



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 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

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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 blueprint 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 Instant Online Biz 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** – you can choose to leverage your money rather than your time
- **Automated** – earn passive, residual income ie. work now and get paid indefinitely

## 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):**

Although you can get started with The Instant Online Biz Blueprint for free, it's important to understand that real online businesses nearly always 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, on average, it will generate more revenue in sales commissions than it costs to advertise.

## **Digital Sales Funnels:**

These are the most important part of The Instant Online Biz 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 shortly 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.

## The Essential Components of a Profitable Online Biz

### **An Audience:**

To sell products online you need to create an audience, so that when you recommend a product, there are lots of potential buyers who will see it. The best way to create an audience is to use a digital sales funnel with front-end email list building. This builds you an audience you can contact for free via email as you promote your business so that both your customers and your non-buyer leads are added to your email list for future contact. Most people don't buy on a first exposure to a product so building an email list ensures you can create further opportunities for your prospects to buy from you. Most email marketers use an autoresponder tool to manage their email marketing. Personally, I use [Aweber](#). I've used it for many years because it works for me.

### **Product(s):**

In order to reduce refunds and build customer loyalty, it is essential that your products do what they claim to do and genuinely help people to solve their problems. Your products can be digital or physical and they can be your own products, products you have a license to sell as your own or products that you are promoting as an affiliate, earning a percentage of the sales value in commissions. Digital product vendors usually pay higher commission rates to their affiliates eg. 50%, whereas physical products normally pay a much lower rate like 4 to 10% of the total amount.

### **Digital Sales Funnels:**

The system which converts your website visitors into leads and converts those leads into sales is your digital sales funnel. It consists of your landing (lead capture / squeeze) page offer and the subsequent pages and offers presented to your leads after they sign-up for your free offer (lead magnet) and are added to your list. It also incorporates the follow-up sequence delivered by your autoresponder. Your digital sales funnel is really important as it can mean the difference between making a profit and a loss with paid traffic. Just one really high-converting digital sales funnel can retire you!

## Traffic Sources:

Before your business can make any sales, you need to get some people to go through your digital sales funnel. This means you need to send visitors (aka. traffic) to your lead capture page. You have 2 options with traffic: paid advertising or posting content on sites that already get traffic like Youtube, social sites, classified sites and other free advertising sites to attract visitors that way. There is always a cost involved with sending visitors to your website, even if you manage to get 'free' traffic. With paid advertising you pay money and with free traffic you spend time. As there are only 24 hours available in each day, the best strategy for scaling up a business is by buying advertising. As long as you achieve a positive ROI with your funnel and traffic source you can scale up as much as you like. Whichever promotion strategy you choose, the key to success with both paid and free traffic is tracking your results. Tracking clicks alone isn't enough, especially if you're paying for advertising. You also need to track lead conversions, the percentage of people who sign-up for your free lead magnet and sales conversions within your funnel. You need to know which activities get leads and sales and which don't so that you can streamline your traffic generation plan for the best possible results.

## The Instant Online Biz Blueprint Step-By-Step Set-Up Guide

### 1. Join Clickbank & Sign-up as a P2S Webinar Affiliate :

In The Instant Online Biz Blueprint, we promote a series of high quality digital products as affiliates. The products are all in the home business niche and designed to help aspiring online entrepreneurs. The first offer and main product in this series is a high-end personal coaching offer called [Partnership To Success \(P2S\)](#) and it's recommended to your prospects via a free information marketing training webinar. It's a game-changing product aimed at people who want to grow their online businesses quickly. The coaching has helped a lot of people to achieve massive success, so you can promote it with confidence. If you want to watch the webinar before you promote it, you can sign-up for the next webinar meeting [here](#). It will provide you with lots of useful information for building your online income and, if you're ambitious, the coaching

program could be a good fit for you. First of all you need to get signed-up to promote the webinar funnel as an affiliate. To do this you must already have a Clickbank id. If you don't already have one you can sign up at Clickbank [here](#). To sign-up for the webinar funnel, you need to fill out the form on [this page](#).

## **2. Create a P2S Ambassador Membership:**

After you sign-up to become a P2S webinar affiliate, you have the option to multiply your results and instantly begin a real online business by becoming a P2S Ambassador (like me). Most P2S webinar affiliates promote the webinar and are only eligible for upto just under 1K commissions per customer when their webinar sign-ups purchase the Partnership To Success coaching program. However, if you become an ambassador, you will be building a real business of your own because, in addition to earning commissions from P2S coaching program sales, you also build yourself a valuable audience for anything you want to promote and unlock hundreds of other opportunities to make money from those leads who attend the webinar but don't buy the coaching via the follow up sequence. You also get your own customized webinar lead capture page and an affiliate sign-up page of your own so that you can recruit an army of affiliates who can make money for you when they promote the webinar. As a P2S Ambassador, you receive 50% commissions when you refer people to the Ambassador program and 25% (ie. a 50/50 profit share with the vendor, John Thornhill) of the value of each sale made by the affiliates you personally recruit with your affiliate sign-up page. You even get a Clickbank JV contract when you become an Ambassador which confirms this. You also get 100% commissions on John's products which are promoted in the follow-up sequence, along with 50% commissions on carefully selected Clickbank products from other trusted vendors. You can give the Ambassador program a test drive for just \$1. Step-by-step tutorials on how to get set-up and start making money as quickly as possible with the program are provided in a secure members' area.

### **3. Send People to Your Webinar Sign-up Page:**

As with any business that involves selling products, you need to get people to see your offer for it to work. Once you have set-up your Ambassador account and been given your special links, you need to send visitors to your webinar sign-up page as well as your special affiliate sign-up page. This will kick-start building your audience and your income. Training on how to get traffic is provided in the Ambassador members' area. Sending visitors to your sign-up pages is your only 'job' with the Ambassador program. There are no set hours and no difficult tasks to complete. All you need to do is send visitors and the Ambassador system will create an income for you. The more visitors you send, the bigger the income you will build.

### **4. Scale-up Your Income:**

Once you have got a few leads from your webinar sign-up page, you should start to see sales from the follow-ups automatically delivered by your P2S Ambassador funnel and you may even receive big commission payments (~1K per customer) from people who you have referred to the webinar who go on to join the P2S coaching program. You can also build an income from the affiliates you recruit to promote the webinar. The more visitors you send to your webinar and affiliate sign-up pages, the more money you will make – it's as simple as that! All the money you make is stored in your Clickbank account and you can receive it either by direct deposit into your bank or by check.

## **Your Bonus Promo Code**

Here's a gift for having a look at The Instant Online Biz Blueprint. You can claim the following promo code on the 'set up ads' pages of my ad sites for 50000 free ad views at each site (25 x 1000 Banner Ad Views / 25 x 1000 Text Ad Views), which you can use to promote any legitimate offer you like:

**thesecretreportcode**

The sites are perfect for advertising internet marketing and home business products and opportunities.

You can join each site via the following links:

- [Digiproducts.com](https://Digiproducts.com)
- [TargetProfits.com](https://TargetProfits.com)
- [RealityAffiliate.com](https://RealityAffiliate.com)