

DIGITAL MILLIONAIRE  
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Module #2  
**The Profit Hub**

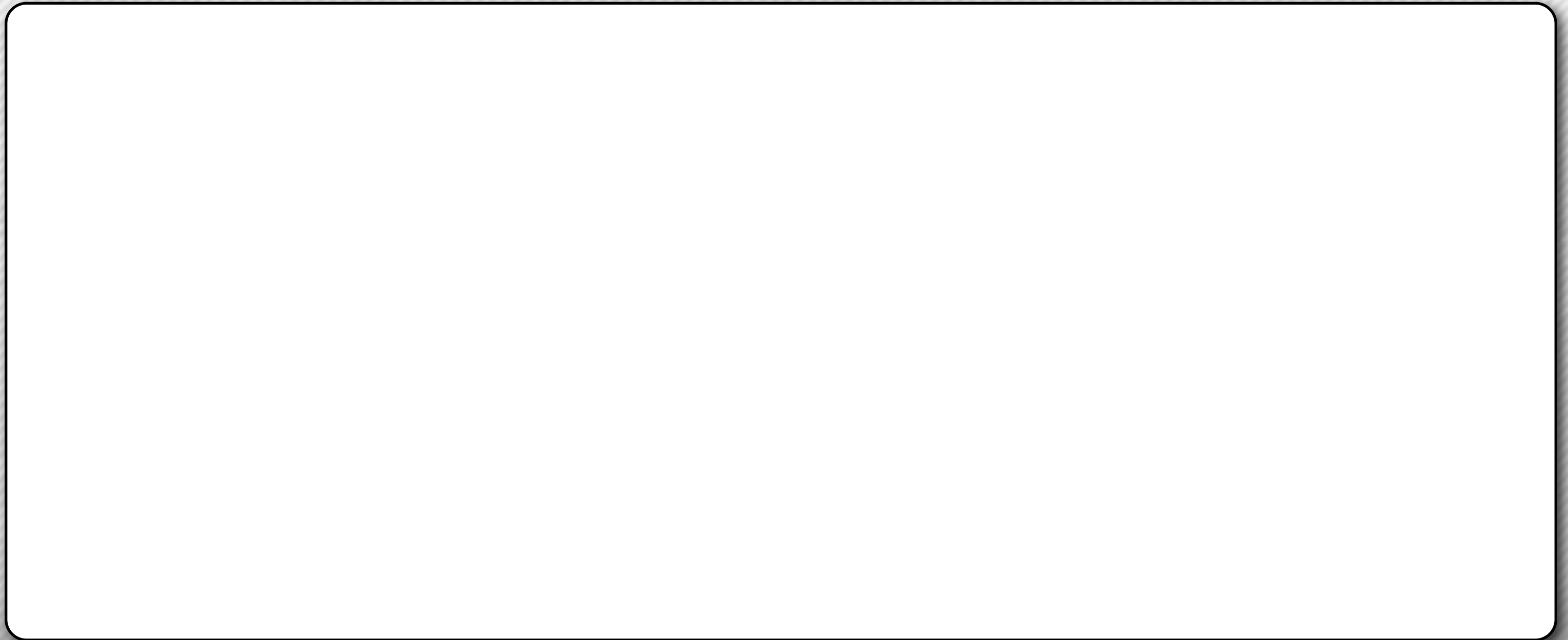
## Your Online Infrastructure

- In this module, we're going to talk about creating the core structure of your business;
- Remember, you should never build a house on weak foundations and the same thing should apply to your online business;
- The 'Profit Hub' is a central platform on which your business will sit. It consists of three main elements which will bind together all of the different aspects of your business;
- It will also help you to build a brand with authority and credibility in your marketplace and allow you to connect with your target audience;
- The three things are some of the most important (but often overlooked) parts of your internet success - and every successful marketer in the world has them.

## What Is 'The Profit Hub'

- Three things:
  - 1) Web Hosting & Domain Name;
  - 2) A Blog;
  - 3) An E-mail List.
- Used correctly, these three tools are all you need to begin your very own internet empire and will quickly provide you with the solid foundation that you need;
- Depending on your previous experience, you may already have some (or all) of these elements, but you should pay attention to this module anyway;
- You may wish to use the things you already have and simply adjust them to suit this module or you may wish to start afresh.

