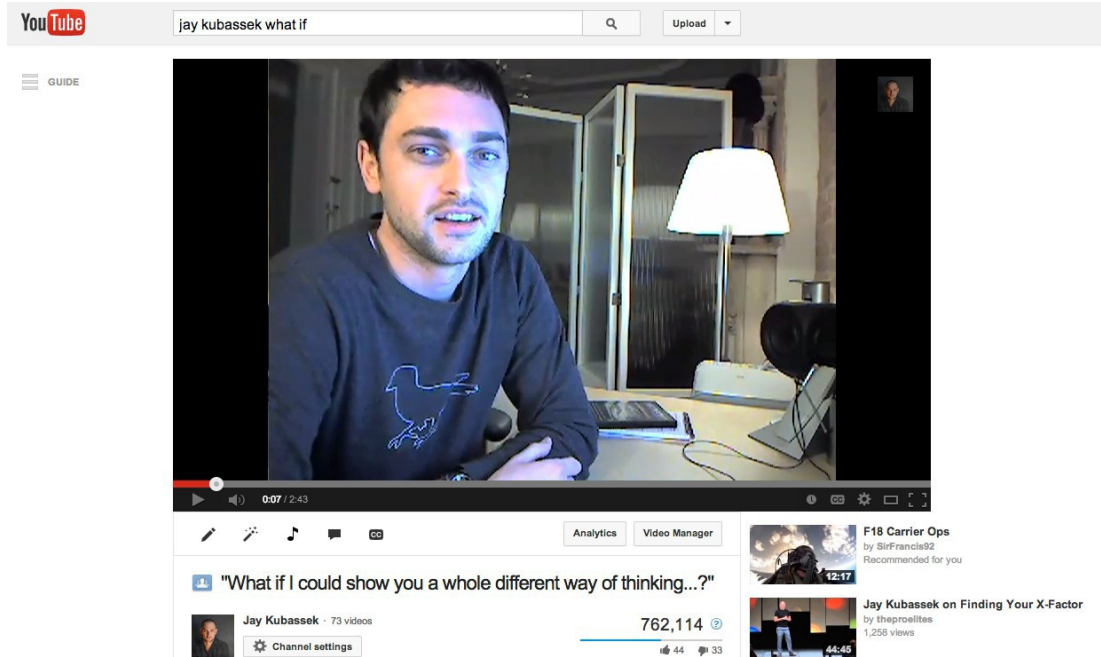
Before we move on to the main topic of this Report, one last thing I'll explain is that even though I managed to replace my previous income with the commissions I earned from the straightforward affiliate marketing approach I learned, I was still working long, long hours. Typically, twelve hours a day doing pretty boring stuff like placing ads. It was for this reason I found myself continuing to search for ways to improve my income model, always keeping an open mind about what could be waiting around the corner for me.

This leads me to how I first heard of List Building and the tremendous power of a "Digital Business System".

One afternoon I stumbled across a YouTube video (with over half a million views) by this guy called Jay Kubassek. What I liked about him was much the same as what had appealed to me about Brad - he just seemed very genuine and likeable. I also noticed that he had a real air of confidence about him in the way he came across on video. He clearly knew what he was talking about and after a closer look, I saw he had the income results to back up his claims.

I spent hours on one of Jay's websites, reading and watching videos, and I knew I had found someone I could trust. Jay was different than the rest, he seemed to really care about his students and I felt like I knew him right off the bat. He claimed he had a "marketing system" that anyone could use to make a good living online, and it would also give individuals a lot more time freedom than what most business models offer.

Jay went on to explain how this "business system" would require some work at the start, but once things were set up it could start to become highly automated. On top of that, this system could be used to sell any product, to any person, anywhere in the world!



Of course I was pretty sceptical (having seen so many false promises), but like I said, there was just something about this guy. Each of his claims and case studies were backed with a notarized affidavit certifying its authenticity, and there was a certain feel about it that I just couldn't ignore. Jay avoided the hype I was used to seeing online. He was also straight to the point and didn't seem to really care if I bought his stuff or not.

Just watching Jay's free videos gave me so much value that I had to ask myself: "Imagine what kind of value his products and systems must contain if this is what he's giving away for free!?"

His leading concept ("*What if I could show you a whole different way of thinking...?*") really peaked my interest, and I liked the idea of something that could be automated because the one thing I was desperate for was more free time. I wasn't bothered about being a multi-millionaire, or having some fancy yacht or anything like that. I just didn't want to carry on working every waking hour. So, I watched Jay's videos and downloaded a report he'd written.

It was there and then that I was introduced to the concept of automated "List Building". You see, he had perfected a strategy that no one had done before - the world's first duplicable online (digital) Business System that automated the age-old concept of List Building. I was mesmerized and knew my life would never be the same again. I had finally found what I was looking for!

I took Jay's wisdom and made it better in every way possible. You see I had already worked on a couple of online projects and knew a team of tech guys that were literally

the best in the world when it came to programming online sales systems. They agreed to work with me for a \$50,000 upfront fee and a percentage of the profits.

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

The Rest is History - Everything Fell into Place

It turns out that Jay was looking for a partner to help him take his business to the next level. The timing was perfect for both of us and within a matter of months we launched a brand new company called Digital Experts Academy, with the mission of helping people stuck in the traditional economy transition to financial independence and security in the digital economy. We were (and are) so excited by this vast potential for giving people the freedom and flexibility to create a life they've always dreamed of.

Jay and I decided to build a powerful community of individuals with like-minds and similar goals. We did our market research and pooled our resources (multiple millions). Merging our talented team of 35 people, we set our sights on doing something revolutionary; something that we could be really proud of; something that would stand the test of time and provide people with a legitimately useful alternative to the junk floating out there in the online marketing industry.

Our Breakthrough Solution...

The first thing people ask us, when they hear about our business system for automating online income, is: "What exactly is it and how does it work?". It's understandable that a lot of people are sceptical about a so-called "system" that can continue generating money while you sleep or travel the world or pursue other things. This is simply a foreign concept to most. Personally, my parents always told me that "time is money" and "if you want anything in life you have to work your backside off for it".

Yet I promise you, this system is refreshingly simple once you understand it's core principles. This is simply a business model that takes most of the variables and heavy lifting out of the equation. The end result - our solution gives anyone the ability to earn money 24-7-365 by introducing a whole new level of leverage...



