ONLINE BUSINESS ACTIVATOR WORKBOOK

BY: MICHAEL BAPTISTE

mike_baptiste mrmichaelbaptiste mike_baptiste

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Introduction

Wholeness, high vibrations, and GREATNESS!

I am Michael Baptiste, your Bootcamp teacher, and your new most trusted online life and business coach.

I am a co-founder of Banana Wave Bananamilk which is an award winning non-dairy banana based milk alternative beverage. This product currently sells in Walmart, Whole Foods, HEB, GNC, and over 4,000+ retail stores worldwide. While I'm not the president, CEO, or actively working in this project anymore, I have the experience that I now am able to share with others.

I am also the founder of High Ticket Freedom, the premier lifestyle and online business education platform that teaches experts how to turn expertise, ideas, and life experiences into online or retail products, services, and solutions that can sell online or in retail stores.

I have experience with creating more than 15 digital products, courses, eBooks, coaching programs, and so forth.

I am an innovative entrepreneur, an award winning elevator pitchman, international speaker, author, an award winning product creator, and a world traveling life and business coach. I've earned income online, and I've trained many students across 12 countries worldwide via digital marketing over the last 10 years.

I am also a former professional basketball player where I played in Thailand, and was able to earn international recognition for my basketball performance. I was also a collegiate athlete and was named to the NAIA Sun-Conference first team all-conference, first team all defense.

From Florida Memorial University Men's basketball team, I was honored with the following awards... most valuable player, defensive player of the year, outstanding leadership award, crowned Sportsman of the year, and crowned Senior of the year by Florida Memorial Universities' student government association.

In 2019 I played on 5 different teams, and our teams won 3 international basketball tournament championships, 1 MVP award, was named to 1 all-tournament team, and I competed in the Thailand Professional Basketball League where I finished the season ranking in the top 10 for multiple categories in the entire league.

I speak English, Spanish, Mandarin, as well as Thai. I love traveling, dancing, and sharing time with loved ones. I enjoy helping others, and I am focused on making a real difference in this world with the products, information, and solutions that I produce.

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Starter checklist

- Join our private VIP Facebook community
- Introduce yourself to our private Facebook community
- Attend each of our daily training sessions and show up early
- Ensure that you have a notepad and a pen to take notes on the information
- Be ready to participate and engage in the live bootcamp sessions
- Participate in our Facebook community for your chance to win prizes (live only)
- When you complete an activity please post your brand tags in the community
- Have fun enjoy the process and let's get it

Principles of the Bootcamp

Welcome to this bootcamp workbook. While you are here, we would like to share our CORE values at High Ticket FREEDOM with you. Here are our CORE values:
Respect for **Life**

Respect for **Self**

Respect for **Family**

Respect for **Culture**

Respect for **Knowledge**

Respect for **Community**

Respect for **Self-reliance**

Respect for **Mother Nature**

Respect for **Legacy, Impact, and Lifestyle**

Respect for **Health, Wellness, and Longevity**

Respect for **Freedom, Liberty, and Independence**

Respect for **Digital Marketing, Consulting, and Coaching**

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Prizes

Actions you can take to win prizes:

1. Show up and participate daily to earn points
2. Find an accountability partner and post about it in our community
3. Post your introduction into our community
4. Comment on others peoples posts in our community
5. Post your completed Brand Tags into the community
6. Complete the daily homework assignments, and then post in the community
7. Invite your friends and family into the community to earn points
8. Take great notes, and post them in the community

<u>Here are the prizes you can win:</u>

$15 amazon gift card *(selected winners)*

6 pack of Banana Wave sent to your home *(USA winners only)*

HTF book bundle *(multiple selected winners)*

Free VIP Business Accelerator Coaching Session (1 selected winner)

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Download these brand tags, and post them in the community when you complete a specific task or activity within our Bootcamp. Please remember to cheer one another on, and celebrate one another. It will help everyone stay motivated to take action, and get results! Please participate, and enjoy yourself in this Bootcamp experience!

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Schedule

Mar 28th - **Day 1: Titanium Mindset & Energy Secrets**
7pm EST - 9pm EST

March 29th - **Day 2: How To Find Your Super Power & Package It**
7pm EST - 9pm EST

May 30th - **Day 3: Cryptocurrency, Digital, & Retail Product Assets**
7pm EST - 9pm EST

May 31st - **Day 4: Automated Funnels & Business Systems**
7pm EST - 9pm EST

April 1st - **Day 5: Strategic Marketing & Sales Machines**
7pm EST - 9pm EST

April 2nd - **Bonus training session**
7pm EST

April 3rd – **Bonus training session**
7pm EST

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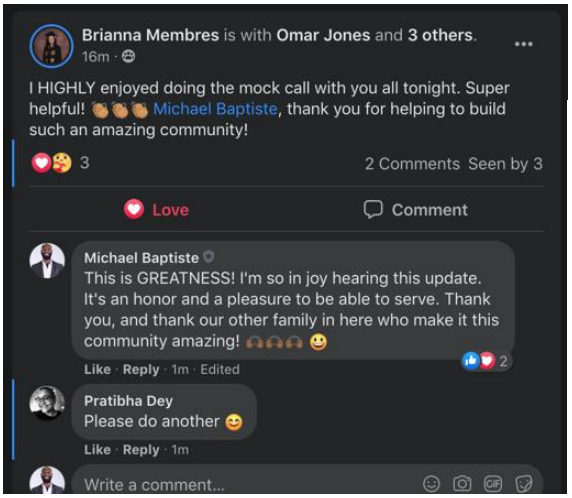
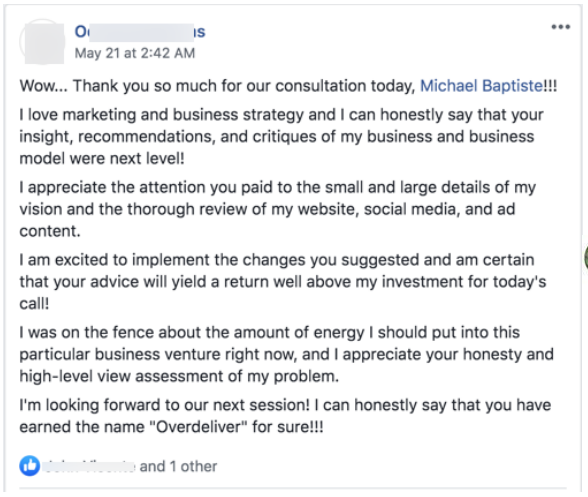
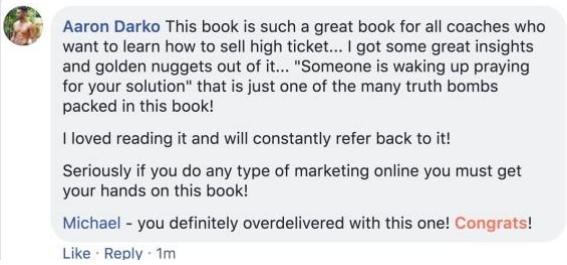
Here's What Others Had To Say After Working With Michael Baptiste







Here’s What Others Had To Say After Working With Michael Baptiste

Michael is correct. High ticket is DEFINITELY the way to go for any type of business model, because you can monetize and get paid for your knowledge, experience and expertise, and it’s also easier to hit any income goal when you’re doing it in large chunks (1k, 5k, 10k, etc.) at a time.

