

Five Little-Known Strategies To Take Your Business To The Next Level

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How To Add Four Or Five Figures In Income To Your Online Business

**(In Less Than An Hour And
With Very Little Work)**

Let's get straight down to it..

To add a few thousand dollars I profit to your online business in less than an hour you can do two things:

- 1. Provide more value (and charge accordingly)**
- 2. Offer something to your audience that has high perceived value and a high-ticket price**

The strategy I'm about to share does BOTH these things.

I'm talking about making a simple decision and then taking an hour to put an offer into place that can be life-changing.

This is it:

Add a personal coaching option to your business.

When I did this I'd been stuck around the \$3k a month income level and I couldn't break through it.

When I added a personal coaching option for my customers, existing subscribers and to all new subscribers who came onto my list it blew me past \$3k almost instantly.

It was pretty much an afterthought kind of offer, albeit priced higher than anything I'd priced before (still only around \$1,000 although that seemed like a lot to me back then) because I liked the idea of working on a one to one basis with a couple of people.

I'm not even sure where the idea came from - I just wanted to see what would happen.

And I wasn't prepared for the Push that followed!

It hadn't occurred to me to tell my list there were only three slots available when I emailed for the offer, simply because I hadn't expected more than two people at MOST to take up my offer.

But I got the shock of my life when I checked my bank account later that day to find \$10,000 had already arrived!

Don't get me wrong, it was very welcome but I won't lie to you - I really panicked and rushed to close the offer so I had time to work with all the new clients.

But that 'Push' took me to a new level.

I've never gone back - which is another characteristic of making a radical change like this

Once you attain a new level you rarely drop back to where you were before.

And there's never been a year since when I haven't had coaching client on some level, from \$1,000 email coaching to \$12,000 VIP clients.

And here's another characteristic of this strategy:

Speed.

55 minutes! That's HOW FAST IT IS.

Of course I'd been waiting for that breakthrough for years!

But when it happened it was fast!

But as singer Prince said:

‘Sometimes it takes years for a person to become an overnight success!’

It took me YEARS to go from making just a few thousand dollars a month to suddenly exploding through the five figures a month barrier

I’d been plodding at the same income level for years, but when it came

Yet when I realised what I needed to do, and put this strategy into action **it happened in the time it took me to design and send out an offer.**

From making a basic sales page and mailing that coaching offer to being in a position where I knew I could make five figures a month for the rest of my life took just 55 minutes.

And YOU can do the exact same!

You can increase your income by thousands by simply adding a personal coaching option into your business.

You can set the barrier wherever you wish.

Even if you don’t have a lot of experience there will always be people who know less than you, and that you can help, nurture, work with and encourage with your coaching.

You don’t need to create any products

All you need is a simple sales page and a way to take payment.

You can build that in 20 minutes.

Yes it might feel like a big step in terms of confidence.

But once you've worked with one client you'll never look back I promise.

Listen up - there's nothing noble in struggling for years like I did before realising I could multiply my income five-fold by just adding a personal coaching option.

It was STUPID and I wished I'd worked it out after two weeks not two bloody years.

And I'll tell you right now - If I'd known how to do this, I'd have done it faster than beans through a cowboy.

Add a high-ticket personal coaching option and watch what that does to your online income.

The Simple Strategy That Catapults You Ahead Of 90% Of Your Competition (Including Profits)

So here's the simple strategy.

You get - and stay - ahead of almost all your competition in online business you need two things:

1. You MUST know EXACTLY what will happen to new subscribers on your list
2. You need a system for doing that

The most famous example of a system is probably the Ford Motor car assembly line.

But it doesn't have to be as earth-shattering as that.

But if you want your business to be as profitable as possible then you DO need something in place.

BUT it can be something very simple and uncomplicated.

All it needs to be is something that every prospect who comes into your business experiences.

So using my business as an example:

When ALL new subscribers opt-in (via my squeeze page) they are taken through a very short funnel with one upsell then put onto a 30 day pre-written email sequence that mails them every day for a month offering them my products.

This happens to EVERYONE who comes onto my list.

The emails all contain content as well as sales pitches so this doubles as an engagement activity to get the new leads to resonate with me and my business.

And while you might not like my system, it works really well for me **and that's the point - to find your own system and what works for you.**

You'll almost certainly change and adapt it as your business grows, but to build a seriously profitable business you DO need to know what you'll do with every single new lead that arrives in your list.

Here's what I see - I've coached countless people who have squeeze pages and funnels AND have products ready to sell but still no system for presenting those products to their new subscribers.

It's like there's a huge disconnect between getting a new subscriber and the actual thing you're selling.

