



# **THE 5-STEP BUSINESS PLAN**

## **ON SELLING EBOOKS & COURSES**

**The Ultimate Guide To Building A Digital  
Business From Zero To Superhero**

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## ***“Networking na naman ba ito? Kailangan ko bang mag-Recruit Para Kumita?”***

Ito ang isa sa mga kadalasang tanong na natatanggap ko kapag pinapakita ko ang aking **Internet Business**.

Hindi ko sila masisisi kasi marami na ang taong sumali sa mga **scam** at **naloko** lang. Marami ang nag-**invest** sa mga pyramiding scheme na tinakbuhan lang.

Ang iba naman ay sumali **legitimate MLM** o **Networking Business** na isa namang magandang sistema ngunit hindi naman kumita.

I understand if you're **skeptical** about this internet business.

I want to be as honest with you as possible. Ang ituturo ko sa business na ito ay **HINDI get-rich-quick scheme**.

This is **NOT a pyramiding scheme** where you need to **recruit** people just to **earn**. It is a real business where you have to learn, develop skills and work hard to earn.

But don't worry! I will **teach you everything you need** to know **step-by-step to get started**.

I'm not even talking about selling your own products. You won't have to get stuck at creating your own product in this business. Not just yet. **Creating your own product** takes **time** and **money** to make and a lot of planning.

I'm talking about selling other people's **ready-made products**. Here's the best part, you are not limited to just one specific product or sets of products. You can **sell thousands of products** and I'm not even exaggerating!

### **DISCLAIMER:**

I can't guarantee and will not guarantee you'll become a millionaire over night. Subalit, maari kang maging isang milyonaryo sa negosyong ito. Kailangan mo lang kumilos at sundin ang mga ituturo ko sa'yo.

## ***“Gaano ba kabilis ako pwede kumita dito?”***

Kahit gaano kaganda ang negosyong ito, hindi ka kikita ng kahit isang piso kung hindi ka kikilos at gagawa ng aksyon.

Gaano ba kabilis kumita sa negosyong ito? That’s totally up to you! You can make ₱5,000 in just 1 month, make ₱25,000 in just 1 year or make ₱94,000 per week.

It’s totally up to you.

What you’re reading right now is not just an ordinary free downloadable ebook you’ll get from the internet.

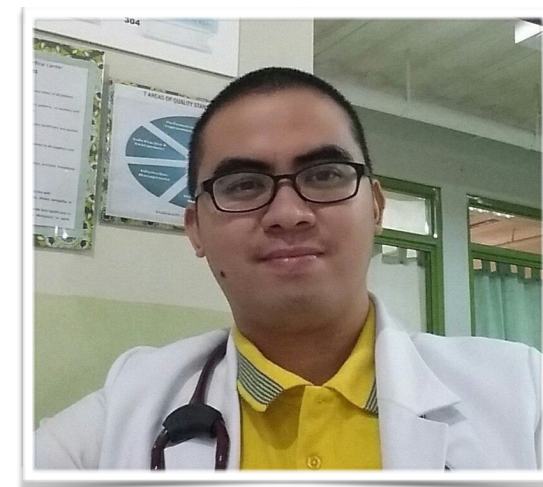
This **special ebook** will teach you exactly my exact 5-Step Business plan on how I was able to make **\$400 per week** selling digital products online on my first few months in this business.

I will also teach you how I grew my income from **\$400 per week to making \$2,000 per week** selling digital products I didn’t even make. These are other people’s ready made products!

### **Who am I?**

Before I reveal to you my 5-Step Business Plan, I want to introduce myself.

My name is **Lloyd Labso**, I am a Filipino, full-time husband and father, part-time general physician, internet marketer, network marketer and author.



I have created this **special 5-Day Business Plan** as a way to help other people, especially Filipinos, to make money online. There’s such an abundance of wealth out there that we, as Filipinos, are just not yet able to utilize.

## WHAT PEOPLE SAY ABOUT ME

Hi doc...today september 12 mark.my 1st 6 figure sales in less than 2 months..although hndi pa ksali un expense q jan..but..its is really possible to earn online while I am busy with my work schedule..



9:19 AM

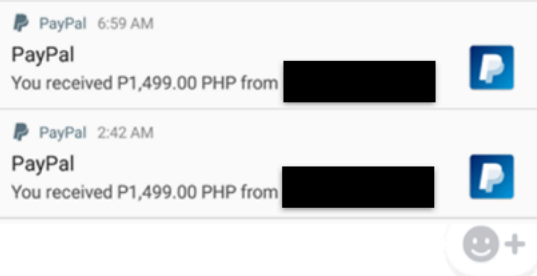
Doc..nakakatuwa..daily n aq my sale..consistent na..

Hahaha...

Another payment ngaun hbng nsa trabho...it is really passive..



Umaga pa lng doc inuulan n aq ng gnito...hahaha



Michael Lino Perlas

August 17 at 10:39 AM

👉 Happy Rest Day Saturday For Those Employees Like Me and Future Self-Made Millionaires..

Almost mag 1month na ata since my last post!

This time po ulit, makikiraan lang po ulit to share an update of my wins from my 1st sweetest sales before into slightly big wins..

With almost 1 month since I launched my Playbook..

I started running my FB Ads last July 25 and almost mag 1month na, gumastos na po ako ng P6,518 pesos as of this day..

And I got P20,968 in sales, not included pa po un 9 pending orders ko..

Ok lang saken gumastos ng P6,000 pesos to get P20,000 in reward..

This would not be possible if walang guidance ni Doc Lloyd, inapply ko lang po un mga tinuro nia sa DSUT Modules, paulit ulit ko pinapanood para maintindihan ko concept.

And then hindi aq nahihyang abalahin xa to ask question kung tama ba mga naiisip ko..

As in araw araw ako my chat sa kanya..minsang kahit hindi xa nagrereply, nagcchat ako kc alam q nmn mababsa nia rin un..

At ang malupet nito, sbi q sa knya parang everytime na naguusap kmi..later that day or mkalipas lang ilang oras, nagkkaron ako ng sales..hahaha! 😄

Kaya everyday ko xa chinachat..

Un tipong lagi aq naka-abang sa email ko kc may nagonotify na "admin registration" tpos its either "admin new payment" na un kasunod or may magtxt sken na transaction nila..

Ito un mga experience and moment ko everyday na dati tinatamad na aq pumasok sa trabaho kc same cycles.. pero ngaun..

I have a new motivation...

The result po that i-share is really not typically, I am not here to brag or hype anyone but to just motivate you and inspire you na everything is really possible..

👍👉👍 You, Jingo, Rosemarie Gumera and 54 others

28 Comments

👍 Love

💬 Comment

## WHAT PEOPLE SAY ABOUT ME



**Violeta Maingpis Depalog** ▶  
**SMM-MC Private Mastermind**

New Member • Yesterday at 12:20 PM •

Hello everyone, hello Doc **Lloyd Labso**, I am back.

Matagal din po akong nawala due to personal issues.

Gusto ko lng i-share my situation right now and what I feel about it.

Alam na...nCov or Covid 19 kung ano man tawag nila dito...sobrang affected ako...China nga naman ako based at umuwi lng ako last month dahil winter holiday namin sa school para sa Chinese New Year...few days later after kong naka-uwi...boom...and outbreak...then travel ban

Now, I am supposed to go back to China in time for the resume of classes sa first week of March, (dahil need ko raw ma-home quarantine for 14 days) but syempre no pwede...travel ban...

hindi rin daw ako pwede magtravel to another country, then to China...no pwede rin dahil I am a holder of a chinese residence permit...alam na ni immigration na China pa rin ang final destination ko

so possibilities will be...

- 1) mawalan ako ng work sa China due to the delay
- 2) they might ask me to do online class while waiting for the travel ban to be lifted

Pero knows nyo ba mga SMM mates, di ako masyadong kinakabahan kahit na medyo nanga-nga-nga na ako ngayon

Reason bakit medyo kampante ako is know na siguro ninyo...

