

Changing Lives for Fun & Profit

Presented by Alan Tutt

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Step 1: Find your core value

SWOT Analysis: Strengths, weaknesses, opportunities, threats.

What are you GOOD at? (Your strengths). What are you NOT GOOD at? (Your weaknesses)

What type of products / services are others willing to pay for? (Opportunities)

Are there plenty of others providing the same type of value? (Threats) If so, how can you be different?

Find a good balance point considering all of these factors.

Step 2: Pick a business model

There are a million ways to make a million dollars. You don't have to be an expert in a topic. You can be a reporter gathering information for those you serve. You can also provide services.

Are you good at dealing with people face to face, or are you more comfortable facing a computer?

Do you enjoy being the center of attention, or would you be happier behind the scenes?

Do you prefer a structured work environment, or is "going with the flow" more your style?

Make sure that any business model you pick fits with your style and preferences. Only when you are happy and enjoying your work will be truly successful.

Step 3: Create your first product / service

If you provide services, these are your products. (*Massage therapy, healing sessions, readings, etc.*)

If you provide expertise, you can package this as coaching/consulting, workshops, classes, audio programs, videos, or books. The most effective process here is to structure your expertise as a series of steps which help your customer / client produce a desired result the easiest way possible.

Remember: People pay for RESULTS, not for information.

If you're not an expert, you can make money helping others promote their businesses. Consider Oprah as an example. Or newspapers and magazines. They gather an audience around a topic, publish information created by others, and sell advertising as their "product".

Step 4: Start trading value for value

Once you have your business set up, this is where you'll spend a good portion of your time.

Focus on what you (or your products) can do for people. Let people know how they will benefit from getting to know you and your products better.

Offer something as a free introductory gift, and use that interaction to introduce folks to an easy-to-buy product you have available. Treat your prospects and customers as you would a new friend.

After someone knows the value of your entry product, introduce them to your other products.

To Take This Further ...

An 8-week Workshop Class to Develop Your New (or Existing) Business

If there are enough folks interested (*at least 10*), I will present an 8-week workshop class to guide you through the process of defining your core value, picking a business model, creating a product line, and marketing your new business to the world.

Each session will last about 3 – 4 hours, and I'll be available for an additional hour or two each week for questions and assistance.

Weekly Sessions Include:

- Week 1: Define Your Mission (*Core Value / Message*)
- Week 2: Map Out a Product Line (*Free gift, Entry Product, Backend Profit-Maker*)
- Week 3: Set Up a Sales System (*Including a working website*)
- Week 4: Introductory Marketing Materials (*Free gift, articles, interviews, etc.*)
- Week 5: Selling Your Entry Product (*In person, and online*)
- Week 6: Selling Your Backend Profit-Maker (*In person, and online*)
- Week 7: Advertising (*Paid ads, Free Advertising, Affiliate Representatives*)
- Week 8: Creating Your Products (*Live events, recorded products, books & ebooks*)
- Week 9: Bonus – World-Class Copywriting (*Going deeper into sales psychology*)

What will this class cost?

To be honest, it's not going to be cheap, but it WILL be a great value.

To hire me for this service as a 1-on-1 consultant would cost about \$1500. (*8 sessions of 3-4 hours each at \$50/hour.*) However, I've decided to make this class affordable at just \$50 per week, or \$400 in total. (*Week 9 is free for those who complete the 8 week program.*) For those comfortable paying the full amount up front, I'll knock it down to \$350.

Half of the class fees go to the Coptic Center, so this will be a great way to support the organization we all love.

But to make this work for me, I need at least 10 people to sign up, as there will be a HUGE amount of work on my end to put this together.

All classes will be recorded, and those who complete the program will get a free copy of the recordings.

You don't have to say 'Yes' now. All I need is a 'Maybe'.

Once I get 10 'Maybe's, we'll schedule the class.

For more information, contact Alan Tutt at (616) 250-0980 or alan@alantutt.com.