



Presents

The Easy Online Business Roadmap



A three-part system that you can use to start building a six-figure business.

SoloBizHacker.com

SoloBizHacker.com

Easy Online Business Road Map

Who Are We?

"If you want your own autonomy, you have to build your own economy."

Jennifer Kem

There is no doubt that the internet has opened a vast opportunity for millions of individuals to earn a living by reaching a customer base online rather than purely locally – and you don't even need that many customers to make great living! And in a way that gives you the balance of life as YOU want it – that's a great thing to be able to help people do! And THAT is what we do.



We, Meredith Eisenberg and Jasper Blake, are co-founders of Solo Biz Hacker where we help our clients create their own economy, living life in creativity by sharing what they already know and love to do, with others.

Solo Biz Hacker is a start-up lab for people who are passionate making a difference and who want to experience the freedom of entrepreneurship by reaching an audience online, but without the overwhelm and distraction that marketing on the internet can cause.

We co-hosted a top rated iTunes podcast - **Paycheck To Passion** and are authors of '**The Escape Plan: 6 Steps To Leaving The Job You Hate By Creating a Business You Love**'.

Meredith is an Active Campaign certified consultant and is Head Coach for LinkedSelling, an Inc 500 Company. Jasper is a Business Coach for LinkedSelling's Mastery Program.

Awesome... You want to build a business based on your expertise...

It can seem a bit overwhelming at first. There are lots of moving parts in a sales machine. But if you want a SIMPLE way to create an online business that makes you money while making a difference - you are reading the right report.

Here's the bottom line...

In order to make a solid, consistent income online, you only need two things: an offer and a buyer (well, lots of buyers - eventually, a steady stream of them).

Now there are a lot of different ways to approach this, but you don't want to over-complicate it. You don't want to get overwhelmed. So what we'll focus on this report is a three-part system that you can use to start building a six-figure business:

1. Build an audience.
2. Build a relationship with this audience.
3. Build a sales machine.

Let's take a look at each of these pieces in more detail...

Let's chat about your plan...

Need some help getting started (or re-started) on your action plan? We love helping people get started. [Click here to book](#) a brainstorming session with us. (Yes, we will give you options to work with us if it is a good fit... but even if it isn't we'll give you our best ideas and resources).

Part 1: Build an Audience

The key to a successful business is to work on establishing, engaging and expanding a community of people who have a shared interest in the problem that you are in the business of fixing.

Here are five options for building this audience:

1. **List.** An email database of opt-in subscribers. Generally, you'll create an in-demand freebie (AKA lead magnet) to give away to people who join your list. Then you'll send follow-up emails to your subscribers
2. **Blog.** A website containing posted content that is specifically designed to move a prospect along the sales process. This may include articles, infographics, checklists, videos and more. One of our favorite blog themes is [ThriveThemes](#) because it offers easy to use templates and powerful features at an affordable price.
3. **Social media.** This is a digital following via personal-relationship platforms. The most popular platforms include Facebook and Twitter.
4. **Podcast.** This is where you offer a downloadable or streaming audio series, such as a once-a-week podcast on a topic of interest to your audience. This could be audio, or video, or both, but the aim is to increase awareness of who you are and your field of expertise.
5. **Video channel.** Here's where you create a collection of video recordings. Many people set their channels up on YouTube, where others can subscribe to the channel, as well as rate and comment on the videos. For best results, put out videos regularly (such as once or twice a week).

Ultimately, you will put together a strategy where you'll use every single one of these five platforms to build your audience. For now, however, you'll focus on just one: building a list. This is where the "gold" is.

To get started with your list, you'll need the following pieces:

- An email service provider. If you are just starting out, we recommend [Mailerlite](#) which offers lead page templates, tagging and more and is free until your list reaches 1000 people.
- A lead magnet. This is an enticing freemium you'll give away in exchange for an email address. (You'll learn more about freemiums in just a few moments.)
- A lead page (Sometimes called a 'Squeeze' Page). This is a page that includes your opt-in form, as well as sales copy to persuade people to join your list in order to get your free offer.

However, an audience alone doesn't mean a whole lot. That's because you need a relationship with this audience. Which brings us to the next part...

Here's a [blog post](#) with a quick run-down of all the tools we use in our business.

Part 2: Build a Relationship

You have probably heard the saying, "people like to do business with those they know, like and trust". It is a universal truth in all business. That's why you'll always convert more people into buyers from your own list, versus placing advertisements in front of cold prospects - because they already know you, and like you enough to give you their email address. So that's why you need to start building a relationship with your audience.