High ticket has allowed has allowed me to quit my job, start my own business, and to impact the lives of 100’s of people around the world, while helping them get a result and change their lives.

In less than 2 years being full time with my high ticket business, I’m on track to hit 7 figures this year, and High Ticket Freedom was the catalyst that started me on my journey into the high ticket world.

Michael is also a great person to work with and he always over delivers. He’s much more than “just another coach” and we’ve become great friends, and have even gone on to partner on other projects together.

Can’t recommend him (and of course the High Ticket Freedom course) enough!

Athalia Monae
4 hrs

I’m launching my patented designed product soon and because this is new to me, I definitely needed some direction. I have ideas of my own but just had this WOW conversation with Michael Overdeliver Baptiste, who enlightened me on ways I can get my product noticed at a very small cost If any at all, good promotional ideas. He educated me on the benefits of seeking local distributors as well. I should be winding down for the evening but after speaking with Michael I’m hyped up and ready to go, seriously. So excited, just wanted to share. Thank you Michael.

Ali · 12 minutes ago

Awesome Book!
If you were making funnel and thinking that you have think on everything!
Well..You will for sure find at least one Key you forgotten in Michael’s High Ticket Book!
Highly Recommended Book!

Reply · Share ›

Hey 😉

I'm great! 😀

Using your knowledge I 3x my offline bussiness 😉

It's super awesome 😀

and you ? 🙂

How's you business ? 😀

You are great inspiration! 😀

I was able in the last week to make a 1k sale over fb chat in 2 days! can you immagine that? I never thought that it would be possiible, but it is. Sometimes we doubt ourselves and it is normal, but if you "trust the process" and keep going the compound effect will take care of the results.

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Here’s What Others Had To Say After Working With Michael Baptiste

Willie Laney ▸ **High Ticket Freedom**
4 mins ·

This post is LONG over due... But, here you go Michael Overdeliver Baptiste. As an aside for ANYONE who is on the fence or looking to make a change in your life/business GET MIKE'S HELP ASAP. Here's my testimonial:

Willie Laney here on behalf of Coach Consult Profit and TheSignUpSystem.com and I just wanted to give a quick shout out and a testimonial for my friend and an original mentor of mine, Michael Baptiste.

Honestly, I cannot say enough good things about Michael. He's the first person that truly opened my eyes to the power and possibility of the coaching & consulting model. It was his product, High-Ticket Freedom, that first began my journey into the world of coaching and I must say that this has truly been an amazing journey.

Now with my own, successful, high-ticket course and product, I can absolutely say that this is not only something that you NEED for yourself, but it is ESSENTIAL for your business.

If you're looking for someone who can show you the ropes and break things down into an easily consumable manner, or if you need a little more handholding and guidance, then look no further.

Michael has been in the game for long time, he has a wealth of knowledge and experience, and he has worked with or brushed shoulders with the best of the best in the industry. If you need someone to help you multiply your income, while helping you maximize your results, then you are in the right place.

As a self-employed 6-figure entrepreneur who is also a client, I highly recommend that you get your hands on High Ticket Freedom RIGHT NOW, and let Michael help you change your income and your life.

Willie Laney
Coach Consult Profit
TheSignUpSystem.com

Jason M. Freeman ▸ **Michael Overdeliver Baptiste**
6 mins · Springfield, MO ·

Just wanted to give a shout out to Michael Overdeliver Baptiste for a great webinar he put on tonight. This webinar was packed full of great information to create and sell high ticket products.

Your high energy level kept this entertaining and motivational. Best statement of the night, “Say the price and shut up!” I know I have ruined sales because I kept on talking. I brought up concerns the customer hadn’t even considered.

My favorite was learning how to find out what people what and then selling it to them before you even create the product! No wasting countless hours to create a product and it doesn’t sell.

This webinar lasted 2 hours and I wish it could have gone on further because the information never stopped flowing. I was so used to fluff filled webinars with a hard sales pitch at the end that I forgotten what I real webinar can teach you.

So thanks Michael, I would have gladly paid $1000 to $3000 for this information alone.

Sipho Mthalane ▸ **Michael Overdeliver Baptiste**
22 hrs ·

This has been a very epic journey with such a legend. I'm very grateful to have reached out to his piece of work. The training programme is absolutely fantastic, and I'm delighted to share this with the whole entire globe. The training programme provides an ethical and very suitable approach toward having consistency in building a successful online platform, and you guys can't afford to miss out on this.

The profitable machine training programme has added a great value in my life by allowing me a room to realise the expansion of making success out of what I have and really putting enough hours into it to finding the best results.

Moving along, I'm quiet inspired and very much excited to find myself having the opportunity to work with Michael. My word! I can't wait to be of assistance to the whole world.

Thanks Michael

Love · Comment

Michael Overdeliver Baptiste

Michael Overdeliver Baptiste I'm happy I was able to inspire you, and show you the path to profiting from your online business. Please keep taking action, and let's see you become our next success story!
Like · Reply · Just now

[redacted] is 😇 feeling blessed.
New Member · 4h

Morning High Achievers! I am new to the group and just wanted to share that I had a very productive business coaching session with Michael Baptiste and it made a huge difference in fast-tracking my plan of action, eliminating the non-producing activities, and ensuring that I am leveraging the right services that are going to drive results for my business. He does a great job in leveraging his real-life experience and knowledge of the market place to help you better understand the lastest consumer and business trends, as well as helps you develop a plan around strategic marketing tactics. It was well worth it and I would highly recommend that if you are serious about growing your NET WORTH, that you build the right NETWORK, and Michael is definitely someone you want in your network as a coach and mentor. 💪 🦷

Michael Baptiste 1 Comment

Love Comment

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Here’s What Others Had To Say After Working With Michael Baptiste

Sudesh Gamage This guy was amazing! Took me out of my comfort zone and showed me the right path. I'm now taking action because of the lesson he gave me. He knows how to get the most out of people like many great sport coaches do! Thanks a lot Michael! That a** kicking will get me so far. Proud to have you as my mentor! 🙂
Like · Reply · 3 mins

Alessio Bond 9:33am

niceee bro Im so excited. IM happy that I got enrolled into your program , I trully beleive that you have some added value compared to other marketers

well bro, the best thing is when you hear someone else's experience, like direct experience

that gives you just a different perspective than just hearing some theory 🙂

I like to hear also about what were the mistakes that other peiople did, and how do " avoid " tham.. you know what I mean..

mistakes are positive and they are a sign of improovement.

Generally I liked the structure and the idea of having day by day expleneation.

explanation

Trey Morgan ▸ **Michael Overdeliver Baptiste**
1 min ·

Hey what's good?

I just wanted to leave a quick review for my bro Michael Baptiste.

Michael is definitely unique when it comes to his skills and ability to motivate. I believe the combination of that and just his selflessness is what makes him such a great coach. I remember one day I got tired of getting inconsistent results from one of the offers in my business and then I hit up Michael out of the blue for some advice. I took his advice and I was able to double my income production from that one offer and now my income just continues to rise. I've been in the marketing game since 2007 and have been able to produce multiple streams of income in various niches and business models but what I noticed is there is so much info being tossed around and it's difficult to determine what works and what doesn't.

