PASSIVE PROFIT STRATEGY

LEARN HOW TO BUILD A DIGITAL BUSINESS THAT CAN RUN ITSELF AND MAKE YOU MORE MONEY DOING LESS WORK



STARTUP REINE

Hey you, a massive congratulations on making the conscious decision to turn your ideas and offers into a highly profitable digital product that can make you more money on autopilot.

So whether you are still in the process of starting your online business with no idea where to start, or already have a business up and running and looking for ways to increase your sales by doing less work, this guide has been designed for you.

So first things first, My name is Denise aka (Startup Reine) and I've been selling digital info products online since 2010. My first ever business was selling weight loss ebooks on ebay back in 2010, and ever since my first payment notification, I knew there was a huge money making potential in the digital and information product market.

Since then, I've moved on to create several online businesses as well as published 3 books around creating your online business: ***The Online Boutique CEO, The 21 Day Boss & The Hair Empire CEO books*** - all available on Amazon.

I am also the founder of the **Run Boutique Academy** - a platform created for boutique owners which contains ebooks, courses and digital products designed to help start and run their online boutiques from scratch.

Having spent the last 10 years trying and testing out different types of online businesses from running my boutique, dropshipping, Selling Ebooks and Online Courses, Youtube, Blogging, Network Marketing, Business Coaching, Amazon, etc,

However of all these business models, the best one which has been the most profitable for me till date has been: **selling my digital and information products (ebooks, templates and online courses)**

Why?

It's simple - with digital products such as ebooks, templates, online courses, masterclasses, you only have to create and edit the product ONCE, and then it begins to generate income forever.

No overhead costs, no packaging costs, no shipping, no trips to the post office, no long shipping times, customers can download and access their products instantly, and you can sell to a million people all at one given time thereby increasing your money making potential.

And to sweeten the deal, the whole sales process can be completely automated meaning you don't have to spend hours on the phone cold calling strangers trying to explain what you sell, bugging friends and family to buy from you or spamming your links on every Facebook group you step foot on.

And for those already in business, another BIG BENEFIT of turning your offers into digital products is the fact that you can attract a wider range of clients **doing exactly what you are doing right now - which I will be sharing with you in this guide.**

But before we proceed, let's talk about the key steps to turning your ideas and existing offers into highly profitable digital products that would make you more money with less effort.

Step 1 - Your Profitable Niche

Before you begin selling digital products online or any business in general you need to decide on what type of products you wish to sell. If you already have an existing business, then you may already have a niche in mind.

So the best way to do this is to look at the skills and expertise you currently possess? What do you know that you feel others would benefit from? And don’t feel like your idea is crazy because there are people out there looking for what you have to offer. In fact I know a lady who has an online course that teaches people how to sew, and she's making 6 figures from that business.

So do not underestimate your gifts and talents..

Step 2 - Identify Your Target

Now you know what you want to sell. The next question is to identify who is likely to benefit from this? What does your dream customer look like? Are they male, female, What age group are they? Are they single/married/divorced? What are their current struggles and how do you plan to fix them? What type of TV shows/magazines do they read? What type of places do they visit / shop from?

Again if you already have an existing business, then you may or may not know who your target customer is. If you do that's perfect, if you don't then now's your chance to re-evaluate your target audience.

Once you know who your target is, you are already ten steps ahead of most people who rush into creating digital products without a target audience in mind.

Step 3 - Craft the Perfect Offer

Now you know what their problems are, here's your opportunity to package the solution to their problems. The best way to package the perfect offer is to speak to your ideal customers. Go on facebook groups, check online forums and see what type of questions they are asking. For example if your target audience is mums, you can search for mom groups on facebook, join them and even ask a question about their biggest struggles. Then create your ebooks and online courses that answer those burning questions.

If you already have an existing business, then you may already have an idea what your clients struggle with the most. Again use that knowledge to package a solution to their problems and sell as a digital product.

You can use platforms such as www.canva.com and www.drive.google.com to create ebooks and powerpoint presentations for your online courses.

Don't want to go through the stress of writing ebooks or creating online courses?

No problem you can now gain access to done for you digital products you are legally allowed to rebrand as your own, resell at your own prices and keep 100% profits. Interested, then read till the end where I will be revealing this powerful system to you.