One way to start building a good relationship is by offering free content (freemiums) that helps your audience solve a problem. You can offer a high-demand freemium as a lead magnet to help persuade people to join your list. Then you can continue to offer freemiums, or even low priced

informational products, both as a way to get seen and heard by new people, and as a way to start a relationship with those people. Your freemium can:

1. Help your audience get to know you.
2. Help you promote your paid offers and move prospects closer to the sale.

Sounds pretty good, right? So let me give you a few examples of freemiums (some will be more applicable than others, depending on YOUR audience):

- **Articles or blog posts.** This might include how-to articles, tips articles, overview articles, or anything else of interest to your audience.
- **Toolkits.** This freemium makes it easy for your prospects to take action on the information they've been learning about. For example, a business start-up toolkit might include template privacy policies, sample accounting forms and much more.
- **Webinars.** People tend to place a high value on live events, which make webinars an attractive freemium. It is a platform that provides the online equivalent of giving a talk to a live audience - including being able to answer audience questions right there and then.
- **Case studies.** The beauty of a case study is that they provide information for someone who wants to learn how to get a specific result, they provide motivation or inspiration, plus they help you promote a specific offer. For example, you can provide a case study showing how you (or another marketer) increased your Facebook followers by XXX by using one very specific traffic strategy.
- **Worksheets.** Here's another tool that helps people take action on what they just learned. For example, you might provide debt-management and budgeting worksheets to people who want to get out of debt.

- **Audios.** These can be “how to” type audios, or you can create an audio to help someone with a specific task or event. For example, if you run a meditation website, you might offer a guided meditation that people can listen to with their MP3 players.
- **Email courses.** This is where you deliver a multi-part training in the form of a sequence of emails delivered over time. The beauty of offering a multi-part email course as a freemium is that you train subscribers to watch for and open your emails.
- **Swipe files.** Sometimes it’s easier for someone to complete a task if they have a little inspiration. One good example is offering a swipe file full of sample headlines that copywriters can use to craft their own headlines.
- **Cheat sheets.** These are sheets that condense a complex topic down to about one page. These sheets tend to present a lot of ideas and tips, without going into any detail. But the tips need to be valuable and not easily found through a Google Search, for example.
- **Planners.** Here’s another “take action” tool that helps people get started and get better results. For example, you might provide bodybuilders with a three-month planner that details gym routines and menus.
- **Checklists.** This is a great tool to provide to people who are undertaking a task that has many steps or is otherwise complex. For example, check out our [email marketing playbook](#) which is a series of checklists.
- **Newsletters.** This is something you should be sending to an email list on a weekly basis. Your newsletters might provide a wide variety of content, including how-to information, tips, industry news, product reviews and more. If you subscribe to any of our lead magnets, you’ll get our weekly newsletter.

- **Templates.** You can offer templates to any group who needs to create content. For example, you might offer sales letter templates to beginning copywriters, or perhaps you offer templates for thriller novels to aspiring novelists.
- **Interviews.** There are two ways to do this: interview others, or have others interview you.

The benefit of having other people interview you is that you're automatically viewed as an expert. It's a good way to help further establish credibility whilst becoming known to an audience who may not be aware of you.

The second method is to interview an expert in your niche, either via email, phone/Skype, or even over a webinar. It's a great way to get high-quality content created for free. As an added bonus, you also get a little "borrowed credibility" when you work with well-known experts in your niche - AND, hopefully, they will share the interview with their audience, thereby expanding awareness to an audience who may not know you.

For a while, we offered access to the 100+ interviews we did as part of our top-ranking Paycheck to Passion podcast where we interviewed entrepreneurs about how they got started in their own businesses.

- **Resource guides.** This is where you give your audience a list of gear, tools and/or resources they need to meet some goal. For example, you might provide online marketers with a list of your favorite email service providers, payment processors, WordPress plugins, scripts, domain registrars, web hosting companies, split-test tracking tools and more. It saves your audience a lot of time since they won't have to research these items themselves, or maybe even wasting a lot of time and energy on the wrong tool for them.

Now before you start tossing these freemiums in front of your audience, let me share with you eight best practices to help optimize your results. Take a look...

1. Provide high-quality free content that is useful to your audience.

Ideally, this content should focus on solving one specific problem, and your prospects should get fairly fast (and good!) results if they put your information to work. That way, you'll have satisfied prospects who are likely to be interested in getting more - ie. your paid content.

TIP: Not only should your content be useful, it should also be something your prospects really really want and take 5 minutes to consume (no long ebooks or lengthy training). That's why it's a good idea to do market research to find out what your market is already buying and consuming. Then you create something similar (yet better) with your own unique spin and method of teaching.

