

The background of the entire page is a blue technical drawing or blueprint. It features various mechanical components, pipes, and electrical symbols. Labels such as 'Turbine 11', 'Turbine 12', 'Turbine 13', 'Kondensator', and 'G1' are visible. The drawing is rendered in white lines on a blue grid background.

The Infoproduct Millionaire

How To Build A Profitable Internet Business In Under 90 Days

**(By Creating & Selling
Digital Products Online)**

By Dirk de Bruin

***“Experts Can Earn 6 to 7 Figures in This
\$300 Billion-Dollar Industry. ”
- Inc.com***

***“E Learning Climbing To \$325 Billion By 2025”
-Forbes.com***

***“Global E-Learning Industry is Rapidly Growing to Reach
\$398.15 Billion Mark at a CAGR of 9.5% by 2026”
- Reuters.com***

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We make every effort to ensure that we accurately represent these products and services and their potential for income. Earning and Income statements made by our company and its customers are estimates of what we think you can possibly earn.

There is no guarantee that you will make these levels (or any levels) of income and by purchasing and/or using our products or services you accept the risk that the earnings and income statements differ by individual. As with any business, your results may vary, and will be based on your individual capacity, business experience, expertise, and level of desire. There are no guarantees concerning the level of success you may experience.

The testimonials and examples used are exceptional results, which do not apply to the average purchaser, and are not intended to represent or guarantee that anyone will achieve the same or similar results. Each individual's success depends on his or her background, dedication, desire and motivation (as well as possible external circumstances beyond the individual's control).

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The use of our information, products and services should be based on your own due diligence and by purchasing and/or using our products or services you agree that our company, creators, founders and employees are not liable for any success or failure of your business that is directly or indirectly related to the purchase and use of our information, products and services.

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Frequently Asked Questions

Is it really possible to make money online in an ethical, sustainable way?

Yes, absolutely! It's possible to make a full-time income online working in an industry you're passionate about, while adding value and making a difference, without needing to compromise your ethics or morals. It's also possible to build an online business that can generate reliable, sustainable revenue and that can grow into a multi-million dollar business over the years. That is exactly what you'll be learning about in this book.

I'm not computer-techy at all, can I still do this?

Yes. The barrier to entry for creating an online business is very low as there are many tools and services available that handle most of the technical aspects for you. And if you want to, you can completely outsource any technical aspects that you can't deal with (or don't want to deal with) yourself.

English isn't my first language, can I still do this?

Yes, absolutely! This business model works around the globe and it's possible to create a business in a language other than English. In some cases, it may even help.

I don't have a lot of money to start a business, can I still do this?

Yes. The cost of barrier to entry to this specific online business model is very low. It's possible to start with just a computer, internet connection and a smartphone. However, as it is a business which you're aiming to take to a six figure per year in profit level, I recommend you treat it like a business, meaning you should aim to have some disposable income (\$300-\$500/month or an initial \$1000-\$2000) to invest into your business to increase chances of success. This capital can be used for essential tools and services such as an email autoresponder, as well as methods to increase awareness and promotion of your business.

I'm not an expert, how can I create anything of value?

Even if you don't think you're an expert or have anything of value you can create that people will pay you for, in this book I will show you exactly how you can use your life experience, passions and talents to create a digital product that could make six figures per year in profit (or more).

You can also pick a niche strictly based on market research and potential earnings level (in other words, if you simply want something that makes a lot of money). That is an option some people choose. It's possible to become an expert in that niche or work with someone who is (this is covered further on in the book).

I don't like to be in the spotlight and don't want to be on camera, can I still do this?

Yes, absolutely! It's entirely possible to build a six figure per year profit business without having to get on camera, or even use your real name (you could use a pen name if you wanted). After reading this book you'll understand how that is possible.

Do I need to setup a company for my online business?

Eventually it would be smart to setup your online business under a favorable entity (most favorable for your situation regarding taxes and liabilities - most likely a corporation or LLC depending on where you're based, both easy to do), it's entirely possible to start out, create and launch your digital product without a company or formal entity.

Which payment processor do I use to accept payments?

There are many options to be able to accept payments, with the most common services being Paypal, Stripe and Clickbank.com.

How does this work with taxes?

I'm not a tax advisor and can't give you any recommendations other than consulting a tax specialist in your country that can best advise you about your tax liabilities and how to structure your company in the most favorable way for your specific circumstance.

Where do I collect and send emails?

Typically an email autoresponder service will be used to collect email subscribers, send and schedule emails and create automated email campaigns. This will be covered more in detail further on in this book.

How do I create a sales funnel?

Sales funnels and how to create them are covered in more detail in this book.

Which software to use to create an optin page?

There are plenty of tools and services that allow you to make high-converting optin pages. This is covered in more detail further on in this book.

How fast can I make money?

I urge you NOT to have a mindset about making fast money and instead have a mindset of improving your skill set and being prepared to work on your online business for multiple years to very possibly create a life of complete financial freedom, time-freedom and location-freedom.

To not evade the question entirely, I wrote this book with the intention of teaching others how to create the entire business from scratch within 90 days. It could take you less time, and it could take you more time.

How is it even possible to make six figures per year with an online business?

Let's break it down into easier-to-digest numbers:

If you have a \$100 digital product, you need to sell 1000 copies to make \$100k revenue.

If you have a \$1000 digital product, you need to sell 100 copies to make \$100k revenue.

If you have a \$2000 digital product, you need to sell 50 copies to make \$100k revenue.

In this book I'll show you how to choose a problem to solve (that's all your digital product is: a solution to a problem) where people are eager to pay \$100 up to \$2000 and more for a solution (i.e. your product if it's a high quality solution and marketed correctly).

Let's say for example that you spend money on paid advertising and generate an email lead for \$5.

Let's also say you get a conversion rate of 1% (meaning 1 out of 100 leads purchase your \$1000 course or digital product).

This means that 100 leads cost \$500 to acquire, and your profit is thus \$500 on a \$1000 sale.

At this point, it's just a matter of continuing to invest into your paid advertising, growing your email list and continuing to make more profit than your advertising is costing you.

So, to make \$100k profit, in the above example you'd have to spend \$100k on advertising which would result in \$200k revenue, \$100k profit and a list size of 100,000 people. (And we haven't even started talking about upsells, masterminds, affiliate products, email lists, and all the other stuff that makes the profits in these businesses really skyrocket!)

Note: Based on my personal experience, the above numbers are possible to achieve. It's also important to understand that you do not need to have \$100,000 to invest into ads (that would be crazy!).

You can start with less than \$1000 and once you start making sales, you can reinvest the profits back into advertising and scale up.

Chapter 1: Introduction

Congratulations!

By having access to this book, you're now one step closer to getting the life you've always dreamed of having.

By the time you finish this book, you'll be well on your way to having a blueprint and direction to be able to create a six figure per year income stream on your own terms.

You'll know how to create a digital product or service in an industry you're passionate about.

You'll know how to setup all the automations so you're able to work less and make more.

You'll know how you can run your business from anywhere in the world with a laptop and an internet connection, and have the time and money freedom to choose how you want to spend your days.

And you'll know exactly where to go if you have further questions and want to continue your education.

These may sound like bold promises, but unlike many other books, courses and seminars that promise you the dream and don't deliver, you'll hopefully soon see that this is the real deal.

Who Am I And Why Did I Write This Book?



Hi! I'm Dirk de Bruin but my friends call me Diggy.

I want to start out by sharing my personal story with you so that it can help you understand why I wrote this book and get a background of who I am, what I went through, and how it can potentially relate to you.

I'm 33 Years old, originally from the Netherlands, although I've spent most of my life living in many other countries like South Africa, Canada, Belarus, Thailand, Singapore, Australia and many others.

I haven't had a 9-5 (pretty much forever, except for a 30-day period which I'll tell you about in a moment) and have been able to live on my own terms for the last decade and more.

Unlike what you (or others) may think, I did not magically get to where I am today. I don't have any special super powers nor was I given an advantage. I started from the bottom, I've been in debt, and worked my way up...just like you'll be able to do if you read, study and apply what I'm sharing with you in this book.

My journey of making money online started out in 2008 and it took me a long time to get to where I am today.

I had to overcome a lot of obstacles... There have been a lot of tough moments... There have been several times where I've felt like I wanted to give up and just settle for a normal job with a steady paycheck and not have to continue because things were just so difficult....

It's taken a lot of persistence and perseverance, failures and setbacks before achieving "success". I've put "success" in quotes because everyone's definition of success is different (more on that later), but my own definition of success is being able to do something I love, having more than enough money to live how I want to live, and the freedom to choose how and where I want to spend my time..

I'm sharing this with you to help you understand that you know I'm no different than you are...

Perhaps I'm not even as smart or as talented as you are right now....

I'm just a few steps further along the journey than you are and that is a good thing. It allows me to share what I've learned from my own failures and my setbacks. I can share what I've learned from years of trial and error, wasting time and money and creating projects that didn't work... so that I can help you succeed faster.

I can share with you the exact things that worked for me and the things that didn't work for me to help you avoid the pitfalls and get the results you're after with less effort in a shorter period of

time... Which is one of the main reasons I've written this book: it's the book I wish I had when I started out because it would have helped me become successful faster, and get better results.

I know what it's like to struggle, to not have money, to not know how to pay the bills at the end of the month and to have to do things you don't enjoy doing just to make ends meet. I've been there, done that...and it sucks. Big time.

I want to help as many people as I can to get out of bad situations with scarcity and poverty to a position of power and freedom. I want to help people build their own online business around a topic they love, help others and get paid for it. And as a result have the freedom to work on their own terms, from anywhere in the world. That's why I've written this book.

I walk the walk - unlike many “gurus” out there

One thing I've learned over the years is that there are many people who talk the talk without walking the walk. In other words, many people will sell you the dream without having done it themselves. The problem with this is that there's a lot of incompetent people selling training under the pretense of being an expert. This is incredibly misleading and results in unhappy customers and a negative net being cast over the entire industry as a consequence (making it harder for those who are actually legit and have value to offer).

Social media and the internet have made it way too easy to appear as an expert. Anyone can rent an airbnb mansion and a lambo for a day (heck, even private jets aren't expensive to rent anymore), pay for a placement on Forbers.com or Entrepreneur.com and create an illusion of success that seems very impressive on the surface.

Personally I've become very careful and diligently research people I learn from to make sure that they've actually had results with whatever they're going to be teaching me. I encourage you to always do the same. Don't take anyone's word for something, especially when it comes to big claims. Do some research and verify. Even with me.

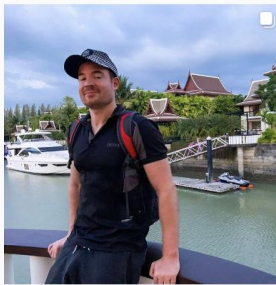
Here are some links to my social profiles if you want to learn more about me:

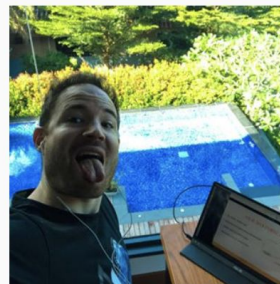
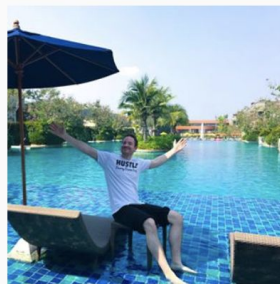
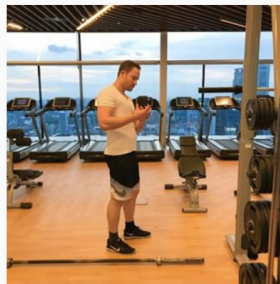
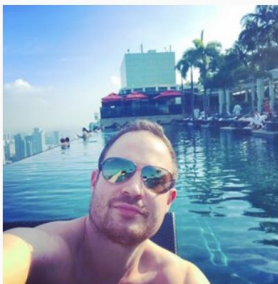
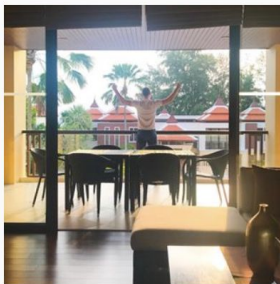
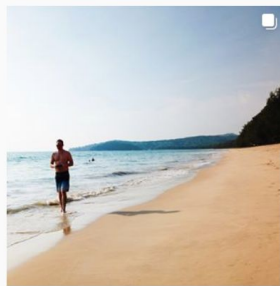
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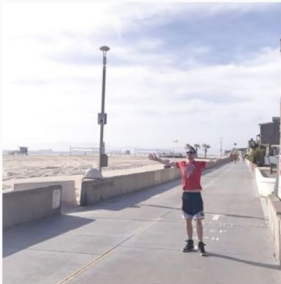
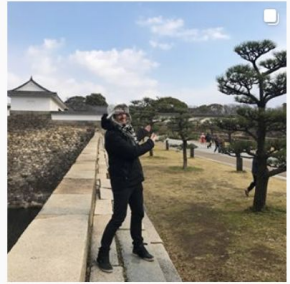
The business model I'm sharing with you in this book has changed my life and given me an incredible amount of freedom, impact and connections. Over the past 10 years and more, I haven't had to work a nine to five for more than a month (I tried it but I quit after 30 days because it just wasn't for me). I've been my own boss. I've lived on my own terms, I've traveled around the world... I've literally been to over 35 different countries. I've experienced freedom that I'm incredibly grateful for.

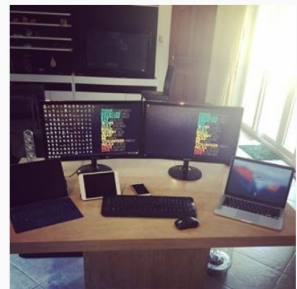
I realize that all this talk about me and my life may seem arrogant, but I assure you I'm not sharing this with you to brag or show off (besides...there are many people who are way more successful than me). I want to motivate you. I want to inspire you. I want to show you what's possible. I am certain that If I've been able to do it... then you can too (especially with my help guiding you).

After this chapter the rest of the book is all about the business model and how it can help YOU achieve success with it. But first... here are some photos to inspire you of what's possible as a direct result of having a successful online business...











What's In It For You?

Society often tells you to follow a very specific path for your life. It tells you to work hard in school so you can go to college or university, so that you can get a degree, so that you can get a job, so that you can work for 40 years of your life and try to work your way up the corporate ladder, so that you can retire when you're 65 and hopefully be in good health and have enough money to be able to do the things that you want.

I call bullshit on that whole system. I could even go as far as saying it's a scam. You don't need to go down the path of college or university and getting a job you hate or just getting a job for the money so you can pay the bills. You don't need to spend the best 40 years of your life working a 9-5 before you can start enjoying life.

Granted there are some careers where the system makes sense (doctors, architects, engineers, etc.), but if you are going to school for degrees in things like business, marketing, online education etc. then real life experience is likely to be much more valuable than school ever will be. Ask around and find out how many people are actually in the industry they went to school for... it is a surprisingly low amount. Also ask how many people (in those types of industries) actually used the degree they paid so much for. Also very low.

By the time you're 65, statistically, what are the chances that you are going to be in good enough health to be able to really enjoy your retirement? You've worked your ass off for the entire life and what are the chances that you're going to be able to live how you want to live and have the health and the financial means to be able to do that? Even if you saved up, even if you were promised a pension, there's no guarantee you're going to get a pension in 20, 30 or 40 years from now when you're 65 right? There's no guarantee.

The financial system, without getting into too much detail, is not something you can rely on. Governments and central banks are printing up incredible amounts of money, which results in a decrease of the purchasing power of the money that you have. On top of that, there's negative interest rates. You see how every year the dollar gets worth less and less prices of goods go up. In 2007/2008 many banks almost went under. Pension funds disappeared, people lost their savings and their homes.

So how can you be sure that when you're 65 you're going to have the money or get paid what you were promised?

The simple answer is you can't.

So I say build an online business and live on your own terms. Create your own freedom. Create more than enough money and build up your wealth so that you have your retirement and financial security in your own hands.

Let's say you start your career at 25 or 30 right? And you work till you're 65 or 70... those are literally the best, healthiest times of your life. That is when you want to be living. That's when you have all your energy and your health to be able to achieve whatever you want. When you're 65 or 70, if you take good care of yourself, you might still have an enjoyable 20 years to live life on your terms, but it's not going to be the same as when you're 30 or 40.

In my opinion, those young years of your life between 20 and 60, those few decades when you have the most energy, where you were the healthiest, that's when you want to live your dreams right and do what you want to do. Whether that's building a business, impact millions of people, create products, invent stuff, build a brand, travel the world, have adventures... All of these things you want to do during that time and you can't do that if you're stuck working a nine to five that doesn't allow you to travel, that doesn't give you the financial freedom to be able to travel and go and do as you please when you please and how you please.

It may sound like I'm overly negative towards a nine to five. Please don't get me wrong, there's nothing wrong with a nine to five if you enjoy what you do at your job. If you enjoy doing what you love, if you have an awesome boss and awesome workplace environment. If you have a lot of flexibility and you're getting

paid money that allows you to live how you want to live. If you have all of that in a nine to five that's fantastic!

However, for the majority of people in nine to five involves getting paid way less than they'd like to get paid... it often involves a heavy commute, sometimes sitting in traffic for two, three hours a day just to go back and forth to their workplace. Sometimes it involves doing things they absolutely hate or have no interest in.

My very first job in a supermarket I was getting paid about 1200 bucks a month. I had to wake up super early, be there at 6:00 AM in the morning to open up in the freezing cold. The temperature was close to zero degrees Celsius. It was literally freezing. It was dark. I had to work and their stack shelves... all for pretty much minimum wage.

The very first day I started was the day I decided I was going to quit because I hated it so much. Other people telling me what to do... working for a boss that I didn't like... being forced to be somewhere when I didn't want to be there. So, 30 days later I quit and I've been working for myself ever since.

I realize that not everyone has that luxury to just quit their jobs. You may have responsibilities and can't just quit your job and take a risk. And that's perfectly okay, because in this book I'm going to show you the blueprint to building a successful online business that you can do in your spare time, until it makes you enough money where it can completely sustain your responsibilities and lifestyle.

In fact, unless you have no responsibilities and you're willing to take a big risk like I did when I was younger, I'd recommend that you keep your job or current source of income while you build up your online business until it's generating enough money for you to go full-time.

Tip: There are always options for quick cash while you are trying to make things work out - waiting, bartending, etc. are jobs you can pick up immediately if you really need to, as well as freelance work online (design, coding and especially content writing).

You're probably reading this because you want more money and more freedom. Perhaps even because you want to work on something you care about and have an impact while having more money and more freedom.

That's fantastic, because whether you just want to make some extra cash on the side or whether you want a full time income of \$100k per year (profit) or whether you want to go all out and build a multi 7-figure a year online business... all of these things are possible with the business model I'm sharing with you in this book.

Most people are just looking for financial freedom, a number that is usually around the \$100,000/year net or \$10,000 net per month. This is a figure that allows you (even with a family) to pretty much be financially free. To cover all the bills, live in a nice house, drive a nice car and have a nice vacation or two.

However, there's virtually no limit to what you can achieve. There's no ceiling on what you can earn. If you want to make \$1 million or \$5 million or even \$10 million a year with this business model, it's absolutely possible.

Now, it's not going to happen overnight, but it is possible and I'm living proof and I want to help you get there. And this book that you're about to read is literally my blueprint to help you get there and help you get started.

Chapter 2: The BIG Promise

Here's how it's possible to achieve all the above with what you're about to learn in the rest of this book:

Financial-Freedom

When you successfully follow the blueprint laid out in this book it's possible to achieve complete financial freedom from your online business. It's possible to make more than enough to cover bills, to cover expenses, to be able to buy your dream house, cars...travel the world and buy experiences like helicopter trips, Michelin-star restaurants and whatever else you desire.

