



By Peter Turner

Introduction:

My name is Peter Turner and I've been making money online for about 10 years. I first encountered internet marketing when I was researching how to advertise my offline hazardous waste business. It came to my attention that there were people who simply did some things on their computers and made lots of money by doing them, without having a physical business of any sort. This was a completely new concept to me and I really liked the idea of earning money from home and being able to spend more time with my family, without needing to travel large distances or handle dangerous chemicals. Although, at

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the time I only had very basic computer skills, I decided I was going to create an online business I could run entirely from home.

Unfortunately, I was extremely gullible when I first started out and believed all the get rich quick schemes that were pitched to me rather than concentrating on developing real marketing skills. I wasted a lot of time on things that cost me more money than they made me.

I would like to prevent you from wasting as much time and money as I did by giving you this detailed plan for creating a completely digital (100% internet-based) business with unlimited scalability, that is, a business you can run entirely from home and grow to any size you choose depending on your level of ambition.

The Key Advantages of The Digital Product Business Blueprint:

- **100% Digital / Home-Based** – no office, travel, meetings or equipment beyond an internet connection and a device to access the web.
- **Total Flexibility** – work at home or anywhere with an internet connection & whenever you want
- **Unlimited Income Potential** – leverage your money rather than your time
- **Automated** – earn passive, residual income ie. work now and get paid indefinitely
- **NO Chasing** friends, family, neighbors or social media contacts
- **NO Talking** to people on the phone
- **NO Product Inventory** to buy
- **NO Shipping** of products
- **NO Limits** to the number of products you can sell or their availability
- **High Quality Products** that genuinely help people to solve their problems

** Some aspects of The Digital Product Business Blueprint might sound daunting if you're new to internet marketing. Please read all of this e-book though as I will be covering several shortcuts and 'hacks' which allow you to bypass the difficult tasks involved.*

Important Definitions:

Digital Products:

Before you can promote digital products, you need to know exactly what they are. Digital products, sometimes referred to as 'Infoproducts' are products which are distributed and accessed via the internet, with no requirement for any physical items to be transferred. They include e-books, reports, website hosting, online advertising, website memberships, video training courses, digital assets like domains, software, apps and licenses to sell other peoples' products.

Affiliate Marketing:

You may already be familiar with the concept of affiliate marketing but just in case you aren't, affiliate marketing is a system where you are compensated by the vendor of a product for referring sales on their behalf. For example, someone might purchase a pair of gardening gloves from Amazon after clicking an advertisement on a gardening website. The affiliate who placed the advertisement would then be eligible for a small percentage of the value of that sale. A lot of affiliates promote physical products like those available from Amazon, but I focus on digital products because the commission rates are much higher.

ROI (Return on Investment):

Real online businesses require some form of investment to become successful. In my experience, when people say you can make money without investment they're usually wrong or the amount of money you can potentially make is insignificant. A return on investment is the percentage of your invested money that is returned to you in the form of sales or profits. For a project to be profitable this needs to be >100%. Financial investors rely on correctly predicting whether a currency, commodity or stock will increase or decrease in value. As digital marketers, we rely on optimizing a digital sales funnel so that it will generate more revenue in sales commissions than it costs to advertise.

Digital Sales Funnels:

These are the most important part of The Digital Product Business Blueprint and the component that you absolutely MUST get just right. Just ONE good digital sales funnel can enable you to achieve total financial freedom. However, optimizing a sales funnel so that it makes more money than it costs to advertise is by no means easy. Nonetheless, promoting digital sales funnels is the ONLY thing that has ever worked for me and I have tried A LOT of different online income systems. The digital sales funnel consists of the following components:

- **Lead Capture (Squeeze) Page:** This is a page which has just 1 function – to inspire your visitor to enter their email address so that you can market to them in the future. This email address collecting process builds you your most valuable business asset – your email subscriber list. For most internet marketers, their email lists are their primary source of income. Your lead capture page must grab your visitor’s attention, pique their interest and convince them that not entering their email address into your subscription form would mean missing out on something amazing.
- **Lead Magnet:** This is the product you are offering your visitor as a reward for giving you their email address. Your lead magnet might be a report, e-book or even a software product but whatever it is, it must be something that genuinely helps your prospect. A high-quality lead magnet brands you as a professional and helps you to build trust and rapport with your leads. That said, you can use a lead capture system which collects email addresses just for the privilege of seeing the sales page for your digital product. In this instance, it’s particularly important to add value to your email leads via your follow up messages by giving them useful information and explaining to them who you are and why they should listen to you.
- **Premium Offer:** A digital sales funnel should ideally contain a high-converting paid offer of some sort which is presented to your new email lead immediately after they enter their email address.
- **Upsell(s):** An upsell product is an additional product which adds extra value to the premium product your email lead has already bought. Including these in your digital sales funnel boosts your ROI. Most digital products you can promote as an affiliate include upsells and downsells.

- **Downsell(s):** It's important to make as much money as possible from each buyer going through your digital sales funnel so presenting a cheaper alternative offer to an email lead who has just passed on the upsell(s) is an effective way to increase the ROI you achieve from your digital sales funnel.
- **Follow Ups:** People don't tend to buy a product on their first exposure to it. It's therefore important to have an automated system for following up with your email leads and presenting them with further opportunities to buy your digital product(s). I regard this as an integral part of a digital sales funnel as it really increases the profitability of your funnel.

An Overview of The Digital Product Business Blueprint:

- **Sell Digital Products as an Affiliate** – This means you have no physical products to buy, earn a high commission rate (usually 50% or more), have an unlimited supply of products and no product creation is required as you're promoting other people's products. You can choose to start selling your OWN digital products or white-label products you have rebranded as your own, but it's easier to build a bit of confidence first by getting a few sales under your belt before you try this.
- **Sell Products using Email Marketing** – Email marketing (list building) gives you full ownership and control of your own traffic source and has been continually shown to be the most effective online selling strategy.
- **Sell Products using Digital Sales Funnels** – Effective digital sales funnels are the key to making more in affiliate commissions than you spend on advertising. This is because the most profitable thing to promote online is a sales funnel containing a front-end email subscription form, followed by a paid offer, followed by upsells and downsells, followed by a series of email follow-up messages which provide your prospects with further opportunities to purchase your digital product(s). If you've ever bought a product related to making money online, chances are that the product you bought was promoted to you via a digital sales funnel with this

structure or something very similar, whether the product recommended using that sales strategy or not. In short digital sales funnels WORK and that's why nearly all entrepreneurs who sell things online use them.

- **Add value to your prospects** – Giving people valuable content in return for their email address makes them more responsive to your paid product recommendations and builds your personal business brand.
- **Leverage money instead of time** – The ultimate purpose of a digital sales funnel is to create something that makes more money than you spend on it. An effective digital sales funnel will yield a positive ROI so that you can scale up your advertising and resultant revenue rather than trading your valuable time working for money. We only have a limited amount of time available each day that we can devote to work. Most people need to sleep and even if you don't need sleep you are limited to a maximum of 24 hours work per day. If you earn an hourly wage you are limited in how much you can earn by how many hours there are in a day. That's why learning to leverage your money rather than your time is essential if you want to become a digital entrepreneur.

The Mathematical Formula for Affiliate Campaign Profit:

If you intend to leverage your money instead of your time you first need to be able to identify when you have achieved a profit from an affiliate marketing campaign. It is therefore important to understand how to crunch the numbers so that you can calculate whether an affiliate campaign is profitable and the ROI you achieved from that campaign. This might be something you already understand but I have included it just in case you require further clarification:

$$\text{Number of Visitors} \times (\text{EPC} - \text{CPC}) = \text{Profit}$$

For this to be a positive value your EPC (average earnings per click) must be higher than your CPC (average cost of a click).

