

SHY THOUGHTS TO SAVAGE CONTENT



DAY 1 MONEY

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*“Nothing was
ever real until
it came to be.”*

-Cia Edwards

TRANSCRIPT

HELLO LOVES THIS MODULE IS ALL ABOUT HOW TO ACTUALLY START SELLING, AND HOW YOU CAN START SELLING LITERALLY ON THE VERY FIRST DAY OF YOUR BLOG!

NOW THIS IS OPTIONAL. YOU CAN START SELLING LATER ON BUT I JUST WANTED TO SHOW YOU THAT IT IS POSSIBLE TO START SELLING IMMEDIATELY. ESPECIALLY BECAUSE YOU HAVE YOUR OPT-IN TO START BUILDING YOUR AUDIENCE YOU CAN DEFINITELY TURN YOUR READERS INTO CUSTOMERS. YOUR CUSTOMER BASE ALREADY HAVE A GOOD SENSE OF YOUR CREDIBILITY AND WHAT YOU CAN OFFER THEM.

SO IF YOU ARE THINKING THAT IT TAKES TIME TO DEVELOP A PRODUCT TO SELL, THEN YES YOU ARE RIGHT BUT MANY OF THE THINGS WE WILL TALK ABOUT CAN BE PRE-SOLD! SO THIS MEANS THE THINGS THAT YOU WILL SELL CAN BE SOLE AT A LATER DATE BUT YOUR CUSTOMERS OR READERS CAN BUY BEFORE HAND! IT'S THE ART OF ANTICIPATION AND NO ONE WANTS TO FEEL LEFT OUT SO THERE ISN'T A DOUBT IN MY MIND THAT YOUR READERS WILL NOT WANT TO BUY.

SO I'M GOING TO LEAVE IT UP TO YOU GUYS WITH LIKE TIMINGS, WHETHER YOU FEEL UP FOR TRYING THIS NOW, WHETHER YOU WANT TO WAIT AND SEE, WHETHER YOU WANT TO TRY IT LATER. WHATEVER IT IS, BUT I'M GOING TO GIVE YOU ALL THE TIPS OR TOOLS, EVERYTHING YOU NEED TO START SELLING AND MAKE IT AS EASY AS POSSIBLE. WHAT I WILL GO OVER WILL GIVE YOU THE SKILLS TO MAKE MONEY WHILE YOU SLEEP, THAT'S RIGHT INSTANT AUTOMATION.

I THINK IT GOOD TO START MONETIZING YOUR BLOG AND SELLING IMMEDIATELY BECAUSE YOU READERS WON'T BE SURPRISED OR TAKEN ABACK WHEN YOU START OFFERING PAID SERVICES OR PRODUCTS. YOU'LL INITIALLY BE PRIMING YOUR CLIENTS FOR TRANSACTIONAL SERVICES. THEY GIVE A LITTLE TO GET A LITTLE. THAT LITTLE BEING CASH! SURE WE WANT TO GIVE ALL OF OUR WEALTH AWAY FOR FREE BUT IN REALITY YOUR PASSION AND KNOWLEDGE IS PROFITABLE!

TAKE SCHOOLS FOR INSTANCE! THEY PROVIDE VALUABLE INFORMATION (MORE TIMES THAN NOT) BUT YOU HAVE TO PAY FOR THE KNOWLEDGE. OR YOUR LOCAL GOVERNMENT PAYS FOR IT! EITHER WAY ALL OF THESE SITUATIONS ARE TRANSNATIONAL ORGANIZATIONS.

SO EVEN IF THEY DON'T BUY, THEY KNOW THAT YOU HAVE OTHER RESOURCES AND FURTHER WAYS THAT THEY CAN WORK WITH YOU, AND IF IT'S JUST A LITTLE BIT, IT BECOMES EASIER.

