

Dominate The Online Business Game

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Introduction

Hello and thank you for purchasing this course on dominating the business game.

Many people would like to make more money, some even buy courses like this to help them on their path of financial freedom. But, some never take the risk and action to reach their goals. There are literally billions of information floating around on the web. Some which are get rich schemes and they give the online world a bad rep.

It can be difficult sorting and looking for information that will help change your life. Especially during your time of financial need. In this course, we'll be going over the mindsets and strategies for helping you become rich and wealthy.

Let's be clear, this course is not a get rich scheme. Effort, is required on your part. Because you are reading this now I am willing to bet you are the type of person that is okay with putting in the effort. Please keep in mind there are many ways to skin a cat. You'll find many ideas suit your taste while others do not.

We are here today to cover all the mindsets and strategies you will need to become rich and obtain financial freedom.

You might be coming from a string of bad luck and hoping this would be the last time you ever need to struggle. Or perhaps, you are simply looking to explode your business. This course will only help you become more and more successful.

It is my belief that victory is won in the mind. All our battles in life take place in our mind and nowhere else. To win in business it would help to

think of it as 80% mindset and 20% skillset. Some people may argue with the numbers here, but we are not here to debate on that. As a master of the Law of Attraction and Hypnotist I can 100% tell you without a doubt your mind is the most crucial ingredient to help you acquire all that you wish to achieve. With proper use of your mind anything is achievable.

About Me

My name is Gerardo Morillo, I am an entrepreneur for over 5+ years now. I also carry a certificate in the Law of Attraction, certificate in Hypnosis, and I am student of NLP. Which means I put a strong focus on using the mind correctly to generate powerful results. All success you ever want to accomplish will result from your mind strategies and not just your technical skill. Having said that the technical skills are still required.

Some of my other skills consist of:

- Copywriting
- Sales and Marketing
- Advertising
- Advance Human Psychology
- Email Marketing
- Content Creator (YouTube and Blogging)
- And Many Others

While as an entrepreneur I've been through all the ups and downs. Most of which consist of mindset flaws. My aim is to help you cut down the amount of time required to be a highly successful entrepreneur. You'll have full access of my knowledge within a very short limited time frame.

Fortunately, we live in a day of the internet where everything is quick and easy to access. Anything you wish to learn is already on the web and chances are some would be more than happy to help take of your needs.

I've successfully helped many people just like you fix their money worries. As someone who has struggled with financially for many years I hate to see other people suffering due to money reasons.

In this day and age money is king. Money is the primary resource of exchange. If you do not have money you cannot progress in your life. Which is why I'd like to assist you in reaching your goals.

After struggling for money years. The first few years not a single project was successful. I honestly believed if one project would have worked sooner. It would have been easier to snowball the momentum.

However, this was not the case. And I struggled financially for many years. After fixing my money worries I do not wish for you to undergo the same process of being in lack of resources and money. I generate multiple income streams today through eBooks, email marketing, blogging, YouTube, and many more ways.

And we'll go over the many ways you can leverage all these tools and resources to help you acquire more money.

The Road To Freedom

Many times people get started on the journey of becoming online they start too fast and eager. But, without proper support from friends, family, and lack of resources it becomes way too easy to give up.

Do not give up. It is never too late to change your future you must at all cost keep moving forward. There is no backwards just move forward. And

as you continue to move forward you will begin to see the light at the end of the tunnel becoming more and more closer.

You most likely picked up this book to obtain your freedom and live a happy life full of abundance. But, from where you are to where you want to go there obstacles. Obstacles are challenges that must be ripped apart. Because you are reading now I can tell you are hungry for success. Maybe certain things have not worked out for you in the past and that's fine because we are going to fix your money troubles starting NOW!

What Does It Mean To Be An Entrepreneur?

I am assuming since you've bought this course you are someone who considers yourself an entrepreneur or you are someone who is interested in making a little more money (or a lot more).

Today, an entrepreneur is a person who fixes a current problem of the market with a solution of theirs. Typically a cutting edge idea that changes the world around us. Sometimes, it is a small idea that needs to be fixed and entrepreneur fixes it for a profit. Another way to define an entrepreneur is anyone who takes an idea and solves a problem for profit. Steve Jobs who invented the apple iPhone is an excellent example of an entrepreneur. He came up with a genius idea of inventing the phone and made everyone happy while making a huge sum of money in return.

It is not a stretch that you can be the next Steve Jobs or Mark Zuckenburg. Today is made incredibly simple for anyone to get started on the web. But first, there is a huge learning curve to get started.

In short, an entrepreneur is anyone who takes an idea, one that helps other people in some kind of way. Anyone can be entrepreneur today. In fact, you might be one now and you may not realize it. If you are someone who

makes money online then you are an internet entrepreneur. Sometimes refer to as a home business owner and many other names.

Wealth Building

What is wealth? Wealth in the caveman era was food. In that time period wealth took place as food. Men and women in order to survive hunted and gathered food. This was known as the hunter and gatherer era. Many of our instincts have been encoded from this time period.

Previously, money took place in money different types of forms. In example, silver, gold, and food(as mentioned before).

Today money obviously takes place in the form of money. Money is a type of currency that we have placed value.

It is actually just a piece of paper that we have agreed to have value. There is no good or wrong thing about money. It is entirely up to the person to decide what to do with the money they accumulate.

Money can be use in multiple different ways to do good or evil. Just the same way that you can a kitchen knife to cut a piece of steak or to do serious harm to another.

It is important to understand money is simply a form of trade that contains value. It is currency. It is essentially no different than monopoly money. However, money as real value compared to monopoly money because we have placed value onto it.

The Tribe: Caveman World

Once upon a time we were caveman and cavegirl. Walking around the land trying to figure out what to do. At some point certain caveman and

cavegirl rise above the social ladder. By acquiring more social status you are able to get more and more resources.

The caveman that displayed the best qualities were known as the "alpha male." What are some of those qualities of the alpha male?

The objective of a caveman was to raise the social status and obtain the most resources. Those that improved their skills, confidence, intelligence got the most resources. Of course, you have to remember times were different than so the "content" of was valuable was different compared to now.

Understand the we are the evolution of those humans in those time being. All of the instincts of our ancestors still live within us today.

Alpha male qualities:

- Capable of leading a group
- High social skills
- Able to survive and provide resources for the family(or tribe)
- Able to adapt to the environment
- High intelligence
- High confidence
- Ability to communicate to the other members
- Very resourceful someone people looked up to and respected

Those were some of the alpha male qualities in those day and age. The one who was able to provide the bacon was the alpha male. Or in those times food(wealth). Because food was essential for survival, if you were capable

of providing for food you were the king(or alpha male). Alpha male is essentially a man in high demand with high valuable qualities.

The one who was the alpha male or the king got the most resources, food, and sex. As those were the most important thing to compete for I suppose you could say. Perhaps, compete is not the best word. But, I think you get the point.

Why are we discussing about the tribe and the alpha male in a book about making money. Patience, it ties into it. Consider this, if you paid attention you would realize that the same structure exist even today.

Today, you are the king if you have the ability to gain resources. We have the luxury of obtaining resources through many means. One example, is to start your own business. The internet has pretty much exploded and you can make any type of business online and make a buck load of cash.

Here are some ways to generate multiple income streams:

- Selling eBooks on Amazon, Gumroad, etc.
- Create your own website - There are plenty of ways to get online. Some I'd recommend for you are the following: wordpress, squarespace, wix, etc. You can also hire someone to do your website for you using the services down below. You can also create a blog and sell products, services, and or someone's products/services.
- Making your own YouTube Channel and generating money through ads and selling products and services
- Email Marketing - Email Marketing is when you send helpful and informative to people who have subscribed to your email list. The goal is to capture their email and send them emails. You may use Aweber or Mailchimp to start off.

- Affiliate Marketing - Selling other peoples products and services for % . You can go to <http://www.clickbank.com/> for more info. You can also signup to Amazon's affiliate program and promote a variety of products. Tip if you like this book you can promote this product through Amazon. :)
- Freelancing - Selling your skills and services.
For more info you can visit <https://www.freelancer.com/> or <https://www.upwork.com/> . These websites are another great asset if you need to delegate/outsource work to others. Please consider this if work is too much for you. Fiverr is another website to sell your services to and outsource work.
- Consulting / Coaching - offering your skills and charging by the hour. Can setup through phone, Skype, or various of other ways. If you need a payment system you can use PayPal

Note: Please type into the search engine and unfamiliar terms. Simply copy and paste onto the search engine and you will find it.

Hopefully by now you are starting to see that there are plenty of opportunities online. And we only just begun our quest. There will be even more powerful information as you continue to reading. And the more you read the stronger your learnings will become.

Back To The Present

Today's time period follows a very identical structure to that of the tribal days. Only instead of hunting for food we are hunting for dollars. It is very important that you obtain as much social status and influence to make it big in the business world.

Make no mistake, the business world can be very cutthroat at times if you are not ready for the challenges. Which is why I am preparing you to do battle. The goal for a successful business is to simply help the most amount of people in the least amount of time possible.

The more people you help the more likely you are to be successful. Your aim in any business is to help people in some kind of way. How you do that will be completely up to you and your own skillset. Just know the more people's lives you enhance in some kind of way the more money you can expect in return.

People who help the world tend to become rich and prosperous a lot faster than those who do not. I suppose you could say this is just good karma. Please carry the mindset of "I am doing this to help people." It is way easier when you carry the mindset of doing it for them compared to doing it for self. The world wants you to share your skills and talents for the betterment of the ALL.

Let's talk numbers.

You have a product/service you want to sale. You price it at 29.99.

If you sell your product at 29.99 and make 10 sales a day that is a whopping 299.99 dollars!

$$\$29.99(\text{product price}) * 10(\text{sales}) = \$299.99$$

And that is just for one single day. Are you kidding me?! All of that is doable. Just imagine if you could make that kind of money every single day all year long. Most people don't even make that kind of money working 9 to 5 working at some boring job they hate.

You will be able to make this kind of money doing something you love right from the comfort of your own home!

Please remember to take it slow. What happens when you do too much too fast? You give up, you quit, you get tired, etc. Go at your speed and make tiny steps forward. Did you ever hear the story of the straw that broke the camel's back. Well, it goes something like this.

There was a camel and hundreds of straws that piled up its back. Then one day one "single" straw broke it's back. Of course, this straw wasn't anything special. It was simply, the cumulative effort of all the straws that broke the camel's back.

When creating your business think of this when trying to tip the scale in your favor. One small action, will most likely not reward you with how you would think. BUT, many small actions gradually over time will guarantee you the kind of money you are looking for.

Riding A Bike Metaphor

The very first time you got on a bike you were a novice. When most people ride the bike for a very first time they often use training wheels to make sure it's safe and comfortable too.

Perhaps you were a little nervous because it was the very first time you got on the bike. You most likely even fell down a couple of times. And maybe you even cried a little. But you kept getting back up and back up again. You didn't let those setbacks bring you down. Instead, you got back up on the bike and kept trying.

You Don't Have To Do It Alone

Making money is not something you have to do alone. Understand you are connected to the whole web! You can practically connect to anyone on the planet for that matter. There is no reason you have to do alone. Some, people may wonder is this cheating? There is no cheating in business. Companies outsource people all the time. They call this "hiring." If you have ever applied for work they outsourced work to you. There is no reason to think you are cheating. And please remove any guilt you may have.