For most people financial freedom would be achieved with a \$100,000 USD per year net disposable income, but as I've said before, there's virtually no limit to how much you can earn. There's no income ceiling. If you want to make millions of dollars per year, it is completely possible due to the huge scalability potential and low-overheads of the digital product business model.

Once you've got your online business making \$100k a year, there's no reason why you can't scale it up to 7 figures and beyond (in fact it's usually easier to take a business from \$100k to \$1m than it is taking it from 0-\$100k).

Time-Freedom

The biggest problem I see when it comes to generating time-freedom is relying on trading time for dollars. This is typically what happens at a 9-5 where you get paid a salary for working certain hours. Even high-end professionals like lawyers or doctors still have this problem. While they can get paid hundreds or even thousands of dollars per hour, it's still necessary

for them to put in their own time to be able to make money. And when they stop putting in their time, usually they stop making money.

How can you ever get true time-freedom without sacrificing your income if you're relying on your time to make your income? It's simply not possible (unless you start building up streams of passive income or pivot to a system that separates time from income).

The online business model you're going to learn in this book does not require you to trade your time for dollars in a linear fashion. Initially it'll take time and resources to build your business, but after that there is no correlation between how many hours you have to work and how much you can earn. It's entirely possible to make tens of thousands of dollars in just a few hours once you've got all the pieces of the puzzle lined up.

Because this is a business model that doesn't require trading your time for dollars, once it's set up, it's possible you'll be able to separate your time from your income and literally be able to make money while you sleep. It's possible to literally be working an hour a day and still be making thousands and even tens of thousands of dollars a month due to systems, scalability and automation you'll have in place to achieve pure time freedom.

Additionally, it's entirely possible to choose your own hours. You don't need to work Monday-Friday, 9-5. You could wake up at noon and start work at 5pm if you wanted to. It's your business and consequently, you can choose your own working hours.

Location-Freedom

The beauty of running an online business is the location freedom it can provide. There are many careers or jobs that restrict you from living in certain places (simply because you need to be in a big city) or restrict you from traveling (because you only have x days off per year or can't take time off when you want).

Once you're able to successfully follow this business model and you have your business up and running, you'll be able to be your own boss, literally work from anywhere in the world with internet and a laptop connection. You can work from home in your pyjamas or sweatpants, you can work from a cafe or co-working space, and if you want to be fancy you can even get yourself an office.

You could live in a different country every month if you wanted to, as long as you had access to the internet and your computer. And over the past decade or so, more and more people have chosen this lifestyle of traveling the world and supporting their lifestyle from their online businesses. These people are referred to as digital nomads.

Before you think that digital nomads are just backpackers living in hostels and trying to survive off \$1500 a month in a foreign country (plenty of those people too and there's nothing wrong with that), I know many digital nomads that prefer to fly business class and stay in 5 star hotels and resorts or rent beautiful airbnb's.

I've been traveling the world like this for many years now, having visited over 35 countries. My philosophy is that life should be enjoyed every moment of every day. For me it's not a choice of work or travel. I do both, at the same time. And because I love the

industry I'm in and the work I do, it often doesn't feel like work. And this is what I want to teach you how to do too.

Influence & Impact

Another direct result of running a successful online business is the influence you'll gain and the impact you'll be able to make. You'll be able to share your message with the world and make a difference to the lives of others.

To some people this is even more important than the money. If you have a message, if you want to make a difference to people, if you want to help people, if you want to educate them, if you want to teach them, if you want to make their lives better in some way... this business model has the ability to do this.

Not only can you help people and not only can you make a difference, but you can gain a following over time. People who know who you are, who like you, trust you and act on what you say.

You have the potential to be able to reach literally millions, maybe even tens of millions of people around the world with your message. Through your marketing, advertising and content, even if people don't directly purchase from you, you'll still be able to share your message.

You could literally build up a massive following and have a world-changing impact. You have the ability to make connections with some of the top leaders and influences around the world. You have the potential to be able to get recognized in public. You have the potential to be able to go on stage, radio or podcasts and be able to speak in front of thousands or tens of thousands of people.

You could get your name on a book and be published in stores if you want.

There's almost no limit to the amount of influence and impact that you can achieve as a result of this business model. And this is absolutely perfect if you have a message that you want to share or a difference you want to make.

I've made many friendships and relationships as a result of my online business, and the more successful you become, the more doors tend to open and opportunities tend to present themselves.

To Recap: The Big Promise

The big promise of what this business model offers (when done successfully) is the ability to work on your own terms, doing something in an industry you love, from anywhere in the world with an internet connection, without having someone to tell you what to do or how to do it.

You'll be able to have time freedom to spend your time how you want (travel, hobbies, family, sports). You can separate your time from your income and make money while you sleep. You could actually end up working less hours and making more money than ever before.

You'll be able to have money freedom and make more than enough to cover your bills, expenses, buy your dream stuff and experiences.

And finally, you'll be able to acquire influence and impact. Share your message with thousands, tens of thousands, millions, maybe even tens of millions of people.

I'd also like to point out that working on these side projects is fun (frustrating at times, but fun). It's fun to have a side business that you work on, and it's even more fun when it eventually becomes something that provides a full-time income.

Not to mention, other people are impressed and intrigued by it constantly, which is an extra bonus benefit. :)

Chapter 3: WARNING (The Truth That “Gurus” Won’t Tell You)

Before we get started, what I want to share with you is just a few truths from my own experience and set you up with realistic expectations of what you can expect throughout your journey with building a six figure per year online business.

Many marketers (especially in the business opportunity space) will have you believe through their sales material and their hyped-up marketing that there are push-button riches available. They’ll have you believe that you’ll be wealthy overnight... and that it’s really easy building a six figure or seven figure business. They’ll tell you that by next week or next month you’ll have unlimited cash flooding into your bank account.

And as much as we’d all like for that to be possible, unfortunately it is not true. (Now comes the part where you may “boo” me for being the party pooper and popping your bubble of dreams of overnight riches, but if you follow what I say, you’ll thank me later when you’re mega successful).

Building your own successful online business will take work. It will take hard work and it may take a long time before you see results. It will not happen overnight.

However, the blueprint that you now have in this book is going to dramatically shortcut your journey to success. I’m literally giving you all the steps and strategies that are proven to work and I’m

going to help you avoid all the trial and error that I personally had to make before I got to where I am today. I'm going to help you save huge amounts of time and lost money in mistakes and point you straight to the fastest path to success.

I'm going to show you the path, but you still need to walk it. I can't walk it for you.

This means that you need to put in the work. It's not magically going to make you rich overnight without any effort. It's not push button riches. If you don't see success by next week, don't worry. It's okay. It's part of the process and you've got to keep going. If it was effortless, everyone would be rich, right?

Most marketers will load you up with unrealistic expectations, essentially setting you up for failure. If you believe that you're going to be rich by next week or next month and you hardly have to do anything for it, chances are that a couple of weeks into this without you seeing those results, you're going to get demotivated and discouraged. You might even think it's a scam and then you'll give up completely without ever having had any success.

So look... it does take work to build a successful online business (wow... can you believe it?). But I'm going to guide you to success and make your journey a heck of a lot easier than the one I've had to take. The reason why I'm telling you what others won't, is to prepare yourself and your mindset. When you have the proper expectations and the proper mindset, your chances of success instantly become so much higher.

If you have the expectation that you're in this for the long term because you're following a proven blueprint and you're prepared to work hard for as long as it takes until you get results... that's what's setting you up for massive success.

Work hard every single day. Be consistent and take action for as long as it takes, whether that be six months or 12 months or two years or more.

You're in this for the long haul and if you see success after a month or two months, that is absolutely awesome. It is possible and that does happen, but expect to be in this for the long term. Expect to work on this for the next few years and build it up and do the very best you can. Reach out for help, reach out for advice, follow the blueprint, take action, and you will get to where you want to be.

This way you're not going to be discouraged when you don't see that success right away because you are working on this for the longer term. It doesn't matter what happens by next week or next month or even three months from now because you have a longer term plan and you know that consistency is what's going to get you the success in the end.

I suggest having an outlook of at least 12 months. Don't think about a month or three months from now or even six months from now. Set yourself a minimum time-frame of 12 months that you're going to work on this business (and only this business).

Remember: when you succeed with this business model and you achieve a six figure per year net income... that's net profit in your bank... you literally created time freedom and financial freedom... potentially for the rest of your life.

Is that not worth working for one, two or three years to build that up and to create that for yourself?

Even if it would take you multiple years to get to that point, isn't a lifetime of freedom and independence and, and financial abundance worth that?

Think about when a person goes to college. When someone goes to college, they're looking at three or four years of their life to follow a curriculum, maybe much longer. If you go to medical school, you're looking at potentially 10 years or more that you have to invest in yourself. It's not just time, but also huge amounts of money and energy to be able to get that education to become a medical professional and be able to earn that income and have that prestige that comes with it.

So, in the grand scheme of things, what is one or two or three years to build a business that has the potential to allow you complete freedom potentially for the rest of your life?

That's kind of the mindset that I want to arm you with. Pretend that it's just like going to college, except it's not going to take you four years to get results. And unlike college, you don't have to spend hundreds of thousands of dollars that you don't have. There are stories where people literally go hundreds of thousands of dollars into debt to get a degree that they're going to have to work for years or decades to pay off.

This online business model does not require you to do that. You have an amazing opportunity right now. It really is an amazing era to be alive!

Treat the learning process like an education. Treat it like something that you're building for yourself, where you're willing to put in a few years to be able to get incredible time and money freedom, potentially for the rest of your life. If it quicker and it happens within six months or three months or by next month (it's possible), that's fantastic! And then just keep going and scale up.

This is something that many of the marketers and gurus that you see online won't tell you. They're here to sell their product and they're here to hype it up and they're here to sell as much as they can. They want to make it seem easy because that's what gets people to put their credit cards into their checkout forms. There's very few actually telling you that it's going to take real work and effort over longer periods of time.

If you want beautiful promises of overnight riches, you're not going to get that from me. However, if you want to learn what it takes to really become financially free and build an online business to help you do that in the next few years and less, you're in the right place.

So, don't have that short term mindset of needing to do something overnight. Don't be discouraged if it doesn't happen, cause I'm telling you right now, it's very unlikely that you're going to have success next week or next month or even three months from now. And that's okay. It's part of the process. What you learn during this initial part is likely to be invaluable to your future anyway.

Aim to have a minimum vision of working on your business for the next 12 months, irrespective of the short term outcome. Irrespective of the short term results, no matter what happens in the next few weeks, you'll stick to that long-term vision and you'll keep consistently taking action.

You're going to keep studying, you're going to keep applying what you're learning and when you get stuck, you're going to reach out for help. Get that advice and feedback you need to get to the next step, and then work that into your business and really build up your business.

Look, time is going to pass anyways. You can spend the next several years going from method to method, believing in beautiful push-button riches and unrealistic claims shoved down your throats by talented marketers preying on the desires of easy, fast, effortless riches and being in the exact same situation you're in now.

Or... you can take to heart what I've shared with you in this chapter and work on your one online business for as long as it takes (even if that is the next few years) until you get the success you want.

I've tried the former method and it didn't get me anywhere except for wasting many years and being down tens of thousands of dollars on courses, events and coaching. Only once I committed to doing one thing for as long as it takes, I started getting the success I was after.

Chapter 4: The Most Important Quality For Success

Before we dive into teaching how the business actually works and how to set it up for yourself, I want to arm you with what I think is the most important quality you need to succeed with this business model (or any business for that matter).

What I'm about to tell you is what could help make the difference between getting results and not getting results at all. It could mean the difference between getting amazing results and just some success here and there... and I want you to have AMAZING results. I really want you to have success with what I'm about to teach you.

Firstly, let's start with a very important principle. The success you're able to achieve with this business model is not dependent on your current life situation. It doesn't matter what your background is, what your current financial situation is, you know where you're from, which language you speak, how many times you've failed in your life to this very day. Whatever else you think may be holding you back from being successful... none of that stuff matters and it does not impact your ability to be successful with this business model.

Even if you have failed all your life at everything you try. You could be completely broke and you could be in a terrible situation right now... and you can turn all of that around and become successful with this.

Even if you don't believe what you just read, if you just adopt this mindset and repeat it to yourself over and over, every single day, it'll make a world of difference.

Henry Ford once said, *“Whether you think you can or whether you think you can't, you're probably right”*. So, from now on, you're going to think you can, and only think you can.

Remove the word “can't” from your vocabulary.

Building a six figure per year online business is not as difficult as some people make it seem. You don't need to be the most charismatic person in the world. You don't need to be on a hundred different social media platforms where you need to be posting 24/7/365. You don't need to be on YouTube and on Facebook and on Pinterest and Reddit and Twitter and Tiktok and Instagram and all these different platforms.

You don't need any of that to be able to be successful. In fact, you can actually get by without being active on any social media at all, and you can get enormous results without ever appearing on camera, showing your face or even using your real name.

You don't need to have an audience or a following of hundreds of thousands or millions people. You don't need to be a public speaker. You don't need to be a wildly successful business person.

You don't need to have a degree. You don't need any qualifications. Even if you'd been called stupid, even if you've been called worthless, if you've been called a loser for most of your life, it doesn't matter because you can still be successful. You can actually make this entire business model work as a complete nobody.

You don't even need to have a clear idea of what you want to teach, what kind of product you want to have, or even what industry / niche you want your business to be in (more on this later).

You also don't need to have a lot of money to get started. If you're not in a great financial situation right now or you're downright broke, it doesn't matter because the cost to get started, the barrier to entry is very low. You can literally get started for less than a hundred bucks.

To get to the point of this chapter: the most valuable thing that you can have to make this business model work is completely free.

You need to make a decision that you're going to make this work, no matter what it takes and how long it's going to take you... and you need to follow that decision up with daily consistent action following proven strategies.

Adopt a "never-give-up" attitude, commit to success and be willing to do whatever it takes, however long it takes.

If that means sacrificing your nights out with friends, your weekends and vacations... if it means having to delay on luxury purchases like upgrading your car, buying new expensive clothes, going on vacation etc. so that you can put your resources into making a success of your business instead, that's what you should be willing to do so that you can get the results you're after.

Trust me, the small sacrifices you make in the short term will be more than worth it when you can do all the things you want and

buy what you want without even having to think about it in the near future.

You have to go all in. If you do it half-assed, not only are you not going to get good results, but you're going to spend years of your life only to realize that you should have gone all in from the first place and then you would already have been successful (I'm speaking from my own experience here).

Set the expectation for yourself to be in this for the long term (I'd suggest having a minimum outlook of 12 months but even better to be prepared to work on your business for multiple years). A few years of hard work and sacrifice is still a small price to pay if it means generating time freedom and money freedom for the rest of your life. With my guidance, you may even see results in a matter of months.

I've personally proven this model over multiple years, in multiple niches, with multiple different businesses. There are thousands, tens of thousands of people who have followed this business model who have made six figures and more that are crushing at this very moment. The model works. It is proven. It's up to you to commit and take action to get the results.

The important thing and the thing that is going to get you to success is taking action. If you read this book and you don't take action, you're not going to get results. Your business isn't going to magically build itself for you while you watch Netflix. Even if you buy my training, if you follow any video courses, if you learn and learn and learn, but you never put into action what you learn, guess what? You're never going to be successful.

I know you're an action-taker though. That's why you're here. Taking action is the most obvious thing you need to do if you

want to be successful. But it's also about consistency. That's why it's so important to be committed to doing whatever it takes for as long as it takes. When you're committed to working on your business every single day, continuing to learn, continue to study, putting into action every single day what you're learning... that's the key.

Keep building and keep applying and keep building and keep applying and rinse and repeat. When you get stuck, reach out for help. Ask someone, Hey, I've done all this stuff, I've learned this, I've applied this, I'm stuck... It's not working. What should I do?'. Get the help, feedback and guidance you need (from me, from a community, from someone who's already achieved what you're looking to do). Get that feedback and go back to the drawing board and you keep taking action until you overcome whatever obstacle you're facing and move to the next level.

When you do this, it is just a matter of time before you will be successful. So, make that commitment to yourself, make that commitment to success. Be willing to do whatever it takes for as long as it takes with this business model until you get the results that you want.

Once again, this business model is proven many times over. What is very important to understand right now is that you still have a first mover advantage. Even though the business model has been around for a long time (e-Learning has been around for many years), it is still not as popular as other business models out there. You still have this advantage where you have the ability to create this business and there's not as much competition. Over the coming years I bet you're going to get more and more competition, especially since it's becoming easier and the barrier

to entry is so low. So the people that get in first will have the advantage.

(You don't need degrees, you don't need qualifications, you don't need huge amounts of money to be able to get started. There's softwares and tools and services that are making it very easy for the average Joe just to get started, who no longer need to be experts in programming or designing or coding or building funnels or copywriting).

In other words: no prior experience or technical knowledge is required at all.

All of that stuff is widely available and it's become so much easier for people to be able to just take that and get started with their online business. Anyone who gets their hands on this book or my training is able to go and start this business. It has become more popular over the last few years and there are more and more people who are popping up who are teaching this stuff and sharing this with other people. There are more and more platforms that facilitate core sales. More and more people are turning to e-learning. It is a massive and growing industry.

So in a few years from now, this business model will still work. Absolutely. But... you will have more competition and your margins will be lower and it will be more difficult. You're still going to be able to make money with this business model, but it's going to be harder in a few years from now.

You still have an amazing opportunity right now. It is still really cheap to purchase advertising on social media websites and search engine websites like on Google and Facebook and other big platforms (I will teach you how to do this).. It's very easy and very

cost effective to be able to run ads. But as that gets more popular and as the niche gets more saturated, and as more people start doing this, the costs and the opportunities become smaller and your margins become smaller.

In my opinion it is very, very important to take action and get started right now because every single day that goes by, the potential that someone else is going to learn about this business model and will start their online business is growing. The more competition that arrives, the lower your margins are going to be and the harder it is going to be for you to stand out. So, I really encourage you to take this first mover advantage. If you wait a few years, you're going to have wished that you started back now.

To recap: the most important thing that you need to succeed is you need to adopt a commitment to success and a “never-give-up” attitude. You're in this and you're going to get the results that you want. No matter whether it takes you 12 months or 3 years or more... it doesn't matter. You're going to get the results that you want. You're never going to give up no matter the obstacles or setbacks that you're going to have to face. No matter how much hard work you have to put in, no matter how much negative feedback or haters commenting on your posts you'll get, you are not going to give up... and you are going to win.

And then you keep taking action every day for as long as it takes, consistently and following a proven blueprint. And finally, when you get stuck, reach out for help and then keep going.

When things get tough, be grateful for the fact that while you're working, you know you have a leg up on millions of people in the world. Literally tens of thousands, hundreds of thousands of people who are only going to learn about this very model much

later than you are (or never). You have that advantage right now. So benefit from it and make it happen.

Chapter 5: The Concept (In a nutshell)

The entire concept of the business model being taught in this book is based around e-learning (which goes by a few other names such as “information products” or “info-products” or simple “digital products”).

Wikipedia explains e-learning as “*E-learning is a learning environment which uses information and communication technologies (ICT's) as a platform for teaching and learning activities.*”.

Personally, I'd describe e-learning as any knowledge, information and education in a digital form. E-learning can come in many packages, in either text, video or audio (or a combination of all three).

The e-learning industry is estimated to be a **\$1 billion per day** industry in the next few years. That is not a typo. Almost \$1 billion dollars per day will be spent on digital information by the mid 2020's.

Unlike traditional education taught in colleges and universities, E-learning is not exclusive to formal institutions. The barrier to entry is incredibly low and everyone with access to the internet

and a computer can start a career or online business in this enormous e-learning industry.