Imagine placing an ad in your local newspaper advertising your furniture shop and then when people turn up they find nothing on display because everything is stored in your warehouse 150 miles away!

So if you have products and services for sale think about how you'll present them to your leads, what will they see, what will they experience and how will they know what to do?

Your system can be anything you want.

You'll end up changing it anyway as you progress but the main thing is to HAVE one in place in your business because many don't - they just make it up as they go along.

And if you can automate things so it happens while you sleep, even better

It can be a 365-day autoresponder that every new subscriber goes through.

It can be 5 broadcast emails a week pushing people to your continuity.

It can be a coaching-based funnel where your sole aim is to get people on the phone so you can sell your high-ticket coaching program.

Because if you just get people into your system with no real plan of how to sell to them you'll get nowhere fast and it will become very expensive very quickly

Your system is your profit generator.

It pays for your ads, your autoresponder, your hosting as well as your rent and your food.

If you don't have a thought-through system your expenses will soon overwhelm you.

My system works well because it works in a way that I can understand - it produces sales from emails. That's it.

Systems work best IF they are easy to understand.

Look at McDonalds.

Their system works because it's SO well-run

Their burgers certainly aren't the best.

But their restaurants are always full at peak times because customers know what to expect, know they won't have to wait a long time and know what they're getting.

How many times have you wanted to go to Burger King or Wendy's but decided against it because you were running late and knew their service isn't always the fastest.

Systems are what makes real profit, not products.

Mediocre products can make you rich with the right selling strategy.

Get great products AND a great system and you'll struggle NOT to make money

The main thing is to ensure you have a system in place BEFORE you start buying traffic, mailing your list, making new subscribers, doing launches, creating a new product or any of the other more exciting things that make up online business.

The successful marketers you see in your niche, at any level all know EXACTLY where their new subscribers and customers are headed BEFORE they arrive.

Get yourself a system together - no matter HOW simple - and watch what happens to your bottom line

Make no mistake, putting a system into your business that takes over when you get a new subscriber to sell your products and services is stupidly powerful.

Get one :)

The FAST (Almost ZERO RISK) Way To Build A PROVEN, Monthly Income Online Business

So how DO you create a FAST online business that has almost zero-risk in terms of success. . .

. . . and do it faster than you could possibly imagine?

Easy. . .

Steal a proven online business model

Actually it's called 'modelling' a business now because you're not stealing it.

You find a proven business model that another marketer is making money with and use the EXACT same system.

They can't do anything about this as long as you don't copy their products, any of their names or brand-names and you don't infringe or plagiarise any of their work.

Here's a crazy extreme example:

So if you see a marketer who is using posters tied to trees at stop signs with a phone number to call which sends leads to a pre-recorded message offering a course on cloning dinosaurs for fun and profit. . .

. . . and it's making them a million dollars per month..

YOU can copy that exact same system as long as you don't actually steal any content, intellectual copyright or anything that is legally owned by them (Do you due diligence of course because I'm not a lawyer)

But they can't OWN the business model.

You can legally replicate it.

To be clear. . .

If a competitor or other seller in your niche (or outside it for that matter) has a system or funnel that works there is no reason you can't implement the exact same system* (not the actual products) in your own business as long as you don't infringe on any copyright, trademark or other intellectual property rights.

It's the reason that multiple fast food places copied McDonalds 'supersize' upgrades or that the age-old *Buy one get one free* offers exist in almost all marketplaces.

It's why 'No cash down 'offers exist, it's why 'If you can find one cheaper we'll refund the difference 'claims pop up all over the place.

Because someone found a system that worked and their competition copied it*.

It's as old as business itself!

*The only way to prevent this is to make your systems SO complex that no one either understands them or has the will to copy them OR not to care when someone does copy you.

But the chances are that you WON'T be the originator, you'll be the copier (copyist?)

Think about the one-click upsells that I (and many other marketers) use in their businesses?

I modelled the idea.

Obviously I didn't originate it.

It's the same concept

Hell, if you're in the internet marketing field chances are even your PRICING is borrowed (they all end with a '7 'right?) so don't worry about it.

So your next port of call when looking to increase the profitability or your existing business or start another (AFTER looking at your existing structure and putting your prices up) should be looking at what your **competition** is doing.

I blatantly created a drip-feed course with the delivery modelled on the style of a marketer called Jimmy D Brown who'd made hundreds of thousands of dollars from a drip-fed course about internet marketing.

I did the same (the content was all mine though - totally unique) and also made hundreds of thousands of dollars from it.

Yep, one of the first big breakthroughs in my business came from modelling another marketer's course delivery.

