

FREE GUIDE



HOW TO BECOME A HIGHLY PAID DIGITAL MARKETER

BY LEARNING THE ONE SKILL THAT WILL
GIVE YOU FREEDOM & FLEXIBILITY



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By Shaqir Hussyin - CEO of WealthAcademy.com
(Official Digital Marketing Certifier & Specialist)



THE DIGITAL MARKETER FAST TRACK

CHANCES ARE THAT IF YOU ARE READING THIS YOU ARE IN ONE OF TWO POSITIONS:

1. YOU'VE REALIZED THROUGH ALL THE COVID-19 STUFF THAT YOU CAN'T JUST RELY ON A JOB OR BOSS FOR YOUR OWN SAFETY, SECURITY, SUCCESS AND MEANING.

OR

2. YOU ARE IN BUSINESS, STRUGGLING TO MAKE THINGS WORK ONLINE AND YOU KNOW THAT THIS IS THE FUTURE TREND.

EITHER WAY, YOU KNOW SOMETHING MUST CHANGE.

PERHAPS YOU ARE FEELING UNCERTAIN ABOUT THE FUTURE?

PERHAPS YOU ARE NOTICING FUTURE TRENDS?

PERHAPS YOU KNOW IN YOUR GUT, THAT YOU MUST DO SOMETHING NOW?

WHATEVER IT IS, YOU'RE HERE FOR A REASON, AND IT'S NO COINCIDENCE



CHECK THIS OUT...

On April 17th, 2020, The Washington Post reported that 22 million people lost their jobs, just 4-weeks after Trump declared an emergency.

How crazy is that? We haven't seen this level of job losses since the great depression in 1929 - so what does this tell you?

You need to **take control of your own destiny** and the only way to do that on this planet is to learn the skills that will turn you into an entrepreneur.

There are 3 skills:

1. Sales.
2. Marketing.
3. Product Development.

...and here's the secret:

Sales or products don't happen without marketing, so marketing is the **#1** skill to learn as an entrepreneur...

...and right now the world is about to go into an **"Entrepreneurship Rush"**, and you must be riding on the right horse, which is Digital Marketing.

Here at "The Digital Marketing Certifications"

...we get you because we are just like you, going through the journey of life.

Shaqir has compiled all his experience of over 20-years as Entrepreneurs & Digital Marketers, and now he wants to educate you in his Digital Marketing Online Education Program.

Why should you listen to us?

CHECK THIS OUT...



Shaqir followed all the rules in life, went to school, university and then landed a “construction” job in the city, but was completely unfulfilled. He followed the rules, and realized, “Is this it?”. From there he started an affiliate business and struggled. He was trying to make it work, and it was frustrating. He had a good product but had no idea how to get customers, so he went asking family and friends - it was horrible for him.

His big problem was, he was trying to do too many things, but nothing was really working - he didn’t know how to market his product.

Someone told him: **Become a Marketing Scientist.** So, he became obsessed, done course after course, attended events and went all in to build the skill of Digital Marketing, spending over \$100,000.

He started to figure it out, piecing it all together and had a breakthrough by using education to market his business, he expanded into Coaching/Consulting and started to turn over millions of dollars.

\$30,000,000 in sales, to be exact, all before the age of 30.

From there, he kept up his education and went to personal development events. As he was connecting with other people, he realized that no business owner knew about Digital Marketing.

So he created his first course to help them and ended up helping over 1000+ people create a 6-figure business, through the power of Digital Marketing.

The system that was born from this revelation is:

THE TAP SYSTEM



THE T.A.P SYSTEM

It's the system that turns anybody into an asset for businesses, through Digital Marketing.

This stands for;

- Target.
- Attract.
- Present.

This is literally like turning on a TAP for businesses and it explodes their growth - how cool is that?

By the way, would you like to learn this, and spend 6-months with The Digital Marketing Certifications, learning a skill that will protect your future?

More on that later.

Next, people started asking Shaqir to do their marketing for them, because of his amazing results, so he did, built a 54 person staff to deliver the service and charged \$210,000 a year.

At this point everything was going great, he had ten companies - one education, one agency, live event, personal consulting and many others.

The best in the world were working with him.



Russell Brunson

Co-Founder of ClickFunnels, company that does \$100MILLION+ Per Year is a \$100,000+ Client Of Shaqir Hussyin + FUNNELS.com



Jon Pemberthy

7 figure online ClickFunnels award winner and client of Shaqir Hussyin + WealthAcademy.com



Mark Bowness

Scaled from \$100,000 per month to having his first \$100,000 WEEK working with Shaqir Huyssin + FUNNELS.com



Julius Dein

22 Million followers (One of the world's top leading Magician Entertainers)



Mike Barron

Founder and CEO of Limelight Media Scaled To Over \$1million per month after working w/ Shaqir Hussyin + FUNNELS.com



Nathan Lucas

7-Figure Earner Freedom Influencer with 400,000+ YouTube Subscribers Is Client Of Shaqir Hussyin + FUNNELS.com



Akbar Sheikh

Akbar Sheikh known as a leading Coach for Coaches has been a client for over 5+ years



Ken Dunn

Ken is the founder of the Authority Factory and The Easier Life Mastery Event company.



Paul Lynch

Founder of Easy Sketch Pro with 100,000+ Clients. Scaled to \$10Million after working with Shaqir Hussyin



Dan Lok

World's Number 1 Entrepreneurial YouTube Influencer with 3Million Subscribers - Controversial, Love Him Or Hate Him. He's Got 3Million Subscribers.



Jeremy Miner

International sales trainer and speaker and the CEO of 7th Level Communications was a \$100,000+ client of Shaqir Hussyin (**8 Figure Entrepreneur**)



Scott Weddell

Founder of Australia's fastest growing Digital Education Company - generating over \$250,000 MONTHLY another client of Shaqir Hussyin + FUNNELS.com

Years ago he was still working on building site as a construction worker... ..earning £10 an hour, knowing that this wasn't going to be his future. It was soul-destroying - one day, Shaqir bumped into this boss on site, and he looked down, so he asked him; "What's Up?" **He said this ONE thing that stuck with him, forever.** "Son, leave the trade, I wish I had gotten out when I was your age"...

...it hit him right in the heart and made him really think about his future. So, **he decided to follow one of his passions he loves**, which was make money online, and therefore, he started his marketing journey...

...sacrificed everything he had, and still only had £1,000 in the bank account!

He made a decision though, went all in, and signed up for a 6-week course. He stayed up late, got up early and outworked everyone else in his class...

...he was obsessed!

Guess what?