This Digital Business that we have...

Habang nakatravel ban, I've been selling my printed book

Habang nakatravel ban, I've been selling my low cost product which is a collection of ebooks and tutorial videos

Habang nakatravel ban, I've been editing my masterclass that I will be relaunching in March with the help of our SMM classmates **MJ Tapia**, **JB Borromeo**, and **Jingø Thompson**

Hindi man natapatan ng mga sales ko this January and February ang monthly salary ko sa China, I can see that in case possibility number #1 will happen dahil sa virus crisis ngayon, may mapupuntahan ako that can help me put food on my table and pay my bills.

What I'm trying to say is, wag tayo mag-give up sa digital business that we have already started and have been working on.

There might be some struggles tulad ko, tumumal ang sales dahil sa pagtumal din ng pasok ng leads ko dahil sa fb ad account problem ko noon, tuloy lng tayo.

Thank you so much Doc for this opportunity.

Thank you din sa mga SMM classmates, special mention ang SMM-Beta group sa sobrang support ninyo sa akin.

If i-visit ninyo ang FB group ko, very active ang mga SMM-Beta and other SMM mates, too. Sobrang salamat. Teary eyed ako. (totoo po yan, di yan arte) I can't thank you enough.

O siya, masyado nang mahaba ang hugot ko today.

Go Digital Business, Go SMM.

Go for our millions.

Love you Doc.



Like



Comment

## WHAT PEOPLE SAY ABOUT ME

doc good morning...

Date	Gross	Trend
Thu Jun 21	\$0.00	
Wed Jun 20	\$13.40	█
Tue Jun 19	\$0.00	



i got a sale!!!

hehe boom panes!

hanggang ngayon, nagtataasan pa rin mga buhok ko!

wahahahaha



I GOT A SALE!!

haha remember that feeling kasi that's just the start 😊 Congrats!

hahahaha! 😊 ...

di ko ineexpect 'to... as in



iniisip ko kasi, makakatanggap ako ng email from clickbank. so everyday, lazy enough ako to check..tas naghceck ako ngayon lang.. boom!

This is awesome!

Thank you, Doc!

Makakapagsimula ng mag-mind mapping kung anong gagawing products!

First session pa lang, it worth the investment na.



Jonathan C. Balolong is with Lloyd Leonell Labso.

1 hr

Once upon a time I was just an employee worried about my job's stability. Until I found Doc Lloyd's DSUT. I finally found something that worked - and not just that... Doc Lloyd always over-delivered. You already have everything you need to jump-start your entrepreneurial career in DSUT but despite that, Doc Lloyd wanted to transcend the impossible via his Self-Made Millionaire Masterclass. I'm very very lucky to have been a part of SMM's Beta Group. Everything was handed on a silver platter, i- execute mo na lang talaga. All you have to do is to take action. Imagine that! And hindi rin nagkukulang si Doc Lloyd sa reminders and full-on support. So thank you Doc Lloyd and may you always be blessed as you are a great blessing to others.



Jonathan C. Balolong is with Lloyd Leonell Labso.

December 18 at 1:01 PM

\*DSUT Testimonial\*

Ganito katindi ang DSUT ni Doc Lloyd!

Here's what I got from Module 4 alone:

1. I have been hired by a client as a Tech VA, tasked to monitor Facebook Ads for his Gyms.
2. Also been hired by an ecomm store owner to setup a Business Manager account for him and advertise on Facebook. The strategies that I used were the ones taught in Module 4! Also got a promise for future business.

Yun lang kinita ko at kinikita ko pa right now halos bayad na yung payment ko for the course. So if any of you guys are afraid to take the risk, don't be! Here's the proof that it works 😊



Languager Idioma

5 hrs

Tumingin ako sa maraming iba pa lalo na yong mga internasyonal. Bili ako ng bili. Pero wala akong masyadong nauunawaan sa mga pinagsasabi. Hindi pa ganoong kabago ang mindset ko. Daig pa rin ako ng makalumang pag-iisip na ang buhay ay sasagana sa pagiging propesyunal na may matatag na trabaho.

Pero may naidulot ding mabuti ang mga ginawa kong paghalungkat sa internet kung saan ko natagpuan ang maraming nag-aalok ng masaganang buhay. NAPAGTANTO KO NA ANG LAHAT NANG SINASABI NILA AY NASABI RIN NI DOC Lloyd Leonell Labso. ANG MGA BINIBIGAY, INAALOK NILA AY GINAWA RIN NI DOC Lloyd Leonell Labso, MAYROON DIN SI DOC Lloyd Leonell Labso. (KAYA BUMALIK AKO PAGKATAPOS NG HALOS ISANG TAON!)

## WHAT PEOPLE SAY ABOUT ME



**Emma Adora**

Just now

My Last Post...( for this year 😊)

Dear All,

Can you Imagine an online business without DSUT?

Hi, I'm Emma Adora, a classroom teacher, and a business owner. At 58, I can't imagine that one day I will become a student again learning new things like creating a website, an email list, doing the FB ads or writing an eBook.

But most of all...

Gaining an online presence, that's providing more impact to my soap business.

But I really can't imagine doing these things without DSUT or the digital Startup Tool Kit.

While I need to be mentored to get the progress that I want, DSUT stepped into my life and it really fits well to my needs as a nontechie, business owner.

Dr. Lloyd Labso, the DSUT's Founder, successfully created an online toolkit that's simple and direct but with substantial content.

A content that you can access anywhere or anytime you want.

I will not stop sharing what I discovered.

If they really want to learn the digital business, I highly recommend Dr. Lloyd. He will even teach you the PPC.

That Pay Per Click thing?

No! It's Doc Lloyd himself, teaching with Passion, Patience, and Commitment.

Am So thankful that he created the SMM Masterclass. Though it has come to an end, the truth is, It's just the beginning of more meaningful learning for me and maybe you're thinking the same thing too. ..

Now, can you also imagine, why a teacher like me became a loyal student to him? All for those reasons I mentioned above.

To Doc Lloyd Leonell Labso and my Beta groupmates, thank you for making me a part of your 2018.

Sincerely,  
Emma



**Cynthia Fuller**

December 26 at 8:57 AM

December 26, 2018

0652H-0752H

(Letter done at Fuller Home)

Dear Doc Lloyd,

Taos puso ang aking pasasalamat s'yo. Alam mo po iyan. Hindi ba't kapag may interview at talk ako ay puro "doc", "doc", "doc" ang sinasabi ko. Ganun ako ka thankful s'yo.

Mas masarap ikwento ang benefits ng isang produkto kung alam mong totoong natulungan ka. Kaya ganito ako ka passionate na ikwento sa mga subscribers ko at virtual friends about SMM + DSUT. Dati DSUT lang ang parati ko sinasabi pero dahil wagas ang benefits ng SMM kaya isinama ko na ang SMM.

Siguro nadama nila na taos puso ang aking pagbandera sa DSUT kaya ako ang naging top affiliate mo. That, I'm not only after the commission but I'm also after the benefits that it can give them. Like the benefits that I'm getting from DSUT.

Alam ko doc dahil sa SMM mo mas marami ka pang matutulungan dahil grabe ang content nito, super wagas sa benefits. Sabi ko nga syo pwede mo na i-price kahit P50,000 ito dahil ang value ng SMM mo is really more than that pa nga talaga.

Pero dahil gusto mong makatulong sa maraming tao ay hindi mo pa tinataasan ang enrollment fee.

Isa pa doc, alam ko na mas madaming magbabandera ng SMM + DSUT mo sa first batch ng SMM dahil bonggang bongga talaga sa learnings. Madami ng magiging top affiliates at masaya ako para sa kanila din. I love the first batch of SMM. Walang procrastination, lahat focus at determinado. Malaking bagay din ang group chat at encouragement & inspiration coming from all the members & of course from you.

