

11 Questions To Success

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11 Questions To Success.

From the desk of: Kevin Fahey

My plan was launch a new product later in the year to help struggling marketers “get their act together” so that they can build a solid business foundation, build a following and in return start seeing results in their online business.

My tone in this report might be slightly different to my other reports due to the fact I’m getting annoyed with the excuses “wannabe” marketer make.

Harsh but true.

I personally know many marketers are doing over 6 figures per year in their online business. Several of them happen to be Irish just like me, a normal guy who decided to do something different in his life.

What does this tell you?

It should tell you that anyone can do this. Simple fact. Anyone who does not make excuses, pushes forward and is consistent in their business growth.

So here’s 10 questions you need to ask yourself. If the answer is yes to all, you’re probably already there or on your way to 6 figures.

If the answer is no, you need to read the solution or your chances of success are slim.

Question 1 : Are you treating your business like a business working at least 20 hours per week?

Before screaming Yes, Yes, Yes, that's me I want you to think about it. Keep in mind this does not include checking emails, watching the Facebook Newsfeed or spending time on Lad Bible. I meaning actually productive hours where you sit down for at least 4 hours, 5 days a week and get some actual work done?

The solution here is quite simple. Treating your business like a business. Let's say you work 9 to 5. You wake up daily, you go to work, you arrive home. There's no questions about it, there's no "I got visitors, I'm tired, I got other plans". You've a job to do and in order to pay the bills you must go to work. Well your online business is no different. If you want that extra 10K per month you must go to work, If you don't, you won't get paid.

Our business is controlled by a work plan. We write down the hours we plan to work, which is generally 7.30am to 3.00pm. From there we give each day an important task to complete and include anything else we should be doing in our business as well, which brings us to the next question.

Question 2: Have You A Blog?

Setting up a blog is one of the easiest things you'll do. Log into your website dashboard, install WordPress and pick a free theme. Put together a logo designing it yourself for free in a few minutes. Nothing fancy is required. It's never going to be the deciding factor.

The biggest issue people have with blogging is a) they don't know what to post and b) they think it's a waste of time because they can't get traffic. In the answer to question 3,4 and 5 is yes you'll see that free traffic is easily available.

The first post can be an introduction to the blog and what you plan to share on it. Another post can be product review and do this twice a week. The next could be a something that's currently trending in social media or just solid advice on the topic you are teaching about.

Check out other blogs for ideas. Generally speaking between research and writing the post should take no more than 90 minutes and move on.

Question 3: Have You A Facebook Account?

Chance are you already have a Facebook Account but how does it look? If I was interested in connecting with you and visited your profile would I be impressed? Do you have a “real” profile photo in place? Have you posted content in the past few months, even shared something that interested you?

It’s very true that you can do all your marketing via Fan Pages but in today’s world people want to connect with real people. A possible customer, a possible client or possible JV partner, they want to see that you’re real.

Another big reason for this exposure. If you’ve got more than 10 friends on facebook in the marketing game you’ll see that the successful ones are always promoting themselves or their business on Facebook. Some might be giving away a free report, others doing a live video, some post meme’s and other long motivational quote which end up getting comments, likes and shares. It’s all free traffic and exposure.

So here’s what you need to be doing. Use Facebook setting aside 30 minutes per day to post content, make connections and interact in groups which are related to your niche.

Question 4: Have You A Fan Page?

My biggest regret was not getting my Fan page up and actively promoting it since day one. We’re getting close to 4,000 fans now but it could be a lot bigger. With that audience each time we post content it’s viewed by hundreds of people for free. More likes continue to flow in and on top of that we’ve an audience of 4,000 likes that we can easily target using Facebook ads.

Question 5: Have You A YouTube Channel

Another free service with millions of daily users. Are you trying to promote yourself, build a following and sell something? Well if so, get a YouTube account.

Question 6: Are You Posting New Content At Least 3 Times Per Week?

Here's the beauty of this whole system working together. You layout a plan that each week you'll write 3 pieces of content for your blog. You'll make a video talking about the topic which will go on the blog post but also uploaded to your YouTube Channel. You'll copy the text from the blog post and post on your Fan Page or Personal Profile. From there you could even do a Facebook live week using the video as content.

So you've one piece of content you're able to post in multiple places in a very short space of time. You're able to drive traffic even if only small amounts at the start. As people see your posts, more and more you gain followers. As you provide more content and value you build trust, From here you'll get leads and sales. There's no shortcut here.

