

RICH DAD'S

HOW TO BUILD AN **ENTREPRENEUR**

Turning Your Passion Into Profit in 7 Steps

Inspired by the lessons of Anik Singal



 **DIGITAL**
PROFIT ENGINE

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Forward

Turning your passion into profit

Rich dad had a saying, "The biggest challenge you have is to

**challenge your own
self-doubt and
your laziness.**

It is your self-doubt and your laziness that defines and limits who you are. If you want to change who you are, you must take on your self-doubt and your laziness.

It is your self-doubt and laziness that keep you small. It is your self-doubt and laziness that deny you the life you want.

**There is no one in your way
except you
and your doubts.**

It is easy to stay the same. It is easy not to change. Most people choose to stay the same all their lives. If you will take on your self-doubt and your laziness, you will find the door to your freedom."

Introduction

Turning your passion into profit

This book is broken into two parts. The first part is about you. Who you need to be or become to be successful as an entrepreneur

The second part of this book is about your business idea and how your passion and your knowledge will turn you into a digital entrepreneur.

The reason for the two different parts of the book is simple. Before you can learn what to do, you must first take a look at yourself and evaluate yourself to discover if you are willing to make the changes and find the discipline necessary to become an entrepreneur.

Once you have evaluated yourself and made the necessary adjustments, then it's time to build your business!

Part 1

Who you need to be or become to be successful as an entrepreneur

Anyone Can Become An Entrepreneur

There are long lists of products and ideas that are waiting for someone to turn them into a successful business. The truth is, anyone can become an entrepreneur.

But why is it so many don't? Simply put, the personal and spiritual risks that are required, to some, are just not worth taking. Notice that financial risks aren't listed. Just as there are long lists of products or ideas, there are just as many examples of people who started very successful business with nothing. Becoming an entrepreneur doesn't require hundreds of thousands or millions of dollars. In many cases, becoming an entrepreneur only requires a computer and a few hundred dollars.

If money is not an obstacle, why isn't everyone becoming an entrepreneur?

That's the question, isn't it?

Discipline is the answer.

You're probably saying, "Hey, I have discipline! I workout regularly, I eat healthy, and I am always on time!"

While those are usually things people think about when they hear the word discipline, that's not what we're talking about here. Those are examples of external discipline. They usually require extrinsic motivation, or the reward. This is usually why people gain the weight back after they stop being self-motivated enough to continue actively working on their weight problem. Self-motivation or internal discipline is what keeps you going after the reward has been removed.

Most people feel discipline is something that is done to them. For example: A boss chewing them out in front of the world, when they did not follow the company plan. Or parents yelling at children to clean their room, or study at night.

That is not what we mean by discipline. Building an entrepreneur is not done through other people

yelling at you. Discipline, especially internal discipline, is what you do or not do yourself.

Internal discipline gives you the power to leave your comfort zone. It's required to explore new realities and new ideas. Internal discipline helps you dream and see into possible futures, it's what allows you to unleash your imagination.

Many people would love to be entrepreneurs, but lack the skills, courage, and discipline to survive in business. Rather than risk starting their own businesses, most people seek safer environments, preferring job security to freedom and a steady paycheck to greater wealth. Many cling to job security because the fear of failing is greater than the joy of freedom.

Two Types of Discipline

In the second part of this book, we are going to explore a very clear and strategic plan for success. We'll lay out the "secret recipe" to becoming an entrepreneur.

If you are wondering, "Well, why not skip right to the secret recipe?" By all means, go ahead. But just as described in the previous section, your success will be as short-lived as a dieter that lacks internal discipline.

Internal discipline forces you to learn, to contemplate, and get educated before you take action. Internal discipline comes first when you evaluate your skills, your education, your experience and in this scenario your product or idea you want to turn into a business.

During your self-evaluation, you will discover two possibilities:

1. This idea is right for me and can change my future.
2. This idea is great, but not for me at this time. I need to find another alternative.

The key here is self-evaluation. It is the first and most critical component.

It is the first and most critical component. The outcome of your evaluation should reveal your external discipline, your drive, your commitments and most importantly, your willingness to grow as a person.

If after your evaluation, you find that you came up short, ask yourself:

1. Are you willing to grow your external discipline?
2. Are you willing to change in an effort to grow?
3. What are you willing to give up?

Now, let's talk about fears.

Everyone has fears. It requires discipline to acknowledge your fears and determine if they are valid.

One technique for facing your fears

is to write them down, all of them, no matter how big or small. Then, for each fear listed write down the worst-case scenario if that fear came to light. You might find that they aren't as bad as you expected.

If you haven't figured it out by now, you're going to have to change. Not only your actions, but also the way you see the world. If you didn't need to change you would not be reading this book. Changes in finances and in freedom start with changing your thoughts and end with changing your actions.

So, you've completed your self-evaluations and you have determined you're ready to move forward, great! But you're not done.

Now you have to evaluate your business idea. The easiest way to do so, is to evaluate its return on investment (ROI.) Put a number on your time, your money, and your energy and figure out if this business idea has the highest ROI.

Evaluation is the core of internal discipline. It requires a grip on your emotions and the willingness to tell yourself the truth. It's not going to be easy, thus, discipline.

Many people will struggle financially simply because their

emotions run their lives. Rather than face their financial fears, they hide from them. Many employees hide under the blanket of a steady paycheck and job security.

Discipline Delivers a Higher Quality of Life

How many times have you heard someone say:

"I need to exercise and lose some weight."

"I wish I could make more money."

"How do I get out of debt? These bills are eating me alive."

"I should start my own business."

"I need to grow my business."

