

My Auto-Pilot Business
System That I Use To
Generate Massive
Income!

By Jason Richardson

- Introduction/Foreword- Who am I?
- This WSO- The Key to Running Your Business on Autopilot 24/7
- The Business Model
- How the internet works
- How my system works
- Process for going from 0 to 1 million in 12 months
- What is the most important question you need to ask yourself daily?
- Proven ways to scale your business
- Bottlenecks
- Ways to optimize your time
- Hiring your first employee
- Structuring your business for success
- Key points- Putting it all together and creating that business you've always dreamed of.

Introduction/Foreword

My name is Jason Richardson and anyone who knows me, is aware of my passion, business. I am passionate about sharing ideas which have helped me and countless others along the route of business success.

It has been my observation that people search for success and money through the same lens by which they see life. If your lens is in focus on the correct means of getting that success, sooner or later you will get there. However, that oftentimes is not the case. Many lenses are focused on the goal and not the means to get to that particular goal.

After deciding during my law degree that conventional job types and myself were a mismatch, I stumbled upon the world of virtual business. I had a mental coup d'état; and although I saw my degree through to its end, my mind was now fully occupied by internet based-business.

However, as with anything new, I had to learn the ropes and started off putting in painstakingly long hours with little to no tangible success. I jumped from niche to niche with the hopes that the newest one would offer me my long awaited breakthrough. Now, sitting here a few years later, did I hit success? Some would say yes, of course. I generated over two

hundred thousand (200K) in revenue after having started with nothing to invest (the budget of a university student).

Noteworthy, is the fact that between December and February of this year alone I systematically generated \$108,533. I would like to share with you the key elements which I had to put in place in order to get me there. The same key elements which have helped numerous, if not all, multi millionaires and billionaires to get to their positions today and throughout history.

YTD	\$61,239.50	\$47,293.50
12 Months	\$108,533.00	\$0.00

The Key to running your business on autopilot, online 24/7

You need systems, teams and processes to run a business. You need to understand what your time is worth. Understand that some activities are more productive than others. Therefore which ones do you focus on. Which ones bring the biggest return. You need to think like an investor; looking for low risk opportunities and building businesses that bring repeatable profit.

In this WSO. I am going to show you how the above can be done. So you can free up your time, spend more time doing what you want and build an autopilot income.

The Business Model

I'm going to teach you step by step the system I use to generate passive income online. It is a very simple concept and no client or customer of mine has information overload. They have sheer laser focus.

So what business model do I use myself?

If you want a business that is scalable, automated and leverages the skills and time of others, you need systems. They are the best way to scale with minimal work.

I call my system- DOING WHAT WORKS.

The number one reason why most people fail is because they do not get any profitable actions done. They focus on the wrong aspects of the business. The parts which generate no income. They worry about traffic, creating perfect products, not enough time, rather than just creating the product and the sales letters.

How The Internet Works

What do people browse the internet for?

The entire internet is simply people wanting stuff. Any successful online business fulfils some need that people search the internet to solve.

Therefore, your job is to provide that what people want. I would actually take that one step further to say that your job is to provide what people want online without lifting a finger: i.e., via the use of a system.

Follow a system that already works.

Everything in life is simply a system. The more efficient the system, the more effective the outcome.

Think about this for a second, what is the first fast food chain that you can think of?

Does their menu change on a daily basis?

Let us take KFC as an example. Kentucky Fried Chicken. Where would they be without a system? Imagine if you walked into KFC today and they sold pizzas. Then tomorrow you returned and their menu was Italian food? Would they be any bit as successful as they are today? No!

They must implement a system made up of processes that any new employee, any new manager, any existing customer can be

used to. Without a proven system, how can they implement the same system in every KFC outlet?

Online business is no different. Your internet business is no different. You need to implement a system which has already been proven and which will guarantee that it can be replicated where necessary. For example, a coupons website which has a proven system to providing customers who come online in search of products, a means of accessing coupons daily.

The internet is a chance for everyone to make money online. An unlimited pool of wealth waiting to be deposited into your bank account. The key is to unlocking that specific system which will generate the income you want.

How my System Works

These are the stages to creating a business that runs on auto.

1. Create a system that leads to/ results in creating products
2. Create a system that leads/ to results in marketing products.

However, before this you need to understand four specific things.

Your Market; Your Marketing Strategy/ Components; Your System, The Team.

Key questions you need to answer.

1. What is the Market you want to dominate and who do you want to serve?
2. What are the ads, sales letters, landers, offers you are going to use to convert them into buyers?
3. What is your daily systems procedure that you follow to get your daily desired outcomes?
4. Who are the people you need to hire to follow these systems so you can hit your desired outcomes (products, marketing), daily.

In the end you want to set up everything so it can run without your input.

Process for going from 0 to 1 million in less than 12 months

1. Location: One proven location where you can place your ad
2. Offer: Make sure there is a market for your product by assessing what is trending in the market
3. Price: identify the most competitive price for those products in market
4. Copy: create the sales copy (ads/sales letters) to convert the people in the market into your customers.

