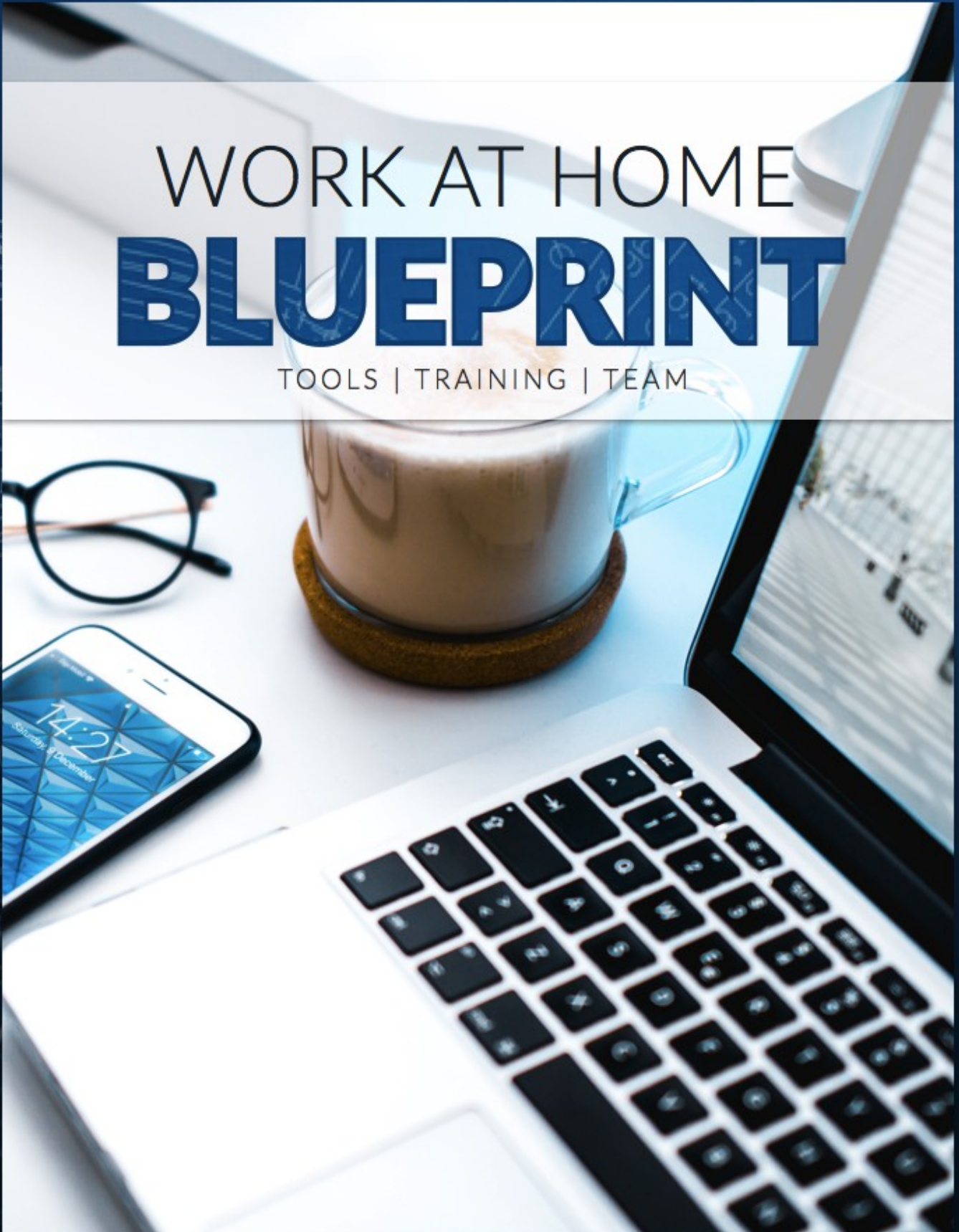


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# WORK AT HOME **BLUEPRINT**

TOOLS | TRAINING | TEAM



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# Work At Home Blueprint

By Mike Cowles.

