

CHEAT SHEET FOLLOW-ALONG GUIDE to:
“The Internet Breakthrough Strategies”
On-Demand-Training

LOCATION: www.internetprofitworkshop.com/webcast/

Please print this cheat sheet so you can follow along.

You will want to print this page so you can easily compare the original cheat sheet to this completed one side-by-side

Follow along and be sure to compare these answers with what you filled in on the blank cheat sheet previously. **Doing this will help you to firmly ingrain these powerful ideas and strategies DEEP into your mind.**

The Internet Breakthrough Strategies Webcast

The first step towards true success is to Determine Your Desired Lifestyle

Life is not about Making Money.

Life is all about Living The Life you want.

Average Life Expectancy – 77.5 years

My Age – _____

Years I have left – _____ (Subtract your age from 77.5)

Consider enjoying the Work-At-Home Millionaire Lifestyle

The Work-At-Home Millionaire Lifestyle allows you to:

1. Make money on demand
2. Do what you want
3. Whenever you want
4. Wherever you want

The key characteristics I choose for my dream lifestyle are:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

After I determine my lifestyle, the next step is to write it down.

My objective is now to get in sync with the Work-At-Home Millionaire Lifestyle and so I can live the Work-At-Home Millionaire Lifestyle.

Then, I can make plans and, most importantly, Take Action!

The Most Important Skill I Need:

If I want to eliminate money worries forever and guarantee that I can always make money, I should become good at Marketing.

Excellent Marketing will deliver sizzling sales.

Bad Marketing will kill the finest of products.

What not to do: Bland ads to supposedly create brand awareness
What to do: Emotional Direct Response Marketing

Direct Response Marketing is designed to create an immediate response.

What do I need to do in order to make the sale to a prospect? Touch His Emotions.

Primarily, we – as human beings – are Selfish!

We all listen to the same internal radio station – W-I-I-F-M (What's In It For Me?)

If I really want to succeed in reaching my prospects, I must I must market to human nature as it truly is – not as you wish it was.

Using Direct Response Marketing, I can test ads inexpensively and measure the results.

If the ad does not work, I kill it.

If the ad does work (makes money), I roll it out.

Typical Business Model:

Create, or acquire rights to, a product or service.

Hope you can find someone who wants to buy it.

End up with a mediocre business at best or – most likely – fail miserably.

Why does that model fail? Just because I want to sell something...

does not mean that anyone wants to buy it.

Formula For Success:

Find a hot target market.

Research exactly what they already want to buy.

Give them what they already want.

For which types of products or services does this market work? Everything

A Target Market is is any group with something in common.

A Niche is a particular market segment having specific characteristics that separate it from the broader group.

A Hot Target Market has 9 specific characteristics:

1. Passionate
2. Irrational
3. Have money
4. Proven repeat buyers
5. Insatiable
6. Addictive behavior
7. Already interested
8. Already motivated
9. Pre-disposed to buy

Success Story No. 1: Mining Gold On the Internet

Why it works hot target market of information hungry people who want to start and grow an Internet business.

Success Story No. 2: Vacation Home Rentals

Why it works Target market is people already looking to rent a home on or near the beach in Florida .

Success Story No. 3: Beanie Babies

Why it works Passionate and Irrational definitely describe this market. People were commonly paying \$5,000 to \$10,000 for specialty items.

Success Story No. 4: Travel Certificates

Why it works Businesses want incentives to get their customers to respond. They could give these away and get paid if the customer used them.

Success Story No. 5: Internet Spy Videos

Why it works Great offer to our market. Great offer means limited quantity counted down. No other way to get info. Risk free trial period.

Failure Story No. 1: Internet Law Compliance System

Why it failed People buy what they want, not what they need. People do not want to deal with this issue and ignore it.

The Basic Requirements For My Business:

- 1. Product or service**
- 2. Website ready to make sales**
- 3. Opt-in list**
- 4. Promote relentlessly!**
- 5. Backend marketing**

What is my “secret” to guarantee my success? The “secret” is to relentlessly promote my business to my hot target market...

What Should I Sell?

My options are:

- 1. My own products**
- 2. Licensed products**
- 3. Affiliate products**
- 4. Services**
- 5. Business Opportunities**

People don't buy What They Need.

People do buy What They Want!

To precisely target a Hot Target Market, I should consider selling Information Products if I don't already have a hot selling product.

Characteristics of a strong product on which to build a highly profitable business:

1. High profit margin
2. Available
3. Scalable
4. Short sales process
5. Outstanding return on investment (of time and money)

Lifetime Customer Value:

How much is my average customer worth to my business? _____???

The purpose of my business should not be to Make Sales, but to Acquire Customers.

If your business ends with your first sale, then you are missing the majority of your potential profits – and most of the easy money.

It is vitally important for me to Build a list of customers and prospects that I can sell to repeatedly.

Leverage = Easy Profits

Leverage means to accomplish more with less effort.

2 specific ways for me to use leverage in my business are automation and joint ventures.

Automation means my business works 24/7, but I don't have to!

Joint Ventures:

Joint Venture means 2 or more people joining together to achieve a common goal.

2 types of joint ventures apply to my business:

Type 1 – I have a product to sell and I look for joint venture partners that have a mailing list or website traffic of people likely to be interested in my product.

Type 2 - As a business owner, I have website traffic and a list of customers and prospects from my target market. I should be looking for high quality, fast selling products to offer to my customers. Both types of joint ventures allow me to leverage my efforts for easy profits.

This is *almost* too good to be true...

When you take action now, **you will be one of only 100 people to:**

- get all of the nitty-gritty details and mapped out game plan that **turns you into a kick-ass entrepreneur with the skills to rake in outrageous profits time and time again**
- discover how you can live the "*Work-At-Home Millionaire Lifestyle*"
- **get Shawn's brand new complete home study course with all 5 videos, workbook and special webcast bonuses mailed to your doorstep.**

Go to www.InternetProfitWorkshop.com/nitro to get this limited quantity offer with special time-limited bonuses...

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