Well, when it comes to Michael Baptiste, you can be 100% sure when he tells you something it is the truth and if you apply it with 100% faith and 100% action you will get results.

Like I said, I've been in the online marketing game for awhile but Michael was still able to give me specific advice that helped me double my income from one of my funnels and I can apply that info in other niches and business models which means my income continues to grow as I continue to help others and produce value in the community.

So if you're looking for someone to coach and guide you to create a real business that produces a real income, then I definitely recommend Michael Baptiste because he is an honest and ethical marketer that truly cares about your success.

Steven Pearce
1 hr ·

Hope you guys are all having a good day regardless of where you are in the world,
I have had a value packed day talking and working with one of my mentors,

I learn so much from this guy,this is a guy who started out online many years ago like so many finding his way about and went down the route of digital information products, not to mention CPA, affiliate marketing the list goes on,

He learned one skill mastered that then moved on to the next, to cut a long story short he has always had an online influence and has worked with some of the best taking there businesses to the next level.

For you that know who I'm talking about this is the guy that took his idea of banana wave milk drink from the sketch on the piece of paper to now been sold throughout stores in the USA, and for you that don't know this guy is called Michael Michael Overdeliver Baptiste

I was fortunate today to look inside his high ticket and coaching online business, he showed me how he mentors and helps people take there businesses to the next level through high ticket programs and sales, this is absolutely mind blowing what these guys are doing both in revenue and taking people's businesses to the next level.

If any of you guys out there are wanting to take your businesses and earnings to the next level and are looking to get into high ticket sales or even start your own coaching or consulting business then let me know.

Michael said he will coach/ mentor only a few more people so if your at this level and serious about taking your business and earnings to the next level then this is something you don't want to miss

I wanted to put this out there with you guys and anyone interested or have any questions all you have to do is let me know and I will hook you up.

My head is spinning after today

Thank you Michael Baptiste for your support and honesty.

Here's What Others Had To Say After Working With Michael Baptiste

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Vicky Sharma
1 hr

Hey Tribe Members,

Yesterday Michael posted in this group about my results of $3k only in 3 days. So, today I am posting my result with snapshot in this group so that I can motivate the group members to achieve their goals.

I sold my High End offers to 2 people. I closed one client for $2,200 and another for $697 that means total of around $2,900. Paypal took their fees and that's why it is showing $2,772 in my paypal account.

I have also followed Michael's Magical Goal Setting Formula and I recommend each one of the tribe members to follow it because that will develop a belief in your subconscious mind that you can achieve whatever you have dream of.

I won't stop until I achieve my goal of $100,000 from High End. I want to thank you Michael and each one of the tribe membres of this group.

Please share some of your results if you can.

Vicky Sharma
One Life... Make it Count!

HTF HTF getting focused.
15 mins

"Overdeliver" Indeed! Just had a strategy call with Michael Overdeliver Baptiste and got blown away with what we covered in such a short time. Thank you & looking forward to the next steps! Best, HTF

Love · Comment

Michael Overdeliver Baptiste

Michael Overdeliver Baptiste Thank you HTF I'm very grateful that you found the time we shared today very valuable. I'm looking forward to the next steps as well my man. Keep soaking up that next level knowledge man, you're a superstar on the rise!
Like · Reply · 6 mins

Write a comment...

PayPal

My Account | Send Payment | Request Payment | Merchant Services | Products & Services
Overview | Withdraw | History | Resolution Centre | Profile

Welcome, Vicky Sharma

Business Name: Bilastro Web Service Private Limited | Account Type: Business | Status: Verified | Sending and Withdrawal Limits: View Limits

PayPal balance: $2,772.71 USD — Currency converter

Zak Loveday
December 11, 2014

WOW. $4,000 in sales in JUST 4 DAYS!!

That ain't too bad for a University drop-out is it?

I just want to quickly thank everyone who has helped me with the launch so far - I TRULY APPRECIATE IT. ... See More — with Tom Yevsikov and 18 others.

PayPal | Money | Transactions

All Activity
367
payments in the last 30 days

Balance History
$4,006.61
received in December 2014

K[redacted] hared a link.
3h

Hello everyone! I had a really great Thursday call with Michael Baptiste and [redacted] last night. For me, it was so impactful having their insight of the things I wasn't seeing, of how to reach my goals quicker and with ease because I know I have this support system. Michael put me on blast so that I have no choice but to launch my course on April 6th. I'm so grateful for that. My book will be a supplement to the course and it will make it's official debut to the marketplace on March 20th. DJ Boss here also took action and swooped up the domain [redacted]n.com after Michael's suggestion. I made some BOSS decisions: I will be updating the domain with my info, and I will be using my Groove account as my platform. [redacted] also talked about looking at PLR.me for more course materials. I checked it out and used some left over coins to enrich the course. I couldn't really sleep last night because I can see, hear, smell, taste, and feel this dream that's in the ether! I'm ready to BOSS UP and start healing some souls!

I'm saying thank you in advance to all of you for your support and promotion. I've got your back too. Just let me know what you need and how I may help.

COM
[redacted]n.com

[redacted] and Briana Marie — 1 Comment Seen by 4

Please visit these resources below to learn more about the people that Michael has helped:

https://highticketfreedom.com/real-deal

Testimonial from Ricardo: https://youtu.be/y1OEwacVg94

Testimonial from Teya: https://youtu.be/f3ODux_58cA

Testimonial from Pratibha: https://youtu.be/wj1E6omC7Uw

Testimonial from Monique: https://youtu.be/Yq-FCB-t0yc

Testimonial from Troy: https://youtu.be/YaPUkKCryCk

Testimonial from Rochelle: https://youtu.be/rcKNHL-kFEU

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Day 1: Titanium Mindset & Energy Secrets

<u>Your super power is in your story!</u>

Story is a major element in marketing and advertising. When you understand this and get it right, then you can literally use your story to write your own paycheck in life.

The more we use our story, the more we are able to connect with the hearts and minds of other human beings that will be able to relate to our story.

How many times have you listened to someone else's story, or watched a movie that you loved, or enjoyed a series on Netflix only to find yourself later on feeling like you are in the story yourself?

There is something deep that happens inside of our minds and hearts when we hear a story.

You see, we experience a temporary escape from our reality, and in turn we find ourselves using our imagination and feelings to warp ourselves into the first person reality of whatever story we are listening to.

This goes deep, and it's one of the ways that human beings have been able to pass down information – through the power of storytelling.

In order to win in this crowded market filled with tons of competitors – "YOUR STORY is the one thing that the word hasn't heard before" (Tiffany Largie-Smith), and your story is the one thing that will help you WIN the hearts, minds, and wallets of the human beings in your market!

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Why are you doing what you do?

What are 10 goals that you want to accomplish via the success of your online or retail business?

Understand the importance of your mission statement, and why you need a mission statement.

Write down the details of your mission statement in the space below.

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Understand the importance of beginning with the end in mind.

What does the end look like for you?

Where do you see your business going in the next 5 - 10 years?

