

- The 6-Figure Success Formula -

The **6-Figure Success** **Formula**

- Your Pathway to Success Series -

(Video One Handout)

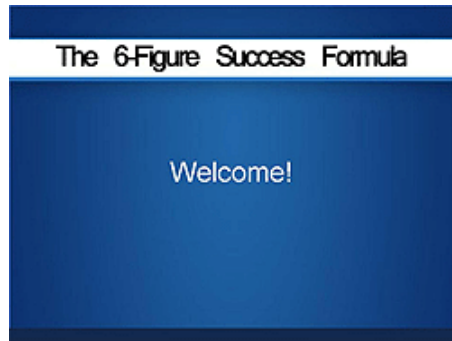
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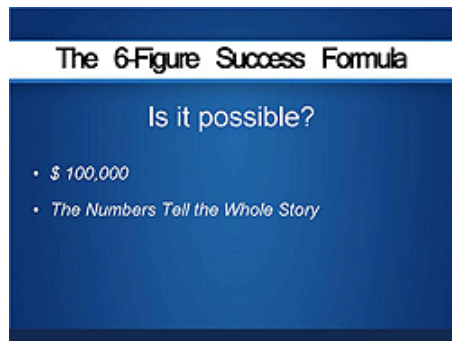
Internet Business Training for your
Home Internet Business

Note: If you do not have the video with this handout, you can access it [HERE](#).

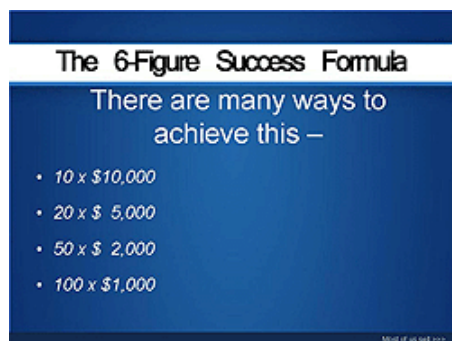
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- The 6-Figure Success Formula -

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The 6-Figure Success Formula

There are many different price points -

- \$27...
- \$47...
- \$97...

Let's take a look >>

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The 6-Figure Success Formula

A closer look -

- \$100,000
 - @ \$97 ea ... 1,031 units
 - @ \$47 ea ... 2,128 units
 - @ \$27 ea ... 3,704 units

→ A closer look

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The 6-Figure Success Formula

By month and by week -

- @ \$97 ea ... 1,031 units ...
 - 86 / month (/ 12) ... 20 / wk (/ 52)
- @ \$47 ea ... 2,128 units ... 178 / m ... 41 / wk
- @ \$27 ea ... 3,704 units ... 309 / m ... 72 / wk

What about those who do 'time sales' ...

- The 6-Figure Success Formula -

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The 6-Figure Success Formula

Imagine how hard *this* would be -

@ \$97 ea ... 1,031 units ... 86 / month ... 20 / wk
@ \$47 ea ... 2,128 units ... 178 / m ... 41 / wk
@ \$27 ea ... 3,704 units ... 309 / m ... 72 / wk
@ \$7 ea ... 14,286 / units ... 1,192 / m ... 275_{wk}

What about affiliate commissions ... ?

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The 6-Figure Success Formula

50% commission = double numbers

@ \$97 ea ... 1,031 units ... 86 / month ... 20 / wk
(you only earn \$48.50)
@ \$47 ea ... 2,128 units ... 178 / m ... 41 / wk
(you earn \$23.50)

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The 6-Figure Success Formula

50% commission = double numbers (2)

@ \$27 ea ... 3,704 units ... 309 / m ... 72 / wk
(you earn \$13.50)
@ \$7 ea ... 14,286 / units ... 1,192 / m -275 / wk
(you earn \$3.50)

Let's take a look

- The 6-Figure Success Formula -

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The 6-Figure Success Formula

Double sales volume -

- Was \$97; now \$48.50 ea ... 2,062 units ... 172 / month
– Need to Sell 40 / wk
- Was \$47; now \$23.50 ea ... 4,256 units ... 355 / m
– Need to Sell 82 / wk

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The 6-Figure Success Formula

Double sales volume (2)

Was \$27; now \$13.50 ea ... 7,408 units ... 618 / m ...
– Need to Sell 144 / wk

Was \$7; now \$ 3.50 ea ... 28,572 / units ... 2,381 / m ...
– Need to Sell 550 / wk !!

