

LaunchMoxie Presents...

# Internet Income

## A Condensed Guide to Passive Profits Online

Everything you need to know  
to create online profits  
in 5 simple steps

Christopher Van Buren



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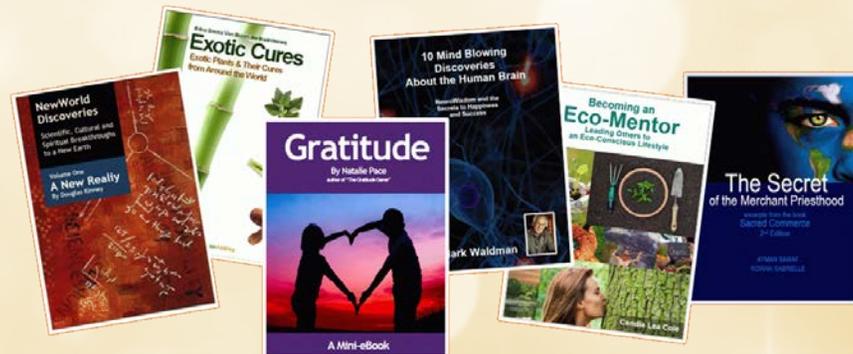
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Check out our other mini-ebooks and consider becoming one of our authors.

# What you are about to get...

In this condensed mini-ebook, you're going to get the distilled essence of all online business academies and marketing programs, without the high ticket price they charge for their programs.

It all boils down to 5 simple steps.

1. Establish Your Unique Value Proposition
2. Plan Your Products
3. Give Something Away
4. Drive Traffic
5. Nurture the Flow

Simple, but not easy to execute. After learning these steps – either from this ebook or from an expensive academy course – you'll be left with the task of executing on what you've learned.

That's where the rubber meets the road! That's where a lot of programs leave you to fend for yourself. Or they provide the details in a one-size-fits-all solution based on what THEY did, but which may not fit your situation.

- Maybe you don't have as much money to invest as they did
- Maybe you aren't as technically savvy as they were
- Maybe you don't have the relationships they have
- Maybe you are more shy and introverted than they are

So we've gathered (and continue to gather) a library of examples, resources and extra tips and best practices to help you through the execution of these ideas. These will come to you in 5 follow-up emails over the next 5 days. If you don't get these emails, be sure to sign-up using the button to the right.

Finally, if my company, LaunchMoxie, can provide additional help through its services and platforms, please don't hesitate to chat with us online and get more info.

Enjoy and prosper,  
Christopher Van Buren

If you opted-in to get this ebook from our free gift page, then you'll get a series of email tips with additional information.

If you received this ebook from a friend or downloaded it without opting-in, then you might want to sign up and receive the 5 follow-up emails.

You can sign up at [this link](#) or by clicking the button below.



# Step One: Establish Your Unique Value Proposition

A person with a backpack is seen from behind, standing in a field of tall, golden grass. They have their right arm raised, with their hand open towards the sky. The background shows a hazy landscape with mountains under a warm, golden light, suggesting a sunset or sunrise.

Your business is an extension of you. It's based on your skills and gifts and your clients will choose to work with you because of who you are ... not what you do.

So it follows that you should really take a detailed self-assessment -- identify your skills, abilities, interests and unique gifts that attract your clients.

What many entrepreneurs fail to do when branding and positioning their business is they fail to incorporate their unique personality traits into their branding. Nobody wants a robot business or service -- they want a human with a personality that fits their needs and makes them feel their needs are being met.