Thank so much doc  
[@Lloyd Leonell Labso](#).  
From a newbie in this  
area and an educator, i  
had a great learning  
experience about the 4  
Cs, how to choose your  
sub niche, and the types  
of teacher.





## WHAT PEOPLE SAY ABOUT ME



**Marife Rosas** is with **Lloyd Leonell Labso**.

Yesterday at 2:55 PM

I 'ALMOST' Gave up...

2011 - Was the year that I started to learn that if I really wanted to have time and financial freedom, I need to be an entrepreneur.

During those time, MLM lang yung nahanap ko. I was 2nd-year college back then if di ako nagkakamali, and my aim is to help my mom para makabawas manlang sa pang baon ko habang nag-aaral ako sa PUP.

Fast forward...

2015 - Na open ako sa mundo ng Information business, as you can see in the graph, when I started, my income is almost close to zero from 2015-2016.

Did I give up?

To be honest, ALMOST.

It seems that no matter how much I tried, bakit ganun, parang walang nangyari...

...Nag MLM ako. Nag invite-invite, nagflyering, nag posting (as in literal, nagdidikit kami ng flyers sa poste, classmate namin si "Tubero" -as you can see in the photo below, may ebidensya. haha), nag benta benta ng mga beauty products, table talk, etc.

Though I'm super thankful kasi nabago ang mindset ko and I gained friends, pero financially speaking, I was still broke.

...Nag traditional business din ako, pero wala ding nangyari.

...Nagtrabaho ako din ako ng 8-5, pero paulit-ulit lang yung routine.

Pagkatapos ko makuha yung sweldo, after ng mga bayarin, wala manlang ipon.

Fast forward...

2017, Sobrang luhaan na ko.

Gusto ko ng sumuko sa laban.

Nakikita ko yung iba, ang gagaling nila, pero ako, ito padin... 😞

I am crying so deeply to God, and I am asking Him, "Lord, ano pa po ba yung dapat kung gawin?"

I attended the service in our local church that time to receive HIS direction kasi sobrang di ko na alam gagawin ko.

And During the service, our pastor talk about one bible verse that I will never forget.

It says, " Have I not commanded you? Be strong and courageous. Do not be afraid; do not be discouraged, for the LORD your God will be with you wherever you go." Joshua 1:9

I know that verse so well but that day, it was so STRONG that prompt me to text my boss, say to her that I am so grateful for all the years that I've worked in her company, but I want to RESIGN.

Kinabukasan, pag pasok ko sa office, I sent my resignation letter and I told my boss not to worry, because I will not leave them without passing my work loads to my officemates.

Then I did everything that I need to do to pass all my loads, then after a month, I heard that my boss hired 3 people to do all the duties I left.

I was shocked, to be honest.

Imagine, I'm doing a job of 3 people pala.

Thanks to the strength and wisdom from God talaga.

Grabe, nakaya ko yun?

Fast forward...

2017, I took a giant leap of faith to launch my course online.

Thankfully, He leads me to different people who will help me in this journey of Infopreneurship.

I met a lot of mentors and one of them is Dr. Lloyd Labso.

Before I met Doc Lloyd, my biggest challenge was I am non-techy & I don't know how to run FB ADS.

I already have my website, pero it was unprofessional and it's not converting prospects to customers.

When I enrolled in Doc Lloyd's course, I was so thankful kasi that biggest problem that I have, was solved.

The best thing about Doc Lloyd's course for me are really the tools that he has and also yung support na binibigay nya sa students nya especially with his new program, SMM.

I'm super thankful to God dahil inallow nya na ma-meet ko si Doc Lloyd in this journey.

His guidance, especially in FB Ads, contributes a lot for me to earn my first million running this information business from home kahit part-time lang, without neglecting my church ministry, compromising my faith, and giving up my God-given calling.

Yes, It takes a lot of PATIENCE.

But it's all worth it!

Happy new year Self-Made Millionaires!

I'm super thankful to God for allowing me to end this year claiming that title (FOR REAL). Nuks!

Time to repeat and improve the process this 2019;-)

I pray na mas marami pa po kayong matulungan doc and marami satin dito ang mag claim nyan this 2019.

God bless everyone!

To your success with purpose,

Mafe

## ***What Is My Story?***

My story started when my parents have told me that I need to study really hard so I can get a good job and live a comfortable life.

Both my parents were accounting graduates and they have worked all their life as employees. That's how they were able to support us.

But, it didn't quite work out for them. They had to migrate abroad (USA) and work as OFW's in order to support their lifestyle.

My parents brought me and my sisters with them wherever they went. Life was good because we were living a comfortable life. I was getting good grades in school and have received awards and medals.

Reality hit when I was about to go to college. Tuition fees for Universities in the USA were really expensive! My parents couldn't afford to send me to a University with just their basic salary.

So I had no choice, I went back to the Philippines to continue my college education. Right before I was ready to enroll in the College of Medicine of De La Salle, my mother passed away from Cancer.

I was devastated. It was my mom's dream to see me become a doctor. She would always tell me, "Anak, pagtanda namin ng papa mo, kaw na maggamot sa amin."

Now, I didn't even get to see her before she was cremated. She died in the US while I was in the Philippines about to enroll in the College Of Medicine.

Everything else became very difficult. My father was at his retirement age and my mother was the only one supporting me and my school. At that time, I really thought I was going to quit.

Fortunately, I received a full scholarship grant to study medicine. That was my access to becoming a doctor. I wanted to finish what I had started for my mom and dad.

Many of my classmates felt envious that I received a full scholarship to study in the College of Medicine. What they didn't know is that I envied them.

First, they still have both parents who supported them. Second, they don't have to worry about anything else financially. Their parents provided them everything they needed.

As for me, I had to cut down on my expenses. I had to budget the food I was buying. I couldn't eat in fastfood restaurants since I only have some amount of money that needed to last me the whole month.

I was buying my own groceries and cooking my own food. I was living alone at that time because my father and all of my sisters were living in the US.

My sisters were the only one supporting my monthly expenses. One of them would tell me stories of how she got two jobs just to be able to send me money for my school.

I was really grateful that my sisters supported me. However, I didn't want to be a burden to them any longer. I wanted to be able to support myself. I wanted to start earning money while I was still studying Medicine.

That was when my entrepreneurial journey started.

## *My Entrepreneurial Journey*

My entrepreneurial journey started when I was in the MLM industry. I joined an MLM Company and made very little money. I was invited by a friend and it was a load-all-networks type of MLM where I had to sell loading cards.

The profit margin from selling Load (Autoload, SmartLoad) was really low and the big profits come from recruitment.

My problem was, I didn't have time to speak to people and I get nervous talking to people face to face.

When that didn't work out for me, I said I wanted to try something else. At that time, the **Food Cart Franchising business** was **trending**. Master Siomai, Siomai King, Potato Corner, and Zagu were all over the place. So I told myself, maybe a Food Cart Business will work for me.

So, I started a **Siomai Rice Bowl Food Cart Business**. I placed it in front of Waltermart in Cavite where there's a lot of people passing by.

For the first 3 months, I didn't make any money at all. I was spending money on Monthly Rent, Electricity Bills and my employee.

Most of the time, I was supervising the business. Sometimes, I was even the **one selling the rice bowls** so I can lower my expenses. Instead of going home and resting, I was delivering rice bowls to my classmates in the College Of Medicine.

At one point, I only made **P10 pesos** for the day because someone bought a **Gulaman Drink**. It was really depressing!

I didn't want to pay my employee anymore if I'm not making any profits.

So, I decided to close the Food Cart down and accepted my losses. I spent around P100,000 for that food cart and **in 3 months, it was gone**. The money I used to start the Food Cart Business, the money I inherited from my mom was gone!

I had to sell the cart, freezer and other cooking equipment just to get some of the money back.