Leverage lets you take whatever results you're already getting and multiply them by ten, twenty, fifty or maybe even a hundred times. Leverage simply put is about working smarter, not harder. That's what this system is all about. Of course you can do everything on your own, but why bother if you can leverage a professional, automated system like ours with franchise-like consistency? By the end of this Report, you'll understand why this type of business system is the first-choice for some of the most successful online entrepreneurs.

I think you'll be amazed when you fully understand the opportunity that is ripe for the picking in the booming digital economy, and I hope you'll take advantage of this leverage strategy to create the lifestyle you've always wanted, just like I did:



What People Say About SFM

Before we get started with the real 'meat and potatoes', here's a sample of what our members have to say about their experience with SFM's online business system. After all, we don't expect you to purely take our word for it - it's important to have a well-rounded, objective perspective:

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

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

"After buying a few other 'hyped up' Internet marketing courses (& invariably getting a refund!) I was despairing of ever finding anyone who seemed even vaguely credible, and then I found Stuart & Jay and problem solved :) It got even better because I've ended up with so much more than just an education in internet marketing. I've acquired a whole new set of friends from all over the world who form the SFM community; all 'like-minded' positive people sharing the same journey." – Chris Idle, UK

"I have been a member of the SFM Elite program for a little over 4 months now and I can't believe how much I have grown as an online business owner. I have been studying the "Art" of online marketing for about 6 years in total and I have learned more applicable knowledge in these last four months than I have in the last 6 years. What I have been doing for the last six years has literally been a waste of time. Until now." – Ulises Rabeiro, USA

"I used to have a very 'do it alone' attitude, but now I've experienced the empowerment of working together with the leaders and community of the SFM, I would never go back. The incredible support, friendship and leadership I have experienced within SFM has allowed me to explore my true potential and has opened my eyes to the incredible power of working together with others in achieving my own goals. This business has provided me fulfilment and purpose." – Claire Smith, UK



"I'd never done any kind of sales before so the training on customer retention was fabulous! I went through this early on when I started and it really helped build the foundation for me to succeed in becoming a Digital Entrepreneur. It's great stuff! All self-paced and available 24/7 so it's there when you're ready."
– Kelly Donagan, USA

A Proven Formula - 3 Essential Components for Simplified Digital Success

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

1. **Integrated Product Suite** of in-demand solutions to promote.
2. **Automated List Building System** to collect qualified buyers so you can deliver real value which earns their trust.
3. **Sales Closing Process** – as a SFM member, all of your sales are closed for you! This means you'll have the potential to earn \$20, \$100, \$1,000 and up to \$8,000 commissions per sale (yes, you read that right, we're an industry leader in lucrative commission plans).

It's these three key factors, when correctly integrated and put together with diligence and care, which make all the difference for simplified success.

Component 1 Integrated Product Suite

If there's one thing you can't get around when it comes to marketing, especially these days, it's having something really good to sell. You can have the most clever, sexy, intricate product known to man, but if it's not properly aligned with market demand, you're dead in the water. On the other hand, you can have the best website ever but if you don't have useful products that consumers want, you're equally done for.

Your product(s) can be something tangible, or they could be a service, but it's essential to have something really appealing to sell to the people that you're marketing to.

The good news is, we have totally covered this step for you. Regardless of what income you're looking to make, Jay and I have helped over a dozen of our affiliates each earn over seven figures, and hundreds more earn into the six figure range without them ever

creating a product! In fact, there are plenty of very successful digital marketers out there who have never created their own product, or only went into product creation after their business was already booming.

Whichever option you choose is up to you, but we highly recommend that when getting started in the digital economy you skip the time consuming product creation step and partner with someone who already has an integrated product suite that's in-demand, compelling and proven to convert. I'll also add that in my first 12 months of working with the business model I'm now showing you – starting from scratch as a newbie – I made over \$480,000, and I did that by purely selling other people's products as an affiliate/reseller.

So, don't make the mistake of getting mired down with product creation. To get started, I suggest you find a killer product that you can promote without the hassle of developing, supporting and fulfilling it. A proven integrated product suite is the fastest way to revenue generation.

The Power of a Superbly Integrated Product Suite

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

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

Consider how just a few years ago, only a small number of people were using Mac computers. Today, millions of people are buying them. A Mac computer isn't generally the first Apple product they purchased. In most cases, it's one of Apple's other products that were bought first, thus beginning an ongoing buyer/seller relationship built on the foundation of brand loyalty and trust.