These are the words of people who know they need to change. Robert Kiyosaki says, "Discipline delivers a higher quality of life." Moving to the next level of life requires more than thoughts, wishes, and hope. It requires discipline.

People are often trapped between their problems and their dreams. They know they need to change, but change is hard and they lack the self-discipline to escape their own mental prison to achieve their dreams.

Some people have even become comfortable with their problems and that's what keeps them from moving to a better life. Their problems become their life.

For example:

1. A person can be comfortable being overweight because diet and exercise would make them uncomfortable.
2. A person can be comfortable in a job that doesn't pay enough simply because starting a business would make them uncomfortable.
3. A person can become comfortable in a relationship that has run its course simply because a boring marriage is more comfortable than being alone.

Improving life requires discipline. Change requires a person to be uncomfortable, learn new things, meet new people and become a better person.

Life does not improve until the person improves.

This is why learning discipline—the discipline of discipline—is extremely important.

Discipline Creates Leadership

It's no secret that entrepreneurs must be leaders. Even if you're a one-person team who is working out of your home, you need to be a leader. You may not realize it but you lead yourself, and team members that you don't even think about like, suppliers, ghostwriters, copywriters, or even your computer repair provider. There's so many more, but you get the idea.

Leading is the secret to building an entrepreneur. Once you can lead, you no longer have to know everything. You only need to know a little bit of every part of your business. In other words, you don't

have to be a professional expert like an accountant or an attorney. Instead, you must know how to work with and lead accountants and attorneys. But you can never lead until you learn discipline, both internal and external.

The world is always disciplining us whether we want it or not. For example, if you are undisciplined with your eating and exercise habits, the world will discipline you. If you are foolish and uneducated with your money, the world will discipline you. If you are a cheat and a crook, the honest people of the world will discipline you.

The Four Cornerstones

The good news is that each of us possesses the four cornerstones of discipline: mental, emotional, physical, and spiritual. Becoming an entrepreneur will place pressure and tension on all four cornerstones.

To be successful in life, you must be strong in all four cornerstones. For example, a person may say mentally, "I need to lose weight." So they go on a diet, which is physical, but three days later, they pass by a chocolate brownie and their emotions flare up and they then say, "I want that brownie, I need my chocolate fix." And the diet is over.

To elevate to a higher quality of life it requires strength—mental, emotional, physical, and spiritual. Failure comes when one of the four components are weak. It takes the power of discipline to turn the four components into strengths.

Becoming an entrepreneur is no different. It requires discipline in the four cornerstones.

Discipline in Business

All four cornerstones of discipline are put under pressure when you

become an entrepreneur, especially, spiritually. If a person is weak spiritually, all three other cornerstones are weakened. It's almost impossible to endure the rigors of entrepreneurship.

An entrepreneur must also be able to endure emotional fears like, not having a steady paycheck, or continuing to operate when the money is gone, or the mental ability to learn quickly and the physical strength to work for years without a break, and most importantly, the spiritual strength to be tough in the face of adversity and challenges.

The core of an entrepreneur's character is discipline.

An entrepreneur must be strong:

■ **Mentally** | Think of it as a skillset.



You only need to know enough to ask the right questions at the right

time and know how to determine if things are moving, as they should or if adjustments are needed. As stated before, this doesn't mean you need to know everything; you just need to know a little about every area in your business.

Emotionally | This is where your discipline, both internal and external, comes into play. Are you strong enough emotionally to do what needs to be done and control your emotions?



Physically | This doesn't mean you need to have six-pack abs and biceps of steel. It means that there may be times when you need to fight fatigue and see that things get done. It also refers to your overall health. When you're healthy you think clearer and you think faster.



Spiritually | "Where there's a will, there's a way." When we speak of a person's will, we are speaking of their spirit. In most cases, failure comes when the entrepreneur is spiritually weak. If a person is weak spiritually, then the other three components are weak as well.



The spirit is the anchor of the entrepreneur.

You can grow your spirit and keep it strong by:

Identifying your why

Following your passion

In keeping with the dieting theme, a person's failure to reach their dieting goals has everything to do with a lack of self-discipline. Think about fitness centers in your area, January 1st comes around and they're packed, but by February 1st they're empty again. Gyms profit from a lack of self-discipline.

We've all been there at some point. Don't deny it. Learn from it.

The Mind's Why

Rich dad taught that what makes a person successful is not talent, not charisma, and not money. Success is found in the mind, the mind's why.

Often times for a person to change their habits, or strengthen their discipline, they must first change

their why. For many people, that may be difficult because a person's why is often linked to their core beliefs and values, likes and dislikes.

Sometimes the why mindset can be limited by attitude or opinions such as: "I'll never be rich," or "I'm not interested in money," or "The rich are evil," or "Investing is risky." Not much will change until there is a shift in the mindset. For example, if you believe you'll never be rich, the chances of you becoming rich are slim to impossible. Your why won't even let you try.

Before we get to finding your why, let's discuss your why capacity. You want to understand this so that you can discover the biggest why in your life. Keep this in mind: the smaller the why the smaller the success, inversely, the bigger the why the bigger your success.

Your Why Capacity

In entrepreneurship, the why affects the how in two important ways:

1. If you think, "I'm not interested in sharing my passion or knowledge with others," then your limited why will reject most how to content about many different areas and strategies in entrepreneurship.
2. A person can only be as rich as their why allows. For example, a five-gallon gas tank can only hold five gallons of gas. That's its capacity. When it comes to money, if you have a \$100,000 why capacity, that's all the money you can hold.

Maybe your why is to have a good home for your children. If you want to become a successful entrepreneur, you need to expand your why capacity to achieve it.

