FREELANCE MARKETING SECRETS

Your Step-By-Step Guide To Launching A Lucrative Freelancing Marketing Career...From Scratch!

By: Keala Kanae

Hey there Reader,

Keala Kanae here… and my goal with this "Handbook" is to give you simplified instructions for launching your very own "Freelance Marketing" career - right from the comfort of your home.

Of course, a handbook is inherently limited in its ability to deliver content of this magnitude which is why I strongly encourage you to **click here and register for our upcoming Online "Master Class"** where I'll obviously be better able to illustrate the concepts contained within the following pages.

Nevertheless, whether you **register for the training** or not, I've done my best to at least get you started.

First, allow me a moment to introduce myself:

Listen, I wasn't always one of the world's most sought after speakers and trainers in this industry. Instead, it's not that long ago that I was barely eeking by every month.

In 2012, I found myself working in a coffee shop earning just over minimum wage and struggling to get by. In fact, at 29 years old, I was living in my mom's spare bedroom because I couldn't afford all of my bills and the rent anymore.

I had even sold my car because I couldn't afford the gas, insurance, and miscellaneous repairs any longer.

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Anyway, long story short… in August of 2012 I had hit my proverbial rock bottom after my financial situation forced me to give my girlfriend of 7 years a used purse that my mom was about to take down to Goodwill for a friend of hers.

In other words, in August 2012, I literally gave my girlfriend someone else's trash for her birthday.

It was at that moment that I made a solemn oath to transform my financial situation and I vowed to read every book, buy every training, and search under every rock if that's what it took…

Needless to say, contained within this document is a breakdown of what I discovered that has radically transformed my reality. Today, things are quite different.

In the last 3 years, my girlfriend and I have taken a total of 28 vacations.
(Here's photos from a few.)

All while earning a fairly substantial income. Here's a photo from the back office of one of my marketing campaigns showing $702,767 of income for 2016 alone (and over $1Million earned overall)… **And that's just ONE income stream!**

Here's a photo of me buried in over $143,427 worth of commission checks from another promotion I launched in early 2016:

Listen, I'm NOT trying to brag or boast. Showing you this stuff is actually quite uncomfortable for me. However, it's the best way I know to show you what's possible. Does that make sense?

Great! Now let's get started on the content…

Keala Kanae
Founder, Fullstaq Marketer

STEP 1:

The first thing we need to do is find an audience that either has a problem that needs solving or a desire that must be fulfilled.

This is as simple as using the Google Keyword Planner to find out what sorts of things people are searching for.

In this example, I chose the phrase "Lose Weight". The Keyword Planner then shows us a number of related searches as well as how many people are searching for that keyword phrase each month.
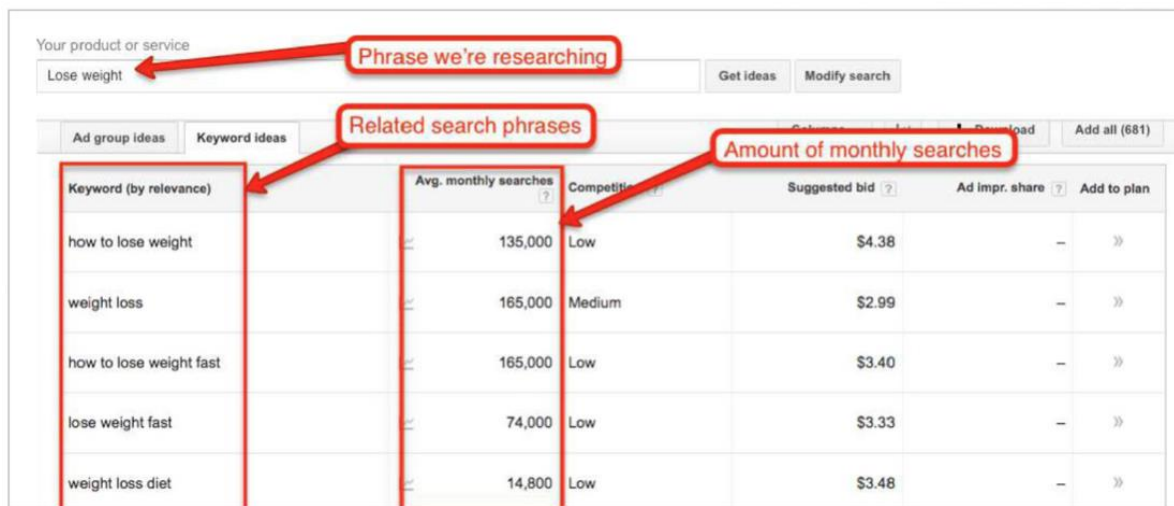
What does this all mean? Well, in this example, it shows us that hundreds of thousands of people are looking for various weight loss solutions.

