

The 5 Critical Elements To Creating A 6-Figure Income Online

**The Income-Producing, Time-Saving and
Business-Building Components That Your
Business Needs To Survive And Grow**

Special Report

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Note: Feel free to pass along this Special Report to any of your friends or customers who might enjoy it.

And don't forget to tell them to join me at <http://www.WebBusinessToday.com>

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Stuff my lawyer made me say:

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Introduction

I'm writing this Special Report for two reasons:

1. There are a lot of marketers who are **frustrated** that their online businesses are not making the kind of money they **think** they should.
2. There are a lot of marketers who are **confused** about how to build their online businesses to make more money from them.

If I have described you above (i.e. you're frustrated or confused about your business), you need to put everything else aside for the next 10 minutes.

Forget reading your e-mail.

Forget responding to customers.

Yes... even forget your little ones who are banging on your office door, demanding your attention. ☺

Set it all aside for 10 minutes.

I don't want you to be distracted as you're reading this. The Critical Elements that we'll cover in the next few pages are so critical to your success that I want you to commit them to memory.

You need to **apply** this stuff to your online projects as soon as possible! It can make the difference between building a long-term online business that gives you a 6-figure income or watching your business ultimately fail.

Okay... you should be **pumped** and ready to get started!

Here's what you and I are going to cover in the next few pages... "***The 5 Critical Income-Producing, Time-Saving and Business-Building Elements To Creating A 6-Figure Income Online.***"

1. Get Focused
2. Create Goals

3. Take Action
4. Outsource Everything
5. Track ROI

It's a **lot** of stuff to cover, so let's not waste any time getting started...

Critical Element #1: Get Focused!

Most marketers lack focus. They try too many things at once. As a result, they find themselves drowning in a flood of unrelated projects. When this happens, they usually fail to make any **real** money with their online businesses.

Now, I'll be honest... I can't blame these folks for losing focus. After all, there are so **many** opportunities to build an online business and make money.

Our e-mail inboxes get **pummeled** with these opportunities. And I'm not talking about the scams. Those are easy to spot. And easy to ignore. I'm talking about **real** opportunities that can change someone's financial life.

These **real** business-building opportunities flood in fast 'n furious. And they're offered by folks who **know** how to promote. Folks who **know** how to write persuasive e-mails. Folks who **KNOW** how to write sales copy that practically has you ripping your pocket open as you grab for your credit card.

These opportunities are literally *irresistible*!

And **that's** the problem. They're irresistible. And they cause you to lose focus on building your business into a monster money-earner. Before you know it, you start devoting your limited time and resources to a project that is unproven. Soon, your existing business begins to suffer.

Here's the solution: you must get focused. And **STAY** focused.

For example, if you have an information product that you're promoting with Google Adwords and you're seeing some success, **don't** change gears and start building spam sites for Adsense income. I'd be willing to bet my last dollar that you haven't *completely* tapped into the money-making potential of your information product business! You haven't leveraged it to its fullest profit-pulling potential!

Before you switch directions and begin building your spam site empire, test some more Adwords ads for your information product. Write more messages for your e-mail sequence. Create a back-end product if the market would support it. Find related affiliate programs to promote to your list of proven customers. Design an upsell.

In short, **FOCUS** on building that business!

Learn this...

If you spread your limited resources (time, effort and money) in different directions without maximizing the profit potential of your current projects, you **WILL** limit the amount of money you make.

I guarantee it.

Get focused on what you're doing right now. Examine your current project and figure out if there are additional ways to **squeeze every bit of profit** from it before moving on to your next project.

Critical Element #2: Create Goals

I won't bore you with the roadmap-to-success analogy ("*ya gotta have a map to know how to get where you're going, partner*"). You've heard it a dozen times. So, you don't need to hear it from me. Rather, I assume you already **know** the benefit of making goals for yourself and your company.

Fact, is, if you haven't adopted goal-setting into your process by now, you **NEED** to do this as soon as you finish reading this Special Report.

So, let's get right into **HOW** to create your goals...

Three things to remember...

1. Make your goals specific.
2. Make your goals measurable.
3. Give your goals a deadline.

Let's talk a bit about each of these.

Make Your Goals Specific

You **know** what you're going after. You **know** what you want to achieve. But, usually, goals start out as vague desires in your head. And vague desires won't do you a lick of good in this business. You have to change those desires into something *specific*.

For example, let's say you want to be an info-product rockstar. You want to be the person everyone thinks of when the phrase "information product" is mentioned. Good for you. But, if you leave your goal there and don't make it specific, you had better keep your day job.

Instead, make it your goal to release 1 new **well-promoted** information product every three months. Now, **that's** something you can grab onto.