“E Learning Climbing To \$325 Billion By 2025”

-Forbes.com

***“Global E-Learning Industry is Rapidly Growing
to Reach \$398.15 Billion Mark at a CAGR of***

9.5% by 2026”

- Reuters.com

***“Experts Can Earn 6 to 7 Figures in This \$300
Billion-Dollar Industry. These Women Are Doing
It, Why Not You?”***

- Inc.com

Colleges and universities have been offering education and knowledge for decades. The concept of education is nothing new, but before the internet there was no other way to learn other than formal institutions or apprenticeships. With the advancement of technology, such as the growth of the internet infrastructure and connectivity and high-speed devices, it has become possible for information to be distributed in a completely different way.

Information can now be distributed globally and much cheaper than it has been in the past. Colleges and traditional institutions tend to have high overheads with physical premises, teachers, maintenance staff and all the costs that may come with that. College tuition fees can run into the tens of thousands and even hundreds of thousands of dollars per year.

Let me start out by saying there are definitely exceptions (such as medical professions like surgeons or certain professions where formal education is a requirement) and I don't want to put every single college or university under the same umbrella.

However, for most regular people it's just becoming less and less advantageous to go to college or university as a career path.

Here's on average what you're in for when you sign up for college:

- \$100k+ in tuition and living costs.
- 3 Years of your life (minimum).
- No refund option.
- Professors who may not have actually done what they're teaching.
- Content that may be theoretical, very broad and not relevant to getting results.
- No guarantee of employment.

Thanks to the internet, you can now get access to very specific knowledge and information directly from pretty much any expert in any industry, in any field that you want. No matter what it is that you want to learn, whether it's marketing, sales, construction, music, design, nutrition, finance etc., there is information available on the internet. There are online courses, ebooks or premium communities that you can purchase for a couple thousand dollars or less while getting the very best information, strategies and guidance.

You have to go through various steps and traditional education and institutions for certain career paths. You can completely be self-taught through online courses. For example: sales, marketing and business. You can learn that from actual business people or

people running actual sales and marketing campaigns. Not just the theory of selling and marketing, but you can go to someone who is selling \$1 million a year, \$10 million, \$50 million a year worth of product who has an online course who's teaching you exactly what is working in their funnels, which advertisements they're using, which angles are using, how they've built their business and so forth and actually apply that to your own business and start getting results right away.

Here's an alternative career path to college:

- \$10,000 invested into the top e-learning programs, courses and communities of your choice.
- Spend a few weeks or months going through the material and put into action.
- Usually full refund option on courses purchased.
- Learn from people who've done what they're teaching.
- Learn specific, relevant and working strategies you can apply right away.
- Potentially have a six figure business in less than a year.

If you compare going to college to the alternative that's now available with e-learning... you can easily see why people are opting for e-learning, even if it's just an addition to supplement their college education.

Once again, please don't think I've written this book just to hate on formal education. As I've said before, there is definitely a place for formal education institutions and there are career paths that require formal education. I wouldn't want a surgeon to have learned his craft from Youtube videos.

I'm showing you that we're getting to a point where there is a not only a technological shift towards e-learning, but there is a huge "benefit" gap between formal education as we've known it for decades, and now e-learning.

This is where the opportunity comes in for you to build a very successful and profitable online e-learning business. In this book I'm going to show you exactly how you can leverage your talents, passions and experience to create digital products and sell them online... even if you have no previous experience, don't have technical computer knowledge and don't consider yourself to be an expert in anything.

The one thing I want you to remember about building your own e-learning online business is that the core is very simple, just like any other business in the world. You are providing a solution to someone's problem.

Your course, ebook or digital product is simply a solution to someone's problem. That's all it is. You don't need to make it more complicated than that.

If someone has constant headaches, that's a problem. If you've experienced that problem and you figured out a way to cure it, perhaps you can package your strategy as a digital product and sell it to people who have the constant headache problem.

There are 8 billion people in the world. Every single one of them has problems. Some problems are serious, painful and urgent problems. Other problems are "first-world" problems (luxury problems that less fortunate would love to have, such as not knowing whether to go to Japan and snowboard or to go to Bali and surf for the next vacation).

All you need to do is choose a problem you want to solve, create a digital product and use proven marketing strategies such as sales funnels and paid advertising to present your solution to the people who have the problem you've solved with your digital product. Find a way to help a group of people around the topic that they want to know more about us or help them solve a problem that they have that makes their lives better. By creating your digital product, what you're doing is saving them a lot of time in trial and error by having to figure it out on their own.

You're helping them either completely solve their problem or get a step closer to solving their problems and making their life better. You help them level up in some way and make their life more comfortable.

People with problems happily pay for solutions to make their problems go away. When you're helping someone solve a problem, you can charge money for your solution. When you do this well (and focus on specific types of problems - we'll cover this in Chapter 7), you can charge a lot of money for it.

This is how you can turn a digital product into a very successful business. I consider six figures per year to be on the low end of the spectrum of the earnings potential of this business model. It's entirely possible to get to \$1 million a year in profit and more.

Remember, Forbes is predicting this industry to be close to \$1 billion per day that is being spent in digital knowledge and education online within the next few years. You only need a very, very, very small slice of that pie to be financially free and be incredibly wealthy. So in a nutshell, that is the concept of the business model.

We'll get into much more details and exact "how-to's" to get you started from scratch in the coming chapters.

Chapter 6: The MASSIVE Advantages

Why am I such a fan of this specific e-learning business model?

In this chapter I want to share some of the many advantages of this business model outlined in the book before we dive straight into the strategies to help you get started.

I've been working online full-time for more than a decade. I've tried almost every method and strategy there is to make money online: I've done blogging, affiliate marketing, search engine optimization (SEO), paid traffic, all sorts of arbitrage, all sorts of affiliate marketing, client marketing... with varying degrees of success.

The model that I've found to be by far the most enjoyable (and the model that I've personally had the more success with) is the e-learning model that I'm sharing with you in this book.

Note: Later on in the book I'll show you some of my own online e-learning courses (I have several online courses in different industries and once they're set up, they run virtually on auto-pilot).

It's also one of the most scalable online business models with the lowest barrier-to-entry. You could literally get started with your smartphone, computer and internet connection.

E-Learning Business Model Advantages

Advantage #1: Super Low Barrier To Entry

You can literally get started with just a smartphone, computer and internet connection. There's no need for inventory, offices, staff, expensive tools or equipment. It's possible to build and run a 7 figure per year e-Learning business from just your laptop and an internet connection (and maybe a remote assistant or two).

Advantage #2: It's Really Efficient

Most business models require you to keep producing, finding new campaigns or keep delivering work in order to keep making money. With the e-Learning model, once you created your initial product you can sell that same product to thousands of people for years or even decades to come.

This is especially true when you create your product in an evergreen niche such as health, wealth or relationships. These are niches that people will always have the same problems, regardless of whether it was 50 years ago, yesterday or 50 years from now. People will still want to know how to lose weight, improve their relationships or make more money.

Advantage #3: It's Very Scalable

It wouldn't be very beneficial to have something that's very profitable but not scalable. Fortunately, the e-Learning model is both profitable and very scalable. Once you have your product and funnel setup, you can sell your products to thousands of people with no additional costs (except ads, but those ad costs will be proportional to your profit - the ratio will remain the same).

Advantage #4: Low Overheads and Low Headaches

Since your products are digital, there are almost no overheads to keep your business running. The only cost of your business are a handful of tools and services such as an email autoresponder, web-hosting and anything required to host your content online. We are talking low hundreds per month, if that.

You also have a "low headache" factor as your product is digital, meaning you don't need to deal with manufacturing, shipping, storage, expiration, breakages and any type of problem associated with physical products and offline business models.

Advantage #5: MASSIVE Demand

As you read earlier, the e-Learning industry is rapidly moving towards becoming a billion dollar per day industry. This means there is enormous demand for e-Learning products and increases your chances of being successful because you'll be operating in a proven industry where there is huge money being spent every day. In other words, by following the e-Learning model, you're not chasing the crowd, but you're positioning yourself where the

crowd will end up. You're ahead of the curve and the money will come to you.

Advantage #6: YOU are a competitive advantage - an even playing field exists online.

Another really nice advantage of the e-Learning business model is that you can use your personality, experience and character to build and grow your business. People are naturally attracted to people that they resonate with, so even if there are 10 people all selling the exact same e-Learning product, people will end up buying from who they most align with. This means that you have a much bigger advantage against a top-seller in the e-Learning space than (for example) a small offline business would have against a giant in their industry. You only need to sell a thousand copies of a \$1000 course to make a million dollars. So, use your personality, character and experience to build up a following of 1000 true fans who will buy your products.

Advantage #7: Building Assets

Many online business models rely on some form of arbitrage to generate revenue and profit. Often, these models don't focus on building long-term assets, leaving you only with the profit you're able to generate for as long as that model, campaign or offer is profitable. And then you usually have to start over from scratch.

With the e-Learning model, you'll be building up long-term assets that'll allow you to generate revenue and profit for years. You'll be building up a brand, an audience of loyal followers in a specific niche and even your own e-Learning products can end up having real-world exit value.

Perhaps you want to launch another product or different business in future? You can use your existing audience you've built up in the e-Learning space to kickstart your new business. Or, perhaps after several years of running your business you might get a handsome offer from someone who wants to take over your business. That's all possible with the e-Learning model.

Advantage #8: Leverage & Influence

Another huge benefit of the e-Learning model comes as a side-effect of having an audience you can reach out to at any time. It's the influence you gain by having a platform to reach thousands of people (who want to hear from you) with your message.

This creates opportunities for you to go beyond just running a business and making a profit for yourself to extending into really wanting to make a difference in certain areas and having the voice to be able to make that difference.

Note: some people opt to not be the face of their product, and that's totally fine! It's completely possible to use a pen name or even have someone else be the face of your digital product business (e.g. you could hire someone to be the face, or partner with someone who is the face while you work in the background if you want)

Advantage #9: e-Learning Is Here To Stay

Education has been around for centuries in some form or another. It's been around in digital format for the last 2 decades or so, and I have no doubt that it'll be around for many more decades to come. This is not a short-term fad, which means that when you put in your energy, efforts and resources to build a business around the e-Learning model, you can reap the fruits of your labor for potentially years or decades to come.

Advantage #10 - No technical knowledge or online business experience is required.

The barrier to entry to creating and launching your digital product online business is virtually zero. There are many tools and services available that make all the technical aspects of this business easy and automated meaning that you don't need to be able to code, design or program anything yourself. It's also possible to outsource any and all technical aspects of the business that you can't handle (or simply don't want to handle even if you technically could do it yourself).

To Sum Up

As you can see there are many advantages to the e-Learning business model that make it my preferred business model of choice.

One thing I learned the hard way by not having done it for many years, is how beneficial it is to have your own brand, audience and assets. That is exactly what you'll start building up from day 1 when you launch your e-Learning online business.

You'll be building your brand, audience and assets that could serve you for years (perhaps even decades).

Note: If you're thinking that this all sounds amazing but you have no idea what you can possibly create a digital product about that people will pay you money for, don't worry. This will be covered in further chapters and explained in great detail. I'm certain I can help you find a problem you can solve that people will pay you money for. There are a lot of ways to find a course idea and then create a course around it, even if you don't have any ideas at the moment.

Likewise, there are some people that pick a niche based purely on market research and numbers (in other words, they want to create a product that will make them the most money, which is totally fine too). This too is covered later in the book, as well as how to make yourself an expert on virtually any topic or how to hire / partner with someone in that niche who can be the expert while you work behind the scenes on growing the business.

3 Secrets To Hitting 6 Figures Per Year Selling Digital Products Online

To keep things logical and easy to follow, the next three chapters are dedicated to showing you the three biggest secrets you need to be able to create your own digital products from scratch and turn them into six figure per year income streams.

The 3 secrets I'm about to share with you are presented in the order that they need to be executed in.

Without further adieu, let's get started with the first secret...

Chapter 7: Secret #1 - The Foundation

The first secret to building a successful digital product business is to research and plan properly before you get started. Just like a skyscraper needs planning, design and a strong foundation before the actual construction starts, so does your digital product.

In this chapter I'm going to share with you how I personally approach choosing the right niche and creating a plan of action for maximizing the chance of success for your launch.

Remember, your digital product is simply a solution for a problem that people have. The bigger, more urgent and more painful the problem is, the higher the chance you can charge more for your solution.

Here are 4 factors I look for in a niche:

1 - Is It An Evergreen Problem?

An evergreen problem is simply a problem that does not rely on time or season. It is not a fad or trend (although there are some golden opportunities here too, but typically I avoid them). Rather, it is a problem that a specific group of human beings constantly have, whether it was 20 years ago, yesterday or 20 years in the future.

The reason for choosing an evergreen niche is simple: it's the most efficient use of your time and resources.

When you put in the work to create your digital product initially, you'll be able to reap the fruits of your labor for many years (perhaps even decades) to come, without having to constantly start from scratch.

So by choosing an evergreen niche, you have the ability to put in the work once and create your product and then sell it for a long time to come.

If you do not choose an evergreen niche, you risk creating something and putting in a whole lot of effort for something that's not going to be there in six months or 12 months or two years from now.

The three biggest evergreen niches are health, wealth and relationships.

These three niches are very broad so it's necessary to drill-down to find a specific sub-niche.

Health	Wealth	Relationships
Fitness -- Bodybuilding --- Bulking --- Cutting --- Strength --- Stamina -- Sports --- Basketball --- Golf	Online Business -- Affiliate marketing -- Ecommerce --- Shopify --- Dropshipping --- Amazon FBA -- e-Learning -- Arbitrage	Dating -- Online dating --- Tinder -- For men --- In their 20's --- After 50 -- For women --- Single moms --- After 50
Nutrition -- Infants -- Vegan -- Athletes -- Bodybuilders	Debt -- Improve credit score -- Get out of debt -- Bankruptcy	Marriage -- Wedding -- Honeymoon -- Improve your marriage
Sleep -- Insomnia -- Optimization -- Snoring	Real Estate -- Beginners -- Flipping properties -- Rental -- Commercial -- Residential	Divorce -- How to get divorced -- Life post-divorce -- Preventing divorce
Health Issues -- Back pain -- Tinnitus -- Hair loss -- Insomnia -- Arthritis -- Flexibility	Stocks -- Investment strategies -- Market updates -- Index funds -- Penny stocks -- Trading	Professional -- Persuasion skills -- Get respect on demand -- Be more confident -- Negotiate better

For example, within the health niche you could drill down into fitness, nutrition, sleep or general health issues (and of course many more).

Within those sub-niches, you could drill down even further. For example within the fitness niche, you could choose to focus on bodybuilding or sports or weight loss etc.

Most of these sub-niches are evergreen or have an evergreen component to them.

People are always going to have medical issues. People are always going to want to learn how to lose weight or get stronger or get fitter or improve their flexibility.

Even when it comes to sports; there are many sports that are evergreen like boxing, golf, basketball etc. These sports have been around for decades and probably will continue to be around for decades. Perhaps this is something that you can do because if you create, for example a digital product in the golf niche, teaching people how to improve their swing or whatever the case might be. And because it's an evergreen niche, you can create it once and sell it for years to come.

I've just mentioned some examples here in the health space, but it works the same for the wealth and relationships niche. In the wealth niche for example, you can drill down into sub-niches such as online business, debt, real estate, stocks and many more. Within those sub-niches you can drill down even further, for example within the online business sub-niche you could drill down into affiliate marketing or ecommerce (and more specifically even Shopify, dropshipping or Amazon FBA).

There are so many different sub-niches within the wealth niche that are evergreen because people always have problems in this niche. People want to learn how to pay off their debt. They always want to learn how to make more money.

They want to know how to save money. They want to know where and how to invest their money. They want to learn how to manage their real estate. They want to learn how to manage their 401k, their retirement, all that kind of stuff.

It's the same thing for the relationships niche. People always want to want to learn how to improve their dating life, how to attract the right partners, how to get more dates, how to improve their relationship, how to improve their marriage, how to avoid divorce, how to deal with divorce, how to go on with your life after divorce etc.

These are all evergreen problems related to a specific group of human beings. Every single year there's someone new from a younger and older generation that's still going to have those problems.

By choosing to build your business around an evergreen problem you're going to be very efficient with your business. You'll be able to put in the work to create your business (your product or your service) one time and you'll be able to benefit from that for a long time to come. That's what we're working towards.

I want you to build this business so that once it's set up, it can continue to generate a virtually automated income and give you the time freedom, the location freedom, the impact that you're looking to make.

Tip: Don't get caught up in the idea that "there are already products like this" or "it's too late, it's already been done" - as you'll see further on in this book, there are multiple products within all of these niches and a lot of them are making money (although not all - but we'll cover how to make sure your product is one of the ones that does).

2 - Size of market (how many people have this problem?)

Typically when you choose an evergreen problem from the health, wealth and relationships niches to solve, your market is going to be big enough for you to build a successful business in. However, it's still important to check that it actually is big enough.

If there are not enough people who have a problem that needs to be solved (even if you are able to charge high prices for your solution), you're swimming upstream and you're going to struggle.

If you find that your market is not big enough, usually it just means you need to "chunk" up to a higher sub-niche level. For example if your research shows that there are not enough people in the market "single mothers who own white poodles who are interested in learning about dropshipping", then just look at the process that got you to that market. It may be something like this: "Wealth > online business > ecommerce > dropshipping > single mothers > single mothers who own white poodles".

Even if you're really passionate about helping "single mothers who own white poodles who are interested in learning about dropshipping", your niche might not make financial sense and you won't be able to succeed.

However, by “chunking” up to a higher level like “single mothers” your target market becomes bigger. And then if you chunk up to “online business” as a general niche, your market becomes much bigger.

Even though you only need to sell a few thousand copies of your digital product to make very respectable amounts of profit (1000 sales of a \$1000 product is \$1M), I’d say you need a market size of at least one million people at any time who have the problem you’re solving. This will help increase your chances of being able to build a profitable and successful business in that niche.

3 - Is There Competition To Prove Your Business Idea?

Don’t try to reinvent the wheel. There are billions of people in the world and the chance of you inventing something new and unique that nobody has thought of is incredibly slim.

The smart thing to do is to model what the best in the industry are doing. After all, if there are other people running a successful business, they’ve already spent a ton of time and resources figuring out what works and what doesn’t. This means you can just piggy-back off the trial and error they’ve gone through and go straight for success.

So, before you decide on your niche and launch your product, your research process needs to include figuring out who your competition is.

Are there other people running a business, solving the problem you’re looking to solve?

Are they doing this successfully to the tune of at least six figures per year in profit (ideally 7 figures)?

Some people are scared of competition because there's already other people doing what you want to do. But isn't that already the case with everything in life? Dentists, lawyers, doctors... even with your partner or spouse... competition is unavoidable, it's part of life and you should learn to love it.

The fact that there is competition in a certain niche (i.e. several people doing the same thing) proves that the niche is profitable. Your competition has done your market testing for you, and you now know that there is money to be made. If there is no competition, you should be concerned because it likely means there is no money to be made.

It doesn't matter that there's competition. There is an abundance of money being spent on digital information (it is rapidly approaching 1 Billion Dollars per day - think about that!).

Competition is a good thing because if there are other people in the same niche as you that are making six figures or seven figures or eight figures a year solving the exact same problem as you want to solve, that proves that there is demand. There is room for many people in every space, just like you have different brands for computers, mobile phones, internet providers, clothing, cars, planes, boats...

People are tribal by nature, meaning that they follow different people or brands. Customers are drawn to a certain kind of person or a certain kind of brand because that person or that brand is who they see themselves as. That brand is what they identify with.

That person is who they identify as. They hold the same morals, visions, ethics, and vision in life.

Tip: Even if there's 10 people selling the exact same product, buyers are naturally going to purchase from the person that they align with the most.

So even if there's one person out of those 10 who holds the largest market share in a niche, if you don't like that person or that brand, given that the product is exactly the same, you're going to go to the person or the brand that you align with the most. The person you feel you trust. The person you think shares your vision and is going to best help you solve your problem.