By expanding your why you increase your capacity to achieve your goal of becoming an entrepreneur. Most entrepreneur advice focuses on the how to; they want to tell you what to do rather than focus on the why mindset.

Why is a Mental Environment

Rich dad often said, "Many people ask me how to do something. I used to tell them until I realized that, even after I told them how they often did not do it. I then realized that it was not the how, but the why I do something that is more important. It is the why that gives you the power to do the how."

He also said, "The reason most people do not do what they can do is because they do not have a strong enough why. Once you find the why, it is easy to find your own how. Instead of looking inside themselves to find their own why for wanting to become rich, most people look for the easy road to wealth. The problem with the easy road is that it usually ends in a dead end."

In simple terms, the why is often just a mental environment. As rich dad said,

"Change your environment, change your life."

Changing or expanding your why can also change your life. It is hard to reach your goals, regardless of how much you study and learn if you have a weak spirit or a can't do mentality. That is why the why is more important than how.

If You Find Yourself Arguing With a Good Idea, You May Want to Stop Arguing

Another rich dad saying was,

"If you find yourself arguing with a good idea, you may want to stop arguing."

We argue because we do not want to feel disappointed again. We argue because we are protecting our self from the pain that dreaming big dreams can bring if that big dream does not become

reality. We've all experienced the pain and disappointment that comes with a failed dream. The hard part, the internal discipline part, is to realize when you are arguing against failing again, not against the dream.

Have you ever said to yourself, "I am sick and tired of myself?" Have you looked at yourself and realized that you must change? Not just mental change. Not just external change. Not even just changing your internal discipline. Change from deep down within yourself. Change from your spirit.

Robert tells a story about the time he looked deep in himself and demanded a change. The following are some of Robert's personal whys—why he decided to go for retiring young and retiring rich:

- He was fed up with being broke and always struggling for money.
- He was tired of being average.
- At the age of eight, he came home and found his mom crying at the kitchen table. She was crying because they were buried under a mountain of bills.

- His most painful why of all was the reality that now he had Kim in his life, his soul mate, and that now she was in a huge financial mess because she loved him (another story for another book.) He had realized that he was doing to Kim what his dad had done to his mom, and that's when he found his giant why.

What is a Reason Why

A reason why is that something in your soul that drives you to keep going when things don't go according to plan. It's that very personal prize at the end of the rainbow that inspires and motivates you. It's your reason for existing. It's what will make you smile at just the thought of it.

Here are some good examples of other's reasons why:

- I want to start a photography business.
- I want to write a screenplay.
- I want to be there everyday when my kids leave for school and be there when they come home.

- I want to create a non-profit organization providing microloans for people in third-world countries.
- I want to run the Boston Marathon.
- I want to live in Paris and paint everyday.
- I want to travel around the world with my spouse on a sailboat.

At first, as you begin developing your why, you may come up with reasons like:

- I want to make more money.
- I want to be financially free.
- I want to retire.
- I want to buy a new house.
- I don't want to work at a job anymore.

These are reasons but they probably won't inspire you when things start getting tough.

When you get to your own personal why it needs to excite your spirit inside you, and when you are down it will pick you up.

Your why will continually evolve. When you achieve your why, enjoy it. Celebrate it. Then move on to your next why.

Following Your Passion

We've covered identifying your why, now it's time to discuss following your passion.

For starters, it's not enough to just be passionate about your product. You need to be passionate about the business and the mission. The energy from being passionate about your idea is a wonderful feeling and a magical fuel that you'll need when times get tough. Don't discount that passion!

Many people get hung up on the money. They think money is their passion. This simply can't be all. Money will not be the thing that gets an entrepreneur out of bed when times get tough because the entrepreneur can go find money elsewhere—a much easier way than through entrepreneurship.

Time for an exercise. This one will help you find out where you spend your money to help you figure out what it is you care about.

Take out your credit card statements and bank statements

and spread them out in front of you. Review them closely. What did you spend the most money on? What products and services are you buying the most? Could that be an indication of what you are most passionate about?

A very smart man once said, "People lie with their lips, but they tell the truth with their wallet." What truths are your spending patterns telling you?

When Shane Caniglia, the President at the Rich Dad Company, started his business, he did it around his very personal passion: healthy living.

Here's what Shane says about passion:

"When I started my first restaurant we had many goals. We wanted to make money and we saw a great opportunity, but it was so much more than that. I had a philosophical belief about food I wanted to share with the world. Just like everything else in the world, the quality of the input has the biggest effect on the quality of the output.

Healthy food needs to be available to everyone to greatly improve their quality of life. To be available to everyone it needed to taste great and be affordable. So I set out to create healthy choices without sacrificing flavor and portion sizes that are always 100% fresh, affordable, and fast for themselves and their families."

Now we need to stop here and make sure our feet are grounded in reality. Just because you are passionate about something does NOT mean it's a great business idea. Let's explore which passions are good businesses.

We at Rich Dad Company are excited to introduce you to Anik Singal. Anik is one of the world's leading digital entrepreneurs and digital marketers. The Rich Dad Company has worked with Anik for a few years and we consider him to be the world's leading subject matter expert.

Anik's formula is easy, identify your passion, test its viability and then turn it into a business.

Part 2

How to turn your passion
and your knowledge
into a digital business

The Simplicity: The 7 Simple Steps To Launching Your Business

It's time to dive in and see exactly what it takes to get your business up and running. We are introducing you to each step of the process in this book.

All you need to do is follow each step. Before you know it (in a matter of just a few weeks) your business will be live and transacting online.

Let's go over the steps.

