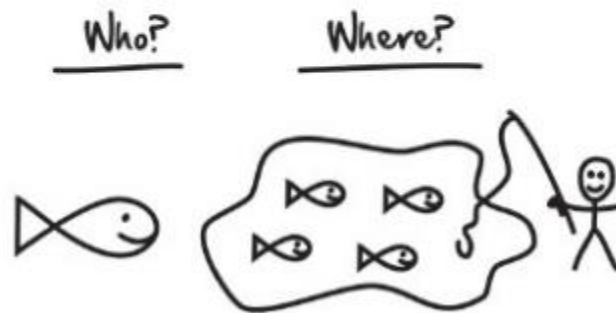


Dotcom secrets (Growing Your Company)

- 1) First Search & Decide about clients (Age, Location, Profile, Hobbies, and Interest)

YOUR DREAM CUSTOMERS



- 2) Find out Bait to attract your Client & Where you can find your Client.

Just go to Google and type in your keywords plus the word forum or search for groups related to your keywords on Facebook. It might take a little digging, but you'll find your target audience.

Note: - Bait meaning something that is used for persuading or attracting somebody

3) Value Ladder:-

- ❖ Ladder 1:- First Offer (Bait) Small things in Small Price or in Free.
- ❖ Ladder 2:- After it you can Offer High Pricing Package with Great Quality & Best services.
- ❖ Ladder 3:- Always Research new ideas to Offer your Product & services

Note:- your Goal is Offer More value to your customers

4) Target Group of People:-

Remember your target market is made up of real people, so you need to look at their real behavior. Where do they hang out online? Where do they spend their time? What email newsletters might they subscribe to? What blogs do they read? What Facebook groups are they a part of? Are they even on Facebook—or do they prefer Instagram? What keywords are they searching for on Google? What books are they buying on Amazon? Answering these questions can take some time and research, but it's worth taking as much time as you need to to develop a clear picture of where your ideal clients are directing their attention.

For this find out a forum is an online discussion board where people can ask questions, share their experiences, and discuss topics of mutual interest.

For example go to Google and search "forums digital marketing" & join these forums.

For example: - <https://www.quora.com/> (A place to share knowledge)

Find out group of your target customers & share your offer to those groups.

For example: -

Facebook Groups, LinkedIn Groups , Whatsapp Groups .

5) Traffic :-

1) Type 1 TRAFFIC YOU OWN:-

Send your offers to your

Subscribed & Contact Data (Email, Whatsapp Number, Followers, Subscriber)

2) Type 2 TRAFFIC YOU DON'T CONTROL :- You are trying to engage someone who is already

checking email, Facebook, and his cell phone at the exact same time. You have to interrupt potential customers long enough for them to click on your ad and visit your website.

As you start to think about what type of ads should you be placing—what they should

say, what types of images they should use—I recommend going to Google images and searching for “National Enquirer headlines.” You’ll see hundreds of examples that you can

model. If you look closely, you’ll notice the magazine always uses a strange or unusual picture to grab the eye. Then it uses short, punchy headlines (usually describing something weird, unusual, or shocking) to make you curious enough to buy a copy. The images and headlines interrupt whatever you were thinking about to make you pay attention to the product, a magazine.

In our ads, we place these Enquirer Interrupts to grab our prospects’ attention and send them to our squeeze pages, our frontend offers, and our bait.

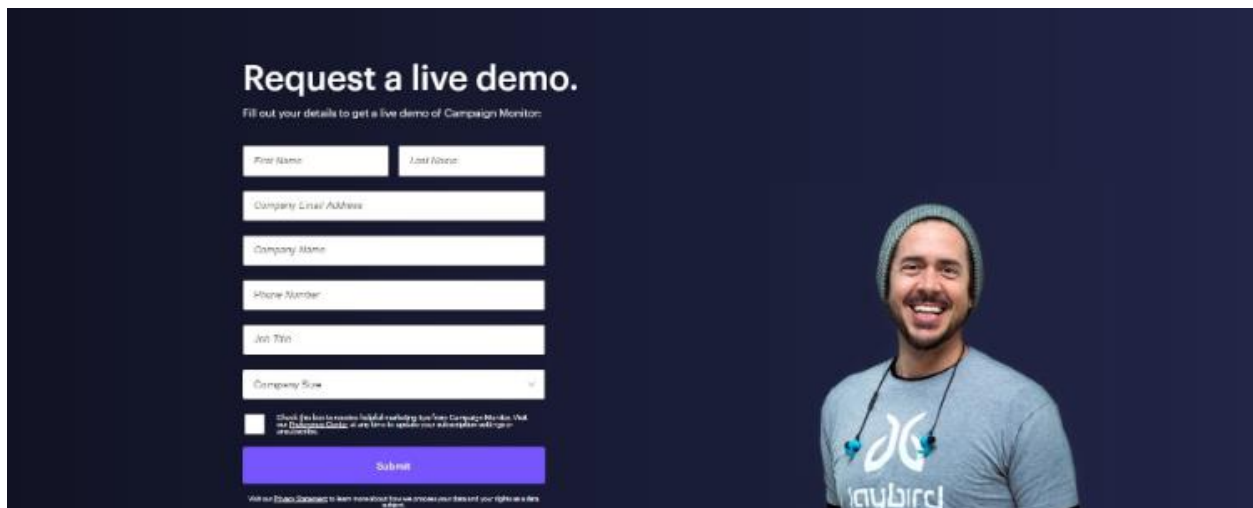
Remember that just because you’ve identified who your dream prospects are and

where they are, your job isn't done. You still need to grab their attention and get them to click over to your website.

