

## **SPECIAL REPORT**

# The 5 Pillars to \$100k

How I Created a \$100,000+ per Year  
Online Business

**By Kostas Papadakis**

**[www.bootstrappingstrategies.com](http://www.bootstrappingstrategies.com)**

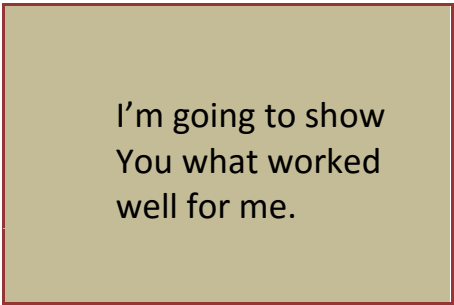
## ***What I Did and How You Can Use It***

**The name of this special report is “The 5 Pillars to \$100k: How I Created a \$100,000+ per Year Online Business.”**

And before we go any further, please let me make it very clear that my results are indeed typical (I can say this because of so many of my students that followed my teachings reached their 100k goal).

However, chances are we have not met... so I don't want to make any claims or implications that you will duplicate my results or achieve any results whatsoever.

*I'm going to show you what worked well for me and my students, and it's my hope that you will be able to utilize some of the information that I share with you to get the results that you are personally after.*



I'm going to show  
You what worked  
well for me.

So if you're looking for one of those “get rich quick on the Internet” deals, this isn't it. BUT - if you're a “real person” who's got the willingness to work for what you want, this is for you.

For the last couple of years, my businesses averaged just over \$250,000.00 per YEAR in revenue. I have one employee (who lives roughly 3,500 miles from me) and I work mainly from home.

**In this special report, I'll tell you and I show you What I did and how I did it and even give you a plan that you can use too.** I hope you will find this of great value.

All the Best,  
Kostas Papadakis

*P S the actual training information is presented in the form of slides. This is because I wanted to not overload you with lots and lots of text to read. The main thing you need is here. Where I couldn't just give a description or a slide, I have given you links to click that lead to a video showing you that particular task or that specific message I couldn't put in the slides.*

# The 5 Pillars to OVER \$100k a Year Online Income

...Without Information & Technology Overload.

I'm going to teach you this by showing you Step-By-Step...

**How To Apply My Free-to-Paid  
Model, SO YOU CAN TOO Start  
Having Your Own Online Income...**

**That Pays You Consistently AND  
Puts You Into The Path of  
Independence and Freedom.**

...In the Shortest Time Possible.



# Here's why you listen to what I have to say ...

- For those of you who don't know me and so you can put a face to the guy who wrote this for you, I am the second from the right on the picture above.
- I am Known as the Guy that makes a difference in Internet Marketing by Helping Lots Of People Get Started Online.
- By the way, this picture is taken from a closed-doors seminar I gave in the UK back in 2013 where each participant paid \$2500 to attend so they can learn the same system you're about to by the time you finish going through this blueprint.



Here's why you listen to  
what I have to say ...

- In the last 4 years I've helped more than 3,000 people, from all walks of life, to break through their barriers on making money online by starting their own IM business from Home.
- I am also the Creator of 3 Online Businesses generating Revenues in excess of \$500k a year All Online.

# I Walk The Talk ...

- Some of you will have heard promises and claims like these before. I know. Too many marketers promising the world and fail to deliver.
- Or It could be you've never heard of me before. I understand!
- However as I am someone who's actually walk the talk as opposed to many who just talk the talk (and there are many unfortunately), I'd like to show you a sample of my successes. I do this so you won't go through this blueprint thinking "yeah right" but more importantly ...
- So you can see what's the potential and what can be achieved if you follow what I teach you here ...
- So **[click this link here and a video](#)** will open showing you what is the potential with what I'll be sharing you in this blueprint!



# Here's What You'll Learn During This Presentation.

- **How To Do What I Did**, even if you've tried and failed before or have no online experience, So You Can Too Finally Start Making Money Online.
- **How to avoid Information & Technology Overload** So You Can Finally Eliminate Feeling Overwhelmed.
- Why Doing Anything with Google SEO or CPAs when you 1<sup>st</sup> starting out is a “Bad” Move. And this even applies to Using Facebook!.
- **The NEW way to List Building using Bootstrapping.**

# Why This Is Important To You NOW

- Aside the ever increasing risk of losing what you once thought perhaps a stable job, I believe the information in this blueprint is important to you NOW because:
- According to a recent study from ComScore, 97% of all people starting online **FAIL**.
- This is hugely because there are simply too Many Promises that **Fail To Deliver The Results**.
- Truth of the matter is that if you have No Traffic and/or No List, then you have **No Money**. **I'll show you how to cover all these in this blueprint.**
- Last but not least, if you've been around any time you may have realizes that THE GAME HAS CHANGED

# Why with “Internet Marketing”

- An important thing to address and it's one that I have not seen being addressed elsewhere, is **why even try to make money with Internet Marketing and not just any other business.**
- So here are my views on the matter and why I think THIS IS really the best way to make money whether extra or main income:
- **You Can Really Start from 0 with no previous experience and no particular skills.** If you can speak and write English and have access to a PC with Internet, those are really the must have skills, despite that many thing you need to have a degree in computer science. These days, **you can pretty much learn all** (well ok, a lot) **of the tech stuff from Google and YouTube** 😊
- **You Can do this in parallel with something else.** E.g you may have a job and want to make something extra ...

