



Work1099 Training Manual

How to Grow Your Business from \$0 to \$1,000,000.00 In Sales

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This Training Manual Covers:

- The exact steps you *must* take to take to build a highly profitable business (If you're an entrepreneur or small business owner who is struggling to bring in the big bucks ... you've probably over-looked one of these *crucial* steps).
- The #1 mistake most entrepreneurs make that keeps them from *ever* achieving the level of income they desire ... How to make your business *wildly* profitable instead.
- The \$1,000 per hour and \$10,000 per hour tasks you *must* focus on in order to achieve a 7-figure income ... and why focusing on the "important stuff" instead (like most entrepreneurs) is likely to only make you *pennies* in comparison.
- What you *do not* need to do to achieve a 7-figure income (avoid these *common* time-wasters at all costs).
- And much, much more. Including recommended materials that show you how to take the next steps ... Everything you need to start on your path towards a *7-figure* income.

Introduction

If you're like most current or aspiring entrepreneurs, you may be wondering if it's actually possible for you, personally, to build a 7-figure income. The answer to that question is both yes ... and no. Allow me to explain.

It depends on how you view the challenge ... and how you approach overcoming it. For example: clients frequently ask me these two questions: They want to know how much money a specific business could make per year (often a business they already own or want to start). They also want to know if that business will be enough to reach their income goals. But here's the problem:

They want to make good money. But they are set on the idea that they will own only a single business. So they are worried they'll pick the wrong business to start ... and never reach their goals.

If you think like an entrepreneur instead, you can make as much money as you want to make. Because an entrepreneur doesn't work in their business as an employee. They are the person leading the show. They start the business, *build* the business, and *automate* the business.

If the first business you build, once it is up-and-running and mostly-automated, does not achieve your income goals, you simply start, build and automate another business ... and, if necessary, start, build and automate yet another business. However many it takes to reach your goal of achieving a 7-figure per year income.

Work1099 Expert Tip: This approach is infinitely more likely to bring you success than trying to pick a big winner the first time ... and hoping it all works out. It's the difference between strutting into a casino with everything you own, walking up to the roulette table, and letting it all ride on red ... versus taking deliberate steps towards your goals that can't fail as long as you don't give up.

Building a 7-figure income really is that straightforward ...

Most entrepreneurs don't reach their income goals because they lose sight of this core truth. They get caught up in doing "everything required to run a business" – for just one business (often times for a business they currently own that could never become profitable enough, on its own, to reach their goals).

This distracts them from doing the things that will actually lead them to their desired level of income (automating the current business to free their personal time ... and then spending their time to start another business).

Of course, yes, there are cases where a single business is enough to reach a million a year. This is a rarer case, however. It also usually requires a higher degree of skill. If it's your first time out as an entrepreneur, you'll need to hone your chops in some easier-to-win businesses first ... before tackling those kind of large projects.

So, you are likely starting to see why most people doubt it's possible to achieve this goal. It isn't that it isn't possible. It's that almost everyone is approaching the problem incorrectly ... and *seeing* the problem in unhealthy ways. With a healthier view of the problem, you personally ... can absolutely ... do this.

The rest of this report is only going to be concerned with this core truth about achieving a high level of income; being the entrepreneur ... not the employee in your own business. I'm not going to cover anything else ... because you can (gladly) ignore almost everything else ... and make more money as a result.

The Key to Building a 7-Figure Business From Scratch

On the road to building a highly profitable business, you want to start with a win and then grow it bigger. Don't bother trying to make a million dollars. Start with becoming profitable instead; make more than you spend. Then, over time, grow your profits until you are making millions.

This approach is infinitely more likely to succeed than trying to make millions right out of the gate. Because it's focused on where you are right now ... and planning the steps towards where you want to be (rather than ignoring where you are and trying to become a millionaire by next week).

The rest of this report is about reaching profitability as soon as possible ... and then continually improving your profits from there.

Goal #1: Become Profitable

You may feel like you are setting your sights low with goal. It is the first crucial step, however. Anything complex that works (such as a profitable business) started as something simple that worked. Skipping from nothing to complex never works.