You do that through these interrupt-style ads.

Create Landing pages and keep contact form on landing page with email, phone number.

As shown below Example:-



The image shows a landing page with a dark blue background. On the left, there is a white contact form titled "Request a live demo." with the subtitle "Fill out your details to get a live demo of Campaign Monitor:". The form includes input fields for "First Name", "Last Name", "Company Email Address", "Company Name", "Phone Number", "Job Title", and "Company Size". Below these fields is a checkbox with the text "I check this box to ensure I'm getting helpful marketing from Campaign Monitor. Visit our [Privacy Policy](#) to see how we process your data and your rights as a data subject." and a purple "Submit" button. On the right side of the form, there is a photo of a smiling man with a beard, wearing a grey beanie and a grey t-shirt with a logo that says "daybird".

Keep writing problem's solving articles on your blog and on each article keep enquiry form to request Demo Fill form.

Type 3:-

TRAFFIC YOU CONTROL

The next type of traffic is traffic you control. You control traffic when you have the ability to tell it where to go. For example, if I purchase an ad on Google, I don't own that traffic (Google does), but I can control it by buying an ad and then sending those who click on that ad anywhere I want. Any kind of paid traffic is traffic you control, including the following: • Email ads (solo ads, banners, links, mentions) • Pay-per-click ads (Facebook, Google, Yahoo, etc.) • Banner ads • Native ads

6) Communicate with your Customer:-

YOUR COMMUNICATION FUNNEL

THE ATTRACTIVE CHARACTER



Attractive Character (AC). It's about the persona you're sharing with your audience and how you communicate with your list.

An Attractive Character is not someone who is extraordinarily good looking, although they might be. What I'm talking about here is a persona that attracts clients or customers and helps you build your following to eventually make sales. An Attractive Character allows you to build a platform anywhere you want, whether on email, Facebook, or YouTube. It doesn't matter where you show up; your AC will draw people to you.

Third-Person Testimonial: Sharing other people's successes with your products and programs provides powerful social proof.

Get as many third-person testimonials from your customers, clients, and students as you can. Then sprinkle them liberally throughout your stories. Or use them as stand-alone stories and case studies. Let's Review: It's time to get started creating your Attractive Character. When I say "create," I don't mean "make it up." I mean to zero in on a story and personality you or one of your clients has. It's real. Start assembling your identity, your stories, your flaws, and your line in the sand.

For example share story

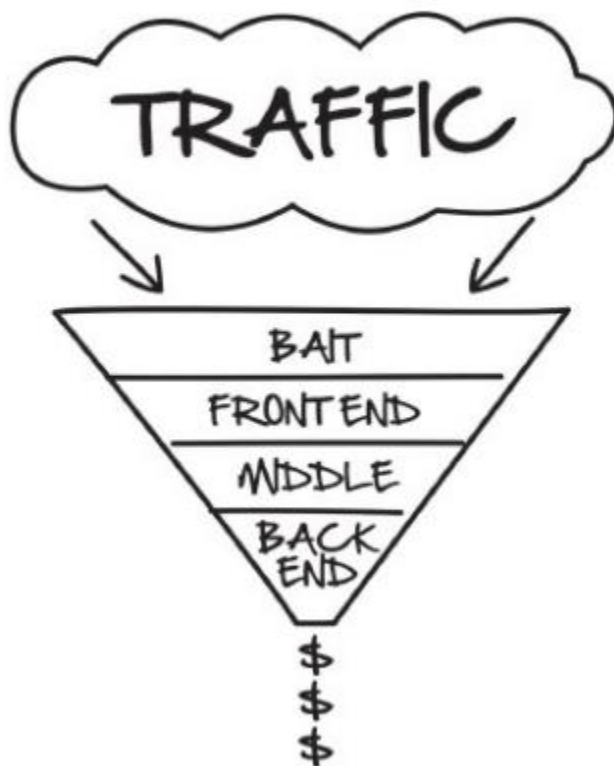
- 1) About your Business success, success story on your product's benefits
- 2) How you are helping your customers to get their value .

3) Engaging with your customers through platforms like social media can help identify subjects within your business and start conversations around concepts brought up from surveying your audience.

Customers can share thoughts and questions on websites and social media. This also allows a business to engage with its employees. Feedback allows a business the opportunity to connect and develop content that can inform its audience.

For example, if a business shares a post about a new location on their social media page, there is an opportunity they may receive questions regarding an opening date or the location address. This allows a business to create a relationship and connect with the audience by answering their questions.

The best way to show you how this works is to draw a funnel:



A funnel moves people through the sales process. They enter as prospective customers (traffic), and your job is to convert as many as possible into

repeat customers by selling to them at the front, middle, and backend of your

funnel.

Above the funnel is a cloud that represents all of my potential customers. At the top

of my funnel is the “bait” that will attract my dream customers. Notice that this bait is also the first rung of the Value Ladder. As I start to place ads featuring my bait, potential customers will start raising their hands, and a certain percentage of those people will purchase my frontend offer.

Then I will move to the next step in my funnel. Here I will introduce the next product or service in my Value Ladder. This will, of course, be something offering MORE value, while also costing more money. Unfortunately, not everyone who purchases my bait will also purchase this more expensive, high-value product, but a certain percentage of those people will. From there, I move deeper into the funnel and introduce the next product or service

on my Value Ladder. Again, not everyone will buy this product, but a percentage of the clients who initially took the bait will. I will continue to do this through all the levels of my Value Ladder, and at the bottom of this funnel, a handful of people will appear who can afford—and may be willing to purchase—my highend services. These are my dream clients, the ones I want to work with at a more intimate level.