

Ewan Robb's

'7 Simple Steps to Home  
Business Profits'

A 'Cheat Sheet' for Home Business  
Dads *HUNGRY FOR SUCCESS!!!*

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Ewan Robb, DadsOnFire.Club

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Home Business Riches



## Why You're Here

Hungry for Home Business Success, *aren't you?*

I get it!

And you're **not the only one.**

Millions of people get involved in this wonderful industry, each with their own reasons & motivations.

But however you slice it, it comes down to one thing!

**More Money!**

You might argue you want more time, and that's a good reason, but in order to get more free time, you need your Home Business to spit out money.

So before we go any further, we agree, yea?

You're starting a Home Business to make money? Because i don't want you saying silly things like...

**'Oh, i just want to help people' and 'I just want to make a difference'**

You need to be okay with wanting to make money. Lots of money!

If you **'just want to help people'** - Join the Samaritans. Feed the homeless!

Businesses exist to make money! Yours is no different.

I was in this industry for about 4 years before i heard someone on a live training call, in front of thousands of people, actually say...

**'I want to make as much money as i possibly can, and in order to do that, i need to help you make as much money as possible'**

The honesty was refreshing!



## Saddening Statistics

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## 97% Make Less Than \$10/Month

Heartbreaking, *isn't it?*

The quest for more money and more free time, ends in the exact opposite for most.

Less money and less free time.

Savings and credit cards are burned through buying training programs and courses while evenings and weekends are spent trying to figure it all out.

Frustration can set in. Even anger. Seems like everyone around you is making money and you're the only fool who isn't.

Truth is, most aren't making money! But they can't admit that, *can they?*

How would it look if they're promising to teach you how to make money but they're not actually making any themselves?



Here's The Problem

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# The Connection Most Never Make

Online marketing systems & Business Opportunities are truly genius creations.

But **NOT** in the way you think.

For the most part, they hurt the exact people they're supposed to help!

**YOU!**

These programs are just products!

They're typically made up of a boring collection of replicated marketing materials, strung together in such a way they can be shared and promoted by thousands of members who believe the same fairytale.

Marketing Systems and Business Opportunities, like any other product, need customers...



When you join one of these programs, you think you're becoming a Home Business owner, when in actual fact...

**...you're becoming a customer.**

Only a handful of members will successfully make good money using these systems and even then, it's only because they gained their skills from outside the marketing system's training.

Meanwhile, the majority of members are brainwashed with over complicated, disguised **'training'** which serves one purpose only...

To keep them confused and turn them into lifelong **CUSTOMERS** of all the training sold by the marketing system and it's buddies!



## Numbers Breakdown



# 997 of Every 1000 are Customers



They do everything they are taught to do by the Marketing system.

They drive traffic to replicated marketing material and as a result, they see a few sales and make the odd commission

They use up their savings quickly and turn to using free marketing methods making sales and commissions even *harder* to come by.

Blindly following the system's training, they seal their fate as life long customers of the Marketing System or Business Opportunity.



## 3 of Every 1000 are Top Earners



They do things differently. They view Business Opportunities and Marketing Systems as something to sell.

They use their own marketing materials!

Marketing Systems and Business opportunities pay most of the commissions to top earners as they bring most of the customers...

...while they earn most of their money from affiliates (customers) who depend on the system for training and marketing. They bring nothing new, except their savings.



## why Do So Many Mess it up?

That's easy.

The industry is promoted as **'get rich quick'** - **'3 clicks of a mouse'**

It attracts freebie seekers. Those not willing to learn the skills and do the work.

It's full of people teaching what they know nothing about in order to get the exact thing they are trying to teach. Wannabe entrepreneurs chasing shiny balls and the latest greatest **'ninja'** trick to magically make people send them money.

They give it a couple of months and if they don't see riches they're gone, along with all their goals and dreams.



## There's a Reason You're Here

You're not like the others, *are you?* You're not fooled by the '**push button**' money systems. You don't buy into the hype.

