

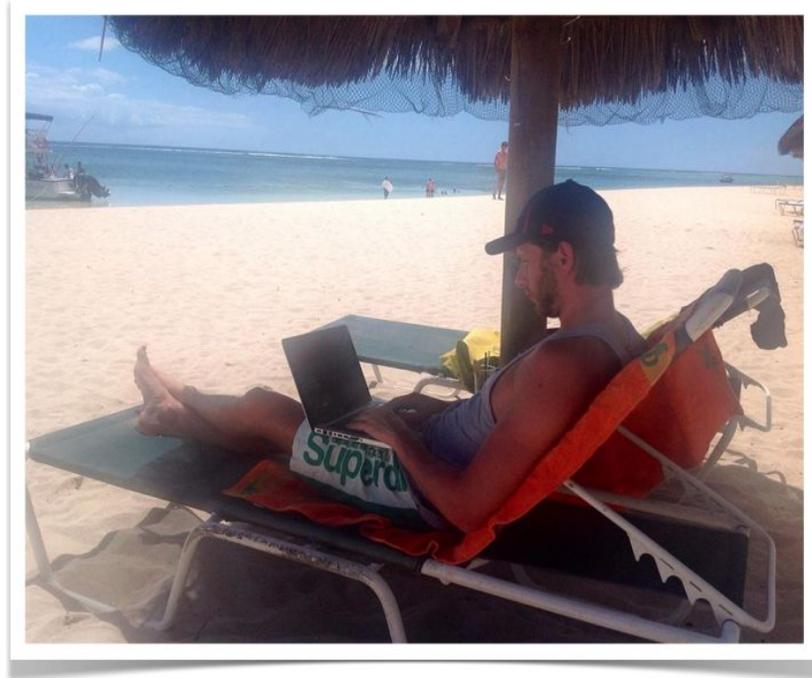
# LIST BUILDING FOR PROFIT



How to Build A List Of Raving  
Fans And Start Creating A  
Business You Love Today...



# List Building For Profit



## [Flic en Flack Beach](#)

By Stuart Ross

How to build a list of raving fans (and buying customers) with SFM's proprietary SFM Digital Business & Marketing System!



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# Legal Disclaimer

Even though it goes without saying, we do have to reiterate that we are individually responsible for our individual results. Please take a moment to read and understand the following.

- ✓ No incomes represented are guaranteed in any amount for any affiliate
- ✓ No person earns any income solely for referring others in SFM
- ✓ Any income earned will be directly correlated to your hard work and determination
- ✓ No product purchase is required to participate in our affiliate program
- ✓ Products and Pay Plan are subject to change without notice
- ✓ And finally, please don't run with scissors or skinny dip on public beaches (Like I have just witnessed in Mauritius about 30 minutes ago)





# Foreword

Over the years, the list building strategy outlined in this report has been refined to the point of near perfection. Of course, we can't make any guarantees for anyone, but what you are about to discover is a strategy that has made a lot of people a lot of money!

What you're about to discover is a system that has taken us almost a decade to fine tune. This system has generated well over \$100 million in online sales for our students and us over the years and we couldn't be more thrilled to share this with you.

## Also included in this report...

- ✓ What is a 'Digital Business System'? – Learn how a simple online system can eliminate many of the frustrations and pitfalls faced by newbies and struggling marketers alike...
- ✓ The Hidden List Secret – The secret sauce that turns your list into RAVING fans desperate to buy your products and services;
- ✓ The Digital Marketers' ONLINE Code - How to create a super-successful, online business- FAST- without having to do all of the grunt-work on your own.
- ✓ The "3-Things" - As long as you've got these three things, everything I describe in this report is within your reach!
- ✓ How to "Combine the Elements" - This section will walk you through how to put all the components of the system together, and create a well-oiled machine that works for you- even while you sleep...
- ✓ How to Leverage Other Peoples' Time and Expertise - We'll even talk about why you don't need to create your own products to sell - so YOU will have everything you ever need to start earning REAL money online.
- ✓ How to Shave Years Off Your Learning Curves - Once you understand how to master the 3-simple steps outlined in this report (with our help, of course) you will have every tool you could possibly need to create YOUR digital life.





- ✓ And, the best news of all – How you can use the (virtually turn-key) SFM Digital Business System to pretty much do all of these things for you, on autopilot! (Yup, you read that right too.)

Whoever gave you this report, knows something of value. We're glad you decided to take 30 minutes or so to read it. You will also notice some links throughout the report. It is suggested that you check them out too as they are there to simply provide additional value.

Read it carefully and make an intelligent decision, you won't regret it.

The Digital Economy is booming- are you?

Here's to your success!

A handwritten signature in black ink that reads 'Stuart Ross'.

CEO and Co-Founder  
SFM, Digital Experts Academy, Digital Business Lounge





# Introduction

In 2008 I made the decision to look for a new way, a way of life that would allow me to live life on MY terms.

You see, even though I was only 26 years old at the time with a great job and a bright future, something just wasn't right. Something was missing; I was empty inside and lacked inspiration and the zest for life I once felt.

At the time I was working around 70 hours a week including weekends, as I thought that's just what had to be done to achieve success. I was an estate agent (realtor) and I was good at my job.

I would get up at 6am, stuff down my breakfast (if I had time and hadn't hit snooze), head to work, then hold a morning meeting with a team of people who didn't really want to be there any more than me.

Success for me, if I am honest, at that time was largely money orientated. I put up with the long hours, politics and stress in the hope for a bigger paycheck at the end of the month.

One thing I will say is that by age 26 I was actually earning a great income – I was making just over 6-figures. But I quickly realised that wasn't going to be enough to live the kind of lifestyle I aspired to live and provide the kind of life I wanted to be able to provide for my future family. There was no way that this job was going provide me the quality of lifestyle I dreamt of - let alone the free time to do the things I wanted to do.

Plus, I was waking up each day less and less inspired to do the work I needed to do and really started dreading going to work each day! In fact just saying that now, brings back memories of how most Sunday evenings I would have that feeling of having a knot in my stomach, just hating the fact that I was about to start another week of the same old thing doing the same old grind!

All I did was work, work, and work. Sure I was pretty darn good at my job but that's all it was. I was building someone else's dream, not my own and every hour on the job and ounce of effort applied seemed a waste.





I couldn't help but think, what if I was building my own dream instead of making some shareholder richer..? I know this is going to sound like a cliché, but I finally decided I had had enough. I was fed up with the rat race, but I wanted more!

One evening I came home from work on a Saturday night. I had a really crap day dealing with annoying clients and was exhausted. I decided to start searching online for ideas that could enable me to get some freedom back in my life.

I had no idea what I was actually looking for but I knew this; I wanted to find a job/opportunity that would give me:

- ✓ Leverage (Unlimited income potential)
- ✓ The ability to work from home, or the beach (or my home on the beach!)
- ✓ Autonomy, freedom, and flexibility
- ✓ Freedom from the endless meetings, conference calls, and impossible deadlines
- ✓ Satisfaction and fulfillment that I already knew could only come from doing something for myself

By this point I had already failed with one business attempt (local advertising franchise) and was not at the most confident stage of my life... and that's a whole other story let me tell you!