Let's also not forget that the person who does the best advertising will have a big advantage. Most people are not very good at this, so by learning the right strategies you'll have a big advantage in the marketplace (I'll teach you how to do it right - afterall, you found this book somehow, didn't you?).

This is exactly why competition should not scare you off. You can build up your own brand and build your own loyal followers. Remember, 1000 sales of a \$1000 product is \$1M.

No matter how much competition there is, if you follow the blueprint in this book and you build a valuable solution for a painful problem, you can find 10 and then 100 and then 1000 people and more to purchase your solution from you.

Competition allows you to go into that niche and basically take the very working elements of what other people have spent years and hundreds of thousands of dollars testing to be able to prove

that it works, and become successful far quicker than having to figure it all out on your own.

Be sure to check that there are at least a few other people or businesses in your niche that are profitably providing a solution to a painful problem.

Tip: Later in the process, after you decided on your niche but before you start creating your own offer, you'll want to analyze your competition in detail and take notes on how they are running their businesses. Buy their products, sign up for their email lists, go through their funnels, see which content they're creating and how they're doing their marketing and advertising. Find out what their customers dislike about them. All this information will be incredibly useful to help you be profitable as fast as possible.

4 - What Is The Value Of The Problem?

Why Would People Pay You \$1000 For Your Product?

You may be wondering, "How am I ever going to create a product that people are going to pay me \$1,000 for?" It may sound completely ridiculous to you at this point in time as you're reading this, to imagine that you can create something that people are gonna pay you \$1,000, \$2000 or \$5,000 for.

You might have doubts about how you can create a digital product and charge anything for it at all. Do not worry because I'm going to show you exactly how to do that. Even if you have no

experience, and by the end of this book, you'll have a blueprint showing you exactly how to do it all.

Here's the best way I like to answer the question of how you can create a product that people will pay you big money for. Instead of asking yourself what people will pay you \$1,000 and trying to figure out what you're good at that could possibly be worth that kind of money, simply make the question about a problem that needs to be solved, and not about yourself.

Ask yourself which problem is painful enough that people have that they will pay \$1,000 to solve that problem?

A very important thing to consider before you decide on your niche is the value of the problem that you're going to be solving. All problems are not equal, in size and in value.

Some problems may be common and annoying, but they may not be worth paying to solve. Or some problems are painful, but the people who have the problems are not able to pay for any solutions.

For example, getting a haircut is a problem that many people face on a regular basis. People happily pay for a solution (going to a barber or salon), but the value of this problem isn't very high. Personally I'm happy to pay \$15-30 for a haircut, but when a place charges much above that, then usually I'll just go somewhere else. In other words, the value of the haircut problem just isn't worth that much to me. **However...** there are people that pay hundreds of dollars for a haircut and someone is out there providing that level of service and there's a market for it. Celebrities pay thousands of dollars for a haircut (crazy, I agree, but it exists).

Similarly, you might be able to charge \$50-\$100 for an e-book about getting six pack abs, but probably not \$1000 or more like you could charge for teaching someone how to start an online business, learn how to invest in real estate, or trade the stock markets. Those courses can justify a higher price point because the students can (theoretically) make that money back by applying the knowledge or strategies that they stand to learn.

There's not necessarily anything wrong with having a low-value problem to solve, as long as you'll be able to get enough volume. There are plenty of people who make good profit by selling low-ticket items in large volume, but usually this is the result of them having a built-out marketing funnel with multiple offers and upsells to be able to monetize their leads and customers as much as possible.

In order to get volume, you need to reach a lot of people. Usually this means you'll need to spend money on advertising, which means that ad spend will cut into your already low-priced product, possibly leaving you with very small margins or even a loss if you're not able to monetize those leads further.

It's important to consider the value of the problem you're going to solve and if you're going to be able to be profitable before you start.

***Note:** Chapter 17 is dedicated to pricing strategies to help you figure out a plan for pricing your digital products.*

PRO Tip: Leverage Your Passion, Talents and Experience

To recap the 4 factors I look for when choosing a niche:

1 - Evergreen

2 - Market-Size

3 - Competition-Proven

4 - Problem Value

Additionally to these 4 factors which you could consider to be the more logical strategy side of niche-selection, there are 3 other very important factors to consider: your experience, passion and talents. I'd consider these to be the raw ingredients needed to create the delicious recipe. Both sets of factors are needed to obtain success.

As I've written before, one of the benefits of the e-Learning business model is that YOU are the competitive advantage. You are unique, and for this very reason you'll be able to differentiate yourself from your competition and be able to attract a following that relates to you.

You have a unique story. A unique life experience. You have a set of skills and talents and you're passionate about various things in life. These are all factors that you can use to your advantage when choosing a niche and building your brand.

Even if there is competition and established businesses in your niche that are wildly successful, there will be people who might relate to you more than those other businesses. You don't need to convert every lead into a customer... you only need a few thousand customers to make a heck of a lot of money (and while a thousand customers may sound like a lot, when you consider the

amount of searches in Google for solutions per day, a thousand is a drop in the bucket).

Seth Godin describes this as a group of “1000 True Fans”, where a True Fan is defined as someone who will buy every single product you create or launch. The best way to do this is to be uniquely you, and build a following of 1000 true fans who will buy everything you put out because they relate to you. They see themselves as you. They believe what you believe. They talk how you talk. They grew up how you grew up.

Your problems and struggles become your asset. They can help you align with other people who are going through (or have gone through) those same struggles.

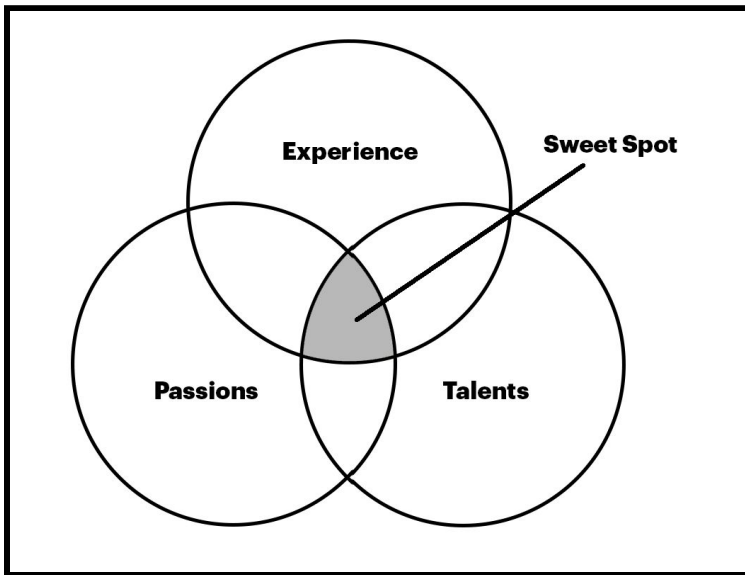
Just because you have experienced and overcome something doesn't necessarily mean you should start a business around it though. Nor should you start a business around something that you're talented at but have no passion for.

This brings me to the next point... passion.

Perhaps you've heard some people talk about how you should follow your passion and the money will follow. This isn't true as many starving artists can attest to, but there is some truth to it. The reason why it's important to build your business around a topic that you're passionate about is because the passion will give you purpose and strength to keep going during the tough times (and there will be some of those).

If you're going to do something just for the money, you're much more likely to give up if you're not getting results in the short term. Or you may end up sabotaging your successful business because it doesn't fulfill you or give you a sense of purpose.

But what happens when your passions are not actually in a niche where money can be made?



In the diagram above, the sweet spot you should aim to find is where your life experiences, passions and talents overlap. Once you figure out what your sweet spot is, run it through the 4 factors to make sure the niche is going to be profitable.

My Personal Example: Cryptocurrency Education

To give you a personal example so you can see it in action, let me share how I've done exactly this with all the digital products I've created.

My experience can mostly be summed up as traveling/being a full-time digital nomad, how to build online businesses and all the working elements (funnels, sales material, content etc.) and stock/forex trading.

I'm passionate about & strongly interested in travel, health, fitness, martial arts, making money, video games, cars.

My natural talents (according to me) would include being logical, analytical, hard working, good at explaining things in a clear way.

It's very important to me to be able to actually apply my principles to a business I own outside of the "make money online" space. There are too many "gurus" who only make money by selling their course about making money online and never having done anything else, and quite frankly I really dislike that.

For this reason I aim to actively have another business outside of the "make money online" space, doing what I preach right here in this book and in my course. This business is a cryptocurrency education business I've been involved with since mid-2017. (If you want to check it out you can go to <https://sixfigureinc.com/cryptocurrency>).

This crypto education business is based on the exact blueprint I'm sharing with you in this book.

So let's break down how it checks the right boxes for me personally and includes the 4 factors so that you can use it as an example to find your own ideal niche and problem to solve:

Experience: Check

Passions: Check

Talent: Check

I have multiple years of experience with stocks, forex and charting which I can apply to the cryptocurrency markets. I'm by far not the greatest trader or finance expert, but I do have enough experience to help beginners get started and fast-track their learning curve.

I don't know if "passionate" is the perfect word, but I have a strong interest and fascination for financial markets and making money, so there's definitely enough for me to stay interested in my topic even when things don't go very well (as is proven throughout the 2018-2019 bear market when most people lost interest in cryptocurrencies... I kept going).

As for talents, I think I'm pretty good at explaining things in a clear and logical way, so that works out well as cryptocurrencies are a fairly new and complex technology that needs training and explanation.

So, cryptocurrency education checks all 3 circles and hits my sweet spot. It's something I'm more than happy to work on for many years, something I'd do even in tough times, and something I have experience with and can use my talents in. Now let's run that through the 4 factors to see if there is potential for a profitable business here.

Evergreen: Check (for the most part)

Market-Size: Check

Competition: Check

Value: Check

Although cryptocurrencies have only been around for just over ten years, it seems like there's a good chance they will be around for at least another ten years if not longer. For me this is close enough to evergreen, so it checks the box.

If you look at regular financial market investors, that number is in the hundreds of millions. When it comes to cryptocurrencies, it's estimated that there are around 30-40 million users. I'm not quite sure what the exact market size is for the cryptocurrency education niche, but pretty sure it's in the millions if not tens of millions of potential prospects.

There are several competitors within the space who have done six figures all the way up to nine figures (yes that's over \$100M) offering education and information in the cryptocurrency space, so the niche is definitely proven.

What is the potential value of training material and education within the cryptocurrency space? Since there is possibility for direct and indirect ROI from learning about cryptocurrencies and blockchain technology, a higher price point is justified. Price points of \$2000 and more are proven by the competition.

So, not only does cryptocurrency education meet my own personal "sweet spot" of experience, passion and talents... but it also meets the 4 factor criteria that give the niche a high chance of success.

Hopefully this example gives you a good reference for when you do your own research on finding a perfect niche for your own digital product.

Chapter 8: Secret 2 - Crafting An Offer That Sells

After you've chosen a niche that hits the sweet spot of your experience, talents and passions and making sure it passes the 4 factor criteria of being evergreen, having a large enough market, proven competition and being a valuable problem to solve, the next most important thing that you need to succeed is to have an offer that people actually want to buy. After all, there is no use in creating and offering something that nobody wants to buy.

Marketing strategy plays a big role in bridging the gap between those who don't know about your product, to getting someone to actually put in their credit card details and purchase your product. There are a lot of steps in between the journey of a completely cold prospect (someone who doesn't know you exist) to becoming a loyal customer or even a true fan who will buy everything you have for sale.

There are many proven strategies and proven tactics that you can use to bridge the gap and to bring a cold prospect or someone who is a warm prospect closer and closer to the end results of purchasing your product.

However, ultimately what still needs to happen is that you actually need to have an offer that people want to buy. No matter how much you polish a turd and how much fancy marketing you have, people just don't want to buy a turd.

Creating an offer that people want to buy makes it so much easier to be successful, especially when you combine the offer that people already want to buy with the best marketing strategies to sell it.

Imagine that it's pouring with rain while a huge crowd is out in the open. What will be harder to sell: a regular umbrella or an umbrella that will last 10x longer but can't be used right away because it needs to be coated with a special spray first? And which will be easier to sell? Even though the fancier umbrella might be more cost-effective and a superior product, people may not want to buy it.

You must understand what the key triggers are that cause people to purchase. Although there is a difference between people from different cultures, in the Western world most of these buying triggers contain a lot of similarities.

What Do People Want?

Most people choose the way of the least resistance. Most people tend to be lazy and look for a way to get something done with the least amount of effort. Most people want their problems solved as quickly as possible with as little effort as possible in the best way possible. This is why even though a lot of information online can be found for free, people will still pay for it.

Tip: And this is important to remember: you might think that people won't pay for information they can find for free, but there is a lot of conflicting information out there and people want information that they can trust and that is packaged together nicely all in one place (like this book!).

If you really wanted to, you could find all the information in this book somewhere online for free (probably not as good :P), but it would be scattered, disorganized, full of misinformation, and incomplete and take ages to sort through and compile into something easy-to-digest.

The more that your product can solve your prospect's problem in an easy, quick and effortless way, the more likely it'll be that your prospect will be interested. Your marketing strategies can really dial in on the easy, quick and effortless part of the solution, and then your product should match the marketing as much as possible.

Your product or solution for the most part should contain a way for your customer to solve their problem with the least possible amount of effort. It should contain a way for them to solve their problem as quickly as possible. And it should contain a way to solve that problem in a way that it delivers high quality results (or permanent results).

For example: let's say you want to teach people how to build an online business.

While most people want overnight riches (and there are snake oil salesmen promising exactly that), there is also another type of

audience that realizes that to build a business that makes money takes time and effort. Those are the types of people that I am personally interested in working with.

I recommend that you show examples and show possibilities how your customers can make money in the next 30 days or 60 or 90 days by applying your formula. Make it really easy for them. Give them copy and paste templates. Tell them which offers to promote. Show them case studies. They don't necessarily need to make \$1 million in their first month or their first year, but if you can show them how to make their first sale or land their first client in under 30 days, that will be really impressive (especially if it can be done with fairly little effort too).

You could start them out with copying and pasting the templates you provide and over time teach them and encourage them to do their own thing. But you want that element of making it effortless for them. There's a great appeal in that. The more you can do this in, the easier you can make it for them so that they get the results, the more appealing your offer is going to be.

Tip: I believe the part that matters most is true sincerity in your offer (and that your product or services delivers on the promises made in the sales message and actually solves the problem it's aiming to solve). That is what shines through and people respond to that kind of a message.

Real-World Examples

Premium/Fast Lane/Priority Passes

A good example of what people want is a pass that allows someone to skip a queue, park right in front of the building, get their bags first etc. This makes life easier, more effortless and the results are instant. People pay hundreds and even thousands of dollars a year for these kinds of passes

iPhone

Think of the hundreds of millions of iPhone users around the world who have all spent a considerable amount of their hard-earned money on the phone. The phone is high quality and a nice design which certainly helps, but mostly it's easy to use and low-effort. It's really intuitive and doesn't require much studying or setup time. Simply purchase it, insert your sim card and start using it within minutes.

Netflix

According to Statista, *“In the third quarter of 2019, Netflix had over 158 million **paying** streaming **subscribers** worldwide”*.

That's HUGE! Why? As you probably know, Netflix is really easy to use. Purchase it and you're ready to go. It's low-effort, you just need to access it on your TV or computer/tablet and choose the title you want to watch and it's instantly available to watch. No need to spend time downloading movies or installations or setups.

I realize that the above examples are not digital products but I thought they were good examples to show you the power of creating a product that is easy to use, low-effort to setup and gets results asap.

To Sum Up

People want an easy solution that takes low-effort to implement (ideally effortless) and gets results fast.

Your marketing should convey how your product provides the solution to their problem in this way. Your product should match the expectation.

Try to figure out how you can create a product that makes it as easy as possible for people to get results, with as little effort as possible, in the quickest time possible. Even if you can quickly get them a tiny taste of success with ease and low effort, that may be enough to get them hooked on your product and really invest more time and resources into continuing.

What can you add to your product to make it easier for your customers to get results quickly and with low effort?

Some examples include:

Copy/paste templates?

A done-for-you service (or initial setup)?

Coaches/staff to assist?

Custom made tools, software or systems?

Chapter 9: Secret 3 - On-Demand Lead-Generation

I want to start this chapter out by sharing the story from my personal experience that cost me an incredible amount of time, a lot of money, and caused a huge amount of frustration. I'm sharing this with you so that you can learn from my mistake and not have to figure it out the hard way like I did.

When I got started with internet marketing back in 2008 I wasn't rich, nor did I have a lot of money in the bank to start my business with. I was pretty much living paycheck to paycheck and at the time even a couple hundred dollars was a large amount to me.

At the time I had the belief that spending any money on my business was an incredibly high risk. I even thought that spending money on my business, (especially investing into something like advertising and paid traffic) was stupid because I didn't have the resources for it. Every dollar that I would spend on my business or that I would spend on traffic at a risk of not knowing if that's going to bring an ROI or not was a risk I didn't want to take because that was money that I couldn't use to pay for my bills or pay for food. So for a long time (many years), I mistakenly believed that the best way to generate traffic was to use organic methods that were free.

For example: I would do things like create videos and upload them to Youtube. I would write blog posts or articles and try to rank them highly in Google to get free traffic from search engines

and if I did a good job, if I was lucky, perhaps I would get some people who would become a subscriber and they would buy my products or services.

I did this for multiple years and it was very ineffective. I was able to make money with it. Sure. It's possible to make money with free strategies by writing content and sharing it on social media or by ranking in search engines. When I pursued traffic methods or ways of generating visitors that were "free", what I was essentially doing as I was giving up my time, which is worth a lot more.

Additionally, the downside of following "free" traffic strategies is that if you're creating content for ranking in search engines or posting to social media, any pages or following that you create on social media ultimately belongs to the owner of the platform. If you're building up a large page or YouTube channel, a Facebook page, an Instagram page... you don't own any of these, ever. That page can be deleted by the owner of the platform at any point. You could lose everything you've worked for overnight and you have no final say over it. If YouTube decides your content violates their policies, they can delete your channel, all your videos, all your subscribers, everything can be gone just like that.. It's the same thing with any content or pages on any social media platform...you don't own it.

Pro Tip: Don't build your house on rented land!

Now, I'm not against using social media. It can be very powerful and a fantastic way to build an audience, but it's not what you should start with in my opinion. And when you do build your social media following, you should aim to get your followers on a platform you have full control over, like an email list.

The big lesson I learned is that traffic needs to be repeatable, predictable and scalable.

Let me give you a few examples:

Example 1: Creating videos and uploading them to Youtube.

Cost: \$0 + your time

Repeatable: yes, you can upload as many videos as you want.

Predictable: no, you have no idea how many views your video will get and how those views will convert

Scalable: no, you have no control over the results so you can't scale

In the above example, Youtube may sound like an interesting way to generate traffic and sales when you have no money to start with but it's extremely unpredictable and not scalable. You could make videos for years without any real results, and even if it technically did not cost you money, it would cost you a ton of time and opportunity cost so the loss would be huge.

Example 2: Writing articles on your blog

Cost: \$0 + your time

Repeatable: yes, you can write as many articles as you want.

Predictable: no, you have no idea how many views your article will get and how those views will convert

Scalable: no, you have no control over the results so you can't scale

In the above example, creating a blog and writing good content may sound like an appealing strategy to generate traffic and convert that traffic to sales. It's "free" because it won't cost any money, but again it'll cost you time and opportunity cost if you're not able to make it work. It's unpredictable and it's not really scalable.

If you analyze most "free" methods that don't directly cost any money but do cost time, you'll often find that they lack 1 or more of the factors of being repeatable, predictable and scalable. This means that even if you do manage to make money with a strategy, you're selling yourself short in the long run because you will run into issues where the method either stops working or your income fluctuates like crazy or you'll be capped at a level due to not being able to scale.