Later on that year, I was invited by a **classmate** in **Medical School** to another **networking business**.

He told me that it was better since I don't have any employees to hire or any monthly rent to pay. So, I decided to give it another shot. I used the money I received from selling the food cart.

(By the way, this is not a recruitment ebook. I am not going to try to recruit you into my network marketing business in this ebook. However, if you want tips and advice on network marketing, just visit my blog at <http://lloydlabso.com/blog>)

To continue.... It was then I realized that my networking business was not really "my" business. It was the owner of the company's business. He controls the products, the price, and I was merely a distributor with a contract to sell the products.

I have no control over the price. I can't offer discounts more than what is allowed. I can't sell more than the suggested retail price (SRP). I also do not control what products to manufacture.

I am merely a salesman of that company. If I try to sell another product of a different company, my account could get suspended.

Because of the change in management which caused several distributors to get their accounts blocked, I decided to shift to a new company.

Then, I tried to gather all of my downlines with me and bring them to the new company.

To my disappointment, not all of them went with me. That's when another realization hit me.

My downlines are not my assets even though they helped me generate income. I do not own my downlines as well as I do not own my networking business. In just the span of 3 months, I was no longer earning money from my networking business.

Later on that year, I wanted a fresh start, get new downlines and build a new team with the new company.

But this time, I didn't have the luxury of time and money. I could no longer do what I did before.

I can't go to Manila, endure the traffic and do a business meeting with people everyday. I can't go out, give flyers to people and talk to strangers in the malls and the streets.

So, I started searching on the internet ways to build my networking business once more but without going through all the traditional methods of networking.

As I was searching through the internet, I came across ways to build my networking business with the power of the internet. I came across something that caught my attention.

I learned that I can still make money even when nobody joins my networking business! That was the big idea that changed my mindset which changed my income!

I researched further on this new idea and my mentor taught me the idea of selling other people's digital products to make money online.

This idea is called **Affiliate Marketing**.

Affiliate Marketing works by selling other people's digital products.

A vendor is the owner of the digital product and pays the affiliate (the seller) commissions for every sale or recurring sales of the product. An affiliate is not required to buy the products he is going to sell.

I will get paid commissions as an affiliate for selling other people's digital products.

I won't even need to create a sales page because the vendor already has the sales page that is designed to entice customers into buying.

Handling of the payments and refunds are done by the vendor. All I have to do is send customers to the sales page.

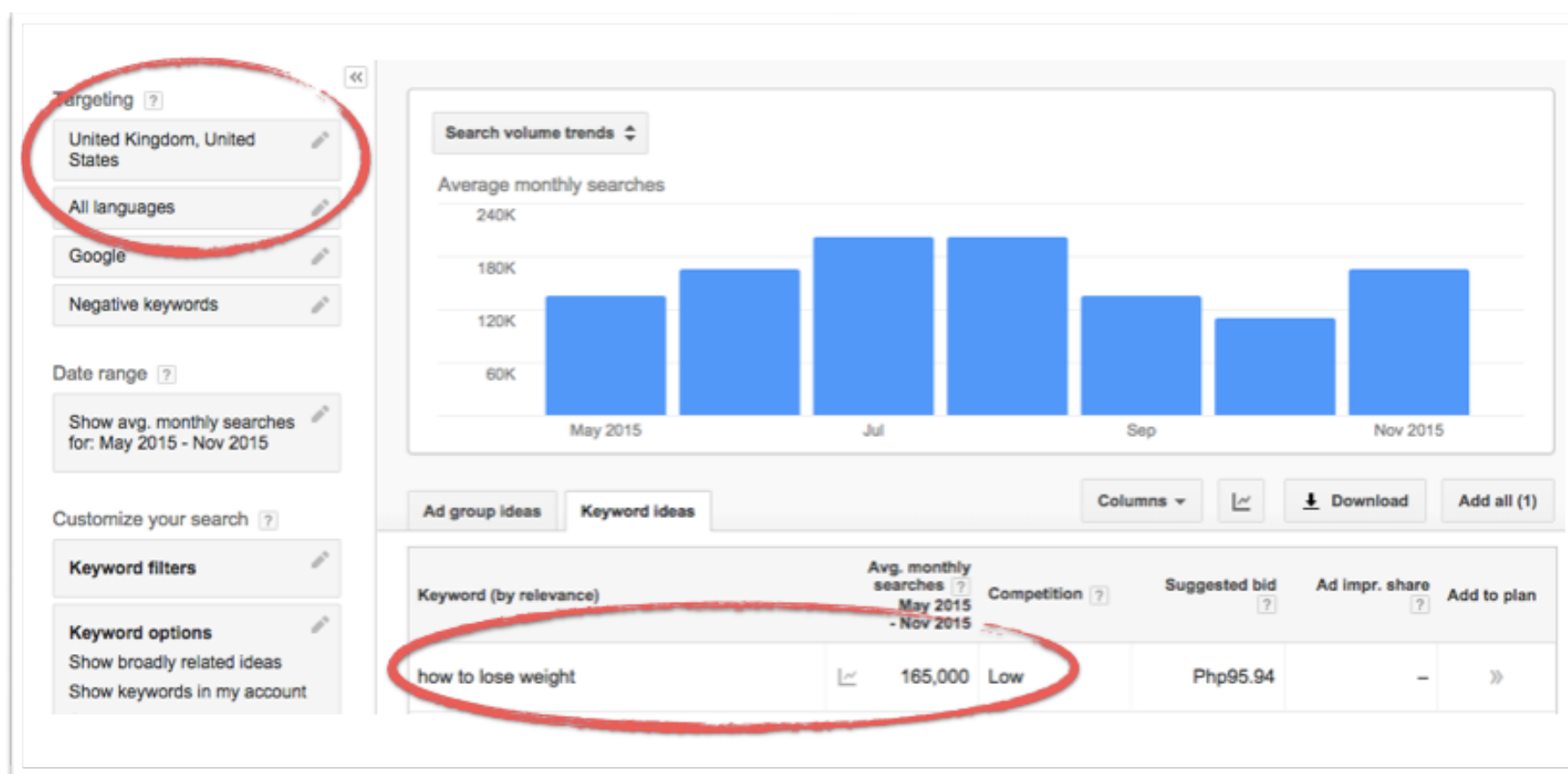
So, I decided to learn more about this **million dollar idea**. At first, I tried doing it on my own without any proper guidance.

I actually spent thousands and didn't make any money.

Then I realized I couldn't do this on my own. I needed a mentor who could teach me how to do this. So I enrolled in several internet courses and have paid over \$1,500 or ₱72,000 worth of lessons and paid a mentor to help me learn everything I needed to make money.

When I finally learned how it was done, I started selling **digital products and started making good money**.