He passed with flying colors and got right into the real work, in the real world - he sucked to start with, not with the training part, but with the marketing and business part... ..so he **hired various mentors for \$8,000 USD upwards to learn how to run ads, how to create no-brainer offers and how to run his online business...**



Kevin O'Leary

Famously known as one of the TV personalities for Shark Tank, Kevin O'Leary has an estimated networth of over \$400,000,000.



Tai Lopez

Tai Lopez is an American investor, entrepreneur, author and business advisor & over 500million views.



Tony Robbins

Tony Robbins is a world renowned American author, coach, motivational speaker, and philanthropist. I joined his \$75,000 Platinum Partnership Mastermind program.



Sir Richard Branson

One of the worlds most famous billionaires. Richard Branson is the founder of the Virgin group founded in 1970. World's first "official" astronaut.



Grant Cardone

Over \$1.5Billion in Real Estate, rated as one of the top 5 marketing masterminds in the world.



Kevin Harrington

Inventor of the "As Seen On TV" phenomon, over \$4billion in sales



Dan Pena

Known as the Trillion Dollar Man
Inventor of the QLA "Quantum Leap Advantage" castle seminar experience..



Russell Brunson

Founder of ClickFunnels
Over \$100Million Per Year

He implemented, got results and his business started to grow...
...but then he ran into his next problem:

>>> TIME!

He was burnt out, like never before - up at 4 am, home at 10.30 pm. He loved it, but it started to take its toll...

...so he had to ask the tough question

“Is this what I really want, or am I just following what everyone else is telling me to do in the industry?”

...he then decided he had to make a change because it didn't exist in his future
So he decided to create an online course and started making \$2,000 sales and before you knew it, \$5,000 sales and more...

...all of one phone call.

At the start of 2016, **he followed my dreams of traveling the world**, with his laptop, being a digital nomad...

...and it started off well. He travelled to Dubai, Australia, Bali, Thailand, USA, Canada, Mexico, Costa Rica bringing home a 6-figure income for his business.



But then **he screwed it up, making bad decision after bad decision**, his inexperience with money and business caught up, on him...

...he was moving fast, bulldozing the way and doing what it takes.

He went from 6-figure, right into the ground and had to find a way to bounce back....

...so he did what he always does, **humbled himself, and realized he needed help**. So, he started to seek online business mentors and found many who could help him.

After working his mentors, he realized that:

1 - He was doing this to prove himself to the world.

2 - He didn't have the necessary skill sets I needed to sustain myself and scale (I was just relentless at taking action).

...They taught him that if he wanted to be a successful entrepreneur, He had to learn one of these 3 skills:

1 - Sales

2 - Marketing

3 - Product Development.

...he chose marketing, and went ALL IN!

During these mentorships, he became good friends with many of them and **they ended up becoming the driving force behind shaqirs multi million dollar businesses...**

...this drove all shaqir businesses all the way into 8-figures through out these years, after shaqir's bad experience trying to do everything by his own.

Now, shaqir decided to launch the Digital Marketing Certifications program under the Wealth Academy Brand...

...just so you know how good he is at these skills, in the 1st 3-months of 2020, for a new product, he's taken \$7,000 and turned it into \$420,000 in cash, with the digital marketing skills that he teaches in the Digital Marketing Certifications.

Here's the truth, and it was a tough one we have all had to swallow back in the old days:

>>> You can't be a successful entrepreneur without one of these skills:

- 1 - Sales.
- 2 - Marketing.
- 3 - Product Development.

..we chose marketing, and so should you!

Especially right now, in with the world's circumstances - you must take control of your own destiny and Digital Marketing is the skill to do so.

With that said, over to the report:

This report lays out the path I—and nearly every million-dollar producer—have taken. It is proven. **You cannot skip any step or phase, even though you may try. It won't work.**

In order to build a multi-million-dollar company, **you need to be able to shift identities and move into different stages.** Each stage has a different personality, and with each personality comes negative side effects.



THE TOP PERSONALITIES OF A MILLION-DOLLAR BUSINESS

If you are to grow you need to hire, partner with, or become each of these identities.

SEEKER – You are great at coming up with ideas. You love the feeling of creating new ideas. You love everything about it. The Burnt Seeker struggles with execution and focusing on just one idea. You jump between ideas. Unfortunately, many Seekers end up with more ideas than dollars.

STARTER – The Born Salesperson. For you, helping people make purchasing decisions is easy. You are critical to business success. The Burnt Starter has had people (including family and friends) buy into things that have not worked out for them. You feel guilty about promises not being fulfilled, and so you turn off your influence skills.

PROMOTER – The Natural Marketer. Building a movement is easy. You know exactly how to get people's attention and get them curious to know more. You are everybody's friend and, because of this The Burnt Promoter struggles to make money, you have more followers than sales. The only product you can get to work is showing others how to build large networks.

BUILDER – You love to build processes. Breaking things up into simple steps is something you enjoy. You love taking the complex and making it simple. You are an engineer at heart and love to figure out the best way to do things. The builder is usually a perfectionist and skips early stages. They believe that all that is needed is a good product—sales and marketing will fall in line if the product is good enough. The Burnt Builder, build product after product that no one ever buys

OPERATOR – You love systems. You love to follow them and work within them. If someone gives you the recipe, you will follow it to the letter. This is great in franchise opportunities and in places with a proven path. The Burnt Operator is too rigid and can hold on to a system that doesn't work for too long.

LEADER – People love to follow you, and you love to lead them. You are great at bringing people together and focusing them on a goal. You take the business and put the heart into it, creating a team to make it happen. The startup world feels weird to you, as all you have ever done is build teams. You are out of place, and so you end up working for someone who doesn't appreciate your skills.

INVESTOR – You can see an idea that will make money. You love to weigh up ideas, and you love buying when growth is low and then selling it when high. You have an analytical mind that loves to see things work. You are totally needed in the business world; however, you run out of capital and don't get into the deals you want.

This why becoming a marketer is so crucial - **when you get to the investor part of your journey, you have the business engine to grow any business from IDEA to MACHINE.**

Each identity takes a massive shift. For me, **I was a natural Seeker and Starter**, and I struggled with Promotion and Building Processes. However, I have met many men and women leaving the corporate arena after years and years spent just focused on being a great leader. Who, unfortunately, has 50 years' experience in only one of the personalities and thus are missing so much.

I see this with great engineers, great marketers, and also great salespeople. **Everyone will have a problem somewhere along the line and no problem is "better" than the other.** Some people have problems with ideas, some can't sell, some can make sales but end up with unhappy people, and others just perfect their product and never tell anyone about it.

In this report, **I am going to outline the fast track for you.** I found this after studying the best of the best in business and then applying it with myself and my clients. I hope you enjoy it.