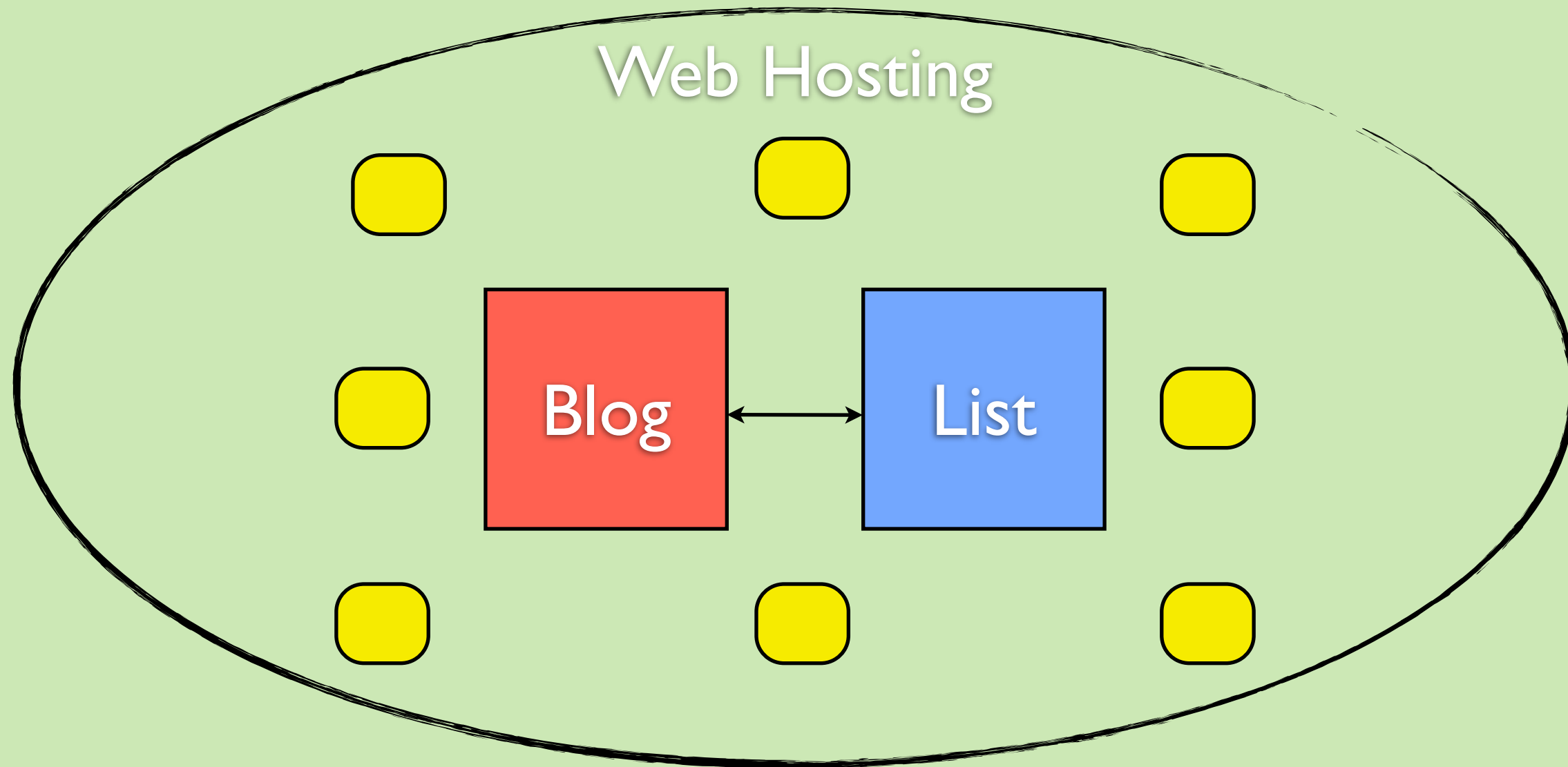
# When You're Starting Out...