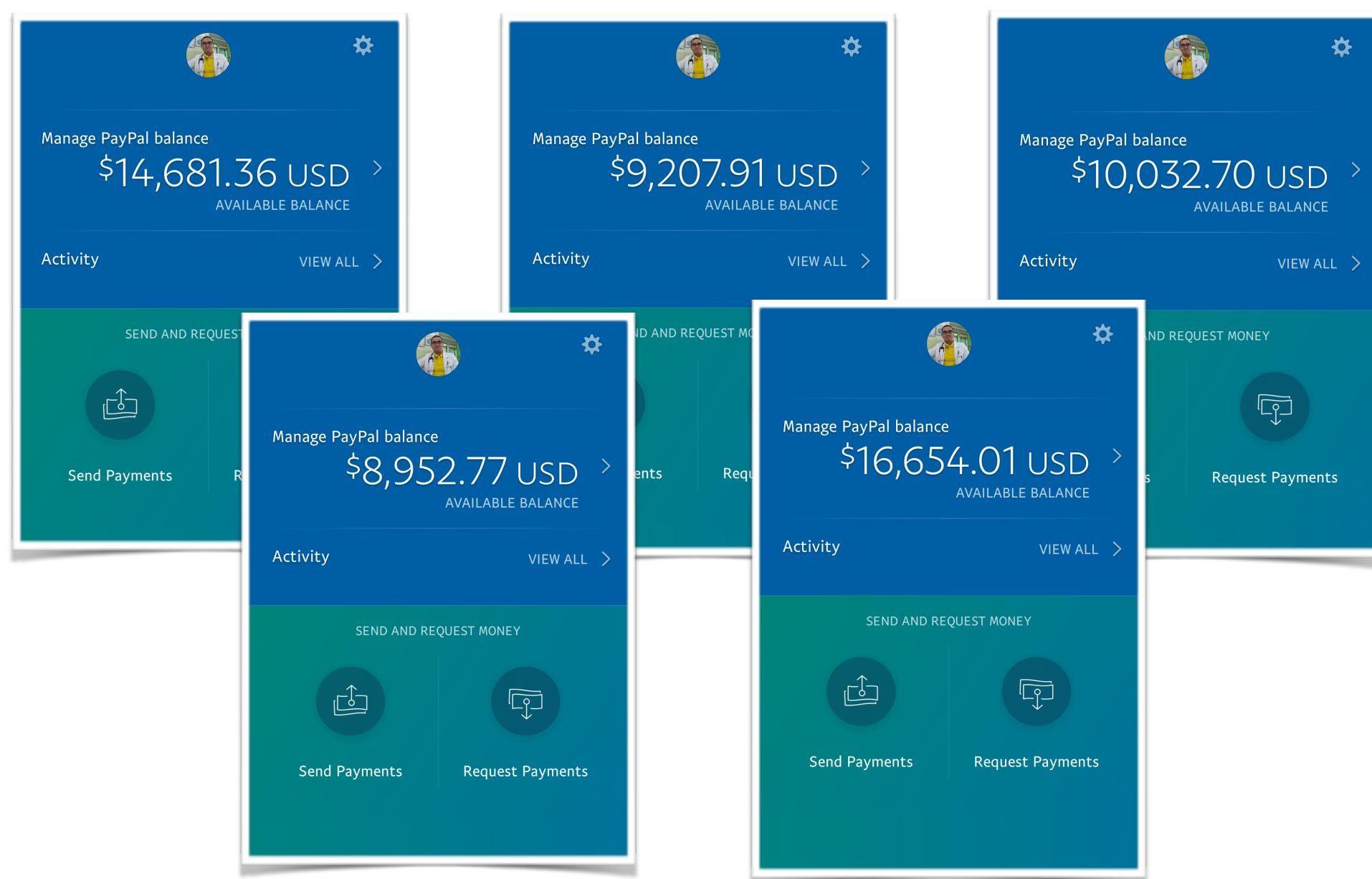
I researched on what products people are interested in. I learned that there were a lot of people in the US and UK who were interested in finding out how to lose weight.



As you can see, there were 165,000 monthly searches in google from the month of May to November 2015. That's 165,000 people who are willing to buy weight loss products.

So I started to sell self-help ebooks, audios and videos on health specifically weight loss, building muscles and abs, improving memory, treating diabetes and using home-made remedy for common diseases.

That's when I started generating income from multiple sources.



I didn't have any product of my own to sell so I searched for products online. I didn't own any of the products I sold at first.

I just followed the **5-Steps** on how to **sell digital products online**.



## **Selling Digital Products Online is the Easiest Form Of Business.**

### **What is a digital product?**

A digital product is anything of value to people that is created electronically. Examples of digital products are: ebooks, online courses, or softwares or programs.

Halimbawa, tingnan natin ang ebooks. An ebooks costs nothing to print because it is digital and stored on a computer. There's no need to publish it by going to the printing press.

Hindi ka gagastos ng **₱10,000** para mag-produce ng maraming copies.

Maari ka pang magbenta 24/7 ng mga digital products. Kahit natutulog ka pa, maaring may mga taong bumili sa'yo sa ibang bansa.

Kahit natutulog ka pa, kaya mong i-deliver ang produkto sa customer. Sa internet mo na ipapadala gamit ang computer mo. Unlike physical products, pupunta ka pa ng LBC, DHL, o Palawan Express.

Kapag may nagorder ng produkto, makakakuha agad ang customer ng instructions sa email kung paano i-Download ang produkto nila.

Dahil digital nga ang iyong produkto, mababa ang iyong operating costs. Wala kang babayaranang monthly rent sa pwesto mo at empleyado hindi tulad ng mga traditional businesses.

Karamihan ng tao ngayon gusto mabilisan na. Most people don't like to wait. With digital products, your customer can instantly download their product to their computer, iPad, Tablet or mobile phone.

Sa panahon ngayon, gusto na ng tao ang instant. Instant noodles, instant coffee, instant income kaya maraming tao ngayon ang bumibili ng mga digital products kasi instant lahat ng produkto.

# Advantages of Digital Products

- ★ Virtually up to 80% profit margin for products you don't own and up to 100% profit margin for digital products you do own.
- ★ An ebook for example has almost zero maintenance costs because it's a computer file and does not require you to have a hard copy. You don't need a warehouse to store your digital products.
- ★ You can deliver digital products automatically. There's no need for manual labor or hiring of employees.
- ★ No storage costs, no printing costs and very low monthly overhead expenses.
- ★ Digital products have a higher perceived value than regular physical products. Example: ebooks typically have half the length of regular books but they sell for twice or three times the amount of regular books.
- ★ They are easier to sell because customers can get their digital products within minutes after paying.
- ★ Customers love digital products because they're cheap and don't need to pay extra for shipping and handling costs.
- ★ More and more people are now using electronic devices such as an Tablets, Laptops, iPhone, iPads that can utilize these digital products wherever they go.
- ★ There is a continuous flood of new customers because there are over 3 Billion people online nowadays and it's growing rapidly. Even third-world countries have access to the internet.

Now that you know what Digital Products are. Let's go back to my story.

So, I launched my business on July, 2015 and started selling different digital products.

## Here is the result:

Only 11 customers bought the products in 2 weeks and I made \$416.11 on July 14. Here's the screenshot to the right.

I can't believe my eyes. That month, I made over \$1,300 in profit.



ACCOUNT HOME: labso23

WEEKLY SALES SNAPSHOT

Week Ending	Gross Sales
2015-07-28 (current week)	\$575.77
2015-07-21	\$331.32
2015-07-14	\$416.11
2015-07-07	\$0.00
2015-06-30	\$0.00

That's not too bad for a first-timer right?

Here's the best part. Everything I sold online were not my own product. They were someone else's product and I only earned a commission for selling their products.

I didn't even have to buy the products to sell them! Unlike in network marketing, I had to join the company and buy the products before I can start selling. The products usually cost ₱7,000 - ₱16,000.

I can choose over thousands of products without having to be limited to just a few dozens.

I didn't have to create the sales page, it was done for me. I didn't have to set up a processing payment system, it was done for me.

I don't even have to worry about refunds, they were handling it for me!

**How would you like to be able to learn how to do this on your own?**

## SO HERE ARE THE 5 STEPS YOU CAN DO TO STARTING YOUR OWN ONLINE BUSINESS

### ✔ Step 1: Choose A Profitable Niche or Topic

In this step, you will choose a profitable niche or topic. A niche is an area or industry on which you want to focus on.

In order to choose a niche properly, you need to find out what your interested in, what you are passionate about and find out if there are also people who are also interested in them.

**Example:** You are passionate about baking cakes. You can actually choose that niche and find out if people are looking for information about baking cakes. There might be people looking to establish a business that surrounds baking cakes.

In this section, you will learn step-by-step how to do your own Market Research using a **FREE tools**.

Go to [amazon.com](https://www.amazon.com), look for ebooks that have high reviews (At least 50 reviews with 4 stars or higher). This would mean that there are people who are extremely interested in this niche or category.