In school they taught us to not use an open test. In the real world life is a book exam. In fact, any single information could be found in Google. Every answer is on the web when you take the time to look. And because you are reading this now you know this to be true.

Content is King

There are some many ways to create content today is a simply a miracle. Now, anyone can become their own celebrity and do what they love. I remember many years ago you had to climb mountains for an opportunity. You would have to prove yourself to someone else and they would have to hire you. Very similar to applying for a job.

If you were a musician or an artist you would have to prove yourself to the big players in those times.

The good news is anyone can become a content creator. I almost feel like an idiot for just realizing this now. It is only recently that I realized hey "why not share your wisdom online."

Any skill you have you can simply go online and put yourself out there. The general strategy is to show your face and let the people decide if they like you. From YouTube, to Blogging, to writing a book, or anything else. There is no excuse today for not being able to create content.

One just needs to realize the knowledge and wisdom they have is already within and all they need to do is simply get started and share their skills, gifts, and talents.

You can even get started with **Email Marketing**. Email Marketing is a fantastic way to capture email addresses and promote and services. Usually the idea is to "bribe" them with something free. Rapport is built with "free". Then in exchange you get their email.

This world operates on give and take. If you want something from someone you must give them something. Whether that be free information, a promise, confidence, etc. People need a reason to give you their email. Think what can I do that they want.

What do you know that you can give to them? Or another question, if you were marketing to yourself what would YOU want?

The world of marketing sales, marketing, advertising is simply about giving people what they want. Take a problem they want to be fixed and cure it with your solution. This has been going on for thousands of years probably since advertising was invented (whenever that was).

You can liken your job as an entrepreneur as someone who matches people's problems with a solution. A sort of matchmaker if you will. They even have this for dating. This sort of personalities works best with this personality. What they do is essentially collect data and use deductive reasoning to pair people together. Marketing is essentially that. You are

matching people's problems with a solution that is connected to a product and service.

Create Massive Value

You want to be known as someone or a brand that can give people what they want. Just take a look at popular companies. They are adding value to what people want. Sometimes, you can create your own idea and see how the market responds. Or you can take an existing idea they want and just sale them that.

When creating massive value give out as much free content as you can. Think of all the world's best artist. They created huge bodies of work way before anyone could see them. Whatever business you are creating is your art and masterpiece. Your art will go up in value increasingly as you refine your skills and word catches on.

You want to be the type of person who everyone looks up to for answer. Of course, this also depends on what you are selling/offering.

Collecting Emails

Most people start of using either Aweber or Mailchimp to collect emails. You can use either and it will be fine. There are plenty of others you can use. I personally, use Aweber at this moment of writing.

How To Collect Emails

Signup and create an account on any platform. Once that is done you will be given a link to send out. Ideally, you have something to offer to "bribe" potential clients people to your newsletter.

It also helps to explain people what your newsletter is about in the most efficient way. Your newsletter is not like a sales copy where you write over thousands of words to get people to buy from you. Something quick and easy that explains what you have to offer.

Example:

- <https://forms.aweber.com/form/86/1816072986.htm>
- <https://stevegjones.com/free-offer/>
- <https://www.anabolicmen.com/> *copy + paste and scroll down*

The first one is a very simple newsletter I use as one of my opt-in. Aweber is not very well known for their amazing landing pages. Very basic, and to the point. Has a nice little picture with text explaining what they will be getting. You do not have to create anything fancy.

Basic Strategy Plan

There are numerous ways to collect email. The general strategy is the name put your link out there and wait for them to subscribe. There are few ways to make this more 'aggressive'. Advertising is a wonderful way to promote your offer. Ie: facebook ads, Google ads, Bing ads, etc.

<https://www.leadpages.net/> is also another place to create beautiful and elegant landing pages while collecting people's email. The only setback is you will have to learn how to get traffic. It does take care of the technical part of coding(html and css), so long as you get traffic to the landing page you will be fine.

Making Money As An Affiliate

Affiliate Marketing in my opinion is one of the better business models especially for beginners. You gain the ability to make money while you

sleep. Affiliate Marketing is also great for learning how to start a business. It gives you all the practice of starting a business without any of the extra cost.


If, you wish to get started you may do so on <http://www.clickbank.com/> , Clickbank is by far one of the best affiliate platforms you will find. There are tons of top performers in the business you can partner up with. Keep in mind this is your business. You take full control of the success of your business. Unlike a job where you have to do everything a boss wants you to do.

Affiliate marketing allows you choose who you want to partner up with and promote their products and services. If this sounds interesting to you why don't you make an account on clickbank and find something you'd like to promote. What is the payment? You get a % depending on the program you enroll in. After x amount of time you get paid right to your PayPal or Bank account.

Tell you what because you are reading this I'd like to offer you something pretty cool.

Affiliates

Thank your friends for sharing your work. Add a new affiliate below and we'll send them a unique link to share with their audience. Your affiliate will then earn a commission on each sale they refer. [Learn more about using Affiliates here.](#)

<input type="text" value="Enter a friend's email"/>	<input type="text" value="Select products..."/>	<input type="text" value="75"/>	<input type="text" value="%"/>	
<input type="text" value="Destination URL (optional) — buyers will be sent there instead of to a Gumroad URL."/>				
Affiliate	Product	Fee	Sales	
Gerardo Morillo	Manifest Shortcuts: Unleash Your Magical Powers of Infinite Creation	75%	\$0	

Create a Gumroad account at www.gumroad.com and send me an email to my personal email gerardomorillosbo@gmail.com. Tell me the product you want to promote and you will get 75% commission per sale. You can make the subject AFFILIATE and add anything else.

It is simple every time you send some to the link of one of my products you will get paid. If this sounds like something you are interested in please visit me at - <https://gumroad.com/plhgerardomorillo> and take a look at the product you wish to promote.

The only requirement is you first purchase a copy or bundle. Because you are creating a legit business it is required you get familiar with the work and it is something you genuinely want to promote. If not, no hard feelings.

Example:

Do you want to learn how to easily and quickly manifest your desires? Do you know Manifest Shortcuts is the best eBook on the market to help you bend reality as you wish. Any single wish you have can be created using the proper strategies. Learn more using this link [your affiliate link]

Of course, this is just an example for our purposes. There are millions of ways to promote. If you were on craigslist or somewhere else you may have to hire someone to do a 500 word or 1000 word sale copy(or write it). Or you can refer to the strategies above and hire someone to do your copy for you. You can pay someone to do your copy and send them to the link and get paid over and over.

The cost effectiveness of this strategies is mind blowing. There is no limit to how much you can make so long as you get other people on board. Any single business is dependent on the PEOPLE. It doesn't matter what the

business model. Anytime you want to get paid it has to come from other people.

I wish I had known this sooner. There is no real secret sauce to creating a successful business. You simply create the business model and find people who want what you are offering. This of course assuming that you have already got started.

If you have not done the first step of creating a website, email list, affiliate, it will be incredibly difficult for you to come up with the next game plan. This is your life. The road to abundance can be a painful one which is why I suggest you get started right now.

Payment System

I am going to assume you already have a PayPal account. If not please create one any money you make will be stored at your PayPal account. Any payment system will do, I prefer PayPal for its simplicity and everyone accepts it. Later, you can transfer to your bank account or anywhere else. You can also create a PayPal card and simply use the money you get on PayPal.

I hope you are becoming more and more excited about your future because the possibilities are endless. Set up the business model and get people to buy what you are offering. At the core this is what business is, and will always be this. Find a problem and match it with your solution. Like the matchmaker example from earlier.

One thing that I want to address is this; there is no cheating in business. There are few things to note. Do not scam or cheat people. Give something of high value that they can really appreciate. Other than that it is fair game. Look at every single company out there they are hiring people to work for

them. Pretty crazy when you stop and think this. Why are people so afraid to cheat when companies are already cheating? Cheating isn't the right word, but companies have released all their limiting beliefs of business, so naturally they are miles beyond the competition.

I am writing this to you, so you can have a clear understanding of what it means to have your own business. If this is something you already know, then please treat this as a friendly reminder.

No Excuses

Once you get down to it there is infinite possibilities for you make money online. Find the style you prefer and repeat it until you get the money you deserve. Once you, *realize*, there is no excuse to set up an online business you can begin to make a lot more money right away.

Too Much Work

When you stop and consider how much money you can make by simply doing the work it is very little work. The average person spends four years in college making pennies in college. In fact, college does not pay people to do "homework." Your business will pay you for life.

I don't have money

The very fact you don't have money is why you need money. That is why we need to get you on an online business so you can make money. You do want money, don't you? Besides, there are plenty of opportunities for you that cost virtually nothing to start.

I Want To Stick To What Is Safe

There is nothing safe about the conventional path in life. Going to college or having a job. That's a lot of work for you to do on the front end and you have to invest more time compared to a business. In fact, once you start making a lot more money you will see online business is the best path to creating more money.

I Feel Like An Imposter

Most people begin feeling "fake" when they first start a business. Those are fears that have been programmed into by society. Release them and set yourself free. The sooner you start the faster it will be to abolish all "imposter syndrome." When I first started business I had \$0 dollars to my name and I felt like the biggest phony. Sometimes you have to plow those objections and keep trucking. What does financial freedom mean to you? What could a little extra more money do for your confidence and self-worth?

Alright, Gerardo, I get it. Can we move on? Sure, let's continue with the book.

What About Cheating?

There is no such thing as cheating.

Traffic: Growing Your Business

We will be discussing about traffic now. What is traffic? Traffic is simply the amount of people you accumulate to your particular business. The numbers of people.

All businesses is concerned with one thing "high volume traffic" because that is where all the money at. With enough traffic you can pretty much retire at the beach and just chill.

However, the work comes first. When accumulating traffic it is never as easy as people thinks. Anyone that tells you how easy traffic getting is - is a fat liar. And simply trying to make money of you.

It is true, it can be easy. However, usually it takes a lot of time, effort, money to grow a grow a business. Growing your business will require your sweat, blood, and tears. Are you up for the challenge? Why of course you are.

I remember when I made my first \$1 online. I told myself "this is finally it. I am finally going to become financially free." Carry that sense of enthusiasm during your adventure of creating your business.

Traffic Strategies

In order to your business you must put yourself where people can find you. The more eyes and minds on your business the quicker it will grow viral. Naturally that leads us to the next topic.

Word of Mouth

Word of mouth is when people talk about your brand, business, products and services. The more people you can have talking about you the more likely you are to become more and more popular. The more popular you are the more money you are likely to make and at rapid pace too.

And now you are starting to see how important people are to your business. People make your business. Remember that. You are the master serving the people remember. You are a slave to the people. You are master and slave. Moving on now...

Advertisement

Let's be clear anytime someone can see what you are promoting is an impression to their subconscious mind. They can choose to react, accept, or deny the offer. Advertisers know if they don't invest money in their business it won't grow. They also, know it is impossible to have a 100% conversion ratio. The goal of advertisement is to impress yourself to the market and find the right people for whatever it is you are offering.