Step 1

Finding your profitable passion

“Follow your passion, be prepared to work hard and sacrifice, and above all, don't let anyone limit your dreams.” - *Donovan Bailey*

There is nothing more liberating than doing what you love. It breaks our heart when we meet people every day who absolutely despise their careers. Even worse than that is when we meet people who are considered incredibly successful but who are completely miserable. They are trapped in their career because of the money, but are riddled with stress and unhappiness because they lack passion.

Surrounding ourselves with our passions is the number-one way to live a truly free and fulfilling life. Life is much more fulfilling when you are waking up every day excited to work. Even if you have millions of dollars in your bank account, until you are surrounded by a life of your passion, you will never truly be free.

Trust us; many of us at Rich Dad have been on both sides. Today, we're blessed because we get to wake up every day and do what we love: we get to spend every moment of our day talking about and teaching entrepreneurship. We get to go to sleep every night knowing that we helped thousands of people chase their dreams.

Passion: The Key To Your Success

Of course, to create a passion business, you need to know what you are passionate about. The good news is that you can build your business around just about any passion.

We love giving people the tools to make their dreams a reality. To this day, there is nothing that brings a bigger smile to our faces than when we get an email from a student. The emails tell us about how different their life is now and how they are living a life of their dreams.

Passion is your key to success. Remember that and you will have won 90% of the battle towards success.

However, is it enough to just have passion?

What if your passion is going to the lake and skipping rocks? Is it really viable to build a business on that topic? Unfortunately, the answer is no.

Once you have a list of what inspires passion from you, we now have to put it up against the "business test." We have to make sure that we choose the passion that has the most commercial value so that we can profit the most.

Is Your Passion Profitable?

So what kind of passion is profitable and capable of turning into \$ 1 million? There are really only four requirements that are key. These factors should never be ignored or else you will set yourself up for failure.

Passion | We know, we know; we keep saying this. We're not trying to irritate you; we're just trying to really drive it home. Here's why: For the first few months in business, times will always be hard. You will hit obstacles, your profit will be lower, and you will need dedication to get through it.



If, when the times get tough, you are building a business around your passion, you will stand a stronger chance of surviving, if for no other reason than because you are enjoying the process. Most people who fail do so because they start their business only for the money. If they don't see profits in the first few days, they lose all their motivation. Don't be one of these people!

Audience | You want to make sure there are a lot of people in the world who share your passion. For example, if you have a passion for a very rare type of food found in a remote part of the world,



that's great. However, not enough people in the world even know about this food to share your passion.

You will be fighting an uphill battle right from the start. We don't want to start there. We always say, make sure there are at least a million people in the world who share your passion.

Money | Having an audience is one thing. You have to assure that your audience is capable of spending money on your topic.



The information has to be valuable enough to your target audience that they will be willing enough to pull out their credit cards for it.

There is ONE final test that can make your life much easier. You don't even have to think about the first three metrics as long as this fourth one exists.

Competition | Competition is good.



We never recommend going into a market that has no competition.

If others are selling information similar to yours, that is excellent for you.

Here's why:

- They have validated the market. You know there is profit to be made.
- You can market THEIR products as an affiliate.
- They can become your top partners later and they can promote your product for you, too.

You want competition. Competition is excellent.

Now, let's assume you have competition, and you have screened your list to a few qualifying candidates. Guess what? The rest is easy.

We're going to use the following tools to finish evaluating a specific niche. These are all free tools that are readily available:

#1 | [Amazon.com](#)

Use Amazon to review existing information on competitive products that are being sold.

#2 | [Facebook Ads Platform](#)

Facebook has an amazing analysis tool, and you don't need to spend any money to use it.

#3 | [Clickbank.com](#)

This is one of my favorite sources to see if a particular niche is selling well or not.

#4 | [Google Keywords Tool](#)

Get a quick glance for free on the popularity of the biggest keywords in your niche.

There you have it. Assuring that your passion is capable of turning into \$1 million is simple and easy. Follow these rules and you will be golden.

Passions That Are Very Profitable

Just to help you get started and to give you some ideas, here's a starting point.

The best topics to launch an online business in tend to be in the big three:

1. Health (Physical, Spiritual, and Emotional)
2. Wealth (Business, Investing, etc.)
3. Relationships (Marriage, Dating, Parenting, etc.)

This does not mean that these are the only three. There are plenty of niches outside these; however, we have seen a bulk of great success come from these three areas.

Here are some more detailed examples to get you thinking:

- Weight loss
- Pets
- Bodybuilding
- Finding a job
- Healthy eating
- Panic Attacks
- Dating advice
- Reiki
- Investing
- Hypnosis
- Real Estate
- Divorce
- Gaming
- Superfoods
- Electronics

As long as you have passion, a big audience with money, and existing competition in the market, you can turn any viable topic into success.

Step 2

Product Information

“Follow your passion, be prepared to work hard and sacrifice, and above all, don't let anyone limit your dreams.” - *Donovan Bailey*

Let's bring your information to life. Before we start talking about this topic, we want to address the #1 conflict we hear from students.

Here are the most common objections we hear:

Objection 1 | I'm not a writer; I don't know how to create a product...

Objection 2 | I don't know anything worth teaching anyone...

Objection 3 | How do I put together a course? I don't know anything about teaching!

Here's our answer: Are you ready to open your mind?

Creating a great information product that is packed with tremendous value that the market loves is not hard. We're going to show you the exact system right now.

We've distilled this system down to a science but you don't have to take our word for it. We've watched thousands of students do this. Many of our friends use this same system and build amazing businesses.

The students that we've helped are all students who had never before created any type of information product. Ever.

These students knew nothing about technology.

Some of them are grandparents. Some of them are construction workers.

Your background or skill set has absolutely no bearing on whether you can get your own information product created or not.