That weekend I ended up buying eBooks, courses, home study courses and even a couple of 'get rich quick' type products. I was desperate to find a solution!

But, everything I was reading seemed like hype, fluff and exaggerations. It was all 'too good to be true' and my gut told me I couldn't trust what I was reading.

Then, after hours and hours of trawling through websites, ebooks and videos I came across a guy based out in Atlanta called Brad. He had a pretty basic looking website that claimed he could show people how to make money online. He actually had a short video too, that he had shot to introduce himself. Now I don't know, to be honest, exactly what it was, but there was just something about him I instantly liked. It was probably to do with the fact he seemed very genuine and laid back. Compared to "in your face" and all rah rah like many of the other people I saw online.

So I watched the video and read every word on his site. He was selling an ebook (for about \$97 off memory) and he claimed it had the information required to start making





money online quickly. So anyway, despite the fact I was pretty damn skeptical, I decided I would get my credit card out and give it a whirl.

## The rest is history

What Brad introduced me to was a whole new world. A world that meant I could start making money, almost instantly through a business model called affiliate marketing. A business model that required very little start up capital, didn't require me to have any existing online business experience, didn't require me to have to have my own website or products to sell, and could be done part time around my job and other commitments!

He explained how there are literally thousands and thousands of vendors (product owners) out there, in almost every market, who were willing to pay a healthy commission (usually 10 – 50%) every time you refer a customer to them. He explained how the vendor also did all the hard work. e.g. Create the websites, the products the sales funnels, the fulfillment etc, and all I had to do is the marketing. In other words refer the customer.

Anyway, to cut a long story short I followed his training, bought another course from him - and within 6 months I had quit my job as an affiliate marketer and was making more money online than I was in my job!

It was fair to say I was hooked. So much so I was working on average 12 hours a day (mainly placing ads) and doing everything possible to make more sales each day than I had done the day before!

Now this report isn't really about affiliate marketing. It's about list building. But I felt it was important that you knew exactly how I got my start online. After all, discovering affiliate marketing was what lead me to uncovering list building for profit. And I know that if I hadn't got my start with affiliate marketing, it's unlikely I would have ever begun my journey of becoming a digital entrepreneur in the first place and I'd probably, frankly, still be stuck working in the 9-5 (or 8-7) grind...

Then, I stumbled across a YouTube video with 700,000+ views by this guy called Jay Kubassek...

What I liked about this guy is that he just seemed very average, but had a real air of confidence about him in the way he came across on video. He knew what he was talking about and he had the results to back up his claims.

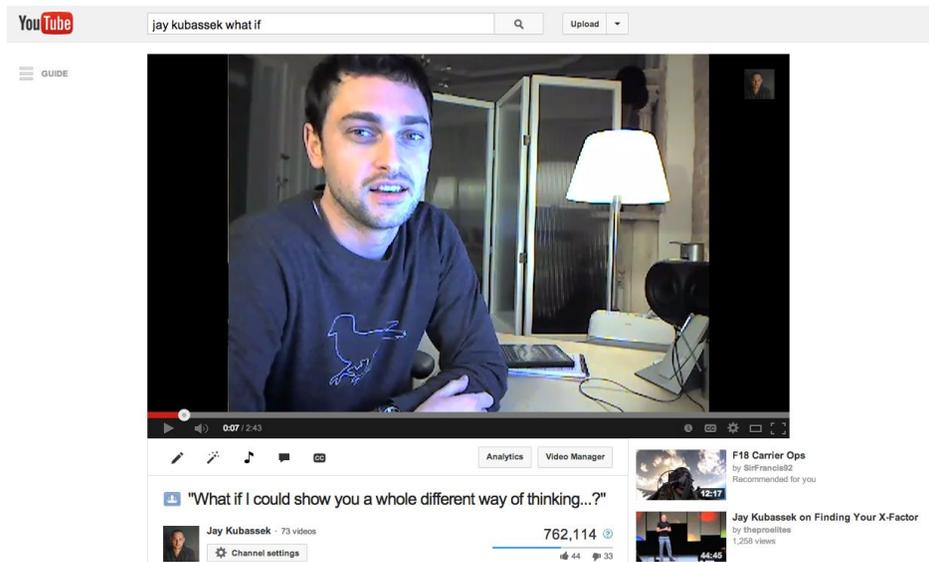




I ‘Googled’ him and immediately knew I had found someone I could trust – he was different than the rest. He seemed to really care about his students and I felt like I knew him immediately.

He also claimed he had a ‘marketing system’ that ANYONE could learn to make a good living online- of course I was skeptical.

He went on to say how it was a real system, that would require some work at the start, but once things were set up it could start to become highly automated. He also explained it could be used to sell any product, to any person, anywhere in the world.



Of course I was damn right skeptical, but like I said, there was just something about this guy. Each of his claims and case studies were backed with a notarized affidavit certifying its authenticity and there was a certain level of authenticity I just couldn’t ignore.

He came across very genuine and sincere and avoided most of the hype I was used to seeing online. He was straight to the point and didn’t seem to really care if bought his program or not.

Just watching his free videos alone gave me so much value that I could only ask myself this. “Imagine what kind of value his products and systems must contain if this is what he is giving away for free!”





What if I could show you a whole different way of thinking...? I liked the idea of something that could be automated because the ONE THING I was desperate for was some free time again!

I wasn't bothered about being a multi-millionaire, or having some fancy yacht or anything like that... I just wanted to not have to carry on working every waking hour. So, I watched the videos and downloaded his report and like you are now, started reading.

It was there and then that I was introduced to the concept of automated 'list building.' You see, he had perfected a system to do something that no one had done before. He had built the world's first duplicable system that automated the age-old concept of list building and I was mesmerized.

The moment I started to have success I knew my life would never be the same again. I had discovered a real, legitimate, online (digital) business system. I had finally found what I was looking for!

I took what he had and made it better in every way possible. Little did I know that less than 4 years later we'd meet in person at a marketing convention in Washington, DC... Little did I know that this guy would end up becoming one of my best friends and business partner!

And the rest is history.

Little did I know that Jay was looking for a partner to help him take his business to the next level... The timing was perfect for both of us and within a matter of months we launched a brand new company (Digital Experts, LLC) with the mission to help people stuck in the traditional economy, transition to financial independence and security in the digital economy. An economy that offers those who grasp it - a life of total freedom and flexibility!

We decided to build a powerful community of individuals with like-minds and similar goals. We did our market research and pooled our resources, merged our teams, and hand-selected our leadership group.

We set our sights on doing something great. Something that we could be proud of... Something that would stand the test of time and provide people a legitimate alternative to the junk floating out there in our space.