# Why with Internet Marketing

- **You Can Use It as Bootstrapping** to fund a business idea you may have ...
- **It can be passive** - if you do things right, It works 24/7/365 as it can be fully automated ...
- Best of all - **It enables us to build an online business that can support us fully, with minimum start up costs!** No other business has such low entry costs! – ***Still, it's not free as many would like you to believe.***

# Is This For You?

- Before we go any further, it's important to assess whether the information I am sharing with you is actually for you. So ...
- If you **always** **wanted to Set up Your own IM Business Or Just Want to Create an Income Online from home**, and **you don't know how/where to start**, This is for you.
- If You **Want an extra income online to supplement your current one**, This is for you.
- If you're **spending the nights and weekends slaving in front of your PC, Frustrated with Overwhelm** and/or spending a fortune on the next big thing to Make Money Online, this is for you.

I will **show you everything**. I will **hold nothing back**. And At The End I will Even offer to Personally **Help you implement everything FOR YOU**. BUT Please note ...

# House Rules

- No “get rich quick”.
- No “do nothing, get paid”
- No “Next Big Thing/Latest Clickbank/WSO”.
- **YES. My results ARE typical.**
- **However, most people who buy ANY “how to make money” training will not make any money whatsoever.**

# **CONFESSSION!**

**Yes, I have an advantage over most. I already have a list and have been doing this for some time now to enable me to have, Not One But Three, Successful Online Businesses.**



So naturally, you may think that  
I've had this success easily,  
right?

Well let me say that it has been  
an interesting ride ...

I've gone from very average fiscally to very –  
flying all over the world – comfortable to  
bankrupt with one child to care ...

[And If you'd like to “see” the story click here for a  
quick video. You may realize we've got more in  
common than you may think now ...](#)

# Hit Rock Bottom!

- In summary, I hit rock bottom is a kind expression to use in my case...
- Left with \$500. Bankrupt.
- \$70k (~50k GBP) in Debt.
- No Money, One 2 y.o. Child and a Marriage almost in ruins...

And then things changed ...

# What Changed

- I **Decided to actually learn** Internet Marketing instead of trying out gimmicks that were promising \$1000 in 20 minutes!
- I **borrowed money** from a friend **and invested it** to educate me in direct response techniques.
- And after some trial and error - **which you don't need to go through as I outline the exact steps in this blueprint** - the 1<sup>st</sup> Breakthrough Finally came...I made my 1<sup>st</sup> money online which was \$180!
- From then on, I also had my first \$5k month and at the time I thought that this is all the money in the world for me 😊
- And **over time, I've developed a system that brought more and more money** consistently, using the exact same principles, just scaled up, while still providing value to other people which was my truthful intend having been burned so many times in the past ...

# The Result

(showing just 1 source of income)

