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YOUPRENEUR

BLUEPRINT SERIES

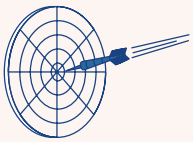
MARKET YOUR EXPERTISE

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HOW TO DEFINE YOUR PERFECT CUSTOMER

WHAT ARE YOU ALL ABOUT?

Before you start to build a 'tribe' of customers, you need to determine what you can offer them and if it can truly help them.



Which niche does your business occupy?

U.S.P.

What is your unique selling point (USP)?



Does your product or service solve a specific pain point?



What is your edge over your competitors

IDENTIFYING YOUR AUDIENCE

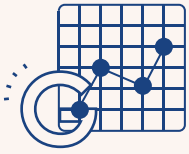
This is where the idea of your audience begins to take shape, using facts and statistics to help you pinpoint where you would be best suited to help.

WHO IS YOUR IDEAL CUSTOMER?

WHERE IS YOUR TARGET AUDIENCE HANGING OUT ONLINE?



GATHER DEMOGRAPHICS SUCH AS: age, gender, location, occupation, status, income



USE TOOLS SUCH AS GOOGLE ANALYTICS AND SOCIAL MEDIA ANALYTICS TO GAIN A BETTER UNDERSTANDING OF YOUR AUDIENCE.

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HOW TO DEFINE YOUR PERFECT CUSTOMER

UNDERSTANDING YOUR AUDIENCE

It's not enough to describe what your audience is, you also need to understand their needs, desires, and fears to get a better idea of who your perfect customer is.



What is your audience's most pressing issue, or biggest pain point?

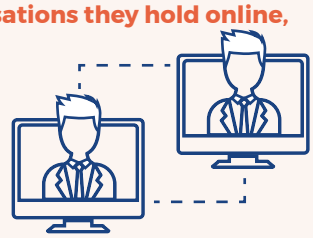


Talk to your audience through surveys, or through social media.



Engage with your audience in real life (at live events) to get a better understanding of what they are all about and what motivates them.

Monitor your audience's social media activities - take note of what they react to, what kind of comments and conversations they hold online, as well as how your competitors converse with their audiences.



UNDERSTANDING YOUR AUDIENCE

This is where you can go into extreme detail and even include visual images. Putting together a profile and placing a face and name to your ideal customer can help give you a clearer picture of who you're looking to serve and sell to.



Give your avatar a name and age.
Where do they live, and what are their personal circumstances?
What are their motivations in life and business?
What are their biggest frustrations?
What are their biggest goals and aspirations?

THE BIG "WHY"...

Once all this is created and tweaked to a final 'customer persona', you can then truly start to serve them in a way that'll ring true with them - not just when they're consuming your content, but more importantly, when they are presented with product and service offerings.

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HOW TO CREATE & PROMOTE A BLOG POST

CREATION

WRITE CONTENT → TITLE (KEYWORD RICH) → INPUT 'SCANNER' SUBTITLES

Separate text with subtitles for readers that like to 'scan'

INPUT 'SCANNER' SUBTITLES → SPELL CHECK → ADD LINKS TO CHOSEN URLs

Include links to your archive content, as well as an external source

Create Smart

Always write your blog posts in a separate document to your blog software, to make sure you don't lose work by being logged out by accident



ADD LINKS TO CHOSEN URLs → LAYOUT

LAYOUT

EMBED IMAGE(S) → EMBED AUDIO OR VIDEO

Using your own images is the way to go, or purchase stock images

It's always best to embed rich media, instead of linking to it!

EMBED AUDIO OR VIDEO → ADD *SEO TAGS → SCHEDULE / PUBLISH POST

Separate text with subtitles for readers that like to 'scan'

SEO TAGGING

One of the biggest mistakes bloggers make is not including the correct SEO tags on their blog posts. They are as follows:

- Post Title
- Meta Description - Keywords
- Alt Tag on Image

All of these help you get found easier via Google!

SCHEDULE / PUBLISH POST → PROMOTION

PROMOTION

SUCCESSFULLY PUBLISHED POST → BROADCAST POST TO YOUR LIST → POST LINK & IMAGE TO SOCIAL MEDIA

If promoting via Twitter, tweet link every 6-hours for 48-hours!

POST LINK & IMAGE TO SOCIAL MEDIA → NEXT LEVEL' MARKETING

NEXT LEVEL' MARKETING - GO BEYOND AN EMAIL & SOCIAL MEDIA

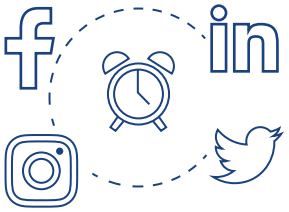
Going the extra yard can make a HUGE difference to eyeballs on your new post. Think of Facebook Live or Instagram Stories, discussing the post content, short video trailers, and Twitter chats to create buzz and conversation.

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HOW TO CREATE & PROMOTE A BLOG POST

ON-GOING MARKETING



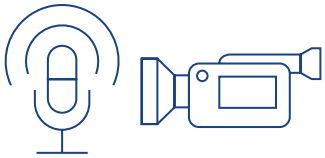
SCHEDULE SOCIAL MEDIA

Use social media software to schedule mentions regularly



LINK TO FRESH CONTENT

Keep new content fresh by linking to your archive



MENTION IN PODCASTS/VIDEOS

Casually drop in mentions (and links) when suitable



INSERT INTO AUTO-RESPONDER

Not all your posts, but the important, high-value ones

HOW TO DEVELOP AN EVERGREEN CONTENT MARKETING STRATEGY

There is no uniformed formula, or template when mapping out a content marketing strategy, but there are guidelines that every entrepreneur/business should keep top-of-mind, based on their particular needs.

DEFINING WHO YOU ARE

Before you go out and share what you have with your industry, you need to understand and outline what your business is all about.



THE VISION

Lay Out A Clear Idea Of Your Business, Your Mission And Your Voice To Give You A Clearer Sense Of What You Are All About And How You Can Serve Others.



THE EDGE

Write down what sets your business apart from your competitors and the unique value you provide. What gives you the edge?



THE OBJECTIVE

Plan out the goals for your content marketing, what obstacles you foresee and set benchmarks for you to track your progress against.

TOP TIP: *List down three brand competitors in your niche and see what they are doing and what they do not offer, that you can.*

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HOW TO DEVELOP AN EVERGREEN CONTENT MARKETING STRATEGY

DEFINING WHO YOU ARE

Once you have established what your business is all about, it's time to start gathering information on who you can serve and how you can do that better than your competitors.



SURVEY YOUR AUDIENCE

Narrow down who your customer avatar is for a clearer picture of who you want to be serving and marketing to.



PAIN POINTS

Understand what your audience's problems are and what you can provide them. Those solutions will help set you apart from your competitors.