Our breakthrough solution... The first thing people ask us, when they hear about our system for automating income online, is what is it and how does it work?





There is no doubt that a lot of people are skeptical that a so-called “system” can earn you money while you sleep or travel the world. This is simply a foreign concept to most.

Personally, my parents always told me that ‘time is money’ and if you want anything in life you have to work your backside off for it. But I promise you this system is frighteningly simple once you understand it in principle. It’s simply a method of making money that takes most of the variable and heavy lifting out of the equation.

The end result: Our solution allows you to earn money- even while you’re asleep, while you’re on holiday, or while you’re doing something else you’d rather be doing!

How? By introducing a whole new element of leverage. Time and effort leveraged to a whole new degree...

You see, leverage allows you to take whatever results you’re already getting and multiply them by ten, twenty, fifty or maybe even a hundred times.

You see leverage is about working smarter- not harder.

That’s what this system is all about...

Of course you can do it all on your own... But why bother if you can leverage a professional, automated system like ours with franchise-like consistency? (By the end of this report you’ll understand why the latter is the choice of some of the most successful people online.)

I think you will like what you find...





# The 3-Parts\*

## (\*Required)

There are three critical components to the formula we personally use, teach and provide to our students at the SFM.

We'll go into them in detail in this report, but here they are in short:

1. An Integrated Product Suite of in-demand products to promote
2. An Automated List Building System to build a list of qualified buyers
3. Closing the Sale – As an SFM Member all of your sales are closed for you, potentially earning you \$20, \$100, \$1000 and up to \$8000 commissions per sale. (Yes, you read that right. That's an eight with three zeros...)

It's with these three components, when correctly integrated and put together with diligence and care, which makes all the difference.

Before we get into the details, check out what some of our existing members have to say about their membership...

*"After a while I realized there was no quick fix and despondency set in. Then I discovered SFM and the path started to become clear... There was passion, there was relevant learning, there was a community, and most of all there were Stuart and Jay who proved there is a better way". -Ian L, London, UK*

*"If building your own business is new to you, you know how difficult the transition from "employee" to "entrepreneur" can be! After 25 years in the corporate sector, it was all completely new to me & it wasn't as easy a switch as I'd thought. The SFM is extremely helpful in quickly guiding you through that transition and getting you to think (and act) like an Entrepreneur." -Kelly D, CA USA*

*"The SFM ELITE is incredible. The help and support I've received from the community and Brenda in support is brilliant! Thank YOU!" -Steven R, London, UK*





*“WOW! The good news is that the SFM membership gives me access to a beautiful community where I'm never alone... there is always something going on and people asking me how I'm doing and if I need any assistance. The bad news is.... No, wait- there is none!!!” -Mattias G, Sweden*

# Part 1

## An Integrated Product Suite

If there's one thing you can't get around when it comes to marketing, it's having something really good to sell. You can have the most clever, sexy, intricate product known to man, but if it's not properly aligned with market demand- you're SOL.

Your products can be something tangible, or it could be a service, but you have to have something in-demand to sell to the people you are marketing to.

The good news is that we have that totally covered this step for you. Regardless of what income you are looking to make, Jay & I have helped over a dozen of our affiliates earn over 7 figures each and hundreds earn into the 6 and multiple six figure range without them ever creating a product!

In fact, there are plenty of very, very successful digital marketers out there that have never created their own product, or who only did it later on, after their business was already booming.

Whichever option you choose, that's up to you but we highly recommend that you skip this step and partner with someone who already has a integrated product suite that's in demand, compelling and proven to convert.

I'll also add that in my first 18 months- starting from scratch as a newbie- I made over \$480,000. And I ONLY sold other people's products as an affiliate/reseller.

Don't make the mistake of getting mired down with product creation. Find a killer product that you can promote without the hassle of developing, supporting, and fulfilling it.





## Integrated Product Suite

In the diagram below you can see how one of the world's most valuable brands have built a multi-billion dollar business with their integrated product suite.

Each product perfectly fits into their suite and all are connect via the cloud, iTunes. Regardless which product you purchase, be it an iPad, iPod, or iPhone, they all work seamlessly together- communicating, sharing and connecting to each other through your online account.

The strategy that Apple uses is simple: Buy one product, (any product!) - and become a customer for life.

Consider this: Just a few years ago few people were using Mac computers. Today, millions of people are buying them. However, the Mac computer isn't the first Apple product they purchased... in most cases, its one of Apple's other products that was purchased first beginning a buyer/seller relationship built on brand loyalty and trust.



### APPLE'S INTEGRATED PRODUCT SUITE

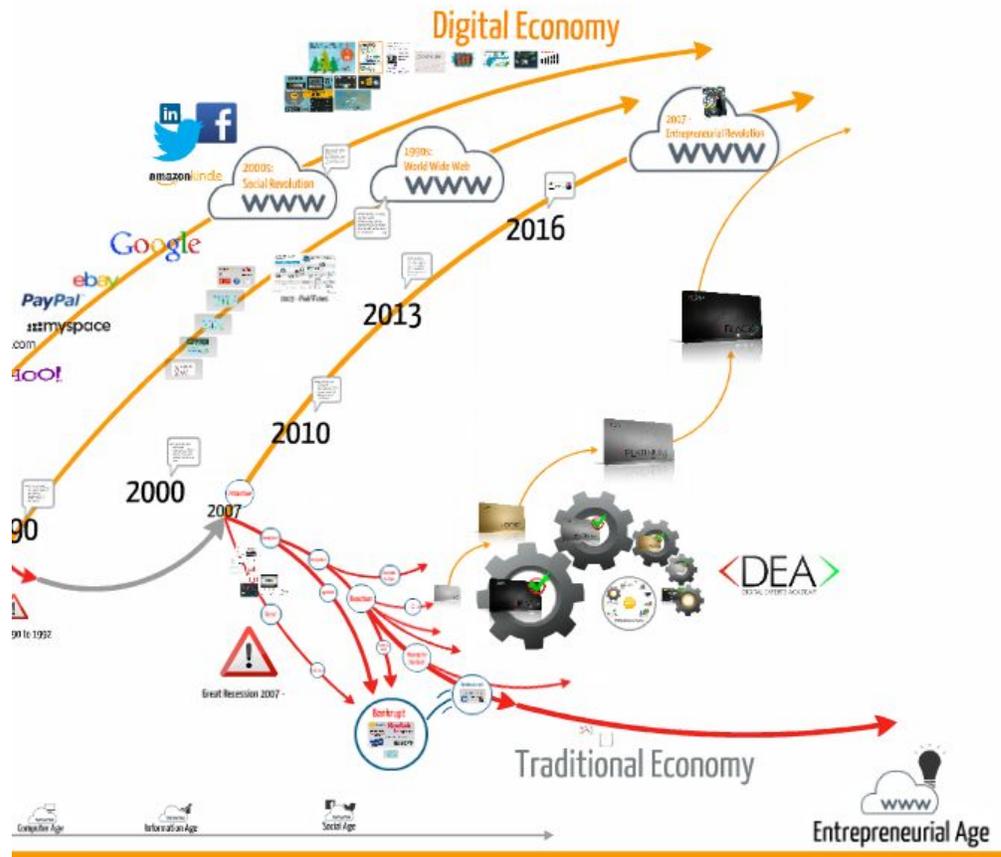
Similarly, we (SFM) provide our students with a cutting edge and in-demand product suite to promote. It's obvious to many that there is a tremendous opportunity to capitalize on opportunities in the digital economy.