Let's see a realistic example:

Let's say you buy a solo ad and send 500 visitors to an affiliate link for a product that costs \$20 and converts 4% of your visitors to buyers. You receive

50% of the sales you refer as affiliate commissions and therefore receive \$10 for every sale you refer.

Your average EPC in this instance is $\$10 \times 0.04 = \0.40

However, real targeted traffic is expensive so you're going to be paying at least \$0.50 for every click on your solo ad.

The profit for this affiliate campaign is therefore:

$$500 \times (0.40 - 0.50) = -\$50$$

That's a \$50 loss.

Nowadays, it's nearly impossible to achieve a profit by promoting an affiliate link with paid advertising.

Whatever anyone tells you visitors are costly, and so called 'free traffic' generation isn't free as it takes a lot of time and isn't guaranteed to work.

There is no way around these simple facts. However....

... if you collect email leads before you send people to a sales page, the formula changes, favorably....

The Mathematical Formula for Affiliate Campaign Profit with front-end Lead Capture:

$$\text{Number of Visitors} \times [(\text{LCP Conversion Rate} \times \text{EPL}) - \text{CPC}] = \text{Profit}$$

EPL is your expected earnings per lead from the initial affiliate link click and your subsequent email follow ups, which are sent to give your leads several more opportunities to buy the product via your affiliate link.

Your EPL needs to be high enough to exceed your CPC when your EPL is multiplied by the fraction of your visitors your LCP (lead capture page) converts to leads.

For example, if your lead capture page converts 25% of your visitors into leads, your LCP conversion rate in the above equation would be 0.25 or ¼.

Let's apply the previous 500 visitor solo ad example but this time with the visitors being sent to a lead capture page with a conversion rate of 25% for this traffic source.

$$500 \times [(0.25 \times 2.8) - 0.50] = \$100$$

That's a \$100 profit.

In the above equation I have used an EPL based on 28% of your leads going on to buy your affiliate product at some point during their initial exposure to the product and your subsequent follow up sequence, which I think is a realistic figure.

Studies have shown that, on average, only 8% of the people who go on to buy a product online, buy it on their first exposure to it.

The example therefore realistically illustrates just how essential it is to collect leads rather than just sending visitors to an affiliate link.

Although the 2nd formula is a bit complicated, the thing you need to take onboard from all this is that **list building is essential** if you want to earn more than you spend.

Also, this profit calculation doesn't take into consideration sales you make from your newly generated list for different affiliate products you promote to them in the future.

When calculating ROI for any campaign, which you should calculate *after* your follow up messages have been delivered, the formula for this is simply:

$$\text{Gross Profit} / \text{Ad Spend} \times 100 = \text{ROI (\%)}$$

$$\text{Applied to the above example: } 350 / 250 \times 100 = 140\%$$

This ROI calculation does not include the value added to your online business in the form of new email subscribers which would be considerable.

The Digital Product Business Blueprint Step-By-Step:

1. **Choose your niche.** Some of the online sales niches that have a huge potential for people promoting digital products include **online business** (make money online / internet marketing / online investment), **health and fitness** (get fit / weight loss / muscle building / nutrition), **hobbies** (sport / woodworking / DIY / gardening), **pets** (eg. dog training), **green living** (renewable energy like solar power and wind turbines / growing your own food) and **personal development** (positive thinking / personal development). Some marketers promote digital products across a range of niches. Personally, I have had the most success with the online business niche, although I have promoted stuff in the green living and diy / hobby niches. Often, the best approach is to promote something you are truly passionate about, although it is quite easy to become passionate about a subject if it's profitable to do so.
2. **Select a digital product you want to sell as an affiliate.** This could be a software product, an online training course, an e-book, a web-based tool or any instantly accessible digital product that requires no delivery and can be immediately accessed via download or log in after purchase. You MUST do your research on the product. It MUST be a product that you believe will help your prospects and convert well when presented to your leads. [Clickbank](#) is a great place to start when looking for products to promote as an affiliate. The products are generally of very good quality and getting paid is a straightforward process. You either get paid directly into your bank account or by check. Another good thing about Clickbank is the marketplace which you can use to search for products in multiple niches. Detailed statistics are provided for each product including 'gravity' which is basically a measure of how well a product is selling. Products with a higher 'gravity' have been selling well for affiliates. Click [here](#) to learn more about the Clickbank marketplace.
3. **Identify the target market for your product.** This means working out who the ideal customer for that product would be. Consider what kind of person would want the product you're going to promote. What