2. Tell personal stories so that your audience can get to know you.

Even if you're running a company, it's a good idea to put a "face" and name to the company. That means letting people get to know you and your values.

Tell them about your vacation. Let them know about your hobbies. Show them pics of your dog, your restored car, you running that marathon. Show your vulnerability too, like how you cried when you read a Nicholas Sparks' book. Tell them about a favorite childhood memory.

In other words, show your audience that you are human. That way they can start the process of building a relationship, where your prospects can genuinely grow to know, like and trust you.

TIP: Occasionally people will say that corporations don't operate that way, but that's not always true. Think about Steve Jobs (who headed Apple before he passed away). Or Bill Gates (Microsoft). And then there's Oprah.

Those are just three examples of people who put a face on their corporations. We know so much about these three people, from their

struggles to victories, because they let us get to know them. Likewise, you should let your audience get to know you too.

Next up...

3. Empathize with the problems your audience faces. People don't want to feel like they're being "sold" to. Instead, they want someone who demonstrates that they really understand and empathize with their problems. One good way to do this is tell stories that show how you understand the pain of your prospect's problem, and how you overcame that same problem. This all becomes part of YOUR brand story and your brand's personality.

4. Provide testimonials and case studies to establish credibility. Your prospects want to believe you. But you know what? They've been burned a lot in the past. Other marketers have made a lot of big claims that just didn't seem to be true. So yeah, your prospects are highly skeptical of your big claims too.

So what's the solution? You need to establish your credibility. One good way to do this is to get OTHERS to sing your praises. This includes:

- Testimonials. The best testimonials are those that are specific about some good result that the customer received.

For example, a testimonial for a diet book that says it's a "quick, easy read" isn't a very strong testimonial. That testimonial doesn't tell the prospect anything about the information inside the book.

A better testimonial is one that mentions specific benefits of the product or, better yet, results the customer received. For example, "The recipes inside the book are delicious, and I lost 10 pounds in the first month using this diet!"

- Case studies. This is where you or someone else uses a product for a specific amount of time (or to complete a specific task), and then track results. Generally, this sort of proof includes a lot of data, pics or screenshots when appropriate, etc.

For example, someone might do an eight-week case study to see if a diet plan works.

Another example: a marketer might do a one-week case study to track how well a traffic method works.

A case study should provide proof of your claims, instructions for how to get the same results, as well as a dose of inspiration.

Next...

5. Interact with your audience by asking and answering questions.

You can't really deliver a monologue (one-way communication) and expect people to know, like and trust you. This is especially true now since social media platforms are so popular. People want to interact with you to get to know you. That's why you should ask and answer questions on your blog, on social media or in forum communities. As an added bonus, answering niche-relevant questions help you establish your expertise. We ask a lot of questions in our Facebook group - [Solo Biz Hackers](#).

6. Personally respond to comments, questions and emails. Every once in awhile, you'll see a marketer asking questions on their blog, in their newsletter or on their Facebook page. Plenty of people will answer... but the marketer doesn't respond to any of the comments.

That's no good. That can put a bad taste in your prospect's mouth. They might wander off to a competitor who makes them feel more respected.

Don't do this to your prospects and customers. Show them how important they are to you by personally responding to comments on blogs, forums, in groups, on social media and via email. Be sure to respond promptly too, which helps create a good experience for prospects and customers.

7. Ask your audience what they want to learn more about. When you publish a newsletter or create a product, you should always be doing your market research to find out what topics are already popular and selling in your niche. However, don't forget that you already have one very good

source at your fingertips: your existing list. Ask them what they want to learn more about, and then give them both free and paid resources to solve their problems.

TIP: This is also a great way to make your readers feel special and important. For example, if "Joe Blow" tells you he wants a calorie-counting formula, then mention his first name and thank him when you provide an article on that topic. These little things help bond your audience to you.

And finally...

8. Regularly send out both fresh content and fresh sales pitches.

Think about how you developed a relationship with your best offline friends. In the beginning, you saw these people regularly, and so over time you developed a great friendship.

The same goes for your prospects and customers. You can't develop a good relationship unless you get in touch on a regular basis. That's why you need to send out newsletters on a weekly basis at a minimum, which will help build "top of mind" awareness with your audience.

This is actually one of my biggest tips - if you don't email regularly - people WILL unsubscribe because they don't remember you.

But don't just send any ol' thing out. Send your audience fresh content and fresh sales pitches. And always send them GOOD stuff (some of your best stuff), so that they'll eagerly look forward to every email you send them.

So at this point you have an audience and you're building an relationship with that audience. Now for the final part...