Here are some popular ways to increase your traffic

- Facebook ads
- Bing Ads
- Create a YouTube video and promote yourself (add your link where people can find you)
- Google Search Engine - If you have a blog this would be a great strategy for you. Google loves blogs. How it works is this, you put keywords or key phrases in your article and Google will Index. When people look for those keywords or key phrases they are likely to find your website. Google wants to give people relevant content that meets their needs and wants. Google also values high quality content, so be sure to do your best in that end.
- Write a book - Writing a book is another excellent way to demonstrate authority and mastery over your subject. It shows you have a lot to say about your craft. It is also place to tell people what you have to offer. Often referred to as a "plug" or self-promotional.
- Write an eBook - Essentially the same thing. When you write an eBook you can create interest and make offers to people. The benefit of an eBook is you can add links that will direct people to your links of interest. Tip - you can upload your finish product to Amazon where others can find you.

Go where the traffic is. Any place that has a lot of people is a great to promote yourself into. The challenge is with this is generally, you have to play the "nice" way. Meaning, other people generally don't like it when you use them to promote yourself. And if you do you must add massive value.

In example, would be like " hey my link is cool click it." People regard this as spam, and they have no idea if the link is even worth their time. Consider, when people see you for the first time off-line or online they have no idea if you are trustworthy.

There are places like Reddit, Quoara, YouTube, Itunes, forums, and many more. The general idea is to go somewhere people already are. Those platforms have done the job of piling up traffic for you. Leverage the existing traffic if you can.

Comment Other's Work

When you comment on other people's work that already has traffic you essentially place an "ad" onto their work. For example, when you are on YouTube and you drop them a comment everyone will be able to see your comment. This is a cute way to add some free traffic whenever possible. Not a great source of traffic, but if you are already on YouTube why not get some free traffic?

They will receive benefits as well because they will be given +1 comment which helps them rank up in Google or YouTube. If they have a problem with this they don't understand the ranking system very well. Just don't spam. Besides, why wouldn't they want comment on their work?

Forum Traffic

Any place where you are active you can create a signature directing a link to your website or anything else. Then just wait for some free traffic. You get to benefit of the already existing traffic of the forum. Great way to start, especially if you are an active forum member. Same thing with the comment - just try not to come across as a spammer. Everyone hates spam.

YouTube

Just add your link in anywhere you can. When you make a video and successfully it just drop your link on the comment. YouTube is one of the best methods for collecting traffic and increasing your income levels. With YouTube you can make money through sharing your content with the world. You get paid once a month and split the share with YouTube.

Email Marketing

Email marketing is by one of the most cost efficient, effective, and most popular form of generating traffic and extra income. Many people get rich simply by collecting emails and promoting their products and services. It is another way to remind people of your presence.

Sometimes, people come to your website and they will forget all about you. Not nice! So when you capture their email you can send them plenty of more emails. I recommend <https://www.hellobar.com/> for many of you who are just starting out if you have a website. There is also Lead Pages to set up a high converting landing page. I

wouldn't recommend this option unless you already have money to invest in this route.

The third option is to capture email using Aweber's default sign up form. It is the most simple form of capturing emails. You can setup with them here: <https://www.aweber.com/landing.htm>

Fortunately, you can skip many of these once you establish yourself as an *authority*. Once, you become the go to person for your craft you will have even more attention from other people interested in your line of work. You don't have to do every single option. It is very likely you will only need a few of them to generate the income you desire. However, I have to list them all for you so you are fully geared up.

Until you get to point of high traffic you may struggle a little at first to grow your traffic. Know all businesses grow the awkward stages of development, especially in the beginning. The good news is once you reach a tipping point when you are making more profits than losses growing your business will be simple. It might even get boring that's how simple it will be. Think of a trader. He just invest at the right time and comes out with a huge sack of cash. That can be you.

Maximize Profits and Minimize Losses

All business is concerned with one thing. Making more money. In business if you are losing more than you are earning you cannot sustain the business. Money is the life that sustains all business.

There is another aspect business is concerned and that is being able to fulfill a need for people. All business goal is the same which is make people happy. When you make people happy they will have a reason to continue back time and time again.

When you do anything wrong your customers will be the first to complain. Take that as a feedback that certain areas need to be fixed. The number one goal of a business is to make sure people are happy. Listen to what people have to say and you will have a sustainable business for life.

EBook Route

Another, valuable form of increasing traffic and generating more and more money. There are plenty of ways to make money here. It is quite to create an eBook just write a 80 - 200 pages book and upload it to Amazon.com. For more info on this please visit the following link: https://kdp.amazon.com/en_US/

If you are new to writing I'd suggest you stick to the 80 -100 page range and build yourself up as a writer. No need to overshoot your first eBook. Price point for an eBook is normally in the \$2.99 - \$9.99 range. While not a lot of money. It is a great way to get your name(brand) out in the market. The more people's problem you can solve the better you will do. The more money you will make.

Remember when we spoke about social status? Keep that in mind. The more people approve of your work the faster your business has of going viral. The more people know you the more likely they will share the word with friends and family. Do you ever buy a product and you are so excited about sharing it with your friends and family? That's what will happen when you create an amazing product that solves people's problems.

In addition, you can treat the eBook as a "loss leader" and add links to your website other links as well. This is fantastic because it becomes another way to funnel more and more people. It is also another way to build rapport and establish authority. You will seem like someone who has a lot to say and someone people can go to for answers.

Please keep in mind the more places you can be found the more likely you to be successful. You want as many eyeballs on your content as possible. That is one of the biggest tip I can give you for dominating the online world! Remember, the more people you help the more money you can make.

Here is my best tip for creating eBooks. Open up your Microsoft word and start typing. Once, you finish the book(or manuscript) simply covert the file to PDF and upload to Amazon(or anywhere).

Gerardo This Sound Like A Lot Of Work!

No, not really it isn't any more work than regular work. In fact it is the same amount of work or even less. The only difference is you are doing it for your own business.

How much is financial freedom worth to you? Say it took you only 4 years to achieve \$100,000 or more would that be worth it to you? I think it would! Not to mention, your business has the chance of running on autopilot. You cannot say that with a regular job. With a regular job you have to work until...Well, your last breath.

With a business you work when you want and you can make an infinite amount of money wherever and whenever. You are the

master of your fate. Nowhere else can you say that, but in owning your own business.

How much time is freedom worth to you? Do you know anywhere else they will keep you there forever! With an online business you do the work you get paid to infinity and beyond.

Quit My Job?

I cannot possibly tell you the best time for quitting your job. I do recommend you have side money coming in because business takes time and effort. It may take a while before you even see \$1. Or, you can make \$1000 on the very first night it really depends.

You need enough money to cover your basic needs(food, clothes, transportation, etc) before quitting your main job. If you feel like you have the capacity to sustain your lifestyle while you grow your business, then by all means do so.

Leverage

Leverage is one of my favorite words. It is also a popular word in the business world. What is leverage? Leverage is simply using anything to your advantage. You don't even need to create your own product for example. You can leverage other people's products who have already done the work for you and make fat %. This is known as affiliate marketing.

However, do note at some point I do recommend creating your work, so you improve on your skills. Are you really good at Photoshop? Leverage and utilize it.

Are you a good speaker?

Leverage YouTube. If you are really good in speaking you combine your business with public speaking.

Are you good at writing? Leverage using Amazon or even Gumroad.

Do you have a skill you can teach?

Leverage Udemy(<https://www.udemy.com/courses/>).

By now you probably realize the opportunities are limitless for you. There are tons of options today and it is time you start to leverage all the tools and resources right in front of you.

What If I don't Have Anything To Leverage?

We've already covered this before. But, I'll cover this again just in case. You can sign up as affiliate market to any program. It is free to promote other's people products/services and you make a ton of money doing so. While, this may not be your forever plan you can easily make a lot of money if you set it up properly.

Also, you meant to tell me you are X(your age) old and you don't have anything to leverage? I really find that incredibly hard to believe. It is more likely you don't what you have to leverage than you don't have anything to leverage.

Sometimes, people don't see the value of what they have to offer because it is so natural for them. It is liken to an artist practicing for over ten years and saying he can't leverage. Of course, he has something to leverage he just can't see it.

Chances you have something to leverage you just have to look inside yourself. Try many things and out see what works the best for you.

The process of discovering yourself is a life long journey you may as well start now.

Trial and Error

You must be willing to try things so you get more information. In NLP, this is often called "Trial and Feedback" because error implies mistakes and there are no mistakes just feedback.

It is very unlikely you will find the magic trick that will work for you instantly and solve all your problems. If that so happens, consider yourself very fortunate. If not, you must try as many things as possible before you find the miracle solution.

This could take some time so just continue to play until you do. As mentioned before once you do find the right platforms for your skills you won't need to do apply every trick in the world. Truthfully, to make a lot of money you only need a very few strategies to work and you are good to go.

Modeling Genius

Any idea that you can ever think about has already been done before or someone has thought of it before. This is a good thing and I'll tell you why too. Imagine, if you need to think and invent everything the first time to enjoy the benefits of it.

For example, we have cars and computers. Which is awesome because it means we didn't need to invent it ourselves. We can simply enjoy the benefits of having cars and computers. If we had to invent them they might have never been invented.

So with that said you can always take an existing idea and reverse engineer the formula. Because it's already done it's much easier to

copy and learn from. If you need to create a computer when there was any computers it would be nearly difficult to create.

However, because there are so many computers around you can just see how they are done and copy it. Or, you can find someone who knows how to build computers and ask them how they create computers.

Next, I'd like to you to think of an existing idea you which to create and then think of people who are doing what you want to do.

I'll do me first, before having no real knowledge of NLP and Hypnosis it was impossible for me to "get it." Then, later, I discovered many guys who were doing those skills which I was able to learn and extract their wisdom.

It is always a great idea to find a mentor they will GREATLY REDUCE the amount of time you need to invest in your craft. Like our earlier example with computers they provide a sort of template.

There are plenty of people on YouTube, forums, and online contains wisdom you would like. It's all about knowing what you want to learn and investing your time and energy. When you know what you want, now, it is way simpler to get those skills and make more money. What do you want? What do you want to learn?

Attracting Success

The Law of Attraction states what you focus on grows. If you live in a state of fear you reinforce that aspect in your reality. If you live in a state of confidence the world will bring you more of what you want.

It might seem strange why I am talking about the Law of Attraction in a book about business. It is not. If you cannot put yourself in the right mindset or right states of being. You will not "attract" success in any way possible.

If you only focus on the negative you will only get more negative. If you say to yourself "this won't be worth it," or "this won't be worth my time" you will close off many opportunities.

On the flip side if you are open to learning new things and are on the lookout for new opportunities constantly you will find them. You must get to a place where doing what you want to do is very effortless. Without resistance and without struggle.

When you look at highly successful athletes they make it look so easy to play on the big stage. But, one thing you don't know is how long it took them to get to that point.

It might take a while before your skill becomes natural for you. If you take the time to practice for 5 minutes each day how good could you get by the end of the year? How about 10 minutes? How about 30 minutes? 60 Minutes? Anything you want to become better at will require time and energy on your part.

It does not have to be a painful experience. You can simply take one step at a time until you are ready to "level up". Sometimes in business they call this "scale up". Scale up is simply when you increase in increments. In context, sometimes they refer to the price points: \$1,\$9,\$99,\$299,\$999,etc. So sometimes you scale up in price point. Sometimes you scale up your skills and experience and when you are ready you scale up what you can offer. Sometimes you can only give what you can depending on where you are at.

