

# CASH MACHINE BLUEPRINT

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Learn how to live life on your own terms

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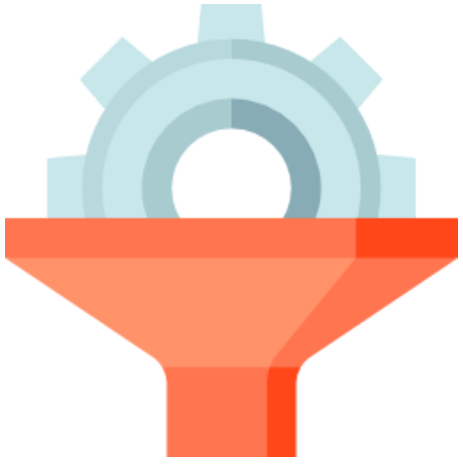
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# Imagine this....

You own a *special machine*...



...You pour fuel into it... it revs up, it whirls, bleeps and bleeps... and then... suddenly, money slides out.

Waiting in front of you are crisp new dollar bills...

But here's the *really* cool bit...

...Right now, you probably already have everything you need to build one of these machines for yourself.



Do you *need* a website? **Yes.**

If you have one, then you're already halfway there. If you don't, then you can make one in a couple of minutes without doing anything technical.



You only *really* need 3 or 4 pages. If you have more, then you're leaps and bounds ahead of most.

Do you *need* an email list? **Yes.**

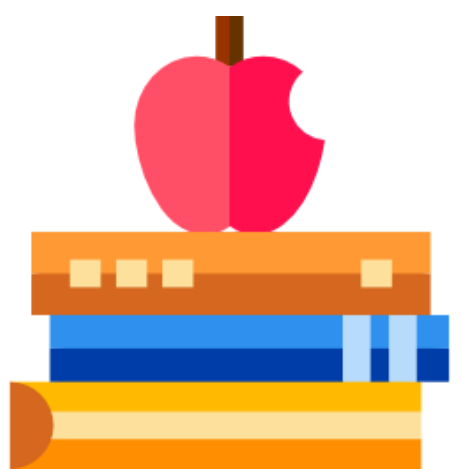
'The money is in the list' - you've heard it before. But in reality, it's in *the relationship* with the list.

Profit comes from the value you give subscribers.



But there's another level, which most people don't realize exists.

The most profitable Internet businesses are the ones that teach people new skills, through info products.



...This means *you can profit from your passions*, by building a business that has a deeper meaning and allows you live life on your own terms.

I'll give you the roadmap and you'll see just how simple it is to make and sell info products.

# The possibilities are limitless...

Because I've written this only for people who are able to think for themselves and make up their own mind, here's a sneak peek at the **daily results** I've achieved from building an info product cash machine based on my passions.

CONV.	VISITOR	CLICK	SALE	REVENUE
36%	\$0.62	\$9.52	\$27.00	\$4,266.00
56%	\$0.98	\$15.19	\$27.00	\$243.00
42%	\$0.84	\$11.12	\$27.00	\$189.00
50%	\$0.72	\$13.50	\$27.00	\$81.00
50%	\$0.98	\$13.50	\$27.00	\$108.00
67%	\$1.35	\$18.00	\$27.00	\$162.00
77%	\$1.44	\$21.60	\$27.00	\$216.00
71%	\$2.14	\$11.95	\$17.00	\$442.00
63%	\$1.17	\$10.63	\$17.00	\$170.00
67%	\$1.69	\$11.33	\$17.00	\$374.00
56%	\$1.18	\$9.56	\$17.00	\$153.00
59%	\$1.46	\$10.20	\$17.00	\$306.00
77%	\$1.31	\$12.75	\$17.00	\$153.00
56%	\$1.51	\$9.71	\$17.00	\$136.00
67%	\$1.31	\$11.54	\$17.00	\$323.00
77%	\$1.68	\$12.75	\$17.00	\$255.00
36%	\$0.80	\$6.18	\$17.00	\$68.00
100%	\$1.01	17.00	\$17.00	\$102.00

56%	\$1.30	\$9.38	\$17.00	\$272.00
71%	\$1.48	\$12.21	\$17.00	\$476.00
71%	\$1.17	\$12.00	\$17.00	\$204.00
71%	\$1.70	\$12.02	\$17.00	\$493.00
59%	\$1.02	\$9.92	\$17.00	\$238.00
43%	\$0.63	\$7.29	\$17.00	\$153.00
67%	\$1.27	\$11.05	\$17.00	\$221.00
59%	\$1.17	\$10.20	\$17.00	\$204.00
59%	\$1.50	\$10.20	\$17.00	\$255.00
63%	\$0.51	\$10.55	\$17.00	\$306.00
67%	\$1.72	\$11.47	\$17.00	\$493.00
43%	\$1.08	\$7.39	\$17.00	\$170.00
91%	\$1.83	\$15.58	\$17.00	\$187.00
71%	\$1.12	\$12.53	\$17.00	\$238.00
77%	\$1.02	\$13.00	\$17.00	\$221.00
83%	\$1.85	\$14.57	\$17.00	\$204.00
59%	\$1.35	\$9.92	\$17.00	\$238.00

Total 35 days revenue: \$12,320

This is the level most people don't know exists.