Take note of the type of product / category it's in. This will be your chosen niche.

Again, make sure that it's a niche that you are interested in or passionate about.

## ✔ Step 2: Choose Products To Sell

In this step, you will get a list of **thousands** of products from different niches or topics and you will learn how to narrow your choices and select the ones that are **proven** to sell.

The most common question people ask me is that, where do I get products to sell?

Well, that's easy. Just go to [Clickbank.com](https://www.clickbank.com). It's the **biggest affiliate market place in the world**. It's like the "Palengke" of digital products.

Now, you don't need to buy the products you want to sell, BUT it helps if you know the contents of the product in order to be able to promote it properly.

# CLICKBANK®



## ✓ Step 3: Create A Landing Page or Opt-In Page

In this step, you will learn how to set-up your own website with your own domain name (example: lloydlabso.com) and turn it into a money-making website.

You need to have a website with a page that has one specific purpose: **To Capture Your Visitors Email Address!**

Here's an example of an opt-in page.

Now, how do you build your landing page or optin page?

You might ask: *“But, Doc Lloyd, I’m not techie. I don’t know anything about coding or computer programming or web design.”*

You’re Right!

Just like you, I started this without knowing any coding or programming.

Until now, I still don't know how to do any coding or programming!  
The most important skill you need to learn is “**Marketing**”.

Here's the good news!

And **Marketing** is a LEARNABLE and TRAINABLE skill!

So how do we build an Landing Page or an Optin Page?

You can hire a freelancer from [upwork.com](https://www.upwork.com) to build your landing page / optin page for you. But that's going to cost you money since you are hiring someone else.

Or...

You can learn just one of these two tools that can build landing pages for you instantly.

These two tools are called: [ClickFunnels](#) and [LeadPages](#)

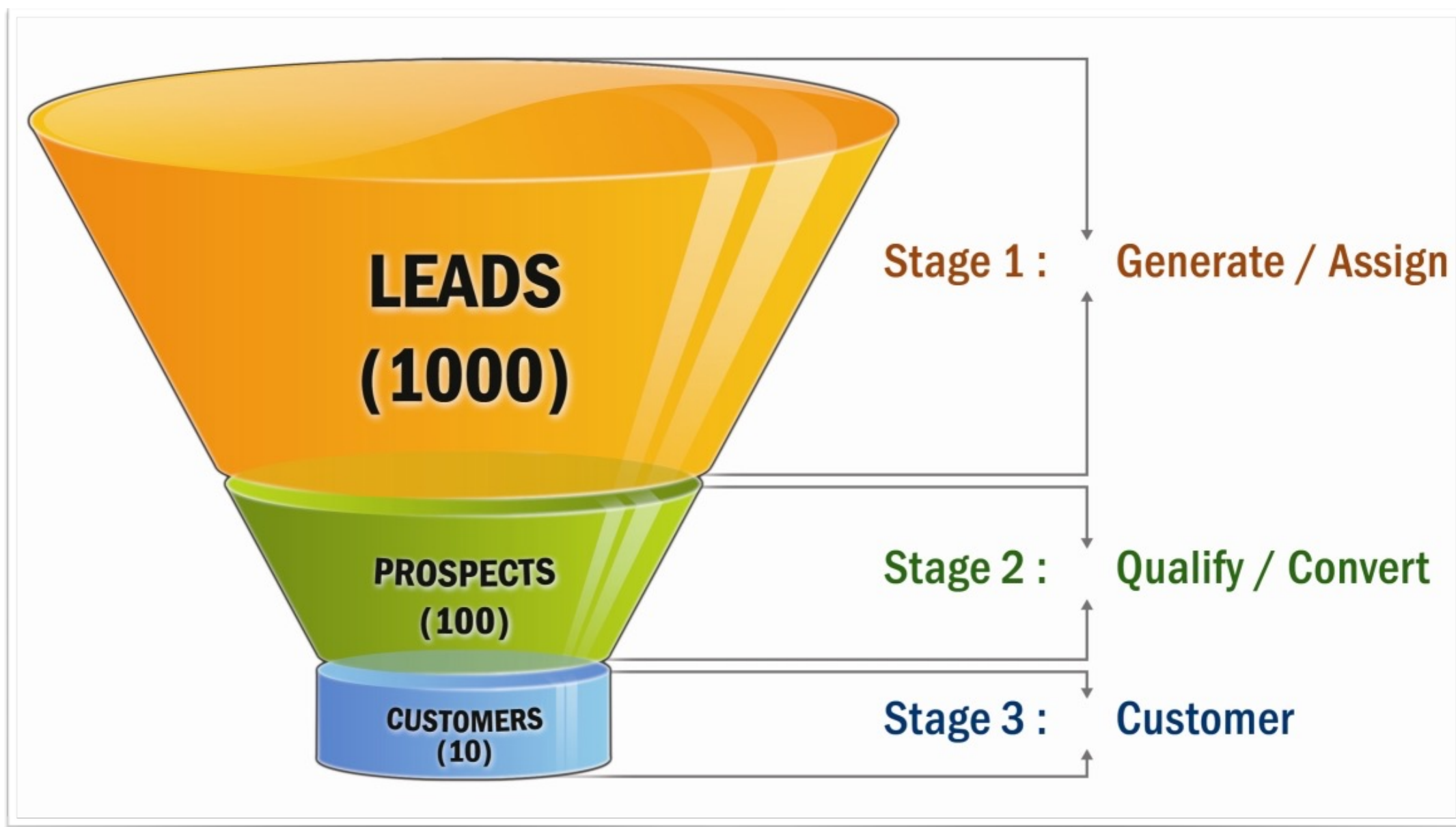
[Click here](#) to get a 2-week trial for ClickFunnels

[Click here](#) to get a 2-week trial for LeadPages

Not only will you be able to build your own website, you will build what they call a “**Funnel**”.

It's a method by which you separate people who will most likely buy from you from those who won't, thereby saving you a lot of time!

Here's what a "Funnel" looks like.



## ✔ Step 4: Create Your Email Persuasion Sequence

In this step, you will learn how to automate your business using a system. You will learn how to create emails that will engage your customers so they can come to know, like and trust you.

You'll be able to sell products to them multiple times.

Remember in Step #3, we were able to capture our visitors email address?

It's a way for us to build a relationship with our customers through email without actually speaking to them in-person!

Imagine how much time you'll be able to save if you have an automated system that's communicating with your future customers.



You might ask: *“Where do I get this autoresponder? How do I know which autoresponder to use? Which is the best one?”*

In this **FREE** guide, I want to be able to help you get started right away so you can start making money by next week!

Many of these tools I’m sharing with you are tools I personally use!

This guide is not based on theory that some people who call themselves “gurus” who will teach you something that they’ve never done.

I’m actually teaching you my own steps that I have used and re-used time and time again.

Not only that, most of them are **FREE** and **Very Cheap** to get started.

Tool #1: [ClickFunnels \(14-Day Trial\)](https://digitalstartuptoolkit.net/clickfunnels)  
(<https://digitalstartuptoolkit.net/clickfunnels>)

Tool #2: [GetResponse \(30-Day Trial\)](https://digitalstartuptoolkit.net/GetResponse)  
(<https://digitalstartuptoolkit.net/GetResponse>)

Tool #3: [SendFox \(Lifetime Access\)](https://digitalstartuptoolkit.net/sendfox)  
(<https://digitalstartuptoolkit.net/sendfox>)

So, by 2 weeks before your trial expires, you should be able to get started and make your first \$\$ dollar online!

## ✔ Step 5: Get Visitors To Your Landing Page / Optin page

In this step, you will learn free ways to get visitors to your website and how to get endless customers so that your business will run on it's own.

So by now, you should have finished **steps #1 to #4**.

All we need now is to get people to see our landing page or optin page.

Here's the part where it gets exciting.

What if for every **₱100** you spend, you get **₱200** back?

