

DIGITAL MILLIONAIRE  
★ ★ BOOTCAMP ★ ★



Module #1  
**Business Big Bang**



# Welcome To Success

- Welcome and congratulations for making the fantastic decision to join this coaching program;
- I'm truly honored and excited to have to opportunity to work with you over the next few weeks and months ;
- By trusting in me, investing in yourself and joining this program, you have already done one of the most difficult parts of the whole process;
- Up to this point, you've probably found internet marketing to be an uphill struggle but I promise that from here it will be 99% plain sailing;
- This is YOUR time to shine;
- You and everyone else in this program, are my next success stories.

# Everyone Needs A Mentor

- By joining this program and choosing me as your mentor, you have made one of the biggest leaps to success that it's possible to make;
- The world's most successful people all have mentors;
- I have a mentor;
- My mentor has a mentor;
- His mentor has a mentor;
- And his mentor has a mentor;
- This goes on, and on;
- I'm not just talking about the internet marketing world either.



## **You Have Me 'In Your Corner'**

- This is about support and advice;
- I'm here to guide you, coach you, teach you and help you;
- My job now is to help fast-track your success and help you to avoid making the same mistakes that 99% of marketers are making, that stop them from succeeding online;
- Whether it's through the training in these webinars, Q&A sessions, e-mail/telephone support or my live events, I'm going to give you literally all of the support and advice you need;
- This will be the last coaching program that you'll ever need to join. That is my guarantee to you.



# What Is The 'Digital Millionaire Bootcamp'?

- This program is designed to teach you exactly how to build a business that can generate literally millions of dollars online;
- I'm going to lay out the exact foundations, step-by-step, of my million dollar business so that you can copy them;
- Everything will be taught in easy, step-by-step segments which you can literally copy and implement in your own business;
- It doesn't matter if you're a newbie right now, with no technical knowledge at all, I'm going to explain everything you need. You are a future success;
- We're scheduled for 6 x live webinars, each with a Q&A to brainstorm your business success.

# Internet Marketing In A Nutshell

- We live in the 'information age', where information is one of the world's most valuable commodities;
- Through the power of the internet, we can easily package, brand and SELL information, advice, coaching and knowledge, building a scalable, ethical business online;
- Which means over the coming weeks and months, you're going to learn exactly HOW to create an authoritative brand and credibility around YOU that people will buy into and buy from;
- This might sound scary or daunting, but I promise it will all become very clear and very achievable.



# The DMB Schedule

- Module 01: Business Big Bang;
- Module 02: The Profit Hub;
- Module 03: Something From Nothing;
- Module 04: Traffic Tornado;
- Module 05: Daylight Robbery;
- Module 06: Unstoppable Growth

# The Success Catalyst

- Right now, you're probably excited but also wondering whether you can really become successful with this program;
- The answer is 'Yes, you can';
- I'm going to give you the system, the blueprint, the tools and the advice that you need to get started;
- You simply need to do one thing: Take Action;
- The only way this could be made easier, is if I did the whole thing for you;
- Clearly I can't do that, but this program is going to be the closest thing;
- That means you need to have faith in what I'm teaching you and be willing to give it everything that you have.



## What Is This Module All About?

- In this module, we need to lay the foundations for a successful online business and show you the key fundamentals that you need;
- Getting this right will make the difference between exploding onto the internet with a 'Big Bang' instead of collapsing in a heap with no direction, momentum or motivation to succeed;
- Once you understand the basics of internet marketing and how money is really generated online, you can really build a solid, scalable, ethical and consistent business model;
- There are FOUR main areas that I want to cover today.

# What Is This Module All About?

- Business Fundamentals;
- Organization, Productivity & Success;
- How Money Is REALLY Made Online;
- The Million Dollar Blueprint.



# Changing Your Perspectives

- In this (very important) module, I want to completely change the way you see internet marketing and money being made online;
- You should pay close attention to this module, before you ever try to make money online, because it'll give you a real insight into the way I think, and how I'm going to be coaching you through this program;
- I want to guide you, very closely, step-by-step to success;
- I spent several years just 'flapping around' online, trying to make some money... but wasted those years completely, spending thousands of dollars and earning NOTHING;
- Until I got a mentor.

## My Mentor & Me

- I needed someone who could closely work with me and lead me to success;
- I needed someone who had made all of the mistakes for me to learn from - and avoid making any more of them myself;
- Mentors are there to transform someone from a struggling newbie into a shining success story;
- It's important that you start small, and grow;
- I'm going to give you the coaching with an action plan... and show YOU how to transform that into cash;
- Remember: Just a few short years ago, I too was a struggling newbie.