Here are the only five steps you need to create your own valuable information product:

1. Research existing information products.
2. Discover your unique angle. We'll show you an easy way to do this.
3. Decide on your choice of media: Written, audio, or video product.
4. Create a product outline.
5. Assign responsibility and create a timeline. Will you create the product or get some help?

Which of these three products are you most comfortable creating, written, audio, or video?

There is a methodical approach to choosing the type of product you want to create. In other words, your product can be personalized to you and your preferences.

Each of these three types of products are rock star successes online. Here's what to consider when making your choice:

1. What is the price of your product?

2. Do you like writing? Are you shy? Are you OK with recording audio or video? Here we have to dissect some of your personal choices. There is never a right or wrong answer here. Your business will mold to you.

3. Are you willing to get some outside help to create your information product? We give you a step-by-step plan to get great outsourcing help. Whether you want to invest in this or not is 100% up to you. If you are willing to make a small investment, options do open up!

Let's delve a bit deeper into each type of product.

Written Products

Digital written products come in many forms. They can be as simple as an eBook or they can be positioned as a course simply by splitting up the various parts that you've written. Many times, just the way you present the same information can dramatically increase the monetary value of your product.

Now, if you want to do a written product, do you have to write it yourself?

Nope. If you want a written product there are great writers out there who can take your stories, experiences and lessons and turn them into your written story.

Audio Products

Depending on the product price that you decide is best for you to build around, a step above a digital written product is a digital audio product. These can be as simple as an audiobook, or if you simply structure the program differently, you can create an entire course using these audio files.

The process of creating an audio product is not very different than creating a written product. The only difference is that you will grab an inexpensive microphone and some free audio software to record yourself reading the written word.

If you don't want to be the one reading it, no problem. You can get inexpensive voice talent who will do it for you.

Remember: There are various kinds of audio products and many strategies to get them created. This is not difficult at all.

You are free to choose whichever one fits your personality best.

■ Straight Recording

Is your head packed with information? Just go straight to recording. Within a couple of hours, you could have a class-A product completed and packed with valuable information.

■ Script and Read

Need some help? Do you feel more comfortable being prepared with a script? That's simple too. First, create a written product and then simply record yourself reading it.

■ Interview Experts

Let others do the work for you. Just download a free copy of Skype. Download audio recording software and line up some interviews with existing experts in your niche and record them. Done.

By now you should really be starting to understand: If you just open your mind and follow our system, you can very easily create your own product.

You do not have to be a college professor...

■ Video Products

This type of product carries the highest perceived value, but it also comes with the greatest misconceptions. Every time we have suggested that a student create a video product, we're used to hearing something like this in response:

"I hate video cameras! I can't make videos! That's for the experts!"

But then you have to ask, "What if you can make a video product worth hundreds or even thousands of dollars without ever showing your face in front of a camera?"

That's usually when their eyes light up.

There are many ways to get a Class A video product created because there are many different kinds of video styles you can use.

Here are some options that we will teach you how to master:

■ Create Screen-Capture Video

This is simply recording your computer screen. For example, you can create and record a Powerpoint presentation or a live demonstration of anything you want. You never have to show your face on camera.

■ Conduct Webinar Interviews

This is a strategy to create a video product that does both things for you. One, you never have to show your face on camera. Two, you don't even have to create the content yourself. You simply do a webinar interview with existing experts.

■ Run Your Own Webinar Series

Create a series of Powerpoint files around the topics you want to teach. You turn on your screen capture recording tool and simply hit record. Now walk your listeners through this Powerpoint presentation while dictating into a microphone. Congratulations! You now have a very high value course, not just a product.

■ Create a Video

Videos carry the highest value, plus you get a chance to build a relationship with your students. But please note that you don't have to do this until you're comfortable with the idea and the process.

Isn't it shocking to learn how easy all this can be? Your written, audio, or video product will be professional, polished and jam-packed with valuable information. No matter what your experience level is, we are glad to hold your hand and walk you through the entire process.

So no matter where you are in your life, you can and will have your own digital information product.

Step 3

Profit Multiplier

“Follow your passion, be prepared to work hard and sacrifice, and above all, don't let anyone limit your dreams.” - *Donovan Bailey*

You: “I'll take a Big Mac”

Cashier: “Do you want fries with that?”

You: “Sure.”

Cashier: “How about a soda as well? It's only another dollar.”

You: “OK! Why not?”

In this example, you just spent about 300% more money than you had initially planned. On the other hand, you probably feel better served, more satisfied, and happier with your purchase.

You can create this identical process online with digital publishing. Actually, it's even easier with digital publishing - and it's more powerful.

Do you know what “funnels” are?

There are two kinds of funnels.

At Cart Funnel | The Big Mac dialog above is a great example of the At Cart Funnel. It's when you strategically make additional offers to your customer right as they are in the process of buying the initial product.

Back End Funnel | One of the easiest ways to radically impact the profitability of your business is to have a very specific follow-up plan that lasts for weeks after you get your first customer.

Do you have to be a skilled sales person to build sales funnels? Absolutely not. As a matter of fact, the technology to do this is 100% automated. There are multiple technologies that can build this funnel for you in a flash.

The reality is that there is a science to a funnel. Great funnel builders consider several different types of sales:

■ Main Offer Downsell

97-99% of the people that visit your website will leave without ever buying a single thing. This is just the harsh reality and it's virtually impossible to avoid. However, that does not mean that we let them go. We need to find a way to capture as much value from these visitors as possible.

■ At Cart Upsell

This is the quickest and easiest way to double your profits without ever getting a single extra visitor to your website.

■ At Cart Downsell

Add another 50% to your sales by adding one simple page into your sales process. Again, this can be 100% automated.

