

What Kind of Business Can I Build?

When it comes to the type of business that you can build as a result of being a student of SFM, the actual answer is an infinite amount of opportunities and types of businesses that you can go out and build and I'll give you some examples of that in a minute. But before I do that, I just want to explain to you the main focus of our education particularly for your first three (3) to six (6) months here, and it's teaching you and showing you how to market online.

Marketing in business is the lifeblood of any business whether you're talking offline or online, and knowing how to get your products and services in front of a target audience really is everything. You could have the best product or service in the world but if nobody knows it exists, then how on earth are they going to make a decision to purchase that product or service? So what we're going to do, is we're going to focus very heavily in almost an intensive way, on how to market online and believe me, you do not need to be technical or like I said, have any previous experience in order to do that. Now the result of being able to market on the internet means that you then get to pick and choose the type of business that you go and build and grow. Some examples within our own community, we have students who have gone on to be highly paid consultants, consulting with small, medium and large businesses on how to market their products and services. We've had students here who have gone on to be local business marketers, in other words, they've gone on to actually get inside these small businesses and then go out and actually do the marketing for those businesses - and as a result, get paid for it.

We've had students who have, you know, continued to just focus on Affiliate Marketing and Direct Sales-the business model that we highly recommend people start with- purely because it's the fastest way to put money in your bank account. It also gives you complete geographical freedom, you don't need to be tied to one location. And I'll say probably the bulk of our students actually stick with that type of business model because it really does offer the most amount of flexibility. We've also had students who have gone on to sell many of their own products and services - including creating from scratch their very own products and services. And we've even had students who have gone on to go and grow and help grow charities, that kind of thing. And the thing that you need to take away from what I'm saying right now is once you know how to market, once you understand how to market, you really have so many options in terms of the types of business that you could have as an end result.



I think the key thing though for you to understand, if you're like many of our students, and first of all you just want to have a business that's paying you- and paying you enough money to be self-sufficient and independent, work from home or maybe quit your job or maybe retire a husband or have more money coming into the household- you're going to want to make sure that you focus on the training that we first provide in the Getting Started Modules, because that is what it's designed to do. It's designed to show you how to put money in your bank account as quickly as possible so that you can then get that result and scale those results in order to write your own paycheck. And the amount of money is going to come down to the amount of effort you put in. But it's exciting, that's what I would say - Online Marketing- the opportunities are endless once you really understand what to do, you really get to pick and choose.