SKILLS PAY THE BILLS

ClickFunnels 2CCX x 3 (\$10 Million each) Award Winner.



– PHASE 1 – THE FOUNDATION

In this phase, you set the foundation for your business and ensure it is market viable.

Step 1. Master Skills

Some of you will already have marketable skills, a service that someone can buy, or skill in making a product people want to buy. If you don't, it is important that you master a skill that others can purchase.

If you have already mastered your skill, you can skip this step. If you are just starting out, this step is going to be very important to you.

We believe becoming a Digital Marketer is the best place to start because with this service you have low startup cost, flexible pricing structure, and the ability to teach others and eventually scale. Here are my requirements for choosing a skill to master:

1. High Desire (people want to purchase it).
2. Return on Investment—the main return on investments are: a. you make people money, b. save them time, and c. improve their health.
3. Recession-Proof (you want to master something that is going to be purchased even if people are struggling).
4. Leverage (easy-to-use technology or easy to teach others to do it without your time).
5. Uses the Internet—you don't want to perform this activity in only one location.

This is where Digital Marketing comes in, and there are 9 Digital Skills you must build that end up becoming your currency. They are:

1. Facebook Ads Specialist.
2. Direct Response Specialist
3. Sales Funnels Specialist.
4. Webinar Marketing Specialist.
5. High Ticket Offer Specialist.
6. Speak to Sell Specialist.
7. Content Marketing Specialist.
8. Email Marketing Specialist.
9. Copy-Writing Specialist.

Some of you may be saying, “But Shaqir, I am not passionate about any of that,” or “Shaqir, I don't know how to do any of that.” My answer?

You can learn. And I don't want you to be passionate about it. Business is intended to make money by offering something that improves others' lives. It doesn't matter if you are passionate or not. In later sections, you will find that you can hire people who are passionate about it—choose someone you think fits the criteria.

And trust me, when you get into this, you will start to fall in love with it because of the results you get, and the lives you impact.

A Digital Marketing Genius makes the world a better place, and I am sure that resonates with you (at a deep level).

Step 2. Market Research

It is important that you do market research and ensures that people actually desire your service. What we are looking to do is to be an innovator, not an inventor. We are looking to find something that is already working and is already being bought and to “make it our own” by putting our own unique spin on it.

We want to create a “Reasonable Offer.” This refers to an offer that has a fair price—not the highest, not the lowest—and a fair amount of inclusions—not too much, not too little. We want to start off with a reasonable offer and then win based on our sales and marketing.

This is super difficult for some of the personalities to take; some of you want to create something new, world-changing, revolutionary. And my answer is that you can. However, it isn't the fastest track to a million.

Revolutionary products and ideas are the companies that eventually go on to billions. Our goal is to make a million first. It is much easier to make a million helping people as a “marketing specialist,” than it is to convince them to put a new type of solar panel on their roof.

This is because people already understand what those products are and what they do.

To ensure we create a reasonable offer, we need to do market research. Most people skip this, and most don't make a million. This is crucial. Even if you're already out selling your product if you haven't made a million,..

it is time to stop and do this instead;

Competitor Analysis

1. Make a list of 10 - 20 people who offer a similar service
2. Create a summary folder for each business. In that folder, add screenshots of their websites, offers, books, and other marketing material. Pretend to be a customer and get on sales calls. Find out their process, buy their products, and sample their service
3. Decide what you do and do not like from each competitor and write a summary sheet to refer to later

Note: do not shy away from buying their products/services. You are a member of the public and it is for sale. They are smart business owners and would have similar thought patterns to you. This is a short cut. Also note: we are not ripping them off or copying them. We are doing research into what the market is offering. Do not violate copyright claims.

To do the next step, we need to go out and research the market.

Customer Analysis

1. Decide on the Target Customer you believe wants to purchase your product the most. Write a list of 20 people who fit this description
2. Reach out and book 5 - 10 customer interviews
3. Have a coffee or a Skype session with each customer. Be sure to ask questions that allow you to understand:

- their wants/desires
- their frustrations
- their fears/concerns
- what they are currently buying
- their aspirations/big dream
- their unmet needs/unsolved problem
- where they shop
- how much they can spend

4. Summarize the interviews into a clear document labelled “Target Avatar” that pinpoints who you are targeting

Oh, by the way, we just give you all of this in our Certification Program because we have done all the work for you and before you.

Step 3. Offer Creation

Now that you know what your competitors offer and what the market desires, you can create a “No-Brainer Offer.” This is an offer that is reasonably priced with reasonable features that use the customer’s own wants, desires, frustrations, and fears against them so that they have to buy. Basically, you are going to create the magic bullet that they cannot say no to.

Create the Offer

You want to have 3 options: a Low Priced Subscription, a Medium Priced Core Offer, and a High Priced Premium. They all must solve the same problem but have different levels of service. Here are the different offers are broken down:

Subscription—the important thing with a subscription is that it’s something that always needs to be topped up. Think a gym membership; you have to keep going each month. It doesn't stop. Market updates and mindset coaching are all good examples of subscription offers.

- Usually priced between **\$39/month to \$500/month**
- A business acquaintance of mine had one offer at \$99/month and over 5000 subscribers to that offer (that \$6million a year.)

Core Offer—this is what you sell the most of, with a distinct start and finish, or a one-off purchase. This MUST NOT take any of your time to deliver. You will never scale to \$1 million if you sell your time. If you plan to sell something that takes up time, have a clear plan to train others to complete the task. Remember to incorporate their wages into the final price.

- Usual price: **\$500 to \$5000**—this product is what you will offer people the most
- A friend of mine has a \$1000 offer. She creates around 50 new sales a month and makes \$600k/year

Premium Offer—this is where people can get more intimacy from you. They pay to have things done faster with less of their time or more of yours. Choose a price that will keep the demand low as this will take more time from you. You want the Core Offer to be the best value.

- Usual price: **\$1000 to \$100,000**
- We have a high-price premium at \$5000/month. In two webinars I sold 22 of them, creating \$100,000/month revenue (this is our Done for You Offer).

Remember: all products solve the same problem and are targeted towards the same person. By giving your consumers a choice, you never lose a sale.

We recommend just starting with your larger done for you offer and driving that one first, before thinking about the other levels/offers.

Now, let's create your Million Dollar Path. All of these paths can lead to \$1 million. How will you get there?

Marketing Consultant

- **Low Price**—the client can do it themselves (online video course)
- **Medium Price**—the client can do it with your group or through a 1:1 call where you talk them through it
- **Premium Price**—you do it for them

example:

Digital Marketing Consultant

Low Priced Subscription is a \$99/month online video tutorial that is regularly updated. You can follow and grow your social following through this.