■ Back End Upsell

Within 30 days of getting a new customer, I am able to see a minimum of 100-150% increase in my profits simply by offering another offer a few weeks after the original sale.

■ Back End Affiliate Promotion

What if you could make hundreds of thousands of dollars while better serving your customers and never lifting a finger? This is precisely what affiliates do. You get an army of other marketers selling your product for you.

This book is teaching you what you need to know but is not diving deep into all the specifics. You'll need to learn the details of each of these funnels, upsells, and downsells. This is a killer part of your profitable digital business.

Step 4

Delivery

Once your product is created (this can be done in just a matter of days if you want) and you have our beautiful funnels created, what's next?

Now it's time to get your awesome product into the hands of your hungry market!

This is where some students get a bit antsy. Here's why. This is the first step in the process where technology actually begins to get involved.

You do not need to know anything about technology in today's world to get a beautiful product up and running!

“Follow your passion, be prepared to work hard and sacrifice, and above all, don't let anyone limit your dreams.” - *Donovan Bailey*

Today, we're in a very different world.

Outsource it

You can hire someone to help you now for pennies on the dollar.

Automated Technology

This is our favorite. For next to nothing, you can now use amazing technology to build your entire business. Just click a few buttons and you're up and running within just hours.

You don't have to learn programming, hosting, or anything technical. The systems will do it all for you.

Today, getting your course up and running online is almost too easy! It's literally the easiest part of the process for you.

Step 5

Messaging

“Follow your passion, be prepared to work hard and sacrifice, and above all, don't let anyone limit your dreams.” - *Donovan Bailey*

Once you have created your product, funnel, and delivery system, it's time to get the attention of your prospects. More specifically, you won't only get their attention, but you will get them to take action.

This action means you get to start creating profit, and it's done through your sales messaging.

Sales messaging is where prospects become customers. It's where you begin to build toward your dream of financial freedom.

Now don't let the word “sales” intimidate you. You're not meeting with people face-to-face. You're not even talking to them on the phone.

You're simply following a proven methodical step-by-step system to create one of the following items.

Here are your three main tools:

- [Written Sales Letter](#) — There are great templates for writing these letters.
- [Video Sales Letter \(VSL\)](#) — Today there are software tools that can actually create an entire video for you.
- [Webinar](#) — This form of sales messaging is fast becoming our #1 favorite. We are finding this sales tool to be the easiest to create, and some of the higher conversion rates come from it.

It's important to note that each of these sales messaging tools follow a very simple system and template. You never have to worry about reinventing the wheel.

Remember, each of these sales tools also offers its own advantages and disadvantages based on the positioning, audience, offer, and price.

Step 6

Ignition Launch

“Follow your passion, be prepared to work hard and sacrifice, and above all, don't let anyone limit your dreams.” - *Donovan Bailey*

Here's a silly question. When NASA launched decades ago, do you think the scientists sat down and immediately said: “All right guys, let's land on the moon. Actually, forget the moon, let's go land on Mars. ”

No. They didn't.

As a matter of fact, when they sat down initially, the only thing they spoke about was how to develop a rocket strong enough to get them into outer space. After that, they went one goal at a time. And one day, they landed on the moon.

So, answer me this:

Why do we constantly see new online marketers trying to do “big bang” launches right off the bat? On the other hand, we also see many digital marketers who are just starting, have little to no experience, and they refuse to take action because they're waiting for the right time to do their “million dollar launch.”

Every single one of our most successful students has first done what we call an Ignition Launch. We build slowly and move from there. This lets us create a stress-free environment, to follow the step-by-step system, and to do it right.

The Ignition Launch can be broken down into its own three phases:

- Testing
- Power of One
- Official Announcement

These three phases can take as long as you want; however, if you follow our system exactly, each of them should be relatively short.

■ **Testing** | Assuming you have finished your passion product, your sales funnel, and have everything ready to go, it's time to test the process. When you test your process, you are testing for two main things:

- Technically: Does it work?
- Sales Conversions: Is it converting well?

Before you can ever start aggressively getting traffic, you will want to do a test order and make sure everything is working. As long as your processes are working "technically," it will be time to test your sales conversions.

Testing requires you to get a slight amount of investment traffic. You can test with as little as \$300. The

key to remember is that if you have created your funnels right, you are not really risking any money. You will earn that money back very fast. With your own products, the good news is that you are making 100% of the margin. You are also getting a lifetime customer. Any traffic you invest in testing is very safe.

Having said that, we still always recommend you start slowly and scale.

You never want to start scaling your traffic before testing and having as much data as possible. You especially never want to use the "Power of One" strategy until you are at least 90% sure that your entire funnel is converting very well. The main thing you want to ensure is that the funnel is converting well enough for your affiliates. If you were to promote your own product as an affiliate, would your commissions lead you to getting as close to \$1 per click earnings?

■ **Power of One** | The power of one might be one of the greatest marketing tools you ever have in your business.

The best part is that our students are using the Power of One every single day.

The Power of One proves and says that you need to have only ONE good contact or affiliate in any niche and you can take it over. Even if you are entering into a niche and don't know anyone, we're going to show you how to find at least one person that will respond to your email. It isn't hard; seriously, it's just a numbers game!

If you send out at least 10 emails or Skype chats, we will bet that at least one person will respond to you. That's it. Congratulations. If you nurture that one relationship you are going to be well on your way to success.

The way that the Power of One works is that just one person is enough to create a viral network for you. This one person will be able to test promoting your product as an affiliate. This person will become a friend. You will take great care of that One. You will make sure that when the One promotes your product, the One gets excellent results and conversions.

Remember, an affiliate is someone who will send you traffic and you will, in turn, give that person a commission (50-75%). The person promoting for you will always want to get as close to making \$1 a click in commissions.