Use the space below to complete the exercise and write out your end in mind…

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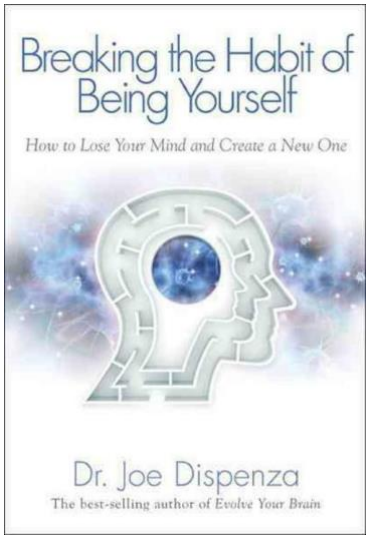
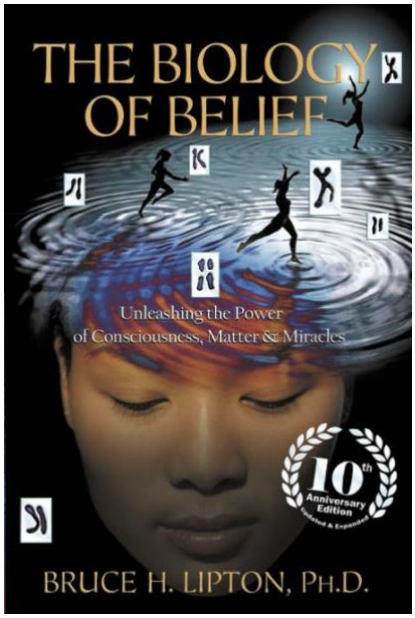
Do your research on the power of Epigenetics and start learning how to tap into your inner energy through tools like Meditation.

Here are some of the tools that we recommend to begin your education deeper into epigenetics, and transforming your mindset.

Breaking The Habit Of Being Yourself



The Biology of Belief



https://youtu.be/82ShSNuru6c

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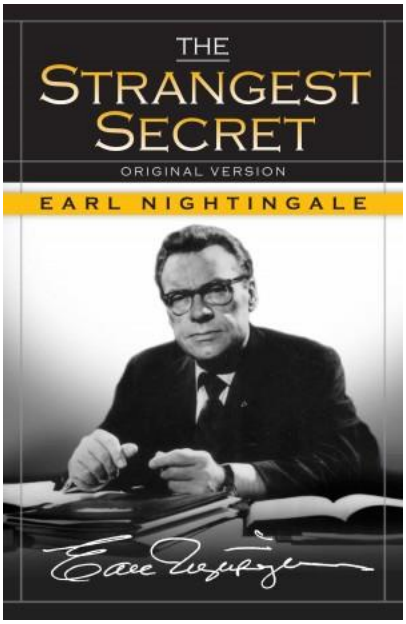
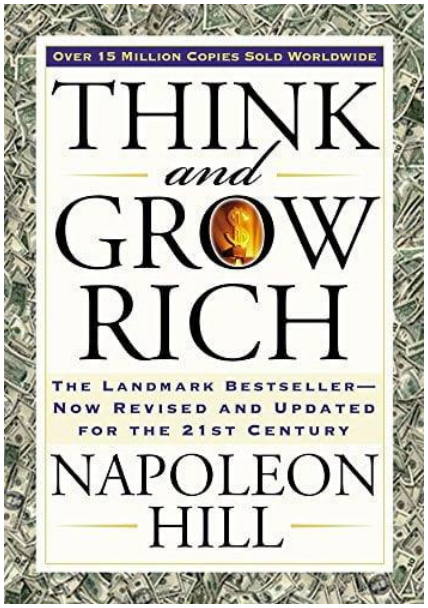
The strangest secret by Earl Nightingale



https://youtu.be/y5x-KjBME_E

Think and Grow Rich by Napoleon Hill



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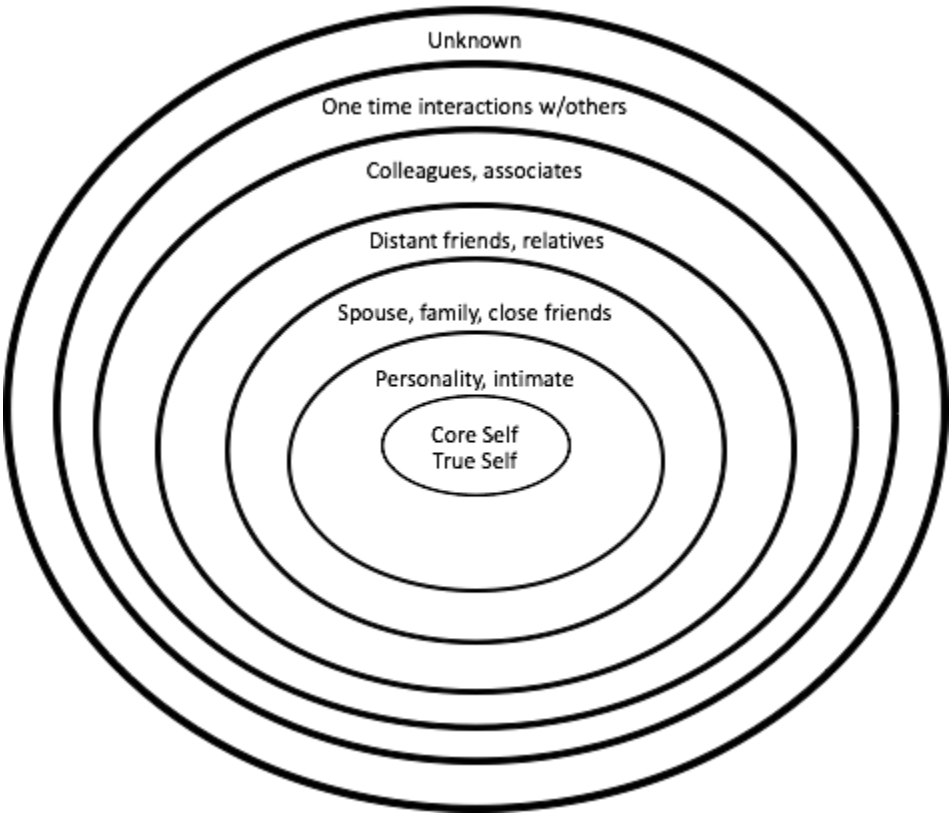
Day 2: How To Find Your Super Power & Package It

Core Circle Of Truth



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What are your top 20 skills, abilities, gifts, ideas, life lessons, stories of overcoming adversity, experiences, or things that come naturally to you?

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20

Narrow them down to your top 10

1
2
3
4
5
6
7
8
9
10

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Narrow them down to your top 5

1

2

3

4

5

Narrow them down to your top 1 - 3

1

2

3

Order them from 1 being the strongest, 3 being the not so strongest. And also list out WHY?

1

2

3

Choose #1 as your superpower, and the niche that you will go into.

What is your superpower gift?

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Packaging your superpower.

There are numerous ways To package your superpower, online, and in retail.

If we're talking about packaging your superpower online then this normally refers to ***digital products***, ***physical retail products sold via e-commerce***, ***online coaching***, ***online consulting***, ***online e-commerce***, or ***online services***.