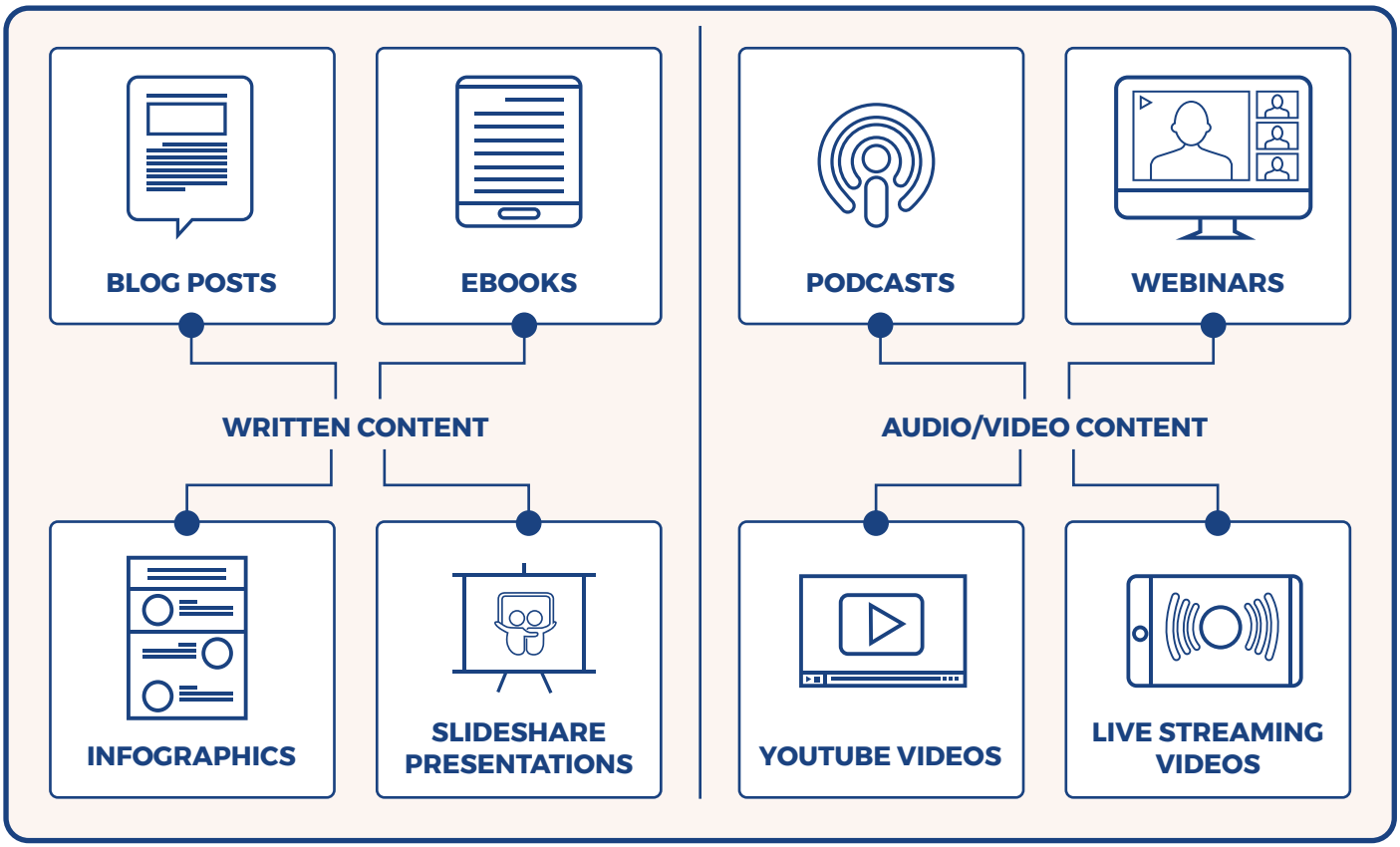


REACHING YOUR AUDIENCE

Find out where your audience likes to hang out, what kind of content they enjoy and the best way you can reach them on an on-going basis.

PLANNING YOUR CONTENT

This is where your real works starts and you determine what kinds of content you want to develop for your audience and who should be assigned to carry it out. Here are some examples of content to create:



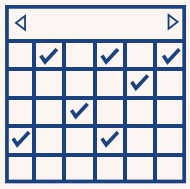
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HOW TO DEVELOP AN EVERGREEN CONTENT MARKETING STRATEGY

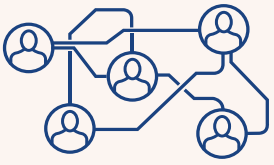
PLANNING YOUR CONTENT SCHEDULE

Now that you have your content in place, it's time to strategize how to use it properly.



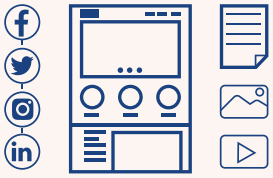
FREQUENCY

Establish how often in a week or month you would like to publish content.



PROCESS

Put a process in place assigning which member of your team does which task and the lead-time it takes to create the content.



PLATFORMS

Map out where you plan on taking your content to, whether it's social media, blogs, landing pages, guest posts, etc.

CLOSING TIP:

There are TWO important parts to the success of your content marketing strategy:

1) *Listen to your audience. They will tell you what they need help with, where their struggles are and how you can serve them - it's up to you to solve those problems for them.*

2) *Be consistent. The biggest 'killer' in content marketing is not consistently publishing high-value content on a regular basis. We want our audience to be WAITING for that next blog post, podcast or video - but, not waiting for too long!*

HOW TO BREATHE NEW LIFE INTO YOUR CONTENT ARCHIVE

Before you start working on revitalizing your older online content, you will need to plan which content you would like to focus on and move from there. You start preparing by:

INVENTORY	By using Google Analytics, take stock of what your top performing posts are, along with other factors such as social shares, bounce rate, etc.
PRIORITIES	Identify which of these blog posts have had the best impact on your blog. Start with the Top 10 and then go from there.

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HOW TO BREATHE NEW LIFE INTO YOUR CONTENT ARCHIVE

NOW THAT YOU HAVE A LIST OF BLOG POSTS READY, IT'S TIME TO GET TO WORK!



1. BOOST YOUR SEO

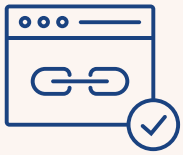
Making sure that your SEO is in good shape and up to current standards can be a game-changer when it comes to bringing in traffic. Revise your blog post titles and add new meta-tags, such as keywords and decent descriptions, to make your posts more click-worthy and keyword-friendly.



2. SOCIAL MEDIA PROMOTION

Plan out a content calendar and use a social media scheduler to help bring back older posts to different platforms by using quotes, images and featured articles. Examples of social media schedulers are:

buffer Hootsuite MeetEdgar



3. BACK LINKING

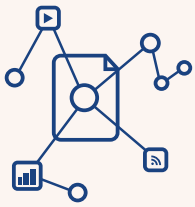
When you can, link back to older posts in your archive that are relevant to the current post's subject matter. Likewise, going into your archive and linking to newer pieces of content can have a big effect on click-through rates - keeping people on your site longer than usual.



