



The Six Figure Mentors & Digital Experts Academy



7 Part Video Training Series Transcript



Brought to you by:

GREG FIONA
The Laptop Lifestyle Experts

Earning Multiple Income Streams

In today's video, we'll show you how our Digital Business System enables you to have multiple streams of income from day one. So, instead of building your business from scratch, it's preferable to focus on building multiple profitable income streams, from day one.

Watch today's video and then [submit your membership application](#)

The Six Figure Mentors & Digital Experts Academy 7 Part Video Training Series Transcript - Day 5

Stuart Ross: You know, there aren't many things, in my opinion, that are more refreshing than a nice glass of water, but you know what, there's something that comes to mind that I can remember, back in 2009. In fact, it was March 2009 where I sat in a **meeting with my accountant** - and this was a really refreshing meeting. You see, up until that point, every other meeting I'd had with him hadn't been so pleasant. I can't tell you how many times he told me to stop my first business venture, the local advertising business. Frankly, I was spiralling into debt and I was really struggling to build that business, and he kept telling me to quit whilst I was ahead. Well, at no point did I feel like I was ahead, but I did end up quitting that business.

But this meeting in 2009 was reviewing my first year online, the year of 2008, and it was a very good year.

Now, the thing that was really pleasant about this particular meeting is my accountant had actually recognised the fact I'd created a very stable business. The reason being is what he'd showed me and explained to me is my income I was generating was broken down into three clear separate income streams which provided me with a lot of stability.

That's what I want to share with you in this video. I want to share with you the **three types of income streams** I have in my business and I certainly recommend you should have in your business if you're serious about creating a successful online business.

What we're going to do is we're going to jump on to the flip chart and I'm going to share with you these three types of income streams. Let's go.

All right, what I'm going to share with you now is something I've named the **Six Figure Mentors Formula**. I've been teaching my students this for a few years now, and every time they grasp this and really understand what I'm going to share with you right now they're very excited. The reason they get excited is because they realise that what I'm going to show you right now, is **a way of creating a very stable business**.

I've got to be honest with you, when I sat down with my accountant and we were reviewing this, and we were working out the different income streams I had, I had kind of created this business model by sheer fluke.

The minute he recognised it and broke it down for me, enabled me to really focus on them separately, grow those parts of the business separately, and as a result, have a very, very, stable income.

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What I would suggest you do is grab a pen and paper and draw along with me and take some notes because you're not going to want to forget this stuff.

[1] The first income stream I want to talk about is R. R stands for **residual or recurring**. Now, basically what that means is, you do work the work once and you get paid time and time again. I'll give you a few examples. If you think in your life the chances are, maybe, you pay a membership fee for something, maybe the gym. Every month you pay the bill or you pay your fee, I should say, to go to the gym and as long as you pay that you can use the facilities. Maybe you pay a monthly bill for your phone line or your cell phone or your mobile. We're used to paying subscription fees.

Online there are lots of products and services that people pay monthly fees for. Take for example, Digital Business Lounge - if you've been watching the videos you'll know exactly what that is.

We have customers that pay us every month for access to the Digital Business Lounge, and as long as they want access to the software and the facilities, the hosting, the website building, they keep paying that fee and our business, our company keeps getting on that recurring income coming in.

I want you to understand, as an affiliate you can be an affiliate for recurring products and services where you can grow that income stream every month.

One of the things that's really exciting about residual income is you can grow it.

Every single month you can concentrate and focus on making more and more sales in a residual income product, which of course is going to mean that income is going to keep growing. In other words, the earlier you start the better because you're going to be able to grow that income. We'll come back to that in a minute.

[2] The next income stream that I want to talk about is what I like to call **'now money'**. Now money is very simply **products that are priced between US\$100 and US\$400**. Other people often refer them to as **mid-ticket items**. What this means is that it's typically a product or service that is something that people can decide on quite quickly.

Often people will come across this particular product or service, whether it be a software, a membership site, a download, a tutorial or physical product and it's something that they can still make a decision to buy on a bit of a whim, I suppose. That's why I call it now money because it's **one of the quickest ways to start generating cash flow in your business** because you can earn two, three, four hundred dollars for every sale you make.

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[3] The next type of income stream I want to talk about, I'm going to put, is HT. This one stands for **high ticket**.

High ticket basically means you earn at least US\$1,000 per sale.

If you're in the UK that's about £600 - £650 per sale and it's a high ticket item. Usually what that means is that people take a bit more time to make a decision to make that purchase, but when somebody actually invests that amount of money or spends that amount of money on a product you as the affiliate or if you're the product owner you get that higher ticket commission coming into the business.