But You ***ARE*** fully aware creating a decent income online is possible, *right?*

By decent, i'm talking about **\$10,000/month** and upwards.



## A Quick Look Out Over The Industry

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# It Really is a Beautiful Industry

Where else can an average young guy from Scotland, get kicked out of school with no qualifications, learn some skills and make more money in a month than most will ever make in a year?

When you get it right, it's an awesome place to be. You can do what you want, when you want with who you want, whenever you want to do it.

The freedom and choices that come with making \$10,000/month and upwards is staggering.

Places you'll see. Things you can do and the awesome people you'll meet along the way.







## Tarnished By Ugly People



A massive network of people helping people or a handful at the top making all the money from everyone down below?

As much as I'd love to believe everyone "*just wants to help*" it's far from the truth.

Get it wrong and the Home Business Industry can be a dark and lonely place of despair.

- Strained and even Broken relationships.
- Maxed out credit cards.
- Savings obliterated!

All in your quest for success!

I know a guy who spent over \$70,000 without as much as a penny in return.

But that's the mentality of the '*get Rich Quick*' crowd.

They don't understand it's **NOT** the Marketing System or Business Opportunity which will create their success.

It's pitched as easy riches and they think just by becoming a member, they'll see sales and commissions! But as you now know, when you become a member...

**...you become a customer!!!**

You have to understand you've skills to learn. Skills of a successful Home Business Entrepreneur. Once you acquire those, there are no limits.

So, how do you feel now...



Figuring it all Out  
Can Take Years!

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# I've Done Most of the Hard Work For You!

But if you're not fully convinced of what i've told you so far. If you still think you can join a Marketing System or Business Opportunity, drive some traffic into the replicated materials and make money...

...then you'll have to go and join the '**make money**' crowd for a few years.

Repeating the same tired, worn out marketing cliches used by the entire Industry.

Buying every program and training course available thinking it may just be the one you need to finally succeed.

Getting in on every '*ground floor*' opportunity because, you know, if you're in first you'll make all the money :-)

When they've all failed you, and you've spent every penny you have. Then, and ONLY then will you be ready to come back and do it my way.



Making Money is Simple!



# Ready To Become a Top Earner?

Notice i didn't say it's easy?

Look, i've been in the industry now since October 2005!

The ***'7 Simple Steps to Home Business Profits'*** i'm about to lay out for you are based on years of trial and error. Thousands in lost money.

I've taken it on the chin so you don't have to ;-)

So let's go!!!



Step 1 - Audience



## Step 1 – Audience

This is who you're going to market and sell to.

Who are they and what are their problems?

Going back to my MLM days, i remember someone asking who the target audience for the products were. **'Anyone with 2 eyes'** they were told.

Although i actually had a customer with 1 eye!

Anyway, terrible advice. Far too broad!

There's a saying, **'market to everyone, you market to no one'** – You maybe think everyone should join your opportunity or consume your product but i guarantee, everyone won't think the same!

The rejection you have to go through marketing to anyone with 2 eyes is too much to handle for most people.



You'll become the person everyone tries to avoid.

If your sales funnel is set for you to talk with people, you **only** want to be talking to people who are interested in what you have to offer.

So narrow your audience and make a list of all the pains they may be suffering.

It helps if it's an audience you are familiar with and have knowledge of. It's easier to relate.



Examples

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## Example 1 - Disillusioned Network Marketers

This is the actual funnel i used when i first started online.

The audience was ***'Struggling MLM'ers'***.

I went after disillusioned Network Marketers. Those who had been in the industry for some time and had, like me, came to realise it wasn't as easy as they all promised.

I had been in that category for 3 years so i knew it inside out. I could relate to them and they saw me as the answer to their struggles.



## Example 2 - Offline Sales

A client of mine, who was a member of a popular blogging platform, was struggling to identify a unique audience to target and was a bit lost.

His background was in offline sales. He was now doing online sales.