4. REFRESH OLD BLOG POSTS

Even the best of blog posts sometimes end up disappearing into your archive. Breathe some new life back into it by revising these posts with some updates, new facts and information.

HOT TIP: Don't forget to weed out broken links and add in new resources and links to freshen it up to a whole new level!



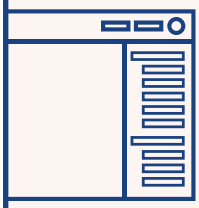
5. ROUND-UP POSTS

Go through your archives and search for posts with similar topics to create a roundup post for your audience, so that you can share a list of your old posts in one convenient link. Giving visitors the chance to discover a collection of different types of content, such as blog posts, podcast episodes, infographics and videos, all focused around one topic is GOLD!

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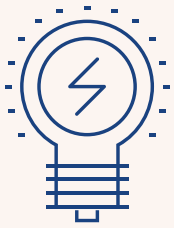
HOW TO BREATHE NEW LIFE INTO YOUR CONTENT ARCHIVE



6. SIDEBAR VIEW

Link your 'most popular posts' in the sidebar of your blog to catch your audience's attention and help drive traffic to your older posts.

MONEY TIP: You can also use this section to promote posts that focus on conversions to affiliate sales and sales of your own products and services, too.



7. USE NEW FORMATS

Audiences consume content in different ways which is why it's always good to repurpose evergreen content in different formats to bring more attention to it:

- VIDEO
- EBOOK
- MINI PODCAST
- WEBINAR
- INFOGRAPHIC
- SLIDESHOW PRESENTATION

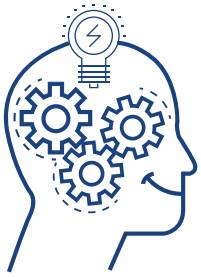
FINAL THOUGHT

Listen to your audience. Find out how they prefer to consume your content. Then, give them what they want. Make it easy for your visitors to consume your content, and they will be more likely to share it - creating a VIRAL marketing effect for you, at no cost at all.

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HOW TO CREATE & MARKET A LIST BUILDING EBOOK

ORGANIZATION



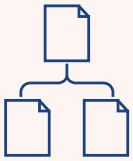
WHAT IT'S ALL ABOUT

Since you are aiming to generate leads with this opt-in offer, you want to make sure that you deliver value. Select a topic that you are passionate about or have knowledge and experience in.



EBOOK LENGTH

There is no minimum or maximum page limit when it comes to creating an ebook. Just make sure that your content is pure value and not packed with "fluff" or fillers to get it to a certain page count.



CREATE A CONTENT OUTLINE

Map out the content you would like to include thoroughly, making sure that it's structured to flow seamlessly from one chapter to the next so it feels natural and not disjointed.



EBOOK TITLE

Make your Ebook stand out by giving it an eye-catching and specific title that draws your audience in, making them want to learn more about your Ebook.

TIP: Make sure your topic suits your audience and their needs to make conversations happen easier.

CREATION

WRITING

With so many Ebooks on the market, it's important to bring in your own personal voice and experiences to set it apart from the rest of the competition. You don't need to get too technical or fancy with your words, write in simple and clear language to get your point across more effectively.

TIP: Don't forget to place appropriate CTA's (calls-to-action) in your Ebook to allow your prospects to find out more about you!



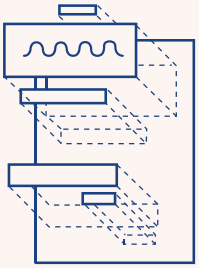
FORMATTING

Keep your ebook appealing for your readers by formatting your content clearly and consistently. This also helps emphasize important content that you would like to stand out. Remember, less is more so no need to get too crazy with the formatting!



EDITING

Have an editor proofread your Ebook to objectively check for any grammatical or spelling errors, as well as give their feedback on what could be changed to make sure your content is in tip-top shape.



EBOOK TITLE

When it comes to Ebooks, readers definitely judge them by their covers, which is why having an attractive and striking cover design can make or break your Ebook's success. Here are some tips to a great Ebook cover:

- Keep your title clear and easy to read by making the title with a nice bold font and a different color from your background.
- Bring your cover to life with original and good-quality images. You may want to invest in this part and steer clear of basic stock images or templates.
- Your Ebook will be displayed in different ways so it's important to test what it will look like in different size variations to make sure it's still readable.

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HOW TO CREATE & MARKET A LIST BUILDING EBOOK



GETTING IT "OUT THERE"

Several factors are involved in this decision though there are some important questions you should ask yourself before setting a price, such as: what are your goals for this Ebook, who is your desired audience, how much value does it offer compared to your competitors and what can you do to make it even more attractive?

TIP: Remember, your Ebook content doesn't have to be permanent, so feel free to make changes and updates in the future to keep it super relevant, no matter when someone opt's in to grab it!

MARKETING

Since you are aiming to generate leads with this opt-in offer, you want to make sure that you deliver value. Select a topic that you are passionate about or have knowledge and experience in.

- Set-up a dedicated landing page which can act as a hub to promote your Ebook across other marketing channels.
- Get busy with social media and prepare quotes, images and tweetables that can link back to your Ebook.
- Gather testimonials and reviews from peers and authority figures in your niche to feature on your landing page.
- Promote your Ebook by doing guest blog posts and podcast interviews to get the word out there.
- Be sure to add a link to your Ebook on the blog posts, and other related content, to boost optin numbers.

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BLUEPRINT SERIES

MONETIZE YOUR EXPERTISE

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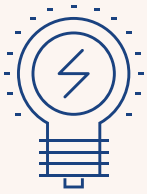
HOW TO CREATE & SELL A DIGITAL PRODUCT

STEP 1: PRODUCT BRAINSTORMING

It's important to make sure that you set out to a produce a relevant and high-quality product. Ask yourself:

STRENGTH & SKILLS

What are your strengths and skills?



What interests you and what is currently relevant to your audience?



What is your audience's biggest pain point and how can you help them solve it?

STEP 2: PRODUCT DEVELOPMENT

Here are some examples of different products you can develop:



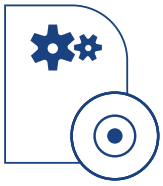
EBOOKS

One of the most popular forms of digital products. This works well for specific topics you would like to share with your audience.



VIDEO/AUDIO COURSE

By using screencasting software like Camtasia, or audio capture software like Garageband, you can record your step-by-step instructions, or how-to information and create high quality info-products.



SOFTWARE

The beautiful thing about software (themes, plugins, etc.) is that you can charge a recurring fee, making this an ongoing income avenue.



WORKBOOKS

If you have exercises and templates handy to help walk your customers through a process you can compile them into a workbook to be printed and used.

