



# THE FLIP YOUR LIFE BLUEPRINT

The proven, step-by-step plan you can use to start an Internet business, make money online, and build the life of your dreams!

SHANE & JOCELYN SAMS



FLIPPEDLIFESTYLE.COM



## **Getting Started**

When we started out, we stumbled around and made A LOT of mistakes. What we needed was a plan. A step-by-step process to help us build an online business fast, make money to replace our income, and quit our jobs!

We have now started multiple online business, and have helped hundreds of other people do the same through our [Flip Your Life Community](#). Along the way, we created a repeatable process that anyone can use to start an online business of their own!

**Below are the exact steps we recommend people follow to start, build and grow an online business.**

**We break building a business up into four phases:**

1. Planning: Vetting ideas through solid research
2. Building: Creating a Platform and Infrastructure
3. Selling: How to get your product in front of customers
4. Growth: Building and growing your online business

### **Phase 1 - Planning: Vetting ideas through solid research**

1. Find a mentor and model their success.
2. Surround yourself with other entrepreneurs. It's much harder going it alone.
3. If you're married, get your spouse on board (or at least let them know what you are doing)!
4. Choose a niche, and define your perfect customer (the Avatar).
5. Come up with an idea to sell. Determine your customer avatar's key problem that you can solve by selling him/her a solution.
6. Research the market and vet your idea to make sure it has a chance to succeed.

7. Study your customer and determine if they are actively searching for a solution to this problem.
8. Create a plan to find the time and money to build and grow your online business.

## **Phase 2 - Building: Creating a Platform and Infrastructure**

9. Set up a business that earns stable, predictable income based on recurring memberships.
10. Decide on branding (colors, logos, social media channels)
11. Start your website.
12. Create a members only area of your website for paying customers.
13. Create free content that your audience is searching for online.
14. Batch create multiple pieces of content, and schedule it out for a few weeks to free up time for other tasks.
15. Create an eBook to give away as a lead magnet (in exchange for an email).
16. Create your paid product to sell to your customers.

## **Phase 3 - Selling: How to get your product in front of customers**

17. Create an email autoresponder to sell your product 24/7/365.
18. Create a sales system that guides your customers from the discovery of your brand, to the purchase of your product.
19. Build a sales funnel to put your sales system in place.
20. Create a product to “upsell” to your customers after their initial purpose. This will maximize profits per customer.
21. Create ads to show on various sites to promote your product.
22. Use Facebook to target and track potential customers.
23. Price your product and start selling it online.
24. Leverage social media to build and grow your business.

## **Phase 4 - Growth: Building and growing your online business**

25. Launch your online business to the world!
26. Create a long term email sequence to sell to your list forever.
27. Delegate your customer service so you can grow your business.
28. Improve your customer retention to make more money online.
29. Build a team and hire more people to expand.
30. Learn how to manage all the money you are making online.
31. Set up your company offline.
32. Quit Your Job! Take control of your destiny! Flip Your Life!

### **The Flip Your Life Blueprint - A Training for Every Step of the Process!**

This is the exact process we used to build our online business.

Now, it's time for YOU to take action. Below is a list of courses we offer in our Flip Your Life community. These courses will help you start, build and grow your own online business, step-by-step! You already know WHAT you have to do from the list above, now learn HOW to do it with our courses below!

Start at the top, work your way down the list, one course at a time.

And TAKE ACTION! Watch the first video, then the second, then the third and take ACTION after every single training.

Online, those who DO...WIN! It's a marathon not a sprint, and every race is won by taking the first step, then putting one foot in front of the other until you reach the finish line!

### **PHASE 1 - Laying a Strong Foundation**

1. The Flipped Life-Cycle: How Entrepreneurs Build and Grow 7-Figure Businesses
2. Set Big Goals and Dream Bold Dreams
3. Getting your Spouse on Board with Your Online Dreams
4. Avatar Masterclass: Find Your Perfect Customer
5. Offer Masterclass: How to Create a Product that Makes Money Online
6. Researching and Vetting Your idea
7. How to do Keyword Research using the Google Keyword Planner
8. How to Find the TIME and MONEY to build and grow your online business

## **PHASE 2 - Building Your House!**

9. Membership Mindset: The Best Way to Build a Stable, Predictable Income Online
10. Building Your Platform: Website, Social Media, and Branding
11. Building Your Website (WORDPRESS)
  - a. Advanced Wordpress Addons that will Take Your Business to the Next Level
12. How to Set up a Successful Membership Area (FORUMS)
13. How to Create Great Content
14. A Step-by-Step System for Planning, Batching, and Creating Content (FREE & PAID)
15. How to Create an eBook
16. How to Create a GREAT Paid Product

## **PHASE 3 - Showing and Selling!**

17. How to Create a Successful Email Autoresponder Series
18. The Sales Chain: Guiding Your Customers from Discover to Purchase
19. Sales Funnel Masterclass

20. How to Use Upsell to Maximize Profits
21. Advertising Fundamentals: Cold, Warm and Hot Advertising
22. Facebook Ads Best Practices
23. How to Price Your Products
24. How to Succeed With Social Media

#### **PHASE 4 - Settling in!**

25. Grand Opening: How to Launch Your Online Business
26. The Long Term Email Nurture Sequence
27. Customer Service (Money Back Guarantees, Cancellations, etc.)
28. Onboarding & Retention Strategies
29. Team Building: Hiring, Delegation, and SOPs
30. Managing Your Finances
31. Basic checklist for starting a business

That's the plan! Not only has this plan worked for us, it has worked for THOUSANDS of other people as well!

Everything you need to start, run and grow an online business is right in front of you. Literally at your fingertips!

**No more excuses. No more putting it off. No more wishing, dreaming, or hoping.**

It's time to take action. It's time to FLIP YOUR LIFE!

Ready to get started?

Go to <http://flippedlifestyle.com/flipyourlife> and take your first steps to FREEDOM today!