As you can see in the diagram below, there are two economies. The digital economy, most recently spurred by the 2007/2008 global recessions, is where the prosperity is.

We pride ourselves in being pioneers in this field and our students have an incredible opportunity to help us take our cutting edges programs to market.





# Part 2

## Automated 'List Building' System

The one thing you have to realize, when you're starting out as a marketer, no one starts out with a list. Everyone starts with building his or her list from scratch.

However, if you know how to encourage people to join your list, what to give them and what to send them in your emails, then you will start to notice your list growing, one name at a time. Some very successful students of ours who started just 6 months ago have lists that are thousands, or even tens of thousands of names strong, and that's where you want to be, and where you can be, if you follow the rules of list building.

The good news is that one subscriber at a time is usually an understatement of how your list will perform, depending on how and where you decide to advertise it. For most people, who advertise well, and offer their subscribers something valuable, you will reach a point where the trickle becomes a flood, and where you're getting dozens, or more, subscribers every day. We use many different methods of finding and recruiting subscribers to our lists, but they're all linked to what I like to call the 'Lead Magnet'.

### Lead Magnets

The idea anyway is to offer something of value for free, in exchange for the visitor's information to add them to your list.

Lead magnets can take many forms. The most common is a downloadable "special report" provided in PDF form once the prospect has provided an email address. Often, Jay and I prefer to use free videos and presentations because most people tend to perceive good videos as more value.

Once your list has reached that tipping point, you will find, as every successful online marketer does, making money through online business is the simplest thing in the world!

Most people think that list building, and your 'Lead Magnet' is only about getting as many people to sign up as possible....

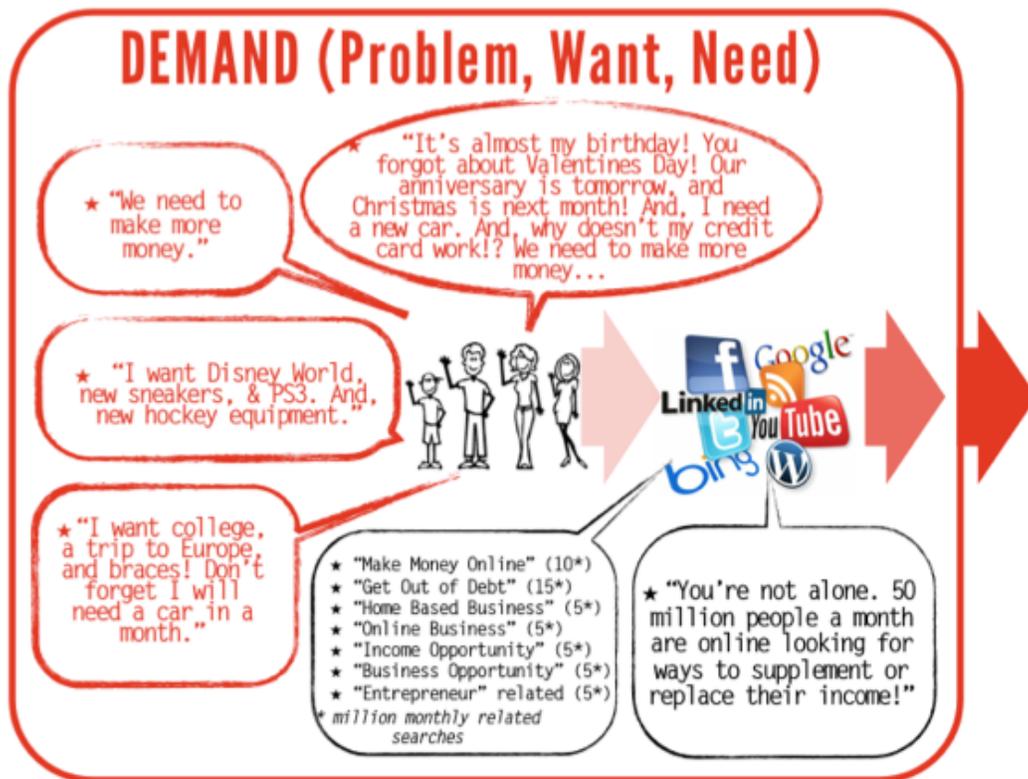




It's true that a bigger list of people is more likely to yield prospects, statistically; you're also going to have to be concerned about whether those people are interested in what you are selling (Part 3 below.)

For instance, if you are marketing something that might be of interest to company directors or CEO's, all the housewives in the world signing up for your list is probably not going to make them buy anything from you, and vice versa. That's where the 'opt in' part of list building comes in (apart from the legalities of course!)

When you offer people the opportunity to opt in for your list, whether it's in exchange for a report, newsletter or video, you know the people signing up for your list are genuinely interested in the products/expertise you're selling, and you will be able to market effectively to them. Let's look at that in more detail.



DIGITAL EXPERTS ACADEMY



## Have People Queuing Up to Sign Up!

The big question most people have, when it comes to list building, is exactly how they can get people to opt in, (submit their contact information on their website.)

If you're wondering what, on earth, you could possibly offer people that you want signing up for your list, to make them take the plunge, consider what has got you here right now...

Chances are, you are here RIGHT now because at some point you entered your email to access one of our Lead Magnets...

Our lead magnets, when it comes to building our lists, are usually

- ✓Webinar presentations
- ✓Video bootcamps
- ✓Free reports
- ✓Free software, plugins & widgets

And lets face it—people love free stuff! They're willing to sign up and opt into your list in order to get free stuff that interests them. As were you! The result: you end up with more subscribers, who will actually be interested in what you are offering them. That's a winning formula.

As an affiliate of our products, you get many different lead magnets to offer your potential customers in exchange for their details.

In fact you get exactly what Jay & I use included free with your paid membership!

*"Since being a member of SFM, I have learnt so much when it comes to running my online business. If you are serious about starting your own business then I cannot recommend this enough." -Michael K, UK*

*"One of the best things about SFM is that you don't have to have your own website, product, or business to get started. All the training is provided to you from day one!" -Bill S, Detroit MI, USA*





*“How about working out all the marketing material you need to push your prospective customers' hot buttons? Ever stuck for a blog post - we refer back to the training. Ever stuck for a video subject - ditto. Don't know what to say to your prospects - it's all covered in the training - unlike anything we've experienced before, and sure to lift your marketing to a very advanced level. (Almost forgot - the commissions are great as well!)” -Greg & Fiona, The Laptop Lifestyle Experts, London UK*

## Establishing Trust

When people come across you or your site for the first time, they will be skeptical- this is to be expected.