SO LET'S START WITH THE EASIER TRANSACTIONS YOU CAN BEING WITH. MOST PEOPLE WHO START SELLING START WITH SIMPLE ITEMS SUCH AS EBOOKS OR WORKSHEETS. THEY STICK TO THESE BECAUSE THESE CAN BE PRICED VERY LOW BUT CAN FOSTER GREAT INCOME ONCE ITS EXPOSED TO THE RIGHT AUDIENCE. BEFORE YOU FREAK OUT, YOU ABSOLUTELY HAVE TO BE A NOVELIST TO CREATE AN EBOOK. YOU CAN SIMPLY COMPILE SOME OF YOUR BEST POST OR NEW INFORMATION SUCH AS "MENTAL WELLNESS TIPS" IN A BOOK FORMAT THAT CAN BE MADE ON CANVA FOR FREE! THESE ARE USUALLY PRICED BETWEEN 3.99-20 DOLLARS MAXIMUM. THESE ARE THE ITEMS THAT CAN TURN OVER THOUSANDS OF DOLLARS IN SALES EVERY MONTH BECAUSE OF ITS LOW PRICE POINT. THESE ARE AUTOMATED SALES BECAUSE THEY DONT TRADE TIME FOR DOLLARS ITS JUST CLICKS AWAY FROM, MAKING MONEY BY ADDING YOUR BOOK TO THEIR CART AND CHECKING OUT.

THOUGH BOOKS ARE EASY IT DOES TAKE TIME TO PLAN BUT IT EASY ONE OF THE EASIER PRODUCTS.

THESE WORKBOOKS, WORKSHEETS AND EBOOKS ARE CONSIDERED ENTRY LEVEL PRODUCTS. MOST OF THE BLOGGERS YOU SEE TURNING OVER 10K MONTHS HAVE THIS SYSTEM SET IN PLACE! THOUGH ALL OF THEIR PROFIT MAY NOT COME FROM THEIR ENTRY LEVEL PRODUCT IT IS ALWAYS NICE TO HAVE THIS AS AN OPTION FOR YOUR READERS.

MOST BLOGGERS TAKE THEIR READERS INTO A FUNNEL. FUNNELS CAN INCLUDE TRIPWIRES, WHICH I AM NOT TOO FOND OF BUT THEY WORK REALLY WELL IN MOST CASES. FUNNELS CONSIST OF PRODUCT A AND B AND SOMETIMES CAN GO FROM ABCDE ETC. YOU'LL LEARN MORE ABOUT FUNNELS IN THE NEXT MODULE. THE JOURNEY YOU TAKE YOUR READERS ON ONCE THEY EITHER OPT IN OR PURCHASE A PRODUCT WILL LEVERAGE YOUR POTENTIAL INCOME FROM THAT ONE PERSON.

SO FIRST UP IS WHAT IS CALLED YOUR ENTRY-LEVEL PRODUCT, AND THIS IS NORMALLY UNDER \$50, AND IN SOME CASES, AS LOW AS 3 DOLLARS. THE VALUE OF YOUR ENTRY LEVEL PRODUCT SHOULD AT LEAST HAVE A 30-40 DOLLAR VALUE BUT YOU ARE OFFERING IT TO YOUR READER FOR LITTLE TO NOTHING. THIS MAKES YOUR READERS FEEL INCLINED TO BUY OR PURCHASE BECAUSE IT'S A NO BRAINER! YOU TELL YOUR READER THE ACTUAL VALUE BUT THEN TELL THEM YOUR OFFER.

AS I SAID BEFORE NO ONE WANTS TO FEEL LIKE THEIR MISSING A GOOD DEAL! THIS DEAL PUTS YOUR FOOT IN THE DOOR ESPECIALLY IF THE READER DECIDED TO PURCHASE! BECAUSE STUDIES SHOW THAT ONCE A PERSON PURCHASES FROM YOU THEY ARE MOST LIKELY TO PURCHASE AGAIN!

SO HOW DO YOU GET CUSTOMERS TO PURCHASE YOUR AWESOME WORKSHEET OR EBOOK? YOU CAN DO THIS ONE OF TWO WAYS. YOU CAN EITHER GO FOR PAID TRAFFIC WHICH BASICALLY PAYS FOR ITSELF OR YOU CAN DO THIS ORGANICALLY.