Step 4 - Create Your Sales Machine

The key to running a successful business in the 21st century that can make you more money doing less work is having a "SALES FUNNEL" that can automate the sales process for you without you ever having to speak to a single soul (unless they pay to access you ofcourse).

Now your sales funnel begins with a one page website requesting for people's name and email in exchange for a free product known as a "LEAD MAGNET"- this could be a free challenge, an ebook, a checklist, a discount code or anything that provides some sort of value to your customer.

Once they opt in, they are then taken to an "Upsell Page" where you immediately sell them on a better solution that could help them achieve results even faster. For example someone joining a free weight loss challenge may also be interested in a weight loss product, a fitness instructor, access to a health coach etc. So these could easily be presented as upsells for those who want to **ACHIEVE RESULTS EVEN FASTER**.

This sales page should address every problem that your product solves for the user and give them reasons to want to buy from you. This means anyone landing on your website at every given time would be redirected to your sales page at every given

time, thereby a potential to sell to thousands and even millions of people at every given time, without ever having

By having a sales funnel in place, people can easily decide whether or not your business is the best fit for them. This also means that you eliminate time wasters who would never buy from you and focus more on people who are actually paying for your products/services.

Don't have Sales Skills or Experience?

No problem. Writing sales copy can be tricky even with the most experienced marketers. It can be hard to try and sell a product without coming across as a sleazy salesperson. But not to worry because you can now download done for you sales page templates which you can edit and fill in the blanks using a powerful system I will be revealing to you in the end.

Step 5 - The Follow Up

So now you have an amazing sales page up and running. But I'm going to be frankly honest with you and tell you that over 95% of people that visit your page for the first time are NOT GOING TO BUY. Just because people visit your website doesn't guarantee that they would buy whatever you are selling the first time.

The reasons for this are; ***they don't know or trust your product, it's not the right time for them, the price isn't right for them or the product isn't right for them.***

Think about when you go on a date for the first time. Would you get engaged or married to that person after meeting them the first time? Very unlikely..

So it takes you time to get to know them, trust them before you commit yourself to them.

So the same rule applies to your customers. You need a system in place that can continue to nurture them, provide them value so they start to know, like and trust you well enough to buy from you.

To do so, you will need an email autoresponder such as **Aweber** that can automatically nurture them - again without you ever having to be present.

Don't know how to create emails that convert strangers into sales?

No problem because you can gain access to done for you email swipes ready to copy and paste into your autoresponder, that would nurture your subscribers and convert them to sales. Again this powerful system will be revealed to you in the end.

So you see, this is how you build a business that can run itself and make you more money doing less work. The secret is down to completely Automating your selling, product delivery and follow up process. By having such a business in place you can continue to make more money doing less work.

Now before you get too excited and start creating digital products, there is just **ONE last key** thing you would need to do however to make this whole process work. Now you've created your online business, you need to TURN ON THE SWITCH so that light begins to shine for you which brings us to our final and most exciting step.

Step 6 - Getting Traffic & Customers

So now we have an automated business set its time to start fuelling your sales funnel with traffic and customers. Your sales funnel can only sell for you if you have people actually visiting your sales page. So this is the **ONLY MAJOR JOB YOU NEED TO DO** - much better than having to do the selling, then fulfilling orders, cold calling, following up etc, right? Simply bring the customers to your funnel and let it do the rest of the selling for you. Great right?

Now there are different ways to get customers to your offers, but here are a few of them;

Share Valuable Content

Don't be like that guy at the mall people run away from, or the door to door marketers people ignore every time because they already know that they are there for one reason - to try and sell. People love to shop but hate sleazy people looking to sell all the time. Focus on the 80/20 rule, 80% value and 20% selling. Build trust and people would naturally buy from you.

Go Live on Facebook or Instagram

This is one of the most trusted methods of marketing because you get to connect with people easily - it's like speaking to people directly except it's virtual. You can use that opportunity to share more information about your products and offers. If you are not confident going live just yet, then you can pre-record videos and upload them to your socials because trust me if pictures speak a thousand words, then just imagine the power of videos. Would you trust someone more from posting a picture or video?