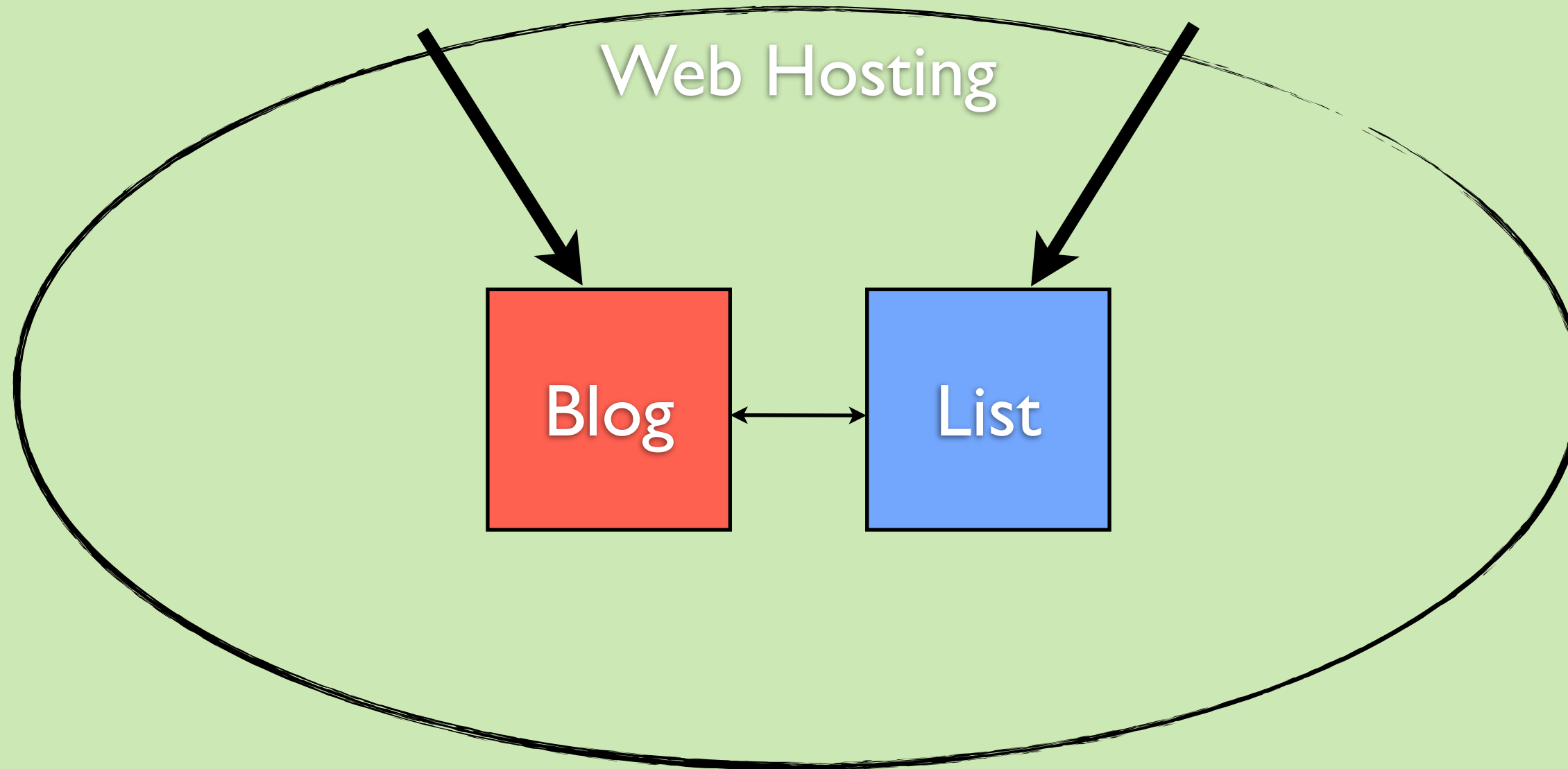
# When You're Starting Out...

Web Hosting

## When You're Starting Out...



## When You're Starting Out...



## Web Hosting & A Domain

- Unlike a traditional 'offline' business, we don't require an expensive premises or huge factory warehouse;
- We DO, however, need some 'online real estate' to build out our business;
- So you'll need to get some web space to store the files and folders which make up your website;
- If you already have website hosting, then you can use that, although you might prefer to buy a new, 'clean', fresh package which doesn't have any half-baked ideas or incomplete websites on it;
- If you don't have website hosting then you'll need to find a web host to buy it from;
- I recommend D9 Hosting, a company run by two Internet Marketers. There is a link and a discount code for them in the 'Resources' section of the members area.