They don't know you or your company and they've heard all the horror stories!

From identify fraud to cloned credit cards. Scam and spam! Buyers beware! So it's your job to put them at ease.

How? Here are a few tips:

Show an address on your site, give them contact details, have a photo or even better video on your site, have a clear no spam policy on your opt-in page. If you are an affiliate, make sure you check that the company you are promoting has this in place too. All this will help.

Have lots of testimonials. If your offer is good, they'll trade their email address for your 'secret'! Some of our best pages convert at over 50%, meaning one in two people landing on the page leaves their details!

Now of course, understanding a profitable product funnel and actually having one in place is also a huge factor. Many people we have worked with over the years do actually understand the concept of having a funnel. But just don't have the time, money, skills or resources to put one in place. This is why Jay and I came up with the SFM Business System in the first place.

We realised that if we could solve that BIG PROBLEM for our students, we would be pretty much handing them the keys to their new 'digital life', with our franchise like, 'digital business system.'





And that my friend is exactly what we have done, as you will soon find out!

## Simplicity Is Key to Capturing Leads

When I first started out in online marketing, I used to have all sorts of subscription pages, to all sorts of lists, all over the Internet.

It looked sloppy, it was a nightmare to administer, and it wasn't all that professional. Still, it did the job, and it got me started!

Getting your subscriber's details is the whole point of your subscription form. But be wary about asking for too much information. Email address at a minimum, and not much more than that if you can help it, (people are very wary about being bombarded with sales information these days!) You will notice that many of our forms only ask for the persons' email.

Once you're capturing leads through your lead capture page, you're going to need somewhere to store and manage them too. You could opt for our built in system, but as you will find out with options like Aweber around these days for list management, there's





really no reason not to control and own your own list. Those are the basic mechanics, but what do you want your sign up form to TELL people about what you do?

## Your 'Brand'

They do say that you can't judge a book by its cover, and in life, that may be true. However, when it comes to your website, and your websites, appearance is often most of what your visitors have to go on.

The Internet is full of people who talk a lot, but don't do much and they're usually easy to spot from afar.

For example in this market, they're the ones who will tell you how much money they are making, but when you look closer, they've actually made nothing, or worse, they're not even sure HOW to make money online.

Prove to people that you are credible, so that they will WANT to sign up. If you don't feel ready to go it alone, simply just be an affiliate for us and we'll provide you with everything you need!

If you go it alone, spend a little time (and a little money if you have to) on a professional design and get it optimized to convert.

If the time comes when you are ready to become a Marketing Mastery/Brand Incubator student of ours, then get ready to laugh out loud when you see what we create for you... Because you will literally have your sites and social media presence built for you by THE leading experts in the field. A totally done for you process that will leave you looking like an online celebrity!

## Less is usually more

Flashy, Avant Garde and 'creative' landing pages might LOOK cool, but most people are used to seeing things in a certain way. Stick to the basics, and keep it simple. Otherwise, your visitors might get confused or frustrated, and look elsewhere!

## The important bits

- ✓ Make sure that you get up and running with a quality lead magnet where you can collect, store and manage all your subscribers' details.





- ✓ Test everything once you are set up. Opt-in on your own lead capture page and check it's all working as it should be.
- ✓ As an SFM member, don't worry if you struggle with any of the technical stuff or getting set up. Our Customer Loyalty team and community members are here waiting for you when you need them.
- ✓ Don't panic if you find you get a little overwhelmed at times. It will all become super clear once you have been around our community and on the weekly webinars for a few weeks.

Once you've set up your business system and have picked your first lead magnet you get to the important bit – getting subscribers!

The good news is that there are plenty of great ways to find people who are interested in joining your list, and while some of them may cost a bit, others are cheap, or even free. When it comes to online marketing, my view, over time, is 'the more the merrier!' However, information overload is very common, so focus on learning just one strategy at a time.

It doesn't matter whether you have no money, or very little time, in this section, we're going to touch on a few ways to drive traffic to your site, and your landing page!

There are a few tips I should cover before I get into specifics, remember the following:

- ✓ There is no such thing as too much marketing. Try as many methods as possible. Testing does not have to be on a huge scale either!
- ✓ If you're short on cash, work harder and be more resourceful. If you're short on time, budget a little more for marketing. Whatever you do though, rest assured that you can find ways to get the word out!
- ✓ Choose one or two marketing methods (maximum) that appeal to you, and start with those. Once those are working well, start on the next, and the next, and then another one, and so on. Eventually, you'll have a vast network of links and posts, all sending traffic to your site or blogs!
- ✓ Start small, and test anything that requires payment, focus on cheaper or free methods while you build momentum, and don't be afraid to change tactics if something isn't working.





- ✓ Attend our LIVE weekly marketing trainings and work through the marketing module when you get there (but don't rush ahead or miss any steps!)

Now that that's out of the way, let's look at how to make money from your list.

## Part 3

### Closing the Sale & Getting Paid!

No matter how brilliant you, your product, or your services are, if you can't convert your list from prospect to buyer, you don't have a business. The biggest list in the world is worthless if no one is buying...

Also, you must realize that your list doesn't make you money. It's your relationship with the people on your list that makes you money!

If you've ever heard about people who tried to buy a list, or rent a list, and failed miserably, then you probably already figured this one out.

The reason having your own list is such a powerful tool is that the people on it already have a relationship with you. They know you, like you, and trust you, which means, they're much, much, MUCH more likely to buy from you!

It's like the idea of word of mouth marketing. It's a powerful tool for real world businesses, because it's about relationships!

The Internet may be huge and seem like it would be easy to find customers with there being so many people online. But the truth is, without the right systems and skill-sets, it's actually far harder! If you think about it, at least when buying offline you can see, feel and ask questions about something you are about to buy... Online you can't.

The trick is to have the right systems in place to automate the majority of the 'selling and telling' of your products. These are the systems that Jay and I have mastered over almost the past decade (Jay since 2004 and me since 2008).

Now before we even talk about the product funnel in any detail, let me talk to you about the 4 stages of your client. Everyone goes through at least the first step, many to step 2,





many to step 3 and some to step 4 and it lies in your hands to help people along the journey. By the way, every one travels at his/her own speed through these four stages.

## Understanding the 'Buying Cycle'

### Stage 1: Suspect

When people come across you or your site for the first time, they will be skeptical. And that is very human and justified. They don't know you or your company and they've heard all the horror stories! From identify fraud to cloned credit cards. Scam and spam! Buyers beware! So it's your job to put them at ease.

How? Here are a few tips. Show an address on your site, give them contact details, have a photo or even better - video - on your site, have a clear no spam policy on your opt-in page. If you are an affiliate, make sure you check that the company you are promoting has this in place too. All this will help ensure that your prospect feels safe and trusts you.