Everything you've read in this chapter so far is a long way of getting to the big lesson that took me many years to learn: you need to be able to generate your own leads on demand and that traffic strategy needs to be repeatable, predictable and scalable.

The best way to do this in my opinion is to have control over the traffic source, by paying for your traffic (a.k.a. Paid advertising).

Example 3: Facebook ads or Google ads

Cost: Ad spend + your time

Repeatable: yes, you can buy virtually as many clicks as you want, day after day

Predictable: yes, over time you'll have an accurate idea of how much it costs to get a click and how that click will convert in your funnel.

Scalable: yes, you can scale up to tens of thousands of dollars a day in ad spend (and more)

As you can see in the above example of buying traffic from platforms like Google or Facebook, it meets all three criteria. It's repeatable because you're able to buy ads over and over again. It's predictable because over time you'll be able to know your numbers and have a good estimate of how your ad spend performs and what kind of ROI it'll bring. And it's scalable because you can duplicate, expand and increase your ad spend to huge daily budgets. All on-demand and instantly. Unlike various free strategies that may require having to wait weeks or months to see results, when you launch a paid traffic campaign you start to get clicks immediately.

Spending money on paid advertising may seem scary to you. It did to me for a long time. You have to invest your hard-earned money into a platform online, you don't know where it goes, you don't know if you're going to get a return. I understand all of that. I know exactly how you feel. But trust me, even if you spend years avoiding it and putting in your time because it's "free", you'll eventually come to the same conclusion that paid traffic is the best way to have full control over your business and ensure it has the highest chance of succeeding.

The good thing about paid advertising is that you can start with literally \$5 or \$10 a day. It's not like you need to be spending hundreds of dollars a day right out the gate. You start small and once you become profitable or you start seeing positive results, you can start to scale up and increase your ad spend.

It's actually really easy these days to spend money on paid advertising. Platforms like Google and Facebook have really refined their user interface and made it incredibly easy for the average person to be able to advertise online and reach their target audience.

These platforms have so much data about hundreds of millions of people all around the world. This allows you to find and target the exact kind of person that is the perfect fit for your offer and you can do so with the assistance of Googled algorithm and artificial intelligence with very little effort. It's become very easy for you to just open your Facebook advertising account and start running ads. You don't need to be a computer expert or coder or rocket scientist. And if you want you could even hire an agency to manage your paid traffic for you.

“But Dirk, what if I invest time into learning how to advertise on Facebook and Facebook shuts down?”

My answer is that platforms will come and go. Facebook has been around for more than a decade and is likely to stick around, but if it disappears it doesn't matter. There will always be other platforms and places where you can spend your currency to be able to purchase advertising space and get clicks.

The prices may vary a little bit. The platforms may differ in interface. However, the concept of paid advertising has been around for ages. If there's a place that has access to traffic, there will be people who sell advertising space that allow you to advertise for a fee. This was around even before the internet with billboards, magazines, newspapers etc. If you can master the art of generating leads on demand through paid advertising, the chance of your business being successful increases dramatically. When you figure out how to spend \$1 and for every \$1 that you spend, make back \$2 or \$3, you can essentially spend as much money as you want because you're going to make more back.

Which Paid Traffic Platform Should You Start With?

There is not enough space in this book to teach you about paid advertising and the specific platforms, however I want to point you in the right direction for when you're ready to start.

There are many ways, strategies and sources for buying traffic. To keep things simple, I would recommend starting with either Facebook ads or Google ads (and choose one, not both).

My personal preference is Google ads because they have better support, but the learning curve is a little bit higher.

The difference between Facebook ads and Google ads is that Facebook ads is mostly “interruption marketing”. Facebook is a social platform and users tend to be chatting or scrolling through their newsfeed for entertainment or social purposes. This means when your ad gets shown, it interrupts their behavior and they need to stop what they were doing to read or watch your ad. With Google there is typically search intent. If you advertise on Google search you bid on keywords that people are typing in to Google, such as “how to lose weight”. This allows you to target people who are actively looking for a solution and possibly have a higher intent to purchase that solution.

Both platforms have over 1 billion users that can be reached with your ads and both platforms have very sophisticated algorithms that allow very targeted advertising.

Chapter 10: Digital Product Business Models

In this chapter I want to cover 4 different types of digital product models that are all proven to be able to generate six figures per year and more. Yes that's right, within the digital product business there are different models that you could choose to follow.

The reason why I'm sharing these different kinds of models with you is that everyone is different. There is not a one-size-fits-all and the kind of business model I personally enjoy creating may not appeal to you. I want to give you all the options. I want to show you the possibilities so that you have the flexibility to choose something that works best for you, based on your unique experience and your unique situation.

It's important that this business model is something that you are going to enjoy doing. It should be something that you resonate with, that you align with, that you can do for the next several years (maybe even the next decades). That is why it's important to choose a model that best suits your personality and talents.

All of the business models that I'm sharing with you in this chapter (and the case studies that I'm going to give you) are all proven models that have done at least six figures per year and more. Regardless of the kind of model that you want to follow, you can rest assured that it has the potential to make you the kind of money that you want.

Let's dive into the four main digital product models...

Model 1: The Premium Newsletter

What Is It?

A newsletter is quite simply a digital publication that goes out once a month or once a week or once a fortnight where you compile information and you share information, research tips and strategies to make something easy for someone or to give someone tips or to help someone with a certain situation.

Earning Potential?

Upwards of 7 figures per year.

Pros

- No need to create before you sell (instant launch).
- Very scalable.
- Good for niches where information constantly changes (e.g. finance, sports, news).
- Ability to charge recurring subscription (monthly, quarterly, annually).

Cons

- Not good for evergreen niches where information doesn't change much (e.g. weight loss, fitness)
- If you're not a good writer, don't enjoy writing or don't have access to a writer/editor this model may not be the right fit as it relies heavily on the content and the writing style.
- Requires continuous effort & resources to create the ongoing newsletters.

My Assessment

A newsletter is a type of digital product that has the potential of scaling up to six figures and more per year. I really like the newsletter model because it can be billed as an ongoing subscription. If you do this in the right niche, you will be able to run your newsletter for years or even decades and build up a loyal subscriber base with a good retention rate. This is very hard (if not impossible) to achieve with purely online courses or other digital products that you charge on a monthly basis for.

You don't need to go and precreate the content so you can launch your newsletter starting almost immediately, without having to spend days, weeks, or months creating an entire course and the content within the course. For example, you could sell the newsletter today and have the first edition go out in two weeks from now and you can write that first edition after you've sold it. You don't need to have ten or twenty or even a hundred editions before you could launch your product.

The newsletter is based on the same principles as most digital product:

It is digital because it gets distributed by email or via a members area. This means that there is virtually no production cost to the newsletter outside of the research and the time that it needs to be created. There's no actual manufacturing costs or costs or anything like that because it is distributed digitally. There's no expiration date on it. It can't break. There's no shipping costs. It can also be distributed and scaled out to thousands, even tens of thousands of people for virtually no cost. That's a big reason why I really like newsletters. You can write your monthly newsletter and whether it goes out to one person or 10,000 people who are paying you monthly, it's the same thing. It is very scalable.

There is a downside to the newsletter model. The downside is that it tends to work very well in certain niches and doesn't tend to work very well in other niches.

Typically the best kind of niche for a newsletter business is a niche where there's a constant churn of information, especially where that information has the potential to provide direct ROI. For this reason, newsletters tend to do very well in financial niches (stocks, forex, cryptocurrencies, real-estate, commodities, precious metals, penny stocks etc.). The reason for that is because there are constant updates, news and innovation in these financial markets that allow readers to be able to profit from that information. One single tip could make the subscriber back many times the cost of the newsletter.

Other niches that have constant information churn could include sports (perhaps with a sports-betting angle), politics, world news, technology, travel, futurism, gossip etc.

These are the kinds of niches where newsletters really thrive because there's so much happening on a daily basis and it can be really difficult for a regular person to keep up. I.e. If someone has a job and family and responsibilities, they may not have multiple hours per day to research and stay up to date with the latest information, so that is where your value comes in. You and your team can do all the research and provide summarized updates of the latest information in your premium newsletter.

The value of the problem you're solving will determine how high you can price your subscription. For example, a newsletter with the latest celebrity gossip might be worth 5 or 10 bucks a month to someone (and this could be big bucks if you get tens of thousands of paying subscribers). A newsletter in the financial space could

be worth thousands or tens of thousands of dollars to big investors looking for a slight edge. Even a single tip per year could make the investors many times their money back.

Due to the fact that there is constant need for new information, there's a very good chance that people are going to stay subscribed, (especially if your information is good, it's well-written and presented, and it makes them an ROI).

The constant need for new information is the important part to understand because newsletters do not tend to do well in evergreen niches where there was no consistent need for new information. Let's use weight loss or fitness as examples. Those are both pretty standard evergreen niches.

Within these niches there are certain strategies on how you can lose weight, how you can go to the gym, how you can build muscle etc. but this is all information that doesn't change every single day, week, month or even every year. A premium monthly newsletter in the weight loss or fitness niche is probably not going to do very well because people just need one strategy to follow consistently. Once they have that strategy, there's no longer need for consistent update or information.

Model 2: The Online Course

What Is It?

The online course model is usually some sort of training in digital format (video, text and audio) in a members area that your customer can follow at their own pace to be able to learn a specific skill, gain knowledge on a specific topic or solve a specific problem.

Earning Potential?

Upwards of 7 figures per year.

Pros

- Usually easier to demand higher premiums due to the amount of training and content.
- Very scalable.
- Low cost to launch and low overhead to maintain.
- Initial effort to create, minimal effort to maintain (especially in evergreen niches).

Cons

- Often needs to be planned or pre-created before launching it (although it can be launched initially as a pilot program and delivered as live sessions).
- Will not work very well in niches with constant churn of information (e.g. tech-specific).

My Assessment

The online course model is a very popular model that involves you creating training in a digital format (often video trainings, but it can also be text and audio) in a members area that your customer can follow at their own pace to be able to learn a specific skill, gain knowledge on a specific topic or solve a specific problem.

Usually an online course is pre-created to some degree or at least planned out before launching it. However, it's possible (and sometimes even smarter) to do a pilot launch of your program where you don't spend weeks or months creating the content. Instead, you get a small group of beta-testers into your pilot program and deliver the program as a live, weekly course.

This will allow you to get real-time feedback from your beta-testers to make the content as helpful as possible, and you can use the recordings of the live training to turn it into your evergreen course content to help you launch the program faster. Once the customer purchases your course, they usually have access to the training and content and can go through it at their own pace.

One of the advantages of the online course is that it tends to be very hands off after you've done the initial work to create it. Once the training and members area is created (especially if it's in an evergreen niche like I recommend) you'll have the potential to sell it for a long time to come without too many future revisions and without too much support.

Unlike the newsletter that requires continuous production every single month (or however long your publication period is), the online course has minimal ongoing maintenance (except perhaps an update from time to time or additions if you want to improve the product).

For example, if you create an online course about how to lose weight, once the course is done, it's done.

The reason why this is a really nice model is because once you've created the course, you now have a lot of time and resources that you can focus on the marketing to drive more customers into your product.

Another advantage of the online course is that you can usually charge quite a high premium for it right now. It will depend on the niche and the value of the problem you're solving but in general if you create a very comprehensive training with workbooks, templates and a support group, it's entirely possible to charge thousands of dollars for it.

Model 3: The Private Community

What Is It?

The private community is usually a premium, members-only online group where information is shared, questions are answered and where members have direct access to the founder(s) and coaches.

Earning Potential?

Upwards of 6 figures per year.

Pros

- Usually this does not need to have a lot of premium content so it's fairly quick to launch.
- It's scalable.
- It has the potential to justify high premiums, hundreds to thousands of dollars per year.
- Recurring subscription potential.
- Can be expanded out into an online course.

Cons

- Expertise and credibility are required to launch this.
- Churn rate may be high.
- Member support may be more intensive.

My Assessment

The private community is a digital product model that is very easy to launch and requires almost no preparation of content. The private community is usually a premium, members-only online group where information is shared, questions are answered and where members have direct access to the founder(s) and coaches.

Examples of a private community are things like a private Facebook group, Skype group, Slack channel, Discord server... They're all digital communication mediums where it's possible to post messages, share content, ask questions and even have real-time chat conversations with other members.

What I like about this model is that there is a lot of flexibility. You could start on the low end and just create a private group where you share your knowledge and charge \$50 a month to be a part of it. You could start a premium forum and charge \$50-\$100 a month to be a part of it. You could have a higher-level Slack channel where you make yourself or your coaches available to help others who are already on a higher level and charge \$100-\$1000 a month to be a part of it.

This model works on many different levels and you don't necessarily need to be the world's best expert at something to start a private community. Sometimes just having a place that is spam-free and full of like-minded, positive people can be worth a premium fee on its own. A place where there are no trolls, hateful comments, fake people trying to scam you or spam their affiliate links... to many people a place like that is worth paying for.

Tip: Once people are a part of a community like that and they become a part of it, make friends there, etc., they become very hesitant to leave. If you're the one that created that community, you'll have a group of people paying you a monthly fee for minimal ongoing work and effort on your part (you could even hire a coach or moderator to help you run the community).

Another benefit of the private community model is that it can be a really efficient way to launch your digital product without having to spend weeks or months creating a product.

You can create your private community offer and start it out for a low price, get members in there right away (meaning you're generating cash-flow right away), and then you can start creating content and sharing that in your private group on a daily/weekly/monthly basis.

You can then take this content and add it to a members area on your website and over time this can turn into a full-fledged course.

Once the course content is complete, you can now adjust your offer pricing and sell it as a course, or as a course + private community for a much higher price.

Model 4: The Ebook/Audiobook

What Is It?

An Ebook is a digital version of a book (usually in PDF format), and an audiobook is simply an audio version of the same book that can be listened to from various devices such as phones, computers or Mp3 players.

Earning Potential?

Upwards of 6 figures per year.

Pros

- Low-cost to product.
- No overheads, expiry, breakages, shipping etc.
- Very scalable and easy to distribute.
- Good to use as low-ticket front end, lead magnet or bonus in your overall sales funnel.

Cons

- Low(er) perceived value.
- Usually not possible to price as a high-ticket item.

My Assessment

The ebook is one of the earliest forms of digital products. It's been around literally for a few decades. It's a simple, yet effective way of conveying information in a digital form. It follows the principles of the digital product business: you create it once, it's incredibly scalable, there's virtually no cost to scaling it once it's made, there's no production cost, there's no storage costs, there's no shipping costs, there's no expiration date. You take the information and package it in an ebook. You put in the initial work to create it and you can sell it potentially for years or

decades (and make a heck of a lot of money with it). It's very simple.

All an ebook is is a digital version of a book or manuscript. If you want to get fancy, you can have the book recorded as an audio version (and sell this separately or offer it as an upsell or order-bump to customers who purchase the ebook version).

The perceived value of an ebook is relatively low, but if you can sell enough copies, the volume will help compensate for lower price points. The typical price-range of an ebook is between \$7 and \$97. Typically you won't be able to charge much higher prices than that (although there may be some exceptions).

A thing I like about the ebook model is that you can use it as a front end product. This can be a way for you to establish a relationship with someone who's never bought anything from you (a.k.a. cold traffic). This allows you to turn a cold prospect into a buyer of your ebook. There is a very big difference between someone who has never bought from you and someone who's actually purchased from you.

The transactional nature of someone purchasing one of your products or services (whether it's \$1 or whether it's \$10,000) creates a different relationship with that person. If your new customer has a pleasant purchasing experience then it's much more likely that that person is going to buy from you again. The easiest customers to sell to are often the ones who have already bought from you. Once they've seen you're trustworthy and they've completed that first transaction, they're much more likely to buy from you again (and at higher price points).

You could use your front end ebook to create a big list of buyers, that you can then upsell into higher priced items (or even promote other relevant offers as an affiliate).

The ebook model is proven and works very well. It's also very easy to create an ebook. You could literally create it for free using Microsoft Word (or Google docs). Write it up, style it and save it as a PDF.

Tip: While this may seem like a daunting task, it really isn't. Think of the thing you want to teach and start with the different chapters you want to include. Organize them in the order that you want, and just fill in each chapter one section at a time. Do a handful of chapters a day, and you'll have a book created in a matter of weeks. You could even hire someone else to do it if you want!

Something else to consider is that it's really easy to start with just one digital product model and over time transition into another, or make combinations. For example, you could start out by launching a private community and then expanding that into a full fledged course. Or you could start with an ebook, expand to a private community and expand even further to an online course.

I'm a huge fan of digital products due to this flexibility. The longer you work on your digital product business, the more content and value you will have, and the more you'll be able to offer your leads and customers (meaning that you'll keep increasing your earnings potential).

In the next chapters I will show you real-world examples of each of the digital product models so that you can see how a proven, six figure per year business can be built.

Chapter 11: Case Study - 6

Figure/Year Premium Newsletter

Digital Product Model: *The Premium Newsletter*

Example: *The Crypto Vigilante by Jeff Berwick*

Niche: *Wealth > Finance > Cryptocurrencies*

Price Model: *Annual Recurring (\$600/year)*

Revenue: *Multiple Six Figures Per Year (*Estimated)*

For the case study of the premium newsletter model I've chosen to showcase a cryptocurrency newsletter that I've personally purchased. As I've purchased the product, I can see how many people are in the private members-only groups (so I can estimate the total revenue based on the number of members multiplied by the cost to join) and I'm also well aware of what the product contains and how it is delivered.

Disclaimer: *please note that this is my personal opinion and this assessment of the product and service in question is for educational purposes only. I have not been able to verify revenue or profit numbers as I don't have access to their finances.*

WHAT IS THE CRYPTO VIGILANTE?

The Crypto Vigilante is your expert looking glass into the world of cryptocurrency trading and investing. It's the closest thing to a Crypto Crystal Ball and the closest thing to insider trading. Except it's 100% legal. With so much fear, doubt, and uncertainty in crypto while we wait for the TRUE upside breakout to come... Now is the time for razor-sharp decision making. No more guesswork. No more hoping and praying. No more crossed fingers.

The Crypto Vigilante is a premium newsletter in the cryptocurrency niche. This is a relatively new sector in the financial space that is quickly becoming a new financial asset class. As I've explained about the premium newsletter model, it tends to work very well in niches that have a lot of churn of information and also where there is potential to make a direct ROI. For this reason, financial niches tend to work well for this digital product model. Within cryptocurrencies there is an enormous amount of information churn as well as continuous potential to make direct ROI from investing in cryptocurrencies.

The cost to join the Crypto Vigilante membership at the time when I joined it in 2019 was \$600usd per year. In other words, it's an annual subscription so the potential customer value could be well in the thousands of dollars should a customer stay subscribed for multiple years.

Since there is potential for direct ROI, as well as the service of getting all the information neatly selected and presented in an easy-to-digest newsletter once a month is in my opinion well worth the \$50 per month that the subscription works out to be.

In addition to getting a monthly edition of the newsletter with the most up to date information and opinions of the author(s), members of the Crypto Vigilante also have access to a private community (it started out on Facebook but then moved over to a

messaging app called Telegram), as well as a members area on the website.

In the members area on the website, members have access to all previous editions of the Crypto Vigilante newsletters, as well as access to whatever additional content has been created. This usually entails bonus reports, PDF downloads, additional training videos.

Here is a screenshot of the private Facebook group:



As you can see, at the time of the screenshot there are 1141 members in the group. Now, it's quite possible that at least half those people are partners of members who paid (there was a time when you were allowed to add in a partner to the group), and there may be a number of members that were added in at lower prices. A conservative estimate that only 30% of the people in the group paid the full price of \$600usd/year would mean a revenue of \$234,000 usd per year (personally I think the revenue is much higher than that).

Do you need to be an expert to create a newsletter?

In my opinion, you do not need to be an expert. You don't need to have qualifications or an official expert status (although if you have those things you should definitely leverage them).