Avoid feeling ashamed for where you are at. Everyone must start somewhere. The very fact you are here reading this book demonstrates you are taking the time to fix your "problems". Give yourself a pat on the back and stop beating yourself down. Instead bring yourself up, not down. If you are always thinking negatively you push the positives away from your life. Remember your words are power and you will attract results depending on how you talk to yourself. So, always do your best to talk to yourself in a way that encourages growth.

The truth about the universe is that it tends to reflect everything that we are. We always bring about things and conditions depending on our consciousness. When you stop and think about it - it makes a lot of sense. We are always thinking, thus, we get back what we've been thinking about.

While it is true you must think "positive" you must also think constructively. By building the world in your mind you can generate the kind of successes you want. When people think focus on the negative they cannot focus on the positives nor can they focus on how to build their life for the better.

Which is why negative thinking and fear blocks the capacity to create. Not only does your focus get put on the negative and it also robs your focus of creating potential solutions. This is a very dangerous situation to be in.

Success Habits

Some of you might be thinking what is the point of wasting time on habits. It's not wasting time it is preparing your mind-body ahead of time for victory. Preparation is the key to success. When you are always ready you never have to be ready.

Many times people lack the discipline, lack of knowledge, and right strategies to help them achieve victory. Ask any of the best entrepreneurs in the world and they will tell you the battle is won in the morning. They would also tell you a big part of their success is creating the right habits.

The right habits will help you become more and more successful in easier ways. Discipline is required. A professional basketball player knows no matter how good he becomes he must practice. With that said let's move on to the habits that will ensure your success..

Meditation - Clear Your Mind

With many of my books you will most likely notice I recommend to meditate. Meditating is a great tool to clear your mind of any lingering thoughts. Especially helpful if you are stress and suffer from anxiety. You will reduce the amount of thoughts that are lingering around.

As a metaphor, each thought is a bubble you can allow to rise up and allow to pop. When the thought pops so will the energy behind the thought. You will then come to a point where you realize you are not your thoughts. There are literally millions of thoughts you can hold within the space of your mind.

The aim is to choose the one that supports you and let go of those that hinder your growth. Try this, when a thought arises simply let it rise up on to the surface. Do not judge it. Just let it pass by and wait for it to pop.

Meditation is another way to focus on your intent. By meditation you can prepare and plan your life ahead of time. You also impress the subconscious mind what it is you want to focus on. If your goal is to

make a million dollars imagine in your mind one million dollars.
Impress any desire you have on your subconscious mind.

Your subconscious mind is compulsive and its intent is to give you what you want. By taking a few moments to meditate you can communicate to your subconscious and work out a plan. Then your subconscious will guide you to making the right decisions. Which is why it is very important you start to meditate.

In short meditation is great to lower your brainwaves, lower stress, lower anxiety, and a great way to charge your intent. Meditation will assist you in your performances and everyday life which is why I recommend you meditate.

Writing - Brainstorm New Ideas

Writing is a great way to express, communicate, and brainstorm ideas. By writing things down on paper those pieces of memory become strengthened.

What this means is taking action based on what you write will be incredibly easier. As already mentioned your subconscious mind is designed to give you what you want.

Without a game plan at very best you are hoping to get lucky. Now to be sure, sometimes you may get lucky, however, you will be even more and more lucky if you take the time to plan ahead of time. If it does like too much work, good luck, creating the riches you secretly desire.

If we are being honest here sometimes you must do things that are a little slightly uncomfortable at first. When I first started writing, I had very little interest for it.

I thought to myself "Why would I write and waste my time." Actually , it's backwards. You write because it saves you time in the future. When you are always ready you never have to be ready. How to write? First, begin, by simply writing anything at all that comes to mind. Just start writing and keep writing. If we need to put a number to this, maybe, five or ten minutes. Then as you get better you can increase the duration.

In fact, as you start to notice, the power behind writing you may crave it more and more. The power of writing seems very magical at times.

Consider, writing as a way to improve your mind the same way you would go to the gym and work on the bicep curls. Writing is the bicep curl for the brain. You exercise your mind through writing.

Journaling

Technically, journaling is another facet of writing. For clarity let's treat it a little separately. Journaling is using a way to self-reflect and self analyze. You can journal about what you want to do. What you did good today? What went wrong today? What can you improve?

You can also, write down what other people said and respond to it in your journal.

One of my favorite of journaling is to talk to myself and engage myself with what I am working on. Sometimes, I like to pretend I am talking to spirit entities and they are sending me brilliant answers. I like to call it "downloading."

Whether this is you talking to yourself or actually talking to spiritual beings really doesn't matter. The point is it works. It is another great way to talk to yourself almost like you are two people in one body which is very similar to having a conversation with another person.

So in essence, you are able to converse with "parts" of yourself and have those parts reply back to you. This technique is known as *"Conversation With Imaginary Friends."*

You can also pick real or imaginary characters and choose to have conversations. And you do this, see what they say. Listen to how they reply in your mind. Many geniuses in life have been known to channel their inner wisdom from their imagination.

Also, when you journal remember your "whys." Why do you need to do this project? Keep in the back of the mind of the potential benefits. If you must, write down the potential benefits of doing XYZ task.

In example:

- If I create a website I get more money
- If I create a website I can make more friends
- If I create a website I can quit my job
- If I create a website I can retire early
- If I create a website I can go on lots more vacations

Always remember the benefits of what you are doing. It will help motivate you to take more actions.

Dress Your Best - First Impression Counts

There is a very popular life strategy called dress your best. Sometimes, when you desire to change your self-image you must change the external to change the internal.

At some point, you may not need to do this because your internal will assume the image you are trying to be. In the beginning this is a very powerful tactic to create the self-image you desire.

If you want to be an entrepreneur practice wearing business suits for 30 days. This is just a small "hack" to adopt the role you want to be.

If you were to sign up to any job sometimes they have a "uniform," or dress code. Similarly, the role you want to become has a dress code. By dressing up in that role you may become that role.

It is very cool psychological tweak to your subconscious mind. As mentioned earlier, you won't need to do this forever. It is very helpful in the beginning.

Not only is this a cool psychological trick for yourself it also works on others. People will treat you the way you dress and will reinforce that role you want to become. This is a very subtle way of altering how people behave towards you.

Imagination - Create The World In Your Mind

In most of my books you might see me speak of imagination. Imagination is so powerful it has been covered in a wide array of books. What you imagine you bring to life.

Think of imagining as a tool to help you create the world you desire. What do you desire? Start by imagining the world as you would like

and hold those desires in mind. And as you do, begin, to feel the reality of what you imagine.

Because what you imagine, turns to life, it is very beneficial for you to do. Imagination as you suspect can be combined with meditation. In truths there are many advantages of imagining. Too much to speak of in a book like this one.

You have a conscious mind the one that accepts and rejects ideas. By imagining you bypass the conscious the parts of you that rejects ideas and beliefs. Sometimes this is known as *critical factor*. The critical factor is the part of you that doubts or judges. It is there to protect you from harm and limiting beliefs.

It is very useful because it protects you from people who are trying to cheat you or scam. However, it does have its cons as well. Say, you wanted to improve your self-talk to become more confident, it can block any positive self-talk to keep your old identity. Imagination bypasses the critical factor allowing you to change yourself and manifest more and more effortlessly.

For example, if you don't you deserve wealth you will never attract wealth. If there is a subconscious limiting belief that tell you "money is wrong" you will push money away from your reality.

However, by having a belief that "money is healthy" you will attract money much more easily. Especially true in this day and age where having money is a requirement for basic survival purposes.

There is a long list of ways you can utilize imagination. Going fully in-depth of the power of imagination could take a whole book. Just imagine all the positive benefits you would want in your life.

Imagine yourself doing what it is you wish to do. Feel the reality of the thing you desire as if it is happening NOW!

In fact, one day I might write a whole book on imagination. Be sure to look out for that.

What you imagine tends to manifest. There are many ways we can explain this. Either you become attracted to it or it becomes attracted to you. Sometimes they call this "Like attracts Like" and when you imagine you attract what you want.

Here are some list of what you can imagine:

- You can mentally practice what you would like to do and practice it in your mind
- You can mentally go back in time and modify information
- You can change your present states by imagining new images and charging up with feelings
- You can plan your next move by imagining what to do next
- You can create a whole new self-image. The image you create in your mind will become what you project in your physical reality
- You can rapidly learn any skill by playing it in your mind
- And many more benefits. Play around and experiment with ways that might be helpful to you.

Law of Popularity / Demand

Things that become popular have a greater chance of becoming more popular. Naturally, you need the help of other people to share and use what you are offering. When you provide excellent quality of work people will naturally gravitate to you.

Think about it, most things you talk about, chances are made an impact to your life. So, when you share "it," you are sharing it to a friend because it

worked for you. That is what you want to create, for your business(company/brand).

A big part making of money online is simply a number game. The more people you get into what you are offering/selling the more lucky you will become. The more people that finds out about you the more money you will be able to make.

With that said, it is always wise to offer something of high value. Something people can really appreciate because it helps them in some way.

What you share with the world will always be unique to you and your talents. However, you can contribute to the world will be the building blocks of what helps you build wealth.

In economics, there is the idea of "supply and demand," all that simply means is how much people want your products and what they are willing to pay for it.

Unique Selling Points

Your unique selling point will always be unique to your skill as well as the contest. If you were selling cars there are few types of unique selling point.

In example:

- Your car is the fastest
- Your car is the safest
- Your car is the most affordable
- Your car is popular increasing the social value of owning that car
- Your marketing skills is better than others
- You have a better sense of style
- You deliver it better than others
- And plenty more selling points
- Your product enhances their persona
- Your product makes them feel better
- Your product/service improves their health

- Your product/service make them feel superior
- Your product/service caters to their ego
- Your product/service helps them develop spiritually now
- Your product/service helps them make more money

For unique selling points think how you make your offer "better" or "different." Sometimes, the unique selling points will be added or determined by the market, so at times the market will take of this by itself.

Most of the time if you are just doing your own work the people may fill in the blanks on what you are offering. So don't think you always need to know everything either. Sometimes the market will just see the "value" in its own unique way.

In any industry there are tons of people doing anything in that particular field. Take a look around and you will see hundreds of grocery store. It isn't a original idea at all. Don't think you have to fall into the trap of thinking your idea needs to be brand new.

There is a great newbie trap. In fact, you can make a lot of money copy and pasting someone's idea and just bringing traffic to your business. Of course, this isn't the most politically correct answer.

Yet, it is very important to understand there are millions of business ideas and millions of ways to get rich online. The process is simple get an idea and enough people buying your products/services. Or, whatever the business model is (IE: Advertisement).

Your primary goal as someone trying to make a dent into the market is simply get add more cash flow into your bank account. If you begin being creative at first you may find yourself going bankrupt a few times.

If you do have a great idea be sure to follow where your calling. That is the problem with giving "advice." There is no real way to know which answer is correct for your unique path. So, with that said, feel free to try many things around and see what works for you.

The good thing about creating a successful business is you only need one idea to work and that's it. Once the idea is operating on "autopilot" you will have plenty of cash to do as you please. If all you do is get "lucky" one time you will be "there."