APPLE'S INTEGRATED PRODUCT SUITE

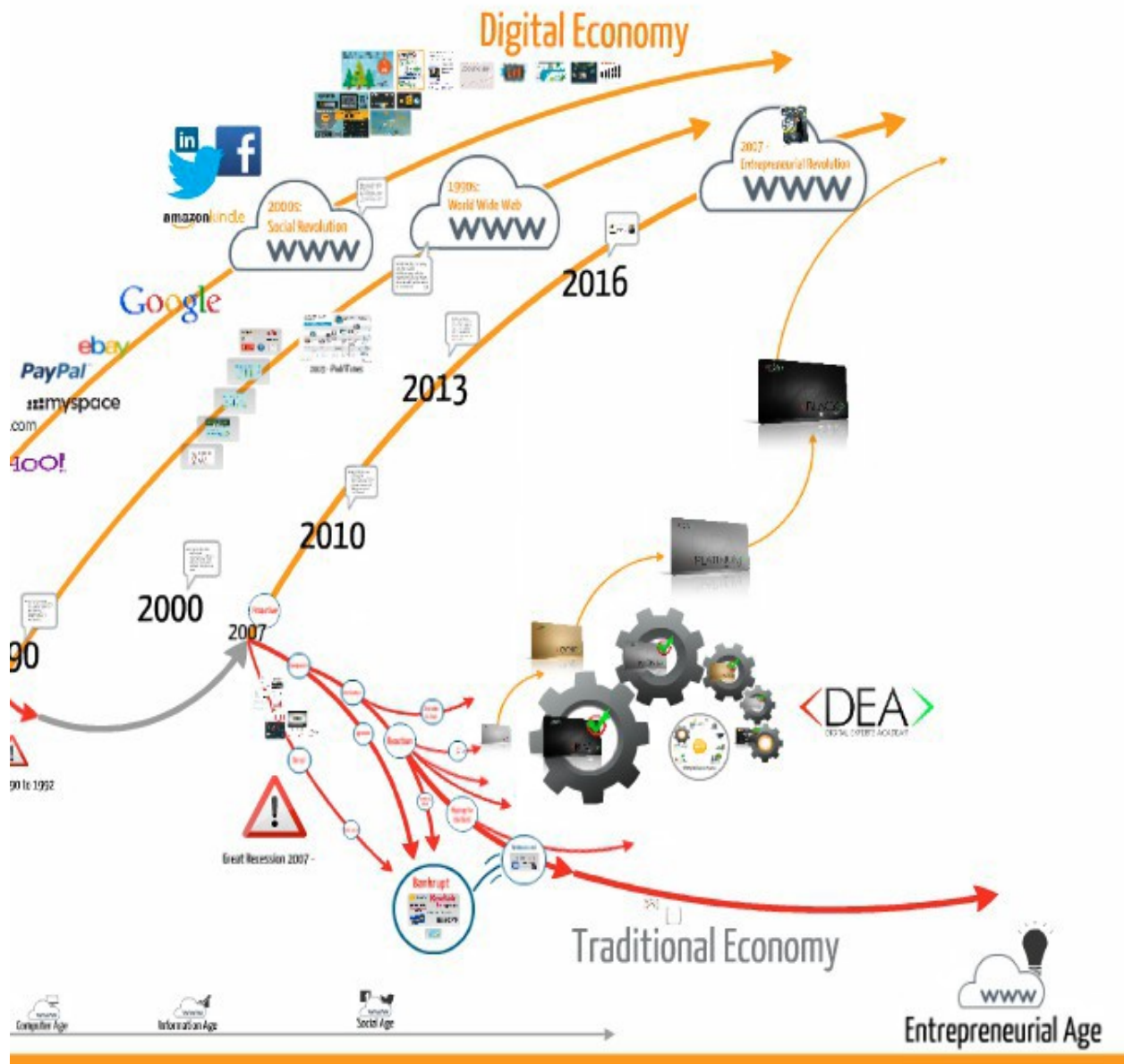
Similarly, we (Six Figure Mentors) provide our students with a cutting-edge and in-demand product suite to promote, so they can leverage the tremendous opportunity to capitalize on the booming digital economy.

The Traditional Economy vs. The Digital Economy

As you can see in the following diagram, there are now two distinct economies. The traditional economy is giving most everyone a pinch in their pockets these days, with people in the traditional job market typically and increasingly finding themselves working longer hours for less pay.

In contrast, the digital economy, most recently spurred on by the 2007/2008 Global Recession, is where the prosperity currently lies.

We pride ourselves in being pioneers of this field, and in giving our students the incredible opportunity of taking our cutting-edge products/programs to market within the digital arena.



TRADITIONAL ECONOMY vs. DIGITAL ECONOMY

Component 2

Automated List Building System

In a nutshell, your 'List' is a collection of the people who have subscribed (opted-in on a website or landing page by providing their email address) to one of your online offerings, because they want to know more.

The one thing you have to realize when you're starting out as an online marketer, is that everyone has to build his or her list from scratch. The trick is knowing how to encourage people to join your list i.e. what will appeal to them. This makes all the difference in building a strong, healthy list in no time.

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

The good news is that 'one subscriber at a time' is usually an understatement of how your list is capable of growing. For people who know how to advertise well and offer their subscribers something truly valuable, they will reach a point where the trickle becomes a flood, with dozens or more new subscribers every day. We use many different methods of finding and attracting subscribers to our lists, but they're all linked to one key factor - what I like to call the "Lead Magnet".

The Key to Successful List Building

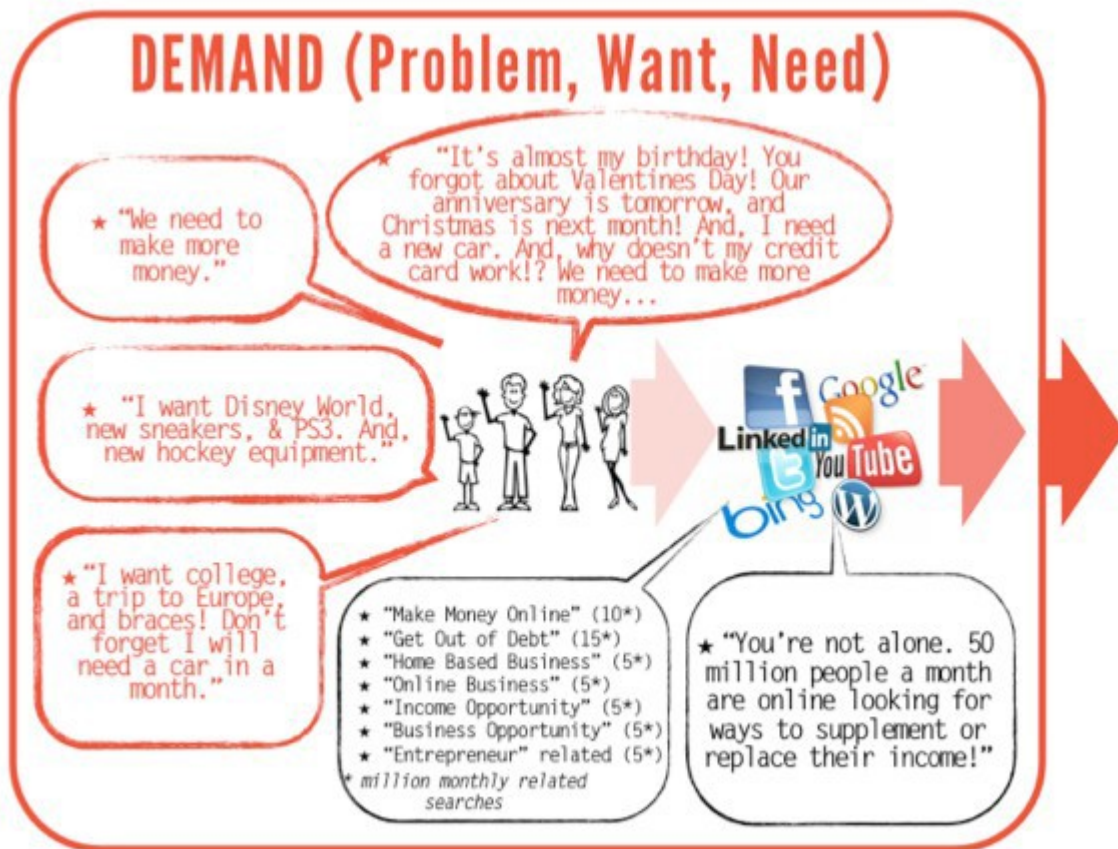
The idea behind Lead Magnets is to offer people something of useful value, for free, in exchange for providing their email information so you can add them to your list. Lead Magnets can take many forms, with the most common being a downloadable 'Special Report' provided in PDF form once the prospect has provided an email address. Additionally, Jay and I often give away free video presentations because most people these days tend to perceive good videos as high value. Whether you're best at providing written or visual value however, the main thing is to offer people quality information that is appealing and genuinely useful.