Medium Priced Core Offer is a \$1,000 a month Marketing Explosion Program that includes the online video training + twice a month live group sessions and a private 1:1 call a month.

High Priced Premium is a \$5,000 per month “Done For You” Digital Marketing Service that includes the smaller programs.

Plan/Path = Focus on Premium 1st

17 Sales at \$5,000 a month, over 12-months.

= \$1,020,000

Let's say 25 sales over 12-months to actually do this, and 25% drop off, making this a pretty realistic plan for anyone willing to take action.

So, what is your plan?

Note: don't forget to look at what your competitors are offering. They are smart people.

YOUR PLAN

Low Priced Subscription

Product description

Price

The amount you will sell

Medium Priced Core Offer

Product description

Price

The amount you will sell

High Priced Premium Offer

Product description

Price

The amount you will sell

Now that you have your plan, go and write it down on an Intention Poster. Decide on the time it will take for you to get to \$1 million (12 months = master | 18 months = great | 2 years = really good | 3 years = average)

State the goal like this:

It is now _____ [insert date]
and I have created over a million in revenue

by helping [insert target avatar]

to [insert what you do for them]

Here is how I did it:

I sold
_____ units at \$_____
and
_____ units at \$_____
and
_____ units at \$_____
for a total of _____

Do it :) and remember our recommendation - start with Premium and FOCUS.



– PHASE 2 – MESSAGE TO MARKET

This phase is about sharing your message with the world. It's about sharing your business and getting your first sales. It is about quickly making a Minimum Viable Product (MVP) and releasing a beta version of your product. This phase is about generating sales and proving your concept.

Step 4. Sales

Now that you have your offer clear and ready, it is time to sell. Without selling your product no one gets to have their problem solved. However, most people dislike sales. This is because they have bought into some misconceptions and untruths of sales (usually due to a bad experience).

Here are some of the common myths of sales/selling:

1. You have to manipulate, lie, and be pushy
2. You are an interruption; you're annoying people
3. You are taking money from them and therefore should be grateful to them

None of these are true. In fact, let me share the actual truths with you:

I. You never need to convince, lie or be pushy—this never works. In every country, the person who has the most rights is the buyer. They have days to change their mind. If you push, lie, or are overbearing you will not make any sales. People will just ask for a refund and sue you.

What you need to do is understand that people are smart and they just want to make an informed decision. If they have a problem, they actually do want it solved in the best way. Your job is to educate the client, share with them their other options, and then explain to them what you are going to do. If you do become an “education-based salesperson” (something we teach in our FastTrack) you will have people who love to buy from you and will never need returns/refunds.

II. You are never an interruption to the right person. People dislike being sold to but we all love to buy. What's the difference? Well, the difference is the same between someone cold calling you and you actually ringing someone up to buy something. We all love buying something under our own predilection—it feels great! But we all hate being sold to.

What you need to do is become attractive to the right person so that they come to you. This is done through up-front education and marketing. Remember the difference between being sold to and buying by choice.

III. You are not taking from them—you are giving; you are the gift. If you have the solution to their problem then you are a gift. If they are better off giving you money and receiving your service instead of keeping the money and the problem, then you are a gift. And they are grateful to you.

When you talk to people with the intention of only selling to the ones who actually have the problem that you can solve, this ensures that you are seen as a gift.

There is a special way to do this, and it is called Educational Sales. The way this works is you educate people on 3 things:

- A. Their Problem
- B. The Solution
- C. Your Product

You see, most people only know that they have symptoms. They do not know the cause of it. This is the first piece of information you must share with them. Once they know the problem, you must then educate them on all the possible ways to solve it, and then further educate them on why yours is the best.

Let me give you an example; as a chiropractor, you help people live a better life through improving their energy and posture. Most people, however, do not know that they have a posture/energy problem, and so you miss out on most of your potential clients. Here is one way you could go about solving this (please note that this is a demonstration only, and therefore not checked for 100% accuracy of facts.)

Educate on the Problem

“Did you know that if your spine is not perfectly straight, you are unable to expand your lungs to their full capacity?”

“And because of this, your blood cannot receive all the oxygen it needs?”

“And because of this, your brain doesn’t receive fully oxygenated blood?”

“And because of that, you are not operating at full brain capacity?”

“And the interesting thing is most of the nerves in your back have no pain receptors, so you don’t even feel that it is out of alignment. This could be happening to you right now!”

Educate on the Solution

Here are some things you can do to realign your back:

- Examine your workstation, your pillow, and your footwear
- Realign the physical structure of your back
- Perform appropriate stretching to ensure your back stays straight

If you do this, you'll function at full brain capacity thanks to the fully oxygenated blood.

Educate on Your Product

“Chiropractic can do all this—it can fully realign your back and improve your posture. Let me explain the three different ways we can work together.”

Can you see how the Education Sales Approach works?

Can you see how it helps people to understand why they need the service?

Did you feel like you were needed?

This is the power of Educational Sales.

Sales Mindset: “I am a gift to the people who have the problem. I create fully educated buyers that are better off giving me money.”

Education Sales is the best way to have people buy. This will set you up for your webinars, videos, and other sales tools later. Here is what you need:

Clear Outline of the Problem they have, and the reason why it is a problem

Clear Explanation of the Solution, a step-by-step of what needs to happen

Clear Explanation of Your Product and the different levels

Step 5. Beta Product Fast Launch

Your product will never be finished. It will never be perfect. Do you remember how many changes Facebook has gone through since it first came out? Or how many times the software you're using gets updated?

This is a key understanding; you must release a beta product (one that is not finished) and then improve it as you go along. Everyone does this—no exceptions!

We have the Fast-Launch training in our Certification Program that gets you to market FAST.

The easiest way to launch is to be a Marketing Consultant—to do things for your client. I know this takes a lot of your time. However, it means you get cashflow and you get to really nail your product. So working 1/1 at a much-discounted price than you want is a great way to start.

Once you have 10-20 successful clients, you can start to scale into leverage, with groups, educations and teaching staff. However, it's best, to begin with, or start with low leverage, high time, and to do it all for a reduced price.

Yes, I get it. If you have a high-tech startup that you are aiming for billions, this may sound crazy.

Remember; the plan is to make a million first, and this is the fastest way. Even if, later on, you want to build an app that does so and so for people, can't you start off as a consultant doing exactly that for people first?

The Beta Launch should consist of:

a small group of clients, around 10-20, that you give a significant discount to. Let them know they are in the exclusive pilot group, and you need their feedback and a video testimonial. Your goal is 15 video testimonials and full mastery of your product offering—this will go a long way.