Make your goals **specific**. If you succeed in reaching your goal, great! If you fail, figure out if your goal is realistic. If your goal **is** realistic and the problem is you, either modify your goal (and your expectations of yourself) or figure out why you failed and fix the problem.

Make Your Goals Measurable

Numbers are the easiest way to measure your goals and your progress toward them. Think about it... how will you know if you succeed or fail if you have no barometer with which to measure your progress?!

You don't need to answer that yet. Instead, let's jump right into the meat of what we're talking about...

Money talks here. Let's say you want to make \$100,000 a year with your information product business. It's a great goal (and doable by everyone I've come into contact with).

First, you need to figure out how you're going to get there.

If you sell a \$20 ebook, you're gonna need to sell 5,000 copies. If all your sales are coming in from affiliates and your giving them 50%, you need to sell 10,000 copies.

That's a lot of copies.

Play with the numbers. Figure out how many sales have to happen to reach that \$100,000 a year. What if you had a \$20 lead-in information product, a \$47 follow-up, a \$197 package deal, a \$497 home study course and a \$19.95 continuity program?

Hmmm... \$100,000 seems pretty easy now, right?

Bottom line... make your goals **MEASURABLE**. Use numbers.

Give Your Goals A Deadline

Every goal you make for yourself or for your company **must** have a deadline.

Let me repeat that because it's **SO** critical to your success...

*"Every goal you make for yourself or for your company **must** have a deadline."*

Nobody likes to talk about this, but let's get it out into the open...

We... are... **L-A-Z-Y**.

At least **most** of us are. If you don't create a deadline for our goal, you kill your chances of achieving it!

If your goal is to make \$100,000 a year with your information product business, you **need** to give yourself a deadline by which to achieve it. If you don't give yourself a deadline, the end of the year will roll by and your chances of success will have been crushed.

We're human. We need to be held accountable. Giving yourself a deadline goes a **LONG** way to making yourself accountable.

Here's what I would do...

Break the annual \$100,000 into a **monthly** income. So, now your goal of making \$100,000 a year in becomes a goal of \$8,333 per month. Now set a time in the future by which you will **commit** to getting there.

Write the deadline down. Post it on your wall. Stare at it every day and **COMMIT** yourself to getting there.

If you fail, you fail. Figure out **why** you failed and either do what is necessary to fix the problem or adjust your goal.

Bottom line... give your goal a **deadline**.

One last note on goal-setting before moving on to *Critical Element #3*...

If you reach your goal, reward yourself. Decide the reward ahead of time. I'm serious. It sounds hokey, but it works like gangbusters. Commit yourself to the reward. If you make \$8,300 a month for three months, you'll buy yourself a brand-spanking new IBM Thinkpad. Once you reach your goal, **treat** yourself.

Laugh if you want, but I'm **TELLING** you... it works.

Critical Element #3: Take Action

Tell me if you relate to this...

You wake up in the morning and the first thing you do is check your e-mail. Or maybe your stats. You log into ClickBank, CJ, your AdSense account, etc. Gotta get the stats. Gotta see how much money you made while drooling in your sleep.

Then, you get up and get the first cup of coffee ("Ahhhh... yum..."). You make some breakfast. Check your messages. Then, visit CNN.com to get the latest schnews. Done with your morning "warm-up", you go for a short walk to get the noodle cooking with creativity.

By 11:00, you decide it's high time you get your butt to work. So, you sit down with new resolve and think to yourself, "Let's see what's happening on the forums."

Trouble is, you watch about 20 of them.

Then, it's onto the blogs. There's about 20 of them, too.

Better check e-mail now. There may be customers to respond to.

"RIIINNNGGG!!" You pick up the phone. It's your friend Jane. You're lonely since you're an internet entrepreneur and you're two steps away from living the lifestyle of the Unabomber.

Soon, 4:00 p.m. rolls around. And you haven't completed a darn thing!

Now you have to pick up the kids, have dinner with the family, watch LOST and check the forums again.

If this is you, let me be blunt...

You're avoiding taking action.

And **taking action** is where the money is made!

I don't know why people avoid taking action. The psychology doesn't interest me. What I **DO** know from personal experience is this...

Ideas are a dime a dozen. Even cheaper these days. We all have great ideas that can be turned into viable online businesses. But, **real money** is made only when action is taken to implement processes to exploit those ideas!

You have met people with great ideas who are poor as dirt.

You have met people with great ideas who are unsuccessful and depressed.

You have met people with great ideas who will never achieve the income or success they want.

To make money, you have to take action! You have to **DO** something that yields measurable results. And that means you must be ready to fail miserably.

For example, let's say you do market research and identify a market with rabid hobbyists. These folks are **crazy** about their hobby. And your research shows they have money to spend on it. So, you create an ebook to offer this rabid market. Your research suggests sales figures that excite you. You release your product and it bombs.

Your product failed.