–That's 50% ... What about those who do 75% commission ... 1

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The 6-Figure Success Formula

More again -

- Was \$97; now \$24.25 ea ... 4,124 units ... 344 / month
– Need to Sell 80 / wk...
- Was \$47; now \$11.75 ea ... 8,511 units ... 710 / m
– Need to Sell 164 / wk...

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- The 6-Figure Success Formula -

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The 6-Figure Success Formula

More again (2)

- Was \$27; now \$6.75 ea ... 14,815 units ... 1,235 / m
– Need to Sell 258 / wk...
- Was \$7; now \$1.75 ea ... 57,143 / units ... 4,762 / m
– Need to Sell 1,099 / wk...

...What shall we say to that??

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The 6-Figure Success Formula

OMG!

- Even at the industry standard of 50% affiliate commission
 - Selling at the industry standard of \$47
 - Need 356 sales per month to make 6-Figures!
 - \$47 product – 50% commissions – now \$23.50 profit
- \$100,000 / \$23.50 = 4,256 sales required
(That = 356 sales / month or 82 sales / wk)

...What about multiple site model ...

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The 6-Figure Success Formula

The numbers don't Change!

- In order to "make" \$100,000
 - (with the \$47 / 50% commission)...
- You still need 4,256 sales in the year.
- That = 356 sales / month or 82 sales / wk

But let's break that down

- The 6-Figure Success Formula -

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The 6-Figure Success Formula

The Multiple Site Model -

If one Site requires 4,256 sales / yr with the \$47 product / 50% commission...

- 5 Sites -

852 sales per year OR 71 sales / m ... 17 sales / wk EACH.

- 10 Sites -

426 sales per year OR 36 sales / m ... 9 / wk EACH.

...You can see where this is going.

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The 6-Figure Success Formula

20 Sites; 20 individual products etc -

- 213 sales per year OR 18 sales / m ... 4 sales / week EACH.
- The problem is... most people can't even do 4 sales per week for one product, let alone 20!

...Houston, we have a problem... and it gets worse.

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The 6-Figure Success Formula

It gets worse -

- Looking back at the base model of a \$47 product (50% commission)...
- now becomes a \$23.50 profit.
- In order to 'make' \$100,000 a year you need to sell 4,256 per year –
- (That = 356 sales / month or 82 sales / wk)
- How many visitors / subscribers might that take?

...Are you ready for it?

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The 6-Figure Success Formula

How many visitors -

- Looking at the required 356 sales per month.
- Assuming a 3% conversion...

You need 11,860 prospective customers
to your site **EVERY** month!

(356 / 3 x 100)

...but in reality...

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The 6-Figure Success Formula

At a very 'average' 1 % conversion...

... you would need 35,600 prospects to your site
EVERY month! ...

- Most people would be lucky to get 0.3% conversion.

Ugh! That's over 100,000 visitors per month **REQUIRED!**

...And so looking at the 20 site model...

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The 6-Figure Success Formula

35,600 visitors across 20 sites...

... 1,780 monthly visitors each.

Now it becomes more "possible"

...here's one of the keys to success...

- The 6-Figure Success Formula -

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The 6-Figure Success Formula

One of the keys to success –

- These numbers have been run using the \$47 product (50% commission) model.
- Remember: $\$100,000 / \$23.50 = 4,256$ sales required. That = 356 sales / month or 82 sales wk.

You can check your own numbers or you can CHOOSE your own numbers.

—Let's get started.

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The 6-Figure Success Formula

You take control –

- When we CHOOSE we are no longer swayed by the wind.
- HOW? Improve the model.
 - It's far easier to 'make' \$100,000 selling a \$500 product than a \$47 product.
 - 400 sales vs. 4,256 sales (both on the 50% affiliate commission).

—It's far better to have 5% conversion than 1%.

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The 6-Figure Success Formula

When we CHOOSE we are no longer swayed by the wind.

- It's far better to have a 5% conversion than a 1%.
- Instead of needing 35,600 visitors / month to your \$47 eProduct site, at 5% you only need 7,120
- **BIG DIFFERENCE!**

—What if it were possible to get a higher conversion rate.