Are you willing to spend **₱100** every single time?

Are you willing to spend **₱1,000** knowing you can get **₱2,000** back?

That's what we're going to do.

We are going to pay for visitors to visit our landing page / optin page and let our automated system do that work for us.

We're going to use the most popular social media platform called...

Yes!

The image shows the Facebook logo, which consists of the word "facebook" in white lowercase letters on a dark blue rectangular background.

So how do we use **Facebook**?

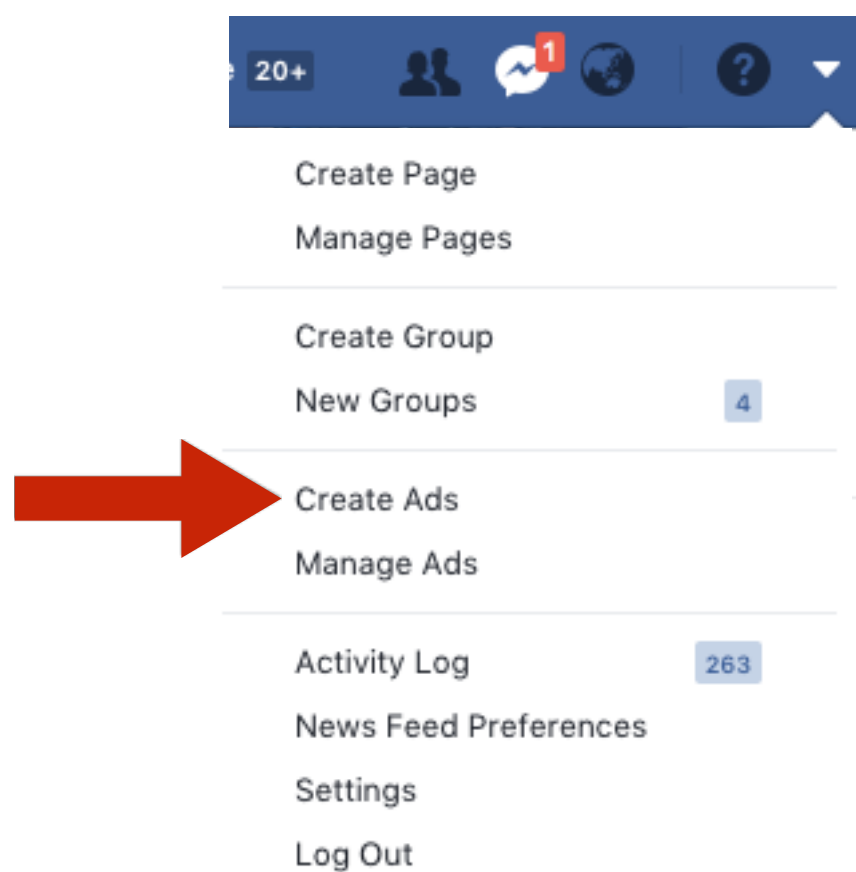
Now, I am **NOT** going to teach you how to **SPAM your newsfeed** or **SPAM Facebook Groups** like what everyone else is doing.

That is **NOT** the right way of doing this business.

That type of traffic method is ***unethical, unsustainable*** and ***unmeasurable***.

What I'm going to teach you is how to properly use Facebook using their **Ads Platform**.

If you can go to the right upper corner of your FB Profile.



Now, with Facebook Ads, you can start for as low as ₱100 per day!

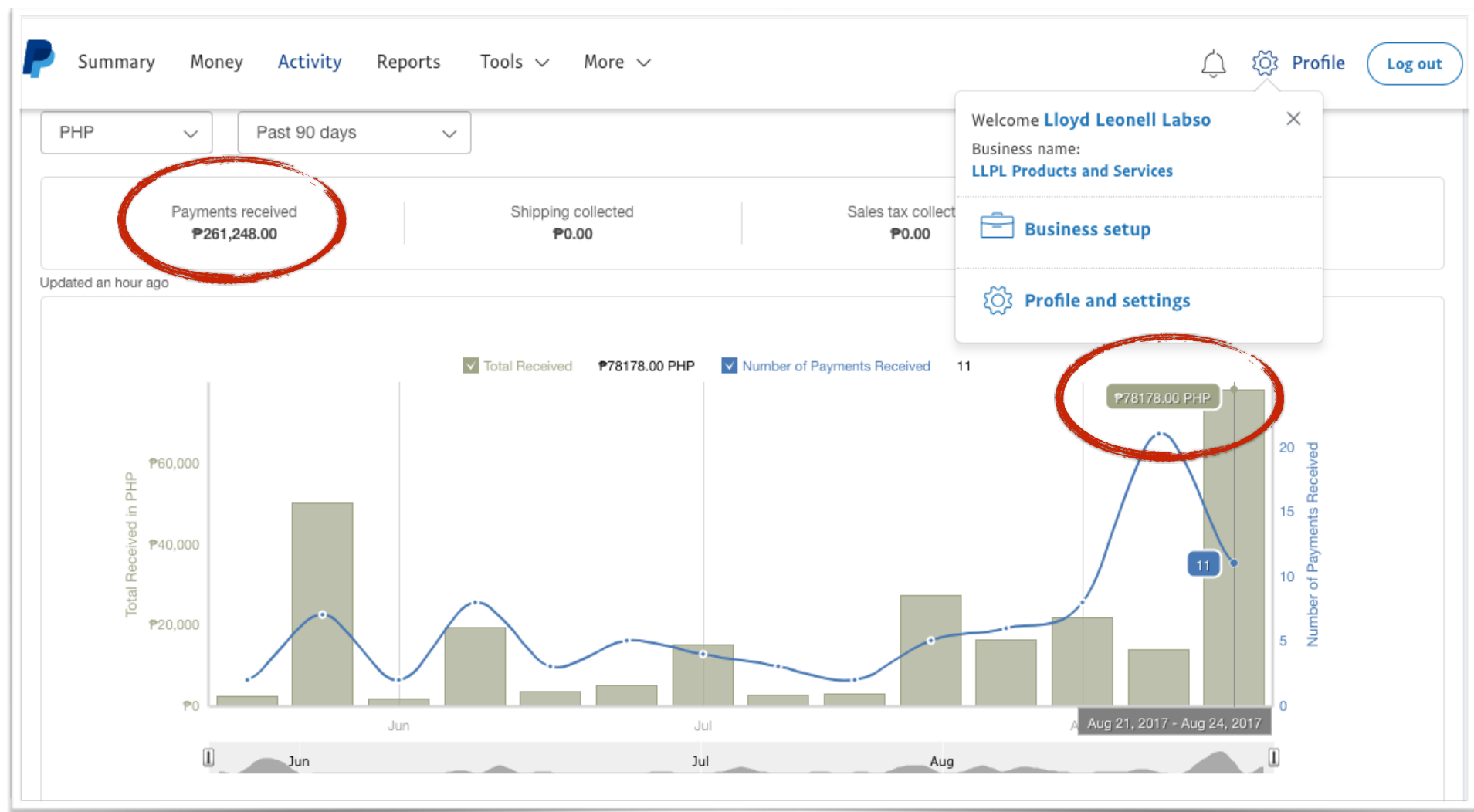
Remember what I said, if you can spend ₱100 per day and get ₱200 back? Would you do it?

Now, you will see something like this once you start running your Facebook Ads.