Have lots of testimonials. If your offer is good, they'll trade their email address for your 'secret'! Some of our best pages convert at over 50%, meaning one in two people landing on the page leaves their details!





## Stage 2: Prospect

Ok, they joined your list. Here is what you do next. Offer them something straight away. Try to make a sale. Most will say no, but you got to make the offer. In the industry we call it the OTO, which is an incentivized 'one time offer' that helps people to make a decision there and then. Then give them value and build trust. This might take some time, so don't rush and be persistent. You can usually expect 2% to 5% conversion on a product priced between \$20 - \$50.

## Stage 3: Customer

Once they buy, they enter your buyer's list segment, so stop sending them 'prospect' messages. Most auto responders like aWeber allow you to have some sort of automation that takes people off one list to another list when specific events (like a sale) occur. (If you are using our system, this is done for you automatically.)

What do you do next? Offer them some more stuff. There are many different strategies you can employ, from one-click upsells to bundle offers, but in essence you want to seed the next sale. (Again if you use our business system this is done for you - and we have many quality products that provide the perfect solution for individuals needs.)

Make sure that every product you promote or sell is a standalone product, and upsells are supporting or next level products. If you sell something and then tell your customers it will only work if they buy another product you will upset them. I aim to always offer related products.

## Stage 4: Evangelist

We are entering the space of religious emotions and spiritual connection- fans, evangelists, hyperactive buyers. Some of your customers will be just that. And they are amazing! They will sing your praises, buy all of your products, if they could they'd marry you as well! They love what you do and love what you stand for. They promote your stuff and come to all your events. If you have them on your list and in your business, you have done a lot of stuff right. Evangelists have to be earned—they can't be bought!

Brands like Apple have raving fans as customers! This is what your brand (or the brand you promote) should aim to be.





*“In my opinion the SFM membership is the BEST thing that has ever happened to me. I love the sense of clarity and direction the SFM has given me in my life. I now jump out of bed every morning excited about what the day can bring! I truly look forward to every day so I can help others create the same lifestyle my family and I now have, where they have control of their own DESTINY.” -Jeffery R, Australia*

*“Being an SFM ELITE product owner has many advantages. Personally, I love hanging out with fellow community members on the webinars. This gives me an opportunity to interact with everyone from all around the globe, and get the all the new developments first hand from Jay and Stuart. Surrounding myself with leaders is vital to my success as an entrepreneur.” -Michelle S, Niagara Falls MI,*

## The Traditional Marketing Funnel

The traditional marketing funnel is where you offer your prospects something of value to them for free (like a video boot camp series or a free report like this one) in exchange for their email address and name. Over the past years we have seen a trend where the ‘free line’ has been moved – meaning that more and more value is offered for free upfront. Your job is then to build a relationship and trust so that your prospects make that all important first buying decision.

In the past, that has been the \$27 eBook or similar. Because of people’s skepticism and reluctance to make that crucial first purchase, marketers have come up with more and more incentives to help make that buying decision. Discounts, bonuses, trial memberships and one-time-offers (also known as OTOs in the industry) help buyers make that first decision. These ‘ethical bribes’ help your customers to find out more about you and test your product so they can see you're the real deal.

The logic of a funnel suggests that as products get more involved and expensive, less people will buy them and customers kind of qualify themselves as they move through the funnel. It is of utmost importance that you ALWAYS ask for the sale and ALWAYS offer the next step. Some of your clients will take you up on it, many won't. But the money and profit in your business will most likely come from a small number of customers that buy your higher-level products. An example in this market would be home study courses, live webinar coaching, workshops or exclusive seminars.





## A Proven Marketing Funnel (See: Diagram 1, Below)

Understanding a profitable product funnel (and having one in place,) is what will take you from struggling opportunity seeker – to professional. I cannot tell you how many times I have spoken with ‘wannabe online marketers’ who just don’t get this!

Some of the most respected authorities online don’t even get this. This is exactly why you hear of so many tech guys, web designers, programmers and some of the most Internet savvy people, who never actually crack making the big bucks.

Now of course, understanding a profitable product funnel and actually having one in place is also a huge factor. Many people we have worked with over the years do actually understand the concept of having a funnel. But just don’t have the time, money, skills or resources to put one in place. This is why Jay and I came up with the SFM Business System in the first place. We realized that if we could solve that BIG ASS PROBLEM for our students, we would be pretty much handing them the keys to their new ‘digital life’, with our franchise-like, ‘digital business system.’

## The SFM & DEA Funnel

The SFM Business System has been set up to enable you to choose where you play with us. Whether that is to use our marketing system to build your list and sell your own products, or whether you choose to position yourself in our product line and benefit from being a reseller of our products. The choice will be yours.



