13 Keys to Online Success

The exact framework I used to build a highly profitable global brand.

JoinBSchool.com
KEY NUMBER ONE IS ________________.

Spill It: How do you deal with criticism?

KEY NUMBER TWO IS ________________.

Spill It: Let's get it on paper—what is your dream business?

KEY NUMBER THREE IS ________________.

True or False: It's not necessary to be super-specific about who your audience is and what it is you're providing them when you're first starting out.

○ True       ○ False

Name It & Claim It! Why do you need to have a clear vision for your business?

© MARIE FORLEO INTERNATIONAL  JOINBSCHOOL.COM
KEY NUMBER FOUR IS _______________.

Fill in the Blank: You should stand _______________ with your market.

Fill in the Blank: If you’re willing to _________ & __________ you’re going to rise to the top.

KEY NUMBER FIVE IS _______________.

Define this key. How does it apply to your business and where would a consumer find it?

__________________________

__________________________

__________________________

True or False: It doesn’t matter what you put on your website as long as you have something there.

○ True ○ False

KEY NUMBER SIX IS _______________.

Fill in the Blank: The biggest secret to getting any result in life is _______________.

Food for Thought: “For every disciplined effort there is a multiple reward.” - Jim Rohn

Spill It: Do you procrastinate when it comes to seemingly small things like blog posts and newsletters?

__________________________

__________________________

__________________________
**KEY NUMBER SEVEN IS _______________.**

Define this key—why is it so important especially when you’re first starting out?

---

True or False: If you have an amazing blog post but a terrible heading, no one will read it.

- [ ] True
- [ ] False

Circle everything this key applies to:

<table>
<thead>
<tr>
<th>Blog Post Titles</th>
<th>Email Subject Lines</th>
<th>Emails</th>
<th>Sales Pages</th>
<th>Sales Videos</th>
<th>All Web Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>CTAs or Calls to Action</td>
<td>Buy Now Buttons</td>
<td>Product Descriptions</td>
<td>Scripts</td>
<td>Headlines</td>
<td>Articles</td>
</tr>
<tr>
<td>Teasers</td>
<td>Titles</td>
<td>Video Descriptions</td>
<td>Customer Service Emails</td>
<td>Autoresponder Sequences</td>
<td>Tweets</td>
</tr>
<tr>
<td>Facebook Updates</td>
<td>Webinars</td>
<td>Teleseminars</td>
<td>Instagram Updates</td>
<td>Advertising</td>
<td></td>
</tr>
</tbody>
</table>

**KEY NUMBER EIGHT IS _______________.**

Fill in the Blank: Getting someone to sign up for your list is your ________________.

Let’s Do Some Math:

\[
\text{Number of Actions Taken} \div \text{Your Total Number of Visitors} = \text{______________}.
\]
KEY NUMBER NINE IS ________________.

Why is this key so important to business success?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

What are some ways you can ensure people feel safe doing business with you?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

KEY NUMBER TEN IS ________________.

Fill in the Blank: The secret to being the ________ in the world at what you do is making it about what you can ________ versus what you can ________.

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

True or False: It doesn’t matter what you do for others—the most important thing in business is making money.

☐ True    ☐ False

KEY NUMBER ELEVEN IS ________________.

Spill It: When was the last time you learned something new for your business—what was the experience like?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________
True or False: If you want to go far and get there fast, you need a network of like-minded people.

- [ ] True  - [ ] False

Spill It: Where do you turn for support when you need a little help or guidance?


KEY NUMBER TWELVE IS ________________.


KEY NUMBER THIRTEEN IS ________________.

Why is this key the most important?


True or False: If you want to be a success, you must be committed to delivering massive value and making a real impact in the world.

- [ ] True  - [ ] False

MARIE’S DIRTY LITTLE SECRET TO MAKING MILLIONS

Fill in the Blank: It’s not about what you know or what you sell, it’s


© MARIE FORLEO INTERNATIONAL  JOINBSCHOOL.COM
Why is it so important to understand what people want and forget about what you think they need?

---

**TITLE MATCH GAME**

Below you’ll find a collection of real book titles and fake ones that tell you explicitly what the book is about. Match each real title to its boring/confusing/ineffective counterpart.

- **Skinny Bitch**
  - How to Be Present

- **Make Every Man Want You**
  - The Law of Attraction

- **I Hope They Serve Beer in Hell**
  - Thin-Slicing and You

- **The Secret**
  - Vegan Dieting for Women

- **Freakonomics**
  - Geoarbitrage for the Masses

- **Blink: The Power of Thinking Without Thinking**
  - Random Dude Behaving Badly

- **The 4-Hour Workweek: Escape 9-5, Live Anywhere, and Join the New Rich**
  - Economics for Everyone

---

**To Sum Things Up: What is Marie’s Trojan Horse concept really about?**

---

“*When it comes to both money and creativity, there’s always more where that came from.*” — Marie Forleo