Later on when you create your own brand everything becomes another form of "advertisement" in a sense. Remember this, business, is all about reaching yourself to as many people, help them solve their problems, and get paid in the process.

Meta Strategies

Probably one of the best strategies you can use is simply go meta. What is meta? Meta is doing the most popular or common strategies. In NLP, meta refers to what is most practiced and is usually referring to language style(or how people think).

Richard Bandler one of the co-founders of NLP, used the meta model to reverse engineer how super success people think and behaved. These models of excellence was later taught and passed down to many people. These models provide a framework or blueprint on how to think and behave.

In creating a successful business sometime it is important to see what is trendy and working. Generally, that is a good sign that things are moving and working. It is always a good idea to see what other people are doing as it gives you a idea if it's worth it to pursue.

However, do keep in mind sometimes you have something is you calling and it is in your best interest to pursue your calling. Things that are your highest calling are usually your best bet even when it defies most common sense. If it is a business you will enjoy generally it something you will be able to commit to for a longer time. If it is something you dislike, you may find yourself quitting the moment things get tough.

You can say Meta is taking things and going up to the most common level. Think of meta language. Think of meta jobs. Think of meta strategies. I suppose you could driving a car is a meta strategy for transportation. A non-meta way of transportation would be something like scooters or rollerblades. Those are more uncommon.

In your life time, I am sure you could find some things that people say that are meta as well. Hello is meta for greeting. The first things that come to mind for jobs are things like: Doctors, Teachers, Lawyers, etc. Those are pretty meta jobs.

What is most well known? What do you see most often? What are some common responses? What do people think about most of the time? What is common? These are questions to figure out what is meta.

Keep in mind meta isn't always the best strategy, but it's usually a more reliable strategy. If most people are doing it chances are it's for a reason. And chances are it makes sense to some degree.

Another example of going meta, something like school. Most people go to school. Non-meta is like becoming your own business owner or becoming an entrepreneur. Starting your own business is the more "uncommon route" and because of this it's really difficult to interact with most people about business.

Chances are they won't have no idea of a sales funnel, YouTube, blog, advertisement, sales, marketing, or any other common business strategy.

Understand just because is an uncommon path does not make it wrong or more right. The good thing about business is there is no limit to the amount of money you can make. The amount you make is virtually unlimited so long as you make sales.

The meta strategies in the online world are whatever tools, resources, and strategies they use to make their money and business grow. Let's go over a few common one.

- For email marketing some people use Aweber.
- Some people make money through blogs. Either by selling products and services , ads , affiliate marketing.
- Some become content creator(YouTube / Blog / Etc) and make money through ads and sales.
- Some create eBooks and teach other people how to become successful.
- And many others

These are just a few meta strategy to be successful in the online world. No matter what area in business you get into you will need two things. 1) Something to sale or offer 2) Traffic and lot's of it

In the case you are making YouTube channel what you are offering is the experience(or anything you are doing).

Focus On Their Wants and Needs

Most people make this mistake of not keeping the focus on the customers wants and needs. Your business solely lives to solve the customers problems. Start with that. If you cannot solve their problems you do not have a business.

Remember when we discuss before the more people you can help the faster you will become successful. With business the customer is King(or queen). So, it is imperative you focus on their needs and temporarily remove yourself out the equation. At least long enough until you get paid.

A good father taking care of his child is very patient with the baby. He doesn't scold the child for being a child. He allows the child to grow at its speed. The good father is mature and knows that is his duty to take care of the child.

You are the good father and the people are your children. Symbolically your customer is like your baby you must treat with respect and make sure their needs meet.

I know this may be cause of some whine and complaints for many people. But, just for a second of the amount of money you can make by removing your ego and focusing on the customer needs. Remember if you want to get paid you need to focus on THEM first. The customer comes first. Even if you are the "selfish" type you can surely see the value in putting their needs first.

At the core marketing is simply filling a market need and matching it with your solution. Find a pain and solve the problem with your solution.

Performance Enhancement

All the best entrepreneurs and successful business owners have a form of getting themselves ahead. Whether that be a cup of coffee, habits, or simply meditating in the morning. If your mood is unstable or if you are lacking in energy. You will find it difficult to perform in business or in life.

The reality about life is that is very much like a game with multiple rules on the game you are playing.

In business it is simply about promoting yourself to as many people as possible and making sales. There are many micro tactics, and that is one of the primary strategies.

Learn ways to get yourself in peak performances. One basic way is to simply add coffee or caffeine to your basic regiment. I don't know your feelings on the subject, but if you want to max out your performances in your daily life do something hacking your performances. Whether that means eating healthy. Going to the gym to boost up your self-esteem.

The little things in your life adds up and carry over to how successful you will be(or not). Do things that will keep you in high positive flow and attracting success will be a piece of cake.

Make sure your physical health is in top shape and do whatever is necessary to be at the top of your game. Take a basic look at some of the best supplements online and see which one interest you. For starters I'd

recommend caffeine, fish oil , Vitamin D, l-theanine, and there are plenty of others. As always play around a little see what works for you. And Google to see what others are taking, so you can get an idea of what is worth a try. Since, this is not a health book please do your research. And consult experts on this topic if needed.

Your overall health is very important for success in life and in business. Be sure to be on top of your health at all times. If you don't you are giving the competition in edge over you.

Your health determines your wealth and your mindset determines everything.

Market Research - Know Your Audience

If you are new to market research the idea of it may be a little "creepy." In fact, it may be borderline stalking, but bear with me here.

In order to effectively sell anything to anyone you must enter their "model of the world." Model of the world is an NLP(neuro-lingistic programming) term that means their mental blue print of reality. Everything they believe to be true is their model of the world.

You want to understand what you market is thinking and how they feel is most valuable. Really get a general understanding to high level understanding. You want to be able to bridge the two worlds so they can buy what you are promoting.

Like the *bait and switch* idea. You bait them with something that reminds them of what they are *familiar* with. Then you switch to higher level concepts.

You have to meet your audience/market where they are at. To the extent you can do this you will be rich in no time.

Think about this. How can you develop the most rapport with someone? You develop the most rapport with someone by bridging the two worlds. And what this means is essentially, you utilize model of reality and redirect it to your product and services.

Let's go a little more in-depth. Say you never heard or seen of an apple before. Why would you go look for something that does not exist? You won't. So, I your friendly marketer/advertiser would bridge the idea of an apple to something you've already seen before.

"This just in my latest product called "apple." Way better than any fruit you know about. And 100 times better than watermelons and oranges. Try it today and see for yourself."

What I am doing here is attempting to connect the idea of apple to something you already know of. Pretty clever huh? In the above example, I am presupposing you know what a watermelon and orange is. So, if you never heard of an apple before well now you a few things about it.

One now you know the word apple. Two, you vaguely get the idea it is something familiar to what you already know which lessens the unfamiliarity of it. **People are less likely to buy something they are unfamiliar with.** Keep that in mind all the time.

Was the example above the best example? Nope, not by any means. However, it serves to provide the example of "bridging realities." With the above example, I've at least impressed the idea of an apple in your mind.

Will this make you buy it? Most probably not. However, it is the first attempt to make you buy the apple. It grabs your attention and makes you a little more familiar with the product. So, in the near future you might just be interested in buying an apple.

And also, if I ever have to upgrade my advertising/marketing skills I can do so later. All the while, needing less work of introducing you the idea because now you atheist know the product.

One of the crucial strategy for getting people to buy from you is awareness. If no one knows you exist, yet alone what you are offering. They will not find you. They will not become curious.

In marketing/advertising most single tricks do not work by itself. It's best to think of one technique as one piece of the puzzle. Or, there are layers of bricks between you and the potential buyer and you have to start peeling away those layers.

Each and every time you peel a layer it becomes more and more easier to buy your products and services. It will be just like going to the grocery store and buying a bottle of water.

No one has to understand the importance of buying a water. They know on an unconscious level water is good. Water is vital for your health.

The more familiar someone becomes the more easier it will be to buy your product and services.

Typically when a customer goes out window shopping they have no idea of what they want. When you go hollering "hey buy my product" they have no idea what you are selling or promoting. They have no idea of the VALUE of your product.

YOU know the value of your product, but unfortunately, they do not. That is why it is very important that you do this in your marketing/advertising. As you start to build familiarity with your product and service it becomes more and more easy to sell.

I hope you are starting to get the picture inside your mind now. You want people to know about you and your offer. Keep in mind marketing and advertising your business is not about things perfectly.

Quite the contrary it is about **building desires and lowering resistances**. You have multiple attempts to promote whatever is you are promoting. Remove the idea of perfection in your mind. Let perfection be the goal and not the mindset you carry.

Moving forward now, I want you to imagine the customer has no idea of the value you are offering because they have very little understandings of it. In school they operate with a very similar idea of going up in education. You go from one grade to the next and so on so fourth because it represents growth in knowledge.

Your customer does not know what you are promoting like the way you do. Also going back to what I was saying before, it helps when you slightly stalk your target. You can imagine your target as a pray you are hunting and you need to understand about them.

The more you understand the easier it becomes to charm people to your side. Remember it is about them and not you. It is way easier to bring people to your side when you FIRST meet them where they are at.

If you were to talk to a child you would do so hopefully using language and expressions that the child would most likely understand. Similarly, this works best in marketing, advertising, and when growing your business. Use the language the audience/market best can understand.

Later, we will be going over some other marketing strategies for you to use. If you read my book "*Manifest Shortcuts*" you would already know the more people become aware of whatever it is you are promoting the better you will do.

Quick Recap:

- When marketing **impress** your business as often as you can. You want people knowing about your presence. Your increase the chances of people finding you and you becoming more "lucky" would be way more. In short, be someone people become familiar with.
- Increase desire and lower resistance. The aim is to let people fully understand why they would like your product. What is the value of

your product? What problem is the product solving? What does the product fix? Think of reasons why someone would not want to buy your product.

- Speak in the language of the market / audience. If you don't know the language skip this option for until you do. You will be way more successful in producing your product and services when you speak in the language the market understands. Become curious by their likes and dislikes. Become curious on their language style.

Social Triggers

Authority - Leaders, Doctors, Lawyers, Cops

Authority is whoever is in charge. In the information world we live in today, this is based on whoever is an expert in their field. If you wanted to lose weight you would go to someone who specializes in weight loss or fitness. That person is an authority in that way.

For example, doctors trigger authority because they are the well known experts for health. Think of the "guru" or expert in any designed field. For example, for NLP I may use Tony Robbins or David Snyder because they are experts in NLP. Tony Robbins is also widely known, therefore, he is very easy to speak about.

If you are a law of attraction practitioner, Esther Hicks and Joe Vitale are widely known experts in the Law of Attraction Community. One of the best tactic is to use whoever is the authority in your field to influence people among that community.

If you were a small child with a few brothers and sisters. "You could mommy and daddy said this is how it works." This will work pretty well because mommy and daddy are both authorities in their respective house. And whoever you are speaking to will have to comply. This is of course, within the context of a child with a few brothers and sisters.

Liking - We buy from people we like

It is much easier to buy from people we already like. Generally, it is easier to buy from someone you like. Also, physically attractive people have the added bonus of applying liking/likeness. This is because it is easier to like people who are physically attractive.