Let me give you an example:

If you have identified the information product niche as your market.

The location which best suits your market is the warrior forum.

In order to know whats the best selling products you can go here:

<https://www.jvzoo.com/products/topsellers>,
<http://wso360.com/best-seller/>, <https://warriorplus.com/wso/> -
and <https://payments.warriorforum.com/marketplace>.

By looking above, you can see what people want and are buying. At least you know there is a market for your product.

Categories of offers that are profitable include offline business, adsense, clickbank and Facebook traffic.

With all of these in place, you have followed a proven system that will lead to you creating products that people want, and you can sell to them where they are located.

Now each of the above processes has specific steps you can take:

LOCATION;

1. Identify the competitors in you market. Then you can go to Alexa.com as an example and under referrals it will tell you where they are getting their traffic from.
2. Record traffic sources in excel spreadsheets and see if each traffic source has a place you can advertise or sell your product.

OFFER;

1. Identify the best selling products
2. Improve them (if you have experience in that market) - add your own angle
3. Brainstorm a few product ideas
4. Create a simple PDF to get started. (within 24 hours) - the quicker you get feedback, the quicker you can improve and sell. (Ebook method)

PRICE;

1. Identify what the going price is for similar products and make it the same. As it has already been proven that this is the most attractive price point.

COPY; This process is a bit more complex and will be discussed later. THIS IS THE MOST IMPORTANT PART.

What is the most important question you need to ask yourself daily

How can I generate more sales?

SIMPLE.

Thats it! You need to be thinking, what can I do to generate a lot more sales.

Some examples of people following this process:

8 million - door to door selling organic fruit boxes (product - organic fruits - 80% of time selling)

took 6 months to perfect selling strategy.. - One product - one channel (door to door) - selling = keep it simple. (Abel & Cole)

or one mailing list and one product - cheap perfume - 12 months to 1 million

The key here is that he worked on his selling strategy and spent most time writing ads and sending out.

or advertising company - call up companies that match criteria or need help with advertising (most of time calling and speaking to companies) and sell (80% of time)

Another interesting way of looking at it is this:

One Offer + One Channel - that can scale to 1 million

So for example One proven Offer on One proven traffic source can get you to 1 million in sales.

e.g ONE warrior forum offer wso - selling in the WSO section.

Or ask yourself: What is the one most profitable thing I can do now that will lead to the biggest results.

Some tasks that lead to massive results

e.g Write a sales letter

create a product

write an ad

hire a person to follow a proven process

All the above are assets once done will continue to make you money without you.

Other questions:

How sales are doing? What new products can we launch? What is our main advertising campaign (that is generating the most income)?

Proven ways to scale your business

There are three ways to scale your company:

1. sell to more customers
2. higher prices
3. increase frequency of sales.

Other proven ways:

1. Identify new profit channels (Alexa.com - choose second biggest channel of your competitor)
2. Expand profits exponentially.(analyzing, measuring, identifying - and then replacing -- underperforming parts of your business including things such as selling, marketing, advertising, or operations with alternatives that perform better). e.g You could have an ad running but because you have the wrong headline it underperforms by as much as 20 or 30 times. So the first thing you change is the headline. Everything can be tested; for example One price point can pull a 3, 10, even a 15 times difference. That's how you get a 3,000 or 5,000 percent increase.
3. Do any one of these processes and you can grow in a linear manner. Do any combination of the three and you grow

exponentially. You either increase the number of customers, increase the unit of sale, or increase the amount of times a customer will buy from you.

Bottlenecks

I believe that there is always ONE thing holding anyone back from achieving their goals.

You need to ask yourself → WHAT IS THE ONE THING HOLDING BACK MY BUSINESS? WHAT ONE THING CAN I CHANGE TO GET ME CLOSER TO MY GOAL?

Most times the answer lies in sales generation.

So the second question would be:

What is your sales process?

Don't have one? Well lets create one now.

Specific steps to convert warriorforum customers into buyers.

1. research top sales letters (WSO's)
2. take all of that information (benefits, structure) and use for the bases when creating your own sales letter
3. write a sales letter that has these components
 - Headline
 - Opening

- Bullets
- Testimonies
- Guarantee
- Offer
- How To Order

4. Submit WSO.

Now you can break down each part of the sales process - and identify any parts that are underperforming.

OK, go through the process. How many signups? How many of those converted? Then, rather than give up, realize there's only a few basic steps here. So test each one and try to optimize each one. As you optimized each one you will eventually get the formula right. That is a huge insight. IF YOU DO NOT DO THIS YOU WILL NOT KNOW WHAT WORKS AND WHAT DOES NOT.

This is the mindset you have to have: **when I started my company, there were other companies already doing similar things. I just did it better. No excuses.**

Remember, your first objective in business is to get the first sale. Only then do you know that there is a market for your product and you can get feedback to improve it.