problem will that ideal prospect have that the product solves? Also think about what keywords or key phrases that person would use if they were searching for a solution to that problem. For example, someone who really wanted to learn how to build a website with Wordpress might search for 'learn Wordpress' or 'Wordpress tutorial for beginners' or 'how to use Wordpress'. You can tag your lead capture page with these sorts of keywords to optimize your chances of getting search engine visitors to your lead capture page who are interested in your product. You can also get keyword suggestions with the Google Adwords keyword tool. In this example you would be aiming to collect email leads who are interested in improving their Wordpress skills by offering a lead magnet that provides useful guidelines on using Wordpress effectively. Your paid product could be something like a premium Wordpress theme that makes creating a professional looking website easy or alternatively a Wordpress video training course. If you were thinking of selling your own digital product instead of promoting someone else's as an affiliate, it really isn't difficult. I recently purchased private label rights to high quality Wordpress video training series very cheaply.

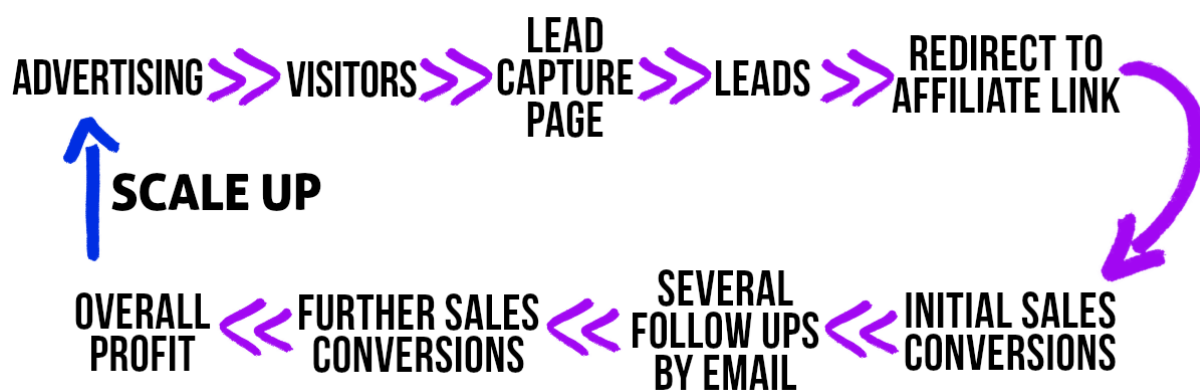
4. **Create a High-Quality Lead Magnet.** Produce a giveaway report or another type of locked content which would provide useful information that would help your ideal customer to go some way toward solving their problem. In the above example your giveaway content is a report outlining how to use Wordpress and your paid product is the premium Wordpress theme or the video training series. There are lots of premium Wordpress related products available for anyone to promote that you can find from the product promotion library at [JVZoo](#) and the affiliate marketplace at Clickbank. At JVZoo you have to request permission to promote a particular product from the vendor, but this is a very straightforward process and vendors nearly always approve affiliate requests.
5. **Publish a Lead Capture Page.** This is the web page that requests an email address so that your visitor can access your lead magnet. Having said that, you can build an email list and use digital sales funnels without using lead magnets by using 'affiliate funnels'. An affiliate funnel is a digital sales funnel which presells an affiliate product and then collects a visitor's email address in exchange for the opportunity to see the product. Although that might sound that like something that would be

very difficult to create, it isn't, there are numerous tools available which make the process push-button simple.