Now once your list has reached the tipping point, you'll find, as every successful online marketer does, that providing you have the right system in place to convert these leads, making money with an online business is actually the simplest thing in the world!

Most people think that list building, using a Lead Magnet, is only about getting as many people to sign up as possible. Statistically, it's true that a bigger list of people is more likely to yield prospects, but you also need to be mindful of whether those people are genuinely interested in what you're selling (more on this in Component 3 below). For instance, if you're marketing something that's of interest to company Directors or CEOs, all the housewives in the world signing up to your list will not generate the sales you're after, and vice versa. That's where the "opt-in" part of list building comes in (and it's also the difference between spam and legally gaining people's permission to send them information).

When you offer people the opportunity to opt into your list, whether it's in exchange for a report, newsletter or video, you know they're already interested in the products/expertise/solutions you're selling, and you'll therefore be able to market effectively to them.

The following diagram highlights the importance of marketing that ties into consumer demand. In other words, you need to make sure that the products/services you're promoting match the desires of your target audience, so it's not entirely a numbers game when it comes to building lucrative lists:



Have People Queuing Up to Sign Up

The main question most people have when it comes to list building, is: “How exactly can I get people to opt-in to my list?”. If you’re wondering what on earth you could possibly offer to make people take the plunge and subscribe, consider what has brought you to this moment in time. Chances are you’re here reading this because at some point you entered your email to access (for free) one of our Lead Magnets, which could be any of the following:

- Webinar presentations;
- Videos;
- PDF Reports;
- Software, plugins and widgets.

Let's face it - people love free stuff! They're willing to sign up to your list in order to get free stuff that interests them. As were you! The result is you end up with more and more subscribers who are interested in what you're offering them. Any successful marketer will confirm that this is the winning formula.

And just to be clear - your Lead Magnet equates to the free value you offer, with your online Lead Capture Page being where people subscribe/opt-in by entering their contact details so that you can deliver the value you've promised.

Now as an affiliate/reseller of our products, you'll get many different Lead Magnets done-for-you to offer your potential customers in exchange for their details. In fact you'll get exactly what Jay and I use, included free with your paid membership!

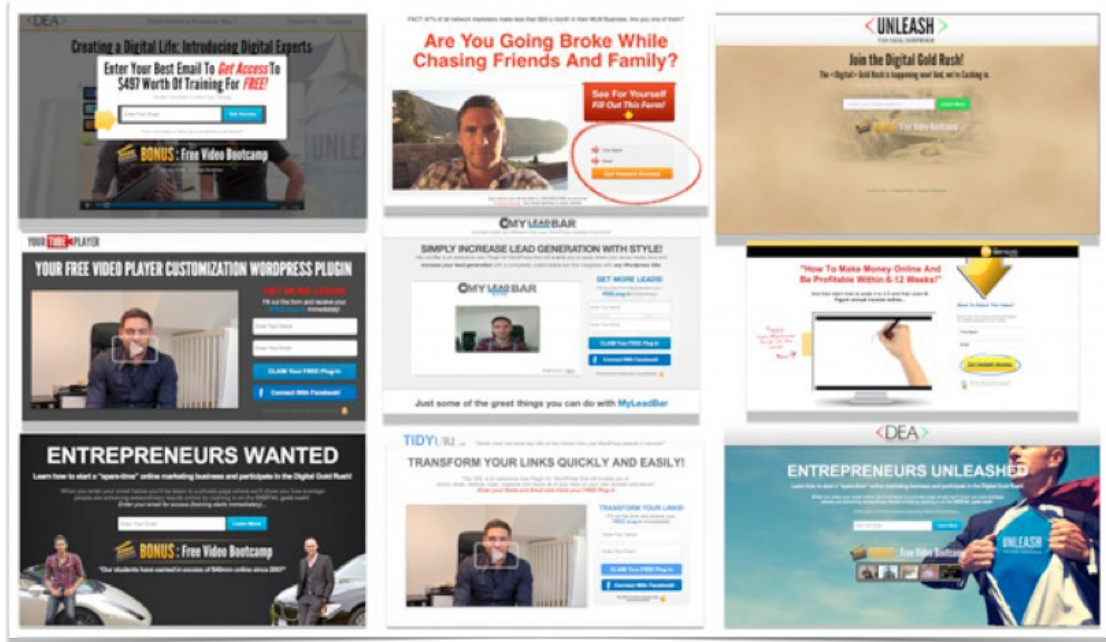
Again, don't just take it from us, here's what some of our member say:

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

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

“How about working out all the marketing material you need to push your prospective customers' hot buttons? Whenever we're stuck for a blog post, we refer back to the training. Whenever we're stuck for a video subject, ditto! Don't

know what to say to your prospects? It's all covered in the training. This is unlike anything we've experienced before, and sure to lift your marketing to a very advanced level. (Almost forgot; the commissions are great as well!)" – Greg & Fiona, The Laptop Lifestyle Experts, London UK



LEAD MAGNET/ LEAD CAPTURE PAGE EXAMPLES PROVIDED TO SFM MEMBERS

Establishing Trust

When people come across you or your website for the first time, they will naturally be sceptical – this is to be expected. After all, they don't know you or your company and they've probably heard many Internet horror stories, from identity fraud to cloned credit cards, scam and spam, buyers beware!

It's your job to put buyers at ease, make them feel they're in safe hands. Here are a few tips that immediately boost people's trust - on your website or lead capture page, add the following:

- A physical address;
- Your contact details;
- A photo, or even better a personal video;
- A clear, no-spam policy on your opt-in page;
- Lots of testimonials.

