

# "The Robert Plank Show"



## Episode #018

---

### Setup Your Income Machine Including a Blog, Optin Page, Followup Sequence, Sales Letter, Membership Site, Traffic and More

This report is for personal use only. You do not have resale rights of any kind to this report.

Facebook: [www.RobertPlankShow.com](http://www.RobertPlankShow.com)

Blog: [www.RobertPlank.com](http://www.RobertPlank.com)

Before doing anything else, if you are nearby a computer or a smart phone, please go right now to [RobertPlankShow.com](http://RobertPlankShow.com) and click the like button. That way, you can join our community, that way you can be notified of future episodes.

## Table of Contents

Endgame: Consistent Targeted Traffic.....	3
What is the Income Machine? .....	6
Step #1: Niche .....	7
Step #2: Website .....	10
Step #3: Opt-In Page .....	10
Step #4: Follow-Up Sequence .....	12
Step #5: Blog .....	13
Step #6: Sales Letter.....	14
Step #7: Membership Site.....	15
Step #8: Traffic .....	16

Today is going to be an action-packed session where we are going to be talking about setting up all the little pieces of your online business that you need to have up and running, so you will have traffic and most importantly sales coming in every single day whether you are there or not. I do not know what situation you are in right now, if you have a short report, a physical book, membership site, home study course or some service like setting up somebody's blog, website, social media, or setting up videos for them.

Whatever it is you have to sell, I see people with only one little or maybe 2 or 3 pieces of the entire system that they need to have in place. For example, though have a blog, but no place for me to buy from them, or they have the place for me to buy from them, but no place where I can get on their list and become one of their email subscribers so, that they can then follow up with me about new offers, not necessarily deals, discounts or specials, but things that they have to sell me in that particular week.

I do not care where you are in your online business today like you care, but whether you are a brand newbie or a season tethering, chances are you have holes in your system so, you might cover a couple of things that you might have heard of before or you have been set up right now, but I please encourage you to bear with me and keep going because we are always on the lookout for someone to teach me something new just because new is exciting.

The further we get down the path, maybe we have been marketing for 1 year, 5 years, 10 years, 15 or 20 years, we look back and say, "Whoa! I have all these holes back there and there are all these things that worked for me in the past, so that one product sold pretty well, why did not I go back and sell that again." Chances are we are sitting on easy money that we could have claimed without doing very much at all.

I am Robert Plank. If you do not know me, my website is [IncomeMachine.com](http://IncomeMachine.com). When I got started, I sold lots of programming type of training materials, PHP reports and scripts, plugins, WordPress plugins.

We just jump from product to product. We make a few thousand bucks from that product, and pretty much working way too hard, putting in way too many hours for some money, and yes it was great that I was being self-employed, being my own boss, setting my own hours, having my own business. But, when I went back and promoted old things, I could pull out even more thousands, sometimes more money from the re-promotion than the original promotion because I had a real plan.

More often than not, I would be re-launching something that I created 6 months, a year ago, 3 years ago, even 5 years ago, and I was just filling that product up with more paying members. Because in the game, the place where you want to be, whether you know it or not, is not a place where you are getting consistent traffic.

You are putting very little into your products, your content, or even your conversions. You focus on getting more eyeballs to your existing web pages. I know that it is scary to put your name out there. I know that it is exciting to go out there and generate the whole year of membership content.

I know it is exciting to go ahead and spell check on that book you spelled checked 50 times in the past month, but at some point, you have to put some products out there, put some information products out there, put some how to step by step materials, show someone how to flip real estate, show how to trade stock options, show how to lose weight, show how to get fit, show how to build muscle, or show how to learn a language.

## **Endgame: Consistent Targeted Traffic**

Whatever you want to teach someone, it gets to the point where you should just have your videos and report out there, have it all automatic. Someone could come to your webpage and buy from you right now. The only thing you have to do is just find new places of putting in money into basically the slot machine and putting in \$0.80 into a pay traffic and getting back \$1 and doing that all day long.