All that you need to do is be able to research well, compile information and present that information in a way that people can easily understand it (and act on it if needed).

There is so much happening in the cryptocurrency space. There are a ton of updates, developments and launches happening every single day. Most people just don't have the time or interest to spend multiple hours a day keeping up with everything. So, purely spending multiple hours a day researching and compiling this information into a newsletter can be enough for people to pay you an annual fee of hundreds or even thousands of dollars.

Another thing you can do is to partner with other people (or hire people and build a team) who will do the research for you and ghost-write the newsletter for you. Or they could be co-authors of your newsletter. In other words, you don't actually need to do all the research and writing of the newsletter yourself. Perhaps you know a very knowledgeable person in an industry who would love to handle the newsletter and you can partner with them and you do all the marketing.

There are many examples of financial premium newsletters that generate six figures per year and more, and I'm fairly certain that the Crypto Vigilante is one of them.

Chapter 12: Case Study - 7

Figure Online Course

Digital Product Model: The Online Course

Example: Kinobody by Greg O’Gallagher

Niche: Health > Fitness > Weight Loss / Muscle Gain

Price Model: Once-Off (Less than \$100)

*Revenue: \$8 million USD and more (*Estimated)*

For the case study of the Online Course I want to use the Kinobody brand as an example. At this point in time, Kinobody has become a huge brand with multiple online courses, private coaching programs, health supplements and more, generating millions of dollars per year.

However, it started out as a simple online program teaching people how to lose weight and get their dream bodies without crazy diets and only working out 3 times per week for a relatively short gym session.

ENTREPRENEURS

This guy became a millionaire at 24 by taking his shirt off on YouTube

PUBLISHED SUN, MAY 5 2019-11:00 AM EDT | UPDATED THU, MAY 9 2019-8:57 AM EDT

Donovan Russo
@DONOVANRUSSOSHARE    **KEY POINTS**

- Greg O’Gallagher dropped out of a marketing degree program in college he called “useless” and built his multimillion-dollar Kinobody business through YouTube and Instagram, marketing a fitness, diet and lifestyle brand.
- Kinobody takes a minimalist approach to dieting and workouts but promises consumers a “Hollywood physique” equivalent to a superhero.
- In 2018 the company generated \$8 million in total sales.

The Kinobody program is a simple online course that (at the time of writing) can be purchased for a very reasonable fee of \$69. After purchase, the customer gets a unique login for the members area and then can access the training videos and content instantly and consume it at their leisure.

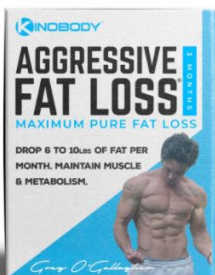
I specifically chose this example because it shows that you don’t need to make a \$2000 course teaching people how to make money online in order to be successful with this model.

In fact, I don’t recommend that you create a course in the “Make Money Online” space because it’s an incredibly difficult niche to operate in due to the fact that the general target audience has

become very sceptical towards the marketing and offers in the space.

They've been bombarded with all the marketing tricks under the sun and unfortunately there are many people trying to make a quick buck by preying on the dreams of easy riches. There are many other niches that have just as much profit potential (if not more), that are much easier to operate in.

Kinobody proves that in the weight loss and fitness niche by creating good online courses and has been able to sell millions of dollars worth of his programs at prices under \$100.

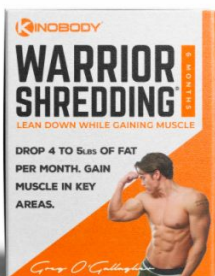


THE AGGRESSIVE FAT LOSS PROGRAM

The Aggressive Fat Loss Program is the **definitive diet program for rapid fat loss.**

Used by over 29,585 people, this program is the **MOST** effective and sustainable fat loss strategy ever created - even if nothing else has worked. Learn the fundamentals that will allow you to enjoy life and be healthy without obsessing over dieting and exercise, to build a lean and shredded "beach ready" physique.

[Learn More](#)



THE WARRIOR SHREDDING PROGRAM

The Warrior Shredding Program is a comprehensive workout and nutrition program **aimed primarily at moderate fat loss.**

Used by over 34,024 people, this program shows you exactly how to build dense muscle tone, drop fat without hours of cardio, and how to do it eating the foods you love. This is the lean, "wiry" look of Henry Cavill from Immortals.

[Learn More](#)

Having personally bought a Kinobody course, I can say that the strategy works (a very important factor when creating your course). You don't need to have anything super fancy.

Remember, all that an online course does is teach people how to solve a specific problem. If you can get the solution across by shooting videos on your iPhone and writing up the text in Google documents, that can be good enough to create a six figure per year course.

Kinobody meets all the criteria for Greg based on how I know him. He's passionate about fitness, he has experience and he has the talents (he practices what he preaches and is in amazing shape).

His niche is evergreen (meaning his courses will still be relevant for years or decades to come), the size of the market is HUGE (literally hundreds of millions of people).

There is plenty of competition in the niche doing 7 figures per year and the value of the problem he's solving is worth what he's charging for it (and due to the volume he's able to make millions).

As Greg's online course business grew, he's been smart to expand.

He's created more courses around similar but different problems, he's added on a physical supplement line and is even expanding into physical products and a clothing line.

This has allowed him to go far beyond the six figure per year mark and he's approaching the 8 figures per year mark (if he hasn't hit it already).

Chapter 13: Case Study - 6

Figure/Year Private Community

Digital Product Model: *The Private Community*

Example: *Traffic Think Tank*

Niche: *Wealth > Business Opportunity > Online Business > Search Engine Optimization*

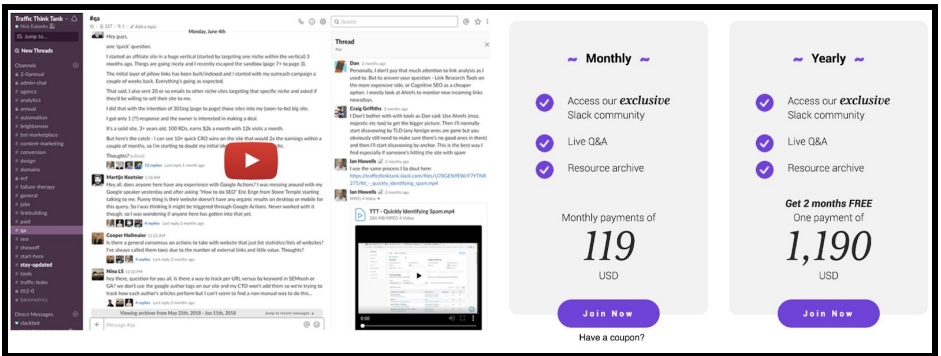
Price Model: *Monthly Recurring or Annual Recurring*

Revenue: *\$100,000/year+ (*Estimated)*

For the case study of the Private Community I've decided to showcase Traffic Think Tank (TTT).

TTT is a members-only community in the niche of Search Engine Optimization (SEO). It has evolved quite a bit over time, but from my knowledge it started out as a Slack group only. Once a member would join (either for a monthly fee or annual upfront fee that's slightly cheaper), they would have 24/7 access to the private Slack group, founders, coaches and other members.

Members can ask questions regarding their SEO strategies and get them answered in real time, which for many SEO's is hugely valuable and easily worth the small fee of \$119 per month. A single tip or piece of feedback could produce a direct ROI of thousands or even tens of thousands of dollars.



Based on a screenshot taken from their website back in 2019, there were 327 people in the Slack group. Assuming only 50% of those members have paid full price of \$1190, that would mean an annual recurring revenue of \$195k USD (I estimate the revenue to be much higher than that but I don't have access to the financials so can't say for sure).

Over time, TTT has been holding webinars, Q&A sessions and sharing content with their private community.

This allowed them to take this content and add it to a members-area on their website which makes their offer more valuable for new members who join because they now have access to the Slack group but also all the created content.

Here is a more recent screenshot of what they offer:

Most Popular

↘

Monthly

(Academy + Mastermind)

- ✔ **Make real connections**
get specific questions answered, and tap into a huge library of expert training.
- ✔ **TTT Academy: 200+ hours of training**
Filter by topic and skill level to learn at your own pace
- ✔ **Templates, Tools, and Process Docs**
Scale up and simplify every part of SEO
- ✔ **Live Q&A Sessions**
Get direct, personal advice from a panel of industry veterans
- ✔ **3+ Expert-Led Webinars**
Monthly Learn what works from experts at the top of their fields
- ✔ **Members-Only Perks**
Save BIG on the tools and services you need to do your best work.
- ✔ **Exclusive Slack Community**
Build a network of smart friends and seasoned mentors you can turn to any time
- ✔ **2 months free**
with your annual membership.

MONTHLY PAYMENT

\$119

Join Now

Best Value

↙

Annual

(Academy + Mastermind)

- ✔ **Make real connections**
get specific questions answered, and tap into a huge library of expert training.
- ✔ **TTT Academy: 200+ hours of training**
Filter by topic and skill level to learn at your own pace
- ✔ **Templates, Tools, and Process Docs**
Scale up and simplify every part of SEO
- ✔ **Live Q&A Sessions**
Get direct, personal advice from a panel of industry veterans
- ✔ **3+ Expert-Led Webinars**
Monthly Learn what works from experts at the top of their fields
- ✔ **Members-Only Perks**
Save BIG on the tools and services you need to do your best work.
- ✔ **Exclusive Slack Community**
Build a network of smart friends and seasoned mentors you can turn to any time
- ✔ **2 months free**
with your annual membership.

ANNUAL PAYMENT

\$1190

Join Now

As you can see, it's become a lot more valuable than it was a year earlier. And this is a fantastic example of how you can launch your digital product initially as a Private Community and over time expand it out into an Online Course with training videos, content, tools and services.

The more time that goes by, the more content is created and the more valuable your offer becomes.

At a rate of \$99 per month, even just having 100 loyal subscribers in your Private Community is enough to net you six figures per year while covering your (minimal) overheads and perhaps even giving you a small budget for marketing to grow your business.

Chapter 14: Case Study - 6

Figure eBook/Audiobook

Digital Product Model: The Ebook

Example: The Truth About Abs by Mike Geary

Niche: Health > Fitness > Muscle > Abs

Price Model: Once-off (\$29.95)

*Revenue: \$10 million USD and more (*Estimated Lifetime Revenue)*

For the case study of the Ebook I chose The Truth About Six Pack Abs by Mike Geary.

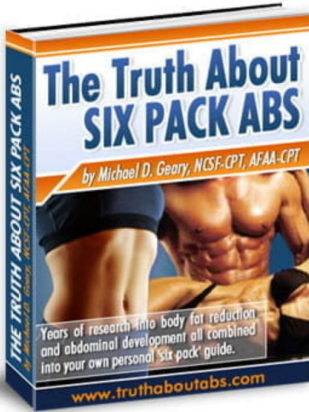
Launched in 2005, this is probably one of the bigger success stories in digital products, especially since it's such a low-ticket digital product packaged as an ebook.

While this is an exceptional example, it shows the possibility of being able to make millions of dollars with just a solution to a common problem, packed as a very simple ebook.

Mike was working as a personal trainer when he came to realize that one of the more common questions asked by his clients was how to get visible six pack abs. After all, who doesn't want to have ripped abs to show off on the beach or in the gym (or anywhere really)?

Mike took his knowledge and experience and created an ebook that taught people exactly how to get visible six pack abs in a fast,

easy way. According to an interview by Tim Ferris in 2011, Mike claimed he had sold more than 500,000 copies of the ebook at the time, which if sold at \$29.95 would be just shy of \$15M in total revenue back in 2011. It's still for sale to this very day!



Enter Mike Geary

Can you describe your muse?

My "muse" (i.e. business) is composed of three main components:

1. I sell a fitness information product called "The Truth about Six-Pack Abs," which has sold more than 500,000 copies since 2005.

Source: <https://tim.blog/2011/11/02/the-truth-about-abs-mike-geary>

The team behind Turthaboutabs.com has since expanded and they now offer 4 different ebooks, which according to the affiliate page on their website has sold over 1.25 million copies of all 4 ebooks combined.

TruthAboutAbs.com

Your Honest Source for Fitness, Nutrition,
& Health News



- ✓ Naturally **FIGHT** the Aging Process
- ✓ Expert Diet Advice to **Burn** Fat
- ✓ Motivation Secrets to **Unlock** Your Success Mindset
- ✓ Melt Fat, Ease Joint Pain, Kill Blood Pressure, & **Boost** Your Energy

We pay 75-90% Commissions on all **FOUR** of our products, including **BACKEND** sales (which no other vendor on CB is doing). We've sold over 1.25 Million copies of the 4 of our ebooks combined. Refund rates are less than 2% currently (compared to most health products at over 10% refunds)

Source: <https://www.truthaboutabs.com/affiliate-info.html>

So, even though ebooks may have a lower perceived value compared to online courses, newsletters or private communities, they're still a proven strategy to generate six figures per year online.

Remember, all that a digital product does is provide a solution to a problem. If you're able to convey that solution in the form of an ebook and you're able to solve your customer's problem and deliver on your promise, you have yourself a potential six figure per year online business.

Note: Obviously this is an exceptional example, but here is the question you need to ask: are there people out there making five and six figure incomes off of a simple e-book they created once, figured out the correct marketing angle for, and let sit there pumping out money for years and years? The answer is Yes - there are countless examples. I've been in this industry for years and I'm continually shocked by some of the ways people are making crazy money in weird and unexpected ways. You'll never know what will happen until you try.

Chapter 15: How To Create Your Digital Product (Tools of The Trade)

In this chapter I want to share with you the practical steps, the tools, the products and the services that you can use to create your digital product in the easiest and most efficient way for the lowest cost (without compromising on the quality) in such a way that you don't need to be incredibly technical to get it all done.

I personally know my way around the computer reasonably well, but I'm no programmer or designer. For this reason I'm confident that you can do everything I'm about to share with you without being technical.

In fact, these very words you're reading right now were written up in a simple and free Google document. That's how easy it can be to create your digital product.

The main tools of the trade required to create digital products are video, audio and text.

Video

There are two options if you want to use video in your digital product or marketing strategy. The first is to actually get in front of the camera. The second is to do a screen recording of a presentation or just a walkthrough tutorial of how something is done step by step. (Alternatively you can hire someone or partner

with someone to be the camera face if you want video but you're not comfortable being in the spotlight).

For camera and recording equipment you don't need fancy gear that costs thousands of dollars to get started. A recent smartphone is more than enough to be able to record a good video. It's important to make sure that you have good lighting. You could consider getting a studio light kit (they retail for less than \$100 on Amazon), but if you don't want to invest into that, make sure there's enough natural light when you're recording. Good audio quality is important, so I recommend a digital voice recorder and lapel clip-on microphone. Both combined can be ordered on Amazon for less than \$150.

If you want to create screen recording videos I recommend ScreenFlow (Mac) or Camtasia (Mac + Windows) combined with a USB microphone. Camtasia costs around \$99 for the software, but comes with a free trial if you want to try before you buy (<https://www.techsmith.com/video-editor.html>).

To create presentations you could simply use the free online program Google Slides, or if you have access to Excel or Keynote you could use those too.

For microphones you could use the built-in microphone on most laptops, but usually the quality isn't very high. I recommend the blue Yeti microphone which costs around \$99 and it creates very high quality audio. However, if you already have the digital voice recorder and lapel mic, you could simply use that instead.

Ultimately you could create videos with purely your smartphone and later upgrade the quality of your equipment, but I would recommend the above equipment (this is what I personally use) to get your quality up to fairly high levels without breaking the bank.

Audio

If you want to create audio files (e.g. for an audiobook or podcast), you can use the digital voice recorder and lapel mic, or a Blue Yeti USB microphone. Both will give you high-quality audio.

For editing audio files, I recommend a free, open-source program called Audacity. It's excellent and has a lot of flexibility and doesn't cost a single penny to download at <https://www.audacityteam.org/download>.

Text

The simplest, low-tech way to create any digital products containing text is just to use Google Docs or Microsoft Word. You can create your text document how you want it and then you can turn it into a PDF (an ebook), very easy. Literally with just a few clicks.

If you're a bit more technical you can figure out how to make the PDF pretty (formatting & design) but even if you know how to do that yourself, I recommend just outsourcing the design, graphics and cover page to someone for a small fee. Any tasks like that you can get done on [fiverr.com](https://www.fiverr.com) in a matter of days for under ten bucks.

A cool tip for creating text in an easy way is to record an audio version (just speak your mind and record it using your digital voice recorder with lapel mic or microphone) and have that recording transcribed to text. There are many services that do this for pennies on the dollar such as Rev.com. Once you have the rough transcripts, you can get them edited (or edit them yourself) to get a final version that's of high quality to go out to your customers.

This is the exact process I followed to create the very book you're reading right now. Writing 30,000+ words would have been a very time-consuming task, but recording my thoughts and getting them transcribed only took about 3 hours in total.

Private Community

If you're looking to create a Private Community then there are a couple of options:

For a chat platform you could use Slack.com or Discordapp.com (both are free) where you can create your own channels and have different membership access levels to individual topics.

For a group, you could create a private Facebook group or create a forum on your own domain. A Facebook group is free, easy and convenient (as many of your customers will already have a Facebook account), however you're subject to Facebook's rules and don't have full control over your group. A private forum (such as <https://www.vbulletin.com/>) has the benefit that you have full control over it and no 3rd party can delete it, but it'll cost money and tech skills to set it up (you can pay someone to set it up for you if you want to though).

For lower-ticket programs my personal preference is a Facebook group to start, and a transition to a private forum once you get enough members.

For higher-ticket programs and coaching, my personal preference is a Discordapp group because it allows for real-time communication and easy sharing of content but if you don't have any moderators or coaches to help out in the chat it could become a bit overwhelming once you get many members into your program.

Membership Software

When it comes to membership software (creating a members-area with your premium content) there are two options:

The first option is easy and low tech by signing up to a platform like Teachable.com that allows you to use their custom-built platform to have your own private online members area. All you need to do is fill in the blanks on their provided templates and upload your content and you're good to go. The downside is that you lose some flexibility (you don't have full control over design, layout etc.) and there will be some sort of cost or fee involved.

The second option is to create a members area on your own website. I recommend using the free Wordpress platform and a plugin called Wishlist Member which costs around \$100 once-off). In the long run this is usually a cheaper option, but it does require being more technical if you want to set it up yourself (you can outsource this for a reasonable fee).

My suggestion if you're not technical and you just want to get up and running asap, is to choose a platform that does all the tech stuff for you. However, if you are familiar with Wordpress and have the tech skills to set up a members area on your own domain, I prefer this option as it gives you more control over your product and members area.

Design

Design and presentation of everything in your online business is very important. First impressions matter. Personally I'm not very good at design myself so I usually outsource the design stuff to people who are more talented.

That being said, there are a few tools and services I use when it comes to design.

[Canva.com](https://www.canva.com) is a free online design service.

Adobe Photoshop is pretty much the staple design and image editing software available. You can get full access to it for a low monthly subscription of around \$10 at adobe.com/products/photoshop/pricing-info.html.

[Fiverr.com](https://www.fiverr.com) is a platform where you can easily get all sorts of design work done for relatively cheap.

[Designpickle.com](https://www.designpickle.com) is a service that allows you unlimited design requests for a flat monthly fee. It's not cheap, but if you have a lot of design work that needs to be done on a regular basis, this is much cheaper than hiring someone in-house.

[Graphicriver.net](https://www.graphicriver.net) is a marketplace for professionally designed templates, especially useful for when you need to create good-looking slideshow presentations or PDF documents without breaking the bank.

[Unsplash.com](https://unsplash.com) is a great source for free stock photos.

[Pixabay.com](https://pixabay.com) is a great source for stock photos and videos.

Chapter 16: Sales Funnels And Why You Need One

In this chapter I want to explain to you exactly what a sales funnel is and why it's critical that you have one if you want to be successful with your online business.

