



## Welcome to the Masterclass

### Why is this training important?

*You need two things to build any project: adequate tools and a blueprint.*

Builderall gives you the **TOOLS** you need – to build the system you need – to make money online.

This training will give you the **BLUEPRINT**.

### What if I have no skills or resources?

Dave's strategies offer solutions that cross all boundaries. If you have the commitment to learn and act, you can succeed and build a successful online business.

### What can I expect to gain from this masterclass?

- Ten business models you can use alone – or with each other – to create your chosen business.
- Learn the actual business model for each business.
- Learn how to implement the strategy for each business model, using Builderall as your tools.
- Learn the marketing strategy to grow your business and get your first customers – for each business model.
- Bonus Notes and Resources to Download
- Invitation to a 30-Day Workshop with Dave and Matt to get your business started and going strong. (*optional*)

### Business #10 – Selling Personal Items

New businesses need working capital. You need working capital for:



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- Training (to learn better skills).
- Mentorship (accountability and guidance).
- Advertising (to reach more customers).

A clear and simplified environment helps increase your ability to focus and helps defeat *decision fatigue*.

Selling personal items you no longer need or want – rather than *giving* them away – gets you accustomed to receiving money for goods and services, and **more comfortable with sales**.

With the increased comfort of receiving money for your goods and services, you will gain the confidence to make higher-priced offers.

There are only three ways to grow a business – **get new customers**, get **repeat business** from customers you already have, or **sell higher-priced offers**.

### Where do I sell personal items?

- Facebook Marketplace
- eBay
- Craigslist
- Bonanza
- eBid
- Letgo
- Poshmark
- Ruby Lane
- Etsy
- Swappa
- Glide
- Gazelle

Ask yourself these two questions:



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1. What can I sell to clear my space and reinvest in the future of my business?
2. What can I do to set up a system to clear my space every six months going forward?

No sales funnel needed. No marketing strategy needed. **All you need is HUSTLE.**

### **Business # 9 – Leveraging the App Economy**

Participating in the App Economy is a great way to master customer service.

Your reputation is based on the comments and ratings of your customers.

If you operate your business with the same philosophy, you **WILL** succeed.

You will learn to give extra value and go the extra mile to please your customers.

### **Business # 8 – Network Marketing**

Great entry-point into entrepreneurship.

Requires a specific strategy (brand YOURSELF, not the company).

Requires a sales funnel.

Most network marketers are using replicated company websites and marketing materials, and they generally look the same.

### **PEOPLE BUY FROM PEOPLE**

Social media gives you a platform to sell directly to people.

How to Brand Yourself on Social Media Platforms (i.e. Facebook & YouTube)

Share valuable and/or inspiring content.

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Share valuable and/or inspiring content.

Drive leads to your *bridge-page funnel*.

A bridge page offers you an opportunity to introduce yourself and your story to your visitors, and **collect their email addresses** BEFORE you send them to the company website.

On your bridge page, you can invite them to call you on the phone or chat with you directly.

A bridge page builds your personal brand AND builds your email marketing list.

Go to Canvas and ADD FUNNEL.

Name your funnel and add a description.

Choose Generate Leads.

Choose a THEME.

- A squeeze page is a page with an opt-in form, where you collect data from the user in exchange for an offer (lead magnet).
- A FORM is used to create specific fields of input to capture the information from the user.
- A Confirm email page is used to alert the user to confirm their information by opening the automatic email you sent.
- Bridge page – This is where you introduce yourself and your story and make your offer.

Generate website & edit the design to fit your brand.

PNG images have transparent backgrounds. SAVE each page after editing.

Configure the action on the button to lead to the company sales page.



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Tell them exactly what they need to do.

Builderall includes an autoresponder system that can cost between 20 and *hundreds* of dollars per month on other platforms.

### **Business # 7 – Marketing Agencies**

An Application Funnel is a funnel to generate leads to bring people in to work with you. Such as:

- Asking for information.
- Requesting a quote.
- Requesting a phone consultation.

Demonstrating value, your knowledge, and/or skill is the #1 way to get leads into your funnel. (case studies)

Taking action, by employing an application funnel for YOUR business, will eventually generate leads. These results become your case study to reach business owners that need results, too.

Use social media to reach your niche. (free)

Set clear and concise expectations – with time frames – with your clients.

Ask for referrals.

### **How to Create an Application Funnel**

Go to Canvas and ADD FUNNEL.

Name your funnel and add a description.

Choose Generate Leads.

Choose Application Funnel.



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Choose a THEME (Agency Theme used in the demonstration).

Remove Confirmation Page (optional).

The Application Funnel uses three pages and two forms:

1. Opt-in form on the squeeze page, for basic information.
2. Application form on the Application page with customized fields.

Thank-you page.

Generate the website by giving it a name and choosing CREATE.

Edit content.

Delete any unwanted elements.

Don't over-complicate things. Keep it simple.

Go to the MailingBoss Autoresponder.

Create a List for your Application Funnel.

Customize your form to accept the desired information. (See MailingBoss Training)

Configure the Application Form to sync with your list in MailingBoss.