6. **Create Follow up Messages.** These are a sequence of prewritten messages geared around building a relationship with your prospects and selling your premium product to them. They are sent automatically at pre-determined intervals by an email marketing tool called an autoresponder. Your follow up messages should add value to your leads by giving them useful information in an entertaining manner. They should also explain why they would benefit from buying your premium product and give them lots of opportunities to buy it. There is a saying that goes "the fortune is in the follow up". It is an accurate statement when applied to email marketing. I've used multiple autoresponders over the years but the one I have stuck with is [Aweber](#). This is because it works and it's easy to use and understand. It also supports single opt-in which is a faster and more effective way to build your list. Some autoresponders force you to use double opt-in which is a less effective and slower way to build your business.
7. **Advertise Your Lead Capture Page.** You cannot sell digital products unless interested visitors land on your lead capture page. The easiest way to get interested visitors to any webpage is simply to buy them. A lot of people talk about free traffic but there really is no such thing. Traffic always costs something, whether it's the time you spend creating content, building backlinks or posting free ads, it still costs. Making money by selling digital products on the internet is simply a case of producing good quality lead magnets and digital sales funnels and sending visitors to them in either a time or cost-effective manner.
8. **Track Conversions.** By tracking how well your advertising performs in terms of conversions, you can determine how much profit a large ad spend is likely to yield.
9. **Scale Up Your Advertising.** Once you know that you have a digital sales funnel and a traffic source that is likely to yield a large profit, you then scale up your advertising and income. This is how successful affiliates make money in real life. You might hear a lot of stories about 'secret wealth loopholes' and stuff but this is usually what the people promoting the 'secret loopholey' products *actually do*.
10. **Bribe Potential Buyers with Bonuses.** When recommending a product to your list, a strategy that works well for boosting sales is offering bonuses to people who buy from your affiliate link. The bonuses should ideally be

products related to the niche of the affiliate product your promoting, which compliment the product and add even more value to it. For example, if you were promoting a landing page building software, a good bonus to add to that would be a set of royalty free images the buyer could use with the software to make more effective landing pages.

Flow Diagram Illustrating the Architecture of a Profitable Affiliate Marketing Campaign with Front-End Lead Capture:



Must-Have Resources for Building Digital Sales Funnels:

Your OWN Website – If you’re serious about being a full-time digital marketer and chasing down your dream lifestyle, then the very first thing you MUST have is your OWN website – not a free one – a domain name which you actually own.

I know there’s a lot of conjecture out there about making money online without investing anything but my experience, which spans several years, is that to build a real, lasting online business you need to invest in it. One thing you definitely need to get is a domain name that reflects what your business is about, as well as reliable hosting.

Having your own website on a domain name that you own shows people you are serious about your business and projects a much more professional image than a free website or blog. People also instinctively trust a unique domain name more than web content posted onto third party sites such as social media sites, forums, article directories and blogging platforms as a unique domain name gives your content a more authentic feel.

If people have more trust in your website, by extension, they will trust you more and be more receptive to any affiliate recommendations you have included on your website.

Your website provides you with a perfect platform for communicating with your customers and leads, thereby building your 'brand'. This is really important, as people buy stuff from other people, generally people that they trust or even like. A website is a great way to tell people a little bit about yourself, show them that you are not just another 'marketer' selling to them but a real person.

The days when you could just advertise an affiliate link and make money from cold traffic are long gone. Today's internet marketing requires you to do so much more than that if you ever want to make a reliable income from it, let alone the huge pay days you might have heard you can make as an online marketer.

However, getting your own domain name and website is the very first step on your journey to becoming one of the very small percentage of marketers who make a lot of money online.