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HOW TO CREATE & SELL A DIGITAL PRODUCT

STEP 3: PRODUCT SETUP

Once you've developed your product, you've gotta get setup to sell it online. These services will help you:

SAMCART

SamCart is the go-to tool for some of the best marketers on the internet - it houses over 10,000 entrepreneurs that are currently using it to launch and scale their online businesses easier and faster than ever before!

SHOPIFY

This popular ecommerce platform has several features that makes it versatile and allows you to forward product updates to customers who have previously purchased.

E-JUNKIE

This is one of the simplest ways to set-up and sell your digital products, with a fairly easy product upload process to get you started.

PAYPAL

Good old Paypal allows you to create simple 'buy now' buttons and get started in minutes!

STEP 4: PRODUCT MARKETING & SALES

WEBSITE

Your website acts as the main hub for promoting your product. It also allows your customers to gain a better idea of what you and your business are all about.

LANDING PAGE

Your landing page should encourage conversions from casual visitors into customers. Remember to let your product speak for itself through a strong CTA, testimonials, large images and clear benefits.

EMAIL LIST

Developing your email list should be a top priority, to strengthen that connection between you and your audience and so that you can tap them for any future products you might want to develop.

BLOG POSTS

or Guest Blog Posts – Normally this method is focused more on promoting yourself within your industry instead of directly promoting your product, however this is still a useful way to get your name out there.

PODCASTS

Be heard and speak about your product and what pain points it can tackle through your podcast and by being a guest on other podcasts within your niche.

SOCIAL MEDIA

Utilize different platforms such as Facebook, Twitter, Instagram,, Pinterest, etc. to get the word out about your product.

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HOW TO DEVISE A STRONG PRICING STRATEGY

Pricing plays a huge part in marketing, though it can be one of the trickiest parts of the process. Before you release your product or service to market, there are several factors to consider when it comes to setting a price point. Follow these guidelines to help you get started:

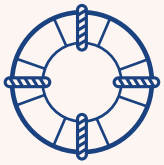
LAY DOWN YOUR OBJECTIVES

Determine your goals and what you mean to achieve with your pricing strategy. These goals can depend on the nature of your business, how far along it is and several other elements. Some goals can include:



PROFIT

The profit-based goal is singular: to maximize price for long-term profitability.



SURVIVAL

This type of objective keeps prices flexible enough to be lowered to increase sales, and to accept short-term losses just to keep the business going in the long run.

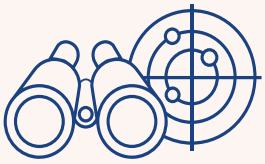


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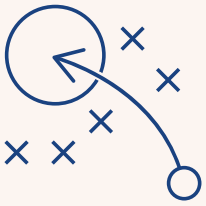
This goal is all about maintaining market share instead of growing it. This focuses on beating competition on elements other than just purely price.

ANALYZE THE COMPETITION

Make a list of the top three 'competitors' in your niche and research their pricing, features of their product or service, the kind of quality they deliver, etc. And use it as a guide for building your own price. Here are a few guidelines to help you evaluate your competition:



Identify your competitor's strengths and weaknesses. What is their unique selling point and what's yours?



Determine their marketing and promotional strategy. How are they reaching their customers? How can you dominate your own segment of the market?



If possible, research their internal operation factors, such as if they have partnerships with others in your niche, their company persona and morale, etc.

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HOW TO DEVISE A STRONG PRICING STRATEGY

SELECT YOUR PRICING METHOD

There are several pricing models out there, which you can use to guide you in your own pricing setup. These are a few models to give you an idea on what you can build on:



PREMIUM PRICING

This type of pricing sets a higher price than your competitors to establish a premium position in exchange for higher perceived value.



ECONOMY PRICING

This pricing technique gives a low price to selected products, as production costs can be kept to a minimum.



PSYCHOLOGICAL PRICING

This is a strategy that relies on the idea that certain prices can have a psychological effect on the consumer. For example, pricing a product 0.99 cents, instead of $1.00.



BUNDLING PRICE

Create additional products or features and bundle everything so your customer can focus on buying one and receiving a new kind of product for free.



PENETRATION PRICING

This type of pricing allows you to break into your market easier with a lower price, compared to your competitors.



SKIMMING PRICE

This technique happens when you go into the market with an elevated price for your product, then minimize your cost and pricing once your competitors follow suit.



PROMOTIONAL PRICING

This is a pricing technique that involves the short-term reduction in the price of a product to increase the sales volume.



VERSION PRICING

This technique offers varied levels of your services or products. For example: basic, premium and platinum levels.

FINAL TIP: Make sure you don't overload your audience with too many price options, remember to streamline any bundles or promos to keep them from being overwhelmed and ultimately, not deciding to buy anything at all!

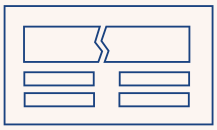
FINAL FINAL TIP: Your prices don't have to stay permanent, so remember to keep testing them out with your audience and adjust to what fits them best, and drives more revenue over the long-term.

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YOUPRENEUR

HOW TO CREATE A HIGH CONVERTING LANDING PAGE

CREATE YOUR HEADLINE



THIS CAN MAKE OR BREAK YOUR LANDING PAGE

Your headline is the first thing that your visitors set eyes on.



KEEP IT SHORT, CLEAR, AND CATCHY

while explaining your product/ service's unique selling points..



TRIVIA

Marketers have what is called a "Blink Test" which refers to the commonly accepted 3-5 seconds during which a visitor lands on your site, views it and decides if they want to take action or exit.

HAVE A CATCHY SUB-HEADLINE

DEPTH & DETAIL →

Once you have your visitor hooked, you have to convince them to stay. Your sub-headline goes into a little more depth and detail than the main headline.

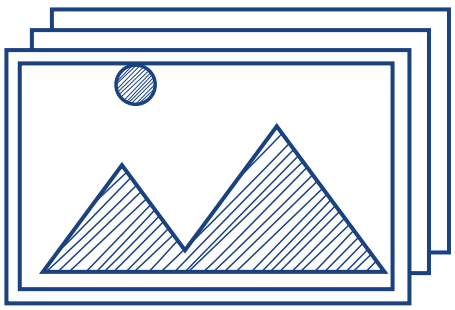
EXPLAIN THE BENEFITS →

The sub-headline is where you explain clearly the benefits of your product/service

CONVINCING YOUR OFFER →

Think of this as part of a one-two punch: it supports the headline and delivers the final impact, convincing visitors of your offer!

SELECT A POWERFUL 'PRODUCT' SHOT



Make this a no-nonsense, all-out excellent image of your product!

Make this image large, high-quality and relevant to engage your visitors.

OR



USE VIDEOS ON YOUR LANDING PAGE.

Studies have shown that using video on landing pages can increase conversion by 80%.