Think about it do you buy from people you like or people you do not like? Regardless of the answer, it is way easier to buy from someone you do like.

Commitment and Consistency - Same Routine

People make decisions based on the decisions they have had made in the past. This is a great way to shortcut the decision making process.

People are generally hesitant to buy or take action on something that isn't familiar. It triggers a very uncomfortable feeling and may generate "stress" response because it is something that is new to them.

When attempting to get people to buy from you start them off small. Perhaps, with a \$1 dollar product so they can become familiar to you.

It is a proven fact people buy more easy from people they have already bought from in the past. Also, you can offer something free in exchange for their trust and them committing to you.

The general idea is once they start trying what you have to offer they will be more likely to come back. You give them a small taste just free samples from a party or a club. Once they see how good it taste they may want to keep coming back for more.

In short, people make decisions based on choices they have made in the past. You can help them commit by taking a tiny small action. Remember when people first meet you they are unsure if you are "legit" or not. So, by making a tiny commitment you can help "try" you out.

If they like you they will come back again.

Reciprocity - I do you a favor you do me a favor later.

This is when someone does you a favor and people will owe you a favor later.

In, the online world this is often done by giving some form of freebie. Such as, lead magnet, free e-book, this is done an exchange for someone's email. When people give you something for free it cost you nothing to test it out.

In the dating world the guy generally offers to buy the girl a cup of coffee. This is standard dating protocols. The girl gets to test the guy for free and then later "calculates" if she likes the guy or not. Of course, this is based on man to women dynamics. If it was backwards women would do it to guys instead.

Therefore, you get to see if you like it. Then, later, when you find out how wonderful it is you may feel like you owe someone something. Reciprocity is a very powerful ancient trigger. In the case of sales, it pays to be the "nice guy."

If you do them a favor and they don't return you the favor they are the "bad one." See how this can be used in very manipulative ways. Be nice friends, it pays big bucks.

Social Proof - Follow The Crowd

This is when you take a look at what other people are doing in order to make a decision. Social proof allows you shortcut the decision making by going with the crowd. Some people tend to think of this as a very sheep tactic.

Yes, and no. You can use this tactic to make smarter decisions because if someone is making decisions why not just copy that person so it applies to you as well.

Social proof is essentially looking at the environment or other people to make a decision, know the correct behavior, or belief. In any new environment it is highly useful to know the protocols for that environment.

It will help you build rapport a lot faster that way. Rapport remember means someone likes you, trust you, and feels comfortable around you. People are more likely to buy from people they have rapport with. When you see the word rapport think of your best friend or someone you trust very well.

If you ever bought something on Amazon because other people rated highly - that is an example of social proof. Most people buy things when other people rated it highly. I myself included. If I have never bought something before, I won't know if it is any good. So I go check the comments to see how effective it is.

Here is the thing, this isn't logically correct, but it works, and is super effective. Just because something has thousands of 5 stars does not make it a great product. But, because that is the only sort of information we can work with prior to buying we use it to make decisions on what is a good product or not.

Scarcity - Limited, Rare, Valuable

Scarcity increases desire. When you think of scarcity you can think of some kind of good that is high value and is rare. As an example we can use a diamond; diamonds are rare and worth a ton.

In any way you can apply scarcity you will trigger this high valuable and rare feeling. Hey can I tell you a secret? You are reading one of the best books you will ever read in your life (scarcity). Hey I am selling you something that most people don't know about and only the elite people know about (scarcity).

This is the case of scarcity of information. The secret elite know about this you don't know...(scarcity). When you think of scarcity think of rare and valuable. Sometimes, people activate scarcity with the use of time. A few examples on this are given down below.

Another example is the \$100 dollar bill even because it is rare and valuable. Not so much on the scarce side, but everyone wants a \$100 bill.

Some examples:

- Hurry buy now!
- Time is running out buy now!
- On sale only for this weekend!
- Limited supplies only buy while offer last!

Special bonus, write me a comment with something you learned from this book. Feel free to, say anything that stuck out to you. I'd be happy to know more from you.

(Commitment and consistency + Scarcity)

In any way you can convey rare, valuable, secret, and limited is scarcity. Hopefully you see how **rare** this information is, but I am only offering it to you for a **limited time only**!

Improving Your Odds

Remember, your business serves one purpose and it's to give people what they want; to make people happy. Your customer is king and you exist to grant them their every wish.

When you have traffic you can get away with a lot more than if you didn't. Once you have traffic it seems like everything just seems to work. On the flip side, when you do not have traffic nothing seems to work even when you tried all the possible options.

Below we will be discussing some few things to help you maximize your sales and lower buyer's resistance. There are a few basic components: Increasing buyer's desire, lower resistance, overcome objection, fill in the missing information , and make them see the value.

Increase Buyers Desire

Okay, first up, is increasing buyer's desire. What is buyer's desire? A buyer's desire is what compels people to buy. You can also think of it as an internal driver inside people's mind to buy products. When people encounter new information their buyer's desire is always going to be on the low end.

Why? It is not because you suck, but it's because they are unsure what they are getting.

Perhaps they do not see the value or benefits of what they are buying. It is your job as the entrepreneur to convey benefits of your product/service to other people. The more you able to, do this, the easier and more money you will be able to make.

In fact, even if you just wanted someone to go down the street and grab a cup of coffee the person in question would need to have a reason. A reason to take action. Sometimes known as features and benefits, motive, or anything that compels to buy or take action.

When you bought this ebook, you most likely had a conscious or unconscious to buy this product, perhaps, you want to make more money. Maybe, you just want to grow your business. Maybe, you are stuck and just needed some extra guidance.

There are a ton of reason why you may have want to buy this ebook. Whatever the reason for taking action is the reason. The goal is always to tip the side to your favors. In the case of business it is to buy your product and service. If you are promoting an idea you would like to share to world. The process is the same you must convey the value and benefits to people. Why must people care? You clearly understand the worth of what you are offering, but sometimes other people do not. So, sometimes you must make people understand your vision for the world(or whatever it is you want).

So for example, what are the benefit for buying a water bottle? Obviously the health benefits, essential survival, and many other benefits. In the case of a water bottle the benefit is obvious. We need to drink for survival. Survival is a primary benefit. All things being equal everyone would love to live versus die.

Let's do another one. Why should someone buy a book? For knowledge correct? But let's dive a little further now shall we. By buying this book you can save many years of trial and error and you can make more money now. There are two benefits here. One, time. Two, money.

We can also say by buying this book you will be able to change your entire mindset which will help you attract riches, wealth, and live the dream life you always wanted. What is even better is that you can that with just \$9.99. That's only 10 starbucks coffee.

That one was a little more extensive, huh. The point is you want to hammer them with as many reasons to buy as possible. Sales people, know this, when they are selling. However, they do this in a very blatant way and very abrupt. When in doubt, hammer them with as many benefits. However, the ABSOLUTELY BEST way is to do in a very conversation style that just makes it a no brainer to say yes.

Let's do a really quick example of this.

You: Hi, how are you?

Them: Just looking around?

You: Are you looking for something in particular?

Them: No, just looking for something to boost some energy.

You: Oh, did you check out the energy section we have? We have a wide range of energy enhancing products. Oh, and have you tried caffeine, it is my favorite energy supplement.

Them: Oh, no, I haven't thanks I'll check it out.

If you told me by buying this book for \$10 you will be able to add \$100,000/year to your income. I'd of course would say yes because the returns of interest is ENORMOUS.

So you can do the hammer style of bashing the client with features and benefits. You can also do it the other way the more smooth and elegant style. Which is a more sorting and finding for the right candidate to buy your product and services.

Lower Resistance / Overcome Objections

Naturally, a buyer will be on the no-side of a purchase. The reason for buying a product is not strong enough. It is your job to "persuade" or to let others know you are offering something of value. The more you can do this the less resistance you will face. Often times, people will have resistance not because people are dumb(although that could be true). It is simply because they are afraid of being ripped off. Maybe they are in a tight budget. Maybe their house got burned and they almost died.

You can never really know why someone will have resistance. Nor is it your job to know. You can take the time to understand that they are going through some troubles and YOU have the SOLUTION to what they are facing.

Before buying this eBook you likely had some resistance and or objections. In this case you overcame the resistance and objection on your own. Congratulations! If it wasn't for being so brave we would not be together right now. I applaud you for being so brave. In the case of you buying this book you overcame the objections/ resistance on your own.

Resistance and objection is simply an excuse, fear, or some reason not to buy a product. Usually not based on objective logic, but some sort of misinformation(we will get into this in a moment), and imaginary fear.

Because you took action today, it demonstrates you are the type of person who knows a good deal when you see one. You are also the type of person to take action when you see a wonderful opportunity.

Essentially, you want to turn their "no's" into "yes". However, way you do this will dramatically increase your sales. You can do this by addressing their fears, concerns, misinformation ahead of time. That way when it comes to buy they already have a clear idea that everything is fine when they click that beautiful buy button.

For example, the 30 day money back guarantee policy is an excellent example of this. The idea is before someone complains about a refund you already have a refund policy ensured. So that question never pops up because it's already been addressed. When you take the time to answer their questions ahead of time you won't hear them pop up later.

People do not know what's inside your head, so avoid thinking they should know what's in your mind. No one knows what's in your head they are not you. And the average person is not psychic by any means. If you are "psychic" then leverage your psychic powers into your copywriting and sales page. By answering people's questions and insecurities ahead of time they will have plenty of reasons to buy and no reason to not buy.

Fill In The Missing Information

As mentioned already, you know the worth and value of what you are offering. Your potential clients, friends, lovers, etc. do not know the value. Not yet at least. You are going to knock them dead with these new killer strategies.

Sometimes, just don't have the knowledge on your particular field. That is normal, you are the expert in your field. So, in a way it is your role to fill them in with the details of your craft.

People are flooded with tons of misconceptions and limiting beliefs. Correct, politely like a doctor, so you prescribe with the pill you desire. In

this case the product or service you'd like to sell. Or, if it's an idea you wish to promote. Same thing.

Make Them See The Value

Why is what you are talking about important? What are the benefits? Why should people care. Remember, you know what you are saying is worth a lot of value. But, the problem isn't you, the problem is they don't see the value. It's not always their fault they don't see the value in what you are offering. But, it is your responsibility to help them see the value in what you are offering.

Sometime, it helps to source the reference of where you picked up the book. It helps people know that you are not saying things randomly.

There is a small issue with quotes. There is a reason why quotes sometimes do not do us justice. Quotes are awesome, for when you already understand the concepts. But, what happens when you try making a quote and have 0 profound wisdom and experience of the work. It makes someone look foolish.

For example, *In How To Use Your Mind* by Dr. Joseph Murphy he describes the two phases of our mind. One known as the subconscious and the other conscious mind. He says by changing the way you consciously think you impregnate the subconscious and you will easily manifest the results by divine intelligence.

Notice, I am not saying "I said this," I am saying he said it. Which means even if it was false, I take no responsibility for it because I am saying he said it. Also, by quoting the authority and source it makes me look more professional because I am quoting or describing what the authority said. And if it's wrong, well I didn't say it. Pretty clever, huh.

Just take the authority in that field and give them a quick shout out saying XYZ authority said it. Therefore, it is true. And that be the end of it.

