

# The Key To Building A \$100,000 A Year Business In 12 Months Or Less...

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## About The Author

### Rocky Tapscott



Rocky Tapscott is a Social Media Marketing expert who helps his small business clients increase their profits while cutting their marketing expenses

He currently has several successful websites selling a range of products and services, and works closely with a small number of clients and Joint Venture partners in a number of highly competitive niche markets.

If you would like to increase the bottom line profits of your website, marketing system or product launch, [feel free to contact him by using this form](#).

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## Introduction

In this Report, I'm going to share a strategy you can use in combination with your [Site Build It](#) website to create an ongoing income of \$100,000 per year or more. And if you take what you learn here to heart and actually implement it, you could reach this goal in less than 12 months. This Report is one in a series covering advanced Site Build It monetization methods you will receive as part of my [Site Build It Mastery Coaching Program](#).

The strategy I will be sharing with you here has worked for others in the real world, and it can work for you too. Your skill at implementing what you are about to learn will vary with your previous experience, so if you are a member of my coaching program and you have any questions about what I discuss here, [please ask for my assistance by using this form](#) and I will help you in any way I can.

### However, first a disclaimer...

The results others have received from implementing this and other strategies I will be sharing with you ***are not typical***, and your results WILL vary. You may do better than others have done, or you may do worse.

I will teach you strategies others have used for building a 6-figure business using Site Build It, however it is up to you to implement what you learn correctly. There is risk in any business, and as with any business endeavor you may actually lose money.

With that mandatory disclaimer out of the way, let's begin...

## How We Generated \$17,000 In Profit The First Full Month Online With A Brand New Site Build It Website...

In this Report, I'm going to share an example of how a joint venture partner and myself earned \$17,000 in our first month online, in a very competitive niche market, with a brand new [Site Build It](#) website.

Here's how we did it...

### **Step 1** - Choose A Market With A High Number Of Desperate Buyers With A Large Amount Of Money To Spend

The key to making money quickly is to target a demographic or group of people with a high disposable income who are prepared to spend money on things they WANT to buy - for example:

1. Affluent buyers looking for status symbols to impress their friends, or who have hobbies or passions they wish to explore further
2. Investors or traders who are looking for an edge over other market participants
3. Wealthy and/or high income earners looking for investments that produce outsized returns
4. Successful business owners who are looking for proven ways to increase their profits and cut their expenses, while they take business away from their competitors

There are many other markets, and there are niche markets within these broader markets, but these are the type of people who have money to spend and aren't afraid to spend it to get what they want. These are the people you should focus on selling things too...

I found a joint venture partner who was an expert financial market trader, and we put together a high ticket coaching program aimed at experienced traders and investors who wanted to increase their profits. The training was for 5 days and sold for between \$3,000 and \$10,000.

### **Step 2** - Build A Theme Based Content Site Around A Small Number Of Low Traffic, Long Tail BUYING Keywords

I built a basic [Site Build It](#) website around half a dozen well researched long-tail keywords that could generate between 10 and 50 visitors per day to our website (I used [Market Samurai](#) to do this keyword research instead of SBI's Brainstormer because it gives exact traffic and competition numbers from Google - Brainstormer does not, and I find the Market Samurai numbers more helpful).

I knew we could rank well for this group of keywords quickly, and even though they didn't give us a lot of traffic, they were keywords that I felt BUYERS would be searching for (focused on phrases such as courses, training, strategy, etc.) and every sale was worth a lot of money, so we didn't need a large amount of traffic.

### **Step 3 - Create An Irresistible Opt-In Offer And Start To Build A Relationship With Your Readers**

I created an irresistible opt-in offer to generate names and email addresses for follow up through an [Aweber](#) autoresponder system. People will not generally buy high ticket products from you until they trust you. And if you give them a reason to like you too, it's even better.

Your email follow up sequence needs to brand you as *the* obvious expert and prove to them you are the answer to their prayers. By following up with worthwhile, useful information that helps your readers to GET A RESULT of some sort in advance of giving you money, you have a very high chance of them buying something from you in the future.

As my mentor Frank Kern says, "All you have to do to get people to buy from you is to give them free stuff that makes them happy. Try to give people some sort of RESULTS IN ADVANCE and **prove** that you know how to help them. Then when you offer them something to buy that will make them even happier, they will fall over themselves to give you money."

At least that's how I interpreted what he teaches...and it really works well 😊

### **Step 4 - Create A Presence Online Quickly Using Social Media And Authority Sites**

Typically your brand new website is going to have Zero chance of ranking in the search engines for at least a few weeks (or in some cases months), so I wrote and distributed 6 articles to [Ezinearticles.com](#), and also posted them on a number of other article directories.

When I do this nowadays, I also use [Unique Article Wizard](#) to distribute them to a whole bunch of additional sites. I then used Social Bookmarking on a range of sites to announce the site and each of the articles posted at Ezinearticles.com to the world.

This generated a small number of highly targeted visitors to our new web site, and during the first month, some of them decided to purchase the training.

**IMPORTANT NOTE:** It's very difficult to sell high priced programs strictly using email and a sales letter or sales video - it's much easier to do it in person or on

the phone. You can often do it with Webinars, but that's a whole different topic. We'll save that for another day...