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YOUPRENEUR

HOW TO CREATE A HIGH CONVERTING LANDING PAGE

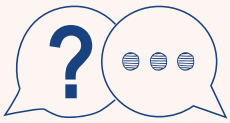
CRAFT A STRONG DESCRIPTION



SHARE ABOUT YOUR PRODUCT OR YOUR SERVICE



NO NEED TO GET TECHNICAL!
Make sure you speak your audience's language



THERE IS NO DEFINITIVE ANSWER
if using long or short copy works better, this all depends on what you are offering so don't be afraid to split-test and see what works best for you.

BENEFITS, BENEFITS, BENEFITS!

MAKE SURE TO KEEP YOUR BENEFITS

FOCUSED
on your visitor and the problems that your product will solve for them.

IN BULLET POINT FORMAT
to avoid any distractions for your visitors
- People love to scan, so short and sweet all the way!

INCLUDE A 'WHITE-HOT' CALL TO ACTION (CTA)



Be sure to make it very clear to your visitors which action you would like them to take, by having links, or buttons that stand out.

Make your CTA easier to click with phrases like "no credit card required" or "only 2 steps to sign-up".

Keep your CTA visible by making sure it's positioned well (ex. Above the fold, or at the top and bottom of your landing page)

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YOUPRENEUR

HOW TO CREATE A HIGH CONVERTING LANDING PAGE

INCLUDE SOCIAL PROOF



Adding social proof to your landing page can be incredibly effective, by showing your visitors real results from your clients and boosting your social credibility.



Examples of strong social proof can be through: testimonials, awards, trust symbols, company logos, or customer reviews (even short videos!)

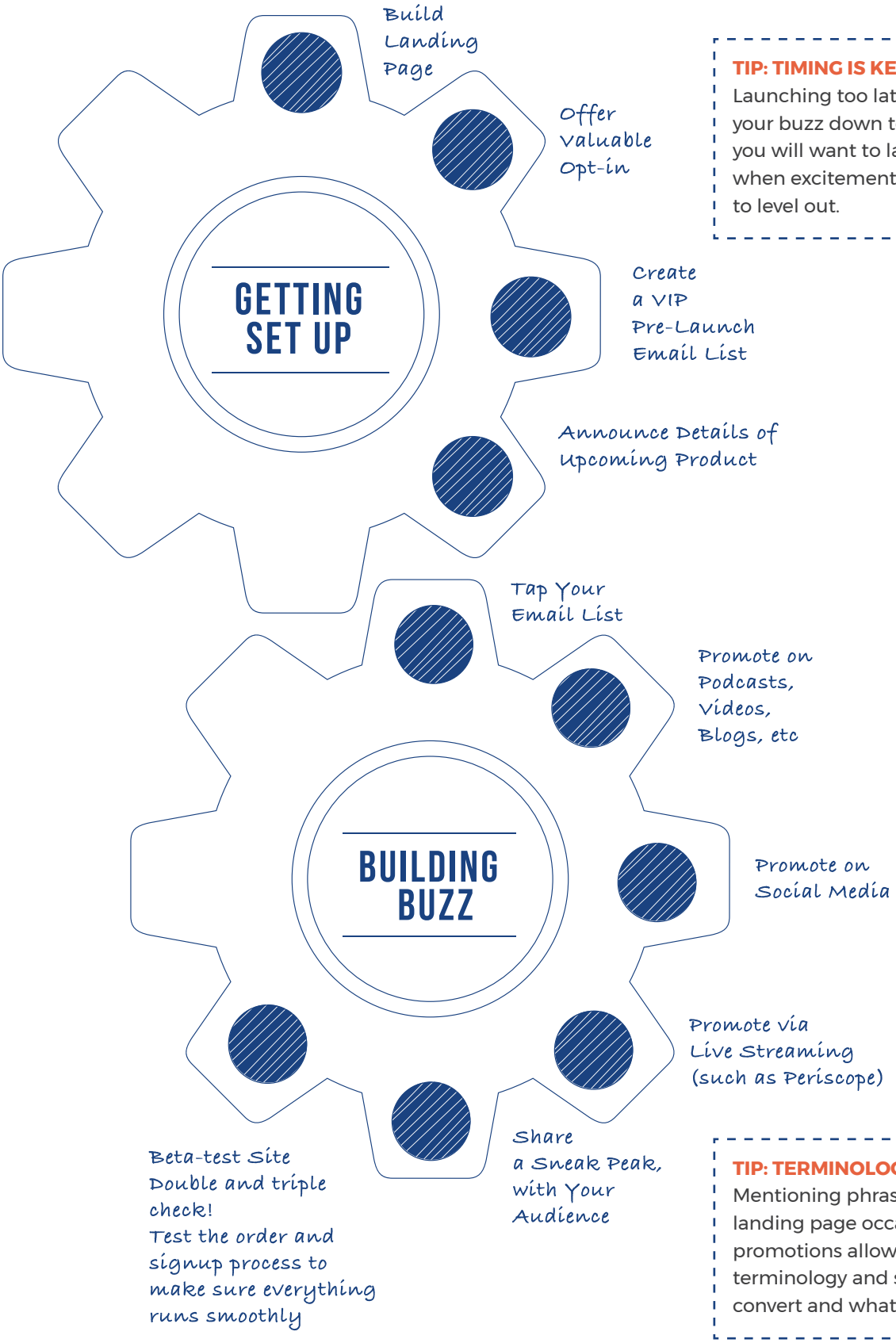


Adding contact information to your landing page proves that you are a real business, so don't forget to add details such as a mailing address, phone number, or your email address with a professional domain name – tell people it's okay to reach out if they have questions!

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HOW TO LAUNCH YOUR PRODUCT/SERVICE

Before you start working on revitalizing your older online content, you will need to plan which content you would like to focus on and move from there. You start preparing by:



TIP: TIMING IS KEY

Launching too late or early can bring your buzz down to a hum. Ideally you will want to launch your product when excitement has only just started to level out.