If you can get close to or past that number, you are golden. By the way, this is why we preach about testing an offer first. You want to make sure before going into this Power of One relationship that you have no risk on the table!

Here's how the viral element begins.

As soon as this person finishes promoting your product, you take her results and report the results back to her. Assuming the results are stellar and this person is happy with them, you simply ask her to introduce you to at least three other friends on Skype or email.

Remember, if someone has been in this niche for some time, they will know a lot of other people just like themselves!

We have seen my students use the Power of One in many niches. From Internet marketing, investing, to personal development and even the dating market, we've witnessed the Power of One launch massive businesses that tower past \$1 million!

Remember, you can be shy. You can be an introvert. It doesn't matter. The Power of One can be fully done behind your computer, using nothing but digital tools. We

will walk you through the entire system in so much detail, you won't even know when you master it and start to profit from it!

■ Official Announcement |

Once you give the Power of One a few weeks to accumulate, your network grows, and you have fully tested your funnel, you will officially announce your launch. At this point, you are going to aggressively seek other affiliates who will send you traffic in exchange for a commission.

Putting together a product launch is an art in and of itself. The process of doing this reaches outside the scope of this book. However, our students are taught every detail of the process and have gone on to create massive results!

Actually, if you use the Power of One correctly, the official announcement will start itself. The main part of the official announcement is for you to pick a period of time and throw in some prizes for the affiliates.

Perhaps you declare a window of three weeks and convince your affiliates to promote during that window. In exchange, you are running a contest. You give away cool prizes to your affiliates for their support. You will be shocked at how

differently affiliates will react to your contact when you give them a designated period of time in which they need to send their email.

The key is to just make sure that you have fully tested the offer and are happy with the results!

Step 7

Growth

“Follow your passion, be prepared to work hard and sacrifice, and above all, don't let anyone limit your dreams.” - *Donovan Bailey*

Up to this step, we've been building your business piece by piece.

Now, you're ready to attach a 500-horsepower engine to your business and blast it to a whole new dimension.

This is where you start to build a massive brand. You will become a known name in your niche. You will begin to have true followers and fans.

- Thousands upon thousands of people following you on email...
- Thousands tracking your every move on social media...
- Hundreds of key relationships – promoters, affiliates, vendors – and everyone will be dying to work with you...
- A growing, scaling business – month after month...

This is where we're going to take your business from doing peanuts (\$10,000 per month) to doing millions.

Step #7 is when you're ready to quit your day job and take full control of your financial future and your own freedom.

Moving into Step #7, we will focus on 5 key areas to experience a jaw-dropping level of growth.

1. Build your email list

Your list size = your business size. If you want to grow, grow your list!

2. Promote affiliate products

There are experts in your niche with monster lists. There's nothing wrong with creating a profit alongside them, all while serving your list.

3. Learn Event-Based Marketing

We use it to promote affiliate products or even our own. This strategy is fully based around webinars and works best once you have a 10,000+ name email list.

4. Horizontal & Vertical Expansion

Create more of your own products. There is no easier way to add zeros to the end of your revenue numbers than by simply creating more of your own products and repeating the 7 Step system.

Remember all those people on your list? They signed up for you. Your content, your stories, your products. They are far more likely to buy from you than from your affiliates.

5. Use Relationships & Networking To Build Your Affiliate Database

The more big affiliates know you and promote your business, the more other affiliates and customers will swarm to you. Make it a priority to get your name out there in the most lucrative affiliate circles.

Does growth happen overnight? Of course not. But if you commit yourself to these five key areas, you'll see everything grow right before your eyes.

- Your list.
- Your customer base.
- Your relationships.
- Your confidence.
- Your sales.
- Your profits.

But let's not get ahead of ourselves. Your first mission is to start your business. You've got to get started finding your perfect niche, creating your product, and building a following.

The Right Time

This is the right time to start your digital publishing business. You don't have to simply take our word for it. Just looking at the data will prove to you that there has never been a better time than now to start your digital publishing business.

First we'll show you why it's the right time to start an online business versus an offline business. Then we'll discuss the digital publishing business model specifically.

- By 2016, more than 50% of all U.S. retail business will be directly influenced by the Internet. The day of only buying things at the store are fast disappearing. Source: Forrester Research
- \$592.43 billion. That's the amount that companies invested in online advertising in 2015 alone. If you ever want to see trends in the world of business, just watch where companies are spending their money for advertising. Source: eMarkete
- 82% of key shoppers spend their time researching and shopping online.
- Every month there are more than 10.3 billion Google searches, with 78% of U.S. Internet users researching products and services online. The market is clearly now sticking to the Internet to research and find their products. Source B2B: Marketing
- \$304 billion in online sales were generated in 2014 in the U.S. alone.
- Online businesses are growing year after year at over 15% a year.

Let's face it. It's 100% clear that the world is moving everything to the Internet. If you want to start your own business and make your dreams come true, opening a physical store is no longer the best way.

There are hundreds of ways to start making money online. Let's look at exactly why the digital publishing business model is by far the best strategy.

- In 2013, Amazon declared that their digital book sales surpassed their physical book sales. This is an enormous indication of the future of digital publishing.
- \$5.5 Billion: In 2014, Amazon is estimated to have sold billions in just digital information.
- While traditional bookstores are shutting their doors, digital publishing sales have grown by about \$1 billion every year since 2008. This is a clear indication that people are now turning to the Internet for the information they need.
- eBook sales are expected to reach \$9.7 billion by 2016. Source: Forrester Research
- By 2020, self-published books will outsell traditionally published books. Source: Suvyati
- JVZoo.com is a new online platform released just years ago. It has already crossed well over \$150 million in digital product sales.
- ClickBank.com, a leader in the digital publishing industry, has produced well over \$1 billion in sales.