AND THAT IS THE KEY:

Since then I've developed my own systems (which other marketers copy now) but why would I NOT duplicate my competitor's system when I can see that it's working for him AND I can see it would be a perfect fit for my business?

If you model another marketer's system make sure it will fit in with your current business rather than trying to change it or build another business to MAKE it fit.

It's a no-brainer.

Why risk devising a business model that may or may not work for you, when you can SEE someone operating something that is obviously successful?

Even better you can get on their email list, maybe buy a few products, run through their sales funnel or process and if they're a decent marketer, might even be happy to answer a few questions about their strategy (I'm fine with that.)

So simple, so clever.

The R-Factor

The Info Product Seller's Greatest Money-Making Secret

So how DO you put out just as many offers, send just as many emails and launch just as many products as your competition..

..WITHOUT pissing off your list, your buyers, the entire community of Warrior Plus and yet still be able to sell as hard as you want?

Let's start with a tiny bit of background.

When you email (or however you contact) your audience you're going to be perceived in one of two ways:

- 1. An annoying nuisance**
- 2. A welcome friend**

Maybe somewhere in between the two.

But here's the thing:

If you can position yourself MORE towards being a welcome friend than an annoying git *then you can make more offers, launch more products and basically sell as much as you want* WITHOUT seriously increasing your unsubscribe rate

So how do you do it?

Well you use the R-FACTOR.

This is possibly the greatest thing I've ever learned about making offers.

GIVE THEM A REASON! (R for Reason)

Seriously this is incredibly powerful.

When you put out an offer, it will be much more acceptable (without people hitting the spam button or unsubscribing) if you give them a reason.

More than that, it ALSO gives you a great excuse (sorry, 'reason') for running special deals, discounts and bundles.

Here's an example:

**'24 Hour BIRTHDAY BASH Sale..
Means 50% Off My Traffic Course!'**

An excuse to run a flash sale.

Also previous buyers who purchased at full price won't be too pissed off when they see the discount because, well it's a 'birthday bash sale' and we're accustomed to those in everyday life, right?

The problem is, you only have one birthday per year and if you start to run them every month someone is going to notice.

Luckily, if you search carefully, you can find a celebration day for EVERY DAY OF THE YEAR if you wish :)

You won't have to of course because even the most prolific product creators aren't going to be able to create a decent product weekly let alone daily.

But when you DO promote (or re-open) or launch your product, regardless of what time of the year it is, you'll still be able to find a 'special day' within a day or so of your launch date to use as an excuse for whatever you need an excuse FOR - for launching a new product, for running a discount, for re-opening an older offer or whatever.

Take a look:

Birthday Sale

Christmas Specials

New Year Specials

Easter Special

Weekend Sale

Monthly Fire Sale

Wedding Anniversary 90% Sale

Black Friday Special

Cyber Monday Discount Bonanza

Holiday Special Blowouts

Not to forget:

**President's Day, Boxing Day, Pancake Tuesday, Mother's Day,
Father's Day, Labor Day, Remembrance Day, Thanksgiving, May
Day...**

Hell, you could even do a *Hitler's Hamster's Birthday Bash Blowout* if you had the right audience (and a thick skin)

It all seems a bit crazy right?

Do you *really* need an excuse to send tons of emails and make loads of offers?

Well actually YES it makes a BIG difference (and I'm speaking from testing conversion rates here not just anecdotally)

It's not an excuse, it's a REASON for doing something and as human beings we're programmed to want to know WHY something happened.

'Why did he shoot that man?'

We're confused, maybe slightly scared and unsettled if there's a gun crime in our local bar for no reason.

'Turns out he was having an affair with his wife'

Instantly it becomes more understandable at least.

Not right, not good, but understandable.

If you give your customers a REASON they'll more readily accept things you do in your business.

The REASON for you increasing the price on your memberships is **because** the monthly bill for your hosting has increased and you need to pass some of that along to your customers.

You can offer a BIG reduction in price of one of your products **because** the line is being discontinued.

You can give your reason in your sales email, on your sales page or during the checkout process.

It's the BECAUSE factor.

And its game -changing, trust me.

How can affiliates use the R-Factor?

Well, the fact is, you are limited only by your imagination in figuring out ways to do it. Here's a simple example.

If you are running an affiliate promo for a product (even for an evergreen one that's currently not in launch-mode), you could offer a set of highly desirable bonuses - some of which you would NOT normally offer as a free bonus. Like your personal email support for

implementing the strategy in the affiliate product you are promoting, for instance.

And you could call it your Birthday Special or whatever your reason is.

DO use the R-Factor.

DO give a reason.

Tell them WHY something is happening or something has changed.

It's massively effective.