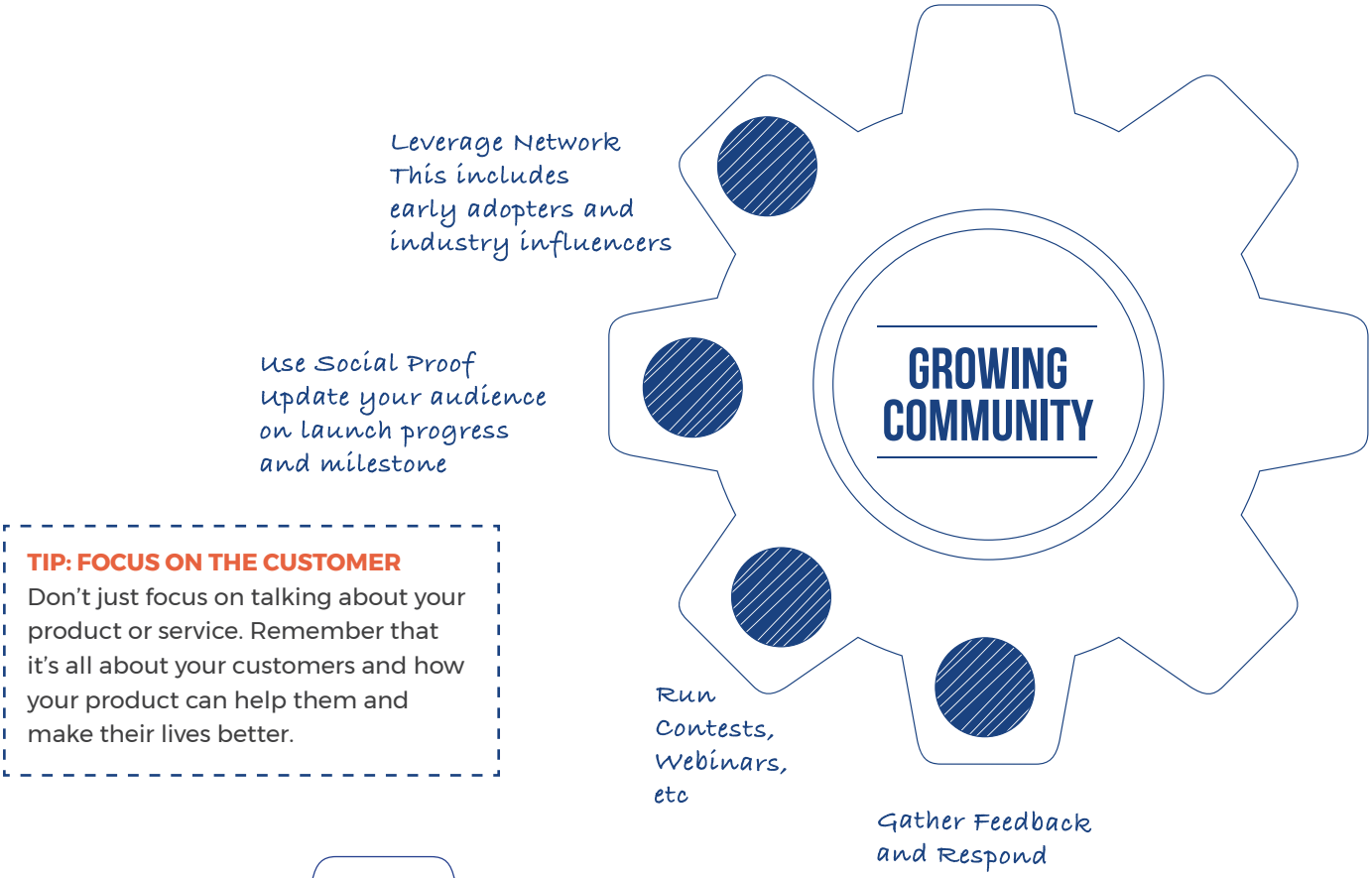
TIP: TERMINOLOGY

Mentioning phrases from your landing page occasionally during promotions allows you to validate your terminology and see what phrases convert and what doesn't.

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HOW TO LAUNCH YOUR PRODUCT/SERVICE

Before you start working on revitalizing your older online content, you will need to plan which content you would like to focus on and move from there. You start preparing by:



TIP: FOCUS ON THE CUSTOMER

Don't just focus on talking about your product or service. Remember that it's all about your customers and how your product can help them and make their lives better.



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YOUPRENEUR

HOW TO BOOST YOUR REVENUE WITH AFFILIATE MARKETING

Affiliate marketing is a popular way for online entrepreneurs to supplement their income. Who can resist passive income, right? But before you start counting your passive commission, you need to put in time, effort and work before reaching affiliate marketing success.

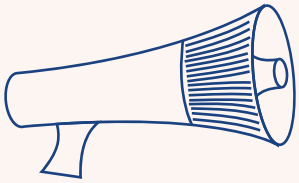
HERE'S HOW YOU GET STARTED:

HOW IT WORKS

AFFILIATE MARKETING INVOLVES THREE PARTIES:



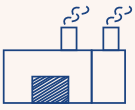
THE MERCHANT



THE AFFILIATE



THE CONSUMER



THE MERCHANT
The merchant creates the products



THE AFFILIATE
The affiliate agrees to promote it in exchange for earning a commission



THE CONSUMER
The consumer purchases the product, brings sale back to the merchant and a commission fee to the affiliate

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YOUPRENEUR

HOW TO BOOST YOUR REVENUE WITH AFFILIATE MARKETING

HOW TO 'DO' AFFILIATE MARKETING THE RIGHT WAY

A. DECIDE WHAT TO PROMOTE

Remember, just because you can promote anything doesn't mean you should, so it's important to select products/services that are relevant to your audience.



ASK YOURSELF

- Do I use this product? How would it reflect on my brand?
- Is there a solid affiliate commission? How much would I be likely to make?
- Will my audience benefit from this?

TIP: Remember to be honest about your affiliate programs – lying never works!

B. SET YOUR RESOURCE PAGE



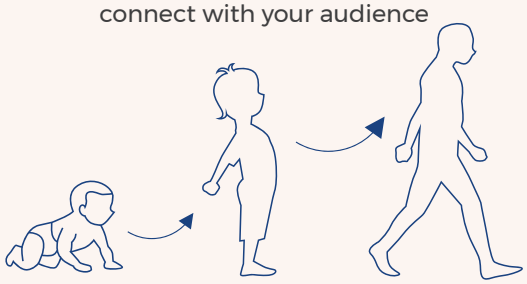
Having a main hub of affiliate offers, resources and tools that you can refer to during blog posts and podcast episodes, is a great way to generate income with the affiliate model. It's also what your audience can grow to rely on when looking for help and where they can discover new resources.





C. GROW YOUR AUDIENCE

The better relationship you have with your audience, the more likely they are to listen, follow-through and take action. Keep producing quality content and stay relatable so it's easy to connect with your audience



TIP: Provide consistent 'small wins' for your audience to help build the relationship over time.

D. CREATING OFFERS

There are different ways to promote your offers to your audience. Here are a few strategies you can start with:

- PRODUCT REVIEWS
- TUTORIALS & WALKTHROUGHS
- DIRECT TO YOUR EMAIL LIST
- MENTIONS ON PODCASTS AND IN VIDEOS



TIP: Determine how you can make your affiliate product/service part of a process to help you promote it, along with other offers – all producing a solid outcome for your audience member / customer.

Final affiliate marketing thoughts

Technically, affiliate marketing can seem quite easy, which is why so many entrepreneurs take it for granted and don't truly treat the product/services as their own.

Remember that it isn't going to be quick and profitable from the get-go and that you need to put in the work to make it work!

There are so many different methods and combinations to succeed in affiliate marketing, so track your progress and experiment to see what works for you!

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YOUPRENEUR

HOW TO RUN A SUCCESSFUL WEBINAR

DECIDE ON THE BASICS



TITLE
Decide on a compelling topic and title for your webinar.
Use benefit statements to make it pop!