If you're an affiliate, also make sure you check that the company you're promoting has these things in place too.

Ultimately, if your offer is useful, interesting and of good quality, buyers will be happy to trade their email address for your "secret". As an example, some of our best pages convert at over 50%; meaning one in two people landing on the page leave their details.

A Proven Product Funnel

Of course, understanding a profitable product funnel (appealing, integrated product suite) and having one in place is also a huge factor. Many people we've worked with over the years get the concept of having an effective funnel, but they just don't have the time, money, skills or resources to put one in place.

This is why Jay and I came up with the SFM Business System. We realized that if we could solve that one big complex problem for our students, we would pretty much be handing them the keys to their new "Digital Lifestyle".



Simplicity is Key to Lead Generation

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

That said though, our goal is to help you avoid the complexity and other pitfalls that are common with people new to marketing. So our first tip is keep it simple - don't ask for

too much information as this naturally makes people very wary. Best-practice is to simply request their name and email address i.e. bear in mind that nobody likes to give out detailed personal information, particularly in this day and age when there are so many online scammers.

Once you're effectively building your subscriber list through your lead capture page, you need to have somewhere to store and manage your subscribers. You can choose to use our built-in system, or, as you'll find, these days there are a number of options (such as AWeber) to use for list management. Remember that your list is the cornerstone of your business - ideally you want to own, control and develop personal trust with your list.

And those are the basic mechanics of lead capture. Next, let's look at what you want your subscriber page (sign up form) to tell people i.e. what it is that you do, what are you about?

Earning Trust - Your 'Brand'

While in life the saying "You can't judge a book by its cover" may be true, when it comes to your website and its' appearance, this first impression is often all your visitors have to go on.

The Internet is full of people who talk a lot but don't do much, and they're usually easy to spot. For example, in this market, they're the ones who shout about how much money they're making - but when you look closer, they've actually made very little, or even worse they're not even sure how to make money online, all they can do is spout fluff.

You need to prove to people that you're genuinely credible in the expertise you're providing them, so they will want to sign up. This equates to a website brand that expresses this clearly and explains exactly why people should give you their attention.

The reason why being an affiliate/reseller makes so much sense, especially if you're new to online marketing, is you get to leverage the expertise and trust that other brands have already cultivated. So, if you're not ready to go it alone from scratch, simply be an affiliate for us and we'll give you everything you need!

However if you do decide to go it alone, it's important to spend a little time and money on getting a professional website design that is optimized to convert. Especially in this day and age, consumers are used to a sophisticated experience online - a badly constructed website brand can do more harm than good in the long run.

If the time comes when you're ready to become a DEA PLATINUM member of



ours, then get ready to laugh out loud - at this level we step in to create a personal brand for you that effectively earns customer trust. You will have your website(s) and social media presence built for you by leading experts in the field, ensuring you come across online like nothing less than a total pro, a force to be reckoned with!

Landing Page Design - Less is Usually More

When it comes to designing landing pages (lead capture pages) that convert (i.e. encourage people to provide their email addresses in exchange for the free value you're offering, so you can grow a quality list), there's a key tip we want to share. Flashy, avant-garde, wildly creative landing pages might look cool, but most people are used to seeing things in a certain way. What works best is sticking to the basics, keep it simple and clear. Otherwise, your visitors might get confused or frustrated and leave to look elsewhere!

Key Takeaways for Successful List Building

Make sure you get up and running with a quality Lead Magnet and a list management platform where you can collect, store and manage all your subscriber details effectively.

Secondly, test everything thoroughly once you're set up by opting into your own lead capture page, so you can check it's all working exactly as it should be for a seamless user experience.

As a SFM member, if you struggle with any of the technical stuff or getting set up, don't worry. Our dedicated support team and friendly community are always on hand to help out. Don't panic if you find you get a little overwhelmed at times - this is natural with anything new, but it will all become super clear once you've been around our community and attended the weekly webinars for a few weeks.

Once you've set up your business system and picked your first Lead Magnet, you get to the next important bit - finding subscribers. The good news is that there are plenty of great ways to find people who will be interested in joining your list, and while some of them may add up in cost, others are cheap or even free. When it comes to online marketing, ultimately my view is: "the more the merrier"! To begin with though, bear in mind that information overload is very common, so we suggest you focus on learning one strategy at a time.

Finding Subscribers i.e. Driving Traffic

It doesn't matter whether you have no money, or very little time - there are a number of ways to drive traffic to your landing page to suit your circumstances. Here are a few key tips before we dive into the specifics:

- There is no such thing as too much marketing when it comes to reaching your audience. Try as many methods as possible to get the word out, but go one step at a time, mastering each one before you move onto the next.
- If you're short on cash for marketing platforms, simply compensate by working harder and being more resourceful. We can help show you how.
- If you're short on time, budget a little more for your marketing. Choose one or two marketing methods (maximum) that appeal to you, and start with those. Once they're working well, start on the next, and so on. Eventually, you'll have a vast network of links and posts, all sending traffic to your landing page or blogs!
- Start small, and test anything that requires payment. Focus on cheaper or free methods while you build momentum, and don't be afraid to change tactics if something isn't working.
- Testing does not have to be on a huge scale necessarily - but always make sure you check the user journey is congruent and clear.
- Attend our live weekly marketing trainings and work through the step-by-step modules consistently (it's very important that you don't rush ahead or miss any steps so you can build a solid foundation).

Component 3 Closing the Sale & Getting Paid!

No matter how brilliant you or your product/services are, if you can't convert your list from prospect to buyer, you don't have a business i.e. the biggest list in the world is worthless if no one is buying. It's important to realize that your list doesn't make you money - it's your relationship with the people on your list that makes you money! That's why there are many cautionary stories about people who tried to buy or rent a list and failed miserably.

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

Yes the Internet is huge and it may seem like it would be easy to find customers with so many people online nowadays, yet the fact remains that without the right systems and skillsets, it's actually very difficult, kind of like bobbing for apples using your mouth!

If you think about it, at least when buying offline you can see, feel and ask questions about the product, which gives you confidence to move forward in your purchase. With online shopping however, people are much more in the dark so they're more cautious.

So, the key factor is to have the right systems in place to automate the majority of the "selling and telling" of your products. These are the systems that Jay and I have mastered over the past decade (Jay since 2004; me since 2008). They've taken us years to hone.