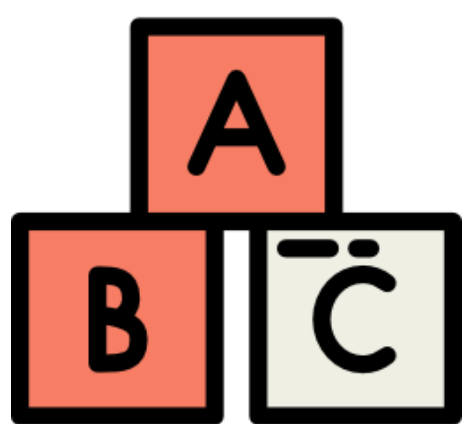
Even by selling low-ticket items in the \$17-\$27 price range, in a niche where nobody's heard of me and without a big email list, the daily revenue is pretty good.

...If we were to continue looking at my results you'd see the occasional 4 and 5 figure days, all from creating and selling info products that teach people *about the topics I love*.

But achieving results like this does require work. So **let's get serious** and build an info product cash machine of your very own.



# Building your machine...



We always build the machine *backwards*, or inside out.

This is to make sure that everything works properly and to (almost) guarantee that we will be successful.

The process is simple:

Make sure your product will sell - before you make it.

Don't waste time wondering if your product will sell, instead make a product that you *know* will sell.



Make a list of topics that **you enjoy** learning about.

This will be your guide.

To check that your idea is a profitable one, just search online marketplaces to see if info products are selling in your chosen topic.

Do you need to be an expert? No.

For example, if you love playing guitar but only know 3 chords, then teach all the 3-chord songs you know. If you play golf, teach an effective way to swing the club.



Your personal hands-on experience is more valuable than any academic theory. *People like people who are like them.*



But what about all the free information online?

Generally, free information isn't valued or trusted. People want to learn from people they can relate to, who've been in similar situations to them. And they don't want to spend hours searching for answers.

You'll give people advice they *can trust*, and help them *save time*.

# Marketing your info product...



Building an email list of interested people and introducing them to your product is the most effective way to get sales.

Email means you have **endless opportunities** to ask them to buy from you.

Help them for free, then ask for the sale.



Regardless if people buy or not, giving them something helpful for free is the smart way to do it.



Even if they don't buy from you today, they might buy from you *the next time* you give them helpful advice.

Every time they hear from you, the people on your email list should feel more informed and left **wanting more** of your helpful advice. This is how to build a loyal customer base.

How do you get people to join your email list?

There's a whole heap of ways to get people to subscribe, but the quickest way is to advertise. When you profit from advertising, you become **unstoppable**.



Advertise *a free gift* for anybody who subscribes, instead of trying to sell your product. *People only buy from people they trust.*

Desire + trust = sales.



It's a simple formula.

Use a free gift to build **desire** for your product and to **prove** that you're trustworthy. A slimmed down version of your product could be a good starting point.

When people opt-in to your free gift, it fuels your machine.

# Pulling it all together...

Now you have the blueprint for your cash machine:



- Choose a topic you're passionate about
- Check that it's profitable
- Make a helpful product
- Build your email list

There just 4 steps you need to take, and there's nothing technical or complicated. *Anyone* can do this.



Here are the tools you need to put it all together:



- 3 web pages (*I use Wordpress*)
- Email system (*I use ActiveCampaign*)
- Wordprocessor (*I use Google Docs*)
- Payment processor (*I use PayPal*)

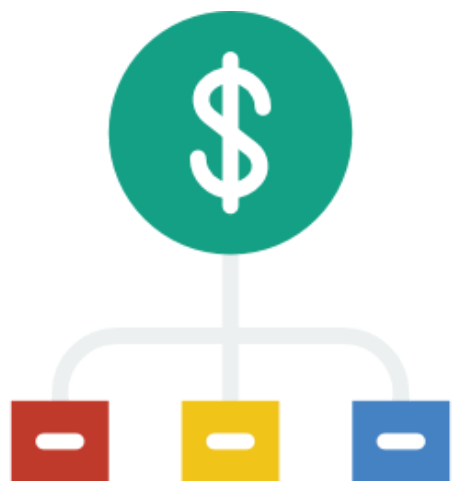
And if you don't have any of these just yet don't worry, they are easy to get, and most of them are free.

Stacking these in the right way makes a 'sales funnel'.

Sales funnels are designed to move someone who doesn't know anything about you, to trusting you enough to **buy** your product.



There are many ways to arrange, or stack, the pages in a sales funnel. The most common one looks like this:



- Free gift page (*called a squeeze page*)
- Thank you page (*to deliver the free gift*)
- Email sequence (*to deliver value and build trust*)
- Sales page (*to ask for the sale*)

And it's as simple as that.

The entire machine is built with 3 web pages and a couple of emails.