Networking is Key

In order to build an audience out there, you have to go out there to speak to people. Now unlike the traditional way of going to networking events and shying away from people, the good thing about online networking is the fact that you can reach out to the masses worldwide, and only speak to the people you feel are a good fit for your business. So go find Facebook groups, and pages where your target congregates and start engaging with them - in a non spammy way of course.

Use Facebook Ads

This is my most recommended and fastest way to drive sales to your business hands down. It saves you all the stress and time trying to manually find new customers in facebook groups. Instead you pay Facebook something like $1 a day, and they go out there and start bringing you hundreds of highly targeted customers daily.

Again you can learn everything about Facebook Advertising using the powerful system I will be revealing to you in the end.

Important Next Steps

So there you have it, my 4 step Passive Profit guide to building a business that can run itself and make you more money on autopilot doing less work. Now I know exactly what you are thinking right now.

>> I don't know how to create digital products

>> I don’t even know how to create online courses

>> How do I begin to convince people to give me their email in the first place?

>> How do I build a sales funnel - it's all too complicated..

>> How do I write emails that would get people to buy from me without selling?

>> This sounds good but sounds like something that would require so much time and money to build

Not to worry because I have the perfect solution for you..

ALLOW ME TO INTRODUCE TO YOU



An all-in-one business kit designed for aspiring entrepreneurs and business owners who are ready to build and grow their online business with a single click using our done for you digital products and sales funnels.

With the Funnelpire business system, you will gain access to;

>> **Done for You Digital ebooks** in your niche which you can resell as your own low ticket offers and keep 100% Profits

>> **Done for You Incentives/Lead Magnets** - to give out to your customers in exchange for their emails.

>> **Done for You Sales page templates** - that will automatically sell your digital products to thousands of people worldwide on autopilot at any given time.

>> **Done for You Landing page templates** - that can start attracting people to your high ticket offers right now.

>> **Done for You Courses and Masterclasses** - to upsell your prospects and keep 100% profits.
>> **Done for You Email Templates** - perfect to plug in and follow up with your prospects

>> **Done for You Social Media Templates** - You also gain access to done for you social media templates you can share on your facebook, Instagram to nurture your audience, build relationships and consequently generate you sales.

>> **Done for You Content and Post Ideas -** To help you with consistently creating content that will build, nurture and convert your cold prospects into hot sales.

SO HOW DOES IT WORK?

Step 1 - Decide on a Niche of Your Choice

Step 2 - Instead of going through the stress of creating an ebook or online course from scratch, you can now gain access to our done-for-you digital products and courses instead which you can rebrand, resell as your own and keep 100% profits. You can even create your own ebook covers and put yourself as the author of the products (*We also show you how to do all that*). You also then gain access to done-for-you sales pages to sell your products and email swipes to follow up with customers and social media templates to share on your socials.

Step 3 - All you have to do now is simply plug these into your own website or platform, or get our team to build everything for you so you don't have to stress or worry about dealing with any complicated technical systems.

And your business is ready to go.

Funnelpire is the simplest online business builder you will find out there in the market.

Now the not so good news is, the **FunnelPire Business System** is still in the works as our team of designers, copywriters and digital marketing experts are still working behind the scenes to perfect everything for you.

The Good News however is, you can join the waitlist now and benefit from our early members discount. We plan to launch by October 31st, so **CLICK HERE TO JOIN OUR WAITLIST** and don't miss out on the updates and all the good stuff coming up.

About Me



Denise aka the **Startup Reine**, is an online entrepreneur, business coach and author, with over 9 years of experience in Ecommerce and Digital Marketing. She has a first class Hons in Accounting with Entrepreneurship, a Diploma in Digital Marketing and an Msc in Business Mgt with Entrepreneurship. She started her first ever online business back in 2010 selling information products online and ever since that first payment notification, she has never looked back and has since launched 6 several successful online businesses.

With so much success over the years and 600,000 views and counting on her Youtube Channel (Startup Reine), her mission is to empower and inspire more women into building their own online businesses and creating more financial wealth and success for themselves.

P.S. I would love to connect with you on Social Media so be sure to follow me

for more tips on building a digital product business that can run itself and make you more money doing less work..

Facebook, **Instagram** and **Youtube**
www.startupreine.com