What you are going to do is have traffic. That is the endpoint. You just want to write that down, "traffic," that is where you want to end up. That is great, just put here where you start.

When I see people getting started online, they do not know what comes first. They just go off of what sounds good or what sounds fun. They say, "You know what? I am going to go to a site like this different and print business cards." "I have got to go look around for office-based." "You know what? I got to go talk to my lawyer. I got to go to LegalZoom. I got to set up LLC to protect my assets." "I do not have any assets yet. When the money comes in, doggone, I want to have a company bank account, a company car, a company letterhead." "I got a really good idea for a website and it is going to be the next YouTube, so I have gone off and I have registered a domain and I have gone out and paid for graphics to get it made."

I knew all these things are time wasters. They were fun to do. They made you feel important. They made you feel busy. They gave you the illusion of progress, but then, what usually happens?

I don't know what is going on in your particular situation. What I normally see, I have been guilty of this sometimes myself especially early on, I was getting tired of ideas quickly. So I did all these things to call this action, and felt like, "Man! I am two months into this thing. I have put in 80 hours into building this business of getting business cards, getting a dot-com name, getting graphics made." But nothing really to show for, for being honest here. Then after a couple of weeks, a couple of months, or a couple of days, I get tired of that idea, I put it on the back burner, and then a few weeks later, I get a new idea. Before I knew it, I had 5 or 10 balls I was juggling in the air, to use a term that people who have this to keep going back to, and nothing was finished.

Which would you rather have? Would you have 100% of one money making website completed or would you have 90% of 10 money making websites completed. If you do not know what you are doing or if you are struggling, chances are you thought you wanted 90% of 10 websites, but what is 90%, something that is not complete, all right?

In programming, I come across people who do what is called "degrees of doneness." When they are working on this big project, they say, "You know what? This project is 60% done. It is 75% done. It is 90% done." Yes, but it still does not work.

Where would the Space Shuttle be if it was 90% done or what I thought it was a 90% done. Face it, if it was 90% done, well it would not work. That is what I always see, I see people, they get almost to the finish line and for a number of reasons, usually psychological, usually in their game, they do not finish.

They have a sales letter online, and it says it is great product. There is this great thing it is going to show you how to become the best organic gardener out there. It is going to show you how to grow the best lawn. It is going to show you how to fix up your house, how to remodel it, or how to flip real estate.

It talks about all these things and when I go to buy it, and there is no button to click on or I click on the button and it says it is 1 cent or click on the button to buy, it says coming soon. I just think, if only you have gone a little bit passed the finish line, but you know what happened? You did not have a clear plan. You did not have urgency. You gave up right before you struck gold basically.

What you need to have is a massive online presents. You need to have focus. You just set up these different things so that when someone comes to you, it is almost impossible for them not to buy them.

It might some cheesy, but if someone comes to you and for example you sell real estate, and someone who really wants to get new real estate, they have tried the other courses. Whatever journey they have been on, led them to your doorstep, and you are a perfect match for them, well then there is only a couple of things that could pull them up, right? They might just not have the money right now, you might not have explained something properly, or they might have something else going on right now. But, even if they are not ready to buy just yet, they can get on your email list and you are probably on a bunch of email list, even if you are not an internet marketer, even if you are not in the internet marketing industry, or you probably got a bunch of email list. You know what? I am on one that is called amazon.com.

Every few days, amazon.com sends me an email, saying, "We saw you looking at Harry Potter books, maybe you would like this book called The Hobbit." Or, "We saw you browsing around new computers, here is one right now."

You need to follow up with people. You need to have this machine so that even if someone is not quite ready to buy, you can educate them until they are. Even if someone is about to buy from you and they go and look you up, they find all these different pages from you, for example, about real estate, so that you know what it is you are talking about, and you differentiated you are one step better than all the other competitors out there. Maybe, you have all these different pages on Google, different articles. Have you heard of the thing called the Google slap? People build their whole business based on what the search engine gods give to them.