One of the better ways to earn more is to bundle multiple of your products and services so you can offer higher ticket bundles.

If you have products right now great!!!

However, if you don't have products and you looking to get started with creating your own products, then stay tuned for day 3 because we're going to be diving deep into what are the steps involved in creating your own digital and retail product assets.

While you're here for right now, if you do have products and you can begin with this exercise then let's get right to it.

What are your strongest or best or most premium 2 - 5 products that you can bundle together and offer to your clients as a package that will provide more value to your clients?

Product 1:

Product 2:

Product 3:

Product 4:

Product 5:

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Day 3: Cryptocurrency Digital & Retail Product Assets

Cryptocurrency

Cryptocurrency is the new money, and it's the digitization of value exchange. The Webster online dictionary defines cryptocurrency as follows: *"any form of currency that only exists digitally, that usually has no central issuing or regulating authority but instead uses a decentralized system to record transactions and manage the issuance of new units, and that relies on cryptography to prevent counterfeiting and fraudulent transactions"*

Source: https://www.merriam-webster.com/dictionary/cryptocurrency

It's important to begin thinking about how you can get started with activating and acquiring cryptocurrency into your wealth portfolio.

One of the best ways to start buying cryptocurrency is through using an online exchange such as The Crypto App.

There are thousands of various different types of cryptocurrencies available for purchase in the markets.

However, the #1 cryptocurrency that we recommend for now is Bitcoin, since this is the leader in the cryptocurrency markets.

Bitcoin is not a ‘get-rich’ quick scheme.
No, Bitcoin is a long term financial freedom plan that can totally transform your life, and the life of those people whom you care about most.

Each day, or each week it is suggested that you invest and acquire any amount of Bitcoin that you can comfortably afford, and then HOLD it!

There are numerous amounts of different cryptocurrencies out there which you can invest in on your own. I recommend Do You Own Research (DYOR) on any cryptocurrency that you plan to invest.

A great strategy is to earn your sales online, and take a % of each sale and use it to buy small amounts of Bitcoin, and then HOLD on to the assets that you purchase.

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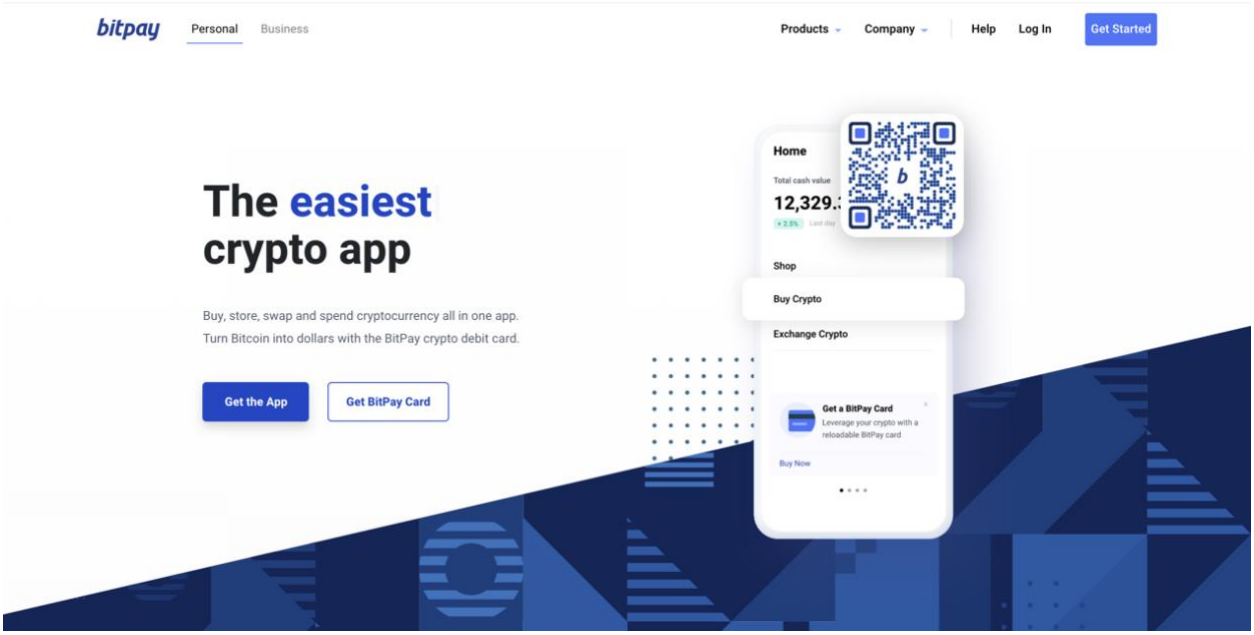
When it comes to being able to accept payments in Cryptocurrency, you can activate an account with Bitpay.com

The great thing about Bitpay is that they allow you to create a personal account where you can purchase crypto via their own exchange. You can also activate a business account where you will be able to accept those cryptocurrency payments directly from your website.



While you're here, these are a few terms that we recommend you research on your own so you can learn more about these emerging technology industries.

Web 3.0
Metaverse
NFT's
DAO's (Decentralized Autonomous Organizations)
Cryptocurrency trading
Virtual reality (VR)
Augmented reality (AR)
Cryptocurrency staking
Cryptocurrency mining
Yield farming

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Digital product creation

There are multiple formats of digital products that you can create. The main thing to innerstand as you go along this journey is that digital products are ASSETS, and they can produce income for several years to come!

Rather than giving you all of the game here on digital products, it's time for you to write down all of the types of digital products that you want to create, and also that you are going to be creating.

Do now, please list out what are the top 5 - 10 digital products that you will focus on creating? Why do you want to create this type of product? And how many people do you want to impact with this product? (Dream big or dream bigger)

EXAMPLE:

EX1 - A mid-ticket course $199 - $499.

I want to create this because I want to earn passive income, I want to provide more value, and I want to get paid what I deserve.

I want to impact 1,000 people with this solution.

1

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Retail product creation

Retail products typically involve physical products. These can be products that you sell **in stores, online via your ecommerce website, via online product marketplaces, via print on demand solutions, even Dropshipping companies, and directly from manufacturers or the branded companies themselves**.

You see, there is so much that goes into retail products that it would be a bit complicated to dive deep into everything here.

However, when you tap into retail products, you'll realize that there is so much more that's available for you to capitalize on.

So, for this section, I want you to use your imagination and see yourself already at the finish line selling your retail products online and in stores. And then I want you to list out, what are the top 1 - 5 retail products that you want to create and sell online.

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Day 4: Automated Funnels & Business Systems

Funnels - Give N Go, Ecom / Online Retail

Funnels are like the automated machine that can market, explain, capture leads, and sell leads with automation on your behalf. Think of an online funnel like having a virtual salesperson that is selling your product 24 hours a day 7 days a week 365 days a year online.

I'm sure that you can see the possibilities of having a virtual salesperson selling for you every day all day. Don't get too excited yet, building a converting sales funnel is not as easy as slapping up a page and running traffic to it, then boom you strike online money gold!

It’s not that way, it’s not that easy...

...no, no, no, and another no.

There's a lot that goes into building an effective sales funnel, and unless you have the experience it's best to follow a proven system for building converting sales funnels.