Date: Today				
Local Ecommerce Solutions via PayPal	Local Ecommerce Solutions just sent you \$6.75 USD with PayPal.	Sat 19/10/2013 11:47	17 KB	
Local Ecommerce Solutions via PayPal	Local Ecommerce Solutions just sent you \$6.00 USD with PayPal.	Sat 19/10/2013 11:41	17 KB	
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Local Ecommerce Solutions via PayPal	Local Ecommerce Solutions just sent you \$6.00 USD with PayPal.	Sat 19/10/2013 08:19	17 KB	
Local Ecommerce Solutions via PayPal	Local Ecommerce Solutions just sent you \$6.75 USD with PayPal.	Sat 19/10/2013 07:46	17 KB	
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Caswell Whyte via PayPal	Notification of Payment Received	Sat 19/10/2013 05:21	22 KB	
Caswell Whyte via PayPal	Notification of Payment Received	Sat 19/10/2013 05:19	22 KB	
Caswell Whyte via PayPal	Notification of Payment Received	Sat 19/10/2013 05:04	22 KB	
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Local Ecommerce Solutions via PayPal	Local Ecommerce Solutions just sent you \$6.00 USD with PayPal.	Sat 19/10/2013 03:55	17 KB	
Local Ecommerce Solutions via PayPal	Local Ecommerce Solutions just sent you \$6.75 USD with PayPal.	Sat 19/10/2013 03:25	17 KB	
Local Ecommerce Solutions via PayPal	Local Ecommerce Solutions just sent you \$6.75 USD with PayPal.	Sat 19/10/2013 02:54	17 KB	
Local Ecommerce Solutions via PayPal	Local Ecommerce Solutions just sent you \$6.75 USD with PayPal.	Sat 19/10/2013 02:44	17 KB	
Local Ecommerce Solutions via PayPal	Local Ecommerce Solutions just sent you \$6.00 USD with PayPal.	Sat 19/10/2013 02:39	17 KB	
Local Ecommerce Solutions via PayPal	Local Ecommerce Solutions just sent you \$6.00 USD with PayPal.	Sat 19/10/2013 02:39	17 KB	
Local Ecommerce Solutions via PayPal	Local Ecommerce Solutions just sent you \$6.00 USD with PayPal.	Sat 19/10/2013 02:12	17 KB	
Local Ecommerce Solutions via PayPal	Local Ecommerce Solutions just sent you \$6.00 USD with PayPal.	Sat 19/10/2013 02:11	17 KB	
Local Ecommerce Solutions via PayPal	Local Ecommerce Solutions just sent you \$6.75 USD with PayPal.	Sat 19/10/2013 02:04	17 KB	
Local Ecommerce Solutions via PayPal	Local Ecommerce Solutions just sent you \$6.00 USD with PayPal.	Sat 19/10/2013 02:03	17 KB	
service@paypal.co.uk	Receipt for Your Payment to Calnet Systems Ltd	Sat 19/10/2013 01:34	21 KB	
Local Ecommerce Solutions via PayPal	Local Ecommerce Solutions just sent you \$6.00 USD with PayPal.	Sat 19/10/2013 01:32	17 KB	

# Fun Times





And of-course this...



# The Freedom



And Now I want To Show  
You **Exactly What I've  
Done** To Get To an Over  
\$250k A Year Online Income

**Now, You may be thinking...**

**“Why on earth are you **sharing**  
this Money Making System with  
us **for free** Kostas?”**

My Hope is that you will be  
able to repeat this success  
for your self and your loved  
ones. And Maybe ...

**...Become a raving fan and recommend  
my products to others OR even work  
with me to help you implement them all  
as your mentor ...**

**In any case, it's now time for (drum rolls  
please)...**

# **The 5 Pillars to Over \$100k a year online: The Blueprint**

# The Simplest Model To Make Money Online

- **First**, Just because something is simple doesn't automatically makes it easy
- It's Called **The Free-to-Paid** Model.
- It's Strongly **Focused** on Building a LIST & Email Marketing.



# The Simplest Model To Make Money Online

- It works by giving out, to interested people, **something of value for free**, in exchange for that someone becoming our subscriber or our prospect if you like.
- We then monetize these Prospects and
- Through a UNIQUELY Accelerated Process (Which I'll walk you through), we Make Them Our Clients!

# The 5+1 Pillars Of Making Money Online

1. **Pick a Product** in JUST ONE of the evergreen (WordPress, Facebook, Mobile, MMO) Niches – *I'll tell you **how and where** to find those.*
2. **Set up a simple 2-4 pages website** in a sales funnel design. – *I'll show you **how to build one.***
3. **Build Your List** Continuously – *I'll show you **how to do this and why** is so important.*
4. **Drive Traffic to the Squeeze Page** aka entrance to our sales funnel in a very simple Website – *I'll tell you **where to go for traffic both paid and free.***
5. **Email Marketing** Your List DAILY (yes, Daily) with either your or Others Product – *I'll tell you the **number 1 secret** for doing this without being the obnoxious type of person*
6. **Rinse & Repeat** until you make it – *I'll give you a few pointers on **how to scale things up the right way.***

# **Pillar No 1:** **PICK A PRODUCT**

# This is Easier than you may Think

- Forget about the various niches you may like or have heard that are outside the one we will be using...
- With this system you just need to concentrate to the one that everybody is interested ... the **Make Money Online** of-course ☺
- So You Need To Get a Product That's **Evergreen**.
- That would be a product around or on **WordPress, Facebook, Mobile, Offline or Traditional Make Money Online** (like home study courses on how to make money online or list building courses and so on).

# Why a PLR or MRR Product?

- What you need to ensure is that what ever product you get is a) of value and b) comes with either Private Label Rights or Master Resell Rights license. Why?
- Because **it's Expensive to Make One From Scratch**. These Come Complete **Done-For-You** in most cases.
- And **You Need At Least 1** of those, if you just want to sell someone's else's product as affiliate or
- 2+ if you're to sell your own products. At a minimum you need **One To Give away and One to Sell**.