So he targets offline sales people who want to transition to online sales, putting across the popular blogging platform as the solution.



Step 2 – Your Offer

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## Step 2 – Your Offer

This is how you'll entice people onto your mailing list. Brand your email newsletter. Once you've crafted your offer you'll build a 'lead capture page' inside your website with the **benefits of joining your email list.**

**The main offer is joining your email list, NOT** a bribe like a free give away or a video series etc. You can touch on a bribe if you want as a secondary bonus for signing up today but it shouldn't be your main offer.

You'll have a content management system such as Aweber who store your email subscribers and allow you to send emails to those subscribers.



Step 3 – Website

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## Step 3 – Website

Please put the replicated marketing materials your Marketing System or Business Opportunity give you... In.The.Bin!

You have to build your own website. Unique to you with your logo and colour scheme.

Buy a self hosted domain name. Probably your name or a business name. Have wordpress installed.

It should have navigation and contain a minimum of a homepage, about, contact, and/or products & services.

Legal pages should contain Terms of Use, Privacy Policy and any other disclaimers for your industry.

Place an optin form on each page and make sure, when a visitor lands on your website, it's crystal clear what you do!





Step 4 – Products  
to Sell



## Step 4 - Products to Sell

These can either be products you've created or products from somebody else where you receive a commission from each sale you make.

The easiest and fastest way to make big profit is to sell a product which pays you a minimum of \$1000/sale.

Pick products in line with your values and not for the \$\$\$.

Obviously they need to be congruent with your offer. ie - if your business is about weight loss and newsletter is tips on losing weight, a good product would be a weight loss shake.

Write a compelling sales page to offer your flagship product (first product you sell) which is seen after the prospect opts in to your mailing list.



## WARNING!!!!

It's extremely important to add this in here.

It doesn't matter if you own the products you're selling or not. Especially in the early days. As you grow your business and increase your knowledge you will probably want to develop your own products at some stage.

Your email newsletter **IS** your first product and the most important thing you **MUST** own is your list of email subscribers.

Store them in Aweber.

**DO NOT** drive traffic to a Marketing System or Business Opportunity and let them store your leads! If you part company, they keep all the leads you've paid to acquire!!!

**OWN YOUR LIST OF SUBSCRIBERS!**



Step 5 – Getting Leads



## Step 5 – Getting Leads

Now it's time to get out in the marketplace and start looking for potential customers.

Have a marketing plan and get to work.

Paid search using Google AdWords and Microsoft BingAds is by far the best. It is however, the hardest to master and i would encourage you to hire me to do your paid search.

You can put your offer right under the nose of people who want it at the exact moment they're looking for it, *genius right?*

When paying for traffic, it's best to start small, let some traffic trickle in and make sure everything is working as it should. You should plan a budget you can maintain for 6 months. Eg - \$10/day x 182.5 days = \$1825 for 6 months spend!

If you're planning on using free methods, then you need to plan wisely.

You need to put in place, actions steps you will implement daily for 6 months.

You also need to be sure your audience are using that advertising platform to look for information regarding their problem.

You'll also need to make sure you use some form of tracking to see where your leads are coming from. There's lots to choose from but it's important not to get bogged down in the details.



*Step 6 - Follow Up*

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## Step 6 - Follow Up

You should be emailing your list of subscribers 5+ times a week.

Each email should contain one brief description of a benefit your product has and EVERY email should contain the link to your sales page where you sell your flagship product.

Post each email on the blog part of your website and change the CTA (call to action) to sign up to your email list instead of linking to the sales page.

Make sure you keep a list of ideas for follow up topics.

Match up the prospects pains with your product as the solution.





Step 7 – Sales & Growth



## Step 7 – Sales & Growth

You're following up with prospects and you're starting to see sales. Now it's time to be thinking about reducing the cost it takes to get a new customer, reinvesting profits to grow, and also increasing average customer value.

Test alternative lead capture pages.

Try holding webinars for current email subscribers.