Just ask your wallet ;)

The 'Big M' METHOD

**The Strategy To Pull Out Of
The Bag If Your Online
Business Is Failing Or Just
Won't Bring In Any Cash**

So Harsh Truth time:

What you're currently doing isn't working?

So you have to change something to make it work.

Here's what to do:

Work BACKWARDS from your intended goal.

If your goal is to sell 100 copies of your \$197 course per month (bringing in \$19,700 per month) then acknowledge that it's not working, and admit it's to use 'The Big M Method'

I'm talking about shifting your thinking to the **MACRO LEVEL (M for Macro)**

This is where you forget the small detail and look at the big picture only.

Look at your ultimate goal and focus on a way to do it.

Why?

Because below is where most unsuccessful marketers go wrong:

They start looking at the small detail BEFORE they have an overall strategy in their heads.

And that's what is needed at this point - Clarity of your overall strategy

When Evander Holyfield first fought Mike Tyson in what became a legendary boxing match, Holyfield knew that Tyson could hurt him badly with one good punch.

So Holyfield had a single strategy:

Don't let him land a punch!

(If I was fighting Mike Tyson I think that would probably be MY strategy too. Either that or running away)

So he boxed carefully around Tyson to get him tired, angry and frustrated and eventually Holyfield won the bout on a technical knockout.

He *concentrated on that single, **overall** strategy* and it clinched it for him (although Tyson did bite some of his ear off in the rematch)

Focus on the MACRO *not the detail* to begin with.

Using the same example as earlier - If your goal is to sell 100 copies of your \$197 course per month (bringing in \$19,7000 per month) then focus on a MACRO strategy to do that.

Get the **big picture** CLEAR in your mind.

One that you can explain and understand in a few words or sentences.

So if your current strategy - the one that isn't working - is (for example):

“Selling your course through your own website by using paid solo ads to build a list to email market your course and other products to” **and that is currently not working..**

Then rethink by looking at the bigger picture.

Get in your metaphorical helicopter and look DOWN on your strategy from a great height.

Which means thinking about **the same end result, but finding a different way of getting there**

So instead maybe consider:

Sell my course using ClickBank and use their built-in affiliate marketplace to recruit affiliates who will sell for me and send me traffic.

Or

Sell my course by building a Facebook group populated my people I can help and interact with personally, and offer them my course.

Or

Convert my course into a physical, bound home study course and sell it with my personal support as a premium product using Facebook ads to publicise it.

Or

Convert my course into a year-long, one-time payment offer delivered through a drip-fed membership site and offer affiliates a chunky commission to recommend it to their audiences.

You get it?

From struggling with a method that wasn't working **to having FOUR alternative possible strategies.**

All by looking at it ONLY from the MACRO level

From the bird's eye view.

Seeing the big *end result* that you want to accomplish.

Then listing as many alternative ways as you can possibly think of to achieve that goal

THIS IS WHY SO MANY MARKETERS FAIL!

They create a product or service, try ONE way of selling it and when the results don't arrive they blame themselves and their product.

They think it 'doesn't work' and quit.

Yeah well think on this...

How many methods did you try to train your dog?

How many methods did you try to get your baby sleeping through the night?

How many methods did you try to get rid of those rats or mice in your garage?

How many methods did you try before you found that cake recipe that actually worked?

More than one I guarantee.

But somehow when it comes to selling that ebook you put your valuable time and effort into creating, you try just one method then assume it won't sell?

Weird eh?

Try new approaches when you're burned out from constant failure with the existing method.

It doesn't have to be a big change.

Even something as simple moving from free traffic to paid traffic can make things click into place.

MACRO it.

It's just a different route to the same destination - but one that isn't inaccessible through fallen trees or flooded lanes.

And so there you have it.

Five cracking strategies to put your business back on track (or even help start it up from nothing.)

Implement as many as you can into your online business.

And those doubts and the fears haunting you for years stopping you cold? Smile at them and get going regardless. Those D&Fs are rather unreal anyway in the grand scheme of things.

Just do it, as the shoe company would say! ;)

Talk soon. . .

Jason Davis

(Any Q's hit me up at support@growthsecrets365.com)

Want me to write emails for your autoresponder / broadcasts?

I can write pretty decent, order-pulling emails, even if I say so myself. ;)

Take a look here:

<https://growthsecrets365.com/vip-partners-tools/>

That's not a sales page. It's just a page with pre-written emails for my affiliates. You can see multiple examples of emails I created over there.

Take a look.

And if you want in on the action with some profit-boosting emails for your own biz, drop me a line:

support@growthsecrets365.com

Slots are not always available, but I will get back to you quickly either way.

Cheers,

Jason