Part 3: Build a Sales Machine

Every business needs to create revenue in order to exist. Now there are plenty of profitable paths for you to take, but one of the best things you can do is create your own products. That way you control the quality, you get the customer list, and you get all the profits.

Ideally, what you're going to do is build a sales funnel that includes multiple products at multiple price points. And yes, that includes premium products, as they are your surest path to the big profits in your business.

Take a look at these five examples to see just how simple it is to make six figures a year with your info-product business...

Example 1: Sell a \$97 information product. You only need three sales per day to make \$106,215 a year.

Example 2: Offering a \$20 monthly membership site. You need just 417 monthly members to earn \$100,080 per year.

Example 3: Creating a \$497 4-week eclass. Get 17 students per class (12 classes per year), and you'll earn \$101,388 per year.

Example 4: Make a \$197 licensing package. Get just 10 orders per week to make \$102,440.

Example 5: Provide a \$97 "done for you" service. Generate three sales per day, and you'll make \$106,215 per year.

The point is, you don't need to over-complicate this—you too can make six figures using any one of the sample paths above. Or, crunch other sales numbers to create your own path.

What's more, you can dramatically ramp up your income by taking consistent steps every month to get more traffic, improve conversions and create new products.

For example, if you create one new \$97 product every month, then in one year you'll have 12 products. Now imagine if you made just three sales per day of each of these products. Look at the numbers:

12 products X 3 sales per day X \$97 = \$1,274,580 per year!

The way to get those sales day after day is to be consistent in your marketing.

Wow!

Now before we leave this step, let me share with you three proven yet simple ways to grow your business

1. **Get more customers.** There are three ways to do this. The first way is to get more organic traffic, building brand trust and credibility through content, workshops, live events etc. The second way is through paid traffic - Facebook Ads, Adwords etc. These will get you in front of audiences faster, but it costs money to do. Thirdly, there is partnership traffic - affiliates, Joint Venture partners, telesummits, sponsorships - this one of the best ways to build your audience, but it does mean you have to leave your house to go and build those relationships.
2. **Get more customers to spend more per sale.** In other words, increase your profit per transaction. You can do this by offering upsells, cross-sells and one-time offers on your order form.
3. **Get more customers to spend more per sale more often.** One of the keys to the big profits in your business is how often you can get your existing customers to buy from you repeatedly. This is why it's so important to keep creating new products, so you that you have something to sell on the backend of your business. It's also important to build a good relationship with customers, as happy customers become repeat customers. Also, knowing the 'Lifetime Value' of a customer lets you plan your business finances and allows you to work out the cost of acquiring clients whereby you make a profit rather than a loss.

Now let's wrap things up...

Conclusion

So there you have it—you now know the three pieces you need to snap into place in order to build a six-figure business. These pieces include:

Part 1: Build an Audience.

Part 2: Build a Relationship With That Audience.

Part 3: Build a Sales Machine.

Here's your starting point:

One list + one traffic source + one targeted offer

You put that in place, master all steps, and you'll start seeing nice profits.

Then the next step is to grow your business. All you have to do is add more lists, more traffic sources and more targeted offers. The beauty of launching products online is that you can beta test product ideas first, to see whether there is a demand for them before you go and build them. Too many people build and launch a product immediately, before they know there will be a demand for that product. Then all that effort goes to waste.

Continue building with consistent steps, and you're going to be amazed at the end of three months, six months, a year from now. So why wait? Get started building your today!

Myths of Building an Online Business

1) **List Size matters.**

It's not the size of the list that matters - it's the quality. There is no point in having 5000 people on your list if they never buy anything. But have a list of 500 people who consistently purchase your products and you have a thriving business.

2) **Taking action is better than having a strategy.**

Action is good. A lot of people fail to get going because they are unsure what action to take and therefore do nothing. However, while doing something is good, your "doing" will be all the better if you are

strategic about what you decide to do.

3) **Technology builds your list.**

Technology alone is just a bunch of tools. On their own they won't do anything for you - it is what you do with them that builds a list. It's like a car, it is just a tool to get you from A to B - but you have to drive it (self-drive cars not withstanding :).

4) **More is better.**

While more maybe better in an ecommerce context, if you are offering any kind of coaching or tuition, then "more" can often end up confusing the customer.

5) **Good partners are hard to find.**

Not true. But you do have to work to go out and find suitable partners and build a good relationship with them. Bottom line is that being in physical rooms with people who become partners is crucial to 10x-ing your tribe.

Need Help?

Let's chat about your plan...

Need some help getting started (or re-started) on your action plan? We love helping people get started. [Click here to book](#) a brainstorming session with us. (Yes, we will give you options to work with us if it is a good fit... but even if it isn't we'll give your our best ideas and resources).