## The Turning Point

- It had taken years of failure to realize it, but all I needed was someone to put me in the right direction and I was set;
- By taking solid and consistent action (in the right ways) I was able to take leaps and bounds towards my success on the Internet;
- Now it's YOUR turn to do the same, with my help. I feel truly privileged to be your mentor and I look forward to helping you - BUT it is NOT going to happen overnight;
- The World's biggest business empires were not build overnight. They started small and insignificant but took massive action and grew;
- You've made a fantastic decision today by jumping onto this program, because you've gone out and taken action.

## Preparing For Success

- Taking action and taking on a mentor are, in my opinion, the two best things that you can do to become successful online;
- As I'm now your mentor, it's MY responsibility to do everything that I can to ensure your total and complete success;
- I want to change your perspective of what a successful online business is;
- Mindset and psychology are a hugely important part of business success;
- Too many people think that internet marketing is about getting rich quick or earning a quick buck;
- Internet marketing is NOT a get-rich-quick scheme.



## Fish or Fishing Rod?

- If you can give a man a fish then he can eat for a day. If you give him a fishing rod and teach him how to fish then he can eat for a lifetime;
- I could teach you a system to earn \$10,000 today, or I could teach you a system to make you \$1000 every single day for the rest of your life;
- Which would you rather learn?
- It's easy to get 'wrapped up' in the million dollar dream which is portrayed by the Gurus;
- It seems like they've just come from nowhere, put a product up on a website and made millions of dollars overnight;
- But that generally isn't the case - and probably won't be for you, either.

## Marketing vs. Business

- You have to learn HOW to run an online business from day-to-day, week-to-week, month-to-month and year-to-year;
- You need to understand business and you need to build yourself a system if you want to consistently make money on the Internet;
- We call ourselves 'Marketers', but really we are businessmen/women;
- Marketing is just an aspect of what we do. It's not the whole picture;
- What you're actually learning isn't JUST marketing, but it's also INTERNET BUSINESS;
- You need to actually see yourself as a real, serious businessman/woman;
- I'd rather teach you how to run a business, rather than earning some quick cash;



# The Keys To Success

- Focus on running a successful business and over-delivering value to your customers, prospects and followers and the cash will come next;
- We need to understand business, but also put a solid system in place;
- We need a structure which will run daily, weekly and monthly to build your business and build your revenue;
- This means you're going to have to start from scratch so I'm asking you to put anything you've done so far into the past and start over with my coaching;
- Remember that this program is built for both newbies and long-term newbies;
- Everyone will be starting from the same place with a clear mind, unclouded by bias.

# Myth-Busting!

- 1) You need to start small and work UP;
- 2) Internet Marketing is a BUSINESS... and must be treated as one;
- 3) We are businessmen/women... not just marketers;
- 4) Focus on providing value... not just on earning;
- 5) We need to build a system to find people, give them value and build a reputable business;
- 6) Put what you've done so far into the past and move forward with this coaching program.



# Organizing Chaos

- I want to talk to you about how to fit all of your internet marketing 'work' around your already busy life;
- There's no point in me teaching you the business system for earning money online, if you don't know how to run it;
- If you're in this for the long haul, then you need to be organized and you need to be prepared to run this like any other business;
- If I gave you my entire business, could you make money with it, in the long-term?
- Perhaps you have a partner, children, full-time job, hobbies and other commitments, so finding time to dedicate to internet marketing can be tough, right?

# The Organizational Core

- Time;
- Structure;
- If you can put time aside to work hard and you can structure your daily routine effectively, then you can run an organized and profitable business;
- No Organization = Harder Work & Less (or no) Profits;
- Forget the dream lifestyle of lounging on a beach with a laptop watching money pour in, and think BUSINESS;
- Don't worry if you can't dedicate 9.00 - 5.00 on your business. You can't expect that until your income allows it;



## Finding Time

- It's important that you just work WHEN you can. Short sessions of productive work are fine (fitting them around job, family and other commitments);
- These must be PRODUCTIVE work sessions;
- I don't want to hear you saying that you haven't got time to do any of this, although it's an easy excuse to make;
- Lack of time can be made up for in two ways:
- Outsourcing and Delegation;
- Increased Focus.

# Outsourcing & Delegation

- Employ the services of an outside worker(s)
- Time-consuming tasks;
- Technical tasks;
- Difficult tasks;
- Important but non-productive tasks;
- Outsourcing doesn't have to be expensive and brings many rewards;
- Often takes place abroad (Philippines, India etc.)
- Outsource the things you're NOT good at and concentrate on what you are good at;
- If finances are tight, then try a 'service swap' with someone else.



## Increased Focus

- Focus = Productivity;
- Focus on the tasks which will lead to either money or a subscriber;
- Don't waste time on e-mails, Facebook, Skype etc;
- Remember the 80/20 rule;
- Doesn't cost anything;
- Requires will-power and self-motivation;
- Don't procrastinate;
- Keep on top of everything.