FORMAT
Consider what kind of webinar you would like to hold.

LECTURE STYLE	INTERVIEW STYLE	MODERATED DISCUSSION	ETC

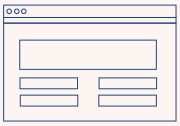


TIMEZONES
Determine when you should schedule your webinar. You will have to look at your audience and where they are - hold it when it's best for THEM, not for you.

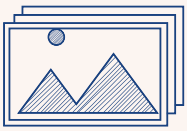


WEBINAR SERVICE
Choose which service would work best with your webinar format, taking into consideration what features they offer (ex. chat box, mobile friendly, recording, etc.)

PREPARE FOR SUCCESS



LANDING PAGE
Set-up a landing page for your visitors to register. You can also include a simple time zone converter such as www.worldtimebuddy.com, which can come in handy for your audience when figuring out when the webinar starts.



MAKE STRONG AND ENGAGING VISUALS
Create a simple, clear and appealing slidedeck to hold your audience's attention and to keep you on track.

PREPARE AN AGENDA
Plan out how you would like your agenda to flow to include elements such as:

THE WELCOME	Where you welcome your viewers and introduce any special guests you might have.
INTRODUCTION	Explain what the webinar is all about and what the viewers can expect.
CONTENT	Using your slidedeck to help highlight the points you would like to get across.
Q&A	Prepare some of your own questions to throw at the audience to get the ball rolling.
WRAPPING UP	Summarize the webinar's main points and bring up any CTA's you might have.



LANDING PAGE
Set-up a landing page for your visitors to register. You can also include a simple time zone converter such as www.worldtimebuddy.com, which can come in handy for your audience when figuring out when the webinar starts.

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YOUPRENEUR

HOW TO RUN A SUCCESSFUL WEBINAR

GET BUSY WITH PROMOTION

SOCIAL MEDIA
Use different platforms like Facebook, Twitter, and Instagram to help get the word out. You can also use your own special #hashtag to take it one step further.

NEWSLETTER
Promote your webinar to your newsletter subscribers, along with a registration link for your audience to register directly and quickly.

BLOG
Write a post about your webinar's topic where you can mention your upcoming webinar and how it will also share additional details.

NEWSLETTER
Promote your webinar to your newsletter subscribers, along with a registration link for your audience to register directly and quickly.

DON'T FORGET!

REMIND YOUR AUDIENCE
Send a reminder email to your participants prior to the webinar. These can be scheduled one day before and a few hours before the webinar - this is key to getting people to turn up live.



HIT RECORD
A very simple, but often overlooked point to make. Recording your webinars will give you additional content that you can then repurpose in different ways in the future.



THE FOLLOW-UP
This is the perfect time to offer a replay to those that didn't get on live, or to pitch a product or service, upsell, etc. It's all about motivating people to take action while the webinar is still fresh in their minds



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YOUPRENEUR

HOW TO PUBLISH & MARKET A PODCAST SUCCESSFULLY

GET BUSY WITH PROMOTION

BRAINSTORM SESSION

- SUBJECTS
- TOPICS
- INFLUENCERS

THE FOLLOW-UP
Add all necessary information to Masterfile on Google Drive for easy recall

SCHEDULE GUESTS

+ ONLY IF INTERVIEW FORMAT +

USE SCHEDULING APP
use something like www.scheduleonce.com

MINIMIZE BACK & FORTH EMAILS

AVOID TIME ZONE MIX-UPS

RECORD PODCAST

RECORD PODCAST → **UPLOAD TO DROPBOX**

REMEMBER: Be sure to include any editing notes you would like them to pay attention to (ie. connectivity issues, curse words, etc.)

RECORD PODCAST

EDIT THE AUDIO → **ADD ID3 TAGS TO FILES**

Add ID3 tags to the podcast file for media players, such as the title of your podcast, your name, your episod number and your podcast artwork.

UPLOAD EPISODE

Upload and store your episode on a podcast hosting service such as Captivate.

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YOUPRENEUR

HOW TO PUBLISH & MARKET A PODCAST SUCCESSFULLY

SOCIAL PROMO IMAGES
Create simple, eye-catching images for you to use to promote your podcast on Instagram, Facebook, Twitter, etc.

SHOWNOTES
Create shownotes for the episode and save them in a draft blog post, including any artwork, images and videos you want embedded, too..

PRE-PUBLISHING

DOUBLE CHECK THE EPISODE → **MAKE SURE THE FORMATTING IS RIGHT**

PUBLISH!



OR

NOW

SCHEDULE TO PUBLISH LATER → **SIMPLY HIT 'PUBLISH'**



Images and direct URL links are promoted on social media, and broadcast is sent to subscribers via email.

ONGOING MARKETING

CREATE BACKLINKS TO PREVIOUS EPS → **CREATE LINKS TO NEW CONTENT**

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YOUPRENEUR

HOW TO MARKET YOUR BOOK SUCCESSFULLY

You've put in the hard work and are finally ready to start spreading the word about your book, but where do you start?

PRE-PUBLISHING

Build some early buzz before actually launching the book to get that extra push.

PROMO KIT

Make sure that you have your promo kit ready to make it easy for the media and your network to help you get the word out. Here are a few things you will need to get set-up:

- AUTHOR BIO & PHOTOS
- CONTACT INFORMATION
- PRESS RELEASE
- INFO ON YOUR BOOK
- SAMPLE CHAPTER/EXCERPT
- INTERVIEW QUESTIONS
- TESTIMONIALS FROM EARLY READERS
- BOOK WEBSITE OR LANDING PAGE

TOP TIP: Creating a video book trailer can be a great way to get attention and promoting your book early on!



SNEAK PEEKS

Share glimpses of certain chapters in your book on your blog, or with your email list to give them an idea of what to expect.



EARLY REVIEWS

Send advanced copies of your book to key influencers, reviewers and media to gain their feedback and testimonials.



PRE-ORDER INCENTIVES

Prepare an offer they can't refuse by bundling your book with bonuses to create an incentive for your audience to take action.



SOCIAL MEDIA STRATEGIES

Create a social media calendar and use different platforms to promote your book. For example, use images of quotes from your book. You can also launch challenges and contests using a book hashtag to engage with your audience.

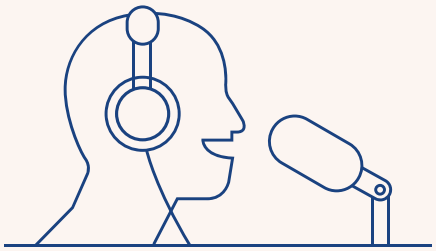
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YOUPRENEUR

HOW TO MARKET YOUR BOOK SUCCESSFULLY

THE LAUNCH

This is it; the time has come - get active. Treat the launch of your book like an event - because that's exactly that it is!