## Web Hosting & A Domain

- You'll want to buy a "Shared" hosting package, which will cost around \$100 for the year and (if you buy a 12-month deal) will get you your first domain name for free;
- Visit the D9 Hosting website and look for "Shared Hosting". Follow through with the order process and they'll ask you to choose your first domain;
- I'd recommend that you try and choose:
  - YourName.com;
  - Your-Name.com;
  - YourNameBlog.com;
  - YourNameMarketing.com;
  - YourNameIM.com;
  - IMYourName.com.

## Web Hosting & A Domain

- As I've mentioned in the previous module, people don't buy products, they buy into PEOPLE;
- It's important, for this reason, to build your blog and your branding around YOU, not some generic 'How To Make Money' brand;
- Try and aim for YourName.com, if it isn't available, then try and get the closest thing to it, using the ideas that I gave on the previous slide;
- Once you have selected your hosting package and a domain name, simply fill out your billing details and click the 'Order' button;
- Your account will be set up within 24 hours and the details will be e-mailed to you once it is done.

# Understanding Your Hosting Package

- Once your hosting is set up, it's essentially like owning a 'plot of land' on the Internet;
- Just like the hard drive in your computer, your web hosting consists of a large piece of disk space online, where you can store all of the files and folders which make up your websites and products;
- You will also have a special dashboard called 'cPanel' which makes it very easy to configure and administer all of the different parts of your business, such as databases and e-mail accounts;
- Don't worry if this all sounds very complicated because it isn't and there are LOTS of tutorials around to help you out with all of the technical aspects.

## Uploading Your Files

- Once you receive your 'welcome' e-mail from your web host, you can connect your computer to your web space;
- This will allow you to move files and folders from your website up to your hosting package;
- The easiest way to do this is using something called 'File Transfer Protocol' (FTP) and a simple piece of software;
- My recommended piece of software is called Filezilla and is totally free. There is a link to download Filezilla in the Resources section of the members area;
- You can connect to your web space using the 'FTP' details, which will be provided inside your welcome e-mail.

# Phase #1: Web Hosting & Domain - Complete



Web Hosting

# Getting Started With Blogging

- Blogging is definitely one of the most misunderstood and underutilized marketing strategies online;
- If you already have a blog and post to it, then that's great but there is a very specific way that I recommend using your blog, which is what I want to talk to you about in this module;
- If you don't have a blog, then I'll explain why you should and what you should be posting to it;
- Your blog is going to become one of the keys to your online authority and success.

# What Is A Blog?

- 'Blog' is the shortened version of 'Web Log' and it's a phenomenon which came into fashion a few years ago;
- It's really like having an online journal, where you can post your ideas, thoughts and people can follow your journey to success;
- People blog in all kinds of different topics, from fashion and politics to entertainment and sports. We're going to build a personal blog to document what YOU are doing online to become successful;
- It's a very simple website made up of a few pages and posts, which runs on a piece of blogging software - which makes it a very simple 'point and click' process to build and run.

# Why Do We **NEED** To Have A Blog?

- Central hub for your business;
- Easier to get traffic to your blog;
- Great way to deliver free content;
- Authority and credibility building;
- Develop a relationship with your followers;
- Create a loyal fan base/followers;
- Built-in community of comments;
- Very easy way to build your online presence;
- Blogging is flexible and limitless;
- Easy/fast to customize and grow.

# The Blogging Process

- Step 1: Install your blog at YourName.com;
- Step 2: Customize your blog with a theme;
- Step 3: Begin to post to your blog on a weekly basis;
- Step 4: Start driving traffic to your blog;
- Step 5: Keep posting fresh content and driving traffic.

# Installing Your Blog

- The most popular blogging platform (and the one that I recommend) is called WordPress;
- It's a free piece of open-source software which you can download from WordPress.org;
- Once you have downloaded the WordPress software to your computer, you need to unzip it and upload it to the 'root' folder of your web hosting, using the FTP software that I mentioned earlier;
- When you go to YourDomain.com you'll then see an 'Install WordPress' screen. By following through these instructions you'll be able to install your blog onto your root domain;
- You can also outsource the installation of your blog very cheaply.

## Your Blog Pages

- I recommend that you set up a few pages for your blog to start fleshing it out:
  - Home Page
  - About Me;
  - My Products;
  - Affiliates;
  - Contact Us.
- Most of these pages will probably speak for themselves and can be populated with basic content for now;
- We can always add and improve them at a later date as your business continues to grow.