Test new sales page copy.

Try new advertising platforms.

Increase adspend

Add new products into your sales strategy.

Test discounts to get your existing customers to spend more money.

A growing business is always exposing themselves to new prospects and growing their range of products to offer to those prospects.

A product, paying commissions of \$1000 and upwards should be sold.

Continuity products should be sold to loyal customers. (repeat monthly commissions)  
A client of mine in the fitness industry does around £30,000/month (\$50,000ish) with a monthly newsletter which his customers pay £99/month for.

You could also look to invest profits in the stock market. My first investment saw me buy shares in a company called Ivanhoe Mines. I bought at \$1.50 and sold at \$29. It's important you have good advice though, investing on your neighbours hunch is a bad move.



Resources

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# Step 1 – Audience Resources

Who's problems are you going to solve? What is the problem your product or service solves?

Get a bit paper and a pencil then get to work.

Brainstorm until you've narrowed down your target audience.

Using Dads on Fire as an example, my target audience is home business dads trying to get ahead in health and business.

Simple.



## Step 2 – Offer Resources

You'll probably be using a simple daily email newsletter as your offer. Brand it.

Mine is Home Business Daily. Not too difficult, right?

You'll be offering info-tainment as i like to call it, on a daily basis. Information, education, mixed with entertainment. People buy more from someone who they know, like, & trust. Make them laugh and you're halfway there. It's important to let your personality shine through.



## Step 3 – Website Resources

[Thrive Themes](#) for wordpress themes and lead capture page.

There's many companies to purchase domain names and hosting.

You can have us build out a website for you. [More information here](#)

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## Step 4 – Products Resources

[Click Bank](#) – Products in many different industries

Then there's all the home business companies. Herbalife, Visalus etc

Create your own product. Then you're fully in control and earn 100% commissions.

If you'd like to work with us directly then get in touch through our contact page, [here](#)

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## Step 5 – Leads Resources

PPC QuickStart – Traffic campaign built on the Microsoft platform. If you want your website flooded with visitors, this is for you. For more information, [click here](#)

Microsoft (UK) – £100 adspend voucher when you set up an account and spend £20. This is a standard voucher for all new accounts.

There's similar for Google Adwords



## Step 6 - Follow Up Resources

Aweber - Content Management System. Will store and allow you to email your subscribers. 30 Day FREE trial. For more information, [click here](#)

Meet the Demon - Never run out of *'money getting ideas'*! A powerful way to follow up with your prospects and increase your sales. For more information, [click here](#)

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## Step 7 – Sales & Growth Resources

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Simplicity is Key!

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# Keep it Simple

The older i get, the more i strive for simplicity. There's power in it!

In a nutshell, all you have to do to make money with your Home Business is...

**Leads ~~~> Daily Emails ~~~> Sales.**

Providing you have a good product or service and you dangle it in front of people who have a need for it, it's that simple!

Don't sell snow to the eskimos! & don't over complicate the process! It'll just end in frustration!

And keep it fun!

# what to do now?

So you've successfully worked your way through the 7 Simple Steps?

Now you have to take action. Massive action. Don't get caught in the trap of trying to get it perfect. Just get it going! The sooner you start the better!

You'll learn new skills and improve as you go. My website has taken many different forms since 2005.

So get to work! Put the 7 Simple Steps in place and have fun with it. Your first \$10,000/month could be just around the corner

Here's to your massive success.

Ewan Robb



# One Last Thing

Fancy helping me out?

Too many Home Business Dads are struggling to make money.  
It shouldn't be like that.

But good people like **you** can spread the word and help  
more people to profit!

[Share on Facebook](#) - [Share on Twitter](#)

Otherwise, i really hope you implement the 7 simple steps  
and they help you as much as they've helped me & my private  
students. Please be sure to drop me a note the **first time**  
**you hit a \$10,000 month.** I'm fully expecting it to happen.

Ewan Robb  
Dads on Fire