And you can search for data on any problem/desire you can dream up. Here are a few ideas off the top of my head:

- "How to stop anxiety"
- "How to discipline children"
- "How to make money online"
- "Weight loss recipes"
- "How to grow prize-winning tomatoes"

You're only limited by your imagination ;-)

Of course, the higher the search volume (the numbers in the second column), the more money there is to be made because more people are looking to buy.
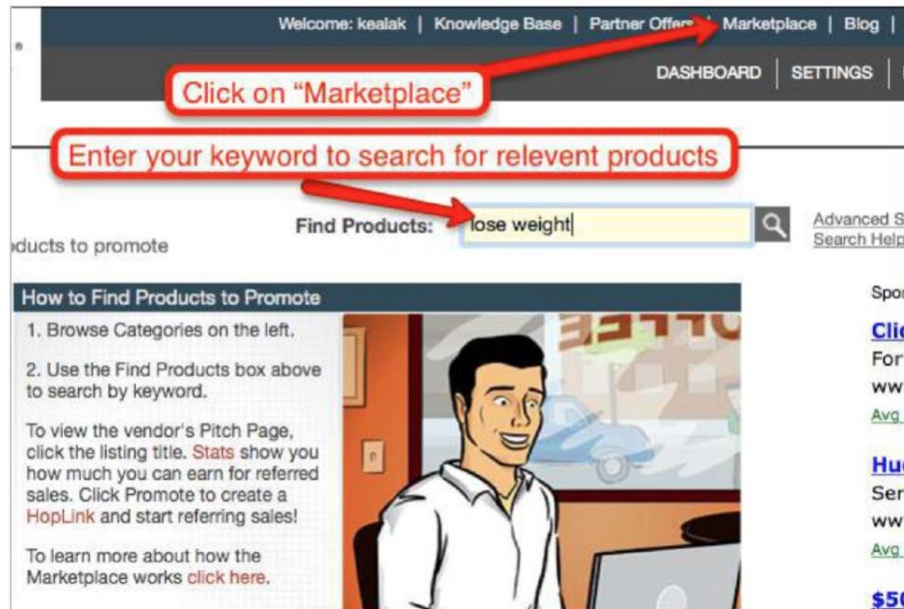Alright, on to step 2…

STEP 2:

Okay, now that we've found a rather large audience with a problem that needs solving, we just need to find a product/offer to promote to them.

That's where Affiliate Networks step in (you can find a short list of them in the Resources section of this handbook and even more by googling).

Basically, Affiliate Networks connect product creators with marketers (like you and I) who want to promote their products and earn a commission for doing so. In this example, I'm going to search the Clickbank Affiliate Network. In this case, on the 3rd page of results we find a product that pays out a decent-sized commission.

As a general rule of thumb, the higher the commission that can be earned, the greater the profits… and we like profits :-)

Assuming this is a product we want to promote, we simply click the "Promote" button next to the offer which will give us our Affiliate Link.

The Affiliate Link is essentially how the product creator tracks which affiliate makes a sale.
In other words, all sales that come from the above link will be accredited to us and qualify us for commissions on that sale.