FACEBOOK ALLOWS YOU TO RUN ADS FOR AS LITTLE AS A DOLLAR A DAY. SO IF YOU ARE SELLING YOUR PRINTABLE COLORING BOOK SHEET OR EBOOK FOR 5 DOLLARS THE ADS WILL PAY FOR THEMSELVES. WHEN YOU START SELLING ITEMS REMEMBER TO CREATE THAT SENSE OF URGENCY FOR YOUR READERS SO THAT THEY WILL FEEL INCLINED TO PURCHASE. YOU CAN EVEN INCLUDE A LIMITED TIME OFFER FOR NEW EMAIL SUBSCRIBERS WHICH IS THE BAIT AND YOU HOOK THEM WITH YOUR AMAZING DEAL ON YOUR ENTRY LEVEL PRODUCT,

NOW YOUR ENTRY LEVEL PRODUCT CAN ALSO BE AN UPSELL.. SO LET'S SAY YOU DECIDE TO RUN A SUBSCRIPTION COMMUNITY ON YOUR BLOG WHERE THE MEMBERS GET ALL THE LATEST FITNESS TIPS ETC, RIGHT AFTER SOMEONE DECIDES TO OPT IN AND PURCHASE A MEMBERSHIP YOU CAN SAY SOMETHING LIKE "FOR AN EXTRA 7 DOLLARS OR POUNDS ALL MEMBER CAN GET THIS AWESOME RECIPE EBOOK TO ACCOMPANY THEIR AWESOME SUBSCRIPTION.

WHEN YOU ARE CREATING COMMUNITIES IT CAN BE PRETTY TEDIOUS BECAUSE YOU CONSTANTLY HAVE TO SHOW UP FOR YOUR COMMUNITY MEMBERS AND YOU MUST CREATE VALUABLE CONTENT FOR THEM THAT TIES INTO YOUR BLOG'S NICHE.

SO ONCE PEOPLE HAVE BOUGHT THIS INTRODUCTORY PRODUCT, AND YOU'VE PROVIDED VALUE MOST LIKELY THEY WILL WANT MORE. PEOPLE RARELY TURN DOWN HELP AND ASSISTANCE. THIS IS ALL APART OF YOUR SALES FUNNEL. THIS IS WHEN YOU CAN OFFER THEM YOUR NEXT LEVEL PRODUCT LIKE A PRE-RECORDED TRAINING DEPENDING ON THE VALUE YOU PROVIDE IN THE TRAINING, OR HIGHLY DEVELOPED GUIDES THAT WILL REALLY SOLVE THEIR LARGER SCALE PROBLEMS. THIS ITEM IS TYPICALLY AROUND THE 100-400 DOLLAR MARK. DO NOT OVER DELIVER IN ANY OF YOUR PRODUCTS BECAUSE YOU WON'T HAVE ENOUGH SOLID CONTENT FOR YOUR MASSIVE BIG TICKET ITEM.

YOUR BIG TICKET ITEM CAN BE THINGS LIKE E-COURSES, NICHE SPECIFIC SERVICES OR ONE TO ONE COACHING BUT THESE ARE THINGS YOU WILL DELIVER ONCE YOU'VE ESTABLISHED SOME AUTHORITY. YOUR ENTRY LEVEL PRODUCTS AND NEXT LEVEL PRODUCTS SHOULD ALL BE AUTOMATED SO YOU DON'T HAVE TO EXCHANGE YOUR TIME FOR DOLLARS. SOMETIMES E-COURSES DEPENDING ON THE MATERIAL CAN FALL INTO BOTH HIGH TICKET AND NEXT LEVEL PRODUCTS. BUT ECOURSES CAN BE AUTOMATED AS WELL WITH TOOLS LIKE TEACHABLE.

OTHER OPTIONS YOU CAN ALSO THINK ABOUT CHARGING FOR ARE WEEKLY OR MONTHLY WORKSHOPS IF YOU KNOW YOU ARE AN EXPERT IN YOUR NICHE! YOUR WEBINARS CAN BE RUN ON PLATFORMS LIKE SKYPE, ZOOM, GOOGLE HANGOUTS ETC. AND YOU WOULD ONLY GIVE PEOPLE ACCESS TO THE WEBINAR ONCES THEY'VE PAID FOR THE SUBSCRIPTION.

