

How to Get Started Making Money Online



Hosted by Gillian Perkins

Get Started Making Money Online

Finding Your Path

If you don't already have a professional skill or area of expertise to monetize, then you'll need to use a bit of introspection to discover what you'd truly *enjoy* doing to earn a living.

First, what skills do you already have?

Now, what interests you?

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Finding Your Path


How do you enjoy spending your time?

Which professional activities sound the most enjoyable?

- Following instructions
- Creative problem solving
- Playing a support role
- Being in the spotlight
- Being a leader
- Working closely with clients
- Working with groups of people
- Working with business clients
- Working with clients on personal issues
- Creative writing, speaking, etc.
- Teaching
- Public speaking
- Writing
- _____
- _____

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One step in the
right direction
takes you
infinitely further
than ten steps
in the wrong.

A woman with long blonde hair is sitting on a brown shaggy rug in a living room. She is wearing a light-colored sweater and blue jeans. She is looking at a smartphone in her hands. To her left, a laptop is open on a white ottoman. The background shows a white sofa and a lamp.

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Finding Your Place

Now it's time to brainstorm what intersections of your interests you might be able to monetize. In order to help open up your mind to the limitless possibilities available to you, begin by coming up with a lengthy list of many different enjoyable income-producing ventures.

Idea #1

Idea #2

Idea #3

Idea #4

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Finding Your Place

Idea #5

Idea #6

Idea #7

Idea #8

Idea #9

Idea #10

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We **think** that to be successful we need to “work really hard” and do MORE.

Really, though, we just need to gain clarity and consistently take the **right** actions.

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WHO Will You Help?

While demographic information can certainly be helpful for describing and identifying your potential customers, it shouldn't be the focus. Instead, we need to think much more about our potential customers' desires, needs, fears, and dreams.

What are the defining characteristics of your potential customer? What do they all have in common?

What problem does your customer need to solve?

What are they trying to achieve?

What will happen if they fail to solve their problem?

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WHO Will You Help?

What potential solutions are available to your customer?

- _____
- _____
- _____
- _____
- _____

What fears/problems might be associated with the above solutions?

- _____
- _____
- _____
- _____
- _____

What would be the **best** solution?

How would this solution solve the customers' problem?

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Your customer sees
themselves as the protagonist
of their life story.

If you want to earn their
business, then you must
see them that way, also.



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HOW Will You Help?

You've decided what your business is "about" and you've gotten clear about who your potential customer is. Now the big question is... How will you help them?

In the simplest terms possible, *why* would someone "follow" you?

What kind of "solutions" will you offer your customers and audience? (Keep in mind that you may be solving problems as simple as boredom or lack of inspiration.)

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WHAT Will You Offer? The Six Paths

Services

Consulting

Digital
Products

Physical
Products

Affiliate
Marketing

Advertising

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No need to **reinvent**
the wheel.

Sell the same, great
wheel that everyone
else is selling.

Just figure out how to
show people how
much better their lives
would be on wheels.

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WHAT Will You Offer?

What form will your primary product take? _____

What results will the product create for your customers?

Simply put, what is the product?

Value Ladder

Intro Product

Main Product

Premium Product

\$ _____

\$ _____

\$ _____

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WHY Do They Want It?

What problem does your product solve for your customers?

What benefit does your product create?

Why is your product the best solution to their problems?

What will happen if your customers don't solve their problem? _____

How much money is your solution worth? _____

Why? _____

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HOW Will You Tell Them About It? Get the Word Out

Different marketing methods work for different businesses, however there are two main strategies that are effective. They are:

Content Marketing on Public Platforms

- Videos on Youtube
- Podcasts on Itunes
- Pin on Pinterest
- _____

- _____

Paid Advertising

- Facebook Ads
- Google Ads
- Collaborating with Influencers
- _____

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You can't make something out of nothing.

In order for your business to grow and profit, you must first invest -- either time, or money.

Three Ways to Invest in Your Business:

- Invest in yourself by learning new skills.
- Invest in your marketing to spread your message.
- Invest in help to do more, better.

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HOW Will You Tell Them About It? The Message

Your marketing messages are one of your business's greatest assets. Write them right, and you'll inspire your customers, develop meaningful relationships, and help them understand the value of your products.

All of your marketing messages must be customer-centric, or else your potential customers will not have a reason to care.

Here are some examples, simplified (and overly blunt) to illustrate the concept:

“You are a mom. You want to keep your kids safe. KidsTalk simple cell phones provide an easy, safe way for your child to always be able to reach you.”

“You're the owner of a small business. You've got something great to share with the world, but it can be tough to stand out from your competition. CherryLane Web Design can create a custom website that highlights your businesses unique attributes and helps you convert more customers.”

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HOW Will You Tell Them About It? The Message

Who are you talking to? _____

What do they want?


How does your product fulfill their desires?

Draft your primary marketing message:

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HOW Will You Tell Them About It? Developing Trust

How will your customers first learn about your brand?



What will motivate them to learn more?

What will you offer them to make your first connection?

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HOW Will You Tell Them About It? Developing Trust

What means will you use in order to continue to connect with your leads? _____

What are the main messages you need to communicate to them in order to move them from where they are now to the point of being ready to buy?

1. _____

2. _____

3. _____

4. _____

5. _____

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Thank you so much for joining us for
this workshop!

Whether your goals are to transition out of a 9-5 job or simply to develop a second stream of income, I hope the workshop has helped you to gain clarity and develop a plan that will allow you to begin earning income online.

If you have any questions, or need any technical support with the workshop, please email contact@gillianperkins.com.

You can find an extensive library of free resources on Gillian's website and Youtube channel:

www.GillianPerkins.com
www.Youtube.com/gillianperkinsonline

If you're interested in applying to work with Gillian in a one-on-one capacity, just visit:

www.GillianPerkins.com/services/

Thank you again!