These are the facts, and they serve as hard proof that we are at the growth explosion of digital information marketing right now. This is absolutely the

perfect moment to develop your own product and take full control of your financial future.

Here are our top five reasons why this particular business model is currently the best business opportunity to kick-start your online business.

#1 Automation — Set it, forget it, profit.

From generating traffic to growing your list to converting customers, just about every step in this digital publishing model is automated.

#2 Information — All the content you need.

People pay good money to learn something of value. Fortunately for you, the Internet is bursting with all the content you'll ever need.

#3 Outsourcing — Let experts do the work for you.

From writing your content to designing your website to recording your webinar, there are countless experts ready to complete your product quickly and cheaply.

#4 Completely Virtual — Anytime, anywhere.

Digital publishing doesn't require a physical space. All you need is a computer and a passion to educate others.

#5 Infinitely Scalable — Grow, Grow, Grow.

Want to build a bigger list? Want to make more sales? Simply provide more value or offer more digital products. Use horizontal growth or repeat the system in new niches.

There are hundreds of ways to start an online business, but this we guarantee: There isn't a more effective, faster, easier or more proven way than digital publishing.

Final Words from Anik

Are you ready to take the first steps toward your greatest possible life?

Thirteen years ago, I was right where you are now.

I was hungry. I was determined.

I was ready to make a change.

But I didn't only want to take control of my life...

I wanted to make a name for myself and make a difference in the lives of thousands of people.

Back then, that seemed like an unreachable dream. Especially since I only had \$100 in my wallet, no experience, and zero technical knowledge.

The one thing I knew was this: To reach my dream and create something that would truly change the world, I had to release the inner entrepreneur that was busting to get out.

Back then, I genuinely had no idea what I was doing. I had no formula, no system... and no direction.

So what did I do? I spent 14 hours every day scouring the Internet and asking everyone I knew for just one breakthrough idea.

Once in a while I'd get a glimpse of hope... even if it was false hope. I fell victim to many misleading online ads and get-rich-quick schemes.

The inevitable happened: I tried idea after idea... and continuously failed.

This went on for months. For 18 months, to be exact.

It was painfully clear that I knew nothing about making money online or starting my own business. But I kept trying. I had \$100 to my name and I

wanted to take control of my life. I wanted to do something big, leave a legacy and live my life the way I wanted!

That's one pretty big task!

But my dreams finally came true. Not from luck. Not from coincidence.

It took relentless dedication and bold perseverance.

I finally discovered the no-fail, step-by-step system to success.

Fast forward 13 years. I've helped contribute to over \$100 million worth of digital products sales - in particular, information products.

If you told me a decade ago that I was going to build a \$10 million a year business - around something as simple as digital information - I would have laughed.

Then I would have said, "What the heck is digital information?"

When I first started, I had no idea what an online business was about. Believe it or not, I was actually trying to find a franchise or a store that I could buy.

Which is pretty funny seeing as I had no money.

It took me weeks of searching random keywords on Google before I finally landed on something called "Internet Marketing."

Back then, it was hard to believe that I could make money from home, right on my computer.

Frankly, it seemed too good to be true. I almost skipped right over it until I found an incredible Internet forum. I started reading discussions between real people who were making hundreds of thousands of dollars.

Yup. These rich Internet forum people were just like you and me. And they were making tons of money. From home. On the Internet. Right from their computers.

And how, you ask, were these otherwise normal people making that kind of money?

Simple. They were marketing information online.

I was intrigued, to say the least. I felt like I had just discovered a hidden goldmine. I immediately started having fantasies about the millions I was about to make. I had found my saving grace and I knew exactly what I wanted to do.

But my life didn't instantly become sunshine and lollipops. There was a catch.

Why? Because I was working with no system and no steps. Discovering the process on my own was a major struggle. And it was going to get a lot worse before it got better.

I beat my head against the wall for a long time with little to no direction. It was virtually impossible to find anyone to guide me.

As a matter of fact, it took over 18 months just to make my first dollar online.

That's right.

548 DAYS...

For one...

Measly...

Dollar.

But that one, long-awaited, hard-fought dollar absolutely changed my life.

And I'm here to tell you that it will not take you nearly that long to earn yours. If you take the actions from this book, then my decade of pain will be your greatest asset.

I have tried literally everything that's possible in this business model. I've tracked everything to a T. After spending years building and teaching this system, I have now created the easiest way to start your own online business.

Digital publishing is largely responsible for the \$100 million in products I've helped sell online (including my own products, affiliate products, and client products). It's why I've been privileged to teach over 250,000 students worldwide.

But I'm not the only one doing this. Digital publishing is now a multi-multi billion-dollar industry.

This simple business model has helped mold me into one of this generation's leading online marketers. It's why I've been privileged to win awards from Newsweek, Inc. magazine... even Inc 500 and countless others.

Aside from my own tremendous success, just look around. Digital Publishing is now the way almost everyone reads, learns, and grows.

Make no mistake. The awesome world of digital publishing is your ticket to starting and growing the business - and the life - of your dreams.

Do you know why?

1. You'll be immersed in your passion. You get to spend every single day doing what you love.
2. With your own profitable business, you'll enjoy incredible freedom. You'll be your own boss, work when you want, and spend more time with your family.
3. There's no glass ceiling on your income or your business growth. Grow as big as you want!

Unlike 13 years ago when I started, you have the greatest opportunity right now. Because everything you need to know is instantly available... and I'm about to hand it to you now.

Being extraordinary begins right now.