Yes, this is a much smarter way to go…

...yes, yes, yes, and a big abundant YES.

What do you think is a better, more intelligent way to go online? Please write your answers below, and write your reason why?

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The main reason why it's important to have a funnel is if you really want to scale your business you are going to need a systematized process for website visitors to become leads, for those leads to become customers. And when you really want to scale fast then you want to have both a system and a team.

Keep in mind a funnel doesn’t only have to be a website with certain pages. A funnel can be a phone call, it can be a consultation, it can be an event, it can be anything that is a repeatable process that allows you to turn leads into customers and clients.

An online funnel simply allows you to do this process online, and with automation.

For now, one of the most effective ways to go to build your business while having a life at the same time is to build a converting sales funnel. Yes, there are many types of phones out there that you can actually build, however if we're talking about selling your own product there are a few types of funnels that I recommend.

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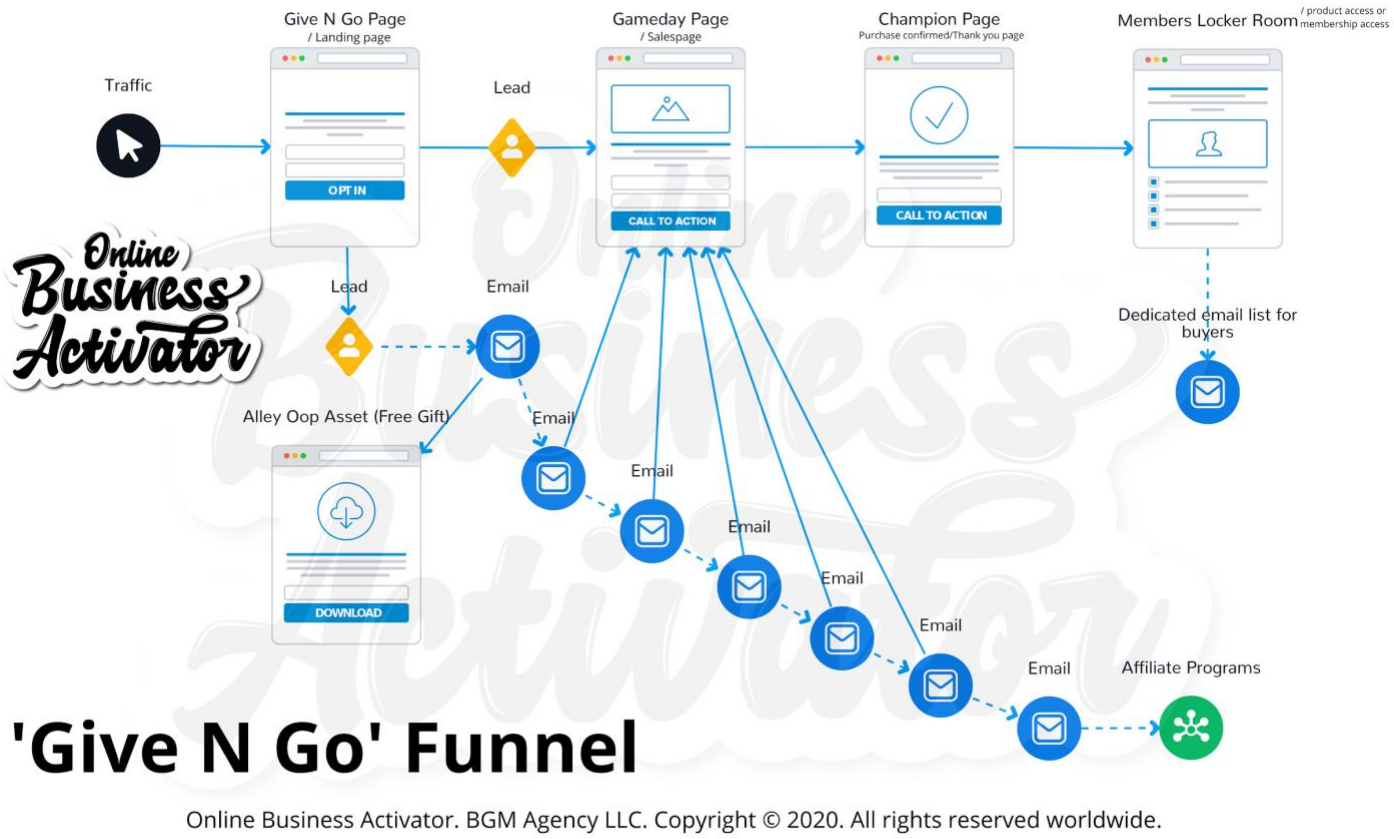
<u>The first type of funnel is a give-and-go funnel.</u>



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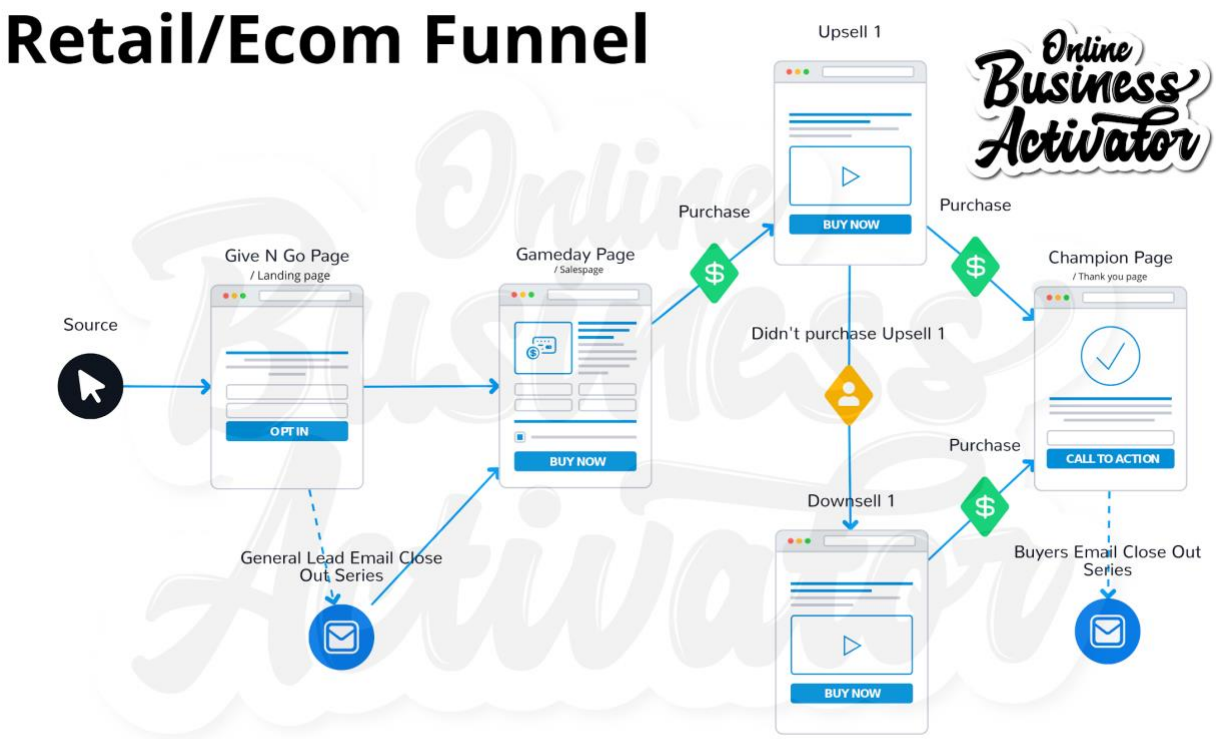
The second type of funnel is the e-com online retail funnel.