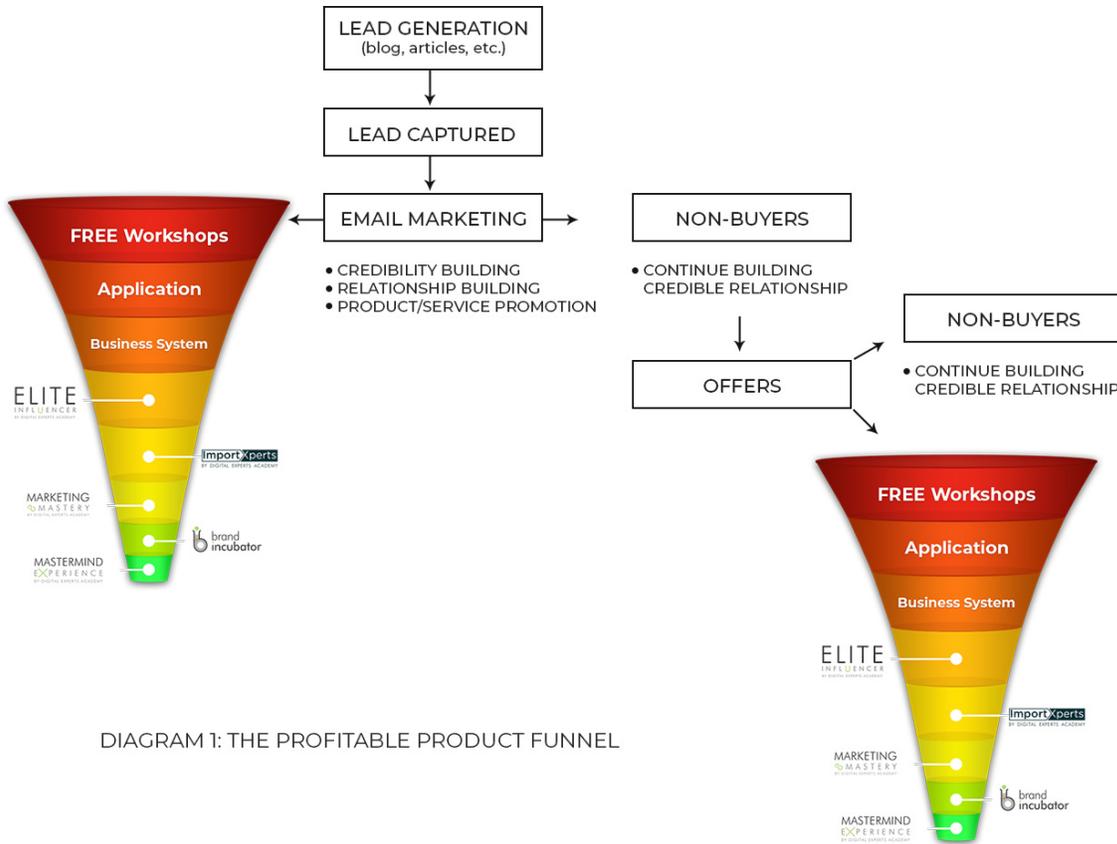


DIAGRAM 1: THE PROFITABLE PRODUCT FUNNEL

As a partner of the SFM Business System, first of all we give you tons of good stuff to give away for free to build YOUR list. Then secondly, you have the opportunity to partner with us and our SFM and DEA product lines!

Once people have been convinced that they want to master online business with the help of the SFM and/or DEA, you get paid for simply sending us the lead. Based on your reseller rights and position, you can then get paid anything from \$20 - \$8000 per sale!!!

*“The system dashboard has everything you need all in one place and the automation is incredible, packed with training, live training and a whole suite of tools. I honestly thought that the technical side would be a challenge how wrong I was with step-by-step training included it was a breeze.” -Martin C, UK*

*“The SFM ELITE has given me access to higher level, strategic business webinars with direct access to ask questions of Stuart Ross and Jay Kubassek. I get so much value from the regular webinars and the ability to earn higher commissions is just pure gold!” -Dr Bradley T, UK*



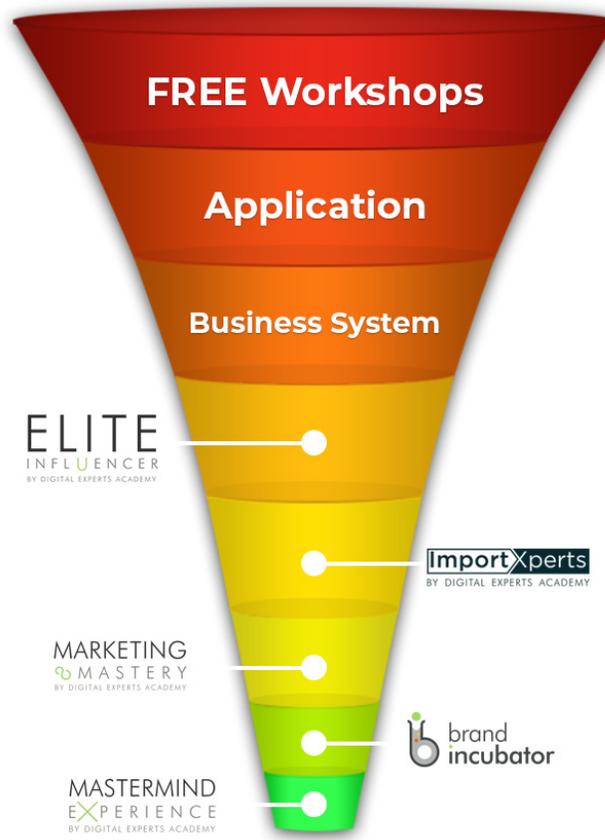


DIAGRAM 2: THE SFM & DEA PRODUCT FUNNEL

## Increasing your conversions

Even though our system is set up to automatically follow up with your subscribers and deliver value, it's going to be important that over time you engage your list and get them to know, like and trust you if you want the best results possible.

If you do this right you will drastically increase your conversions. Later on in the modules I will go into a lot more detail on this, but for now here is the basics.





*"I was made redundant from a JOB at the end of 2010 due to the worldwide economic downturn (along with 100 other colleagues) and at the time, I thought it was a disaster. It was scary, what was I going to do? I'd worked my entire life (mostly for a BOSS) and now knew I needed to become my OWN boss and not be dependent on anyone else for my finances. I instinctively knew to turn to the Internet for the answer, found Jay and Stuart, and for me, this was a blessing in disguise." -Lindsey R, UK*

Start by sending the people on your list regular emails, with really useful, free information in them. They'll soon start to look forward to your emails, and to trust your opinions and advice.

Send them updates about your business or your life, and let them start to see you as a friend, that they like. Even share videos or posts you think may be useful to them (even if they're not yours).

If you try to jump the gun here, and just start selling hard, before you've built that relationship, and that trust, then all you will achieve is to have your list unsubscribing in droves and crappy conversion rates.

Once they DO know you, they're far more likely to buy from you. As a student of ours, Jay and I will guide you on this and even give you the copy we use in our emails. But you will want to get your personality into them and not just be a 'Stu & Jay Robot!'.

## Can I do this?

### The Million-Dollar Question...

One thing most people are very interested in, whether they're asking questions on Facebook, or whether they're meeting me in person at one of our events, is how all of my online business success happened for me.

Most people assume I was born rich, or that I had loads of money to spare. They think I might be a computer geek, or that I am in some way different to them.

The truth is – I was none of those things. I grew up average, had a pretty good job as a real estate agent, decided to start a franchise business, which didn't work out, and sort of fell into the digital economy by accident.





And a happy accident it was. Within less time than you could imagine, I was making more money off my digital business than I had ever made before. I've never looked back, and my earnings just keep climbing. I have all the freedom I could wish for, to do the things that matter, and I'm living life completely on my own terms.

I can't say I learned everything I know today without a little help. When I first started in the marketing business, I have to admit that I spent a lot of time, learning from the best. It's like that saying about reinventing the wheel. You don't have to, because someone's already done it. Online digital marketing is the same.

I learned, read, investigated, and applied, and I have to tell you that all that learning is a good thing, but the real secret to success in the digital economy is in the 'taking action'.

If you never APPLY what you learn, you can never make a fortune on the Internet. It's that simple.

That combination of understanding and consistent application is critical to succeed in online marketing. That may sound grossly over-simplified, but that really is that that's the way it is.

## It wasn't plain sailing for me either

There's one thing I have to make clear to anyone reading this guide... Even though I've enjoyed some fantastic success with my digital business, is that it hasn't been a completely smooth ride.

Along the way, I've made mistakes, not following the right advice. I am human after all. What I did do though, was learn to focus on the things I am great at, and find a way to turn them into a money-making machine. I also made sure my vision was big enough to keep me motivated through the steep learning curves and I learned to ignore the naysayers!