Of course, you're going to make fewer high ticket sales than what you are 'now money' and 'mid ticket' sales, but it's something that makes a very significant difference to the amount of money coming into your business particularly when you look at it from a monthly basis.

So, what I want to do now is break this down to demonstrate to you **what a six-figure business could look like**.

Let's say for example you're marketing or recommending or creating your own product where you earn US\$20 for every subscription payment that comes in every month. Now, if over a period of time, let's say for example over a 12 month period, you referred 200 people to this product where you earn US\$20 per sale. What would happen is every month from there after you would know that you are generating US\$4,000, I'm going to put US\$4,000 in revenue or income coming into your business every single month. Now, how much of a difference would that make to your life right now? For a lot of people that's a car payment, a mortgage payment and a whole lot more.

This kind of money is like what lot of people earn in a job on a full-time basis. If you can just focus on finding in the next 365 days, the next year for example, 200 people to purchase a product where they're paying monthly subscription and you're earning a commission or it's your own product, you can really grow that income. In fact, let me turn that to a dollar because we're talking dollars here, into a US\$4,000 per month income stream.

Now, on the now money front, let's say you're an affiliate for a product where you get paid US\$200 per sale, so every sale you get paid US\$200.

Typically, as an affiliate it's around **50% commissions** that you would often get with a product.

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So, you'd be selling something around the US\$400 level to get typically a US\$200 commission as an affiliate. If it was your own product and it was an information product or something that could be accessed online, downloaded or a video series or something like that then of course, if it was selling for US\$200 you would keep the US\$200 yourself.

So, it obviously, it varies whether you're an affiliate or whether it's your own product. In this instance, I want to use the example of where you're earning, you're making US\$200 per sale. We'll call it a commission. Now, if you found just 20 people on the entire world wide web every single month to purchase a product where you earn US\$200 per sale, again, that would be US\$4,000 in commission coming in every month.

Now, I want to ask you a question. Seriously, do you think you could find 20 people each month to purchase a good quality product if you spent the time learning how to do the marketing and select good quality products?

I'm telling you now - 20 is such a small number.

There are marketers, like myself, who can do in excess of 20 sales a day when it comes to promoting products of US\$400 of where you earn US\$200 so it's something that's very, very feasible.

Again, I'll get you to think from a perspective of maybe in a year's time, if you could gain the skills in the next 12 months to where you could find products where you can earn US\$200 and find just 20 people a month, this is the type of income you can create from that income stream.

High Ticket now, for me, this is probably the **most exciting income stream** because frankly it's where I've made the most money, and it's also where I feel you can deliver the most amount of value to your consumers as well. The reason being is we're talking about higher priced products, now high ticket products.

Let's use in this example a case where you're earning, we're going to say US\$1,000 commission, or again, if it was your own high ticket product if you're a new starter or you're a newbie it's unlikely you're going to have your own high ticket products to sell.

If you're an affiliate, often we refer to it as direct sales at this price point where you could make a sale where you earn US\$1,000 per sale. If you found just four people per month every month, that's less than one a week, you would be earning, you got it, US\$4,000 commission per month from finding just four sales.