It causes train wrecks every time.

You need to get something working. Once it is working, it is infinitely easier to scale it up to something bigger. Up next, is everything you'll need to make that happen. The things required to get a business up and working ... and make it profitable. Then, we'll talk about how to take that starting platform ... and turn it into a highly profitable enterprise.

What You'll Need to Get Started

You'll need the following in order to have a business:

- **People to sell things to** -- A target market. But not just any market. A market you can win (instead of one that's difficult or impossible to win)
- **An understanding of those people** (so you know what products are likely to succeed ... and know how to create advertisements that bring in customers)
- **Something to sell to that market** – A product.
- **A way to take orders and ship your product to customers**
- **A way to sell your product** – Whether sales materials on your website or advertisements in newspapers and magazines.
- **People who view your sales materials** – whether visitors to your website or customers walking into your store.
- **Testing, Analysis and Adaptation** -- This is the stuff you use to steer yourself from your starting platform to profitability ... and beyond.

These things listed above are non-negotiable. Without any of them there is no grounds for a business succeeding. Next, we'll take a look at each one in more detail.

Requirement #1: How to Find a Market You Can Win

The easiest way to win is to only play games that are easy to win. Some markets will take 100x *less* effort to enter and succeed than others. The flip side is that some will take 100x *more* effort. If you're new to starting a business, you'll want to stick to the ones that are 100x easier.

Indeed, many aspiring entrepreneurs' dreams get dashed on the rocks each year. Most of them because they entered a hardcore market right out of the gates. There's a better way.

Here's how you uncover markets that are easy to get started in: The easiest way to think of this is the following:

- A “Category” is a large collection of smaller markets. For example: “Health”, “Beauty”, “Financial”.
- Then, each category can be divided into market. For example, health has a niche for every health concern you can imagine; for example: cancer, quit smoking, and anti-aging.
- Then, these can be divided into “niches.” Smaller markets within the larger market. For example, every individual product, such as cameras, is its own smaller market.
- Where you find the lowest competition markets is usually when you sub-divide these niches further into micro-niches. For example, there are specific kinds of cancer; many times, each one needing a different approach to treating it.

A micro niche usually involves focusing on one smaller, extremely specific group of people ... with a specific problem.

These micro-niches are the ideal place to get your start. They tend to be low competition ... making it easier to get started. They also tend to require less upfront investment to get started, because the cost of advertising in these markets is lower; even if you make a few mistakes in your advertising, you'll still be able to recover and keep going. There is one trade-off we need to discuss, though.

These micro-niches won't have the same profit potential as the hyper-competitive markets. You need to think big picture on this, though. The hyper-competitive markets may have more profit potential, but they'll take a lot longer to break into, and require more upfront investment before it pays off. You'd also struggle to learn the ropes of business in such a hyper-competitive environment.

Plus, if you try to roll a 13 with only two six-sided dice, you'll always fail.

You'll want to avoid hyper-competitive markets until you learn the ropes and have more capital in tow to invest upfront.

With that in mind, it becomes clear that making *some* money soon is better than *maybe* (and maybe not) making more money in 2-5 years. Then, once you have one successful business in a micro-niche, you simply go into another slightly more competitive niche for your next business venture. At that point, you'll have more experience under your belt, you'll have a much easier time winning in the new market than you would have before as well.

Then, later, you could go for even larger, higher competition markets.

Requirement #2: An understanding of your selected market

The better you understand your target market, the better you will be able to write effective sales materials ... so you get more customers sooner, with less effort, and at a lower cost. Also, the better you understand your market, the better you can create products that your market will be glad to buy.

For starters, do research and come to understand the following about your market:

- What they already want (so you can sell it to them)
- What they don't want (so you can avoid trying to sell it to them)
- Their beliefs
- Their thoughts
- Their opinions
- Their assumptions
- Their actions
- How they feel about the products in your market
- Their fears
- Their hopes and dreams
- The things they strongly dislike

Once you understand those core things about the people in your market, it will be much easier to pen successful sales materials targeted at them. It will also be easier to create products they will be glad to buy.