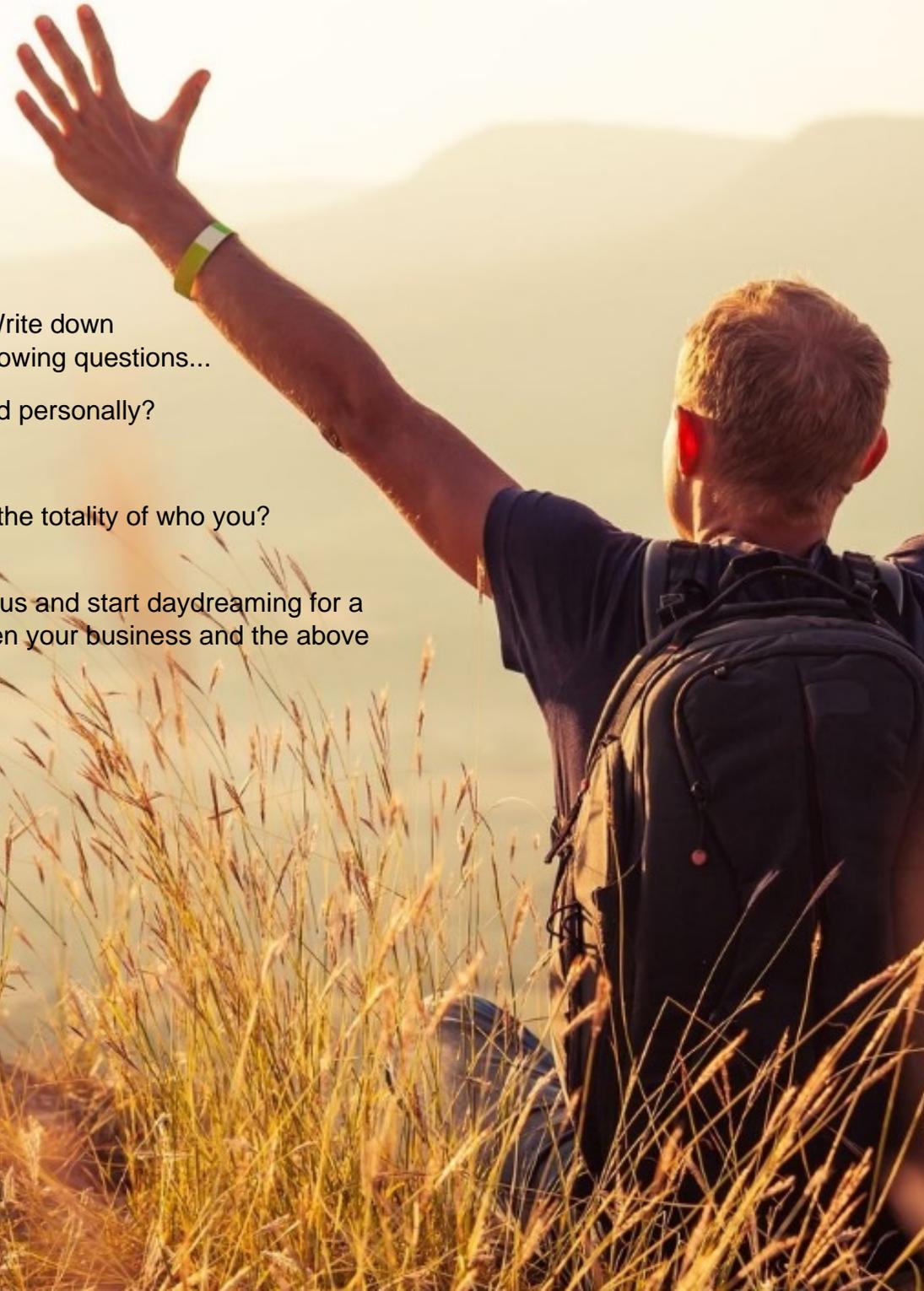
Once you've done a self-assessment (exercise below), your next step is to use this information in your brand positioning. Positioning is establishing where your business fits in the market of similar businesses. Your positioning will define your unique value proposition and it will reveal exactly how you should be marketing your business.

### **Exercise:**

Take an inventory of yourself and what makes you unique. Write down everything that comes to mind when you ask yourself the following questions...

- What are your special interests both professionally and personally?
- What are some of your strongest personality traits?
- What are your greatest skills and abilities?
- What are your most powerful experiences that add to the totality of who you?
- What do you like doing?

Next, look over your lists and allow yourself to begin to unfocus and start daydreaming for a while. Let your intuition inform you of the connections between your business and the above lists.



# Step Two: Plan Your Products

Your product strategy is essential to turning your passion into profit. You'll want to think about all the different types of content you can sell to your audience and make sure...

- They are created to fill a need (or solve a problem) for your IDEAL CUSTOMER.
- They are distinct and differentiated from each other in terms of the BENEFITS to the user.
- They offer a variety of price-points and benefits.
- They are distinct and unique in the marketplace, offering something your competition does not offer (your unique slant and approach).
- They deliver Return On Investment that is as good or better than your competition.

Basically that means you have branded and positioned your work. Make sure the marketing copy (language) surrounding your products always repeats your branding messages (your unique approach and distinction). Never allow your work to sound like a thousand others when you describe it.

NOTE: branding and positioning language can be difficult to do for your own products – it's helpful to get a coach or expert advisor to help with an expert outside opinion. Some **Helpful Resources** will be coming in our follow-up emails.