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## TOOLS

### Conversion Website

This site has one purpose, to turn leads into customers. There's no blog, no about us page, nothing fancy at all. It's bare bones, get to the point and show me how you can help me solve my problem.

There's actually only five pages needed to accomplish a well tuned conversion website. Here's all you're going to need...

*Lead capture page*

*Lead magnet download page*

*Sales page (or video sales page)*

*Product download page*

*Legal page (terms, privacy, contact & disclaimer)*

That's it. You can add more later, but first fine tune those five pages to start making money asap.

**To set up your website, you'll need a domain, hosting and a theme that's beginner friendly.**

For the domain, simply go to [www.namecheap.com](http://www.namecheap.com) and grab one. The main things to focus on are that is ***easy to spell, easy to remember and targeted***. Try to get a dot com, net or dot co if possible.

For hosting, you can get started for under \$4 per month on my personal, secure server at <https://epicmarketer.com/hosting>.

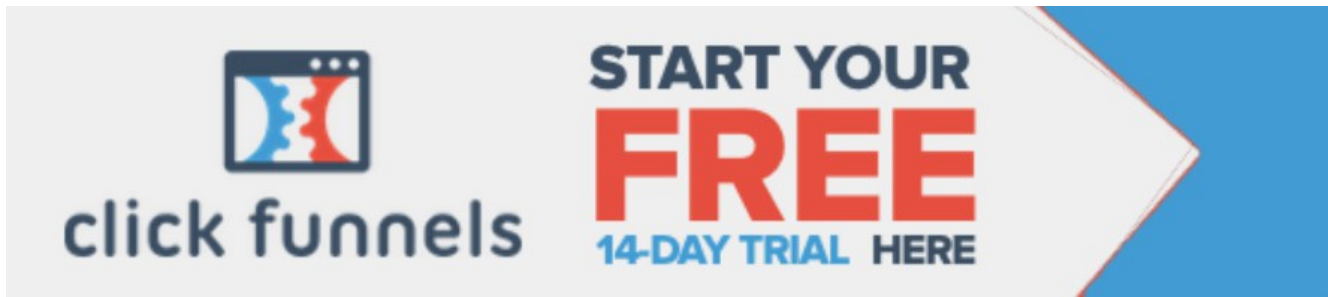


The plan starts at only \$3.97 per month and includes 24/7 support and service. Plus your site will be backed up automatically every day in case if something ever happens.

For the theme, there are two options I'd recommend. If you're on a tight budget, I'd suggest Enfold theme. It comes with several complete website templates that are mobile responsive and look great. You can pick it up for \$59 (at the time of writing this pdf) [here](#).

If you've got a little money to invest in your business, I'd suggest [Click Funnels](#). It's actually got way more than just a theme like creating specific pages for a complete funnel and it's actually pretty simple to use, but the monthly fee is \$97.

You can take it for a test drive for free for two weeks [here](#).



## Email Automation

For this software, you have a lot of choices, but after twenty years of trying just about all of them, only one stands out as the best value and ease of use.

**Aweber** (you can [click here](#) to start your free trial.)



*For less than \$20 a month* you can create extremely powerful email campaigns based on your potential (and current) customer's actions.

The three things you want to track above anything else to keep it simple and still deliver considerate, relevant information to your readers.

*Opens, clicks and sales.*

You can do this easily and automatically with Aweber so that every time someone joins your list, they'll see what they're interested in and you'll make more profit with less effort.

# Dynamic Cart

When it comes to accepting online payments, most people either use PayPal or credit cards. While both have their advantages, *both is better!*

Most online carts are super complicated and expensive. The one I'm going to recommend is both powerful and currently is offering lifetime access (vs a monthly fee).

With this software you'll be able to collect payments for digital or physical products, offer checkout page bumps, leverage upsells and downsells, automatically add buyers to your email list, reconnect with visitors that leave your checkout page and even set up your own affiliate program for additional sales and traffic.