To get started, I recommend you simply hang out where the market hangs out. For example, forums that they commonly use. You can learn a lot by studying their conversations. Later, you can learn additional techniques as well.

Requirement #3: Something to sell to that market

Once you have at least a baser understanding of your market, it's time to create a product to sell to them. Note: understanding them first is far more likely to succeed than coming up with a product and hoping they like it (what most businesses do).

The main thing here is that you just want to take what you found out they want ... and give it to them. The closer your product matches what they already want, the more likely it is to succeed wildly.

Requirement #4: A way to fulfill that product when it's ordered

You'll need some way to deliver the product to customers. If it is a physical product, you can use a service such as Amazon.com's fulfillment center. Or another fulfillment center.

If it's a digital product (such as a book), you can use shopping cart software that will take orders for you and automatically deliver the product. For example: 1shoppingcart.com.

Requirement #5: A way to sell what you are offering

Once you have a product and a way to deliver it, you need a way to sell it. Again, simply use the research you gathered to create a sales message. I've included some resources for doing so in the related materials section.

Work1099 Expert Tip: The main thing to keep in mind is this: the more closely your sales message matches their desires, beliefs, and hopes, the more likely it is to attract them into making a purchase. This is why it's critical to start by understanding your market. Without it, you'll struggle to write effective advertisements.

Requirement #6: People who view your sales materials

This is often referred to as “traffic.” It is people coming in contact with your sales materials. Whether reading your web page, seeing your ad in a magazine, or walking into your store.

The most important thing to keep in mind is that there is no such thing as “free traffic.” There are methods you can use that don’t cost money. But they still cost you your personal time and energy.

Personally, I recommend pay-with-money traffic over pay-with-time traffic for getting started. It will allow you to find out if a business is viable as soon as possible. Starting with pay-with-time traffic would mean not finding out until six months later. This is important, because if it’s not going to work well, you want to be able to know as soon as possible ... so you can switch to a different market instead.

In the resources section below, I’ve included some books to look into for how to get traffic.

Requirement #7: Testing, Analysis and Adaptation

This is the most powerful part of your business. The other stuff has to come first or there wouldn't be anything to analyze and adapt, but once that is in place your biggest money maker will always be your ability to strategically steer your business.

This is how you will be able to take the foundational elements above and transform them into a profitable business. Then, transform your profitable business into a highly-profitable enterprise. This section will cover a simple method for doing so.

Here's what you need to know: There are 3 primary ways you can continue to grow your income. You can improve existing businesses of yours. You can start new businesses. And you can remove any under-performing businesses. That's it.

The rest of this section will take a look at each of these options in greater detail.

Income Area of Improvement #1: Improving existing ventures

There are a few key areas of improvement in any business. These tend to represent where the most significant improvements to your business are likely to be made. Below, I'll go over each of these.

- **Improve your understanding of the market** – This is required for most other improvements. Improving your understanding of the market allows you to improve your advertising, improve your products, and ultimately improve your profits. Without an understanding of the market, you are just guessing ... and that tends to pay low in comparison.
- **Improve your product to market match** – as you learn more about your market, improve your product to better deliver what they already want.
- **Improve your conversion rates** – make your website convert a higher % of visitors into customers. Make your advertisements convince a greater % of readers to visit your website. Make your e-mails convince more people to buy your products. The same for sales letters.

The most straight-forward method for doing this is to improve your understanding of your market. Then use that information to do A/B

split-testing. I've included a resource for learning more about this in the related materials section.

- **Increase your traffic** – get more people to visit your website each month.
- **Improve your personal effectiveness** – If you train yourself to get twice as much done each week, your business will grow much faster. There are many personal development methods, but I'll recommend just two of the most powerful ones. I've included them in the related materials section at the end of this report.
- **Continually move towards doing only high dollar-per-hour tasks yourself** – Find out what is yielding the most money for your time, effort and money invested into it. Do more of those things.