When deciding on your product strategy, you'll want to narrow the possibilities down to the ones best suited to your personality. For example, if you are outgoing and photogenic, you might choose to create a video course or show. If you are shy but brilliant, then maybe you'll enjoy writing.

Here are a few possibilities to consider...

1. Book or manual.
2. Audio or video training course.
3. Webinar or PowerPoint speeches.
4. Live tele-class. Recorded tele-class.
5. Software as a Service.
6. Personal coaching or consulting.
7. Membership club or group with your curated content.
8. One-day or Weekend workshops.
9. Mastermind groups (VIP networking groups).

Even if your business is not about information products, you'll want to consider using information products as a marketing and publicity strategy. Information products establish and build your audience.





## Step Three: Give Something Away

Your next step is to create what is often called an IFO, or Irresistible Free Offer.

The IFO is a critical step in your online success. It's where you first grab the attention of your visitors and turn them into fans of your work – from cold leads into warm leads.

The IFO makes a promised to the visitor. It says, "If you grab my free gift (and get onto my mailing list), I'll give you a special taste of my work that you're going to love... and you can decide if you want to take another step."

- It's where you make your first impression.
- It's the beginning of your long-term, profitable relationship.
- It's where you begin to establish trust.

So many entrepreneurs under-estimate the importance of this step and make one of these common mistakes when setting up their IFOs:

1. They offer a sample chapter or some other existing material excerpted from another product – something that makes it easy for the author -- instead of carefully crafting a gift to give the visitor exactly the right impression.



2. They make the free gift into a sales brochure, without giving the visitor anything of value. The visitor just goes away feeling they got the “bait and switch” and scammed into joining your list.
3. They give too much value in the IFO and don't leave the visitor wanting to know more.

So to help you design the perfect free gift offer, here are the four things your free gift **MUST** accomplish. Rate your free gift from 1-5 for each of the following four items:

Your free offer must...

1. Interest and engage people and make them **WANT** to get the gift.
2. it must deliver some value, so people feel they got what they were promised.
3. It must **NOT** deliver too much, so people are left wanting to know more.
4. It must leave them wanting more of the right thing – moving them toward your next solution or offer.

Your free gift should be so good, you want everyone you talk to get one before they do anything else.

Your free gift should broadcast your Unique Value Position and the most important thing you can do when broadcasting your message is to establish your authority and expert status. And the best way to do that is with a book. And the easiest way to write a book is to [write a mini-ebook](#).

# Step Four: Drive Traffic

At the end of the day...online success comes down to traffic, which means reaching an audience and guiding them in the direction of your work. You can have the best products in the world and the most advanced website and a compelling free gift offer. You can create webinars and email sequences to guide people down your sales path (funnel) – but where are all those people going to come from?

Where do you get traffic at a reasonable cost?

Considering all the noise and confusion in the online marketing world, you may be pleasantly surprised to know that there are exactly **FOUR** ways to drive traffic online...

1. **You can PAY for it.** Called Paid Media, this includes banner advertising and PPC click-advertising. This is when you pay someone else to reach **THEIR** audience.
2. **You can SHARE for it.** Called Performance Media or Affiliate Marketing, this is where you pay a commission to the person who has the audience **AFTER** they make a sale for you.

3. **You can TRADE for it.** Called Exchange Media or Cross Promotion, this is where you promote the company that promotes you.
4. **You can WORK for it.** Called Organic Media or SEO, this is everything you do to get people to see your content. It includes social media, article marketing, blogging, podcasting, video channels, and online publicity.

Each of these four types of media (traffic) has **Pros and Cons**, which are provided in our follow-up emails. Your job is to choose the perfect mixture of the four types of media for your unique situation, which means evaluating...

- Your goals and desires.
- Your existing resources and assets.
- Your skills and innate talents.

# Step Five: Nurture the Flow

Now that you have started getting traffic into your sales funnel, which begins with your free gift offer and eventually leads people to your product offer(s), you're ready to move people farther into your sales funnel for long-term value to you and them.