Though write a thousand articles, put them online, get all these linkbacks, get all these traffic, and one day, Google just wipes them, and they say, "Well, that was my whole business. Yes, because you only set up one leg of the Income Machine.

## What is the Income Machine?

We list it out at [incomemachine.com](http://incomemachine.com). Let me just tell you and limit list for you right now because I do want you to get started in all these. You need to have, #1 niche, #2 website, #3 opt-in page, #4 followup sequence, #5 blog, #6 sales letter, #7 membership site, and #8 traffic.

If you are not taking notes, that is perfectly fine, but if you are taking notes, I want you to write those 8 things down, a niche, a website, an opt-in page, a followup sequence, a blog, a sales letter, a membership site, and traffic, because most people on the internet, and most people being your competitors do not have these things set up. The good news is you can set all these things up in one to three days.

Maybe you already do have some of these things set up; that is great! You can just enhance what you already have. Maybe you are getting into a new business and a new niche and you want to basically recreate the lightning in a bottle that you already have and you want to hit the ground running in a new niche. If you set up these 8 things, then you will be well on your way.

There are these things out there called bright shining objects. They are disguised as little \$5, \$10 or \$15 reports that show you things like advanced Kindle analytics, Facebook trap, Facebook retargeting, or how to get linkbacks. All these different things are just little like nuggets, right? Traffic turds. Those are great. But what usually happens is, we tell ourselves we want the best stuff.

We want the most advanced things. We buy these really advanced but really compact, a one-hit wonders. Some of them were even outdated reports or techniques and we do not have any way of putting them to use.

You buy all these traffic tutorials because you hear you need targeted traffic, but you do not have a website to even send targeted traffic to. Or you buy the course on how to write really profitable emails and I sell courses like that, but then, you go back and you say, "Well, I do not even have an opt-in page set up." "I do not even have an autoresponder account at all." Or maybe you have researched all these things and you say, "You know what, I have 5 different email autoresponder accounts, I have researched them all. I have 10 different shopping cards. I have accounts with 5 different payment processors. I have all the latest and greatest plugins."

I say, "Great, you have all the tools you needed, but the next great American novel only needs a piece of paper and a pen to write it." You have all these tools, so what have you put up? "Nothing. I put up test pages."

Well, that is fine if you done that, but it was important, the first step is knowing that you have a problem. Now that you have acknowledged that, let us go ahead and set up your entire online funnel, niche, website, opt-in page, followup sequence, blog, sales letter, membership and traffic. So let us get right to it.

## Step #1: Niche

You need to have a "niche" meaning when someone asked what you do for a living, you do not say, making money online, you do not say internet marketing. My niche personally is membership sites. If someone wants me to go in a little bit more detail on that, it is WordPress plug-ins and copywriting. Lance Tamashiro and I have a course called [Membership Cube](#), where we sell sales letter plugin, we sell membership software, we show you how to collect payments, how to create content, how to drip it out, how to get members, how to keep members, and all these other things.

On the low end, I sell some WordPress plugins, that means you can plug these different things on your website, if you want to drip content, if you want to have a popup appear on your site, if you want to click a button and back-up your site, if you want to click a few buttons and create a sales letter, that is at "papertemplate.com."

You need to have something that you do. I listed whole bunch of things earlier, like we said, real estate, option trading, learning a language, learning guitar. There is some fun ones I always go back to. We have some students who make a lot of money from teaching how to draw cartoons, how to storyboard, how to pass the SATs, how to secure your WordPress blog, how to overcome attention deficit disorder. There are lots of different things and lots of different possibilities.

Now, does every niche make a bunch of money? We will know. It has to be an exciting niche that people can understand, that is mass market so it has more people who are interested in it, that 10 people. You cannot say just, "Manages cable net sweaters," because are there really that much people interested in knitting their own cable net sweaters. Even if there are, are they willing to buy things from you?

Early on, Lance's wife tried to get into the couponing niche because they lived in Utah where there is a lot of bored housewives who like to do things like clip coupons, look for deals, and go for the rebates, get instant rebate and the manufacturer's rebate. The only problem with these couponing sites is, if someone is looking to save money, chances are they are not willing to pay you money, whereas if you are showing people a type of stock trading, now you are talking about someone who is looking to invest money, looking to make money and they can use your system to do that.

