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Master the art of what to say in your funnels to convert your online visitors into lifelong customers in this updated edition from the \$100M entrepreneur and co-founder of the software company ClickFunnels. Your business is a calling. You've been called to serve a group of people with the products, services, and offers that you've created. People come into your funnels looking for a solution to their problems. By positioning yourself as an expert and learning how to tell your story in a way that gets people to move, you are able to guide people through your value ladder, giving them the results they are looking for. This is how you change the lives of your customers, and this is how you grow your company. Most people who put their products up for sale don't understand that their expertise is the key to actually selling the product. Your story, why you created this offer, and why you started your movement are what initially get people to convert and then continue to stay with you over time. Your message has the ability to change someone's life. The impact that the right message can have on someone at the right time in their life is immeasurable. Your message could help to save marriages, repair families, change someone's health, grow a company, or more . . . But only if you know how to get it into the hands of the people whose lives you have been called to change. Expert Secrets will help you find your voice and give you the confidence to become a leader . . . Expert Secrets will show you how to build a movement of people whose lives you can change . . . Expert Secrets will teach you how to make this calling a career.

Expert Secrets helps people find their message and then create a mass movement of people who will pay them for that advice.

Your message has the ability to change someone's life. The impact that the right message can have on someone at the right time in their life is immeasurable. It could help to save marriages, repair families, change someone's health, grow a company or more... But only if you know how to get it into the hands of the people whose lives you have been called to change. Expert Secrets will put your message into the hands of people who need it.

Master the evergreen traffic strategies to fill your website and funnels with your dream customers in this timeless book from the \$100M entrepreneur and co-founder of the software company ClickFunnels. The biggest problem that most entrepreneurs have isn't creating an amazing product or service; it's getting their future customers to discover that they even exist. Every year, tens of thousands of businesses start and fail because the entrepreneurs don't understand this one essential skill: the art and science of getting traffic (or people) to find you. And that is a tragedy. Traffic Secrets was written to help you get your message out to the world about your products and services. I strongly believe that entrepreneurs are the only people on earth who can actually change the world. It won't happen in government, and I don't think it will happen in schools. It'll happen because of entrepreneurs like you, who are crazy enough to build products and services that will actually change the world. It'll happen because we are crazy enough to risk everything to try and make that dream become a reality. To all the entrepreneurs who fail in their first year of business, what a tragedy it is when the one thing they risked everything for never fully gets to see the light of day. Waiting for people to come to you is not a strategy. Understanding exactly WHO your dream customer is, discovering where they're congregating, and throwing out the hooks that will grab their attention to pull them into your funnels (where you can tell them a story and make them an offer) is the strategy. That's the big secret. Traffic is just people. This book will help you find YOUR people, so you can focus on changing their world with the products and services that you sell.

Master the science of funnel building to grow your company online with sales funnels in this updated edition from the \$100M entrepreneur and co-founder of the software company ClickFunnels. DotCom Secrets is not just another "how-to" book on internet marketing. This book is not about getting more traffic to your website--yet these secrets will help you get exponentially more traffic than ever before. This book is not about increasing your conversions--yet these secrets will increase your conversions more than any headline tweak or split test you could ever hope to make. Low traffic or low conversion rates are symptoms of a much greater problem that's a little harder to see (that's the bad news), but a lot easier to fix (that's the good news). What most businesses really have is a "funnel" problem. Your funnel is the online process that you take your potential customers through to turn them into actual customers. Everyone has a funnel (even if they don't realize it), and yours is either bringing more customers to you or repelling them. Over the past decade we have run tens of thousands of split tests to figure out which funnels work for almost every situation you can dream of. If your goal is to generate leads, we have funnel frameworks and scripts for that. If you want to sell a product or a service, there are frameworks and scripts for that as well. The sales funnel frameworks that you will find inside these pages have now helped literally tens of thousands of companies around the world to grow faster than ever before. This book will give you access to all the processes, funnels, frameworks, and scripts that we use to scale our companies online so you can fix your funnel and turn it into the most profitable member of your team!

How would your life and business be different if you could multiply your sales and increase your prices in the next 30 days? Discover the secret branding experts don't want you to know. More than 4 years of research, 34 entrepreneurs interviewed, \$30,000 invested, hundreds of enemies made along the way, 1 attempted lynching, barred from the lucrative circle of 'experts'... All this just to be able to share the best kept secrets of the branding world with you, secrets that will enable you to build your brand for much less money than you think. WARNING: This is NOT a book about pretending to be Superman and learning to do it all by yourself. This book is for business owners and entrepreneurs who take their business very seriously...and their life with good humor. What will you learn then? In this book you'll learn to create the basic features of your brand, those that can skyrocket your sales and prices overnight, by outsourcing to the best professionals at low cost prices. Avoid the long years of hard work and impossible investments that other brands have required to create the security and trust needed to be able to sell without worrying about your price point. Forget about learning to do everything for yourself or settling for asking your cousin, friend, neighbor, etc. to do it for you... due to a lack of funds! Who is this book NOT for? Branding agencies: I'm going to reveal your secrets. DO NOT buy this book... it'll only make you mad! Branding gurus: I'll be demonstrating how to expose you. DO NOT buy this book... it'll only make you mad! Designers and developers: I'll be explaining where to find the best, and cheapest, professionals. DO NOT buy this book... it'll only make you mad! Audiovisual production companies: I will show your potential clients how to survive without your extortionately priced services. DO NOT buy this book... it'll only make you mad! Etc. So who IS the book for? Business owners: Whether you're a small businessperson taking your first steps in the industry or a big business with years of experience behind you, this book will help you to make the leap to the "next level". Entrepreneurs: Do you sometimes feel like you'd have to be Superman to juggle all the different aspects of your project? Do you keep signing up (and paying) for courses and training sessions to learn absolutely everything there is to know for yourself? Then you need to read this book UR-GENT-LY! If my book DOES deliver what it promised: In less than a month you'll be selling more. You'll be able to increase your prices without worrying about you rivals selling at a lower price point. Your customers will start treating you like the professional you are and will stop trying to haggle for better prices. You'll grow your returns on the investments made on present and future marketing campaigns. Etc. If my book DOESN'T deliver what it promised: You'll be a bit wiser and... I will refund 120% of your money! 120% Money Back Guarantee: if after reading my book it doesn't live up to your expectations, send me an email and I will refund 120% of the amount paid. No questions asked. As you will see... You have nothing to lose and a lot to gain!