When deciding on a domain name there are a few things you need to consider but the most important points for me are that your domain should be something which quickly tells people what your website is about and something easy to remember so that people can easily type it straight into a browser if they notice your domain name advertised and decide to see what your website is like. It is also advantageous to get a domain that contains keywords or keyword combinations that people who would be interested in the products or services that your website is going to promote would be likely to search for in the search engines.

An Email Autoresponder - Having an effective email autoresponder is VITAL if you want to use digital sales funnels because you need to follow up with A LOT of email leads if you want to make a regular online income and autoresponders automate this whole process.

These are a lot of autoresponder companies out there. You could even host your own if you have the right script, but I personally choose to use a premium 3rd party autoresponder service (Aweber), as they have people working for them whose job is to keep your emails arriving in the inboxes of your leads and

customers instead of their spam boxes, by maintaining good relationships with major personal email providers such as Gmail.

Inside your autoresponder back office, you have systems for creating email marketing campaigns which include an email opt-in form creator which enables you to put opt-in forms into your webpages using html, thereby creating your lead capture pages.

You can set your autoresponder lists to either '**double opt in**' or '**single opt in**'.

Double opt in means an email lead who subscribes to your list will have to log into their email accounts to click a link in a confirmation message sent by your autoresponder, to confirm they wanted to give you their email address in the first place.

Personally, I only use a single opt-in system for capturing leads as I think double opt-in systems are more for the benefit of the autoresponder company than you, and a single step system (without the need for your subscriber to confirm their email address) gets you more leads more quickly.

You also have a follow up email builder enabling you to write media-rich email messages which are set up to be sent to your leads according to your chosen schedule eg. every day, every 2 days or whatever you prefer.

The other important function your autoresponder will have is the ability to send 'broadcasts' to your lists.

This is how, when a new affiliate launch occurs, some of the top affiliates will bank 20000 USD in commissions with just 1 or 2 email blasts. They have large responsive lists that they built using an email autoresponder which they can message whenever they want with a short but punchy email promotion that makes them in a few hours what most people take months to make.

If you ever want to be able to have that kind of hands-free income, then you are going to need a professional autoresponder service.

Shortcut Resources:

Once you have your own website and an autoresponder, the next step is to build a digital sales funnel and put it onto your website. There are several tools available online which simplify each step involved in producing your funnel:

- **Building a Lead Capture Page:** Many of the tools marketers use to build their landing pages come with a high monthly price tag. I don't use any of those personally. One which I do often use, which doesn't cost much is called [Landing Page Monkey](#). It's intuitive enough to use if you're too impatient to watch video tutorials (guilty) and it enables beginners to quickly produce professional standard squeeze pages.
- **Creating a Lead Magnet:** Whilst you can simply write your own lead magnet, many people find this particularly tricky. It's especially difficult when you're new to digital marketing and don't necessarily have the confidence and knowledge to produce a good quality lead magnet. Fortunately, there is a way to bypass this task and it involves using private label (white label) products. Basically, private label rights (plr) give you the legal right to sell or giveaway a product which was created by someone else and claim authorship. It's one of the biggest shortcuts EVER for online entrepreneurs. I've used plr stuff a LOT in my business. In the eyes of your leads, you're only as good as the content you produce, so the plr products you use must be well written, interesting and genuinely useful. Most decent white-label products come with a high price tag but [ID PLR](#) gives you a complete library of high quality plr products that you can rebrand as your own for a very low price.
- **Creating Digital Sales Funnels and Using & Autoresponder:** Most inexperienced affiliates aren't ready to create their own landing pages and lead magnets. There's also a lot of marketers who don't want to pay a monthly fee for an autoresponder. [Clickbank Passive Income](#) is a brilliant solution for people who aren't ready to invest in an autoresponder and lack the ability or inclination to create their own funnels. With this product, you get done-for-you lead capture pages which you advertise to collect leads. A digital marketing expert (Patrick Chan) then follows up with the leads, gives them value and recommends products to them - containing YOUR affiliate links. This system WORKS and it's a great way to start if you're a beginner.
- **Creating Affiliate Funnels:** Affiliate funnels are effectively digital sales funnels which don't include a lead magnet. They capture email leads by preselling an affiliate offer and requesting that a visitor enters their