This is where most folks give up. But, you must have a **different perspective**. Your failed project yielded measurable results! That is gold. Figure out why your project failed and fix those problems. If your market research is valid, you could be sitting on a goldmine.

Keep testing and tweaking, fixing problems as you identify them. Keep **taking action!**

If you make a success of your project, you can go back and buy out the online assets of your competitors who failed and ran away.

But, that's a subject for another Special Report.

Bottom line... take action on your ideas. Quit going over your ideas in your head. Test them. Don't be afraid to fail miserably. Welcome the data that your failure yields.

Critical Element #4: Outsource Everything

I'm a **huge believer** in outsourcing everything I possibly can. And it **kills** me that the majority of online entrepreneurs still don't take advantage of outsourcing. The problem most entrepreneurs and marketers have is this...

They don't want to give up control.

That's fair. And I relate. I used to be like that and still am in some respects.

But, here's the truth... the more tasks you outsource, the faster you can grow your business and income.

I'm going to repeat that because it's so important...

"The more tasks you outsource, the faster you can grow your business and income."

You need to **outsource every task you can** that will free up your time that you can then devote to the **important** pieces of building your business...

- marketing and promoting your business
- finding and courting joint venture partners
- coming up with ideas that you can implement to drive more traffic and/or create additional revenue
- creating new products for your customers and fans

Here's an example of something I outsourced...

One of my dedicated servers is a Rackspace server. It uses Plesk. My other servers use Cpanel and that is what I'm most familiar with. I'm not familiar with Plesk and don't really want to be. In truth, I don't like learning new tasks if I can avoid it.

Recently, I needed a script installed on my Rackspace server. It required a MYSQL database install, etc.

By the way, I don't know MYSQL, either. And I don't really **want** to know it. So, my choice was...

1. figure out how to install the script and learn MYSQL in the Plesk environment.
2. find someone to do it for me.

I chose option #2. And here's the kicker...

The person I found did it for **\$20**.

Now, I don't know how much you value **your** time, but paying someone \$20 to do something that would have taken me **at least** a couple hours (and likely some pain due to violently yanking my hair out) is a no-brainer to me.

And that's not all! This freelancer gave me a 1-page tutorial that literally walks me through the steps of creating a MYSQL database and using that database to install the script. Step-by-step. Literally, "*Step 1 - click this icon, Step 2 - enter this into that form field, Step 3 - click this link, etc.*"

This 1-pager is useful to me because I'm going to have to install this script on over 150 sites. However, you should be seeing a trend here... Chances are **HUGE** that I'm simply going to ask this freelancer to do it for me. I want to outsource as much as I can!

And here's a gigantic side benefit to outsourcing this task...

I have found another freelancer that I can add to my list of professional, fast, communicative, honest, and reliable folks that can help me (in their respective capacities) to build my business. That's **gold** in my book and I plan to work with this person over and over and over.

So, ask yourself... what tasks can you and *should you* outsource in your business?

Here's the answer...

Anything that you don't want to do, dread doing, isn't profitable for you to do, or you're simply horrible at.

Now, think about those four things for a moment.

When you critically think about the tasks that you are involved in that build your business and consider where your money is **truly made**, you'll find that you need to be personally involved in very few of those tasks.

Sobering thought, isn't it?

So, let's use our information product business as an example. Here are some of the tasks that you can have someone else do for you...

- info-product creation
- keyword research
- market research
- managing your Adwords campaigns
- editing your info-product
- creating e-mails for your sequence or mini-course
- creating bonus reports for your info-product
- creating unadvertised bonuses to "drip" to your customer list
- setting up your autoresponder for your sequence
- customer support

You need to get rid of as many of the tasks above as you can as quickly as possible.

Now, if you aren't used to working with other people who can do these things for you, you're going to feel very uncomfortable. That's fine. And normal. But, that doesn't change the fact that you must ultimately begin to outsource these things if you want to build your business and income to its potential.

Why limit yourself by retaining control if retaining control doesn't **PAY** you?

So, here's what you need to do...

Go one step at a time. First, find someone to do your keyword research. But, don't teach that person how to do it by e-mail, phone or in person. Get one of the screen capture applications (Camtasia is the limo of the industry) and record a video of **YOU** doing the keyword research.

Record every step as you do it. Record your voice **explaining** the steps as you do them. That way, if the person you find to help you do the keyword research becomes flaky and unreliable, all your time hasn't been **wasted** training that one person. You can simply find someone else, give them access to the training video you recorded and let them complete the task.

Do this for just **ONE** of the tasks that suck your time away. Then, move on to the next task. By the way, recording video and outsourcing tasks has a lot to do with *Critical Element #3 – Taking Action*.