Edit Your Thank-you page.

### **Business # 6 – Events and Masterminds**

Use the Application Funnel.

Start small. Aim to get 2-5 people to your event.

Give focused and concentrated attention.

Capture media to use in marketing.



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Rinse, repeat, and grow with time.

Hold one event per month.

Offer a higher-priced service at the end of your value-packed event.

### **Business # 5 – E-commerce**

Find a product. Buy low. Sell high.

### **What makes a product go 'viral'?**

A product that can be easily demonstrated in a short video, like cooking gadgets, before and after shots, and hair care.

### **eCommerce by Magento**

Create STORE.

If you have a domain, CONNECT DOMAIN.

If you need a domain, submit a name for your store and check availability.

If available, CREATE STORE.

It takes time to build your eCommerce store in the background. Be patient.

OPEN STORE to view your store. The page is a pre-loaded template you can customize.

OPEN ADMIN – Use the Magento login to enter your Magento dashboard to manage and track your marketing and sales.

DELETE STORE – Completely remove your store.

SETTINGS – Connect Domain



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### Dashboard:

- SALES – Orders; Invoices; Shipments; Dispatches; Batches; Credit Memos; Billing Agreements; Transactions.
- CATALOG – Collections of products
- CUSTOMERS – Manage customers.
- MARKETING - Manage marketing content, automation, promotions, user content, etc.
- CONTENT – Manage content on pages.
- REPORTS – Generate analytics and reports.
- STORES – Configure store settings.
- SYSTEM
- FIND PARTNERS/EXTENSIONS

**eCommerce by Magento is a premier world-class system** included in the Builderall platform to take your game to the next level.

### Business # 4 – Coaching / Consulting

Advantages:

1. No physical product.
2. Low overhead and entry-level.
3. Scalable.
4. Stand-alone product and/or additional income stream.

Use the Application Funnel

The goal is to find people to apply to work with you.

Use case studies to prove value.

DISCLAIMER: Be careful about making unrealistic claims.

Offer a lead magnet and personal consultation appointment.



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Offer a FREE BONUS just for keeping the appointment to improve appointment rates.

Coaching Campaign Example

Build A Fan Page / Business Page

Run AD, ask for comments to begin a relationship.

Coaching is easily scaled to groups, and then further scaled to facilitating larger groups.

### **Business # 3 – Digital Products**

Digital Products are audio, video, or written content that you have produced, uploaded to the internet, and offered for consumption by others.

The advantages of this business model are: the speed of production, easy to act quickly, and can be *evergreen* and sold repeatedly.

Unlimited scalability.

Offer different levels of content or price points.

Host on private Facebook groups for FREE.

Use Builderall Webinar App, eLearning App, and other great tools to create Membership pages for delivering your content.

Use the VSL Funnel

### **What is a VSL?**

A VSL is a video version of a sales letter with the following components:

- Present a big idea that leads to a story.
- Describe offer.



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- Use bullet points.
- Make a guarantee to remove risk.
- Add bonuses for immediate action.
- Make a call-to-action.

Record the audio and create a video or find a creator to edit your audio into your VSL.

VSL Funnel

Name funnel.

Choose Generate Sales.

Choose **Video Sales Letter** or a Membership/Membership VIP Funnel.

Choose Courses Theme.

Add checkout for any upsell or down-sell offers.

Edit content of pages.

Keep it simple.

eLearning App

Create course.

Create category.

Add teacher.

Create course.

Choose options to edit.

Set the action on the button on your Thank-you page to direct to your eLearning course.



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### **Business # 2 – Freelancing**

Join freelancing groups to offer your products and services.

Freelancing (selling your personal products) to hone your skills.

Use a Lead-Magnet Funnel.

Deliver a free product to their email that demonstrates your skill and provides real value in exchange.

Lead Magnet Funnel

Offer a FREE Recipe Book Example.

- Choose Generate Leads.
- Select Lead Magnet Funnel.
- Choose Theme.
- Three pages and a form connected to a MailingBoss List.
- Edit content of pages.
- Edit ACTION on the button to configure the download.

### **Business # 1 – Affiliate Marketing**

Long-standing effectiveness and the BEST online business model.

Affiliate Marketing is a relationship between a creator and a marketer who drives traffic towards a sale.

Affiliate programs with a pay-out on the lifetime value of the referred customer.

Bridge Page Funnel

- Provide valuable content to your chosen niche.
- Tell your transformational story on your bridge page.



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- Keep your funnel generic to your niche.
- Insert your affiliate partner links in your niche-centric content.
- Low entry-level cost to begin.

### Affiliate Marketing Funnel

- Choose Generate Leads
- Choose Bridge Funnel.
- Choose Theme.
  1. Squeeze Page
  2. Opt-in Form
  3. Bridge Page
- Edit pages. Configure the form to MailingBoss. Configure the BUTTON with your affiliate link.

Research affiliate programs on websites like ClickBank, JVZoo, and others. If you would like to be a Builderall affiliate, you can also do that as well.

If you need more help or assistance with marketing and sales, look inside your Builderall back office under “courses” to sign up for our next Builderall bootcamp.