Now before we even talk about the sales funnel in any detail, let me first explain the four stages of your client, otherwise known in marketing as 'The Buying Cycle'. Everyone goes through at least the first step; many go to step two and three, and some will go to step four. It lies in your hands to help people along the journey. And by the way, everyone travels at his/her own speed through these four stages.

Understanding 'The Buying Cycle'

Stage 1: Suspect

When people come across you/your site for the first time, they will naturally be sceptical if you're selling something. That is very human and justified, since as explained earlier in this Report, there are many Internet horror stories, from identity fraud to cloned credit cards. So, it is your job (our job) to put them at ease.

How to do this? Remember the sub-section above titled 'Establishing Trust' i.e. on your site opt-in page, include a physical address, contact details, photo/personalized video, clear no-spam policy and lots of testimonials. All this will help ensure that your prospect feels safe and trusts they're in the right hands. If your offer is good, they'll trade their email address for your "secret". And as mentioned, some of our best pages convert at over 50%, meaning one in two people landing on the page leaves their details!



LEAD CONVERSION FUNNEL

Stage 2: Prospect

OK, so people have joined (opted into) your list. What comes next? Go ahead and offer them something straightaway. Try to make a sale - most will say no, but you've got to make the offer. In the industry we call this the OTO, an incentivized "One Time Offer" that helps people to make a decision there and then. After that, give them more value (free information) to build trust. This might take some time, so don't rush and be persistent (without being aggressively pushy). You can usually expect 1-5% conversion on a product priced at \$20-\$50.

Stage 3: Customer

Once people make a purchase, they enter your Buyer's List segment, so at this point you stop sending them Prospect messages. Most autoresponders like AWeber allow you to have some sort of automation that takes people off one list and adds them to another list when specific events (like a sale) occur. If you're using our system, this is done for you automatically.

Your next step is to offer your Buyer's List more value. There are many different strategies you can use, from 'one-click up-sells' to bundle offers, but in essence you want to seed the next sale. Again, if you use our business system this is done for you - as explained in the 'Integrated Product Suite' section above, we have a wealth of quality products/services that appeal to a broad range of consumers.

As a basic rule - make sure that every product you promote or sell is a standalone product, while at the same time having up-sells that are supportive of next level products. Put another way, if you sell something and then tell your customers it will only work if they buy another product, you will upset them. Whereas, offering a standalone while also explaining Related Products is seen as helpful.

Stage 4: Evangelist

At this point in the Buying Cycle, we enter the space of emotions and even spiritual connection i.e. fans, evangelists and hyperactive buyers. Some of your customers will be just that, and these are the most valued customers of all, they're amazing! These people effectively become your 'Brand Ambassadors', they will sing your praises to everyone they know and buy all of your products. They love what you do and love what you stand for. Just think of brands like Apple, they have raving fans as customers! But remember – evangelists have to be earned, they can't be bought. If you have evangelists on your list and in your business, you know you've done a lot of stuff right!

This is the type of feedback that your brand (or the brand you promote) should inspire in people:

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

– Jeffery R, Australia

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

The Evolving Marketing Funnel

The traditional marketing funnel is where you offer your prospects something of value (like a video series or a free report like this one), in exchange for their name and email address. Over the past few years however we've seen a trend where the 'Free Line' has been moved – meaning that more and more value is offered for free and upfront, to build a relationship of trust so people feel comfortable in making that all important first buying decision.

In the past, the initial value offer might have been a \$27 eBook or something similar. Now, because of people's scepticism and reluctance to make that crucial first purchase, good marketers have come up with more and more incentives. Discounts, bonuses, trial memberships and one-time-offers (OTOs), all help buyers feel confident in making that initial decision. These "ethical bribes" help your customers to find out more about you and test your product, so they can see for themselves that you're the real deal. And the truth is, if you offer genuinely great products, earning trust is actually really easy.

Now the logic of a sales funnel suggests that as products get more involved and expensive, less people will buy them and customers kind of qualify themselves as they move through the funnel. So, it's of utmost importance that you always ask for the sale and always offer the next step. Some of your clients will take you up on it, many won't. The money and profit in your business will most likely come from a small number of customers that buy your higher-level products. An example in this market would be home study courses, live webinar coaching, workshops or exclusive seminars.

A Proven Marketing Funnel

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

Many people we've worked with over the years do actually understand the concept of having a funnel, but just don't have the time, money, skills or resources to put one in place. This is why Jay and I came up with the SFM Business System in the first place. We realized that if we could solve that problem for our students, we would effectively be handing them the keys to their new "Digital Lifestyle", with our franchise-like model removing many of the variables that typically hold people back.

The SFM and DEA Sales Funnel

The SFM Business System has been set up to enable you to effectively choose where and how you engage with us according to your individual goals. Whether you want to use our marketing system to build your list and sell your own products, or decide to position yourself in our product line and benefit from being a reseller of our products, we have you covered.



As a partner of the SFM Business System, know that we'll provide you with tons of good stuff to give away for free so you can effectively build your list. Secondly, you'll have the opportunity to partner with us to leverage our cutting-edge SFM and DEA product lines.

What's more, if you decide to master online business with the help of the SFM and/or DEA, you get paid for simply sending us the lead. Based on your reseller rights and positioning, you can then earn anywhere from \$20 to \$8000 per sale in commission!

The following two diagrams give you an overview of how the SFM and DEA sales funnels work:

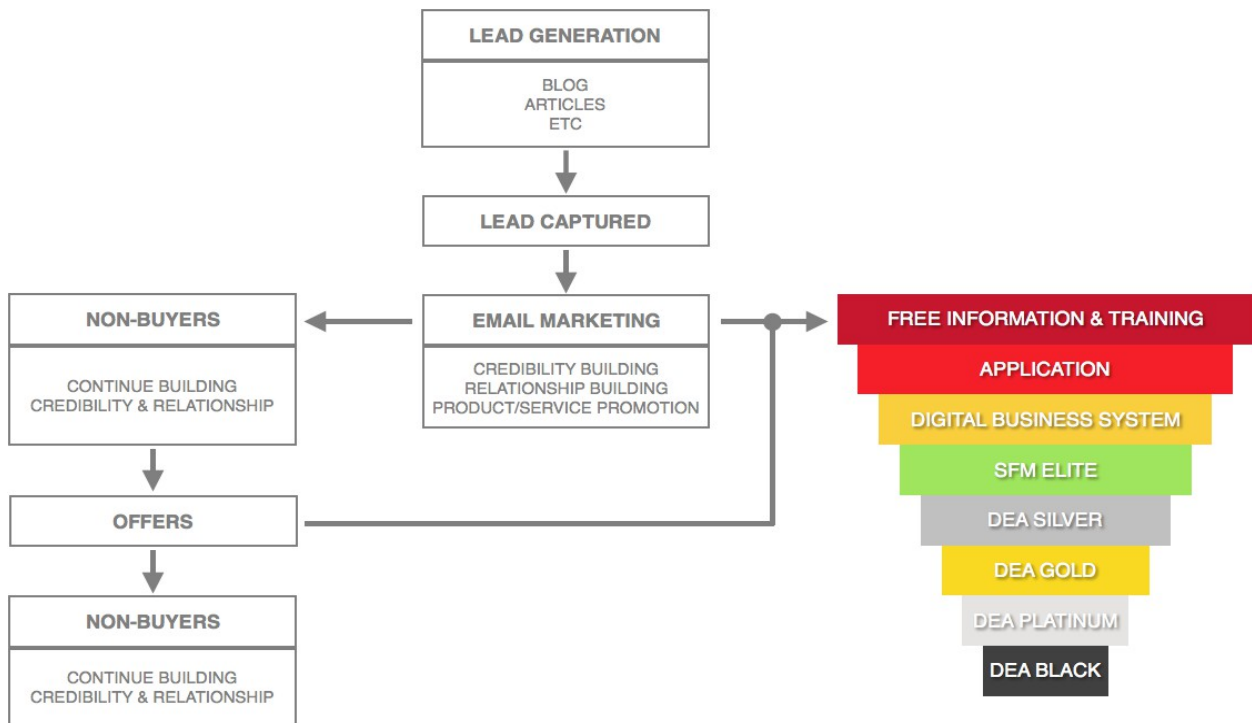


DIAGRAM 1 – The profitable product funnel



DIAGRAM 1 – The SFM & DEA product funnel

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

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

How to Boost Your Conversions

Although our system is specifically designed to automatically follow up with your subscribers and deliver value, if you want the best results possible, over time you'll need to engage your list and get them to know, like and trust you. Only you can provide this personal touch, and it's well worth it because this will drastically increase your conversions.

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

Start by sending the people on your list regular emails, with really useful, free information in them. They'll soon start to look forward to your communications, placing trust in your opinions and advice. For example, send your list updates about your business or your life so they can start to see you as a friend. Also share videos or posts you think may be useful to them (even if they're not yours).

A key point of caution here however - if you try to jump the gun and just start selling hard, before you've built that relationship of trust, all you'll achieve is people unsubscribing from your list in droves (not to mention crappy conversion rates). Keep in mind that only once people feel they know and trust you are they likely to buy from you.

As a student of ours, Jay and I will guide you on this - we'll even give you the content we use in our emails. That said though, you'll want to get your individual personality into them and not just be a "Stu & Jay Robot"! The name of the game is being a unique individual so you can stand out from the crowd.

Can I Do This? The Million-Dollar Question...

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

The truth is, as my Introduction at the beginning of this Report explains, I was none of those things. I grew up average, had a pretty good job as a real estate agent who decided to start a franchise business (which didn't work out), and I sort of fell into the digital economy by accident (what a happy accident it was!). Yet relatively quickly, I was

making more money from my digital business than I had ever made before. I never looked back, and my earnings just keep climbing. I have all the freedom I could wish for to do the things that matter, and I'm living life completely on my own terms.

But I certainly can't say I reached where I am today without a little help. When I first started in the marketing business, I have to admit that I spent a lot of time learning from the best. It's like that saying about "reinventing the wheel" - you don't need to because someone's already done it! The same applies to online digital marketing.

I learned, read, investigated and applied. While the learning part is crucial, my real secret to success in the digital economy lies in the "taking action". If you don't diligently apply what you learn, you can never make real money on the Internet, it's that simple. The combination of understanding and consistent application is critical to succeed in online marketing, I cannot stress this enough. This may sound grossly over-simplified, but that's really what it comes down to.

Key Tips - Because Nothing is Plain Sailing

Another thing I have to make perfectly clear is that even though I've enjoyed some fantastic success with my digital business, it hasn't been a completely smooth ride. Along the way, I've made mistakes by not following the right advice (I'm only human after all). But I learned to focus on the things I am great at, and found a way to turn them into a money making machine.

I also made sure my vision was big enough to keep me motivated through the steep learning curves. This is really important to keep you soldiering through when those inevitable bumps in the road appear.

And another vital lesson I learned is to ignore the naysayers - even close friends and family can be unsupportive in the name of caring for you, so it's important to find people who are seeing and striving for the same vision when you're taking the plunge into uncharted waters to chase something you believe in.

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

"Once you understand the power and simplicity of the SFM model and start to gain confidence in your abilities, the SFM ELITE membership is a real no-brainer. The extra tools and coaching are superb. The best bit is, you now have the opportunity to earn high-ticket commissions. A \$1000 potential for a single



sale you can really put your skills to the test and earn a proper income whilst you continue to learn.” – J & P Carroll, UK

“Just ‘awesome’ is all I have to say. I am so excited I feel like a kid in a candy store. Awesome because I am a member of a fantastic business community that never sleeps and I am never alone! (Can you tell my excitement, it’s a bit obvious right, yeah I know!)” – Sandra L, Australia

I also need to explain that it wasn’t all holidays in the sun and flashy cars from the get-go. Those ‘get rich quick’ promises you often see online just aren’t realistic and tend to be a clear indication of cowboy schemes at best, shady conmen at worst. The reality is that when you first start in this business, there’s a pretty steep learning curve, where you have to spend time and some money getting everything set up and running smoothly.

I spent quite a while when I was getting started being highly focused on my business. When I wasn’t working on my marketing, I was learning from top entrepreneurs so I could get a handle on the true entrepreneurial mindset and apply their wisdom to my business.

Sure, there were a few sacrifices I had to make in the early days, but it has more than made up for itself (and then some). Sometimes it really shocks me how short-sighted some people are - one minute they say they have no money to invest in starting their business; the next minute they’re boozing it up on vacation and eating out on weekends to forget about their lack of progress instead of tackling it head on. My advice is this - if you are serious about changing your life for the long term, then get serious!!