Question 7: Are You Building Your List Every Single Day?

One of the best profit producing activities you can do for your business. Keep in mind every time you email your list you lose subscribers. It happens but the most important part to staying alive and growing. Make sure you gain more subscribers than you lose every single week. If you lose 100 subscribers gain 200, or better again 2,000. Just make sure your business is growing, not shrinking.

You're thinking now, "that's great Kevin, nothing I didn't already know, but how to get leads?"

- You blog will be optimized to convert visitors into leads. The highest converting solution for this is Thrive Themes & Thrive Leads. We use popups, slidein, in content optin forms, scroller optins forms and pretty much anything we can to convert visitors into leads. So keep posting content, generation traffic and leads will come.

- You promote an affiliate offer and put a squeeze page before your review video. You send traffic to the squeeze page and build your list first, promote the offer second. I'm using this method for 8 years successfully.

- When doing affiliate marketing you contact the vendors asking them can they include a bonus in the members area.

- You contact other marketers and ask them if they are interested in a banner swap on each person's download page.

- You do guest posts for other blogs with a link back to your blog.
- You retarget all your current website visitors to a squeeze page.
- You run Facebook ads carefully picking a target audience to your blog and squeeze page.

That's just a few methods and while some of these require effort, only the last two cost money. Everything else is free.

Question 8: Are You Connecting With Other Marketers In Your Niche?

Some of the most valuable information is actually shared for free, once you're in the right place. Regardless of your niche you'll find Facebook Groups and Forums to connect with out people interested in that topic. In many groups you'll find potential partners and customers. It's not your job to go here and start posting links and trying to sell stuff. It's your job to build relationships, share your experiences, ask and answer questions, etc. Just get people use to seeing your name and face.

Let's say you want to promote an affiliate product. I've noticed many marketers are refused due to just starting out and having no connections. It makes it very difficult to get your foot of the ground in this case. If you were to build relationships first you don't have this problem.

Now let's say in a few months you want to launch a product and you start looking for JV partners, hitting random people up and getting nowhere. Well if you were active in the groups and forums, made your connections your chances of a successful launch is much higher.

One last example. People will generally subscribe to your list or purchase your product because they see you as a expert in that field, Make sense right? So they land on your sales page or squeeze page, never heard of you, never seen your face before. There's no trust there so you'll probably not get the lead or make the sale. On the other hand you've someone who posted something helpful in the group and is active. They offer value. When they ask for the lead and sale, they get it. The reasons why are simple.

Question 9: Are You Passionate About What You Do?

This is an important one. If you're not passionate you'll not enjoy your work and you'll quit. It's only natural but if you love what you do, you'll want to continue doing it and you'll naturally get better. My plan was not write this report today. It's Saturday and the wife wanted to go the beach. I'm here loving every minute about it as I'm passionate about what I do. It never feels like work. Keep in mind there's so many niches to get involved in so pick something you love to talk, write and read about. It will make everything else easier.

Question 10: Are You Developing Your Own Product?

The least favourite one for last but let's admit it. Everyone you see in the 6 - 7 figure mark has their own product or service. I'm not saying you need to jump into the crazy product creation world and have something new every month. But I do recommend you have at least one product or service that you can sell. It could be as simple as a PDF guide like this, a over the shoulder training series or done for you service like copywriting, design, funnel design, video creation etc.

Bonus Question 11: Are You Emailing Your List?

Would you believe I know people who built lists of over 5,000 and just stopped mailing them only to come back a few months later to say they are no longer responding or opening the emails. Guess what? They forgot about you!

Would you believe I know several marketers who launched products which got between 500 - 1500 sales only to not mail the list of buyers. Maybe they thought all the money would be in the launch? Guess what? It's not the case.

This goes for everything else you've learned in this report. You setup the blog, you post content, you get likes, you build your list. YOU MAIL YOUR LIST. It's than simple I don't care if it's only 10 subscribers. If you leave it a week to mail them, they forgot about you and you're starting again. If you repeat this for months and months where do you get? Unfortunately nowhere.

Conclusion.

I hope you found this short report useful, and it has opened up some possibilities for you on how to make more of your email list.

If you want to make the 6 figure mark you need to first answer yes to all these questions. Throughout the process of getting everything in place, researching and developing content your experience and knowledge will grow.

I wish you all the success in the world.

Kevin Fahey



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