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Email marketing - Fortune is in the follow up

When it comes to email marketing, this is where the fortune is in your online business.

Think about your email list as an asset more than just a list of names and email. This is an asset that you can use to sell your own products, your own coaching, your own services, your own events, your own books, your physical retail products, and you can use your email list to sell other people's products as an affiliate to earn revenue.

What's really cool about having an email list is that you can also promote your social media posts, your blog posts, other people's post, your podcast episodes, your YouTube videos, and anything else that you're doing online where you want more people to pay attention to what you have going on. You can absolutely use your email list to promote all of these things that you're doing or that your friends or somebody else you know is doing.

I always advise my clients when it comes to email marketing to create a 7 to 14-day follow up, at the minimum, so you can follow up with your leads that subscribe to your email newsletter.

This means you must give them an actual reason why they should sign up with you, because they're not going to sign up for no reason. That is why having an alley oop asset is an important part of the actual sales funnel, because once you offer them a free alley-oop asset in exchange for their name and email address the rule of reciprocity will kick in and they will feel obligated to give you something back. From there, they are going to get automatically added to your email close out series.

How are we going to make money from this automated email close out series you may ask?

The way that we're going to earn currency legally, ethically, and morally online is by creating valuable products to sell them via email. I'd recommend creating at least 7 to 14 days of emails that will get sent out automatically to them, so we can establish rapport and a relationship with him. Once we have our rapport built up with our list, then next thing is going to be offering them products and services that we created.

Most people will build an email list and will stop here at this level.

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I'm here today to tell you that if you really want to make money long term from your email list you're going to need to either create new products to sell them, have subscription-based products where they can sign up and continue paying you monthly, or you're going to need to find other people's products to promote to them so you can continue earning money as an affiliate.

The way to go forward and earn additional income is by promoting other people's products as an affiliate. Although this is one of the easiest ways to go about earning money online when getting started and when you have some seasoned experience.

Yet, the main thing I specialize in is the process of creating your own products so that you can generate as much money as you feel you deserve from your ideas, expertise, life experience, and life story.

However, I still recommend that you begin to look into affiliate marketing as a way to generate additional income in your business. This is the first way that I started earning income online back in 2010, and affiliate marketing is one of the ways that I still earn income online to this very day.

A part of building your business system should absolutely involve earning additional streams of income by promoting affiliate products to your email list of leads. If you are on my list then you will see that I recommend other people's products to you because they are valuable and they can help you. At the same time this is me putting the affiliate marketing business model to work in real time.

I only recommend promoting valuable products and services to your email list because these are people that trust you.

Email marketing is so powerful, and when you get it right - it can make a significant difference in your business.

For now, I recommend putting together your first welcome email for people that decide to become leads and actually join your email list. Then I recommend getting started with a tool like this for more details on email marketing.

Learn More About Email Marketing With These Tools
https://highticketfreedom.com/activecampaign
https://highticketfreedom.com/aweber

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Systems creation & team building

It is important when you are looking to actually create a real business, that you put together a system of operations. The reason why is because you want to be able to bring others into your business, have them follow your set of operational principles so they can take action based on your processes, then this repeatable process would allow them to be able to get similar or better results as you by following your procedures.

When you have something like this in place that is when you have a business system that can run itself.

One of the things that I learned in the process of building our business is that we must delegate the heavy lifting to others who specialize in that type of heavy lifting. So, when it comes to building an online business, it’s really not smart to do every single thing by yourself.

It is better, in some cases, to find someone who can do a certain task better than you and pay them so you can save your time. This also allows you to get the job done by a professional who specializes in that type of work.

As you're beginning to grow your business, you will face uncertain things that will come up where you don’t know how to do them. I recommend when you run into a situation where you don't know how to do it or you're not the best at it, hire the best person you can find to help you.

Now if you are in a position where you are running a business that is already earning sales, and you want to really grow it…

...then you need to begin to document everything that you do step-by-step strategically so you can build a team and a system.

Documenting your business is important because this is going to allow you to write out the processes that you do every single day and then to be able to hand those processes to someone else so that way they can do it for you and you can save time.

Wow, there is so much that goes into this. However, this is a simple format that you can follow to begin creating and writing out your processes for your actual business system.

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Inside of an online business activator platform, our high ticket Freedom Academy, and our Mastermind group coaching..

...we're going to be providing you with all of the tools that you need in order to begin writing out your standard operating procedures.

You see once you have this written out, it's going to be much easier for you to bring on team members to your team so that way they can follow your standard operating procedures and help your business grow.

Another great thing that we include inside of this platform is a book called The outsourced report.

This is a book that will teach you how to hire world-class employees for less than minimum wage. This book includes everything from the templates, the scripts, the interview questions, the email questions, the mindset of workers overseas, and so much more.

What you can do here today to begin the process of building out your business system…

...if you can begin writing out what are the top 5 to 10 core activities that you must do every day in order to make your business run.

At this point if you have not activated your business and you're still in the beginning process, that's okay for now too. Keep in mind that your focus is going to be on income producing activities in order to grow the business. When you find out what these activities are write them down and add them to your list of processes that you're going to do every single day.

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For now, let's begin the exercise, write out what are the top 5 to 10 core activities that you must do every day in order to make your business run. and then I want you to circle the top income-producing activities meaning the activities that produce income when you do them.

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Day 5: Strategic Marketing & Sales Machines

Story foundations

Story is so important. So important, in fact, that I have paid hundreds of dollars to many coaches to educate me on how to better use story to grow my business. Some of my coaches include Ann McNeil, Jubril Agoro, Tiffany Largie-Smith, Ted McGrath, Gary Halbert, and many others.

Story is also the ancient foundational practice that we have used to carry on legacies, culture, and traditions from our forefathers. It's also the one thing you have that is unique to you.

Nobody on Earth has a story exactly like yours, and exactly like your product/company/brand/service!

From my experience where you can get the story right, then you can drastically improve the quality of people that you attract to your business. I found that when you share the story of yourself or your brand, the people that really resonate with you will be magnetically attracted to you because of your story.

Let's tap in here and begin to write out your story below.

Please follow what you learned today in this actual training about story and write your story below:

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Organic and paid ads

Organic marketing and paid advertising are two forms of generating traffic that actually work.

You may have heard people praise paid advertising for how it helps them grow their businesses. And you may have heard people demonize paid advertising because it took all of their money away and is a challenge.

Then on the other side you may hear people praising organic marketing because it gets so many high qualified leads. And you may have her people demonizing organic marketing because it takes so long and it's not as dependable.

I'm here today to tell you either direction you take works.

The difference is are you willing to do the work to make them work for you?

How do we create Clarity on which direction to go especially if you're just getting started?

Do you know what you're selling?