It's normal to feel uncomfortable doing these things if you have never done them. But, don't quit and go home! Forge ahead! Plow through your discomfort. Buy a screen capture application. Buy a microphone. Learn how to use it. Record a video. Find someone to do the task. Give them the video.

It doesn't have to be a work of art. You're not Spielberg.

Bottom line... outsource as much as you possibly can.

Critical Element #5: Track ROI

Most people think of ROI in terms of how much money they **receive** as a result of how much money they **invest**. When you're talking about stocks and mutual funds, that's fine. If you invest \$10,000 in Google stock and your stake goes up to \$15,000, congratulations. Your ROI is 50%. That's pretty simple.

But, entrepreneurs invest *other* finite resources. Namely, their **time and effort**. That is, when you "invest" in a project in the hopes of a return, your investment is a collection of three different components...

1. your time
2. your effort
3. your money

You **must** consider **all three components** to figure out your ROI. That's going to take some work. You can no longer simply look at a couple of numbers and judge how good an investment is.

When it comes to the **actions** you take to build your online business and income, you **must** look at ROI differently.

And I'm going to tell you how to look at it. ☺

First, understand this key point...

Everything you do has an ROI.

Let's say that you spend three hours creating a free Special Report for the prospects of your information product. The time and effort you spend will ultimately yield an ROI.

Or let's say you spend ten minutes changing the headline on your sales letter. That time and effort spent will also yield an ROI.

Now, here's where it gets murky...

You must define ROI as either "*acceptable*" or "*unacceptable*." Every action... every project will deliver an ROI. Your decision to spend additional resources

on the same actions for the same return is based **entirely** upon how you **define** what is an "acceptable" or "unacceptable" ROI.

And you cannot merely consider the money you're bringing in when you make your decision.

For example, let's say your free Report (the Report that you spent 3 hours creating) brings in 30 sales of your \$20 ebook. The numbers are easy enough to figure out. The three hours you spent creating your Special Report yielded \$600. (It's not usually that simple since sales will continue to stream in and you'll be building your customer list, but let's keep it simple for this example).

Your ROI is \$600 for 3 hours of work. Now, you'll need to refer to your personal definition of "*acceptable*" and "*unacceptable*" ROI to figure out if you should spend your time creating another Special Report in the future, given the same return (i.e. profit).

Again, pretty easy. Money tends to clear the cobwebs. ☺

But, let's say you created your Special Report to entice people to opt-in to your mini-course. Let's assume that your Special Report persuaded 1,000 people to opt-in.

Now, you haven't made a red cent yet. There's no money involved here. So, you have spent 3 hours of your time creating a Special Report that did not directly result in any money in your pocket.

How do you figure out whether the time you spent creating your Report was invested well?

You must once again rely upon your definition of "*acceptable*" and "*unacceptable*" ROI.

For example, if you had decided prior to creating your Report that the Report **must** result in at least 500 subscribers to your mini-course... congratulations. Your ROI on the 3 hours spent creating your Report is "acceptable". And unless you can spend your time on a task that yields a **higher ROI**, you should be willing to create another Report in the future for this same purpose.

Bottom line... you and I have **limited resources**. Our time, effort and money available for us to use to grow our businesses and income is limited. We must constantly push those finite resources in pursuit of the **highest possible ROI**.

Last Thoughts

You're building your business to ultimately grow your income. Maybe you're not making as much as you want to make. You want more. Maybe you're not making as much as you **NEED** to make and you're confused about how to fix the problem.

In the end, creating and growing online businesses that result in **huge, sustainable incomes** is within reach of nearly anyone. But, you must commit yourself to five critical elements. You have to...

1. Get Focused
2. Create Goals
3. Take Action
4. Outsource Everything
5. Track ROI

These are the components of every successful business.

Focus on making these five elements a part of your process. Think about how to apply them to your business every day.

Get focused on the project that you're working on right now without getting distracted by other opportunities.

Create goals that will make you accountable to your success and will spur you toward growing your business and income.

Take action on implementing whatever task is necessary to accomplish those goals.

Outsource every task that you don't want to do, dread doing, isn't profitable for you to do, or you're simply horrible at.

Track the ROI of every single task and process that you employ to grow your business and determine if it is "*acceptable*" or "*unacceptable*." Success is largely a matter of pushing finite resources in pursuit of the highest possible ROI.

I would be willing to bet that you already have the tools you need to create and grow a successful online business that gives you a sustainable 6-figure income. You already have the knowledge you need.

Don't be distracted by opportunities. Focus, dig in and succeed!

Thanks for reading this Special Report. Even though it takes time and effort to create, I've enjoyed writing it. And I hope you've enjoyed reading it.

To your growing success!

Damon G. Zahariades

P.S. If you received this Special Report from a friend and would like to hear from me in the future about building your business online, I invite you to come along for the ride at...

<http://www.WebBusinessToday.com>