Ways to optimize your time

This is a method you can use to go FROM 1K A DAY TO 5K, 10k A DAY.

I set a goal:

Long Term Goal: e.g Get Affiliate Offer to 10k a day revenue by a specific date.

Specific Short Term Goal: Identify one proven method to that can be scaled to 10k a day revenue.

Fill in the blanks:

Keeping in mind my long term goal, I chose to concentrate on ONE short term goal.....

These are the things i must do to accomplish it, and the time limit for each step:

This allows you to focus on finding that ONE THING that could get your marketing, business or life to the next level.

Everything in life is ONE Big system. You need to focus on finding the system to get the results you want.

Next, you want to start with targeting buyers - probably the key to the whole system since without them you do not have a business.

What is the ONE most effective way to get buyers?

TARGET THE CUSTOMERS OF YOUR COMPETITORS.

These people are in your market, they buy similar products and many times you can target their fans (facebook).

This is what sets apart failure from success. If you implement these processes, you increase your chances of success.

Another method I use is to when trying to identify your ideal customer profile (e.g your profitable customer) is to record what criteria your most profitable customer has. For example are they dentists, number of customers, or age etc.

Make Every Action Count. DON'T WASTE TIME!

Then you want to create highly profitable ads/landers. You do that by studying what ads are working now and then using specific tactics to make the ads convert even better.

Examples:

- add something new to headline
- add a specific benefit to headline (like make \$270 dollars in an hour)
- add a new benefit to the headline
- change the call to action.

= Profitable process that leads to you hitting your goal.

Copy

This is the most important part of online marketing and there is far too much to learn to put into this course.

The components of a sales letter are as follows:

- Headline - Copy proven headlines - make them better
- Opening - a story about you or the someone overcoming the problem faced by your customer.
- Bullets - the biggest benefits to the customer (e.g save \$400 dollars each year on gas now)
- Testimonies - satisfied customers
- Guarantee - e.g double your money back, no questions asked refund
- Offer - what are you offering? A service, a product and how can it help the customer.
- How To Order - This is where you tell the customer what they are ordering and how they can complete the purchase..

The components of an ad are as follows:

- Headline - This should be your biggest, most effective benefit.
- Subheadline - More benefits and a little bit about your product.
- Call to action - Telling the customer to click here, join now. A command to get an action.
- Image - what is going to attract and convert my customers?

This is the process for most ads and sales letters. There is more. But if it is structured like above you are starting in the right way.

Hiring your first employee

There are many sites you can use. By far my two favourites are odesk.com and onlinejobs.ph. (If you are on a budget you can hire someone on online jobs for 3 dollars an hour but you have to pay a signup fee 1st).

Now when you hire an employee you have a proven process for them to follow. You can even create a process for hiring new employees. For example:

- 1) Go to onlinejobs.ph
- 2) search for someone who has marketing skills
- 3) contact them through the site which forwards an email
- 4) ask them specific interview questions
- 5) if you have an employee doing this process, let them forward the successful interviewees for a final interview with you.

You are looking for hard working employees who are eager to learn.

Summary

So the end result is a business that works without you on autopilot 24/7.

The job of your business is to create financial freedom for you so if you choose to you don't have to work. And you do this by;

- 1) HAVING A VISION
- 2) CREATING THE SYSTEM TO MAKE THIS VISION A REALITY
- 3) HIRING THE RIGHT TEAM TO IMPLEMENT THE SYSTEM

A business system is leverage that removes the key constraint of everything relying on YOU.

Remember, it's not hard to create a system, but the key is creating a profitable system that works without you. The steps are simple.

Do the proven things that will make you predictable profit. As a result, you won't have to do the work yourself and your time can once again be your own.

BONUS 1

My Facebook process I used to get to 2k a day within 30 days.

- Identify proven ads and budget
- Identify proven interests and ages
- Identify best time to submit ad
- Identify best time to increase budget of ad

Example

Best time to submit ad is 5.am

Budget 10 dollars

If ads hit CPA objective (eg 100% roi) increase the budget at 7.40 am (Pacific time) to 200 dollars.

This is a proven process and has lead to 1k days.

OR

Another Facebook Profitable Process

- step 1- identify proven (longest running) ad in prospective niche (manually research or spy-tool)

- step 2- identify competitors (fan pages of company running ad)
- step 3 - set up 10 dollar ad targeting the fans of these competing companies
- step 4 - increase the budget if leads objective is met.

2k a day fb - identify new proven age each day to target (variation of what works)

BONUS 2

This is how I break down my day.

A activities (most time is spent here)	Super profitable time creating sales letters/ads
B activities (also productive, but not in top 1%)	creating the offer
C activities (1. write systems for all these tasks 2. hire others to do.)	creating landing pages hiring employees
D activities	Any tech work replying to emails

Non- profitable tasks

- reading emails
- studying without using it in your business
- checking facebook.

I could go on and on but I think you get the idea.