

SELL ONCE - EARN FOREVER : Your Blueprint For a Low Stress, High Impact Life

If you're sick of fighting for new business every month, this is for you. If you feel like you're working IN your business rather than ON your business this is for you. If you're struggling to scale your business without working twice as hard, this is for you. In fact, this is for you if you simply want MORE IMPACT with LESS WORK.

THE FIVE SECRETS OF EXTRAORDINARY SUCCESS THROUGH RECURRING REVENUE

1. **CHANGE YOUR MIND:** If you're been running a "traditional" business with one-off sales and continuous, soul-destroying, expensive marketing, chances are it's going to feel pretty scary to abandon everything you've been doing, and start doing something completely different. You need to adopt a new exponential mindset of abundance, and accept that nothing changes unless you do. If you struggle with mindset changes, check out Dr Joe Dispenza online.

2. **DEFINE YOUR NICHE:** Your customers won't buy what they can't understand, quickly and easily. You'll struggle to gather subscribers as a "Business Coach", less so as "Europe's Leading Exit Strategist". Similarly, "Fitness Expert" is a way harder sell than "The Rock-Hard Abs Guy". Think about what makes the Dollar Shave Club such a phenomenal success, and you'll grasp the importance of niching your offering to describe the precise skills and benefits you're selling.

3. **CREATE AMAZING PRODUCTS:** No one will subscribe unless what you're offering makes their life easier or more enjoyable, or both. Creating a solution to a problem is the surest way to recurring revenue riches. Think Spotify, Amazon Prime or Netflix. All simple, compelling solutions to some of life's irritations. Don't make them work for it. Spoon-feed it, and make it seamless, gorgeous and irrefusable. Think digital, clickable and you have the perfect subscription product.

4. **BUILD YOUR FOLLOWING:** It's no use having a fabulous offering if no one knows about it. Thankfully, you're connected to the internet which means the whole world is only a mouse-click away. Leverage your existing network, and reach out using social media and the ultimate power of email marketing. The great news about marketing subscription products online is that it's easy to build low-cost, high impact campaigns. Launch today and get the party started!

5. **USE AUTOMATION TOOLS:** The big, big win for you when you create a recurring revenue business is that you don't need to be there. You can construct a hands-off process using auto-responders, campaign automation, scheduled launches and even automated delivery. Physical customer service can be handled either digitally or outsourced. Take the 4 steps above, pick your tools, and your recurring revenue business will quite literally run itself. What's not to love?

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