A really dangerous area to get into is the demographic. What I hear for so many times is, "You know my niche is baby boomers because I hear that they are the biggest population, and I am baby boomer on that age, and I could relate and we like to have all these hobbies like golf and things." And I say that is too big, that is too general, and that is not the type of person I go after.

I would go after things like golf because then you can have a unique golf technique, right? You can have a unique golf system. Once you sell your golfing product, you can upsell to different, I do not know if there is like country club membership affiliate programs, golfing equipment, or golf tees. You have lots of possibilities there, but you need to have a niche where everyone can buy the same thing, where they can take your course and at the end of that course, it is very clear, not only what I have learned but what I have.

I have seen people who are in the retirement niche, that might be okay but I think that is a little more of the boring side. It is not as sexy as stock trading, if that makes sense. The retirement niche is next to our neighbor, the couponing niche, because there are people who are willing to save money not necessarily spend money with you.

I am sorry if that is not what you want to hear, but going back to what I said earlier about starting off in programming, I dealt with a lot of programming nerds. People wanted to save money by coding their own sizes instead of buying these pre-packaged things and that is honestly why I moved into selling software, selling membership training courses, selling plugins because that was a better market, that was a better crowd.

People who did not want to learn the ins and outs, they just wanted to buy the black box, they did it for them. So, you need to have a niche, you do clearly have something where there are magazines out there for, there are messages forwarded out there for, there are books for sale on places like Amazon, and even more importantly that you can go out there and literally buy something in that topic area for \$100, for \$1000, for \$500 a month.

Competitors have already blazed the trail for you. Now that we have beaten that one to death, you have a niche, you need to have a website. When I say a "website", I mean a real dot-com name on it, like when typing something dot-com and end up on your site.

What we like to do with this is name your product something where people can understand what it is, but it is not so long that it is not memorable, right? Shorter things are memorable like Google, LinkedIn, and Twitter. Those are memorable but those are more mass market sites, and if you are getting into a niche site, it should be at least two names.

I would like to have websites that are two names if possible, like papertemplate.com or backupcreator.com, membershipcube.com, webinarcrusher.com, speedcopy.com, but sometimes we cannot help, we have to add a third or fourth word like setupafanpage.com, and setupanaffiliateprogram.com. Lance even likes the somewhat longer names like setupamembershipsite.com. What is great about a site like that if your product is named setupamembershipsite.com, is that you get this extra link juice. Search engines like Google will give you a higher ranking if the keywords you are trying to rank for are your exact dot-com name because it is really hard for someone else to grab the dot-com, is not it?

If someone is searching in Google for a set up a membership site and your website is setupamembershipsite.com and it talks about setting up a membership site, then that is going to rank very highly and do very well. So you need to have a dot-com (.com) name, not a .us, .cc, .biz, .info, whatever those are, you want to have something where someone can type preferably the name of your niche and then maybe second or possibly a third word .com.

If you had a golftrainingpro.com, that would be really awesome. If you had GolfingSecretSystem, SecretGolfSystem, GolfFormula, GolfPowerFormula, and inside of Income Machine, we show you in which we have a tool where you can put in your keyword and list all these possibilities, you can dump



them in what is called a bulk, who is searched. If you do not know what that means, that is fine, but you can easily get a name just like that.

The one thing to know is be careful about trademarks. I once had a domain called paypalcloaker.com. PayPal is a service that collects payments and this was, I think, where you could run an affiliate program, about 100% commission affiliate program, this was like in 2005 where you could do that and it would cloak the links for you. The problem is, a lot of these sites, they do not want people to confuse your site with theirs.

If I have a site called "PayPalTool" or "PayPalCloaker", someone might confuse that as a site that is endorsed by PayPal. PayPal and eBay have very good lawyers. They are very fast. Sometimes within an hour or a couple of days, if you register PayPal anything, then you will have an email, it is pretty standard but it just says, you can choose to keep the domain but it will cost you a minimum of \$100,000 and you will probably still lose the domain, so just let it go.