It's called Thrive Cart. You can [find out more](#) here.



When you have this software, you can put every customer on your email list automatically, offer additional purchases on the checkout page, offer one-click upsells, your own affiliate program and much, much more.

*Plus, it takes less than 60 seconds to set it up!*

# Video Software

Whether you're recording your screen or yourself talking to the camera, you'll need to be able to record videos.

If you're recording yourself, you can simply use your smart phone. As long as you're within about 6 feet of the camera you won't even need a microphone.

**Note:** *when you edit your videos you may need to bump up the volume.*

If you're recording your screen and are on a budget, simply download a free copy of Loom at <https://www.loom.com>.

To edit the finished recording, I suggest sending it to someone on [www.fiverr.com](http://www.fiverr.com) for five bucks to add an intro, calls to action (like join my list, subscribe to my channel, buy now, etc.) and get it done right without wasting your time learning tech stuff.

# PDF & Powerpoint

The last tool you'll need is the ability to create PDFs (downloadable reports like this one) and powerpoint presentations.

PDFs are a great way to build your list. People can read them quickly and get a solution to a problem, which builds trust and encourages them to find out more about you and your business.

Powerpoint presentations are a great way to sell your product since it's visual (text and images) plus it keeps your audience focused since there's audio (your voice) as well.

The software you can use is not only FREE, but it's a breeze to use.

It's available at [www.openoffice.com](http://www.openoffice.com).

## List Building

The first area you need to master is list building. Without customers you don't have a business. With an email list you can contact prospects and customers for much less than paying for traffic from ads.

Plus you get the benefit of higher conversions, assuming you're treating your list right by telling them the truth, providing value and protecting them from people that don't care about keeping customers for life.

## Product Creation

The direction that you'll want to head is having your own product that you can brand and scale for more control and better results for your clients.

This includes all formats, (video, audio, text, graphics, etc.)

The good news is you don't need to make it perfect the first time. Actually, if you let go of the expectation that it's going to be perfect you'll be able to help more people by getting it to market sooner and adjusting and improving it as you go *based on your markets needs*.

## Affiliate Marketing

You're already using tools to accomplish your goals online that have affiliate programs, so when you share your expertise with your audience on how to do something, *include your affiliate link and be honest with them* that if they buy through your link you'll make a commission.

If you want to ramp up your affiliate sales even more, use your product creation skills to create a bonus that you can't get anywhere else. Tutorials, templates and software work great for this.

## Driving Traffic

This is often where people want to start, but the truth is it should be last. Start with your audience, focusing on their pain and how to relieve it. Then come up with a unique or improved solution and package it.

Then focus on traffic and watch what works and do more of that, if something isn't converting try to learn from it, but don't keep spending money on it.

Split test your winners and scale incrementally. If you scale your ad budget too fast, it tends to blow up on you and conversions go down which can be risky.

## TEAM

The concept of teamwork is often a hard sell for a lot of business owners. The dream of working from a coffeeshop on a laptop is so attractive that most people want to do it all on their own.

But the truth is, you can have more time at that coffee shop relaxing if you have a team in place *doing the tasks you don't want to* for a percentage of the profits.

**You'll end up making way more money with less time and effort.**

Plus, you'll be more focused and encouraged if you also join a team of like minded people that you can talk to daily to bounce ideas off of, network with, etc. There's a saying that goes, "If you're the smartest guy in the room, you're in the wrong room."



Get a coach that you trust and respect, with experience and get on a team. *It will have a bigger impact on your business than anything else.*

## Disclaimer

It should go without saying that since I don't know you or your business that everything mentioned in this report is from my own experience and the results of my coaching students and customers and I can't guarantee any results for you. It's critical that you do your own due diligence and adjust your actions until you get the results you want.

I also follow my own advice with affiliate programs, so if there's a link to a software product I don't own, I'll probably get a commission if you purchase through it, although there's no difference in cost if you use a direct link instead, it's just a way of showing your support for my effort to bring you the best products I know of.