Please note: this chapter is only meant to give a bird's eye view of how a sales funnel works. There is a lot more detail to this than what is covered in this book and it's very important to get all this right if you want your business to be successful. It's simply a big topic that requires a lot of attention to detail (but again, if you build it right once, you're likely to be reaping the benefits for years).

What is a sales funnel? A sales funnel is essentially a collection of individual pages with unique messages, put together in a specific sequence, designed to convert a prospect into a customer of your products and services.

When it comes to potential customers for your business, there are several stages of awareness. One the one end of the spectrum there are the people who don't even know you exist (cold prospects) and on the other end of the spectrum are people who already know, like and trust you and are ready to buy whatever you have for sale (warm prospects). Between the two extremes of the spectrum, there are many different levels of awareness ranging from people who've heard about you but don't realize you have an

offer, to people who were on your checkout page ready to order but got distracted by the cat and social media and forgot to complete the order.

The job of your sales funnel is to move as many people from the extreme cold prospect stage of awareness to the warm prospect stage of awareness and ultimately converting those warm prospects into customers.

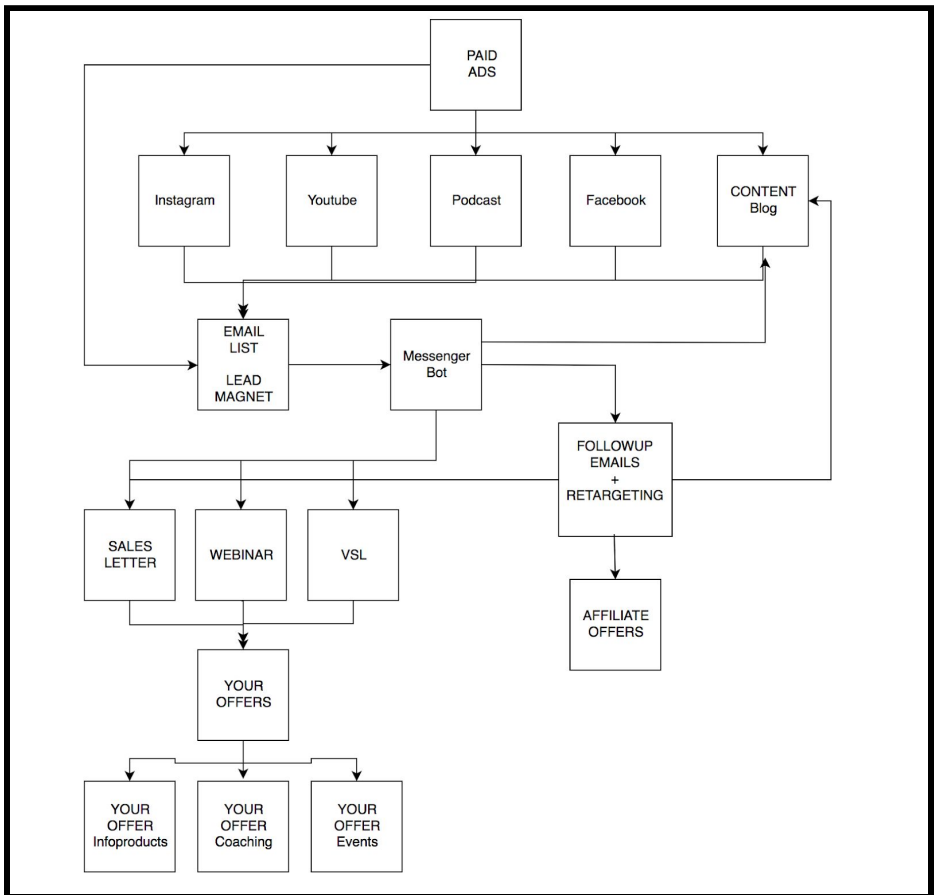
People are more skeptical than ever. The low barrier to advertising online has created a surge of entrepreneurs and agencies that are now running very targeted ads to not always very ethical offers (sometimes downright scams). People are becoming more immune to hype-y advertising and more knowledgeable about the strategies marketers use to sell things online.

People's attention spans are shorter than ever, most likely due to being so conditioned to multitask and have short attention spans through social media and mobile phones. I've seen figures thrown around that the average attention span is about 6 seconds. This means if you can't get someone's attention right away, you'll likely lose them.

The required amount of touch points before someone purchases from you is higher than ever. Due to the skepticism being at all time high levels, combined with shorter attention spans, the number of times your business (or you personally) needs to interact with your prospect has also increased. I've heard numbers that the average required number of interactions is more than 20 before someone ends up purchasing from you (although that will depend on your marketing, the stage of awareness of the prospect and the details of the problem that they're looking to solve).

In other words, on average, a prospect needs to read your content, watch your video, see your posts online, open your email and whatever variation of an interaction there is...twenty times before they purchase your product or service.

A sales funnel will help you with all the above in a very low-cost, scalable, efficient and automated way. Here is a birds-eye, high-altitude overview of what an online sales funnel could look like and how it works:



Note: Don't be scared! The above diagram might look intimidating if you're completely new to all this, but it really becomes very simple once you have a bit of exposure to it and see it in action. It's also what separates the people that make real money from this business from the people that only get a handful of sales here and there.

In the sales funnel overview diagram above, the whole purpose is to get targeted leads into your sales funnel by getting them on your email list so that you can continue to automatically follow up with them, build a relationship through repeated interactions and providing value and convert as many of your leads into customers as possible.

It's entirely possible to run paid advertising directly to your sales funnel optin page. For example, you could run ads directly to a webinar page (collecting their email before they can watch the webinar). Or you could run ads directly to some sort of lead magnet (usually a giveaway of some sort such as a free report, training video or case study in exchange for the lead's email).

What you can also do (I recommend this as a long-term strategy for success) is to have your various content platforms. This can be social media such as Youtube and Instagram, but also owned properties such as your own website / blog. This is where people can go to learn more about you, learn from you and even where you can grow an organic (free) following. As you've read earlier, I'm not a fan of relying on free traffic because it's too slow, but if the free growth is a byproduct of your overall strategy that is a nice bonus.

In all of your content you should have calls to action to get people from that content on to your email list and in your sales funnel. Then you can test running paid traffic to your content, which often can be done for pennies on the dollar. Paid ads can work out cheaper when being sent to content compared to a sales page, and there's also a chance that the leads you get who have read, watched or listened to your content before entering your sales funnel can be of much higher value compared to a cold lead (someone who doesn't know you) who is sent straight to an email optin form.

Once a lead enters your email sales funnel, I recommend you get that lead on multiple different platforms such as a Facebook messenger bot and an SMS list (maybe also a physical snail mail list). The reason for this is simple. Email open rates are not as high as they used to be and if you get a 20% open rate of your emails that can be considered high in some cases. This means 1 in 5 people open your emails and you lose access to 80% of your leads. However, if you are able to contact your leads on other platforms too, you greatly increase the effectiveness of your marketing and you should be able to make a lot more sales. FB messenger and SMS open rates can be in the 90% range.

The sales funnel can be built out to contain an almost unlimited amount of followup emails loaded with value, content and calls to action. All of this can be built out and setup one time and after that it will continue to be delivered to every single lead that enters your funnel automatically (as per the schedule and sequence you programmed it in).

This is why a sales funnel is essential for the success of your online business. If you just present an offer to a prospect, they're probably not going to buy 99% of the time. But by sending them through a series of specifically organized content that is designed in such a way to be able to take that person through various steps of their journey of not knowing who you are and not even knowing that they need your product to actually becoming a customer. The beauty of the sales funnel is that it doesn't matter if it takes 1 day or 6 months for a lead to convert into a customer because once you've setup the funnel, there is no work required from your end. You don't need to manually email every lead or get on the phone with them. It's all pre-programmed and automated and your online sales funnel is working for you 24/7/365. If you provide great value to people and you're solving a problem that people have, generally the more time they spend with you, the higher the chance is that they purchase from you.

The Added Benefit Of Having A List (Increased Monetization)

A sales funnel is not only good for selling your own product though. By getting targeted people on your email, messenger and SMS lists you're building a very profitable asset because you'll be able to use those lists to launch other products or services and you'll be able to promote other people's products as an affiliate. This means that you can participate in product launches or simply promote other products and services to your lists and receive a commission from every sale that you refer.

It's completely possible to make thousands of dollars per month purely as an affiliate. If your list is big enough and responsive enough, it's even possible to make six figures per year purely through affiliate marketing. That might sound ridiculous to you right now, so let me give you an example:

For example let's say there's a \$2500 offer with 50% commissions in the finance niche and you have lists of targeted people interested in learning more about finance. You could participate in promoting this offer to your list and if 20 people purchase the offer through your affiliate link, you'd generate \$50,000 in sales and \$25,000 in commissions.

That's 25,000 for one single promotion, and could be pure profit if it's only based on contacting your existing audience via your email, messenger and SMS lists. If you do four of these promotions a year (one per quarter), you're sitting at 100k profit simply for sending out several emails to your list. Getting 20 people to buy something is not a crazy high number, especially if the offer converts well. Depending on the strength of the relationship with your list, you could achieve this with only having 1000 people or less on your list. You don't need a huge email list.

I chose the above example because it is based on results that I've actually achieved. I.e. it's a real-world, actual example, not just based on some theory. Here's a screenshot of an email from our affiliate manager with a breakdown of the results of an affiliate promotion of a \$2500 offer in the finance space.

Your first round of payments for [redacted] will be sent October 4. (this Friday)
Please see the breakdown below...

Name	Company Name	%s	TOTAL Sales	Gross \$	Refunds	Net \$	Commissions	60% Payout 10/04/19
[redacted]	[redacted]	50%	34	\$ 94,253.00	\$ (3,500.00)	\$ 90,753.00	\$ 45,376.50	\$ 27,225.90

There will be two more payment Nov 1 (30%) and Dec 6 (10%).
Please let me know if any banking information has changed since our last partnership, and if not, reach out Friday if you do not see payment.

\$45,376.50 in commissions, simply by recommending a high-converting offer to our email list of people interested in the niche. Promoting this campaign consisted of scheduling emails in the autoresponder software and I estimate that it took no longer than 4 hours of work to achieve this result. Not bad right?

I'm sharing this with you to show you the potential of what you can achieve when you have a targeted list of people you can contact on demand. The stronger your relationship with the list, the more likely it is those people will buy what you recommend to them (especially if the offer converts well and is a high quality product).

The Added, Added Benefit Of Having A List (Even More Options To Make Money)

Another benefit of having a targeted email list you can contact on demand is that you can leverage it to do reciprocal promotions with other list owners in your niche.

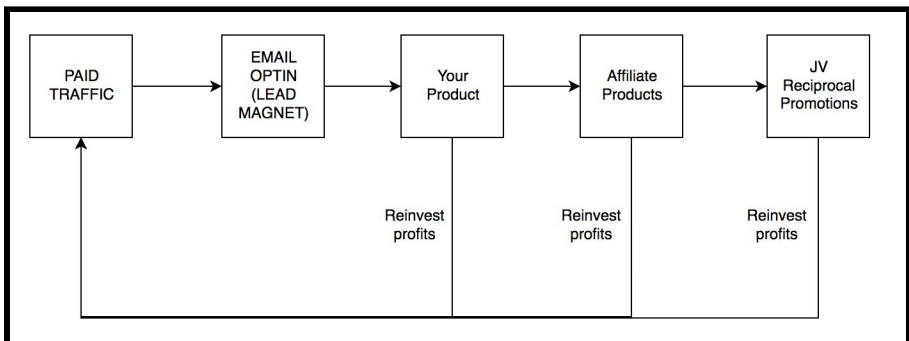
For example, let's say you have an online course teaching people how to start an online business by creating digital products and Joe has an online course about affiliate marketing. You could make a deal where you promote Joe's product to your list as an affiliate, and Joe promotes your product to his list as an affiliate.

Once you've got all the promotional material setup once (usually a webinar or sales page and an email sequence), the effort to do a reciprocal promotion is a few hours at most and could end up making tens of thousands of dollars from just one reciprocal promotion.

For example, let's say both your product and Joe's product cost \$1000. Joe's promotion of your product makes 12 sales and your promotion of Joe's product makes 18 sales. This means the reciprocal promotion generated \$30,000 and you each get \$15,000 for just a few hours worth of work scheduling emails.

Be careful of promoting too many other products. I recommend doing a promotion only once every 3 months, and ensuring that the product you promote is of high quality. If you promote too many offers or low-quality offers, you'll risk losing the trust of your list and thus the potential results of your promotions can drop significantly.

Both the affiliate offers, launch offers and JV partner strategies are ways to add many thousands of dollars per year in profit to your online business, simply as a side-result of running your online business and building up your email list (building an email list is one of the parts of the funnel that I teach).



What I recommend is to invest a large portion of the profit from your affiliate offers back into paid traffic to acquire new leads and growing the size of your lists.

This then helps you make even more profit from your own product sales and affiliate promotions and allows you to continue growing and scaling your business and profits.

Chapter 17: How To Price Your Digital Products

In this chapter I want to share some insights and strategies when it comes to pricing your digital products and services. This is something that can be a bit intimidating when you start out.

Do you create a low-ticket item? Do you create a high-ticket item? How much can you charge people? How much do you think you're worth?

While I'd love to tell you that there's a cookie-cutter template with a specific number you should charge for your products, the answer is unfortunately not that simple. However, there are plenty of tips and strategies that I'm about to share with you that'll make it easier for you to figure out how to price your products.

Perceived value (branding) plays a big role in how much you can charge for something. For example, regular coffee costs pennies to make and a no-name brand might charge you a dollar or less for a cup of coffee. However, a well-known brand like Starbucks is able to charge many times that amount for essentially the same coffee due to their perceived value.

Expensive fashion brands are able to charge ridiculous markups on very simple items such as plain t-shirts, simply because of the perceived value. A no-name brand simple white cotton t-shirt might cost a few bucks. A white cotton t-shirt from Louis Vuitton might cost hundreds of dollars.

Perceived brand value is only one of the factors that play a role in determining the price point. There are multiple other factors, of which I believe the two most important ones are: testimonials of results from customers using the product successfully, and how easy it is to get results as well as what the quality of the results will be. After all, your customers are purchasing a solution to their problem.

What you should also consider is how your pricing strategies determine the kind of people that will buy your product. Certain price points may attract problem customers that are looking for a quick fix and will produce a high complaint and refund rate. Pricing yourself too high may attract a higher quality audience, but if you price yourself too high you may price yourself out of the market. So, let's explore the different options of how you can go about pricing your digital product.

One-Time Payments vs. Recurring Payments

Let's explore one-time payments versus subscription payments.

A one-time payment is an upfront payment, either in a direct lump sum or perhaps a payment plan where you break it up into one two or more instalments, but after the payment is complete the transaction is complete. You've received the money, the customer has received the product or service and there will be no further interactions for that specific product or service.

With a recurring payment (a.k.a. A subscription model) the obvious benefit is that you will continue to receive residual income from the same customer. The catch is that the customer has to remain a customer subscribed to your product or service.

Recurring payments could be monthly, quarterly or annual subscriptions.

When it comes to subscription payments, there are different models where this pricing strategy works and there are other models where it does not work.

Pricing strategies with recurring subscriptions tend to work the best in industries where there is real loss of value if the person cancels. The best kind of example would be something like website hosting or an email autoresponder service (for sending out emails and keeping your list). This is typically a monthly or an annual subscription and typically customers tend to stay on for years (perhaps even decades).

The reason for that is quite simple: If you're relying on website hosting or an email autoresponder to run your business, if you cancel that service, you can no longer run your business. So typically someone is going to stay with their provider as long as they have good results with them or for as long as they're in business and have a need for that particular service.

However, when it comes to using recurring subscription pricing on an online course, it tends not to do very well. The reason is that once the customer has access to all the information, there is usually no added benefit to continuing to pay. Usually every time a payment gets taken from someone's account, there's some degree of pain involved. If the benefit exceeds or justifies the pain, the person stays on.

If there is no longer a benefit or gain, then people usually want to stop the pain and thus cancel the subscription. If there is no pain or loss associated with cancelling the subscription, it's going to be a struggle to keep your customers paying you on a recurring basis.

With an online course there usually isn't pain associated by cancelling, so if you have the option of getting \$1000 upfront or \$100 per month, usually it works out to be a lot more profitable to get the \$1000 upfront. Customers would have to stay on average for 10 months on a recurring subscription to make the same. Usually the average retention rate will be 4-6 months.

Many people (including myself) have tested this and seem to have the same conclusion: when it comes to an online course with no pain of loss if they were to cancel, price it as a one-time upfront fee as you're likely to get more money than breaking it down into a monthly subscription.

However, there are digital product models where there is an associated pain or loss if they were to no longer have access to the product. For example, a premium newsletter or a private community. If the value of the membership exceeds the cost of the membership, cancelling the membership would mean loss of future premium newsletters or of access to the community and coaches, meaning there is a higher possibility of retention with these digital product models.

If you were to do any sort of recurring subscription model, my recommendation would be to make it an annual membership because you'd be ensuring yourself of at least 12 month commitment at a time.

So if you want to charge \$1,000 for your digital product, instead of charging a once-off \$1,000, you can make it an annual \$1,000 plus \$1,000 a year. Or \$1,000 plus \$500 for every year afterwards to keep access to for example: the updates and to keep access to the community and the weekly coaching calls.

That way you're still getting your \$1000 up front but you still have the possibility of getting that subscription revenue in the following years. Even if only 20% of your customers stay on for the second year that could translate into a lot of free money. Imagine you're doing \$1 million in revenue per year... that would mean an extra \$200,000 for the second year for you doing absolutely nothing extra.

All that you did is adopt a recurring price model from the start. Sure, perhaps 80% of your customers aren't going to renew. That's perfectly fine because you just made yourself an extra 200K on that million dollars just by having the recurring subscription pricing.

Low-Ticket vs High-Ticket Pricing

How are you going to price your product? Are you going to charge low-ticket and aim to sell large volumes? Are you going to charge high-ticket and aim to sell smaller volumes? Or are you going to charge somewhere in the middle? Or are you going to do a mix of both? Don't worry, all of these have the ability to get you to six figures a year and more.

Let's look at the pros and cons in more detail:

Firstly, here's how I define low-ticket and high-ticket prices for digital products:

Low-ticket is \$0-\$200

Medium-Ticket is \$200-\$2000

High-Ticket is \$2000-\$10,000

If you don't have access to traffic or an audience and you rely on paid advertising, you'll have to consider the advertising cost. With a \$50 price point you have to be able to generate a customer for less than \$50 to make a profit. However, if your product sells for \$1000 or more, you can spend hundreds of dollars to acquire a customer and still have a profit.

Low-Ticket Pros & Cons

If you want to choose low-ticket pricing, you're going to have to be able to generate a lot of sales to be able to make six figures per year in profit. For example, if you're selling your product at \$50, you need to make 2000 sales to generate \$100,000 in revenue. This is definitely possible to achieve, but it takes a lot of effort and resources to convince 2000 people to purchase your product.

Another potential downside (depending on the niche and your marketing message) is that low-ticket pricing tends to attract low-mindset customers. This doesn't always have to be the case, but in my experience it tends to be especially true in business opportunity niches where prospects have expectations of overnight riches with little effort. This phenomenon may be less frequent in non-bizopp niches.

The advantage of a low-ticket product is that the expectation of what the customer will receive tends to be lower. It could be possible to sell an ebook as a low-ticket item for \$50 or even \$100, but you'd struggle to sell an ebook for \$2000.

High-Ticket Pros & Cons

If you choose medium-ticket or high-ticket pricing you can sell far less copies of your product to make a six figure per year income. For example, if you sell at \$1000, you only need to make 100 sales to generate \$100,000.

Higher-ticket prices tend to attract higher-mindset customers. Combine this with the fact that you'll usually have a smaller group of people in your program (compared to low-ticket pricing) and it usually makes it a more pleasant community.