Now, on to step 3…

STEP 3:

Okay, we have identified an audience with a problem and an offer to promote to them.

Next (and this is most important piece) we create a Sales Funnel that enables us to sell as much of this product as humanly possible… mostly on autopilot!

Here's the Blueprint (again, I strongly recommend you **click here to register for our Free Training Workshop** because this part will otherwise be difficult to understand):
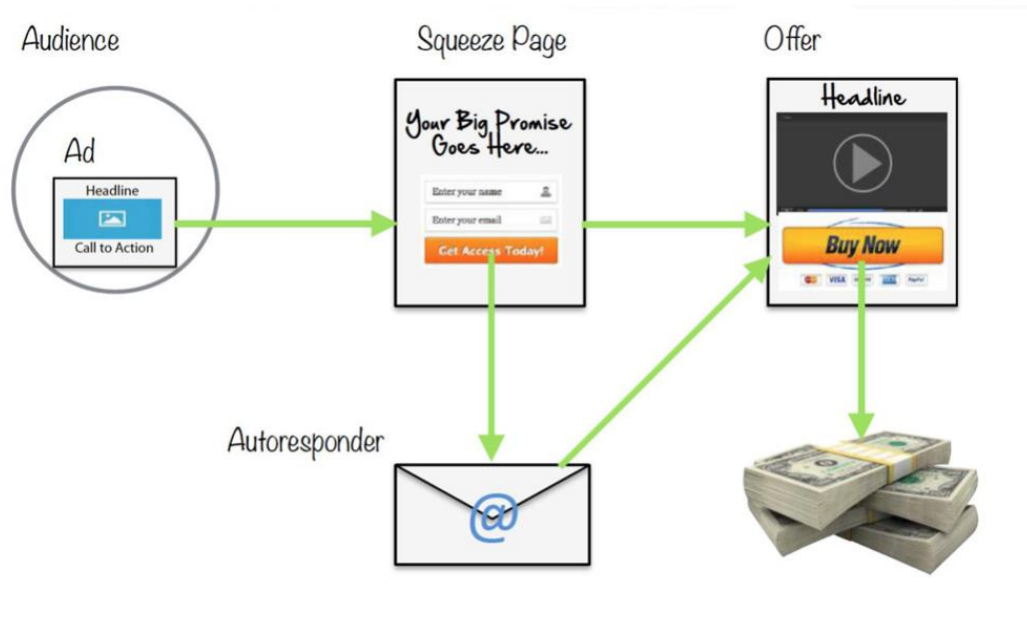
Let's break it down:

The circle above represents the audience we've identified. Notice that inside of that audience is an image labelled "Ad".

This represents the advertisement that we'll deliver to that audience (we'll get to that part next).

When someone clicks on our ad they're going to be taken over to our "Squeeze

Page".

What is a Squeeze Page?

The Squeeze Page is an extremely simple website we'll use to capture the contact info/email of the person who clicked on our ad (we'll get to why in a moment).

The Squeeze Page pre-frames the offer and gives the visitor an incentive to hand over their contact information. For this example, our Squeeze Page headline might say...

<div align="center" style="color:darkred">

Free Video Reveals…
**How To Instantly Drop 10 Pounds In The Next 10 Days
With Simple Soup Recipes You Can Copy Right Now!**
Enter your email below for instant access…

</div>

It goes without saying that we'd only use that headline if the offer can fulfill that promise which means doing a bit of research first (NOTE: never lie in your marketing it ruins the industry and makes you look like a douche).

If the person who clicked on our ad and is now on our Squeeze Page is serious enough about getting the proposed result, they'll likely enter their email address for more information.