Gerardo Morillo wrote in Dominate The Online Business Game, blah...blah...blah...

Another, way to make them see the value is an all time favorite: social proof. Social proof is how we shortcut decision making process. We tend to look at others to see if we are making the correct choice. This isn't right or wrong. Many times it is very wise to see what other people in the world are doing. As it gives you free insight on what you can apply for yourself as well.

Let's say you are surfing on Amazon for a really good book to read. You see the book has 0 stars and no one has bought it. How would you know it was any good?

But, now you find a book called Dominate The Online Business game by the classic author, Gerardo Morillo. It has 1,000,000 five stars. In short, everyone loves it and everyone recommends it to you.

Would you buy the book then? Of course you would. Well, maybe, you wouldn't. Sometimes, people like to make their own "independent decision." And they choose to do the opposite of what everyone is doing.

Both are true depending on the context. In general, it is way more useful to find someone else who endorses product ABC, then to go against it because no one is buying it.

Social proof works even on me. When I surf on Amazon(all the time by the way) I make sure to check the reviews and the stars. Unless, if I know the product is great because I've tried it already. I really have no idea what to expect. I would be going in blind.

That is why social proof is incredibly powerful. It allows you gain valuable insight without even needing to experience it yourself. And in short it dramatically cuts the amount of thinking you need to make a decision.

Sex and Advertisement

Another way to increase the value of what you are offering is to add sex into what you are doing. The reptilian part of our brain which is way more in control than we'd like to admit. Is associated with survival, food, and sex.

Advertisers hit this button of ours all the time and more often than not it works. If you ever seen an advertisement with a really hot babe. She was hired because she triggers the sex button.

Everyone human being known to existence craves for sex. Let's just get that out in the way right now. Some more than others, but most people crave for sex. It is in our very own DNA.

In short, the sex in advertisement arouses people and makes them crave their product. The desire of the product gets associated by sexual arousal. Or in other words, the product becomes attached to the sexual desire. This is a way to bypass their conscious reasoning and people buy products time and time again.

Note: Any way you can attach something to your product that would make people like you would increase your optimization and conversions. Meaning whatever it is you are promoting would sell more often. Sex sells. That is the simple reason why it is used very often. It is also the easiest way to increase desire which is the goal for promoting any idea.

Number Game

Here's something most people do not like to talk about. Business is one giant numbers game. The more people you help while getting paid the more your bank account will increase. It is simple basic math.

If you have more people following you it will be way easier to convert those numbers into sales or anything else. The goal is to always reach out

to as many people as you can because the bigger the number the more likely you will convert into your goal. In business it is money. In politics it is simply delivering a message with the intent of having others accept your idea.

Bring Awareness

It all starts with awareness. If you cannot make people become aware they will have no idea it exist. How can someone know about information they don't even know exist? They cannot. For anything to be accepted as truth it has to first be made aware of. Then, it needs to be promoted enough times where enough people accept it as truth.

Most new esoteric concepts have a difficult time of being accepted for this very reason. It's hard to make people accept ideas that outside of conventional truths. This can also be seen with being an entrepreneur or working from home.

Most people do not possibly fathom the idea that you can make money from home the same way you can make money sitting on a computer at an office. This is of course, due to culture upbringings.

They have been made aware of certain options but nothing else. So it's only natural that those outside the box are "strange." I've had to learn many concepts within my own term and they certainly were on the strange side to me at first.

Large Body of Work

Hopefully by now you are starting to realize just how important it is to get known. Sometimes this is known as "web presence." Whatever, you call it, it is very important to have a large following based of people who love your work. As described before all business exist to solve a problem and make profit.

You do this, by, having plenty of people who like your work and willing to pay you good money for it. One great way to get people to come to you is to provide a large body of work. As mentioned before, I referred it as providing "massive value."

When you do a lot of work you make it easy for people to find you. You also make it very easy for people to like you. When two strangers meet for the very first time it is often a little awkward. However, when people see your work it gives them a chance to build a relationship with you. Thus, they will like you and more than likely (sooner or later) buy from you.

This is the late game business. Provide a ton of content and value, and find enough people to buy. This has is the same structure for EVERY single business. Doesn't really matter what category it falls in.

In short, do the work, promote the work, and find people to buy your work. We have the massive benefit online of simply just sharing what we have to offer and having tons of people buy.

Imagine having to go to every single person and convince them to buy your product and services. That'd be a TON of work. It also would require a different kind of skillset and mindset. Luckily, the internet is flooded with opportunities and possibilities to make tons of profit. Gold is just around the corner if you are ready to start digging.

Make It Their Decision - Remove The Ego

As tempting as it can be to want someone to give you recognition for your work. You simply have to, stop, and let them have it. Let people come to decisions for their own reason based on their own model of the world.

If you just want to get paid and get paid a lot. Then simply turn off your ego. Even if it means for a limited time only. People make decisions best when it is based on their decision process.

Think about it you like to make your own decisions, don't you? Well, exactly, everyone else does too. I am sure you also like people to guide you

in the right decision. We all do, I know I do. If someone has the best answers I am going to want to learn from that person.

Very much like in school. Come test time, I am sitting next to the smartest person in the room and going to peep at their answers. Just kidding, of course! Or, am I?

Back to what we were saying, to the extent that you can guide people and lead them to the decision process with the LEAST ego involved the more money you can expect to get paid.

Mother earth wants to grow higher and higher and by you helping the planet grow you can be awarded with tons of money. But, keep your ego in check, you dig? Otherwise, you may find it incredibly difficult to make money.

Let people decide for themselves unless they request for your feedback. Most of the time when people prompt a question looking for answers it's because they really want answers. If someone does not ask a question they may not want feedback. Perhaps, they do, but we cannot know that.

When people give unsolicited advice that is not elegantly done it comes across as rude. Even, socially unwise. Unless you are sure they want your advice keep it in the back pocket until they ask(recommended).

Think of it a conversation between you and the person you are trying to sell to. You are there to see if they are a match to what you are offering. Then, lead them to prize (your product). If they are not a match you will most likely know and then it's time to go looking for more people.

Marketing Key Points

Alright, here we will be discussing on the specifics for copywriting, sales, and advertising. These are the components to any line of sales. Up until now most of what we spoke about were on the strategies of creating a successful business. Now, let's start targeting the precise details required.

Headline(H1) - Few Word Summary

A headline is a sort of title or a label. Generally, in business this is the product name. If you were selling apples, then apples is the headline. Sometimes, there are a few words to the right to describe it a little more. Take a look down below for some examples.

- Apples - A Red Delicious Fruit
- Manifest Shortcuts: Unleash Your Magical Powers of Infinite Creation
- Dominate The Online Business Game
- Coffee : Quick Energizing Coffee
- The Secret : Learn How To Manifest Your Desires
- Money Love : Release Limiting Beliefs of Money and Open The Floodgates To Wealth

Notice how these are all titles and sometimes has a quick description to the side. The description either explains it and/or describes the benefits. Usually, the headline is to grab attention, explain, and provide the benefits.

For this here you simply want to quickly and elegantly explain what you are saying and intrigue the potential buyer with your headline or title. As a side bonus this is incredibly powerful for brainstorming ideas and writing ideas on your journal.

Image - Use Picture To Convey The Idea

They say a picture is worth one thousand words. And it is completely true. But, did you know that images tend to bypass the conscious filters. Why? Because they are no words. Huh? Naturally, when you look at a picture your unconscious mind understands the underlying idea. But there are no words on the surface to accept or reject.

In addition, they are an incredible way to describe whatever it is you are doing in the quickest way possible. Our minds are capable of processing pictures way more quickly than compared to words.

Companies often use symbols to bypass the unconscious filters. It is a great way to establish your brand. People will associate you with your brand. Consider, any company of some sort has a logo. When we think of the company we will always associate them with their symbol.

The symbols contains what they represent, do, and how we feel about them. Wait what? Yes, the way we feel about companies tend to be stored in the logo themselves. Which is why it is incredibly useful to create symbols. But, it's not just symbols your face is another way people will process information.

Face is a way we people identify other people. And people tend to have word behind their face such as at their name. That is how we connect name with face. The name becomes attached to face or vice versa.

Address The Who - Who are you speaking to?

Who is your ideal audience? If you don't know I'd skip this one until you do. Just think who is most likely to buy your product. A book on entrepreneur is intended for people who want to make more money. The ideal people who fit that category are business owners, entrepreneurs ,life coaches, consultants, and or someone who wants to be their own boss.

Selling a product for spiritual people? The following words are applicable. Spiritual practitioners, law of attraction practitioners, magicians, witches, and alchemist. Simply fill in the blank with the appropriate word for the context.

Selling a product for men to get girls? Dear sexually frustrated friend. Are you tired of girls rejecting you? Men do you want to get laid more? Do you run out of things to say when talking to cute girls?

Try to match the key words and key phrases for the context that it fits in. The examples above are a good starting point.

Features and Benefits

Instead of describing it let's give some examples of this. Simply describe what the product/ service is intended to do. Take a look an example of features and benefits of caffeine down below.

Features:

- White powder
- Organic
- Backed by science

Benefits:

- More energy during the day
- Eliminates procrastination
- Focus more and get things done
- Helps you make more money by maximizing your productivity
- Gives you the energy you need to speak to anyone
- Get your day started quicker
- Removes stress by helping you complete projects
- Improves the confidence of your ability to work
- Improves your social skills by giving you an increase of energy
- Destroys the feeling of fatigue (anti-fatigue)

No one really cares of the features. As that is simply describing the what. They want to know the benefits. Take a look above at the benefits. Those look like something everything could use more of. Who wouldn't need those benefits? Who doesn't need more energy? Who doesn't need to get things done? Everyone would like to get more things done which it a compelling reason for people to buy.

Desire / Hope / Dreams

Imagine having the power to grant anyone their wishes. Imagine people wanting to buy whatever it is you are selling. You want people to think of the desire in terms of the future and a future where they already have it. You can mix and match this a little, it all leads to the same effect.

Some basic examples:

Can you imagine yourself owning this car in the near future? Can you imagine yourself driving it and what locations would you visit?

Let's say you decide to buy this computer today, what would that do for you? Oh, it can help you setup your online business? And what would that do for you?

The general idea is to establish a future where they already have it and have them fully experience it as if it is happening right now this moment. This will generate a sense of having it and it will attach itself to the product/service. You want to sprinkle these in your writing or if you a speaker then it would be through your language.

Association

Ideally, you want people to crave what you are offering. You do this by attaching their desire to your product/service. Attach their desire to your product/service.

Fear / Pain

Everyone has a fear and pain points. You can leverage these in order to sell them something. By pressing these pain points it will make them take action. Be elegant when doing this as it can push them away. Just enough, so they understand the dire need of your product/service. But, not enough they run off.

Example:

- Men do you feel not good enough?
- Do you not feel not man enough?
- Struggling with low confidence, then buy this product. (All guys secretly need more confidence)
- Do you not feel good enough?
- Do you feel ugly?
- Do you struggle with acne?
- Are you embarrassed by your lack of knowledge?
- Are you struggling to gain weight?
- Are you struggling to lose weight?
- Can't fit in your jeans?
- Struggling to lose that belly fat?

Seeing there are literally million variation of these simply try to understand the situation they are facing.