## Choosing A Blog Theme

- It's also a good idea to change the general 'look' and style of your blog;
- We do this using 'Blog Themes'. A theme is a general layout and design for your blog which can be installed in just a few clicks;
- You can get both 'paid' and 'free' themes and there are literally thousands of them available with a simple Google search;
- Many paid themes are also available from the WordPress directory, which you can search from within your WordPress dashboard;
- A good starting point is a free theme called Flexibility and is available from [FlexibilityTheme.com](http://FlexibilityTheme.com). I'd recommend starting with that as it's very easy to customize and adapt for your own business. It also has great video tutorials;
- It would also be a good idea to look through the WordPress themes directory.

# Writing Your First Blog Post

- Your first blog post should be considered like the first step of your online journey;
- It's designed to welcome people to your blog and your new adventure;
- You must be HONEST about your situation and don't try to 'fake it until you make it';
- Tell people where you're 'at', where you've been and what your ambitions/targets are;
- People will be able to relate to your situation as they'll probably be in a similar place themselves;
- Talk about what you do for a living, how you came to find Internet marketing and what your goals and targets are, plus what you have already tried and how it didn't work out;
- What is your first goal? To make your first few dollars online?

# Writing Your First Blog Post

- You can also mention that you've made the decision to take on a mentor (me) and join this coaching program;
- It's a great way to position your business by aligning yourself with a successful marketer;
- Don't worry if you don't consider yourself a good writer or not. The key to this is to come across as a regular person who wants to 'make it' online. This isn't a literary contest, we just want to provide our readers with something they can connect with;
- The important elements are to give someone a story that they can connect to, in an honest, friendly and open way;
- Invite them to continue following your story and your journey to success to see HOW you become successful online.

## Keeping Your Blog Fresh

- Once your blog is set up, it's important that you continually keep it updated with new content and posts;
- This builds your authority and reciprocity with your followers but will also keep you at the front of their mind and ensure they regularly interact with you;
- You're probably terrified of blogging now and think that you'll run out of content but I can assure you that you won't. You will always have a story and content to share when you follow what I teach in this webinar;
- You need to document what you learn and implement each week on your journey to success. It might feel basic or unoriginal but if you inject your own 'spin' and personality into it, then people will really follow you and hang from every word.

## Keeping Your Blog Fresh

- Because you're not a 'Guru' and you're only a few steps ahead of them, it's much easier for them to relate to you than a mega-successful marketer;
- You ALREADY know way more than 99% of marketers out there who haven't studied the training that you have already in this program;
- While they are probably still lost and confused out there in the Internet mayhem, you already understand the founding principles of a successful online business and are ready to begin building your empire;
- You don't always have to share content on your blog. It's always a good idea to talk about yourself, your personal life, your hobbies, etc and give people a glimpse into your world and your personality.

## How Often Should You Blog?

- There are no hard and fast rules about how often you should update your blog with a new post, suffice to say that it should be consistent;
- Personally I would recommend blogging once or twice per week, provided you're comfortable that you can maintain that level of posting;
- It should only take 10-20 minutes to write a blog post, so you should be able to do a couple each week;
- Consistency is essential however as it will make your followers feel comfortable and more connected if you continuously post the same number of times each week;
- Add it to your personal business promise and your 'To Do' list that you will sit down, focus and write a blog post 1-2 times per week.

## What Can You Blog About?

- Most importantly - your story and your journey. Think of your blog as a 'soap opera', giving people a window into your life;
- You can also blog about the things you are learning and the steps that you are taking to become successful online;
- You should also talk about all of the things that you're doing in your personal life such as vacations, hobbies, your family and social life;
- It's important that you come across as human, friendly and likable - just a regular person, like your readers;
- Based on what you've learned in this program **ALREADY** you could easily write 5-6 great blog posts to kick things off.

# Your First Five Blog Posts

- 1) Introduction to you, your story, your life and your goals;
- 2) How things are changing since joining this coaching program;
- 3) Informational post (teach something about internet marketing);
- 4) Personal post (your frustrations, your job, your family, your ambitions etc);
- 5) Informational post (teach something else about internet marketing);
- From blog post 6 onwards, you should have a good mix of valuable content and personal updates from your life.

# Types Of Blog Post

- Instructional Post;
- List Post;
- Rants & Controversial Post;
- Review Post;
- Video Post;
- Personal Post;
- Guest Post.

