

# THE BIG



## The Four Simple Steps to Making Money Online

### **I = Identify Your Passion**

What is this step all about?

- Finding a profitable niche that aligns with your talents and skills, as well as what you love to do, teach, and share

How does this benefit you?

- You can focus our efforts online toward doing something you love, rather than creating just another J.O.B. that you don't like and feel you that have to do

### **D = Define Your Community**

What is this step all about?

- Building your list
- Finding the people that love what you love and where they "hang out" online
- Creating an irresistible offer for these people to join your community, your list

How does this benefit us?

- The money is in the list – this community holds your future customers

### **E = Engage Your Community**

What is this step all about?

- Building relationships with your community by providing information and content of value to them

How does this benefit us?

- This improves our sales conversions - people are more likely to buy things based more on a trusted friend's recommendation than a sales pitch

### **A = Advise Your Community**

What is this step all about?

- Calling your community to action by suggesting a process, a plan or a product that is of interest to them

How does this benefit us?

- This is the sale – the profitable result of our marketing efforts