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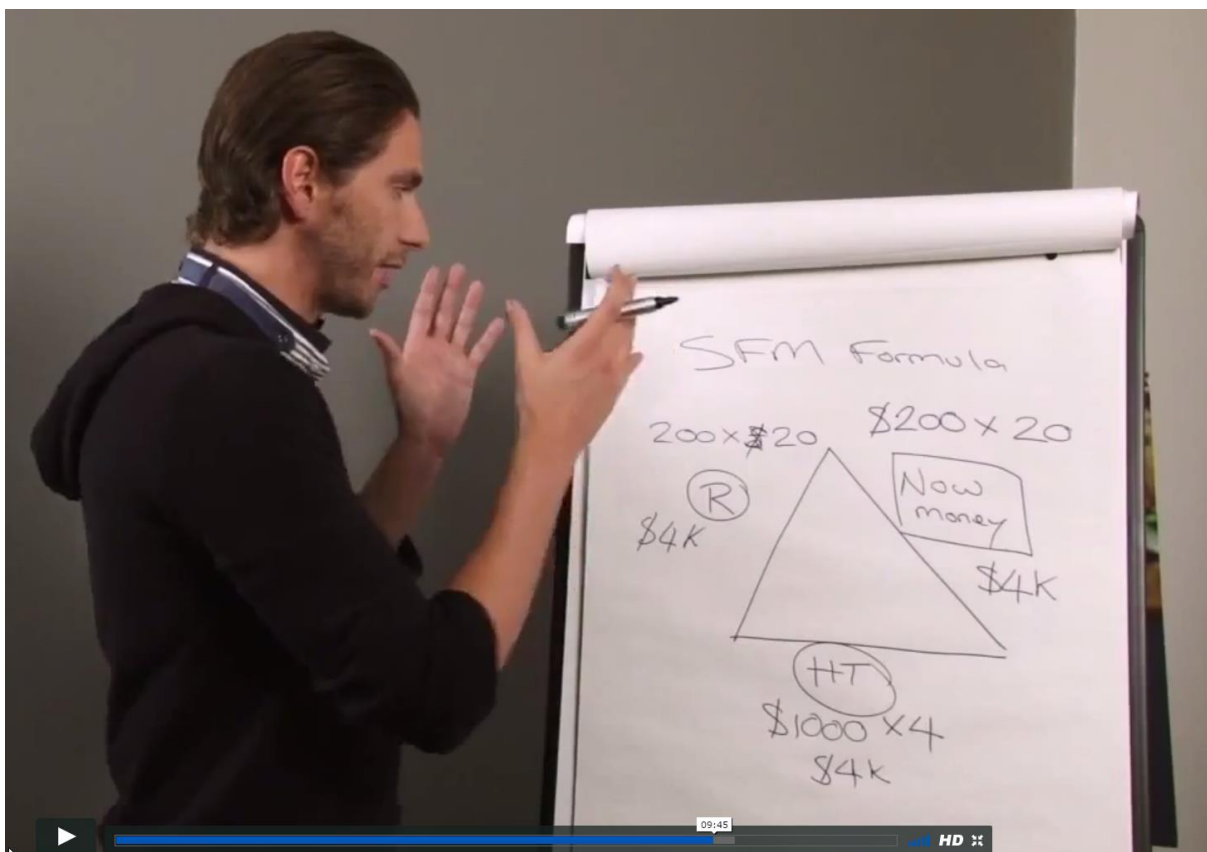
Now this is the key thing I want you to understand. What the smartest marketers understand is, through everything we've been showing you in this video series, the list building, promotion - what they do is they find products that are interlinked, in other words related, like an integrated product suite where they can find one customer who will potentially buy each of these types of products.

For example, they'll buy a monthly fee where they'll pay a monthly subscription for something.

They'll buy another product which is maybe a higher level of training or education or better quality product where this same audience would be interested in the same type of products.

Again, you've probably got it already, they could be interested in the higher ticket items as well.

Of course, less people are going to be buying the high ticket item than the mid ticket or the now money item, which is why this number will always be lower.



What you have to understand is, if you're doing the work and you're actually finding the customer for one product, you may as well make sure that your marketing and promoting sales funnels or product funnels actually have residual income, mid-ticket or now money items as well as high ticket. Then what

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you're doing is you're just focusing on the marketing to the same audience and these income streams are going to come in regardless.

Now the reason I like to refer this as the six-figure income model is if we do the math on this, each month this will be US\$12,000 per month coming into your business by having these three income streams at this level coming into your business.

These **numbers are incredibly realistic** for individuals to achieve within a six to twelve month period for example.

This is exactly how I was able to have so much financial success my first year online even though I wasn't focusing on them so much separately, it was a bit of a coincidence.

Once we broke it down what I was able to do is really separate them and focus on growing and scaling those income streams individually. You know what, US\$12,000 a month coming into your business is **US\$144,000 per year** which, of course, is a very nice six-figure income.

If this sounds interesting, what I recommend you do, if you haven't done it already is get your Six Figure Mentors application in. Where we're going to show you sales funnels and business systems that already have these types of products. We have these types of products that you could be promoting as an affiliate, as a direct sales person, and we can teach you how to do the marketing for this kind of thing as well.

Now I'm going to assume you're going to have a lot of questions, and that's why, when you submit your application to us here: <https://gregandfionascott.com/apply-now>, you're going to be **allocated your very own personal business coach**.

This is someone here at SFM headquarters where you're going to be able to get on the phone to them and ask any questions you have. They're also going to coach you and work with you as you go through the beginning introductory module, which you're going to get access to immediately the minute you submit your application.

Okay, so if you found this interesting, make sure you get started, make sure you submit your application (click here) and of course I look forward to seeing you in some further videos behind the scenes once you actually [click here to get that application submitted to us](#).

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Thanks anyway for checking out another one of our videos and, of course, I look forward to seeing you in the next one. Take care.