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Module 4 Assignment #1

Sample email:

Subject = What's the best business to start?

Preview = Surprising answer inside, [Name]...

Hey [Name],

I get asked this question a lot.

And honestly, there's no right or wrong answer.

There are only opinions... and... what's right and wrong for you.

With that said, I'd like to share 3 opinions that are worth your time to consider.

1. Not all businesses are created equal. Some are a lot more labor intensive than others. Some require more skills than others. And some require a lot more time to run than others. The modern rich are rich in lifestyle these days. Who cares if you make big bucks if you can't enjoy it and be happy. One secret to happiness is freedom. So shop for business models that give you an awesome lifestyle.
2. One of the main purposes of a business, in my humble opinion, is to create security for the owner. And to me, security means customers, sales and profits coming in each month on autopilot. That's why, these days, I recommend businesses where the entire model revolves around recurring monthly sales — because knowing you've got sales scheduled to come in for months and even years into the future... on autopilot... gives you security.
3. Too many marketers and business owners grow old and tired... and yet... still have to hustle. Being an entrepreneur, to me, is a game. And every game has a start, middle and end. So my advice is start your business with the end in mind. And to me, that means having an exit strategy. Either build a business to sell so you can cash out. Or else, build a business that fattens up your bank account and then sink a lot of your earnings into assets like real estate, for example. But one way or another, think about cashing out. Think about retiring. Business, among many other things, is a means to an end. Don't get stuck on the

hamster wheel. Don't be a life-long hustler.

So in my opinion, the best business to start is one that's simple to run and gives you the freedom to live the life of your dreams...

... It's a business with a recurring, continuity sales model that gives you security...

... It's a business you build that allows you to cash-out in some way and retire financially fat and happy... like a boss!

My email:

Subject = What's the best way to start your online business?

Preview = You won't believe it, but...

Hey [Name],

Let's face it, those of us who get into "Internet" businesses are misunderstood.

You know exactly what I'm talking about, don't you!

Does this sound familiar?

"Hey, what's new?"

"I started an online business"

"Like selling stuff on eBay?"

"No, I'm doing digital marketing"

"Oh, that pyramid scheme stuff?..."

I decided it's easier to just exchange pleasantries.

People just don't get it, they're not wired to be entrepreneurs.

They mean well, but you can't let their "helpful concern" get in the way of your success.

Here are some things to help start and stay motivated:

- Do your research on exactly what you want to do online
- Keep your plans to yourself
- Build your tribe with like-minded individuals through social media groups, conferences, industry events, etc.
- Find gurus to follow - sign up for their email lists, webinars, FB groups, etc.
- Know your strengths **and** weaknesses. If you're good creatively but not so much with the technical part, then find a way to have someone help you with tech.
- Purchase training programs

- Manage your time effectively, especially if you're still working 9-5. Don't burn out before you get started. This is where your tribe comes in. Use it.

Everyone is different, but it's important to realize that we're a unique group that helps each other.

I'm here to help you start without being overwhelmed. I will continue to bring you helpful information to keep you moving along, as well as the best training programs for when you want to invest in your future.

Visit me at www.xxxxx.com for more information!

P.S. I'd love to hear how you started your online business?