The Golden Rules for Succeeding Here With Us

As I’m sure you understand by now, SFM is a realistic (no-nonsense) way to empower yourself so you can take advantage of the booming digital economy. Keep the following in mind and you will go from strength to strength:

1. You have to be willing to put in the committed work when you’re starting out.
2. Your desire and vision must be significant enough to outweigh any challenges, so make sure you keep them burning bright in your heart and mind.
3. As the saying goes: “No man is an island” - there’s always someone here who knows the answer to your question, so never be afraid to ask for help.
4. Don’t listen to the naysayers - surround yourself with people who have the same entrepreneurial can-do vision as you do.
5. Be diligent about applying what you learn - this is the only way to keep on track with practical progress, rather than theoretical knowledge which doesn’t translate in the real world.

“The SFM Essential membership gives you all the tools you need to start generating leads online, so you don't need to chase any shiny objects. All the technical stuff is simplified and made step-by-step, so just follow the instructions and you're on your way. What's even better is you don't need to sell anything yourself, as the awesome SFM sales team handles that! We only wish we had a system like this when we're first starting out!” – G & F Scott, London, UK

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

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

One Step at a Time...

The big question I get once people have heard my story, is how did I go from being an average, working Joe, or even from failed business owner, to Internet millionaire?

The first secret was to take things one small step at a time i.e. no-one has ever heard of anyone climbing a mountain from the top down - the only way to climb any mountain is to start at the bottom, put one foot in front of the other, and keep going until you get to the top.

I've also been fortunate to meet a few great people along the way who have offered me advice as mentors. Without them, I sure as hell wouldn't be where I am today, so that's exactly what we want to do for you. Jay and I have the goal of helping people who are in the same position as we were in when we started. With the right know-how and guidance, as well as your own diligence and commitment, our example shows you certainly can become a successful business owner in the booming digital economy.

In Closing

I hope that reading this Report has shown you just how simple it really can be to start making money online using List Building and Lead Magnets (especially with a proven, done-for-you Business System).

Let's summarize - by now, you should understand the following is well within your reach:

1. Find a Product: Whether you're super passionate about a product you already have, or don't know where to start - there's always something you can sell and make money from. Remember, you could always hire someone to make a product for you, or even easier than that - just sell someone else's products as an affiliate. Whatever appeals to you most and meets your needs is the best option for you!

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

Note: If you decide to [Get Started with SFM](#), in Module 4 of the step-by-step training and during our weekly live master marketing webinars, we will be teaching you EXACTLY where to place ads and in which marketplace.

3. Promote to Your List: With targeted email marketing to your subscriber list, you'll always have a pool of hundreds, or thousands, of potential customers. Make them see you as a trusted friend and you'll be able to make money without even trying (much). Again, we will show you EXACTLY what you need to do here - it sounds harder than it actually is to do this stuff.

Final Tips to Avoid Common Pitfalls

It's easy to dive into the spirit of things and get overexcited when your list starts filling up. However you might end up falling into the trap of trying to oversell your list. Bear in mind that you don't want your subscribers to get tired of you, or burnt out, so it's important to pace your marketing. Intersperse sales messages with news, information or other email content to prevent your list from feeling bombarded with sales pitches. You want to be seen as a friendly, trusted advisor. Keep your list happy with great deals and interesting info so you can have a willingly captive audience that keeps on growing for life. And again, we will do this *with* you, so that you're confident in walking the right balance between sales and providing value.

Another key piece of advice I have for you is this - start off small. Offering your list freebies or low cost items to begin with is just another part of relationship building. If you can get your subscribers comfortable with trusting your judgment on low-cost or free products, rest assured they will soon want to buy more expensive products that offer the next level in value.

And last but certainly not least - always make sure that you buy/sample whatever it is you're advertising or recommending, because nothing will kill your list or your online reputation faster than promoting a shoddy product!

Goodbye for Now from Stuart & Jay

We sincerely hope that this guide has made the concept of List Building and Internet Marketing easier to understand. While it's not everything you'll ever need to know, it does cover the basics so you have enough to begin your journey towards the Digital Lifestyle.

While you're getting started, we suggest you keep a printed copy of this Report at hand so you can keep track of what you should be doing. Also watch out for our emails - we take providing useful value very seriously!

And if you're getting started with SFM, also be sure to follow the step-by-step modules as we designed them - this will prevent gaps which might trip you up as you advance with Internet Marketing. It's all about laying the right foundation.

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

Also remember that as you journey from newbie to successful digital entrepreneur, you don't have to go it alone. We're here for you every step of the way!

In closing, here are a few recent comments from some of our amazing members. After which, you'll get the chance to grab your "**Ultimate Bonus**"...

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



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

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



The Ultimate Bonus

[Get the Inside Scoop! Benefit from complete video footage covering one of our exclusive Internet Laptop Lifestyle Workshops.](#)

*(valued at \$497)

Internet Laptop Lifestyle



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



Here's a Sneak Peek of What's Waiting for You...

- **Step-by-Step Blueprint** on how to go from zero to multiple figures online, even if you have no list and no products to sell.
- The **SFM Formula** and how you could be using it to accelerate your online business.
- **What's Missing in the Mix** - why 97% of rookie Internet marketers fail to get customers to "Buy Now!".
- The **Six Rules to Six Figures** that successful Internet Marketers use.
- How to stop getting distracted, overwhelmed and confused with this whole Internet marketing game and **Finally Start to Get Real Results**.
- Simple tactics that will **Have Your Subscribers Craving to be Sold To...** again and again... (once you try this you'll swear by it for life!).
- How to **Find Massive Groups of Cash-in-Hand Customers** who are ready to buy from you before you even contact them.
- Create a **Product That Can Make You Thousands of Dollars Each Month...** while helping you build a loyal list.
- How to **Leverage the Credibility of the Online Gurus** to skyrocket your income.
- How to **Overcome Anonymity** (the fact that you've got no Name in your industry, no Contacts, no Influence... and can still grow your business by leaps and bounds).
- Our **Number One Traffic Secret** for generating hundreds of leads a day in any market! And it's not PPC, articles, social media or any of the other strategies that are so often taught but are impossible to gain momentum with when getting started.
- And much, much more...

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