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The 6-Figure Success Formula

Real Numbers...

- 1% conversion on a \$47 product (50% aff com.) requires 35,600 visitors per MONTH to make the required 356 sales per MONTH.

- 3% ... 12,166 monthly visitors
- 5% ... 7,120
- 10% conversion ... 3,560
- 15% conversion ... 2,373

-20%? 20%? No! Just 20%! How do you do that?

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The 6-Figure Success Formula

SHIFT FOCUS!

Most people place the focus on "where" they get their traffic...

Instead of...

Placing focus on the relationship WITH that traffic!

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The 6-Figure Success Formula

SHIFT FOCUS!

Most people place major focus on their subscriber NUMBERS...

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The 6-Figure Success Formula

But not on the
COMMUNICATION WITH ...

... their subscribers; with the "one".

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The 6-Figure Success Formula

OFFER – OFFER – OFFER is
not communication!

-Let me put it another way-

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The 6-Figure Success Formula

OFFER
OFFER
OFFER

is not communication!

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The 6-Figure Success Formula

Communication is 2-Way Street.

- Question / Answer / Question / Answer
- Listen – Respond.

—Let's assume you now communicate with your subscribers.

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The 6-Figure Success Formula

How Many Subscribers do you Need?

- You will earn your income in direct proportion to the amount of VALUE that you give to your subscribers.
 - With a good subscriber list you can easily achieve a 10% conversion from your 'sales pages'.
- But a 10% conversion (as shown earlier) does not equal 3,580 visitors for that month....

—Why not?

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The 6-Figure Success Formula

Not everyone will click on your "ad".

- Averages vary from 1 / 3 to 1 / 8
- The same list can produce varied results at different times of the year.
- We're going to work with a 1 / 5 average.
 - So using our previous model...
- Running the Numbers...

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The 6-Figure Success Formula

Not everyone will click on your "ad".

- The target is \$100,000 / year in INCOME.
- A \$47 product (50% aff com.) requires 35,600 visitors per MONTH to make the required 356 sales per MONTH at 1%.

At 10% it's only 3,560!

~Subscriber numbers.

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The 6-Figure Success Formula

Running the Numbers...

- 10% conversion requires only 3,560 visitors.
- If only 1 in 5 'click' your ad to view the offer, then you need to get your ad in front of 17,800 people.
- That could be just ONE eZine ad!
- One Joint Venture.
- (cost \$400... but you earn $356 \times 23.50 = \$8,366$)

~But of course it's your list and your product.

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The 6-Figure Success Formula

Running the Numbers...

- You won't be giving away 50% from all of them and earning a measly \$23.50 per sale!
- You'll earn the full \$47.
- Therefore you only need a solid list of around 9,000.
- (Allowing for a few sales each month being ref affiliates.)

The good thing about subscribers vs. 'visitors'...

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The 6-Figure Success Formula

When you look after your subscribers –

The good thing about Solid Subscribers is that you can keep them and Build on them each month.

VALUE – VALUE – VALUE
(Listen – Listen – Listen)

—Let's run the other numbers.

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The 6-Figure Success Formula

Running the Numbers...

- \$47 product... 9,000 subscribers ... 1 in 5 'click'
... 10% conversion....
– $9,000 / 5 = 1,800$ 'clicks'
– $1,800 / 10 = 180$ sales

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The 6-Figure Success Formula

Running the Numbers...

- $180 \times \$47 = \$8,460$
- $\$8,460 \times 12 \text{ months} = \$101,520 \text{ pa.}$
- \$97 product... 9,000 subscribers ... 1 in 5 click... 10% conversion...
- \$17,460 for the month (\$209,520 pa)

—But can we expect people to spend \$97 / month.

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The 6-Figure Success Formula

Will they spend \$97 each and every month –

- No!
- Not for a full 12-months.
- Then how about one \$497 product each year? (Conversion would come down to about 1.5%)
- 1,800 'clicks' converting at 1.5% = 27 sales (earlier we saw we need 400 / yr).

—So what's the solution then?

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The 6-Figure Success Formula

Four Possible Solutions...

1. *The Guru Model*
2. *The Product Masters Model*
3. *The Affiliate Promotion Model*
4. *The Membership Site Model*