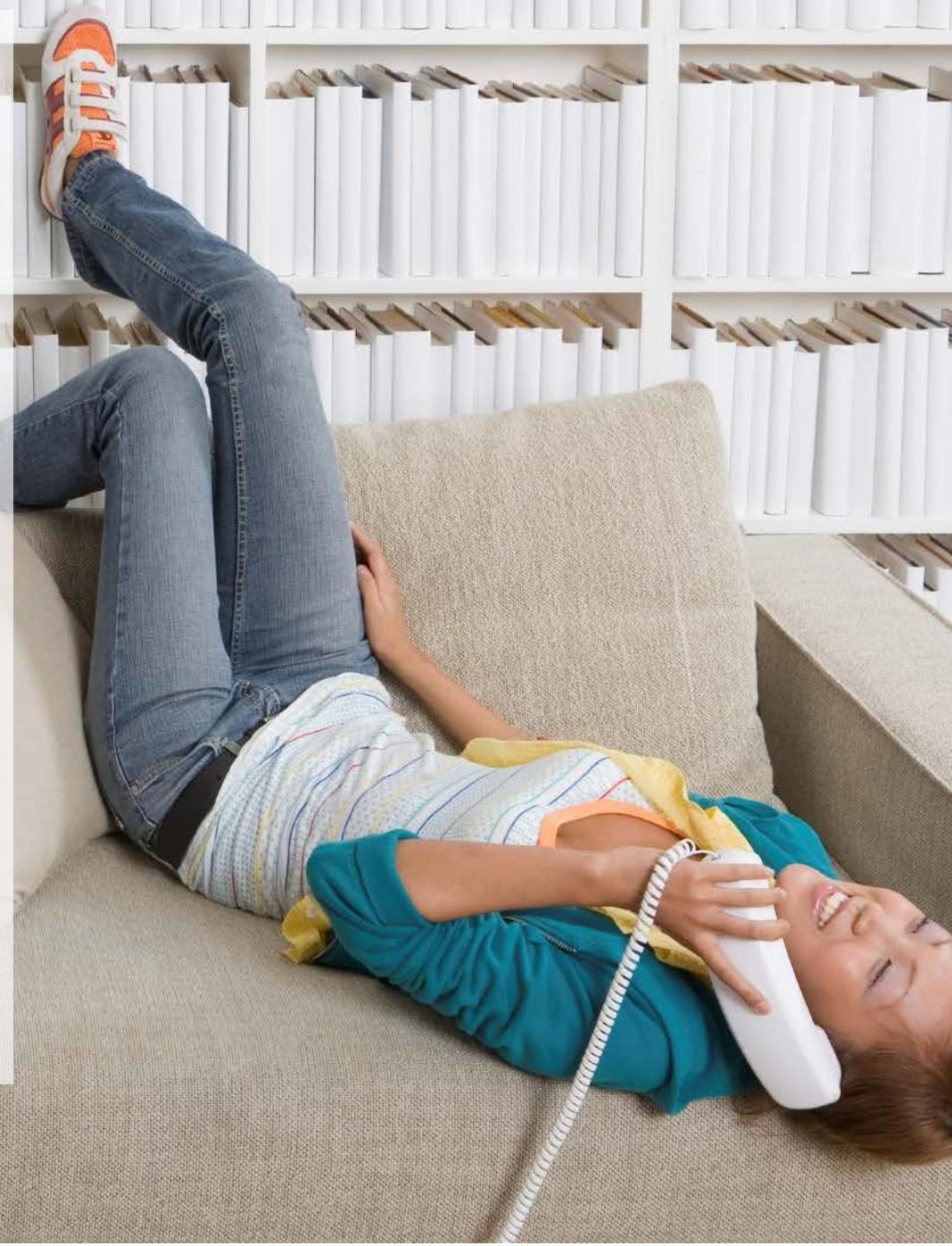
But you have to establish trust all along the way. Some people may be ready to purchase from you after seeing your free gift. But most will need to build more trust.

How do you do that?

Nurture, Upsell, Nurture, Upsell, Nurture, Upsell...that's the sequence you'll be repeating over and over. What it means is that you must continue to give your audience a reason to stay with you (more free gifts, tips, videos, etc.) while you introduce your product offers gracefully along the way.

The upsell process is delicate at times...different people respond to different types of information and different forms of communication and languaging.

But there are some things you can count on...



Here are some things you should try to include in your sales funnel...

1. Nurturing emails with additional value.
2. Upsell emails suggesting next-steps for the reader.
3. Upsell emails making special offers.
4. Webinars or videos that explain your work while also suggesting a next step (sale).
5. Live group Q&A calls – for those who have questions and want to hear from you personally.
6. Online chat or call center.
7. Sales page (the place where people actually purchase online).
8. Direct to Cart page (for people who are already sold and don't need to see the complete sales page).

Got all that?

Well, that's a great overview, but the execution of those elements can be challenging. More details are coming to you in our 5 follow-up emails. Look for those and [contact us](#) if you need help or advice.



# Thank You

## Build Your Empire

The success of your business is directly proportional to the size and quality of your customer list.  
Build your mailing list and build your business.