## A Focused Work Day

- Note: By 'Day' I mean whatever time you can work, not necessarily from 9.00-5.00;
- Break your work down into productive 60-minute sessions;
- Take short breaks every 60-minutes (for a drink or snack);
- Rate the urgency of your tasks and work through them in order. Don't just do the things which are easiest;
- Set yourself daily targets (task-based, not financial);
- Force yourself to stick to plans (more on planning later);
- Get stuff done, not perfect (take action).



# Your Productive Office Environment

- Whether you work from a dedicated space in your house, or the sofa, it's your 'Office';
- I recommend setting up some space, even if it's just a desk in your front room;
- Think of yourself as being 'at work' and limit distractions as much as possible;
- Drinking water or fruit juice in the office;
- Play your choice of inspiring music;
- Keep your office space clear and tidy;
- Work with a countdown timer to measure your time;
- Whiteboards are a gift from God.

## Planning & Targets

- It's a cliché, but it's true.... "If you fail to plan, then you plan to fail!";
- Failing to plan is, in my opinion, the #1 reason why most people are not successful online;
- It makes sense - "If you don't know where you're going, you'll never get there". You'll just keep wandering around aimlessly;
- Planning and target-mapping sound difficult and time-consuming, but they're not;
- You'll need two different plans:
- A Personal Plan;
- A Business Plan.



# Planning For Your Business

- The biggest businesses in the world have business plans, objectives and goals - so Internet Marketers need them too;
- Where do you want your business to be in a month, 6 months or a year's time?;
- Focus on ONE set of particular goals and stick to them, that way you have a higher change of realizing that aim;
- Financial, list-based, traffic-based etc.

# Planning For Your Personal Life

- What would YOU like to achieve in your personal life (aside from your business, but aided by);
- Travel the world? Take 4 vacations per year?
- Quit your job?
- Get married?
- Etc.



# Goal Criteria

- Your goals should be:
- Focused;
- Time-Specific;
- Ambitious;
- Achievable.

## How To Plan

- Plan one whole year ahead, as a general overall view;
- Strip it down to 3 x 90-day plans;
- Take the first 90-day plan and strip it down into 3 x 1-month plans;
- Take month 1 and break it down to 4 x weekly plans;
- Break week 1 down into day-by-day tasks;
- Always plan your tomorrow, today;
- Make sure to do this ahead of time, don't try to 'blag it' day-by-day;
- The further ahead plans can be quite general and strategic, then get more precise.



## 'To Do' Lists

- Remember to always plan tomorrow, today;
- I do it right before I leave the 'office' and it only takes a few minutes;
- Just grab a piece of paper and make a list of what you want or need to accomplish the following day and leave it somewhere noticeable;
- If I didn't do this, then every single day would be wasted chatting to friends, browsing forums, reading eBooks, etc. These webinars would never exist and I wouldn't have this course ready for you;
- I used to think I could just 'blag it', but now I won't start ANY project without serious planning.

## Your Business Promises

- I want you to become accountable to yourself;
- You can do this by making a list of business and personal promises to yourself regarding your business behaviour;
- For example:
- I will only drink water in the office;
- I will work in solid 60-minute sessions;
- I will only check my e-mails once per day;
- I will eat breakfast every day before I start work
- It's best to start off with the end-result, then working backwards to work out how you're going to get yourself there;



## Focus... Just Enough!

- It's easy to get 'caught up' on unnecessary tasks, and there are lots of distractions in our modern world, so it's important that you remain focused and don't waste time. Planning helps with this;
- Do enough work on something to make you money, then leave it and move on. Don't strive too hard for perfection or you'll go insane.

## Let's Recap

- Internet marketing is a BUSINESS and must be treated that way;
- Study 'business' as much as you can;
- Organization = Easy life and profits;
- No organization = Hard work and lower (or no) profits;
- Lack of time can be made up for with solid focus;
- Focus on business tasks for profit... not on distractions;
- Short 60-Minute productive sessions are ideal;
- If money allows then outsource difficult or time-consuming tasks;
- Wherever you work, it's your office;
- Work to a countdown timer;
- Get stuff good, not perfect;
- Plan ahead (12 months, then break it down).



## Suspending Your Disbelief

- When I first started Internet marketing, I found it impossible to believe that people would really spend their money on information products;
- eBooks, videos and audio products seemed to be selling for much higher prices online, than their physical counterparts in stores;
- But then I discovered some very important things about the Internet:
- Information is one of the world's most precious commodities;
- The Internet is many people's first 'port of call';
- The Internet is easier and faster than going to a shop;
- It's easier to become a 'credible' or well-known expert online, than offline.