*"I'm 31 and I'm a Commercial Real Estate Agent in Singapore. After telling myself that Internet Marketing is totally crap for the past 10yrs, I decided to give 10 min of my time looking at Stuart's videos and voila!!!! It took me 1 day to follow the step-by-step videos and I am up and running. Hope you can spare 10 min of your time if you truly want to change to a better life." -Geoff G, Singapore*

*"Once you understand the power and simplicity of the SFM model and start to gain confidence in your abilities, the SFM ELITE is a real no-brainer. The extra tools and coaching are superb. The best bit is you now have the opportunity to*





*earn high-ticket commissions. At \$1000 potential for a single sale you can really put your skills to the test and earn a proper income whilst you continue to learn.”*  
-J & P Carroll, UK

*“Just “awesome” is all I have to say. I am so excited I feel like a kid in a candy store and the feeling is just awesome. Awesome because I am a member of a fantastic business community that never sleeps and I am never alone! (Can you tell my excitement, it’s a bit obvious right, yea-h I know!)”* -Sandra L, Australia

It also wasn't all holidays in the sun and flashy cars when I started out. When you first start in this business, like I mentioned there's a pretty steep learning curve, where you have to spend time and some money getting everything set up, and running smoothly.

I spent quite a while, when I was getting started, focused on my business. When I wasn't working on marketing, I was learning about the ['New Rich'](#) and the philosophy's they live by. Then I was applying what I had learned.

Sure, there were a few sacrifices I had to make in the early days, but it's more than made up for itself (And then some.) It really shocks me how short sighted some people are. One minute they say they have no money to invest in starting their business... The next minute they are on vacation, drinking booze every weekend and eating out at weekends. If you are serious about changing your life for the long term- GET SERIOUS!

Two golden rules to succeeding here with us:

1. You have to be willing to put in the work when you're starting out. (Your desire must be significant enough to outweigh your challenges.)
2. No man is an island, and there's ALWAYS someone here who knows the answer to your question. (Never are afraid to ask for help.)

*“SFM Essential membership gives you ALL the tools you need to start generating leads online, so you don't need to chase any shiny objects. All the technical stuff is simplified and made step-by-step, so just follow the instructions and you're on your way. What's even better is you don't need to sell anything yourself as the awesome SFM sales team handles that! We only wish we had a system like this when we were starting out!”* -G & F Scott, London, UK

*“No matter if you what a home-based, brick and mortar, or just the knowledge how to market any product online, starting with SFM/DEA is absolutely essential!!! It's like earning a Harvard marketing degree AND with the same effort you are*





*interning, "employed", and partnering with a large and successful marketing company!!! Tell me where else is that possible?" -Soraya, Los Angeles, CA USA*

*"Unbelievable amount of training, coaches, and mentors available -- I checked out some of the courses that SFM offers at my local university.... Each course was being run at \$1200 AU at my local University. I see major value right now." -Troy D, Sydney Australia*

Now, the big question, after you've heard my story, is how I went from average working Joe, or even from failed business owner, to Internet millionaire.

The first secret was to take things one small step at a time.

The only way to climb any mountain is to start at the bottom, put one foot in front of the other, and keep doing that, until you get to the top. I've never heard of anyone climbing a mountain from the top down!

I've been fortunate to meet a few great people along the way, who have offered me advice, and acted as mentors, and without them, I sure as hell would not be where I am today, so that's exactly what we want to do for you.

Think of Jay and I as your 'digital Sherpa.'

We like to offer people who are in the same position that we were in when we started the chance to be guided by us, but you have to remember that even though we're sharing the secrets that have made Jay and I an absolute fortune, it's still YOU who has to put the work in and apply what we teach you.

## In Closing

I hope that reading this report has shown you just how simple it really can be to start making money from list building (and using our business system to do it!)

By now, you should know exactly how to:

- ✓ 1. Find a product. Whether you're flat broke, or loaded, there's always something you can sell. Use your own skills, or put in extra effort. Hire someone to make a product for you, or sell ours as a partner. Whatever's easiest, and meets your needs is the best option for you!





- ✓ Find a marketplace. The Internet is one big marketplace, with over 2 billion shoppers. Use it! Use as many online and offline marketing methods as you like, and sell to everyone who's interested!
- ✓ Find customers. With targeted marketing like your list, you'll always have a pool of hundreds, or thousands, of potential customers. Use them, and make money without even trying (much.)

A final word of caution

It's easy to get into the spirit of things, and get overexcited. You might end up falling into the trap of trying to oversell your list.

You DON'T want your list to get tired of you, or burnt out, so take it slow. Intersperse sales messages with news, information or other emails, and let your list recover between sales pitches.

Keep your list happy, send them great deals, and you will have a captive audience, that keeps on growing, for life.

My last piece of advice to you is to start off small. Offering your list freebies or low cost items to begin with is just another part of relationship building.

If you can get your list comfortable with trusting your judgment on low cost or free products, you can guarantee they will soon want to buy more expensive products that offer the next level in value.

ALWAYS make sure that you buy whatever it is that you are advertising or recommending though, because nothing will kill your list faster than promoting a shoddy product!

I hope all of this information has made the concept of list building and Internet marketing success a little easier to understand. While it's not everything you'll ever need to know, it does cover the basics, and is enough to get you started on your journey here.

Keep a printed copy of this report with you while you're getting started, so that you can keep track of what you should be doing, watch out for our emails, and if you are getting started with SFM - use the step by step modules as we have designed them.

If you follow our system you could very well be one of our next success stories! What you do now, will determine what you get later. You don't have to reinvent the wheel though- it's all here.





I hope you enjoy the journey from newbie to successful digital entrepreneur, but remember; you don't have to do it alone. We are here for you every step of the way!

In closing, here are a few more recent comments from some of our awesome members and then after that, your last chance to grab your Ultimate Free Gift!

*"I LOVE IT! The SFM Membership has far exceeded my expectations & has thus far, been worth every penny I have spent. I have learned so much already and can't wait to continue on to build my SFM business!" -S Lancaster, UK*

*"I can't believe how much I have grown as an online business owner in just 4 months. I have been studying the "Art" of online marketing for about 6 years in total and I have learned more applicable knowledge in these last four months than I have in the last 6 years. What I have been doing for the last six years has literally been a waste of time- until now. Wow." -Uli R Former US Marine, MI, USA*

*"The SFM gives you the ability to incrementally master the foundational steps in becoming a professional, digital marketer, whilst also allowing you the potential to "earn whilst you learn". When you're ready, the more advanced marketing training is there to allow you to expand and develop your business." -Lee & Tami, UK*

So there you have it! The ultimate guide to List Building for Profit. Keep this document with you throughout your entire digital business and marketing journey, referring back to it as and when you want to build your subscriber list, communicate with your leads and customers, and make money with your new digital business.

We really hope this has been helpful and informative for you! And remember, even though the digital environment will change and evolve and grow, the principles in this guide will remain relevant. Even a decade into this industry, I am still finding the lessons from this guide helpful, and I know you will too.

Here's to your success!

*Stuart Ross*

CEO and Co-Founder  
SFM, Digital Experts Academy, Digital Business Lounge

