



7 Steps To Make Money...Online or Anywhere

Here are the elements of what you need to build a real business:

1. You need to be able to solve a problem for some people.
2. You need to know where that specific group of people are.
3. You need a way of getting in front of those people, or a way to draw them from where they are to where you want them (ie. your website, forum, landing page, whatever.)
4. You need a method of capturing leads so you can identify and continue to market to them.
5. You need a way of qualifying them as either potential buyers or non-buyers.
6. You need a method of converting qualified potential buyers into sales.
7. You need a delivery method for giving them your solution.

That's the process. Everything else is window-dressing.

There's a problem in the WSO section of the Warrior Forum where people misrepresent their product as a full business, when all it really is is a small section of one of these steps.

Eg. video marketing products...a part of step 3...maybe 3 through 5. But what about the rest?

Eg. some fancy PPC thing...maybe part of steps 2 & 3.

Make sure you have all 7.

Need more help?

Email Jason at jason@jasonkanigan.com or call 910-795-2270.

You might also want to check out the free [Newbie Business Guide](#) on SalesTactics.org.

© Sales On Fire, Inc., No Reproduction Permitted. This is not PLR content and you are not authorized to distribute it as your own work. You may distribute as-is.