# How/Where to Find Them?

- Google is you friend here ☺
- Google the words “ **Facebook Master Resale Rights Products**” or
- “**Facebook Private Label Rights Products**”
- Or “**WordPress Plugins Private Label Rights**” and so on ...
- Or you may like this offer for a never ending supply of sales funnels – [Check It Out Here](#) If You Like

# How/Where to Find Them?

- For Affiliate Products register (free) and look at popular Affiliate Marketing Platforms like [JVZoo.com](http://JVZoo.com), [Warrior Forum](http://Warrior Forum) and/or [Clickbank.com](http://Clickbank.com)
- [And if you want to see an example of how I select a product to promote, using Jvzoo.com platform, click here for a quick video.](#)

**Pillar No 2:**  
**Set Up a Simple Website**  
**(AKA F/E Sales Funnel)**



# What...



# Tip: Keep Things Simple. It Works!

- A **sales funnel** in simplicity is a series of web pages
- Interconnected together on a specific sequence.
- A common and simple sales funnel consists of...

# What?

- **Squeeze Page** aka landing page to **capture leads.**

# Examples

## *A Squeeze Page*



**“GET THE OFFICIAL FACEBOOK  
FOR WORDPRESS PLUGIN,  
AND FULL MANUAL TO SKY ROCKET  
YOUR FACEBOOK MARKETING”**

*Get Both Today With Giveaway Rights!!!*



Enter Your Best Email Here:

*Continue...*



[Contact Us](#)

# LeadPages.net

## Online Income Kickstart 20 Ways to Make \$100 (or More) Online!



- ✓ Action-packed training on Making Money Online.
- ✓ The Exact methods to get you started TODAY!
- ✓ Get it FREE today!

Where should we  
send your video?



**SEND ME THE VIDEO >>**

Privacy Policy: We hate SPAM and promise to keep your email address safe.

# What?

- A **Sales or One-Time Offer (OTO)** page to **monetize** our new leads **immediately**.

# Example

## A OTO Page

**STOP!** BEFORE YOU DO ANYTHING ELSE,  
CHECK OUT THIS SPECIAL OFFER

Thanks for subscribing. Please check your email in the next 10 minutes or so. In the mean time...

**Special One-Time-Offe: Get the All-in-One Facebook SharePoint Plugin and Flood your sites with Viral Traffic!**

**FB Sharepoint**  
*The All-in-One Facebook Plugin*

**DOMINATE FACEBOOK USING THIS HOT**  
**NEW ALL-IN-ONE PLUGIN BY SHARING**  
**YOUR CONTENT ON FACEBOOK DIRECTLY**  
**FROM YOUR OWN WEBSITE . . .**

FB SharePoint Pro – Create Viral Streams of Free Traffic!

Click The Button Below NOW To Get  
Started...

For only \$7

**Add To Cart** 

[Click here to order now](#)

 **30 DAY MONEY BACK GUARANTEE**

*All The Best,  
Karl*

P.S. You really have nothing to lose with my 30-Day Money Back Guarantee. Just click here to Get Facebook SharePoint Pro Plugin!



# What?

- **Two Thank you/Download Pages**; One for the **Free Gift** and One for the **Paid Offer**.



# Example

## *A Thank You Page*

KOSTAS'

**Strategic  
Online Offers**

MEMBERS AREA

[Contact](#) [Blog](#) [StrategicOnlineOffers.com](#) [StrategicOnlineProfits.net](#) [Get WP Timeline Pro Plugin 100% FREE](#)

Thank you for signing up to receive Kostas' Famous Premium News Letter

1. [Download Your Facebook Video Theme Timeline Template](#)



While You Are Waiting For Your Downloads To Finish, You May Also Be Interested In The Following Special Offers

**Are You Slaving 10-12  
Hours a Day on Your  
Internet Business?**

**Here's An Easy Way To Escape  
Your Desk 'Prison' Forever!**

[Click Here to Finally Break Free!](#)

# What you Will (also) need...

- You will need to Register a [Domain Name](#)
  - I use [Namecheap.com](#) ~ \$10/Year for a .com domain.
- You will need [Web Hosting](#) – Stay away from free.
  - I've used [Hostgator](#) ~ It's about \$10/Month for a starter package with a database (for WordPress)
  - But Pick Any really. Doesn't matter that much as long as you can install WordPress on it.

# What you Will (also) need...

- **Website Setup (2 pages minimum required)**
- Install [WordPress](#) on it (Free but am not talking about a blog on wordpress.com)
- WordPress is Scalable, Most People's Choice. It has Lots of Tools (plugins) to accomplish pretty much anything you'll need.
- Or you can use a page service provider like [Leadpages.net](#)
- Especially good for [setting up squeeze pages](#) as it has a very easy drag and drop page builder.

