

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

<http://NetworkFisher.org/videos>

# Joe's Personal Health, LLC

www.joespersonalhealth.com

Joe's niche group are the middle age set that has no real background in fitness or nutrition but recognizes the need for change in their lives.

Free Gift

A nutrition guide that tells you what to eat and a basic exercise routine

Joe acknowledges that some in his niche have severe physical hurdles to overcome and need real encouragement to get started.

After signing up for Joe's free gift his thank you page offers his guide 'What's Good When Dining Out' \$7.

Below the \$7 item Joe provides a link to 'Better Health and Longevity' with some details but no price.

\$7 Item

'What's Good When...'

Joe is still dealing with low motivation by offering more inspiration

\$40 - \$99 product

Ebook 'Better Health...'

Joe offers an Ebook that covers the consequences of health choices

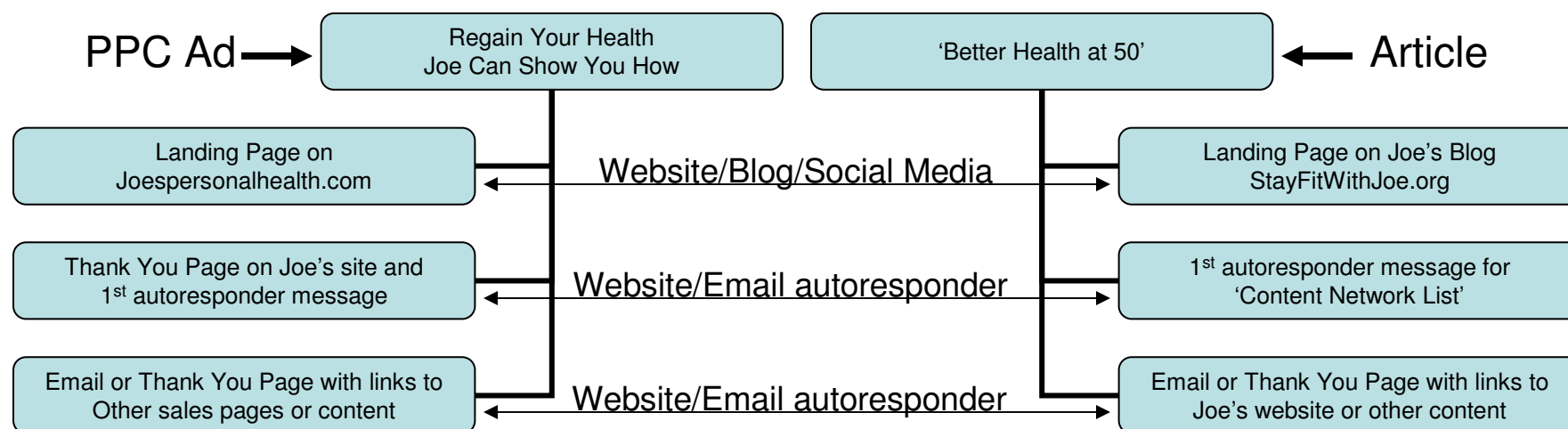
>\$100 or Subscription

Here Joe has found people willing to pay him as a virtual health coach

1<sup>st</sup> Layer

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## Advantages of Paid Advertising:

- Joe writes ads for specific L/P's
- L/P's focus on specific niche needs
- Joe compares ad and L/P results
- Joe focuses on what works best

## Advantages of Content Network:

- Joe identifies several keywords
- Articles target these keywords
- Tag line or Bio offers more info
- Visitors follow links to find Joe

Joe owns his own CMS website as well as a personal Blog. In addition to these he posts articles and videos with shared sites which he uses to promote his sites. With this business strategy he achieves the greatest amount of exposure possible.

2<sup>nd</sup> Layer

# Joe's Personal Health, LLC

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Joe's niche is now more refined and he is able to tailor marketing based on the level of progression people have made in their quest for health.

Joe offers  
Incentive for people  
To join him and or  
Join other biz ops

Joe has earned the respect of his following and makes regular discount offers to join his virtual training group or one of his 'Related' home biz ops as a team member.

His original niche is now comprised of micro-niche groups and within these he finds a few business leaders.  
Joe is a successful entrepreneur with much more to offer than great health and his fame continues to grow.

Anything to assist in home biz  
Affiliate product or  
service that will  
interest your niche

Any company that deals in  
health and nutrition  
Network Marketing  
Company or MLM

Meet Joe Live & in Person  
Health Resort  
Membership or  
Lifetime Fitness  
Membership

3<sup>rd</sup> Layer