During the email sequence our Most Wanted Response was to get readers to give us their phone number or call my partner, who then closed the sales on the TELEPHONE.

If you are uncomfortable using the phone (I know sometimes I am), you can outsource this to a team of telemarketers, and for a very reasonable cost, they will close your leads for you. If you have ever given your phone number to any of the big Internet marketers (Mike Filsaime, Russell Brunson, Robert Allen, etc) you'll know they have a team of telemarketers who hound you to buy their coaching programs. They do this because it works.

### **Step 5 - Create An Affiliate Program With High Payouts To Attract Super Affiliates**

I set up an affiliate program and through our article marketing and email sequence attracted a number of high profile affiliates who started to drive people to the site. We were offering \$1,000 in affiliate commission for each person who joined our training, however in the first month, none of the affiliate's referrals purchased a product, so the money we made was all ours.

The site had just over 180 visitors during its first full month online, and we sold 3 training packages. Unfortunately due to a dispute with my joint venture partner (always a problem when you work with others), he paid me my share and we parted ways after that. But the site is still up and attracting visitors for his high-end coaching program, and it will only get better as it ages and Google sees it as more relevant for the keywords I optimized the pages for.

Many of the articles and bookmarks I submitted are still driving traffic to the site, and the database is still growing. With good management, this could be a simple six or even 7-figure business that spins off cash for years and years to come.

### **Summary**

These are the five basic steps I implemented to launch this successful project.

The key to this strategy is finding an expert in a hot niche market and partnering with them. If you are the expert, it's even better, because YOU get to keep all the money. When you find your expert, offer them a deal where they provide the content/training/product materials and customer support, and you provide the marketing and traffic.

Then use Site Build It to go after a small number of long-tail (three or four (or more) word), easy to rank for BUYING keywords that have a small number of

daily visitors. Focus your site's Most Wanted Response on getting as many of those visitors as possible onto a list by using an irresistible offer for a Report or eCourse, and start to build a relationship with them.

**KEY POINT:** In your Report, give your readers **the best advice or tip you possibly can**. Give them something that makes them say, "Holy crap! If the free advice is this good, imagine what the paid stuff is like..."

By doing this, you will virtually guarantee they will buy from you in the future.

When your visitors have come to know, like and trust you (or your expert), make them a compelling, virtually irresistible risk free offer for your high-ticket product or service.

Use the phone to close the deal, because your results will be much better when you have your prospects live on the phone and they can talk with you. You can answer their questions and handle their objections right there and then, and adjust pricing or your offer to suit their feedback.

For example, you could create a personalized package just for them with more or less training, and price it accordingly. It's impossible to do this via email - you simply don't know what your reader wants.

Finally, if at all possible, find a way to put all the risk on you and none on them. Guarantees work, even if you have to put conditions on them.

For a coaching program where you are investing a lot of time with students personally (rather than a digital product where your costs are low), you might say that if you do everything I tell you to do, and my system doesn't work for you, I'll give you your money back.

Your customer has to provide evidence that they followed your instructions to the letter in order to get the refund. If they didn't do what you told them to do (and most of those who don't get a result from a proven system won't follow your instructions) you are off the hook. There are still times when you will choose to give a refund, but you have a choice about it, and offering a strong guarantee will make a big difference to your sales.

If your product or service lives up to your promises, you have nothing to worry about by giving strong guarantees. If it doesn't, then work on it until you CAN guarantee what you sell.

**THIS IS IMPORTANT -** By creating an **irresistible offer** for your product or service, and backing it up with a strong guarantee, you will most likely overcome every possible objection your prospects can come up with. If I offered you a \$100 bill for \$20, how many objections to buying would you come up with? Probably

not many. This is the very essence of an irresistible offer. By removing all the objections you will smooth the way for your customers to buy from you, and make a whole more money with less stress.

A good way to learn how to create an irresistible offer is to read Mark Joyner's incredible book, [The Irresistible Offer](#).

I sincerely hope you have found this strategy helpful, and if it's right for you, you take the time to test it out for yourself. There are THOUSANDS of experts just waiting for you to contact them and help them build their brands and businesses.

You can find many of them here at [RTIROnline.com](#).

You could use what I have just shared with you to create multiple streams of income and set yourself up for life. I wish you every success with your Site Build It business...

## **An Irresistible Offer?**

What you have just learned is simple to implement, but there are traps you can fall into if you don't know exactly what you are doing. Plus there are dozens of other profitable strategies you could implement into your business to enhance your results. If you aren't using some or all of these advanced strategies in your business, it's a fairly safe bet you are leaving a whole bunch of money on the table.

So if you are serious about building a highly profitable online business quickly, and you'd like to learn how I can help you to quickly implement the strategy I shared in this Report, [let me know about your ideas by using this form](#) and I'll get back with advice on how you should proceed as soon as I can.

These consultations normally cost \$197, but you get one Free as a reader of this Report. Thanks for reading; I really hope what you have learned helps you to build a fantastic online business.

Best wishes,

***Rocky Tapscott***

**P.S.** These free consultations will go fast, so if you'd like professional advice on how to build your business by using proven internet marketing strategies, [book yours now by using this form](#)