For example, [setupafanpage.com](http://setupafanpage.com), we called that setupafanpage and not facebookcrusher, because the term facebook is trademarked and I do not think fanpage is trademarked. We like to have things that are "FB" or "WP" something for WordPress because we want to avoid those trademarked terms.

## Step #2: Website

You have chosen a niche, choose a website that describes the name of your product which should sound like a system, a formula, or a machine, something that sounds like a kitchen appliance or a push button black box, something that works and produces results and is easily replicable. Do not just be lazy, put the word crusher at the end. I do that only when I am out of name.

You got a niche, you got a website. This is where more people stop and they register something and forget about it. In order to keep you in your seat and entertained, you need to put something online right now, so that at least you can send people to it.

Let us say that even if you are going to an offline event tomorrow or if you are going to be talking to someone tomorrow or needed to have business card. You tell someone what your website was. You get sending them somewhere and it would not just be a blank or an under construction page.

Step #1 choose a niche, step #2 register a website, register a dot-com name. We use Namecheap to register the name and then Host-care to host it. Once again, inside of Income Machine, we have all the videos showing you step by step of how to do it.

## Step #3: Opt-In Page

Now, step #3 is the "opt-in page." You have probably seen this too, whether you are in the internet marketing or not. It is a webpage where there is nothing else to do on this page, other than to enter your name and your email address.

Remember, from the person's point of view who is landing on this page, they have arrived on this page because they are desperately seeking a solution to their problem. They want to lose weight, they want to gain muscle, they want to improve their golf swing. If they are coming to me, they want to set up a membership site.

We want them land on a page where we are collecting their email address but not just for no reasons. You just say and your email address we will know. Register to my newsletter, no thanks. What you want to do is give them a free report in exchange for their email address and hopefully it is a report that answers their questions.

Someone is getting into real estate or stock trading self-help. Maybe this report will guide them onto the perfect solution for them. If this was weight loss that could be fun. You could have landing page, talking about a certain keyword.

I do not know too much about weight loss but I know that a lot of it comes down to the things like if you are doing it by dieting and not by exercise and would come down to portions and cheat days and eating certain kinds of foods or not eating certain kinds of foods. I saw one book that was about dieting based on your blood type. I guess you should have one to four diets depending on your blood type.

There you go, that would be a pretty awesome report. You could have a report saying you know why. Even if there was a certain term for all these things, you could have that. I am touched talking about 4 or 5 pages, at the most maybe 10 pages, but I mean something really simple.

Just talking about, "Here is why exercise does not work. Here is why dieting does work." Even if you have a link and I know that there are even blood test kits on Amazon for someone to get a package in the mail, prick their finger, hold it over this little piece of paper and then figure out what their blood type is. You can say, "Based on that, here is what your diet should be, and it is even a meal plan where maybe you are taking cheat days, or even if there are healthy foods you have special recipes, where even though they are eating healthy food, it is better for them.

You are not giving away everything but just 5 pages worth in big print with bullet points with maybe even like a 3-day plan, for them just to get started, and that as your free report. Inside of Income Machine, we even show you how to make this report in a couple of minutes by legitimately, by legally using other people's content that they have actually asked you to distribute around. So, that is pretty cool thing there.

An opt-in page is a page where you have a headline explaining what brought them in the page, what your offer is, and what this report is. These three bullet points explaining a couple of interesting things in there and what is called a sign-up form and opt-in form for them to then register by entering in their first name and their email address. Then, they immediately get your report and then they have now joined your list.

Just this alone, you have your niche, you have your domain name, you have your opt-in page. By the way, all of these things can easily be set up today and could be usually be set up in 30 minutes. Now, if you are brand new, maybe you will take an afternoon, but this is all very simple stuff once you get the hang of it. Most people do not do it.

