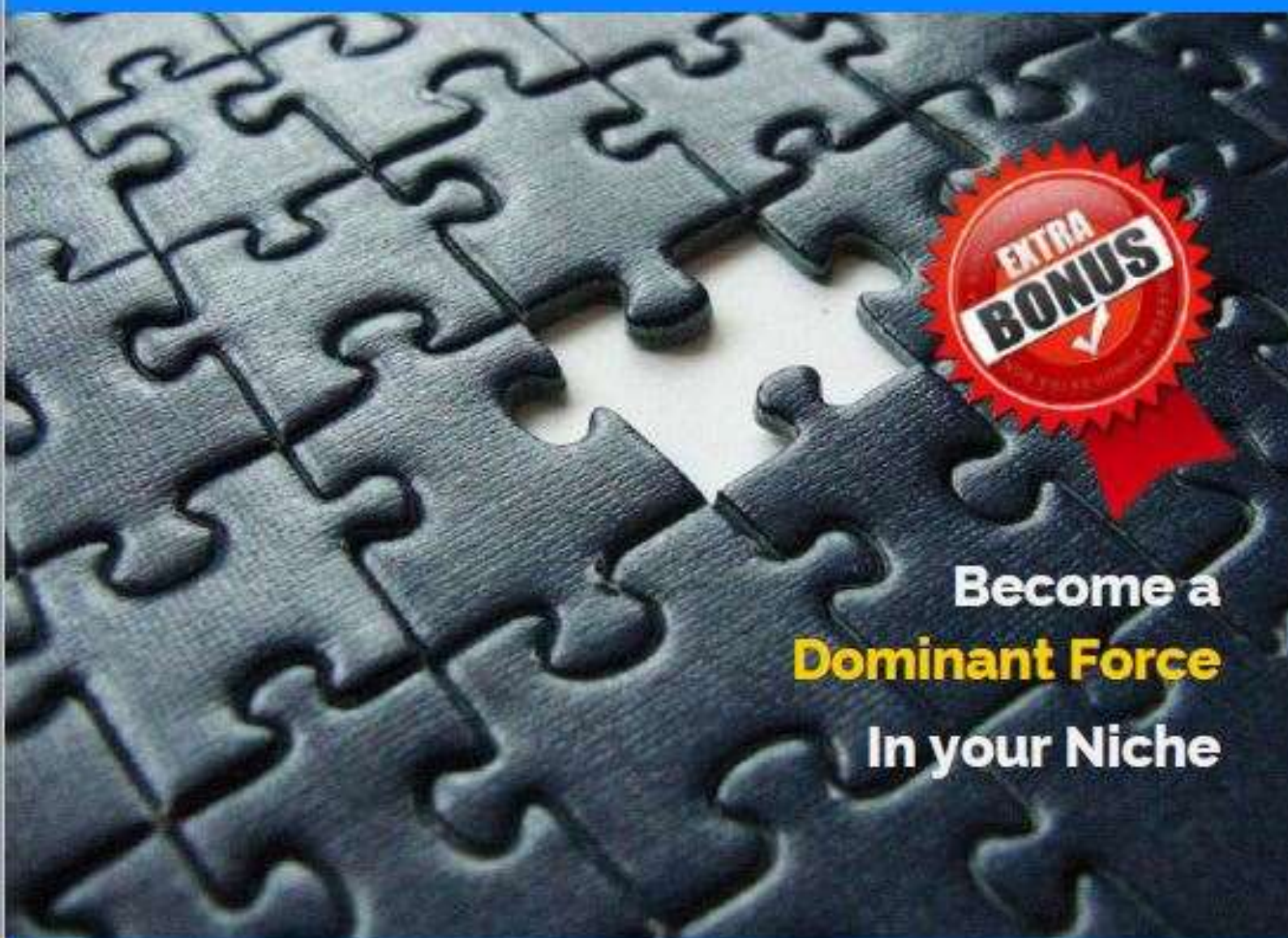


**Bonus
Guide**

**Looking to start, or grow your
own successful Online Business,
But, you feel that maybe you
were**



**Become a
Dominant Force
In your Niche**

**Missing a Piece of
the Puzzle?**

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Your Starting Point

Welcome to this special bonus report to accompany *The Missing Piece Of the Puzzle For Information Publishers*

Imagine this for a moment...

You're the king (*or queen*) of your niche market. Your customers adore your products. Your prospects hang onto your every word. Even your competitors respect you.

Now let me ask you this...

If you had this sort of influence in your market – if customers snatched up every product you put on the market – how profitable would that be for you?

You can crunch a variety of numbers all day long, but we know the short answer to that question: it would be VERY profitable.

And yet, look around and you'll notice that a lot your colleagues are barely scraping by. They might even be creating information products left, right and center but they're hardly making a dent in the market.

Do you know why?

It's because they're not influential. They don't know how to create products that their prospects and customers really want and love. And they don't know how to dominate their market. Simply put, they don't know how to make a GOOD profit in their market.

Now if you've struggled with some of these same issues, take heart that you're not alone. Most business owners struggle with them... and that's why most business owners fail.

But not you... not anymore. And that's because you're about to learn the three crucial steps to turning any business into a highly profitable one.

Here's an overview of the process:

Step 1: Define Your Customer PROFILE: This goes beyond merely knowing the age, gender and marital status of your customer. Because once you understand your ideal customer on a deeper level, then you'll be able to specialize and give them what they want.

Step 2: Decide Your Value PROPOSITION: Next, you determine how to present your business in an appealing way. That means defining your value proposition so that you can be known for providing what your customers want.

Step 3: Design Your Ideal PRODUCT: This is all about product-market fit, where you'll find out how to create products that your audience will absolutely fall in love with.

That's a start.

But to continue along and find success on this journey, we need to cover a few more topics.

That's why later on you'll also get these important pieces to complete your training

- A Packing List, which goes over key issues.
- Roadblocks (*and how to get past them*).
- Hot Spots, which are answers to the top FAQs.
- Important Documents, where you'll get a product outline.
- Itinerary, where you'll get a printable checklist.
- Destination, where we'll wrap things up.

Now let's take a closer look at each of these three steps of the process...

Turn-by-Turn Directions

Plenty of marketers think they've completed the three steps mentioned above, but hardly anyone knows how to do this the right way. The thorough way. The way that's going to directly translate to money in the bank.

That's why you're about to get an in-depth look at these three steps, beginning with developing the customer profile.

If you're ready to proceed, then let's take a look...

Step 1: Define Your Customer Profile

Here's a typical mistake...

Someone asks a new business owner who their target market is, and that business owners answers, "Everyone!"

Bzzt, wrong. No matter what you're selling, you'll never have "everyone" as your target market. That's why you need to develop a customer profile, which is where you define your ideal customer.

Need proof that not "everyone" is part of your target market? Well, let's consider that everyone needs to eat. So, that would seem to indicate that the target market for a grocery store is everyone.

But that's not true.

For starters, only people who live within a certain radius of that store are part of the target market. And secondly, you'll notice that different grocery stores are geared towards different types of customers.

If you need to see this for yourself, just stroll around a grocery store like Whole Foods for 15 minutes. Then head down the road to a Walmart super store that includes a grocery store. You'll quickly see different prices, different atmospheres, different offerings, and different buying experiences between these two stores. That's by design, not accident.

The same applies to your business...