# What you Will (also) need...

- You will need an [Autoresponder Service Provider](#)
- I like and use [AWeber](#) (for its reliability & Deliverability)
  - You can start with just \$1 USD Trial for 1st Month then \$19/Month (cost increases per subscriber volume)
- Or use [Get Response](#) (on equal par with AWeber I use this too personally)
  - Usually Free for your first 250 subscribers
  - Costs a bit less than Aweber
- You can also try the (more) free ones like *Mailchimp* if you like.
- In all cases, **YouTube** is your friend for setting it up if you are not familiar 😊

# **Pillar No 3:**

## **LIST BUILDING**

# The List Building Process



# The Base Of All Online Marketing!

- The List Of Prospects You Build Are Yours **So You Can Email Marketing** them often.
- There are **no limits**. You can build as a big list as you can
- It's almost Like **Cash on Demand**. But please note you should not treat your list as an ATM (no matter how much tempting that may be)

# The Base Of All Online Marketing!

- It's also a Sellable **Asset**. When you have a list you can email them with free offers. These can be other peoples' free offers when you sell them solo ads. *Hint: selling traffic is another very lucrative source of income alongside affiliate Marketing.*
- **Last but not least Having a List and Doing Email Marketing** (See Pillar number 5 later on) **is what really gives us the Ultimate FREEDOM when it comes to Making Money Online ...**



# The Goal Of The Model

- No matter what people say, the cliché that **the money is in the list** stills stands true.
- The Number One goal when you first starting out **must be** to build your list.
- The **immediate one** is to get at least 1000 subs in our list. *And you'll see why in the next few slides.*

# The Milestone

- The “magic” number of subscribers or the first major milestone you need to get to, using this model, is 6-7000 Active subscribers.
- This is because, it has been proven by myself and many of my students from all over the world, that when your list is around that many, the **cost to profits is 1:3.**
- This means that for every \$100 you spend you will be making \$300. This is really the key! *Hint: Think and Re-Read this whole slide for a minute.*

# Some Math...hmm

- Furthermore, following the plan I give you in this blueprint (see Pillar number 4: Driving Traffic) and assuming that you have a Typically Good Converting (>30%) Squeeze Page, This (plan) will get you 3000+ subs per month easily. And That my friend means around 36k subs in a year or less!
- Now let's Do Some Simple Math so you see why it's so Important to Be Building Your List and what could this mean FOR YOU when you reach having that many subscribers ...
- Example: We Promote via email a low price but good value, \$17 USD product to these 36k active Leads. Assuming we **take good care of our list**, we get 10% opens in our email (3,600) and 8% clicks (2,880) to see the offer.

# This is Huge!

- Now Let's assume that this offer converts at a **typically good rate for an online offer**, of just 2%.
- This means, that from our 2,880 Subs seeing the offer 57.6, say 57, buy this promotion!
- At \$17 per sale **that's \$969 USD, From One Email, One Day** of The Week!

***Are You Getting This?***

***It's Absolutely Important To Be  
Building Your List At All Times!***

# **Pillar No 4:**

# **DRIVE TRAFFIC**

# Don't Do This

Standard sales process





# What Doesn't Work

- This step is where most people get it wrong.
- **They** Actually Send “Cold” – as in people who don't know you – Traffic Straight To a Sales Page!

**Sending *Cold* Traffic Straight To A Sales  
Page Means We Are **NOT Building Our List**,  
So We Can Provide Value and Get  
Rewarded For It **Again and Again!****

# Don't Do **any** of these either

- Adsense



- Articles



- CPA



- eBay



- Ebooks



- Facebook



- Freelancing



- Youtube



# Because...

- Traffic Methods like Google (SEO or PPC) or Facebook (Free), Article Marketing, CPV/PPV Traffic etc.
- **Do not work as well (if at all) and when they do are too slow or end up being too expensive.**

# The Right Way for Traffic

- There are ONLY 2 Types of Traffic in this model; Solo Ads and Ad Swaps.
- **SOLO ADS:** The Paid Method (\$0.30-\$0.50+ per click)
- Basically, we pay someone with a list in the same market as we are (e.g. The make money online niche) to email their subscribers about our **Free & Valuable** offer, using our swipe (called ad) for an agreed number of unique clicks (e.g. 100+) – think of clicks as 1 click being someone visiting our squeeze page to see what we offer.
- **Solo Ads is the fastest method** to build your list.

# The Right Way for Traffic

- AD SWAPS: **The Free Method**
- We agree with someone to email each other offers' to our lists for an agreed number of clicks (e.g. 50-100 or more)
- And you can start doing Ad Swaps even with a small 500-1000 people list!)