email address to be shown that offer, after which the affiliate offer is automatically presented to that new email subscriber. Lots of very successful affiliates use this strategy but it's difficult to implement. However, it's really easy to use this strategy if you have [Affiliate Funnels](#), which enables you to create profitable affiliate funnels with a few clicks of your mouse.

- **Creating Bonus Offers:** Putting together an attractive bonus page which inspires your visitors to purchase the product you're recommending can be exceedingly difficult. [Commission Gorilla](#) gives you the ability to create stunning bonus pages with a 'drag-and-drop simple' interface. It also provides you with a selection of high quality products you can use to bribe your people who land on your bonus pages into buying whatever you're promoting.

The Traffic Problem:

Once you have set up your digital sales funnel you need to get people who would be interested in buying your digital products to see it. Sending interested visitors aka 'targeted traffic' to your lead capture page is how you get sales. Without traffic your sales funnel won't make you a single cent, however good it is. In effect, your traffic is the lifeblood of your business. Whilst, there are a number of theories out there on how to get targeted traffic, my many years of experience have shown me that the very best way to get visitors and sales very quickly is to pay for them. The ability to identify cost effective advertising is one of the most important skills you can have as an online entrepreneur as cost effective advertising can very quickly return or even multiply your investment when used correctly. I know a lot of people don't like spending, but risking assets is the only real way to make money on the internet. Traders risk money on trends in the financial markets. Internet marketers risk money on achieving a positive return on investment from their advertising. Or they risk wasting time by creating content that may or may not attract visitors. The internet will not just send you traffic unless you invest either time or money. You can choose to spend time creating content in the hope that people will share it on social media sites and the search engines will rank it for popular keywords related to your product(s) or you choose to spend money on advertising. Either way, you must spend something to get something. If you choose to advertise, the challenge you face is finding advertising that makes you

money rather than wasting money because unfortunately there is A LOT of advertising available from which it would be almost impossible to make a positive return on investment, however good your sales funnel was. It is also important to remember that any advertising, however good it is, will be very unlikely to give you a good return on investment if you simply promote an affiliate link or a blog homepage or anything that doesn't try to GRAB your visitors' attention. Once you have a created a digital sales funnel you need to test it on a small scale to see how well it converts with a proven advertising source. Once you have established that your sales funnel converts you can use this funnel to test further advertising sources. If you need a simple, free system which will give you some basic tracking information for your links you can find one at [Leadsleap](#).

Once you have tested an advertising source and achieved a good roi (return on investment) from a funnel you can scale up your ad spend and resultant income. I've tested a lot of advertising sources with my funnels and there are a few that I have no hesitation in recommending to others (as long as you have a decent sales funnel). [Udimi](#) is a solo ad marketplace and there are vendors available across a wide range of niches. [Referral Frenzy](#) is a good advertising source for the home business and internet marketing niches. These are lots more good places to advertise but these are two of the best places to start. If you are paying per click with a Udimi solo ad or even a pay per click search network ad, make sure your subject and ad copy is targeted so that your clicks will be made by people who are in the market for your digital product promotions. Remember, *targeted* clicks get results. Clicks that aren't targeted are worthless.

Summary:

I hope this blueprint has provided you with all the information you need to get started with your own digital product business.

The main thing to remember is that you can achieve total financial freedom, starting with just 1 good digital product sales funnel. Once you've put one together, all you need to do is test it and tweak it until it makes a profit. Then you scale up your advertising and things start getting interesting 😊.