PODCAST TOUR

Since podcast listeners tend to be very loyal and engage in their niches, this is a great way to target your audience.



GUEST POSTS

Raise awareness of your book by frequently guest posting on relevant niche sites to reach a larger audience.



LAUNCH PARTY

This doesn't have to be an over-the-top affair, you just need to remember to treat your launch like an event.



WORKSHOPS & PRESENTATIONS

Giving a more in-depth look into what your book is all about can reinforce your credibility and expertise among peers and readers.



CELEBRATE

Be sure to celebrate every little 'win' you experience. 1,000 copies sold, 100 reviews, a big endorsement, etc.

POST-RELEASE

Just because the launch is over doesn't mean the work is done! It means we need to step up our marketing to anticipate the usual post-launch sales dip.



GATHER REVIEWS

Encourage your readers to leave Amazon reviews to boost your ranking. Post particularly good testimonials on your site.



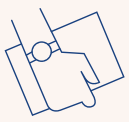
BOOK GIVEAWAY CONTESTS

Keep up engagement with your readers and audience by launching contests and book giveaways.



AD CAMPAIGNS

To keep up fresh interest in your book, you can also consider purchasing ads to relevant websites and social media sites.



MENTIONS

Be sure to bring your book up whenever possible, on podcast interviews, in blog posts, on stage, via social media

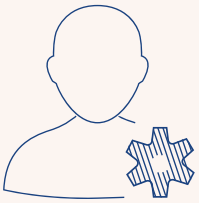
CLOSING TIP: Remember, if YOU don't tell the world about your book, nobody will.

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YOUPRENEUR

HOW TO RUN A SUCCESSFUL COACHING CALL

STEPS



PREPARATION

For new clients, have them take a simple survey beforehand to help with settling and meeting expectations.

For a regular client, have them fill up a coaching session form that maps out what issues need to be addressed, what was achieved and what challenges were faced since the last session.

Review any notes from the previous session and take note of any topics that need to be brought up.

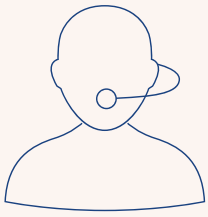
PRO TIP:

Helping your client to gain awareness and insight play a huge part as your role as their coach.

ASSESSMENT

This is where coaches focus on providing well-timed feedback on their client's intentions, performance and inconsistencies. Make suggestions on how you think they can reach their goals.
Ask your client questions to help clarify their goals such as:

- WHAT WOULD HAVE TO CHANGE TO REACH THAT GOAL?
- WHAT HAVE YOU TRIED? WHAT WOULD YOU CONSIDER?
- WHAT'S YOUR IDEAL OUTCOME FOR THIS SITUATION?
- HOW WILL WE MEASURE THE SUCCESS OF THIS GOAL?



TAKING ACTION

At the end of your call, decide on an action plan, define the outcome and set deadlines for your client.

It's also important to identify what might get in the way of accomplishing these goals and how you can help support them, reemphasizing your commitment to them.



WRAP-UP

This is the MOST IMPORTANT PART of your coaching call. You need to make sure your client is happy, energized and feel as if they've not only got their monies worth, but that you've genuinely helped move the needle for them!

- RECAP THE SESSION AND SUMMARIZE ANY COMMITMENTS AND ACTIONS THAT NEED TO BE TAKEN BY THE NEXT SESSION.
- SHARE ANY TAKEAWAYS, OR INSIGHTS GAINED FROM THE SESSION.
- SCHEDULE AND CONFIRM THE NEXT APPOINTMENT.

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HOW TO RUN A SUCCESSFUL COACHING CALL

ONLINE TOOLS

These tools will help you run successful calls for your coaching clients.

GOTOMEETING

This is a popular tool especially for one-on-one coaching calls which allows you to record your calls (which can be a great help to your clients) and share your screens during video chats.

GoToMeeting

SCHEDULE ONCE

This meeting and appointment schedule software spares coaches from back-and-forth emails on deciding on when the next session should be.

ScheduleOnce

COGGLE

This free collaborative mind-mapping service is perfect for brainstorming sessions either in a group or between two people.

coggle

ZOOM

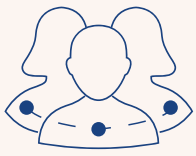
Almost everyone has this software on their computers.

zoom

TIPS

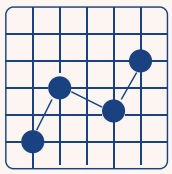
BUILD RELATIONSHIPS

Clients usually find it easier to learn from coaches they know, like and trust, so it's important to show good judgement and keep any promises, or agreements made.



BE SUPPORTIVE TO KEEP UP ACCOUNTABILITY

Most of the heavy lifting is done by the client, which is why coaches need to be there to support and keep their clients accountable to their goals.



PUT A PREMIUM ON COMMUNICATION

One of the most important skills a coach should develop is the art of listening, doing so will give your client both attention and impact!



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GUIDE TO HIRING YOUR FIRST VIRTUAL ASSISTANT

3 LISTS TO FREEDOM

Get a piece of paper and you draw down two lines creating three columns that will ultimately become the blueprint for you hiring your first virtual staff.



Write down all the things that you fundamentally don't like doing.



List of all the things that you struggle doing every day.



List of all the things that you feel, as a business owner that you are, that you shouldn't actually be doing yourself.

JOB DESCRIPTION

Focus on the roles based outsourcing or hiring.

We're hiring roles and not tasks.

BE AS CONCISE AND CLEAR AS YOU POSSIBLY CAN.

NO REAL SUPER VA.

Don't expect one person to do the job of four or five people.

HIRING COMPONENTS

SKILL SET

MINDSET

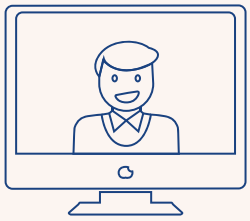
PERSONALITY

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YOUPRENEUR

GUIDE TO HIRING YOUR FIRST VIRTUAL ASSISTANT

INTERVIEW



Try interviewing them with a webcam to give you a more in-depth idea on the type of person they are.



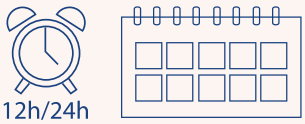
Make sure you are asking relevant questions to the role you are planning to hire.



When you feel the candidate is a strong contender, ask a few personal questions to get an idea of what kind of person they are and to build initial rapport.

INTERVIEW

Working terms of your hiring
- Part-time or Full-time
- Set a schedule
- Do they work on weekends?
- Time Zones schedule matter



Salary and financials:
- Are there incentives or bonuses?
- How will you pay them?



Make yourself clear on everything you need covered when it comes to the position.



INITIAL TRAINING

STAY FOCUSED ON THE ROLE → TRAIN YOUR VA'S THROUGH VIDEO → TRAIN TO UPGRADE SKILL → START WITH SIMPLE TASKS → KEEP IN CONTACT



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