The downside of medium-ticket or high-ticket pricing is that the expectations people have are higher. This means that the quality and the content of your product tends to be of a higher level. You'll often have to include some sort of support, group coaching and a more intensive training (perhaps a detailed online course with many modules).

Another downside (potentially) is that higher-ticket pricing usually requires a phone close. This may not be a problem for you at all, and even if it's not something you like to do personally, you can hire people to do the phone closes for you. It's just a fact that people don't typically pay large sums of money through a sales page or checkout form without speaking to someone on the phone first. However, this is nothing to fear and if you've got a good

offer, you should welcome the opportunity to get on a call with a potential customer.

Note: You may not realize this, but building a sales team to sell your course over the phone is something you can outsource entirely. There are companies that have sales people on staff that you can hire to sell your product. They'll even help you create the pitch and everything. These companies typically take a portion of the profits, but a lot of times the math makes sense to build a business this way, as the potential upside for having a phone sales team is huge. Imagine having a room full of salespeople selling your multi-thousand dollar product on a daily basis - this is the kind of business that has potential to easily become a \$1m+ business.

What Are You Worth (Why Would Someone Pay You)?

A common objection I hear when I share this business model to people is that they don't know how they could possibly provide enough value for someone to pay them \$100, or \$1000... let alone \$5000. After all, \$5000 is a lot of money, right?

Well... that depends. To some people \$5000 is 2 months of slaving away at their 9-5 job. To some people \$5000 represents a small portion of their overall income that they'd be happy to spend on learning a new skill that can help them in life.

You have to price your product appropriately according to the value of the problem you're solving and the market you're serving. By focusing on this, it doesn't matter what you think you

may or may not be worth and what people could pay you an amount of money for.

What is the value of the problem that you're trying to solve? Is it a \$30 haircut problem, or a \$5000 divorce problem, or a \$50,000 IRA rollover problem?

Which type of market are you serving? Regular people making minimum wage? Middle-class with a six figure income? The 1% with a net worth of over \$10 million?

Can you see how you completely remove the need to put a figure on your own value simply by focusing on the above two questions?

Combining Pricing & Digital Product Models For Maximum Effect

It's possible to have multiple products with different pricing strategies. In fact, there are many online businesses that (over time) expand their offerings and pricing model to cater to different segments of the market.

You could start out with a low-ticket ebook and then create a medium-ticket online course and eventually launch a high-ticket mastermind.

You may find that you're able to easily sell your ebook but you're not making much profit. Instead of discarding the ebook or raising the price, you could choose to create a higher-ticket online course and upsell your ebook customers into the course. After all, some of the easiest people to sell to are people who have already

purchased from you and had a good customer experience. This way you've shown that you (or your company) delivers on what you promise, you've built trust, you have a stronger relationship and you've been able to demonstrate your expertise on your topic in the low-ticket product.

A comparison I always like to make is with air travel. When you fly in a plane you have different levels of comfort within the plane. You have economy class (coach), economy plus, business class, first class and even the possibility of flying private. The reason for this is that there are just different people who prefer different things. Some want luxury and comfort and are willing to pay for it. Some people even refuse to fly in coach and by not having a business class option available it may exclude certain customers from using that airline.

In the same way, there are a percentage of your customers who are willing to spend more to get better quality information from you. Perhaps they want more training or one-on-one coaching with you. Perhaps they want a done-for-you option. Other people may just want your entry-level product and that's enough for them.

However, if you only offer one product, you automatically exclude different segments of your customer-base and may even deter people from purchasing your product altogether (meaning you'll potentially leave a lot of money on the table).

Now, just FYI, it is entirely possible to make multiple millions with just one product. It is entirely possible to have one \$1000 or \$2,000 course that you sell that you can make a few million dollars with. You don't need to start out having 5 different products. I don't recommend it at all.

However, if you're going to be working on your business for multiple years, then over time I'd recommend building out multiple versions of your product. Have a low-ticket offer like an ebook. Have a medium-ticket offer like an online course or newsletter. And eventually, have a high-ticket offer for the small percentage of your customers that desire that (and are willing to pay for it).

Chapter 18: Conclusion - How To Get Started Today

As we near the end of this book, in this chapter I'd like to recap the core points of the various chapters to give you actionable steps you can follow to get started building your own digital product online business today.

The most important decision that you need to make is whether or not creating your own digital products is the type of online business model that you want to follow.

As a popular saying goes, *"He who chases two rabbits catches none"*.

You have a limited amount of time, energy and focus. All of this should be dedicated to only one business model (for a period of multiple years) to maximize your chances of success.

Personally, my online business model of choice is the one I'm fully committed to and the one I wrote this book about: digital products and e-learning.

You'll need to make your own decision whether you're going to commit to this model or not.

If you choose to commit, I recommend you to ignore all other business models and opportunities that can and will be marketed to you on a daily basis. Focus only on your digital product business, keep learning (about this specific business model and

skills required for it) and keep improving what you already have. This is the best tip I can give you to help you become successful as quickly as possible.

Recap

Let's recap the various steps to creating a digital product online business that we've covered in the book:

Step 1: Choose Your Niche (1- 2 weeks)

When it comes to choosing your niche there are several factors and criteria to consider.

- 1 - Choose an evergreen problem to solve.*
- 2 - Check that the market is big enough.*
- 3 - Check that there is competition in your niche who have proven the ability to make six figures per year (or more).*
- 4 - Choose a problem to solve where the solution is worth enough to charge your price.*
- 5 - Ideally this niche should be a combination of your experience, talents and passions.*

Step 2: Create Your Offer (2- 4 weeks)

People want an easy solution that takes low-effort to implement (ideally effortless) and gets results fast.

Your marketing should convey how your product provides the solution to their problem in this way. Your product should match the expectation.

Try to figure out how you can create a product that makes it as easy as possible for people to get results, with as little effort as possible, in the quickest time possible. Even if you can quickly get them a tiny taste of success with ease and low effort, that may be enough to get them hooked on your product and really invest more time and resources into continuing.

Step 3: Build Your Online Sales Funnel (2- 4 weeks)

The purpose of an online sales funnel is to get targeted leads into your sales funnel by getting them on your email list (or messenger list, sms list or mailing list) so that you can continue to automatically follow up with them, build a relationship through repeated interactions and providing value and convert as many of your leads into customers as possible.

You absolutely need to have this for your online business. The good news is that once the initial work is done to set it up, there is little maintenance to keep it running.

The added benefit of having an online sales funnel is that it allows you to increase the monetization of your leads by adding in additional products, services and affiliate offers into your followup sequences.

Step 4: Create Your Product (1- 4 weeks)

If you're just starting out, I recommend not to put too much time into creating your product in advance before you know if it will sell or not.

Some of the quicker ways to launch your online business without having to spend months creating the product first are:

Launch your program as a live weekly training program.

This allows you to deliver the content via webinars over a period of 6-8 weeks. It also has the added benefit of getting feedback from your initial members to help you answer the common questions and objections as best you can and this increases the quality of product you create.

Launch a newsletter.

The newsletter online business model allows you to launch your business without creating much (or any) content in advance as you'll be able to release the first edition after you launch.

Start with a private community.

You could launch your online business as a private community initially (such as a private Facebook or Slack group) to which you'll add content to regularly. Over time you can take all this premium content and add it to a members area, and then increase the price of your product as you'll then have a Private Community as well as an online course or premium content to offer.

The goal should be to start making sales of your product as quickly as possible, and then continue to work on it over time and keep improving the quality of your product and the value you offer.

Step 5: Drive Traffic

If you have an existing audience you can tap into, that would be the first place to start when you're ready to launch your product. This would include email/sms/messenger/ mailing lists and followers on social media platforms.

If you don't have an existing audience, I'd recommend paid advertising as the quickest way to build your audience and start making sales. With paid advertising, you'll start building your list from day 1.

Even if a lead doesn't buy from you right away, there's a chance that lead will buy from you in future, or purchase other offers you recommend as an affiliate. Additionally, as you build your list, you'll be able to leverage your list to drive traffic to your content and other platforms (Youtube, Facebook, Instagram etc.).

Note: This means that if you are breaking even with a small front-end product (the amount of ad spend equals the amount you are making off of the sales of the front-end product), then you should absolutely continue, because you are building an email list (which will make you money down the line, which is pure profit) and the people that bought the front-end product can be upsold to other higher-end products or affiliate offers down the line (which would also be pure profit). These further sales are pure profit because you already covered the cost of the advertising with the money made from the front-end product.

I'd recommend starting with either Facebook ads or Google ads (and choose one of those). Both these platforms have enough traffic to generate 7 figures per year so there's no need to be on more than one platform at a time. It doesn't matter which one you choose... I'd recommend choosing the platform you already have the most experience with. If you're starting from scratch and have to learn how to use either platform, my recommendation would be to learn Google ads.

I'd recommend starting with a small budget of perhaps \$10-\$20 per day. Take your time and don't try to force results. If a campaign doesn't work at small budgets, it's not going to get better if you increase the daily spend on that campaign (in fact it'll probably make the results even worse).

While your advertising campaigns are running, if you still have time and energy to dedicate to your business, then I'd recommend creating some high-quality, evergreen content that you can use in your marketing strategy.

The content won't get seen by many at first (since you don't have an audience), but you can use paid advertising campaigns to drive traffic to this content before directing them into your online sales funnel. This warms the lead up (i.e. they get value from you, learn more about you and then are more likely to become a customer later on).

Step 6: Analyze, Improve, Repeat

Once you start getting feedback from your campaign, you want to analyze the results to figure out how and where you can improve. Your first version is almost never going to be the best version, so you want to keep testing, tweaking and improving everything as much as possible so that you can increase your conversions, maximize your revenue and add the most value you can possibly add to your customers.

Analyze, improve and keep repeating this process until you're a multi-millionaire. (and if you get stuck or don't know how to improve, reach out for help. Find someone who has done what you're looking to do and get their input on how you can advance to the next level).

Summary

Remember, this is not a get rich quick scheme.

You will not become an overnight millionaire.

Hard work, effort and consistency are required to succeed (can you believe it?). With hard work, patience, consistency and massive action, over time you can create a digital product and sales funnel that can generate you six figures per year in profit (or more), completely on your own terms.

I encourage you to think long-term. In the grand scheme of life, investing 1-2 years into building your online business up to a six figure+ per year income that can possibly give you enough financial freedom for the rest of your life to live on your own terms is a small sacrifice to make.

I've personally proven this business model in multiple different niches, over a period of many years. If I can do this without a college degree or any official qualifications, as an introvert (who isn't naturally good at sales or marketing), I'm confident that you can do it too.

Chapter 19: How To Shortcut Your Success

Before wrapping up this book and getting to the closing words, I want to share how you can shortcut your way to success as fast as possible and save yourself months (if not years) worth of trial and error, frustration and perhaps many thousands, tens of thousands or even hundreds of thousands of dollars.

When I started out trying to make an income online back in 2008, I tried to figure things out on my own for the first few years because I didn't want to invest my own money into education. This was a huge waste of time, incredibly frustrating and ended up costing me a lot of money in trial and error (probably more than I would have spent on education or by getting a coach).

Legendary investor Warren Buffet is quoted as saying that the best investment you can make is investing in yourself.

Eventually, I smartened up and started investing into myself by investing into education. I bought courses, attended events, joined masterminds and even got some 1-on-1 private coaching.

I estimate I've spent over \$100,000 on my education over the years. Whichever way you look at it, it's quite a sum. However, I've made that amount back many times over as a result of applying what I've learned.

Pro Tip: Don't reinvent the wheel. Model the success of what other people have already spent huge amounts of time and resources on to figure out.

There are many people out there who have already done what you're looking to achieve. They've put in the time, money and effort to figure out what works and what doesn't work. They've spent years learning the hard way.

My advice is to learn what works from someone who has already done what you've done so you can avoid the years of trial and error and wasted money, and get your own success as fast as possible.

Once you're making six figures per year in profit, then you can decide if you want to start doing your own thing and try to invent a better wheel if you like. But until this point, save yourself the wasted time, money and frustration by learning from someone who has done what you're looking to do (and can prove they've done this).

It'll cost money to learn from someone, but the amount you invest in yourself to learn how to build your online business pales in comparison to what you'll spend (in time and money) if you're going to try to figure it out on your own from scratch.

I've done my very best to give you as much practical information and strategy as possible in this book so that you can have success with your own digital product online business if that's what you want to do. You can take what you learned in this book, apply the principles and figure it out for yourself.

What you've learned so far should be sufficient to help shortcut your learning curve by a lot compared to having to figure this stuff out on your own already.

However, if you want further training and my personal guidance to help you build your digital product online business (and shortcut your learning curve while increasing your chances for success)...I can offer you exactly that.

Continue to the next chapter to learn how...

Chapter 20: My Special Offer

Alright! If you've made it this far and you've not only enjoyed the book and my style of teaching, but want to get started building your own digital product online business... I have a very special offer for you to dramatically increase your chances of success as well as get my personal help along the way.

As you now know, I've been generating a full-time income for myself online for the last decade and I actively do what I preach every single day. I have (and have had) multiple digital product businesses in different niches that generate far in excess of six figures per year. This allows me to have the most up to date strategies and information to share with you so that you can avoid the trial and error, lost funds, wasted time and endless frustration if you were to try to figure this out on your own.

I've created a step-by-step video training course with 100+ HD videos (available on-demand 24/7/365), showing exactly how to build a six figure per year digital product business from scratch. Each step of the way is covered in great detail and comes with checklists, workbooks, my proven sales templates, optin pages and email sequences... as well as a private members-only community where you'll have access to hundreds of friendly and helpful members (some who are very successful)...as well as **direct access to me personally to answer your questions and help you build your online business.**

Here's what members are saying:



Adam Wright recommends Six Figure Inc.

18 October 2019 · 🌐



I have been following [Dirk Diggy](#) content for sometime and when I heard about SFI gave it a shot. It's superb course, very in-depth, and although I am not new to online business I learnt key pieces of the puzzle that have really helped my business. Dirk is one of the few genuine guys in this industry that always goes the extra mile to help you out. He is really passionate about ensuring you get the best out of his course. I would recommend SFI to anyone new to online business wanting to get their feet wet, and set up an online income.



Zhang Yi Tao recommends Six Figure Inc.

23 October 2019 · 🌐



Super awesome product. Diggy really holds your hand and leads you through step by step with his strategy. Loved it so much that when he came to SG I had to sign up for an in person session with him!

Definitely well worth



Troy Butler recommends Six Figure Inc.

2 November 2019 · 🌐



Anyone who has looked at making money online has no doubt seen an overwhelming number of personalities and an equally overwhelming amount of hype. It's easy to get lost in the sea of flashy but empty promises. Enter Dirk Diggy. [Dirk Diggy](#) has been around a long time. He has built himself up over years through the ranks of online marketing to become a serious authority. What makes him different, though, is his character. He genuinely cares about helping others succeed. While he doesn't give away his time and experience for free, he offers his programs at a point where they are accessible for anyone earnest in making the effort to create their own online business. His creation, Six Figure Inc, is built so well, that anyone who takes the time to study the principles in it and apply them will succeed in short time.



Gabriel Matthias Sim recommends Six Figure Inc.

20 October 2019 · 🌐



In today's landscape, there are a ton of fake gurus and courses out there that are from people who haven't done a single thing they teach.

I'm typically not a big fan of info products for the above reason. However, SFI is a breath of fresh air and Dirk aka Diggy is one of the most value driven people you were ever meet.

No B.S. nonsense and just a ton of value. I have had the honour to have Dirk as a friend and mentor, and he has my highest recommendation.



Samuel Huang recommends Six Figure Inc.

20 October 2019 · 🌐



I was an SFI member since a few years ago. The content inside the course was clear and concise, it provides step by step process to help you to start to create your own info-product. What I like the most is that mindset introduction, to create a successful business, you will need to have the right mindset and motivation. Most entrepreneur wannabe give up too quickly because of the wrong mindset. Where this course condition your mind before you start taking any action, this IMHO really set this course apart from others.

I've prepared a free presentation with extra training, as well as details of how you can join my program Six Figure Inc and get my personal help and support to build your online business here:

For more details about my special offer go to <https://sixfigureinc.com/special-offer>.



Steven van Eck  recommends Six Figure Inc.

17 October 2019 · 



Just wanted to share my feedback on the SFI course:

The Six Figure Inc course really helped me to structure all the dreams and goals I have for my business and future.

Every entrepreneur has its own starting point. Some things you already know, some things you need to improve, and for some subjects, you know you still have to gather a full understanding.

For me, I already knew a lot about the marketing parts: talking to clients, creating an offer, and actually doing the work. Nevertheless, the SFI course offered me some great new insights on these subjects.

What offered me the biggest value, was the mindset module. It is the best starting point for every entrepreneur. If you get your mindset right, you can accomplish anything. I'm not exaggerating here.

Six Figure Inc really offers one of the best mindset modules around, and I've seen a lot of them.

All the other modules are very thorough and complete too, lots of value to be found there, especially when your not fully into these subjects yet. Don't look any further, the course offers all you need on every step you need to take.

For me personally, in my phase of my business, the automation modules, the traffic strategy module, and funnels module were perfect fits.

All in all, Six Figure Inc is a great and complete course that not only helps you to get started, but also supports you on all the next steps I can think of when it comes to scaling your business massively. My score: a 10 out of 10.

I've prepared a free presentation with extra training, as well as details of how you can join my program Six Figure Inc and [get my personal help and support](#) to build your online business here:

For more details about my special offer go to <https://sixfigureinc.com/special-offer>.



Mike Banks

15 hrs

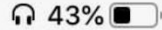
Man, you guys have no idea how good this feels. And I don't mean this at all to brag- hopefully to inspire you.

I just completed my first application call and VERY FIRST sale of my digital product. A dream many years in the making.

This stuff works guys! Just run the plays, the playbook is here.

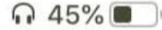


8:26 AM



Today
8:22 AM

Edit



8:22

Saturday, October 26

 GMAIL

now

Stripe

Payment of \$497.00 from chris@[REDACTED]...

Congratulations!



Craig B.A. Burgess

29 September at 05:09



Finally, I used the principles of SFI to start an automated email campaign, lead magnet etc for the upcoming Google Chrome updates:

It's made us over £4000 in a week. This is the first time EVER we've done a selling campaign in 7 years. I've really internalised the principles of SFI over the last month and it's helped me so much in so many ways.

Can't thank **Diggy** enough for this.

I've prepared a free presentation with extra training, as well as details of how you can join my program Six Figure Inc and get my personal help and support to build your online business here:

For more details about my special offer go to <https://sixfigureinc.com/special-offer>.

Chapter 21: Closing Words

Congratulations! You've made it until the end of the book!

I truly hope that what I've shared with you will help you get closer to living the life of your dreams in one way or another.

If there's one final piece of advice I can leave you with, let it be this:

Believe in yourself, ignore the naysayers.

Following your dreams and building a digital product online business that will give you the financial freedom to live on your own terms isn't easy, but it is simple.

There will be people who tell you that you can't do it. That your ideas are stupid. That you're going to fail. Ignore those people, even if they are the ones closest to you (family, friends or even your life partner). Believe in yourself, that's all that matters.

Follow the proven blueprint and trust the process.

This online business model works. It's proven. Just follow the blueprint and trust the process.

Show up every day and put in the work (especially when you don't feel like doing it). The results will come and when they do, adversity will make the reward even sweeter.



To your success,
Dirk “Diggy” de Bruin

P.s. Let’s keep in touch? Here are links to my social profiles:

- <https://sixfigureinc.com/instagram>
- <https://sixfigureinc.com/youtube>
- <https://sixfigureinc.com/facebook>

Got questions? Contact our support helpdesk:
support@sixfigureinc.com

"The way to get started is to quit talking and begin doing."
-Walt Disney