Find out what is yielding little money for your time and effort. If it's something necessary for your business, outsource it instead of doing it personally. If it's something unnecessary, just stop doing it.

But outsourcing costs money you say? Consider this...

Let's say you outsource a task that was making you \$5 per hour to someone for \$5 per hour. Then, you start doing a \$15 per hour task instead each day. You are now making \$10 per hour more than you were before.

Outsourcing doesn't *cost* you money, it *makes* you money. For details on doing it, see the related resources section.

Income Area of Improvement #2: Remove under-performing businesses

After entering a market, you may find out that it isn't as profitable as you'd hoped. The steps you went through earlier allow you to greatly minimize the chances of this happening, but it still may. If it does, you're better off pulling the plug early and going onto the next venture.

Keep in mind, if you are new to this, it may not be that the market is a dud. You just need some additional time to practice. You'll have to assess the issue thoroughly before deciding.

Income Area of Improvement #3: Start new businesses

One other option is to apply the steps above to create new businesses. This option is best-saved for once you have gotten your first venture up and running successfully ... and are looking for places to expand.

Work1099 Expert Tip: The steps above were laid out in a way that made them easier to explain. When you apply them, though, you'll do it in the following order instead:

- Select a market
- Market research
- Create sales materials on your website – start with just a basic site and an opt-in to your e-mail list.

Ideally, you should give away a free bonus that aims to solve the same problems your product will once you've created it. This allows you to test the waters for a product offering to this market (if they sign up for a freebie that is essentially a smaller version of your final product, you can have some confidence they'll buy a larger version of

it later).

If you do things well, you can typically sell 5-10% of those who opt-in on your product (and some of them on more than one product).

- Get traffic
- Wait and see if there is interest in your free report – If there isn't enough interest to be worth going to the trouble of creating a product, just move onto trying the next market. If there is interest, do the next step.
- Create a product to sell to them (Ideally, the free report from before and the final product are closely-related and solve the same problems. The product is just a larger version of it)
- Create a sales letter selling it
- Offer it for sale to your e-mail list – just deliver it manually at first to test the waters. For example, if you have to box it up and ship it yourself, do so for the first 10 or more orders. You want to know the product is a success before investing in figuring out fulfillment.
- If the product succeeds, work out automated fulfillment details.
- Begin Testing, Analyzing and Adapting to reach profitability and then continually improve profits over time.

Your Next Action Steps:

If you aren't sure how to do any of the steps below, see the related materials section below ... for where to learn the details.

- Step #1: Follow the steps above to enter your first venture
- Step #2: Schedule a time each week to analyze and look for improvements to your venture(s). Look at each possible area of improvement listed above under “Testing, Analysis, and Adaptation”, and ask yourself: “How could I improve this area of my businesses?”

Write down your answers. Then, schedule to implement the best ideas during the next week.

- Step #3: Continually improve existing ventures, add new ventures, or remove unprofitable ventures until you arrive at a 7 figure income.

Related Resources

You may have noticed that this report focused on “high level” details. It was concerned with steering you in the right direction more than giving you a detailed step-by-step walk-through ... because the right direction is of much greater value to your future success.

Now, I'd like to show you some valuable resources you can use to take the next steps. You've learned the most valuable things above. Now, it's time to learn the details of them ... and apply them.

- **For getting traffic**, I recommend you check out “The Ultimate Guide to Google Adwords” by Perry Marshall
- **“4-Hour Outsourcing” by yours truly shows you how to build and automate businesses** ... so you can then turn your sights to the next one ... and continually grow your income over time.
- **For learning more about how to pick winning markets and gather market research**, I recommend “Simplified Next-Step Marketing Guide” by Perry Marshall
- **For learning how to write sales materials**, I recommend that you study the sciences of Direct Marketing, Direct-Response Design and Copywriting.
- **For improving your personal effectiveness** look into the book “Ultimate Power” by Anthony Robbins to discover powerful psychological methods for improving your rate of success in life.

Also check out the blog at Bulletproofexec.com (curated by Dave Asprey) to find powerful *physiological* ways to upgrade your body and mind for peak performance.

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