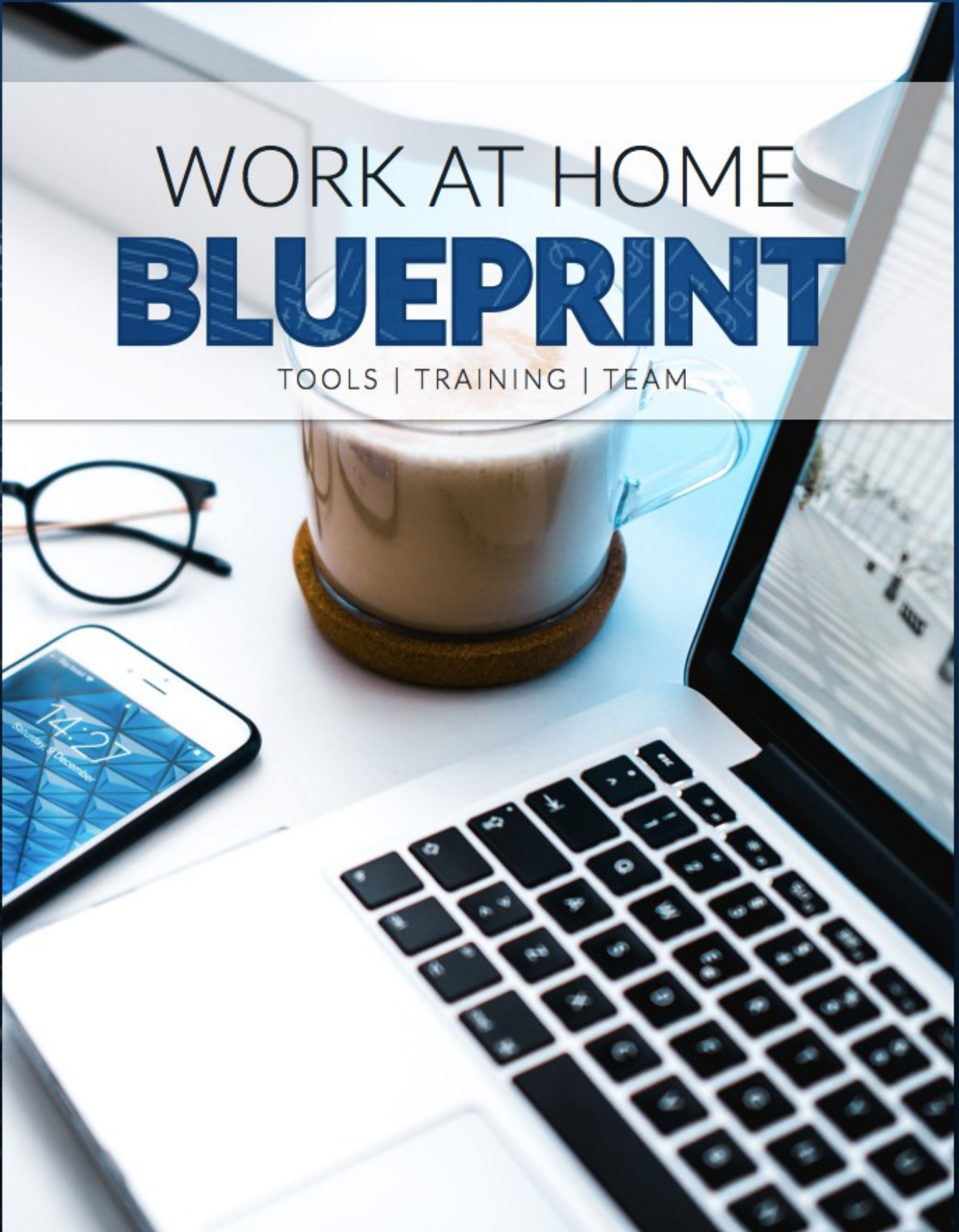
Talk soon.  
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