## Keeping Your Blog Fresh

- You should also 'spy' on other marketers' blogs to see what they are talking about;
- Don't steal ideas but use it as inspiration for things that YOU could share with your readers and followers;
- This is a great way to find out what is working for other people and incorporate it into your blog and your business;
- You should block out some time each week dedicated JUST to updating your blog with new, fresh content;
- It's important that you come across as honest, genuine or sincere and that you inject as much personality into your blog posts as you can;
- Keep your posts short, concise and 'to the point' with one key 'takeaway' piece of information.

## Getting Traffic To Your Blog

- Traffic is obviously an essential part of your online business, which is why there is an entire module devoted to it later in this coaching program;
- You'll need to get traffic to all of your websites eventually, but right now it's a good idea to get SOME traffic flowing to your blog;
- I actually prefer to drive traffic to your list building machine (which we'll talk about shortly) and your product sales pages (future module) and then siphon your new customers and subscribers back to your blog afterwards;
- BUT you should also put a little effort into getting some traffic to your blog using a very cool tactic called 'Blog Commenting';
- Blog commenting is hugely underrated but is a very powerful way to get visitors to your blog with just a little bit of time invested;

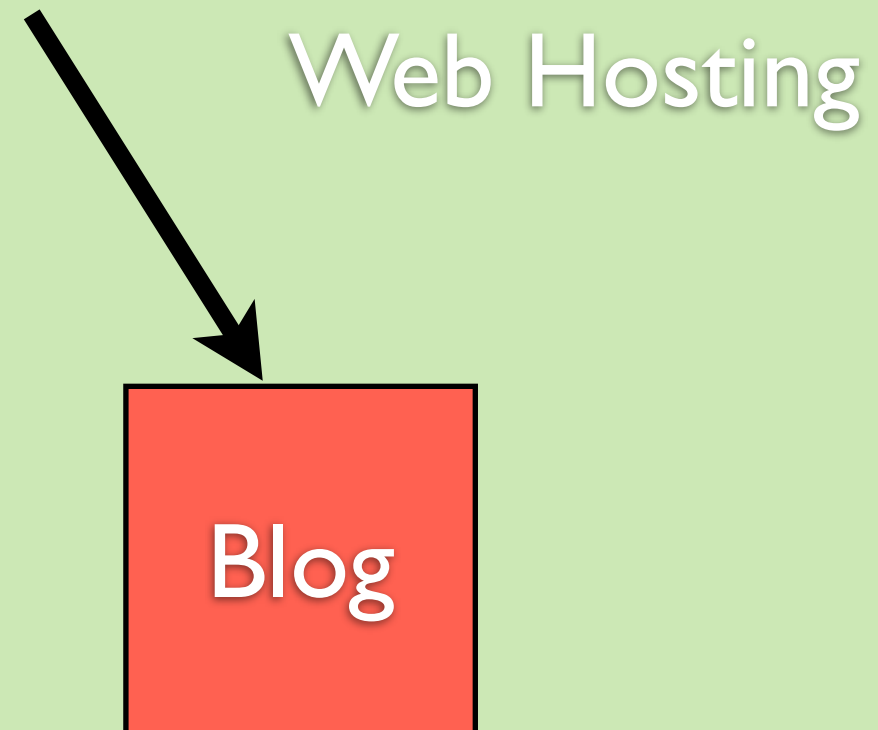
# Getting Traffic To Your Blog



## Blog Commenting

- You need to find other blogs in your marketplace which already have traffic (search 'Internet Marketing Blog' on Google or look at your favourite marketer's blogs);
- Find a recent post which stands out to you and is of interest;
- Leave a short comment on the blog post. Try to add value by answering a question they have raised or adding your perspective to what they have taught;
- Other visitors will then see your comment and - if they like what you said - then they can click through to your blog post;
- Don't actually try to openly 'plug' your blog. If people are interested then they will make their own way over to check out your stuff;
- Don't stress out about this too much or waste too much time. Just 10-20 minutes per day is enough to get you started.

## Phase #2: Blogging Set Up - Complete



## The Money Is In The List

- You've probably heard that classic cliché a million times or more, but for some reason most people seem to ignore it;
- It's actually pretty close to the truth which is why the third part of our 'Profit Hub' is to begin building a list of subscribers who will hang off your every word;
- Once you have a list of e-mail subscribers you can e-mail market your own products, affiliate offers, webinars and it gives you huge leverage for push-button profits;
- Let's look at a few of the major reasons why building a list is so essential.