This Gives You Proof Of Concept!

Step 6. Booking Appointments

Your first sales will come from 1/1 phone calls or face-to-face appointments. They will come from your own network these are easy to get.

The key is to remember this: there are people out there with the problem you solve (as you did your research). Your first point of call is all the people you had interviews with, as they are hot and you know what they want.

There are 3 stages to getting appointments. The first is to **connect** with people. See if they desire to have their problem solved (it is not enough that they have the problem. They just want it to go away.) Then you **book** them in for time to talk, where you will then **diagnose** the problem and help them make a decision.

Desire

The first step is to reach out and connect with the target market, namely the people with the problem that you're going to solve. There are many ways to do this. Here are just some options:

- Social media.
- Email
- Phone calls
- Text messaging
- Flyers
- Google Ads
- Facebook Ads
- Linked In Outreach
- Upwork.
- Workplace
- In-person meetings
- Radio interviews

Quickstart

For the people who already know you, trust you, and would love to help you get started.

Here's my suggested template for an email/text message:

Hey _____ ,

Hope this reaches you at the right time.

As you know, for the last few years, I've been focusing on _____ / I've transformed myself from (x) to (y), and now I have decided to branch out. I'm in the process of creating a business to help people with _____ (problem). I would love to catch up and learn about what you need / what problems you have so far so I can tailor-fit solutions to help.

Are you free this Thursday?

Find a time that is suitable for both of you and book a meeting with them.

Once they agree to a meeting with you, at least you know they have the desire to explore what you are doing further. This is the first step. Once you have the meeting, you can move on to the diagnose-decision step.

You can even make a similar post on Facebook.

You have someone who agreed to a meeting with you. Now you need to capture what it is they specifically need or want and are willing to spend money on. We do this by using the 2-step strategy. The session is broken down into (1) Diagnose and (2) Decision.

A. Diagnose

In the Diagnose step, it is important to learn about what they need. You will want to know four things:

1. What they want/where they see themselves in the future
2. Where they are in relation to that
3. What has been stopping them
4. What they think they need

Here is a breakdown of the sessions:

- 15 minutes—relationship/connect
- 10 minutes—problem/problems they face
- 10 minutes—what do they need/want to solve
- 10 minutes—draw out a strategy to solve the problem
- 5 minutes—price; what is a fair price; a win-win price
- 10 minutes—wrap up; “is there anything else I should know?”

After this meeting, you will know exactly what their problem is and how they would like to solve it. You will understand what you need to create and how much they are willing to spend. I’ve done this so many times and it makes the business startup so easy. I find that people try to guess way too much, and that’s just flying in blind. After at least five consultations following the diagram I’ve provided, you will—with total certainty—know what your business should focus on.

B. Decision

For each person that you had a consultation with, you must deliver a proposal for your suggested solution to their problem. Follow what they have said, including the reasonable price you both agreed on, and then have them sign an agreement and give a down deposit. Then get the work started.

Doing it this way will ensure you get your first sale. Even if it only makes a small amount of money, you have a start. And this is exciting. As I have said before, you will learn so much more by actually working with a client than by sitting on the sidelines, thinking.

A typical proposal outlines:

- the results expected, and how you will solve their problems
- the time it will take
- how they will receive the products/services
- bonuses/guarantees you can give
- payment options and prices

Doing it this way means you come from a place as a seasoned problem solver, and you’re giving them a tailored solution to their problem. This is the easiest way to start a business actually because you’re still beginning. You don’t exactly know what a customer wants, so you can change to accommodate them.

While you’re small, you’re flexible.

Now that you’ve had someone say yes, you are in business. The concept is proven, and it is wanted. Now, it’s time to actually create the product/service that you are going to deliver.



– PHASE 3 –

MAGNIFY YOUR VOICE

Now that you have your beta launch complete and you have moved from 0 to 1—meaning from no sales to sales—you have proven your concept and you know people want to buy it, it is now time to magnify your voice so that more people know about you and are ready to buy from you.

There are 5 Pieces to magnify your voice and profits, and there are 5 Metrics that grow your business. They are:

ATTENTION

Description: how many people click on your advert or ring your office

Metric: Cost per Action (how much does it cost to get someone to click or call in off an advert)

LEADS

Description: how many people leave their contact details

Metric: Cost per Lead

SALES

Description: how many purchase

Metric: Revenue Produced per Lead (revenue per call)

PROFITMARGIN

Description: how much is left over after delivering your product

Metric: Margin (revenue per product—cost per product)

FREQUENCY

Description: number of repeat purchases

Metric: Lifetime and Yearly Value

To grow your business we need a plan to increase each one of these, and we need to always be measuring (using the metrics.) This is your next focus.

Step 7. Attention and Leads

Growing your Attention and Leads is simple: create media content that your target avatar is interested in and give away free, high-value items in exchange for contact details. This is the oldest 2-Step marketing plan in the book:

Step 1: capture attention through engaging content (i.e., newspaper, TV, radio, magazine, movies, sports)

Step 2: interrupt the media with advertisements that the audience would like

The key is this: relevant content + relevant ads. If you want to sell golf products, then you need to create a golf show. If you want to sell real estate, create a real estate magazine. If you want business clients, create a business podcast. And then interrupt your content with ads.

Attention

What's great today is that we have everything we need to create an amazing media platform at home, for very little cost. This means that instead of spending thousands of dollars to get on TV or on the radio, you can create and own your own media and then use it to advertise your own products!

Your first step is to decide what type of content you want to create. This is simple. You can choose Audio, Video, Written, or a combination of all three. And then decide what content you are going to have on your platform.

Here are 8 Ways to Create Content:

1. Interview
2. TalkBack (Interactive FAQ with the audience)
3. Education/Information
4. Research (market trends/new products/etc.)
5. Case Studies/Product Reviews
6. Soap Opera—insight into your life/document yourself
7. Motivation/Inspiration
8. News (what is happening in the industry)

Leads

Getting leads is easy. All you need to do is give away something of value in exchange for contact details. This is simple!

Some of our most effective lead magnets have been free: free cheatsheets/reports or free small training.

Traffic

Once you have content and high-value giveaways created it is important that you have people see the media and decide to “opt-in” to get your free giveaways.