You have your webpage, you have your opt-in page, and now what are people going to do. Now, what you can easily do is have what is called a "followup sequence." This means and I know that some of you are saying, I have heard of that. Yes, but where is it? Yes, but if I opt in to your list, do you have a sequence that automatically sends me an email message once a day for a week? If you do not, then you need to go ahead and do it.

Even if you do have it, chances are that you do not have it for every product and every landing page you have out there, and it might even be a little bit out of date so you have to go back and update it. Not necessarily throw it out, but redo it. Make it current.

## Step #4: Follow-Up Sequence

Next, a followup sequence. You just want to have some short emails, some quick emails, just following up and making sure that they are getting their problems solved.

In the mind set, you need to be coming from as an information product seller, as a producer, as an entrepreneur, is your solving other people's problems. If they want to buy your course, that is great. But whether they do or they do not, it is up to you to prove yourself to them and show that you know what you are talking about.

You do not have to give away the form, but you could easily think of 10 diet weight loss tips if you are in that niche. They might have met simple things, but if they are so simple why are not people doing them. So you could have an email talking about drinking more water, and even you, I am probable, do you have a personal story or personal technique to almost force yourself to drink water?

You can have an email about carbs or about it. Honestly, I did not know too much about calorie counting until recently. If you have something like that, that would help as well. You could easily think of 10 things just by going around the internet, looking up questions people are asking your niche, looking at other people's articles they have written because the information is all out there.

Do not worry about revealing too much, because it is already out there. The problem is that it is all scattered and it is not in a logical step by step sequel. That is what your paid product is going to be all about, or your membership site. Until then, they just get little tidbits that will help them out, but it is not the complete system.

So far, step #1 niche, step #2 website, step #3 opt-in page, step #4 followup sequence, and by followup sequence I mean, once they claim that free report and once they have joined your email list, then your system emails them once a day for 7-10 days. Throughout this process, you do not have to share free information.

You can go and register on sites like amazon.com or at Clickbank and register for example that blood test. If there is a book people could read, then drop a link for that. If there is someone else's course about, there is course on Clickbank about how to lose belly fat, how to lose man boobs, how to lose arm weight, and how to gain muscle. If any of those fit into your personal philosophy, sure you might have to buy a couple but who cares. It is something you probably would have bought anyway.

You can recommend these different affiliate programs and that is an easy way to make money and even if you decided to stop there, you just need to get some eyeballs onto going to that opt-in page. Mention on Facebook, tell it to your friends. You can get some paid ads going, get some articles written. We will get to that a little later in traffic but now you have a website.

Now you can email people or your system emails people today until they buy and you are starting to build an actual asset to your business instead of just ideas or a website that is under construction. So, niche, website, opt-in page, followup sequence.

## Step #5: Blog

A "blog" is next. Strangely enough, these are going by the wayside right now due to the popularity of social media. They are getting less attention, and I say, "Good!"

Because a blog still means traffic to your site, it still means a participation and while everyone is goofing off on Facebook, I am actually making money. A blog is a site where you can post basically a public journal. As a niche marketer, if you are in a weight loss niche, all these parts of your website should all be in the same niche.

I am not going to go off and have a product on WordPress and then decide to make a real estate blog and decide to send weight loss emails. It is all going to be WordPress. It is all going to be membership sites if that is my niche.

You have your blog, your personal journal and we just want to update people once a month with some insight, revelation or even an argument that you have in your niche. So many times, I will get an argument on Facebook, Twitter, Google+, or in a forum, with someone else in my niche. When you argue on someone else's site, you are going to lose. Okay, maybe you won and no one really noticed or you lost because everyone else shut you down even though you knew you are right.

Your blog is a great way if someone else agitates you or enrages you, instead of getting into a fight, just take those opinions in a form in response to their wrongness and then make a blog post, and it does not need to be long, it could be a 100 words, 200 words, 300 words, half a page at most. Sometimes I just find an interesting YouTube video and just talk about it for one sentence, boom! There is my blog.

You should still have a blog and you should update it once a month. I do not think you really have to update it more than once a month, but if you update it less than that, then you are not going to get much people following.