The must-read summary of Russell Brunson's book: "DotCom Secrets: The Underground Playbook for Growing Your Company Online". This complete summary of the ideas from Russell Brunson's book "DotCom Secrets" shows the importance of building a good sales funnel for your online business. This is what will drive traffic to your website and then push them through to make a purchase. The funnel is made up of various different strategies; a traffic strategy, a product strategy and a communication strategy. By fine-tuning these strategies you will create a funnel that leads customers from when they arrive at your website to profit for your business. This summary tells you exactly how to create this profit-boosting funnel by taking you through each step of the process with clear diagrams and concise explanations. Added-value of this summary: • Save time • Understand key concepts • Expand your knowledge To learn more, read "DotCom Secrets" and learn how to boost profits for your online business.

DotCom Secrets is not just another "how-to" book on internet marketing. This book is not about getting more traffic to your website--yet the secrets you'll learn will help you to get exponentially more traffic than ever before. This book is not about increasing your conversions--yet these secrets will increase your conversions more than any headline tweak or split test you could ever hope to make. Low traffic or low conversion rates are symptoms of a much greater problem that's a little harder to see (that's the bad news), but a lot easier to fix (that's the good news). What most businesses really have is a "funnel" problem. Your funnel is the online process that you take your potential customers through to turn them into actual customers. Everyone has a funnel (even if they don't realize it), and yours is either bringing more customers to you, or repelling them. In this updated edition, Russell Brunson, CEO and co-founder of the multimillion-dollar software company ClickFunnels, reveals his greatest secrets to generating leads and selling products and services after running tens of thousands of his own split tests. Stop repelling potential customers. Implement these processes, funnels, frameworks, and scripts now so you can fix your funnel, turn it into the most profitable member of your team, and grow your company online.

This is the road map to a seven-figure business . . . in one year or less The word "entrepreneur" is today's favorite buzzword, and any aspiring business owner has likely encountered an overwhelming number of so-called "easy paths to success." The truth is that building a real, profitable, sustainable business requires thousands of hours of commitment, grit, and hard work. It's no wonder why more than half of new businesses close within six years of opening, and fewer than 5 percent will ever earn more than \$1 million annually. 12 Months to \$1 Million condenses the startup phase into one fast-paced year that has helped hundreds of new entrepreneurs hit the million-dollar level by using an exclusive and foolproof formula. By cutting out the noise and providing a clear and proven plan, this roadmap helps even brand-new entrepreneurs make decisions quickly, get their product up for sale, and launch it to a crowd that is ready and waiting to buy. This one-year plan will guide you through the three stages to your first \$1 million: • The Grind (Months 0-4): This step-by-step plan will help you identify a winning product idea, target customers that are guaranteed to buy, secure funding, and take your first sale within your first four months. • The Growth (Months 5 - 8): Once you're in business, you will discover how to use cheap and effective advertising strategies to get your product to at least 25 sales per day, so you can prove you have a profitable business. • The Gold (Months 9-12): It's time to establish series of products available for sale, until you are averaging at least 100 sales per day, getting you closer to the million-dollar mark every single day. Through his training sessions at Capitalism.com, Ryan Daniel Moran has helped new and experienced entrepreneurs launch scalable and sustainable online businesses. He's seen more than 100 entrepreneurs cross the seven-figure barrier, many of whom go on to sell their businesses. If your goal is to be a full-time entrepreneur, get ready for one chaotic, stressful, and rewarding year. If you have the guts to complete it, you will be the proud owner of a million-dollar business and be in a position to call your own shots for life.

The go-to guide for small-business owners and entrepreneurs to discover exactly what consumers want to buy and how to get it to them. As a small-business owner, entrepreneur, or marketer, are you absolutely certain that you know what your customer wants? And even if you know what your customer wants, are you sure that you are able to clearly communicate that you offer the exact thing that they are seeking? In this best-selling book, Ryan Levesque lays out his proven, repeatable, yet slightly counterintuitive, methodology for understanding the core wants and motivations of your customer. Levesque's Ask Method provides a way to discover what customers want to buy by guiding them through a series of questions and customizing a solution from them so they are more likely to purchase from you. And all through a completely automated process that does not require one-on-one conversations with every single customer. The Ask method has generated over \$100 million in online sales across 23 different industries and counting. Now it is your turn to use it to create a funnel, skyrocket your online income, and create a mass of dedicated fans for you and your company in the process.

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