Here are the 3 Ways to Drive Traffic Online:

- 1. **Posts:** posts on social media channels, online forums, and groups
- 2. **Partners:** find people who share a similar target market and have them share your free media
- 3. **Paid:** you can pay to have the right people see your media (this is our favorite by far)

Here are three examples of our Lead Magnets that are getting great results:

I.19-Point Education Business Checklist

65% Opt-in Rate | Average Lead Cost = \$6

II. Online Sales Machine [1.5-hour training]

30% Opt-in Rate | Average Lead Cost = \$4.50

III. 5-Day Education Business Challenge

35% Opt-in Rate | Average Lead Cost = \$8



(Perfect For Coaches, Consultants, Healers, Practitioners and Service Providers Who Have Something To Teach)

Download The 19-Point Checklist That Reveals How You Can Create A Lucrative Education Business Using Only What You Know

"Join Thousands of Others Who Have Followed This Process To Build A Second Income, Create Extra Revenue Or Build A Business!"

[DOWNLOAD NOW AND GET STARTED](#)

LIVE WEBINAR: THE ONLINE SALES MACHINE

"Learn The SECRETS Millionaires Use To Get More Leads, More Sales and More Freedom!"
BONUS: Over \$2,000 value in Gifts... Just for Signing Up!



WEALTH
Because if you choose, you're trying to

3:58

Shaqir Hussyin
#1 Freedom Business Authority
3x 2Comma Award Winner

Will Teach You "How To Build An Online Lead Generation and Sales Machine That Works While You Play!"

YES, I WANT SHAQIR TO TEACH ME HOW TO BUILD A MILLION DOLLAR SALES MACHINE!



Lead Generation Success Formula = Drive traffic to valuable relevant media and interrupt the content with high-value giveaways that require you to opt-in

Step 8. Leveraged Selling

Once you have leads coming in from your media channel and free giveaways, your job is to turn those Leads into Sales. To do this, we must have leveraged ways of selling, as there is no way to do this 1/1. Leveraged Selling means that there is either a mechanism that sells without you, you sell to a group, or you have trained staff doing the selling for you.

Typically we focus on selling the Core Offer. If they take it, we offer the premium option. If they do not, we down-sell into the low-price subscription. We have found this to be the best option. Starting small and upselling is hard, and starting too high turns a lot of people away.

Remember, you only do this when you have sold out your premium offer.

The key to leveraged selling is “Emotional Clarity.” This is where you create 3 pieces of clarity: their problem, the path to solve it, and your product. That is the FastTrack. The 3 pieces of emotion are hope, excitement, and urgency. If you make sure you do these 6 things, people will buy. This is proven.

Here is how you do that. Every presentation follows these four steps:

1. Wow them (your story and client’s testimonials).
2. Clarify the problem behind the symptoms.
3. Outline the steps they need to take to solve the problem.
4. Explain why your product is the best option for them.

Over the last 10 years, there have been many ways that we’ve tested to create leveraged sales. Here are the 3 that are consistently working across most industries and over time:

Live Classes (both online and live)

Nothing beats having someone live with you, either online or in person. The relationship that you build and the momentum you can create by answering their questions allows for an easy offer at the end. Over the last 7 years, I have spoken to over 100,000 people in 10-plus countries. You can have workshops go from 90 minutes to 1 full day, and what's great about them is the time you get with people. You get to really outline how you can help them with what their problem is.

Here is the Emotional Clarity Chart breakdown of a 90-minute presentation:

You can see on the vertical axis Emotion, and Time on the horizontal.

The first section is SET-UP. The emotion is flat. You are sharing the pre-frames of how the day will go and who you are. And then you transition into the STORY. This is what “wows” the audience to see what is possible (make sure to use client testimonials here).

After that, we go into the STRUGGLE. This shares with people why they have the problem they have, and finishes at a low point on the graph “P.P”—this means Pain and Pleasure, and it is a signal to you as the speaker that you have articulated both what is possible in a good and bad way. This is a motivation point.

And then we go into the STEPS, sharing the way out by then sharing the proven SOLUTION. This gives hope and excitement as the audience can see what is possible. You will see that the next section says ROI.

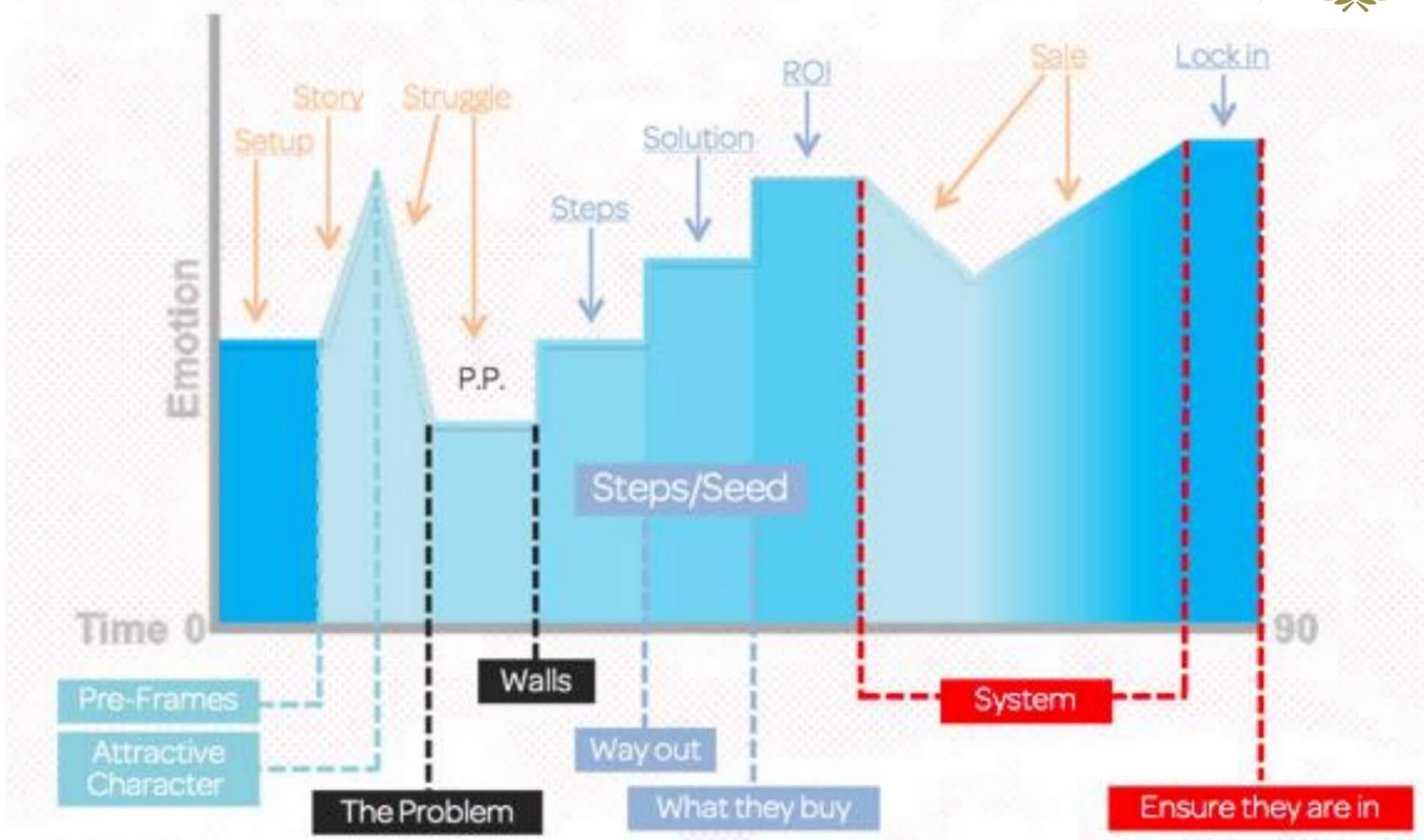
In order for people to buy, they must know what is the return; this can be in Time, Money, Health or Emotion—these are all returns. After that, you share your SYSTEM, STACK up your offer with bonuses, and then go on to SALE and create a “group discount.”