In Income Machine, we will show you how to turn off blog comments at first so we are not having one of those blogs as an empty graveyard. You are just posting things and people can read them, they cannot comment just yet, not until you enough traffic, not until you have enough people following, but if your "personal name.com" is available, grab it.

My name is Robert Plank, and [robertplank.com](http://robertplank.com) was available for me. My business partner Lance Tamashiro, his dot-com is available. If his dot-com was not available then he might have to get lancetamashiroblog.com or LanceTamashiroRealEstate, or RealEstateLance or DoctorLance, but you need to have a website, and it might even be something like incomemachine.com/blog. I have to make a blog that is in a folder in a dot-com name, but wherever you set it up, just have a site where once a month you reconnect with your readers.

What is also great is this email list you have already established, you can just broadcast, you can talk to all of them at once and say, "Here is my latest blog post, go check it out." It is just a key building that relationship because we do not want to be the person who every single day has something new for sales and we say, "Buy this! Buy this! Buy this!"

We also do not want to be that person stuck in the friend zone, giving away free tips, giving away free gifts, giving away free downloads. We want to have a blend of the two and so with a blog, we can get people trained to open our emails, recognize our name, click and go to a website. When it comes time to sell something, they are already halfway there.

It is tough enough to get people to open an email, click on a link and go to a website. Once your sales letter comes along, then all you have to figure out is how to get them to buy.

Step #1 niche, step #2 website, step #3 opt-in page, step #4 followup sequence, step#5 blog. You know what? I should look into making a song for all these, but the sixth of 8 steps in the home stretch is the "sales letter."

## Step #6: Sales Letter

If you want to see what a sales letter looks like, go to [papertemplate.com](http://papertemplate.com). This is a white webpage, like a white piece of paper, with a little bit of a shadow background and it scrolls along and there is nothing else to do on this website other than to leave or to click and buy. A lot of people get this wrong, they will try to sell off on a blog, they will try sell off on Facebook, sell off on a fanpage, or sell off on iFrame and nothing works as well as a sales letter.

You do not want it too boring, you do not want it to be too long, the people scroll and scroll. After reading this whole story of how it is created. We also do not want to have something that is so short that people cannot understand what it is they are buying. So, they have a medium in there.

You look at a few of these sales letters, and now that you know what they are, you will know when you see them, and they will have something for sale and hopefully if they will do a couple of things. They will grab your attention with important headline, like an urgent headline with some benefits, something weird and crazy that gets your attention. Then it will align with your problems, and it will identify the reasons that brought you to the website.

Going back to the weight loss example here, you could say, "I know that you have tried all the ways of exercising, you tried the kettlebells, going to the gym, running, walking, swimming, hiking, diving, I have tried all that too. Then I tried dieting, I tried this diet, that diet, this diet, that diet and they did not work, and I was ready to give up until I discovered this."

We have grabbed their attention, explained the problem that brought them there and then lead to our solution. Then, we explained not too long, and explained why our solution is different, and different means that it means new, which means he should pay attention. Because you have already disqualified all of those other alternatives, now your way is the best. Now, they are sold on that idea.

Then, you just break apart, the pieces or the modules of this product. It could be like a 4-module course and you explain what each of those 4 modules are, why each one is in that order, what are the things that they will get in those modules, not necessarily the things they will learn, not that it is 500 pages, or that is 50 hours, but what am I actually going to get at the end of each of these modules. Will it have a

complete diet plan at the end of module 1? Will I have a way of dropping 1 pound a week from module 2? Will I have a way to get my mind set so that weight loss is fun in module 3?

Whatever it is, you need to clearly state the pieces of your course plus the outcome that they themselves will experience once they get their hands on your course and they complete it in a short amount of time. So, that is what a sales letter is and of course at the end you total up everything they get and then give them the price, give them the opportunity to click on the button and buy.