As depicted in the above Blueprint, we'd then automatically send the visitor to our Affiliate Link which sends them to the sales page for this offer and gives them a
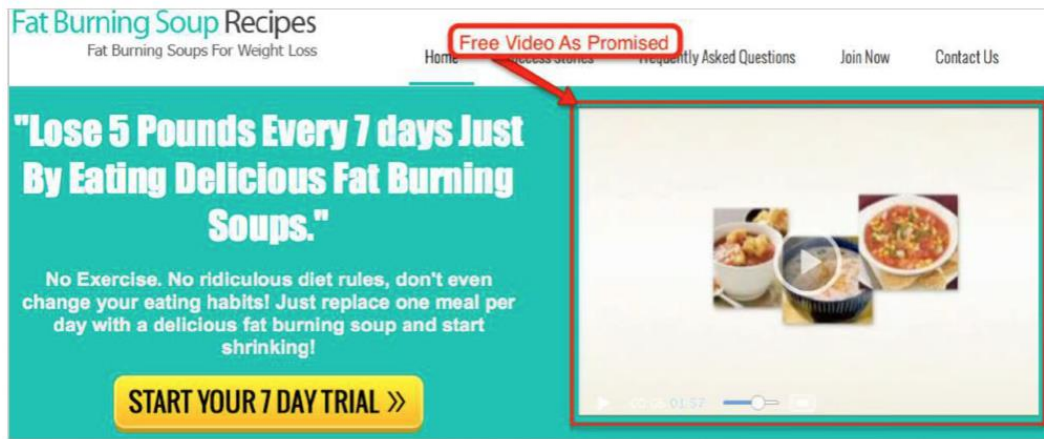
chance to buy:

You'll notice in the Blueprint that there are two arrows leading away from the Squeeze Page. One linking to the "Offer" (we've already covered that one) and the other linking to the "Autoresponder".

What is an Autoresponder?
Simply put, an Autoresponder is an email marketing database. When someone enters their email for more information regarding the offer we're promoting, it

captures that email address and allows us to send more marketing material to that Prospect. It's called an "Autoresponder" because it emails that recipient on autopilot.

Think about this:
The chances of someone landing on the sales page of the offer and choosing to buy right there on the spot is probably slim, right?

I mean, how often do you stumble upon an offer online and instantly pull out your credit card and buy right there on the spot. Not that often, right?

Well, the same is true for almost everyone else.

So, by capturing that prospect's email, we have the ability to send them follow up emails - on autopilot - that gives us multiple opportunities to sell the offer (rather

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than just once).

In other words, before we ever place the Advertisement about this offer, we've created 7 - 10 follow up emails in the autoresponder that will go out for the next 7 - 10 days after someone enters their email for more info about the offer.

Those emails might contain:

- Testimonials from other users of the offer
- More "in-depth" information about the offer
- Objection handlers
- Answers to Frequently Asked Questions
- Bonus incentives for ordering
- Etc…

ALL of those emails inevitably link back to the offer page giving that recipient another chance to purchase… and when they do, **we get paid a commission!**

Keep in Mind: This ALL happens on **autopilot**. You set this up just once and technology takes care of the rest…

…and you can earn commissions whether you're working, sleeping, out to dinner with friends, or even on vacation!

SUMMARY:

As stated earlier, there's obviously a lot more to this than can possibly be conveyed in a simple handbook like this one…

…which is why most of our readers choose to **click here and register for our Online Training Workshop** where we can better teach you how to implement all of this.

With that said, it's my sincere hope that you at least have an idea about how to get started and see that there are REAL, LEGITIMATE options for you to earn an income WITHOUT a job, a boss, or some boring schedule that reigns over your life.

RESOURCES:

The following are the Dirt-Cheap Software Tools we currently use every day in our business to execute exactly what we've covered in this handbook…

1. Autoresponder: [Click Here for Getresponse](#)
2. Squeeze Page Builder: [Click Here for ClickFunnels](#)
3. Tracking Software: [Click Here for ClickMagick](#)
4. Affiliate Networks (You can also google search "Affiliate Networks):
   [Click Here for ClickBank](#)
   [Click Here for ClickSure](#)
   [Click Here for Warrior Forum](#)
   [Click Here for Max Bounty](#)