# Where to get Traffic

- There are many places that you can find people to buy solo ads (solo ad vendors) and ad swap partners.
- However not all of these places will really offer proper solo ads and ad swaps (e.g. **Avoid** solo ads sites that advertise things like “*blast your ad to 50000 members for free*” or traffic exchanges or stuff like adfly etc as this traffic is kindly rubbish)

# Where to get Traffic (Paid)

- For Solo Ads, you can **use Facebook to find solo ad buyer groups** where you can find reputable sellers (this means they will have feedback from other buyers already). *Hint: Search “Solo Ads” in the Facebook graph search.*
- You can also **find reputable solo Ad vendors in the Warrior Forum Classified Ads section.**
- No matter the source, **Always look for recent testimonials, feedback from others** etc especially comments on traffic conversion and/or sales)
- I **personally also like and use** a site called [Udimi for buying \(and selling – more on that later on – traffic.](#) You Can Check It Out and Sign Up Here If You Like



# Where to get Traffic (Free)

- For Ad swaps, you **can still use either Facebook**, again using the graph search
- Or Skype groups (once you get a few “friends” in the business, am sure you’ll be able to find lots of groups 😊)
- Again, No matter the source you’ll use, **Always look for resent testimonials, feedback from others** etc especially comments on traffic conversion and/or sales)
- I personally like and [use a site called safe-swaps for the majority of my ad swaps](#). You can check it out and sign up here if you like.

# Your Traffic Plan for List Building

- Main Goal: **Reach 6-7k active subscribers to get a cost to profits ratio of 1:3.**
- First Milestone: Start doing Solo Ads until your **list becomes at least 1000** active subscribers.
- Assuming a typically good conversion for squeeze pages, these days of 30%-40%, that means you'd need ~3000 clicks sent to your Free Offer.

# Your Traffic Plan

- Once you get to 1000 subs you can **then add 20-25 ad swaps** (the Free method) per month. *Hint: You can find lots of ad swap like minded partners [HERE](#).*
- This plan effectively enables you to **Bootstrap your List Building Costs** by doing Ad Swaps (the Free Traffic) in combination with Solo Ads (the Paid Traffic).
- It is also **the fastest and surest way to build your list to that 1<sup>st</sup> milestone** where you'll start seeing substantial money consistently.

# **Pillar No 5:**

# **EMAIL MARKETING**

# Here's How It Works?



# Remember This?

Date: Today				
Local Ecommerce Solutions via PayPal	Local Ecommerce Solutions just sent you \$6.75 USD with PayPal.	Sat 19/10/2013 11:47	17 KB	
Local Ecommerce Solutions via PayPal	Local Ecommerce Solutions just sent you \$6.00 USD with PayPal.	Sat 19/10/2013 11:41	17 KB	
Local Ecommerce Solutions via PayPal	Local Ecommerce Solutions just sent you \$6.75 USD with PayPal.	Sat 19/10/2013 11:31	17 KB	
Local Ecommerce Solutions via PayPal	Local Ecommerce Solutions just sent you \$6.00 USD with PayPal.	Sat 19/10/2013 11:27	17 KB	
Local Ecommerce Solutions via PayPal	Local Ecommerce Solutions just sent you \$6.75 USD with PayPal.	Sat 19/10/2013 11:07	17 KB	
Local Ecommerce Solutions via PayPal	Local Ecommerce Solutions just sent you \$6.75 USD with PayPal.	Sat 19/10/2013 11:05	17 KB	
Local Ecommerce Solutions via PayPal	Local Ecommerce Solutions just sent you \$6.00 USD with PayPal.	Sat 19/10/2013 11:04	17 KB	
Local Ecommerce Solutions via PayPal	Local Ecommerce Solutions just sent you \$6.00 USD with PayPal.	Sat 19/10/2013 11:02	17 KB	
Local Ecommerce Solutions via PayPal	Local Ecommerce Solutions just sent you \$6.00 USD with PayPal.	Sat 19/10/2013 10:02	17 KB	
Local Ecommerce Solutions via PayPal	Local Ecommerce Solutions just sent you \$6.75 USD with PayPal.	Sat 19/10/2013 09:53	17 KB	
Local Ecommerce Solutions via PayPal	Local Ecommerce Solutions just sent you \$6.00 USD with PayPal.	Sat 19/10/2013 09:48	17 KB	
Local Ecommerce Solutions via PayPal	Local Ecommerce Solutions just sent you \$6.00 USD with PayPal.	Sat 19/10/2013 08:19	17 KB	
Local Ecommerce Solutions via PayPal	Local Ecommerce Solutions just sent you \$6.75 USD with PayPal.	Sat 19/10/2013 07:46	17 KB	
Local Ecommerce Solutions via PayPal	Local Ecommerce Solutions just sent you \$6.00 USD with PayPal.	Sat 19/10/2013 07:44	17 KB	
Local Ecommerce Solutions via PayPal	Local Ecommerce Solutions just sent you \$6.00 USD with PayPal.	Sat 19/10/2013 07:42	17 KB	
Caswell Whyte via PayPal	Notification of Payment Received	Sat 19/10/2013 05:21	22 KB	
Caswell Whyte via PayPal	Notification of Payment Received	Sat 19/10/2013 05:19	22 KB	
Caswell Whyte via PayPal	Notification of Payment Received	Sat 19/10/2013 05:04	22 KB	
Local Ecommerce Solutions via PayPal	Local Ecommerce Solutions just sent you \$6.00 USD with PayPal.	Sat 19/10/2013 04:51	17 KB	
Local Ecommerce Solutions via PayPal	Local Ecommerce Solutions just sent you \$6.00 USD with PayPal.	Sat 19/10/2013 03:55	17 KB	
Local Ecommerce Solutions via PayPal	Local Ecommerce Solutions just sent you \$6.75 USD with PayPal.	Sat 19/10/2013 03:25	17 KB	
Local Ecommerce Solutions via PayPal	Local Ecommerce Solutions just sent you \$6.75 USD with PayPal.	Sat 19/10/2013 02:54	17 KB	
Local Ecommerce Solutions via PayPal	Local Ecommerce Solutions just sent you \$6.75 USD with PayPal.	Sat 19/10/2013 02:44	17 KB	
Local Ecommerce Solutions via PayPal	Local Ecommerce Solutions just sent you \$6.00 USD with PayPal.	Sat 19/10/2013 02:39	17 KB	
Local Ecommerce Solutions via PayPal	Local Ecommerce Solutions just sent you \$6.00 USD with PayPal.	Sat 19/10/2013 02:39	17 KB	
Local Ecommerce Solutions via PayPal	Local Ecommerce Solutions just sent you \$6.00 USD with PayPal.	Sat 19/10/2013 02:12	17 KB	
Local Ecommerce Solutions via PayPal	Local Ecommerce Solutions just sent you \$6.00 USD with PayPal.	Sat 19/10/2013 02:11	17 KB	
Local Ecommerce Solutions via PayPal	Local Ecommerce Solutions just sent you \$6.75 USD with PayPal.	Sat 19/10/2013 02:04	17 KB	
Local Ecommerce Solutions via PayPal	Local Ecommerce Solutions just sent you \$6.00 USD with PayPal.	Sat 19/10/2013 02:03	17 KB	
service@paypal.co.uk	Receipt for Your Payment to Calnet Systems Ltd	Sat 19/10/2013 01:34	21 KB	
Local Ecommerce Solutions via PayPal	Local Ecommerce Solutions just sent you \$6.00 USD with PayPal.	Sat 19/10/2013 01:32	17 KB	

