

Entrepreneurs: Are You Feeling Broke?



“As soon as you trust yourself, you will know how to live.”

Goethe wrote that, and let’s face it... that makes a lot of sense.

The problem is, it’s pretty hard to trust yourself when you are trying to do something new (*like online marketing*), and you don’t even know where to start.

What makes it worse is that there are endless amounts of information written on the topic and everyday more is being added to the stack... pretty much all of it conflicts with each other in one way or another.

So, what is a person to do with a situation like that?

Well personally I say start with this:

Step 1. Do your best... Acknowledge that it won't be perfect or maybe even good, but your best is good enough and recognize that your best will get better every day.

Step 2. Commit yourself to the craft... Making money online is a science and an artform. It takes practice to get good at it. Practice and experience. So, make it a priority and dedicate a little bit of time to getting better at it every day.

Step 3... Understand that to make money online you need a steady stream of targeted traffic. By targeted I mean traffic that cares about what you are selling.

Step 4... Understand that the single most reliable and cheapest source for targeted traffic that converts highly into dollars is email.

Step 5... Commit to becoming great at effective list building and email marketing.

Step 6... Understand that there are many ways to be great online. Many ways to make money and many ways to do almost everything. However, you only need to master one. Commit to your one path and let everything else fall away until you get your project to money.

So, the first key to making sustainable income online is **audience building**. I mean that. You need to start building a group of people around you who give a care about what you have to say.

Now the core of that audience is the email list. So, as you are building your audience you need to be putting them on an email list.

And understand that the fuel that makes the entire internet go is content. So, if you want to build an audience and then put them on an email list, you need to get good at consistently putting out good content.

Great. So how do you come up with great content, right?

Well let me give you **a simple formula** that has served me well time and again.

Entertainment value + actionable content = great content that builds audience and produces sales.

Let's break this formula down.

Entertainment value - this generally can come in the form of some kind of story. It doesn't have to be a crazy long story and it doesn't have to be personal. It could be as simple as an inspirational quote and a little background about the person who said it.

The goal with the story is to entertain and to segue into the “*actionable content.*”

Actionable Content - this generally will come in the form of a “step 1 do this, step 2 do that, step 3 do the other thing” type form OR it can come in the form of a lesson or takeaway that you give your audience. Something that you took away from the story you just told them. Like a “moral to the story” kind of situation.

That's it. That's the whole formula.

If you can put those 2 things into every piece of content that you put out there, then it becomes very easy to put pitches and offers into the content

and you will see far more success.

Speak soon,

A handwritten signature in black ink that reads "Reggie Patterson". The signature is written in a cursive style with a horizontal line underneath the name.

Taking the Next Step: Simplify Your Success

Building an audience, creating great content, and mastering email marketing are the foundation of any successful online business. But putting these principles into action requires the right tools and support.

That's where the [Home Business Academy \(HBA\) All-In-One Digital Business](#) comes in. With HBA, you get everything you need to build and scale your business in one simple platform:

- **Funnels Made Easy:** Create high-converting opt-in pages and sales funnels without technical headaches.
- **Automated Email Marketing:** Capture and nurture your audience effortlessly.
- **World-Class Training:** Learn the latest strategies from experienced marketers.
- **Supportive Community:** Join a network of like-minded entrepreneurs to keep you motivated and on track.
- **Earn as You Build:** With HBA's [80% commission structure](#), you can generate income while growing your business.

[Click here to learn more about the Home Business Academy and start your journey today!](#)

Here's my personal email address, and feel free to use it if you have any questions or even if you just want to let me know where you're at with your business.

ReggiePatterson4456@gmail.com

Reggie Patterson is an online marketer, digital publisher and blogger...

You can get an idea of why he's been called the *Retirement Rebel Marketer* [By Clicking HERE](#)



You can't sell, give away, copy or distribute this report without my express permission. You can't copy the images or content either. If you need to get in touch with me you can email me at support@reggiepatterson.com