Inside Income Machine, I feel like a broken record but we show you how to structure your sales letter. Paper Template has a lot of built-in things like built-in headlines and bullet points and stuff like that, and then we will even show you how to make a download page and we show you even how to grab an information product for about \$5 or \$10, set it all up in about half an hour or so that someone else created and someone else sold you the rights to it that you can put out there for now and sell.

Then, once traffic picks up you can improve it or if you want to update it or add your own things to it, I have done it all the time. You can do that because on the internet, nothing is set, so you can always go back and update and change or remove things later on.

Step #1 niche, step #2 website, step #3 opt-in page, step #4 followup sequence, step #5 blog, step #6 sales letter, and step #7 membership site.

## **Step #7: Membership Site**

Everyone is so afraid of membership sites because they think that it means they have to generate a year of content, they think it means they have to create a hundred videos, they think it means they have to create a whole form and a whole community, they think it means it has to be recurring \$10/month shore and none of those things are necessarily true.

A "membership site" could be something where you charge \$10 and they click a button and they become a member of your site in exchange for those \$10. A membership site can be set up in a couple of minutes. It does not have to be super complicated. It does not even have to cost anything. We give you a free one, a free basic one inside of Income Machine, it is called member genius.

What is great about a membership site is that it actually makes life easier for you. I think, a lot of people think it makes life harder for them. It makes things easier because someone can pay you money and then they log in to this protected member's area.

If you decide later on to update your course or add more videos or update it to version 2.0, then you just update it inside of that member's area. You do not have to email out copies to people what you need to say. Go and log in to that site. That is a membership site.

We have talked about your niche, website, opt-in page, sequence, blog, sales letter, membership site, and finally the in the game, the thing that all have been building towards step 8 and that is "traffic."

## Step #8: Traffic

Now, you have all these pieces set up. You have your opt-in page set up, you have your blog set up, you have your sales letter set up and of course you have the other end to that, right? Because with an opt-in page, you send them to a gift download page.

With a blog, send them over to your lists. With a sales letter, send them to a download page or a membership site. You have these things set up. Now, it is time to take your show on the road.

Instead of drifting from product to product, market yourself. Make some friends. You go out and you network. You set up Facebook ads, create a Facebook fan page, you post offers on Facebook.

If your niche allows you, you set up a Google AdWords account. You set up an affiliate program. We have a program called [setupanaffiliateprogram.com](http://setupanaffiliateprogram.com) that shows you how to set up this thing where people can recommend you to their friends or to their list.

You sell that weight loss course. Someone might buy because they want to lose weight. If they go through the course and they like it, and they want to recommend it, they make money in the process.

People might join your weight loss course because they are also a marketer in weight loss and one of your competitors and they have joined to see what all the fuss is about. That is still okay because they might have a social media following. They might have an email list so then they can recommend you to their subscribers. Having to sell a course for \$100, give away 30% commission and they promote their special link to their people, then at least to a sale, they get \$30, you get \$50, but the best part is that you now get their lead and you can market your other things to that new lead.

Traffic is the final module that we will cover inside of Income Machine, and you have all those things set up and that is light years ahead of what your competitors have set up. When someone comes along and tells you that you need to write a book. Great, your book can then promote your blog, opt-in page and your sales letter, all in different parts of the book.

If someone says, there is this crazy new traffic strategy like retargeting, you can say, "Great! I am just going to plug in that retargeting campaign into promoting my opt-in page which people will then sign up for and get my sequence, go to my blog and buy from my sales letter over and over again.

That is the Income Machine. That is the basics of it. If you want to see it in action, if you want to do it with us then go ahead and go to [incomemachine.com](http://incomemachine.com).

This has been episode 18. How to set up your very own income machine including a blog, opt-in page, follow up sequence, sales letter, membership site, traffic and more. Step #1 niche, step #2 website, step #3 opt-in page, step #4 followup sequence, step #5 blog, step #6 sales letter, step #7 membership site, and step #8 traffic.

Thanks for listening! Tune in next time for [Episode 19: How to Create an Email Followup System that Makes You Sales and Money on Automatic Pilot](#), I will talk to you very, very soon. This has been Robert Plank from the Robert Plank Show.