Someone who feels ugly make the lack of confidence so they make want to buy skin products. Someone who is embarrassed by their belly fat may want to buy weight loss products.

Acne is an issue that leaves people embarrassed and can lower ones social confidence. Feel confident in your own skin! Radiate a glowing and beautiful skin that helps you attract friends.

Objections

Objections are simply their reasons for saying no. You want to turn their no's into yes. This is done through language patterns and pacing them to the intended outcome. Think of some reasons why people are against the idea of taking action.

Some reasons:

- Scams
- Fear
- Not familiar with the product

- lack of confidence
- Not enough money
- Not enough time

Understand their struggles

You want to demonstrate yourself as an expert. When you fully understand the process they are going through and can lead them to a winning outcome. You will gain their trust, rapport, and compliance. They will want to "obey" you because you are someone who gets them. Most people have very common problems in life, and you can leverage this fact. Once you start talking to enough people you will quickly realize most people struggle with the same sort of problems. Leverage this into your outcome in a way that fulfills a win-win scenario.

Sorting for Criteria

Criteria are simply what a person wants. What is the person looking to buy? Is it vague or specific? If it's a vague desire then you help them extend it so it becomes specific. If it's a specific desire then it is simply matching desires. This is done by giving them exactly what they are looking for.

What do they want? What are they looking for? What do they hope to accomplish? What is their intent? What is their desire outcome? What do they want to fix? What do they want to relieve?

Matching Desires

Now, that you've understood their desires now it's time to match what they want with what you are offering. In video games if they are looking for a certain shield and they want your sword, you simply just trade. Marketing in reality is the same, just slightly different. In the real world we market with words and we convey our intent with language.

Do you remember a time when people use to trade cards? Maybe, when you were a child you used to see other people play and trade cards. Well, that same contains the same structure of sorting for criteras and matching desires.

For example, I'll trade you my *blue eyes white dragon* for your *dark magician*. I'll trade you my Pikachu for your Charmander. My Derek Jeter card for your Mike Piazza card.

I will trade you my X for your Y.

The Right Audience

The right audience is the most likely paying customer. The most ideal customer is the person willing to buy right now. Sometimes, people are not quite "there yet" and need a little bit of information gathering before they become the right audience.

You can help them speed up the process by filling in the necessary information, overcoming objections, destroying resistances, and increasing desire. Before people are ready to buy they must feel convinced they are making a confident choice. A choice that makes sense to them for their own reason.

So your job as a business owner is to bring people up to speed. They will be more likely to buy your product. Sometimes, you can find the ideal person to buy what you are offering, but they are quite not there yet. Meaning they still need more information or more "training" of some kind.

In the process of discovering themselves most people tend to "figure themselves out." You the marketer can spot an ideal candidate for your product way before they ever could. If they are interested in X then they will probably be interested to Y in the near future.

Let's say someone is looking to boost their energy. You are selling caffeine. The person in question is an ideal person to buy your product. But, they are afraid caffeine is unsafe. You would say something like caffeine is

perfectly safe product and is the most popular product that is scientifically proven to work. Most people like are you concerned of the side effect, but it is 100% safe and effective.

Then let's pretend this works, they will say something like "oh okay, let's give it a try." Well, this is an example of turning a client making them into the right audience. Something they just need a little bit more information before they make a decision. You can help lead them in the right direction.

Future Pacing

Future pacing is a powerful strategy to use. It can also be used in multiple ways. Future pacing is simply leading them into the future. Sometimes known as a proposition. It can also be done by taking them to imagination land. Now, let's take a look at some examples.

- Imagine owning this in the future
- Imagine owning this now and really feel the experience of having it now.
- Imagine how it would be, to find yourself having a whole world of possibilities open to you

Example 1

Dear Future You,

You are a wonderful amazing capable of doing all things and you can start to see yourself enjoying the car. You are now enjoying the win around you breezing through all the people you see by you. Everyone looks at you with awe and desire in their eyes. Their eyes are glowing for you because they see the value you have to offer to the world. They go up to you for approval and recognition. By buying this car today you gain more security and social status. You will be glad that you did, see you soon!

[Link]

Example 2

Dear Law of Attraction Practitioner,

Has all the manifesting tips in the world failed you? I bet they, and it's because they left out something special. All those tips and strategies only work for the person who wrote it and not you. Because, in order to make it work you have to adapt a very similar mindset. Today, I am going to teach you how to REALLY manifest any desire. You will learn how to finally achieve any goal you want. Cheers, to a happy future.

Learn More with this link : [LINK XYZ](#)

Example 3 ,

Dear Marketers,

Are you failing to pay the bills because of bad marketing skills? Not to worry, captain Gerardo is here to rescue you from the rent bills. With Dominate The Online Business you will learn how to adapt a winning mindset to attract more and more money. And because you are reading this today you are guarantee to be able to pay the bills. So, what are you waiting for . For less than 10 cups of coffee your dream life can be all yours. I'll see you inside!

Learn More:

[[Link](#)]

With all the examples above you targeted the main audience. In this example it is the law of attraction student, teacher, market, and/or whatever. It will grab their attention because it is "targeted." Also, remember to give the next step, sometimes known as the call to action. Generally it is a link to a product, salespage, etc.

30 Money Back Guarantee

Money back guarantee simply makes people feel more confident in trying out the product/service. With a money guarantee is done it helps one more likely to test the waters. Most of the time after they test it out they won't be a real need for a money back guarantee. Unless the product is awful. It allows them to see the value confidently and use their money to buy the product. In short, it simply helps the potential buyer feel more confident in their decision to buy the product.

Terms and Definitions

Future pacing - Bringing them to the future and having them experience it in the moment. Attaches extra desire to product/services.

Resistance / Objections - Thoughts and emotions that prevent someone from buying.

Open - The initial process of grabbing someone's attention. In sales, this is the headline. In real life, it's the language and body language one uses to engage another person.

Criteria - Their specific or vague wants and/or desires.

Rapport - Friendship, trust, comfort between people. Tends to happen naturally with people you talk to.

Close - When you close the deal. Usually, with the "dotted lines" or having someone confirm the sale. The ending point of a sale.

Entrepreneur - Someone who takes an idea, solves a problem in the world, and makes a profit.

Money - A symbol of wealth

Number Game - Raising one odds through massive exposure

Increasing Desire - The process of making people want to buy from you.

Massive Value - Creating interest through your work. Usually, done by giving so much free content. This provides with exposure and eventually people will want to buy from you.

Call To Action - The words or phrases that alerts someone of what to do next. "Hi, click this red link because you will make more money." Or, " go here to unleash your potential."

Where Else To Find Me

YouTube: <https://goo.gl/acvZDp>

Join Our Newsletter: <https://goo.gl/2HdU2g>

Recommended Resources

If you find this book helpful you will also love some of the works by my buddy George Hutton. George Hutton is a master hypnotist, master NLP practitioner and whatever you want to accomplish in life he can assist you with your goals. The resources down below will further assist you in making more money. Whether you are trying to generate more income, improve your social skills, social confidence, and/or salesmanship the links down below will only help you create the life you desire. Learn more.

[**Lazy Way Persuasion - Easily Get Others To Buy From You**](#)

Do you want to increase your sales and improve your persuasion in the most easiest way possible?

Imagine speaking to others in a way that both gets you what you want and helps them be more happy. What would that do for you?

Could you see into a future time where your new profound communication skill helps you what you want? If so, click the link below to learn more.

[Easily persuade others to eagerly buy from you](#)

[Entrepreneur Mind - Generate The Mind of A Millionaire](#)

Do you want to know what it's like to have a mind of a millionaire? There is a huge difference between the success and the non-successful.

Do you what the difference is? It is the mindset and their internal belief systems. What if I told you in a moment you will have the same power of the rich and famous, would that excite you?

Well, now you do. You will understand why wealth is an effect and not a cause. The power to attract riches and abundance all stems from your mind.

Let us help you bring the riches you know you deserve. Please don't walk away from this offer. It might cost you millions of dollars in the future. With just one click you can change your whole world. Are you ready to get started? Learn more with the link below.

[Riches are waiting for you learn more](#)

[Money Love - Release Resistance To Money and Attract Abundance](#)

When you were a child you were a blank state. But, likely growing up you started to form beliefs about yourself and the world.

Some beliefs are supportive and some beliefs are limiting that hinder you from accomplishing your goals. Such as "I am not good enough," "I can't do it," "Making money is a lot of work."

Even if it were, most likely isn't, you can always change your beliefs and when you do you can begin to attract the amount of money you are looking for.

Wealth can be made easy with just a little help.

[Check out money love today](#)

[Manifest Shortcuts: Unleash Your Magical Powers of Infinite Creation](#)

Do you want to know what it fully means to manifest your desires? Manifest Shortcut is designed to help you materialize your results. This is a very magical book that will help you turn any thought into action. Learn how to attract any desire and bring it to life. If you can imagine your success you can achieve anything you desire. Learn more with the link above or below.

[Are you ready to manifest your dream life?](#)

Free Resources

[Black Hat World - Get access to other like minded people who are hacking the system.](#)

[Amazon - Promote and sell products. Sell your ebooks, or physical products.](#)

Window Movie Maker - Will help you add images to movie and make movies a whole lot faster.

[Audacity - Great for recording a podcast or anything audio related.](#)

[Canva - Excellent high quality image generator. Great for thumbnails and just an overall awesome tool for creating images.](#)

[Title Generator - Awesome for generating titles and giving you a head start in production.](#)

[Gumroad - Excellent for creating ebooks, affiliate marketing programs, and selling products and services. You have the ability to sell virtual products here in this wonderful platform. Personally, love this one because of the sleek design and user friendly interface.](#)

[Clickbank - Great market for finding products to promote.](#)

[American Express - Great "prepaid" card for storing your money. Personally love this card because it allows you to store money you make online on the card.](#)

Conclusion

Congratulations for making it this far. You've demonstrated you are committed towards accomplishing big things in life. How do I know this? Because you wouldn't be reading this right now if you weren't, right?

Your life is a glorious hero's journey going from one journey to the next. Anything you set your mind to can be yours, so long as you do not allow the roadblocks to prevent you from stopping your progress.

In life there will always be things that we want. We humans have an endless amount of desires and we have also have an endless drive for success. The very fact, you are reading this is also proof of this.

You will always want more than what you have. This is your quest as an entrepreneur. Take any idea you have, help as many people as you can and get paid big money in the process.

I hope you find this book helpful in your journey. And as you continue your path of success please feel free to frequently revisit this book. This

book will be your own personal coach, so whenever you need a kick in your motivation you may return here once more.

And please, please, please, do not allow the doubters to ruin your ability to move forward in life. Some people are not aware of the path of an entrepreneur and that's fine.

Not even is cut out to be an entrepreneur, their own boss, some people prefer to be told what to do 24/7. To each to their own. Because you are here today you are a go getter someone who will NOT back down from a challenge.

No matter what obstacle comes your way, know this, you shall conquer all obstacles that head your way. As you continue your path as entrepreneur you will begin to notice the path is a whole lot easier than previously thought before.

Making money is easy with the mindset. In fact, so easy, you will probably wonder why you didn't start sooner.

Thank you for reading Dominate The Online Business!

Until Next Time,

Gerardo Morillo