# But...

- While the Goal with this model is to Build Our List and While it is true that “the money is in the list” it is NOT the Whole Truth...
- You Need to **Provide Value To your List**. Not just bombard them with Promotions and asking them to buy your stuff or others’
- If you don’t, **they will lose interest to you and THEY WILL move on**. If that happens even if you have 100k list it will worth very little to you!

# One (BIG) Problem...

- As you have probably noticed this model relies heavily on **email marketing. Daily!**
- But I said, just in last slide, that **if we bombard our lists with offers and become obnoxious about it** (e.g. buy my stuff type)...
- They will just lose interest and move on! Right?



**Would You Like To Know A Way **That**  
**NO-ONE ELSE IS DOING** that will  
allow you to email your list daily and  
have them thanking you about it?**

**Seed a **BONUS** with **EVERY**  
**Promotion** You Send Out!**

**REGARDLESS** if someone buys  
from your link!!!

**Please Go Back and Re-Read  
The Last Slide One More  
Time 😊**

**Why is this better?**

**Because Grandpa (the late Zig  
Ziglar) was right.**

*Help Enough People Get What  
They Want And You'll Get  
What You Want.*

**How Do You Achieve That?**

**Seed a **BONUS** with **EVERY**  
**Promotion** You Send Out!**

**REGARDLESS** if someone buys  
from your link!!!



# Hint

- By The way if you want a source for never ending supply of products (not so much to sell but to use as your **Seed-a-Bonus Strategy**) then you may like to [check this site and sign up HERE](#).
- You will find lots of products with the right rights! (e.g. Master Resell Rights, Private Label Rights and so on 😊)

Also, Now You Can Do This -> Send **YOUR traffic** directly to a sales page (affiliate marketing)



**Pillar +1:**  
**RINSE & REPEAT**

# The Payoff ...

- Repeat **Pillars 1-5 until you get to be making \$5k-\$8k per Month!**
- **Do not stop or quit**
- Once **you Achieve that**, you'll be well on your way to be making \$100k+ per year
- And then is when the **Real Fun Begins...**