Campaign Name	Results	Reach	Cost per...	Amount Sp...	Ends	Link Clicks	Website P...
[Redacted]	Multiple Con...	49,928	Multiple Conv...	₱28,307.01	Ongoing	2,759	87
[Redacted]	66 Purchases	848	₱21.89 Per Purchase	₱1,444.85	Ongoing	132	66
[Redacted]	12 Link Clicks	381	₱5.01 Per Link Click	₱60.06	Ongoing	12	3
[Redacted]	1,565 Leads	77,080	₱12.86 Per Lead	₱20,127.82	Ongoing	3,223	61
[Redacted]	71 Leads	6,881	₱34.42 Per Lead	₱2,443.65	Ongoing	184	2
[Redacted]	388 Post Engage...	7,110	₱4.13 Per Post Eng...	₱1,604.09	Ongoing	109	—
<b>Results from 2...</b>	—	<b>133,754 People</b>		<b>₱57,368.17 Total Spent</b>		<b>6,828 Total</b>	<b>223 Total</b>

That is a screenshot of one of my Ads Account in Facebook.

As you can see, I can spend ₱57,368.17 in June 1 to August 24, 2017 (Approx 90 days) and get ₱261,248.00 back. Here's a screenshot of my PayPal Account.



Now you don't have to spend that much to begin. Like I said, you can start spending on FB Ads for as low as ₱100 per day.

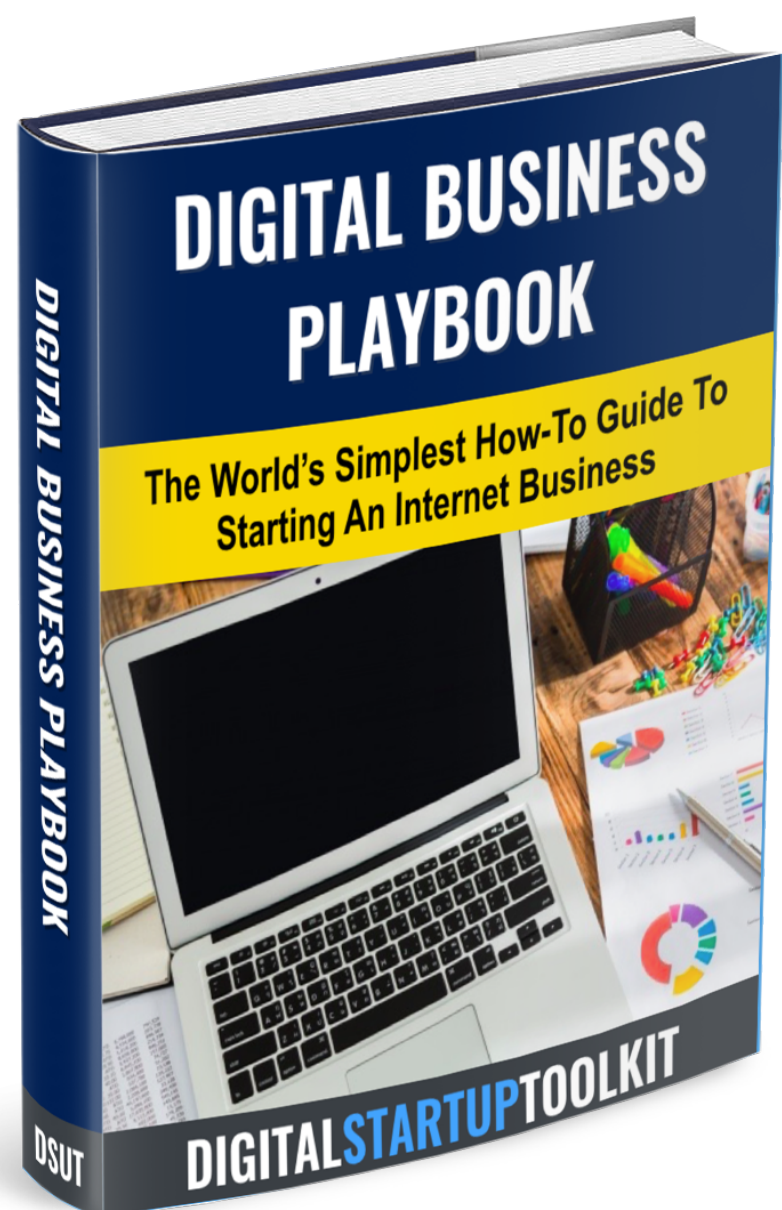
Obviously, I can't teach everything you need to know on all the details **in this one short eBook.**

I do, however, want you to get started right away.

If you want to learn **5 steps in more detail**, you can look at my **Digital Business Playbook with Quick Start Videos.**

You can get a copy by [clicking here: Digital Business Playbook](#)

## Digital Business Playbook



# THE 5-STEP BUSINESS PLAN

In Summary, here's the 5-Step Business Plan Again:

- ✔ Step 1: Choose A Profitable Niche or Topic
- ✔ Step 2: Choose Products To Sell
- ✔ Step 3: Create A Landing Page or Opt-In Page
- ✔ Step 4: Create Your Email Persuasion Sequence
- ✔ Step 5: Get Visitors To Your Landing Page / Optin page

Here are some Tools you can use to get started:

Tool #1: [ClickFunnels \(14-Day Trial\)](https://digitalstartuptoolkit.net/clickfunnels)  
(<https://digitalstartuptoolkit.net/clickfunnels>)

Tool #2: [GetResponse \(30-Day Trial\)](https://digitalstartuptoolkit.net/GetResponse)  
(<https://digitalstartuptoolkit.net/GetResponse>)

Tool #3: [SendFox \(Lifetime Access\)](https://digitalstartuptoolkit.net/sendfox)  
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## Conclusion

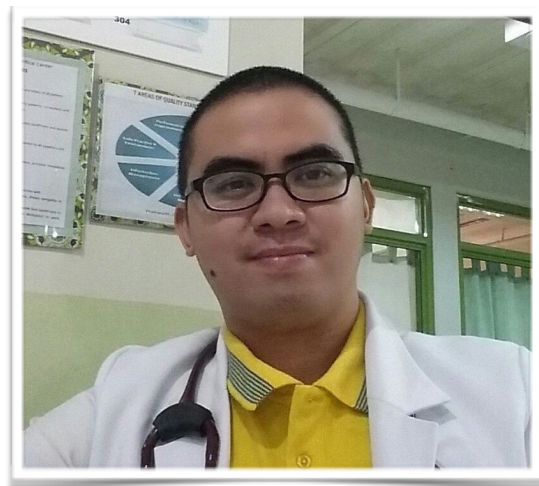
Now, I hope you can take what you have learned from this Free Guide and apply them. I always say, ***“The distance between your dream and reality is called ACTION.”***

All you have to do now is take action.

With that, I would like to thank you for taking the time to read this Free **5-Step Business Plan**

I believe everyone has potential. You just need to take a step forward and find out what yours is.

**To Your Success,**



**Lloyd Labso, MD**

Husband & Father, Mentor & Entrepreneur

**IF YOU WOULD LIKE TO RECOMMEND THIS EBOOK TO YOUR FRIENDS. JUST SEND THEM TO MY WEBSITE AT:**

**[HTTPS://DIGITALSTARTUPTOOLKIT.NET](https://digitalstartuptoolkit.net)**

**TO GET THEIR OWN COPY OF THIS EBOOK.**

**“WHAT DO YOU DO NEXT?”**

**IF YOU ARE SERIOUS IN APPLYING WHAT YOU HAVE LEARNED IN  
THIS**

**EBOOK, YOU MAY VISIT:**

**[HTTPS://DIGITALSTARTUPTOOLKIT.NET/DBP](https://digitalstartuptoolkit.net/dbp)**



## **ABOUT THE AUTHOR**

**Lloyd Labso** is the Creator of **Networking Masters Academy** and **Digital Start-Up Toolkit**. He is a practicing general physician, internet marketer, network marketer and author. He is also the author of ***Prospect List Building: Discover 31 Ways To Building An Endless Supply Of Prospects*** and ***The Secret Ingredient: Discover Secret In Networking Your Grand Uplines Won't Tell You About. Digital Business Playbook*** and ***Networking Master's Blueprint*** His mission is to equip his fellow Filipinos with the proper knowledge and skills in order to succeed in the internet and network marketing industry.

## **ACKNOWLEDGEMENT**

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