# What Makes People Spend Online?

- If someone has a problem, and the information you hold can solve that problem, then you're set;
- Desire alone is often not enough, but desire + emotion = sales;
- Credibility and authority within a marketplace (the prospect must KNOW that you know what you're talking about;
- Value (or perceived value);
- Problem + Desire + Emotion + Credibility = Sales (\$\$\$)



# The Rise Of The Newbie

- How do you build all of this up and get people to WANT to buy from you?
- Lots of newbies are worried that they have nothing to teach;
- The truth is that you only have to know a small amount more about something than someone else, at first;
- Personally, I believe the most important thing in the whole equation to be VALUE and CREDIBILITY;
- Fortunately there is a VERY easy way to build up both of these things at once, even as a complete newbie;
- Give people things for FREE.

# Giving Things Away For Free

- Giving people good, free information products (in exchange for their e-mail address) means that they are getting lots of value for nothing;
- It shows them that you know what you're talking about, without them having to pay you;
- Then you can follow-up with them via e-mail with more free content, which further builds reciprocity and allows you to sell to them (your products and other people's);
- I know that this is simple stuff, but it really needs to be hammered home;
- Lots of people begin by putting up expensive or higher-ticket products but have nothing to back that up;
- I earn a full-time living, by giving VALUE away.



## Don't Chase After The Money...

- You must get into this mindset;
- Build credibility amongst a 'following', give them value and they will want to reward you with their cash for other products;
- Forget about earning money on a short-term basis and focus on building a system for long-term wealth, where the money will chase after you;
- Following this theory won't make you rich overnight, but it'll make you rich forever;
- This is a simple procedure for positioning yourself within a marketplace and making people want to follow you and listen to what you say;
- Set up a blog to tell your story, offer some good and high value free content, and market that.

## Quick Recap

- People spend money online because it's quicker and easier - even if the products are more expensive;
- Many people look online for the information before they run to a bookshop, which gives us a huge advantage;
- Problem + Desire + Emotion + Credibility = Sales (\$\$\$)
- We must build up value and credibility with our prospects, which can be done by giving away free, valuable products and training;
- Positioning ourselves in the marketplace by offering and marketing these free products will build up reciprocity and make people want to follow us and buy from us too.



# Engineering Success

- Your success online is entirely dependent on your ambition, action and accountability to yourself;
- There are steps you can take to engineer your success and scientifically prevent your failure;
- For example, \$100,000+ per year online, might sound like an unattainable goal, but if you break it down:
  - \$8,333 per month;
  - \$2,083 per week;
  - \$297 per day.
- Now let's change the goal.

## Engineering Success

- Instead of aiming for \$100,000 per year, let's say that you:
  - Create a simple product which sells for \$30;
  - Build a sales process which converts at 5%;
  - That means you'll make 5 sales for every 100 visitors;
  - Now you build a traffic process to get 200 visitors per day;
  - That means 200 visitors = 10 sales = \$300/day = \$9000



## Engineering Success

- Instead of aiming for \$100,000 per year, let's say that you:
  - Create a simple membership site which sells for \$30/month;
  - Build a sales process and aim for 300 members consistently;
  - That means  $300 \text{ members} \times \$30/\text{month} = \$9000/\text{month}$ .

## Engineering Success

- Instead of aiming for \$100,000 per year, let's say that you:
  - Build a list of 3000 customers from a simple product;
  - E-mail market affiliate products and your own products to them;
  - Make \$3 per customer per month = \$9000 per month.



# Engineering Success

- There are many other ways to break down the numbers and - ideally - you want to implement more than one of them to boost your success and your income in every way;
- Everything I'm describing here is possible and I have done it all multiple times;
- It will NOT happen overnight, but I'm just giving you food for thought for the future so that you can see how easily this can be engineered and success can be 'by design';
- So, let's just take an example...

## Something To Wet Your Appetite...

- Month 1 - Create your first information product;
- Month 2 - Build the sales process for it;
- Month 3 - Set it live and begin recruiting affiliates to promote it;
- Month 4 - Keep maintaining affiliate recruitment and making sales;
- Month 5 - Start adding in additional traffic streams and maintain affiliate recruitment;
- Month 6 - Build up to \$300 per day;
- Month 7 - Your first \$10,000 month;
- Month 8 - Start working on product/campaign #2;
- Rinse and repeat.



## What's Next?

- Module 01: Business Big Bang;
- Module 02: The Profit Hub;
- Module 03: Something From Nothing;
- Module 04: Traffic Tornado;
- Module 05: Daylight Robbery;
- Module 06: Unstoppable Growth

# Your Homework Assignment

- Define your personal goals for the next 6-12 months;
- Define your business goals for the next 6-12 months;
- Set yourself some clear income targets for the next 6-12 months;
- Start using 'To Do' lists every day;
- Work in short, productive sessions with a timer;
- Don't waste time on unproductive distractions;
- Write yourself a personal business promise;
- Be there for 'Module 02', same time next week.



# Q&A