# Seeing it in action...

Your cash machine will work like this:

- Send traffic to your squeeze page
- Email a link to the free gift
- Ask if they'd like to upgrade
- Email a link to your product

Let's have a look at this in a bit more detail.

1. Advertise your free gift so your traffic arrives on your squeeze page.

2. Your subscriber immediately receives a link to a download page.

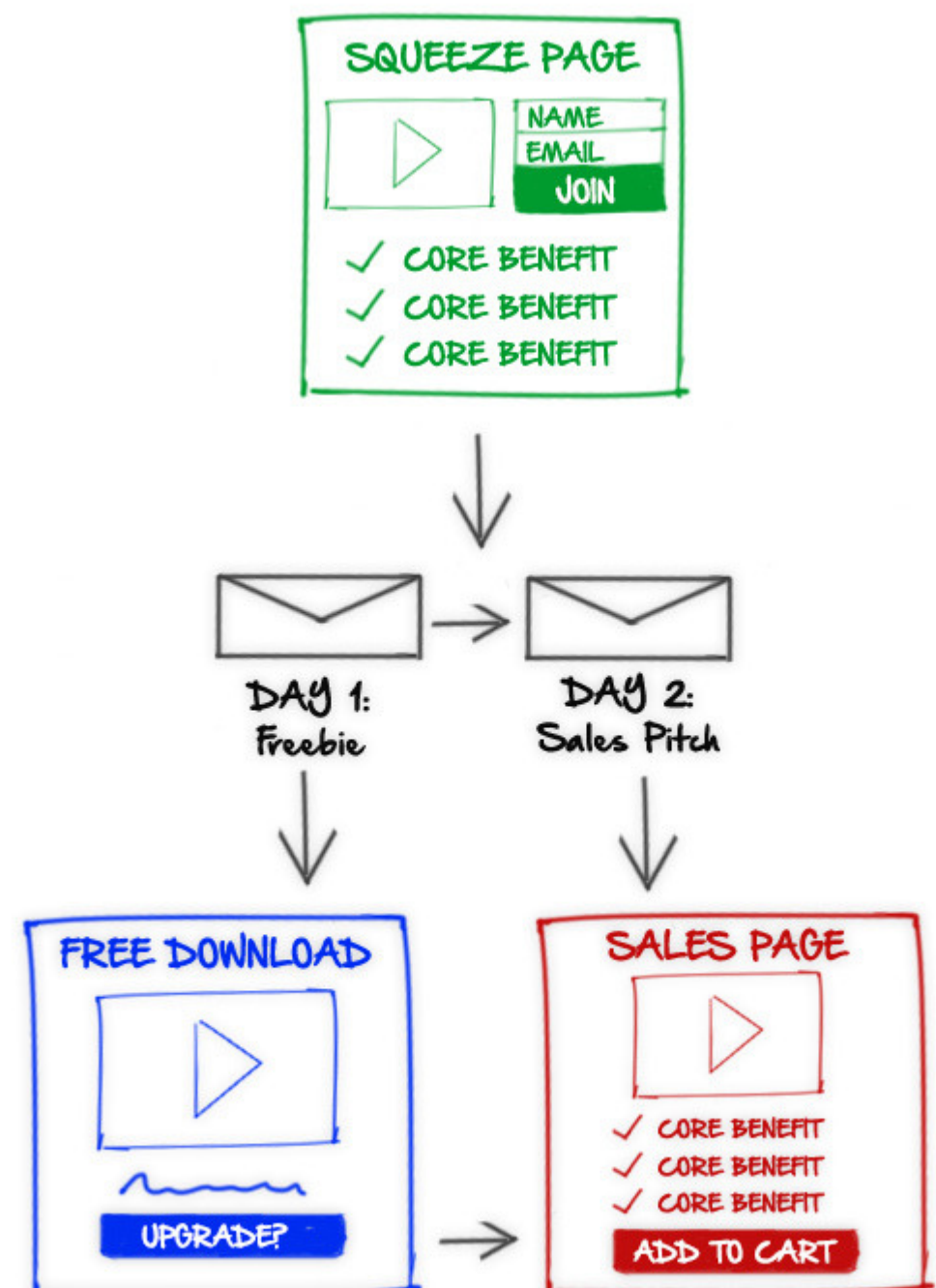
3. The download page gives them the free gift and invites them to upgrade to your full product.

4. On day 2 your subscriber receives a promotional email for your full product.

This is a bird's eye view of what your cash machine looks like.

Best of all, this process is entirely automated.

You built it *once*, and then leave it to run automatically. You can also add extra stages to your funnel to increase your profits further, but this is a good starting point.



## Growing a strong business?

Even mighty oak trees started as small seedlings. And just like a strong tree, in the right environment, with the right level of nurturing and care, you too can grow a strong business that lets you live your life on your own terms.

## Taking the next step...

Let the momentum carry you forward and continue to grow your business...



- Fresh ideas
- Weekly videos
- Real case studies
- Step by step tutorials
- Supportive community

Get all this for free:

Subscribe

Group

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