Do you know who the audience is?

Do you know what type of messaging to use to begin selling the product?

And do you have a budget for paid advertising?

If you answered yes to these questions, and most importantly you have a budget I'm at least 1,000 to $2,500 per month to invest into paid advertising…

<u>Then you can go for paid advertising first!</u>

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Did you just create a new product?

Still trying to figure out who the audience is?

Not sure about what type of messaging to use to sell the product initially?

And are you not comfortable with investing in paid advertising right now?

The way to go is to optimize your social media profiles to become lead channels, and then to share value all of social media. People will see your posts, visit your profile, and become leads for your business based on the value that you share.

Do this consistently and you can start attracting clients with your organic social media followers.

Once your social media profile(s) are/is optimized...

Then you can go for organic marketing first!

There are many places to start doing paid advertising, and one of the largest platforms is Facebook advertising.

There was also YouTube advertising.

There is also Google advertising.

There's also Bing advertising.

There are things known as solo advertisements.

There are so many more forms of paid advertising that you can use if you have the budget and your offer is converting. I recommend going for paid advertising after you have proven that your offer converts with minimal budget ad tests, or organic marketing to begin.

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Value distribution

When you are getting started with building your brand and/or company online, value is very important. I recommend to take the value that you have to share and start giving it away in communities where your audience shares most of their time online. Literally show people that you are an expert.

One of the ways that I have been able to generate clients organically for years has been through sharing value and promoting it.

You can literally take the value that you have in your mind, write it out, or speak the content out via videos, podcasting, blog posts, written articles, and you can share your value in different online communities where your target audience hangs out at.

This can include free Facebook groups, paid Facebook groups, online forums, online message boards, online communities, LinkedIn groups, Reddit boards, and so forth. You must do the work of learning where your target market communes online.

Exercise time I want you to write out where are the top 10 online communities or websites where your target market invests the most time?

Ready, Go!

Top 10 communities where your target audience spends the most time online? And how can you get to them? Paid? Or organically?

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Now that you have these communities and online websites written out it's time to distribute the content entities websites and online communities.

You can literally syndicate your value into the top 3 - 5 most active online communities. This will attract high quality people who are interested in what you have to offer.

These interested people will read your profile and become leads.

Then they go from lead to customer and/or client. This can, and will be done all organically.

You can also search for communities that allow you to pay to distribute your message into those communities.

What is a list of 5 - 10 valuable things you can share in those communities online:

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Sales is sharing

There's a famous billionaire named Mark Cuban and he has a quote that goes, "Sales cures all”.

I start here with this because when it comes to sales we all have been taught a lot of different things about sales. let me share this with you, everything in your house that you have has been sold to you by someone else. And you live your life with more value because of those things that you have purchased that someone else sold to you.

Sales everywhere it's all around you and everything that we do we are constantly selling ourselves on our dreams and goals. We are selling others on our ideas and thoughts. We are selling our children on why they should become good citizens and do right and do good for themselves and the world around them. Everything that we do is sales.

I recommend it to all of my clients going forward as you should take an approach to sales where you are just sharing solutions for people.

At the end of the day people are going to purchase products and services anyway. You might as well find valuable solutions that you can create to solve problems so you can be a recipient of those sales because people are going to make purchases everyday anyway.

To give yourself some motivation I recommend that you write down what are 10 reasons why you must sell your Solutions? I want you to also think about what are 10 reasons why customers must purchase your Solutions?

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Recommended resources

The Online Business Activator – https://onlinebusinessactivator.com/now
The High Ticket Freedom Masterguide - https://highticketfreedom.com/masterguide
The High Ticket Freedom Academy - https://highticketfreedom.com/academy
The High Ticket Freedom Merchandise - https://highticketfreedom.com/store
The Outsource Report - https://highticketfreedom.com/the-outsource-report/
The Untold Secrets To Success - https://highticketfreedom.com/untold-secrets-to-success/
Vonza - https://highticketfreedom.com/vonza
Active Campaign for email marketing - https://highticketfreedom.com/activecampaign
Viral Lead Funnels
Solo.to
Kindle eBooks business development
Affiliate marketing
Facebook Ads
YouTube Ads
Google Ads
SEO marketing agency
Online website development firm
Online business development firm

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How to continue your education with us

Congratulations you have made it here to the completion of the workbook here inside of the activate your online business bootcamp.

How was your experience?

Did you have a great time?

Did you learn a lot?

Did you get the value that you came to get?

I'm excited to hear your feedback about the bootcamp. if you would like to send us your feedback please send us your video testimonial at info@highticketfreedom.com

If you really were inspired and really enjoyed what you learned on the boot camp then you are going to love what you're going to find inside of our online courses, as well as our online coaching Mastermind bundle.

Our online coaching is a combination of the Online Business Activator class, along with the High Ticket Freedom Academy and 12 weeks of group coaching as well as six months of private email coaching with me.

I highly recommend taking action on this and enrolling into the best course for your needs, and your budget.

The reason why I'm so adamant about joining one of our courses is because time is of the essence when it comes to your opportunities to become truly financial free, to live more of your dreams, and we will not be doing this online coaching forever.

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So, get started with us right now while the best program for your needs while these courses are available, because we will be limiting access to our online coaching program down to ensure that we support our clients to get better results.

Get Started With Our Online Business Activator class:
https://highticketfreedom.com/oba-enroll

Get Started With Our High Ticket Freedom Academy:
https://highticketfreedom.com/academy

Get Started With Our Online Business Activator + High Ticket Freedom Academy Bundle Offer:
https://highticketfreedom.com/obahtf-bundle

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Here's how you can get started with our coaching right now!

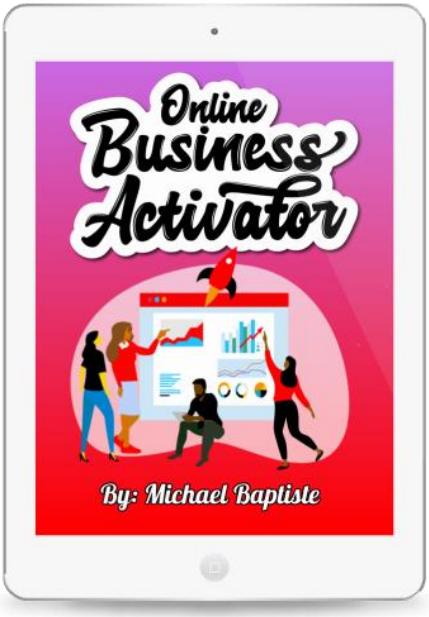
Introducing the online business activator Mastermind coaching!

This includes access to 12 weeks of group coaching with me where I get to help you activate your online business and start generating visitors, start generating leads, and start generating more customers for your online business.

You get access to some of my best courses that allow you to learn at your own pace, weekly coaching to help you stay accountable and keep pushing forward no matter what, a private VIP support community, access to some of my blueprints, downloads, checklist, homework assignments, ad templates, email templates, sales copy templates, funnel templates, resource documents, recommended experts, collaboration corner to collaborate with other members of the community, and so much more inside.

Get started with the limited time OBA Mastermind Coaching special bundle, while spaces are still available.

Visit https://highticketfreedom.com/oba-now



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