# Scale, Scale & Scale...

- Scale the **whole Model** and Even put it **on autopilot** which can and will get you to \$250k+ per year! How? By adding more income sources ...
- Income Source No 1: Do More Of The same – Hint: Affiliate Marketing to a growing list which you build via ad swaps and solo ads mainly
- *Income Source No 2: Sell Traffic (e.g. Solo Ads to others) – Hint: You can do that by taking advantage of your current list building efforts. If we end up working together some day, I will show you a way to double and triple your list dynamic so you can continue with the main model without losing momentum. For example, you can achieve this by adding a few private email servers and/or segmenting your lists just to name a couple.*
- Income Source No 3: Sell your knowledge – Hint: the knowledge you will have gained from your Journey to \$100k a year online income

**And I haven't even touched on a  
Back-End sales funnels...**

# The 4 “Musts” of This Model

- You need to **pick an evergreen product every 4-6 months** or so...
- You need to **spend some time** (1-2h per day) **arranging ad swaps and buying solo ads** –  
*Hint: You can schedule them ahead of time (e.g sit one day 4-5h and arrange them in one go for the 7 days ahead) ...*

# The 4 “Musts” of This Model

- You need to **research Offers, found in the Affiliate Marketing Platforms**, from others that you are happy to promote to your lists
- These are offers **with high Earning Per Clicks (EPCs)** – *this is really the ratio of visitors to buyers to an offer- in one of the Evergreen niches discussed previously.*
- And You **need to Market your list** almost daily.



# Quick Recap:

## The 5+1 Pillars to \$100k Online

1. **Pick a Product** in JUST ONE of the evergreen (WordPress, Facebook, Mobile, MMO) Niches – *See Slide 33.*
2. **Set up a simple 2-4 pages website** in a sales funnel design. – *See Slide 38*
3. **Build Your List** Continuously – *See Slide 51*
4. **Drive Traffic to the Squeeze Page** aka entrance to our sales funnel in a very simple Website – *See Slide 61*
5. **Email Marketing** Your List DAILY (yes, Daily) with either your or Others Product – *See Slide 74*
6. **Rinse & Repeat** until you make it – *see slide 89*

# The Exact System

- What You've just been through is **The Simplest, Repeatable, Affordable and Most Profitable** System I Have Ever Used and Still Using...
- That **Got Me to \$100k** initially and now To Over \$250k a Year Online.
- And if you'd like me to help you implement everything we've gone over, **I'd be delighted.**
- [Click Here To Find Out More If You Like](#)
- Or Read a Personal Letter that follows and I think you can relate.
- Either way, It's been a pleasure making this blueprint for you and I hope you've got some useful strategies and techniques to implement.

*The 5 Pillars to \$100k+ Online Business*

# Resources

[BootstrappingStrategies.com](http://BootstrappingStrategies.com)

# Resources

## Domain Name & Hosting Providers

[Name Cheap](#) ← I use this domain name service for most of my domains.

[Hostgator](#) ← Reliable Budget Webhost.

## Page Building Service Providers

[Leadpages](#) ← I am using this in the training. Not free. You want the \$37/month package

[ClickFunnels](#) – Not free but has 2 Weeks Free Trial. Get this if you are on a very tight budget

[Unbounce](#) – Another similar service. Not Free

## Email Service Providers/Autoresponders

[Aweber](#) ← I am using this in the training. It has free 30-day trial (used to be \$1)

[Get Response](#) – Good. Also has a free 30 day trial

[Mail Chimp](#) – Has a free 2000 subscriber account last time I checked

## Affiliate Marketing Platforms

[JVZoo](#) ← I am using this in the training

[Warrior Special Offers](#)

[Clickbank](#)

## Traffic/Solo Ad Vendors/Ad Swaps

[UDIMI](#) ← I am using this in the training. It's free to find solo ad Sellers to send you traffic once you've got everything setup

[Safe Swaps](#) ← Huge Community with like minded people to build your list.

## Other FREE Tools & Resources

[7 Zip](#) - Zip Extraction of files

[Open Office](#) - If you don't have WORD 2007+

[FileZilla](#) – For Transfer of files off and on your web host

### HTML EDITORS FREE

[Kompozer](#)

[Komodo](#)



**Would You Like Me To Personally  
Help you Make \$40k, \$50k or Even \$100k  
Online within 12 months  
...For Free?**



From The Desk of Kostas Papadakis

London,

UK

*Kostas Papadakis*

Dear Friend,

I'm looking for a "dream" client that I can bring in massive windfalls for.

If you're that client, I will personally work with you one-on-one in setting up your online business to help you achieve anywhere from \$40k to over \$100k in revenue in the next 12 months.

If you're that client, I will design and set up offers for you. I will set up and host domains and web sites for you. I will even give you a list with private email server software to help you get started in the shortest time possible.

**You Pay Nothing Out Of Pocket, Ever.**

Here's why.

**Find Out More**