The graph finishes off with STICK—this is a final section where you get the people who have bought from you to get started straight away and is vital for long term sales. I have had days making over \$300,000 in sales from rooms of around 150. I have other days of making \$20,000-\$30,000 off small rooms.

A good metric to go by is \$1000 per person who shows up. So if 20 people show up, you should create \$20,000 in revenue—if you are average. The best presenters in the world create \$2000/per head, which means 20 people resulting in \$40,000 sales.

We have full training on webinars and live presentations - inside of our program.

Emotional Clarity Chart



Online Challenges

Challenges are amazing. We have had five challenges that have created over \$100,000 in revenue and one huge challenge that has done over \$500,000. Why is this so amazing? Well, these challenges are only 5 days long, and they create a TOTAL BUYING FRENZY.

Let me explain:

Over 5 days, people spend five hours with you (1 hour/day). You take them through their PROBLEM, you WOW them on what is possible, you share the SOLUTION to their problem, and then you share your PRODUCT. After 5 days with you, they trust you and have total emotional clarity. Sales are easy. Business, mindset, brain hacking, health, and marketing challenges are all huge mechanisms—and ones that can generate millions for you.

Here is how the days are laid out (we go into more detail in our 6-Figure Challenge FastTrack Program):

Delivering the Challenge is where most entrepreneurs go wrong. It's easy to think of your Challenge as an opportunity to educate, teach, train or solve your audience's problem. However, your ultimate objective for the challenge content is to clarify:

- Clarify their problem
- Clarify the solution
- Clarify why you are the solution for them

The following is a breakdown of each day to help you formulate a content plan to help your audience see you and your offer as the solution to their problem:

Day 1. Cast your compelling vision and clarify the problem your audience wants to solve. This creates a void, or natural tension, to stay engaged in the Challenge.

Day 2. A 3-step process is ideal for helping your audience gain clarity on the solution to their problem. Use Day 2 to provide them with immediate momentum.

Day 3. Building on the momentum of Day 2, offer the second step in your process towards achieving what they really want.

Day 4. Your audience is almost clear on how to get where they want to be. This is the missing piece. Step 3 begins to clarify how you have the key to their solution.

Day 5. Bring together the Big Vision, the Clarified Problem (void), and how you and Your Offering (the steps you laid out) are the logical and most effective solution.

Sideways Video Sales Letter

This is a staple in any online campaign; 4 separate videos, drip-fed one day at a time. Each great on their own and mind-blowing when put together. It keeps a customer on the edge of their seat wanting more. Here is an example:

Finding your niche

Understanding your product

Nail your messaging

N ?

E ?

L ?

S ?

Video #2 Locked

Finding your niche

Understanding your product

Nail your messaging

N ?

E ?

L ?

S ?

Video #3 Locked

Finding your niche

Understanding your product

Nail your messaging

N ?

E ?

L ?

S ?

Video #4 Locked

7-Step F.U.N.N.E.L.S Methodology Shows You How
You Can Serve Others & Get Paid What You Deserve.

Without being sleazy, slimy or salesly.

This highly actionable free "nothing for sale" [training video will help you.](#)

Click Play Below. and Turn On the Volume

Finding your niche

U ?

N ?

N ?

E ?

L ?

S ?

Want My [1:1 Help To Implement The 7 Steps](#) In Your Business?

Scale To 6,7&8 Figure Level. Book A Call With Me Directly Below.

This is great if you want to create automatic sales without you going live. It is easier than a webinar for people to join, as each session is just 15 minutes long.

Here is how to layout each session:

Session 1: Possibility

Wow, them with your story and client testimonials. Teach a piece of content. Hook them to the next video.

Session 2: Magic bullet

They create their vision. Share the common mistakes others make. Teach another piece of content.

Session 3: System

The full step-by-step system that they need to go through with client testimonials.

Session 4: The plan

What you have that makes doing this much easier for them.

Each video should be around 15 minutes long, and it should take the customer through a transformation into total clarity—belief and emotional—to buy into what you are selling.

In summary, you need to create a leveraged selling tool. What we suggest is a ***Challenge***, a ***Video Sales Letter***, or a ***Live Event***.

Step 9. Nurture and Follow-Up

In golf they say, “Drive for show, putt for dough.” This means that you do the big hit to show off, but the winners are the ones who perform the little shots. In online marketing, all the money is made in the follow-up. Let me explain:

You can get 100 to register for a webinar. 30 will show up and 3-5 of them will buy. Now, you could stop there and take it as a win (most do). However, the 95% who didn’t buy are still sitting there. They were either not ready to buy what you offered or what you offered is not what they need. So you need to follow up. You need to nurture your people. They need to trust you more. They need life circumstances to change. They need more information. Or they need a different product.

When we nurture, we do two things; (1) we make deposits in the emotional bank account of our prospects, and (2) we get to build authority by adding value. The best ways to do this are through communities and email campaigns.

Creating a group on Facebook and sending daily emails (yes daily) is crucial to building up your database. However, this can be super easy since you are already creating media content. Use that in your emails and post it to your group. I have had people sit in my nurture campaigns and groups for years before buying. Do not underestimate this.

FOLLOW-UP

We must also follow-up. This means asking questions. Get on the phone and ask people what it is they need. Never assume; always follow-up. To do this, I recommend hiring a full-time commission-only salesperson whose job it is to follow up and talk to all the people in your database in order to find out what it is they want to buy and what they need. We have a 3-part strategy to do this. It starts with an email and then moves to a short call, and then onto a longer call.



