

For access to the video vault that teaches more about this Blueprint visit:

<http://NetworkFisher.org/videos>

Online Home Business Blueprint

All of these products are designed by you. These represent the first form of contact between you and your business, and your niche.

Unique gifts for your niche

Giving your niche a gift that is crafted by you and meets a need they have helps them to identify with you and begin building trust.

Make your low cost offer when you deliver your gift to generate perceived value in you and your business.

Show the other offers every time someone purchases from you to keep them moving toward all you offer.

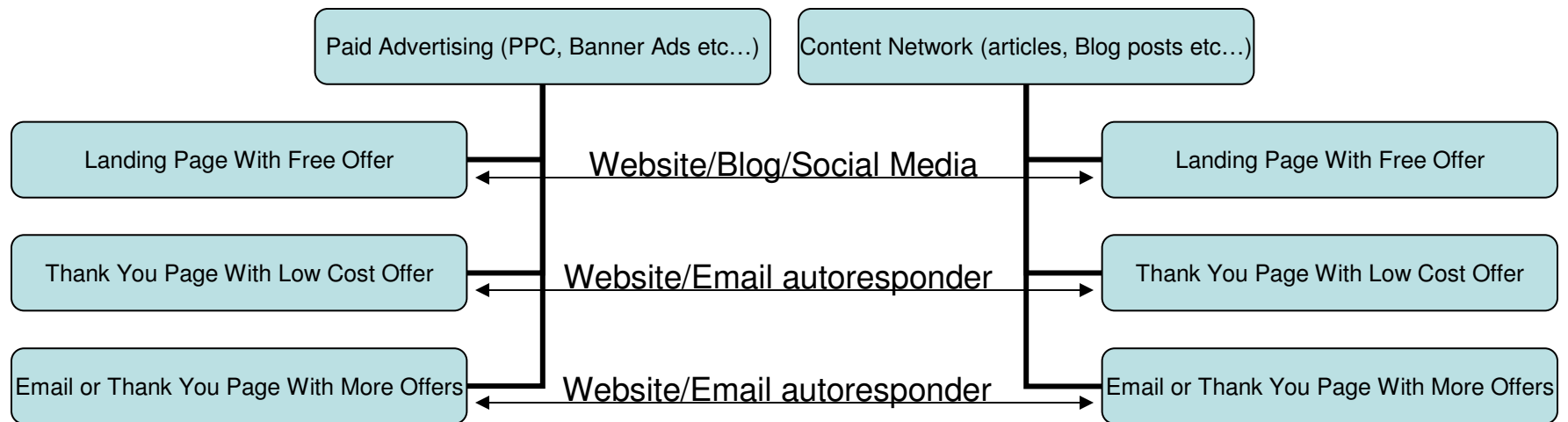
Basic low cost product that helps your niche by meeting a need

Mid range product that enables your niche to grow and prosper

Hi end product that delivers on your promise to affect positive change

1st Layer

Online Home Business Blueprint



Advantages of Paid Advertising:

- Immediate response to an offer
- Only deal with your micro-niche
- Easily track and split test
- Massive specific exposure

Advantages of Content Network:

- Either free or very low cost
- Allows niche to know you better
- Relationships form quickly
- Long term exposure

You will need some type of internet presence. Sites that you own are always better because you have complete control over them. You don't need to choose between the two paths of discovery but you need to be aware of the differences.

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Even though the 1st layer can create a loyal following you can add incentive to those who might follow you further toward the ultimate offer.

Discounts/Bonuses & More Free Offers

Your offers are going to be found at different times by different people so you will periodically repeat or make new offers to accommodate them.

Your niche should be able to follow the congruency in what you offer from the very first free offer they find. This natural flow from following you to following you in business gives them the confidence to do the same.

Affiliate product or service that will interest your niche

Network Marketing Company or MLM

Hi end product that someone else developed that has lasting or growing value.

3rd Layer