

The Millionaire Boss *Succeed With Confidence*



This report is Copyright © 2007 Layoff Your Boss Marketing LLC and may be redistributed without prior written consent of the author.

EARNINGS DISCLAIMER: There is no guarantee, written or otherwise, that states that you will be able to achieve the same results as Layoff Your Boss Marketing LLC. The author of this work claims no liability for any loss incurred by following the advice in this document. Remember that every business has its risks, and that you should be ready to take them if you are to embark in an Internet busi

The Millionaire Boss Quick Start up Guide

Welcome to the Millionaire Boss Quick Start Up Guide.

Due to the amount of information you are about to embark upon in this eBook I am going to provide you with this start up guide to give you the Basic Formula that you need to follow to help you get on your way to becoming the millionaire Boss in the fastest way possible.

I am going to give you a **basic 5 step process** for you to get started on your way to Becoming “The Millionaire Boss.”



Although there are 5 steps to this process, there are several ways that you can go about accomplishing each of these steps. You will find a more detailed section pertaining to each of these steps in The Millionaire Boss Guidebook for Success.

You will also be given several more important steps that you will need to take along the way and as your business grows. These steps will deal with topics such

The Millionaire Boss *Succeed With Confidence*

as setting your short term goals with your Long term goals in mind too naming your business. You will uncover information that will help you decide when it is time to outsource or go as far as hiring employees to help you accomplish your goals.

There is so much to learn but let's quickly go over the steps that you will need to start focusing on right now.

Step 1: 5 Qualities needed for success

You will find 5 different qualities that I have discovered are needed to succeed in Business. Now you do not need to possess each of these qualities and you will find you are stronger in some than others.

But possessing these 5 qualities; the willingness to learn and be trained, Willingness to invest time and effort, Discipline, Self-determination and Optimism will defiantly give you the upper edge. You will discover that I go into greater detail on each of these qualities in the eBook and I discuss them on the Jeff Wellman wiretap.

Step 2: Have your plan in place

When getting your business started it is very essential to have things planned all out. Make sure you have your short term goals in place. Theses short term goals must have the long term goals in mind.

What is a Business Goal?

A goal is a statement that clearly describes actions to be taken or tasks to be accomplished by a company, a department or an individual. A business will have a number of goals, each describing a desired future condition toward which efforts are directed. If the goals are accomplished, then the business should be a success.

The Millionaire Boss *Succeed With Confidence*

Goal setting has 2 basic purposes:

1. The first purpose is to establish a measure or a way to evaluate the success of your business. Whatever you do you must be able to track it and make sure that it is on track to your success.
2. The second purpose of your business goal is set different priorities for all involved. You need to decide who will be accountable for the accomplishments of each goal you set

Naming Your Business

I know it doesn't sound like it should take much too just slap a name to our Business and go with it. Well there is a lot more to this than just slapping a name on a business card and going with it.

Step 3: Research your Niche

I want you to commit right now to getting started doing the proper research that needs to be done for your Niche Market. You are going to have to give this at least a good one to two weeks of good solid research. You need to find out for sure that there is not only a market requesting the information that you are going to supply, but that there also is a market that is willing to pay for the product.

I share with you in the e-Book some ways you can go about researching your Niche Market. I also strongly recommend that you listen to the wiretap with Matthew Glanfield that I have provided for you before you get started with your research. Between the eBook and the wiretap you should find plenty of good advice and techniques of doing some good research.

Step2 is so critical to your success so don't rush through it. If it takes you longer than 2 weeks then give it a third week. Make sure that what you are offering is something that people want and are willing to pay for.

The Millionaire Boss *Succeed With Confidence*

The eBook will cover other topics such as, what is Niche Marketing How to discover your niche that you are passionate about and, Finding your Niche that you are knowledgeable about.

Step 4: Building and Marketing to your list

This is going to be a big one. You need to learn how to list build, build relationships, how to properly set up auto responders, squeeze pages, opt-in offers, thank- you pages, follow up emails, proper email marketing, websites, selling backend products article marketing, customer support, etc...

But what I want you to start focusing on after you have done your research is, just a couple of these topics.

- 1 You will need to learn how to set up a squeeze page and auto responder so that you can start building your voluntary opt-in list.
2. You will need to come up with a good opt-in offer that will make your visitors want to give you and trust you with their valuable information.
- 3 Focus on article marketing to drive traffic to your list.

Now I know that there are several other ways to build a list and some of these ways will give you faster results.

But the way that you will learn will help you keep your start up cost down, which is one of the things that I feel has been expressed to me as being a big concern with most people just starting up.

You will be able to try some of these other ways to build your list such as Pay per Click advertising using Google Adwords, but I feel you should start generating some income so that you will feel more comfortable with spending the needed investment that is required with these other options.

Now right away you might have gotten yourself all worked up about not knowing how to build a squeeze page. Well I have provided you with some great how-to-videos to help you get going, I also will recommend a very good software called

The Millionaire Boss *Succeed With Confidence*

your squeeze page 3.0 that was just released by Matthew Glanfield that will help you get this done in a matter of minutes. If you still don't get it don't worry about it, I will get the help you need.

Step 5: Affiliate Marketing.

With this step you will be taught how to both look for good Affiliate products to promote to your list, and how to create your own product to sell with the help of affiliates.

Your main focus will be on finding good products that line up with your targeted Niche to sell as an Affiliate Marketer. You will be taught where to find them, and how to successful market them to your new list.

These 5 steps will be the main focus to get you started, and on your way to becoming The Millionaire Boss.

Now I am not going to tell you it will all happen right away.

But if you follow these steps and apply the needed action to each of these there will be a strong possibility that you will find yourself the boss of a 6 figure business within the next 12 months.

As you grow you will find the need to start outsourcing and even hiring employees that will add greater value and success if handled properly to your business.

I look forward to the day that you can stand proudly and say

I have become "The Millionaire Boss"

You deserve it...But will you get what you deserve?

Now remember that you are part of a great membership site. The information and help WILL NOT stop here. It is my responsibility to keep adding the help and information you need to help you succeed.

The Millionaire Boss *Succeed With Confidence*

But I need your help to continue telling me what kind of help and information it is that will best serve you.

Let's "SUCCEED" together

Here is to you, the Next "Millionaire Boss"

Sincerely,

Jeff Wellman

Legal Notice

Layoff Your Boss Marketing LLC has tried to be as accurate and complete as possible in the creation of this report, notwithstanding the fact that he does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet.

Layoff Your Boss Marketing LLC will not be responsible for any losses or damages of any kind incurred by the reader whether directly or indirectly arising from the use of the information found in this report.

This report is not intended for use as a source of legal, business, accounting or financial advice. All readers are advised to seek services of competent professionals in legal, business, accounting, and finance field.

No guarantees of income are made. Reader assumes responsibility for use of information contained herein. The author reserves the right to make changes without notice. The Publisher assumes no responsibility or liability whatsoever on the behalf of the reader of this report.