# Why Should You Build A List?

- Easy;
- Fast;
- Cheap;
- Builds credibility;
- Traffic;
- Cash-On-Demand.

# The List Building Process

- Step 1: Create a valuable free gift which we can give away;
- Step 2: Build a squeeze page to collect people's e-mail addresses;
- Step 3: Create a download page to give them the free gift;
- Step 4: Set up an autoresponder account with Aweber;
- Step 5: Upload everything;
- Step 6: Drive traffic.

## Your Autoresponder

- An autoresponder is the piece of software that you'll use to collect and e-mail your subscribers;
- There are a number of these available but for price, delivery and service I would recommend that you choose Aweber.com;
- You'll create a list within your Aweber account and set up a web form for your subscribers to enter their name and e-mail address into and put that form into your 'list building machine';
- Whenever you like, you can log into Aweber and broadcast an e-mail to your entire list, promoting a product and making some cash;
- Aweber currently have a trial offer, which means you can sign up and get started for just \$1 for the first month.

## A Free Gift

- We need to create a valuable gift to give to our subscribers in exchange for their e-mail address;
- The main criteria for this is:
  - Free;
  - Perceivable Valuable;
  - Niche-Related
- Your gift could be a free report, video, audio, or any other kind of information product teaching something about your niche;
- You can make a free gift about any topic or sub-niche that you want.

## A Free Gift

- There are a few ways that you could make your free gift;
  - Interview an expert and use the recording;
  - Write it yourself as a short 10-page report;
  - Record a short training video on the topic;
  - Find a resell rights product with giveaway rights;
  - Outsource the report to a ghost writer.
- Those are just a few possibilities that would allow you to create a valuable free gift within 24-48 hours;
- You'll learn more about product creation in the next module, but this is a good starting point for a free product. Hint: it's not as scary as it sounds!

## A List Building Machine

- You'll also need a special 'list building machine' which will automate the process of turning your website visitors into subscribers and giving them your free gift;
- This is a simple website consisting of three pages:
  - A squeeze page;
  - A confirmation page;
  - A download page.
- There are many ways to create these pages and they can really look however you want. If you're worried about the technological side of this, you can outsource the creation of these pages;
- I'm also giving you my list building template in this course, which you'll find in the 'Resources' section of the members area.

## A List Building Machine

- Once you have created these three pages, you can add the code from your Aweber list and upload everything to your web server;
- This means that you can drive traffic to your list building machine and watch your subscriber list soar;
- It all starts with zero then grows one-by-one;
- You can use any traffic method to drive traffic to your list building funnel and we have an entire module on traffic in a couple of weeks;
- It's important that you never lose focus on driving traffic to your list building machine and watching your list growing;
- Every subscriber on your list is another potential customer that you can e-mail market to.