– PHASE 4 – MULTIPLY & SCALE

Now that A note from Shaqir: If you follow what has been outlined above, you will generate the money you need to reach the 7-figure mark, and you will do it the fastest way. It took me 10 years to figure out the above system, and then I learned a big lesson: in order to keep it going long-term, I needed to multiply what I had done. This was not my skill set, and I failed miserably. Investing in various mentorships. has allowed me to scale to the million-dollar mark faster than ever before, so I am going to share more with you in this segment:

Step 10. Process

Process is defined as “a series of actions or steps taken in order to achieve a particular end.” Process is also something that freaks out many business owners and entrepreneurs and with good reason. The process often means the same thing to them as broccoli does to children. You know you need it, but I really don’t want it.

The big reasons process is so scary is that it requires focussed thought, documentation, attention to detail and often times a realization on parts of your business that are really not operating well. Process is not creative in itself. It is a historical perspective on how things are (or should be). You can easily see why entrepreneurs think of this last.

But it is the thing that will put a big roadblock in your business growth if you do not have it. Here is why: a good process is repeatable, has known outcomes, and you are able to troubleshoot problems fast when implemented. Every core component of your business has processes that allow it to function. Most of them have some type of dependency on another process. All of them need attention and timely improvements. If you want to scale a business, the process needs to consume more and more of your time.

Does the above couple paragraphs get you excited and wanting to dive deeper into the discussion? If yes, well you probably have already figured out all your processes or that is what your function in the organization is.

If no, here is the big Tip #1—go find this person for your business. Do not try and become something you are not. There are many people in the world who love this stuff. We are just waiting for the opportunity to shine. We are called many things (COO, Ops, project manager, and some names I can’t print), but we all do the same thing—we live in details, we push the organization into maximum efficiency, and increase the ability to deliver.

Tip #2—a process is not written in ink, and sometimes not written at all. I am a big believer that not everything needs to be formally documented. Brushing your teeth is a process, but we have all figured out how to do it, and repeat, and repeat and repeat. In business, it is the same thing. Do not spend endless hours documenting a process that is minor in its application, and is working so well that it is second nature. But also understand that items core to your business, those items you need to teach others, or those tasks that you outsource to a third party MUST be documented.

Tip #3—a process is a continually evolving draft. This means that it is okay if every process is not adhered to the same way every time. You need to have the flexibility to look at surrounding circumstances and adjust, even in the moment. Listen to your clients and employees, they will tell you where your process is broken.

Step 11. Team

Do you need help in your business? Rhetorical question, as the answer is an absolute yes. Every person needs help, and if your plans are to grow, you will hit an absolute ceiling if you try and do it all yourself. In fact, you will quickly find your business moving backwards without a level of help from a team.

Do you need to hire a team? Maybe. Do I have to hire a team? Absolutely not. As you build your business, your team needs to scale with you. You need 25% of an ops person, 40% of an assistant, etc. There are many ways for you to fill those gaps. You get creative and you can slowly build your team to match the pace of your business and not take away money from yourself.

Step #1. Take an honest assessment of what skills you need to add to your team and what success looks like for the person performing those skills. Be realistic about how much time you really need. You may think, “If I just had an assistant, everything would be better,” and then go out and hire someone, you may end up even more stressed every day trying to give them enough work to do. Again, don’t look at roles. Look at the tasks and outcomes you need support with and then look at how those can be filled.

I am a strong supporter of calculated team growth. What that means is that you bring on, contract, or outsource talent to deliver the results you are looking for. Pay them for what you need. When you get to the point that you have a defined role that requires 40 hours a week, then you can go and hire someone. But make sure that the revenue you are bringing in covers the cost of your resources and that you live by a universal rule: YOU GET PAID FIRST. Money matters, so take care of yourself.

Step #2. You have to manage your staff, regardless of whether they are working 4 hours a week or 40. People management is the key to maximizing the efficiency of your organization. Are you tracking the results your team is driving? Are you coaching and mentoring growth of the staff? Are you providing a road map that shows the team what success looks like and how they fit into that success?

This is the difference between a staff running at 50% and one at 100%. Put that more bluntly, it is the difference in your staff cost being twice as much as it could be if you were running at full efficiency. More bluntly; mismanage your staff and make less money.

Step #3. When you start to add team members, make sure one of them is focussed on operations. Why? Because operational excellence requires consistent dedication. It is not something that you can jump in and out of. After a while you will not jump in at all, and your team will feel that pain—and leave. Let someone else sweat the details.

Step 12. Leadership

Being the owner of a business does not make you a leader. Managing projects and people is not leadership. Is everyone born a leader? No. Can anyone become a leader? Absolutely.

But make no mistake; great companies have great leaders. Leadership is what causes the momentum in a company towards growth. Great leadership looks effortless but requires a great deal of focus and attention.

Lead people and they will follow. Sounds simple, but it is so difficult. Especially in a business that has ups, downs, struggles and triumphs. Steady leadership keeps the business growing, scaling and improving.

Characteristics of great leaders:

- **Be authentic.** Talk the talk, walk the walk. Do as I do, and people will gravitate towards you. If you are someone different behind the scenes, people will see through that and react accordingly
- **Focus on vision.** Make sure you dedicate time every week to think about and talk about vision. People want to get behind someone that has a vision of the future. Share the vision, include others in the vision. Where do you see the company going? What does the future look like? Where is the company going? And, most importantly, how do you see your team as part of that vision?
- **Stay consistent.** Sure, things happen. But great leaders remain calm and focused, especially in times of high stress. People look for that in leaders. When things look tough, leaders get their teams through it.

TIP #1:

GET A MENTOR

Every great leader should have a mentor that they can talk to, ask advice from, and bounce ideas off of. A mentor is not a coach. A coach is smart, can help through issues, and help grow your business. A mentor grows you and your leadership qualities. Find someone you respect and ask them to be a mentor. It really can be that simple. Have coffee a couple of times a month, have lunch, whatever—but always be prepared. Ask questions and improve yourself.

As stated earlier, some leaders are born, and others become leaders. Either way takes time and energy to improve. There is no perfect leader and leadership growth never stops. There is no ceiling. Don't get comfortable. Push yourself to be the best leader for your company. Your team will appreciate it, and they will show that appreciation with increased effort and output.

Building a 7-figure business need not be as difficult as you may have thought. We hope this report provided some insight.

We look forward to supporting you in the future even more (this is just the beginning of our relationship)!

It's time to become A Million Dollar Digital Marketer - if you are ready to make this happen, book a call [HERE](#).

With gratitude,

Shaqir Hussyin
CEO & Founder Of WealthAcademy
The Digital Marketing Certifications