KATE, ONE OF MY BUSINESS COACHES, TYPICALLY USES THIS EXAMPLE WHICH IS GREAT. SO, FOR EXAMPLE, IF YOU WERE DOING SOME KIND OF HEALTH AND FITNESS CHALLENGE, MAYBE YOU DOING A 30-DAY, SOME KIND OF FITNESS CHALLENGE, AND THEN YOU CAN OFFER PEOPLE AN ONLINE COURSE, WHICH IS GOING TO START AT THE END OF THE 30 DAYS, AND IF THEY BUY IT BEFORE THE CHALLENGE IS OVER, THEY GET A BIG DISCOUNT, AND THAT'S GOING MORE IN-DEPTH, AND IT'S GIVING THEM ANOTHER 60 DAYS' WORTH OF RECIPES, AND FITNESS PLANS, AND ALL THAT STUFF. TAKING A CHALLENGE THAT YOU'RE GIVING THEM FOR FREE AND PUTTING IT ON STEROIDS AND GIVING THEM FEEDBACK AND A FACEBOOK GROUP SO THEY GET SUPPORT, AND ALL THAT STUFF

YOU CAN LITERALLY START SELLING THIS STUFF FROM DAY ONE, IF YOU WANT TO, BECAUSE PEOPLE ARE ALREADY GOING TO BE EXCITED ABOUT THE TOPIC, JUST, THE EASIEST WAY TO DO IT IS TO MAKE SURE, AS I SAID, IT TIES IN WITH THE STUFF THAT YOU'VE ALREADY DONE, AND IT'S THAT NEXT LOGICAL STEP. THE EBOOK OR WORKBOOK, I'D SAY THAT'S PROBABLY YOUR EASIEST SALE, THE THING THAT WILL BE THE ABSOLUTE EASIEST FOR YOU TO BE SELLING, BECAUSE, AGAIN, YOU CAN OFFER THIS AS A COMPLEMENTARY THING

YOU MAY BE IN ONE OF THESE SALE FUNNELS ALREADY AND NOT EVEN KNOW IT. I'VE TRIED THE CHALLENGE FUNNEL MYSELF AND IT WORKS WELL. SO I WOULD RUN A 5 DAY CRASH FREE EMAIL COURSE ON BUILDING A BLOG. THIS ALLOWED PEOPLE TO UNDERSTAND THE INS AND OUTS ON BLOGGING BRIEFLY AND THEY WOULD FALL IN LOVE WITH THE IDEA OF CREATING A BLOG, EACH DAY I WOULD CHALLENGE THEM TO DO SOMETHING NEW! THE PEOPLE INVOLVED WERE ALSO IN A FACEBOOK COMMUNITY WHERE THEY COULD SHARE THEIR SUCCESSES AND OTHER INFORMATION. THE PEOPLE WHO WERE IN THE FREE CHALLENGE WOULD BE OFFERED A BLOG PLANNING WORKBOOK THAT I WOULD USUALLY SELL FOR 20 BUCKS BUT THEY COULD GET IT FOR 10 DOLLARS FOR BEING CHALLENGE MEMBERS.

PEOPLE WERE MORE INCLINED TO BUYING THE WORKBOOK BECAUSE IT WAS SOMETHING THEY COULD USE TO HELP THEM COMPLETE THE CHALLENGE. ON TOP OF THAT THEY WERE GETTING THIS WORKBOOK AT A DISCOUNTED PRICE FOR LOADS OF VALUE. EVEN IF THEY DON'T PURCHASE RIGHT AWAY YOU CAN STILL SEND OUT AN EMAIL OFFERING YOUR PRODUCT AND INCLUDING THE LIMITED TIME OFFER PIECE.

SO NOW THAT YOU HAVE AN OVERVIEW OF HOW YOU CAN START SELLING FROM DAY ONE, START STRATEGIZING IDEAS AND POSSIBILITIES IF WHAT YOU WOULD LIKE TO START SELLING AS A BLOGGER IN YOUR NICHE. HOW CAN YOU EXPAND ON YOUR OPT-IN!? FILL OUT THE BRAIN DUMP SHEET AND LETS START SELLING!