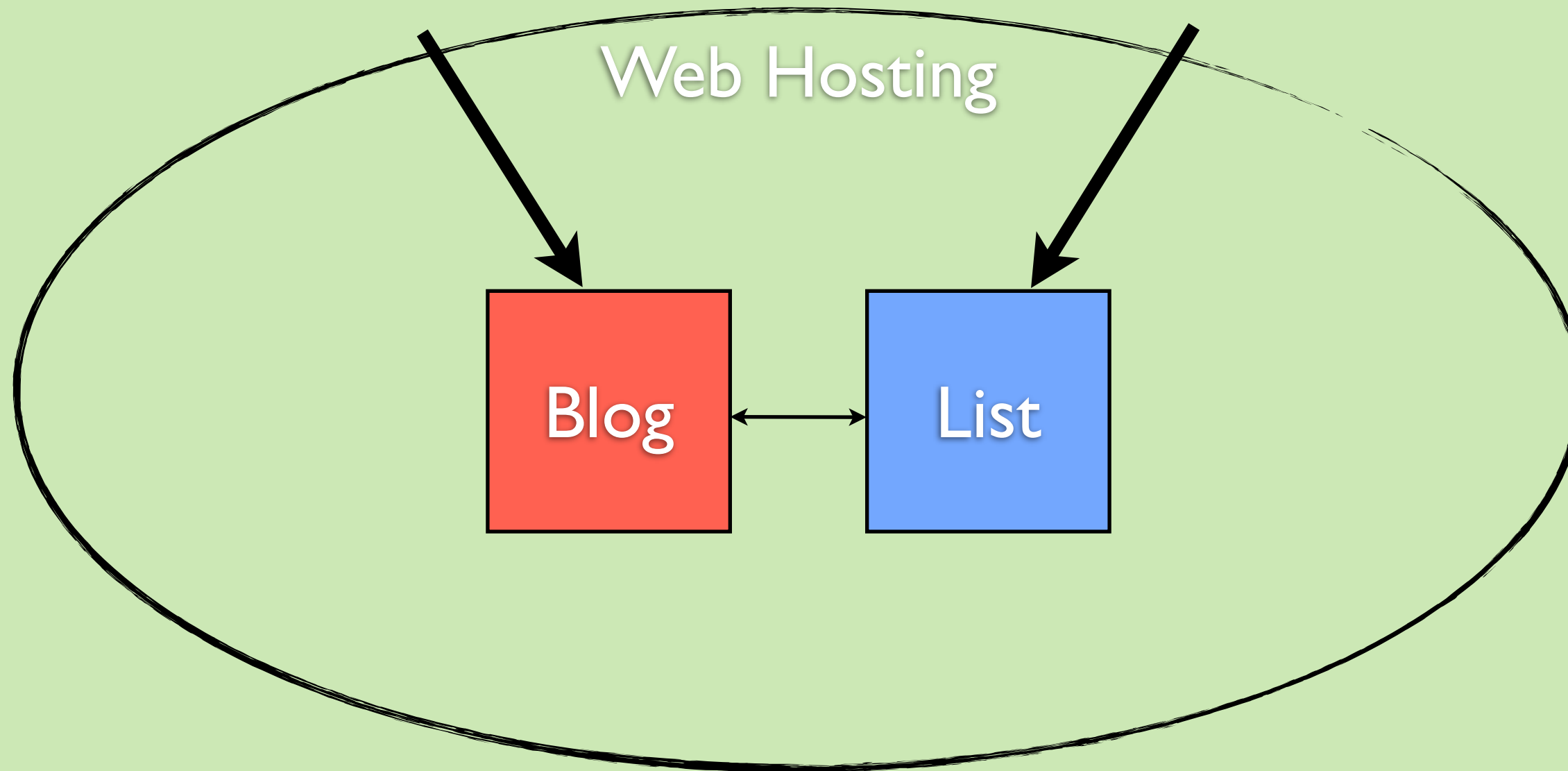
## Solo Ads

- Initially, we just need to get our first few subscribers onto our list but we currently have no subscribers to 'leverage';
- One of the easiest ways to begin building a list straight away is by buying traffic in the form of solo ads;
- A solo ad is where you pay another marketer (who has a list) to send traffic to your free offer;
- For example, you might pay \$50 to receive 100 unique visitors to your offer. If your squeeze page converts at 50%, then you would receive around 50 subscribers to your offer;
- It's a good idea to buy solo ads initially, just to get your first subscribers into your list and begin your list growth.

## Ad Swaps

- Once you have a few (500-1000) subscribers, you can begin doing something called an ad swap;
- This is where you find another marketer with a similar size list to you (your fellow students?) you can strike up a deal to cross-promote your free gifts to each other;
- You would start by choosing a date/time for the ad swap and exchanging squeeze page URL's. On the agreed date and time, you would send an e-mail to your list promoting their squeeze page and they would send an e-mail to their list promoting your squeeze page;
- The plan is that you will send each other roughly the same number of visitors and both lists will grow a little;
- When used correctly (and sparingly) this is a great way to build a responsive list.

# The Profit Hub



## The Profit Hub

- Over the next couple of weeks you can begin building out your very own profit hub;
- Which means that your business is sure to be built on solid foundations with a very efficient system in place for building authority, credibility and reciprocity amongst your marketplace;
- As we continue to grow your business and advance forward, you'll see how your blog and your e-mail list will continue to tie all of the individual parts together and keep your business growing fast;
- Your blog and your list are designed for 'gradual growth' which means you should never stop blogging and getting more subscribers. These two 'cogs' in your online system should constantly be turning and scaling whilst you build out the other parts of your business around them.

## 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

# Q&A