

# UNRELEASED CHAPTERS

FROM THE BBO BOOK ON ONLINE BUSINESS

NOT FOR PUBLIC CIRCULATION

CHAPTERS INSIDE

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ANNOYINGLY RIGHT  
ABOUT THE RECESSION**

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## INTRODUCTION TO THE UNRELEASED CHAPTERS

*When we were annoyingly right about the recession*

What you're about to read is the unreleased chapters from our Building Businesses Online series of books.

It was unreleased because at the time of writing we predicted a global recession. In fact, we even ran a free webinar on the subject. By the time we published our book, the recession had hit in the form of a global pandemic. (Admittedly that bit we didn't predict). So the text was therefore predicting something that was happening. Which made strange reading, therefore we removed the chapter in order not to spook our readership.

The premise of the webinar was educating a select audience of business owners on how they could build an online business in order to recession-proof their lives.

Interestingly, what we shared in that closed group webinar is even more relevant now we're in the midst of a global recession. The harsh reality is, we don't have the luxury of time to deliberate on whether or not to invest the time to build an online business. The recession is upon us. (Continued on next page...)

# LAY OF THE LAND

*Whats the lay of the land for businesses of the future?*

It's not too late to start an online business. In actual fact, there's never been a better time to get started. We'll explain why in a moment. Before we do that, what big warning signs indicated to us that we had to get our inner circle of students, to act quickly before the storm arrived?

Well, tucked away in the less popular newsreel was the stark reality that interest rates would remain low for the foreseeable future, meaning the public would borrow and spend more. Some of the largest welfare packages and bailouts were taking place right under taxpayers noses. Household retail giants were going out of business. And other events which we'd be better off not talking about.

Because although some have been adversely affected, that's not true for everyone. Those that embraced the online business learnings of our courses are actually thriving. Now, we don't mean this in an opportunistic way, like how traders short stock and financially gain from another's loss.

But instead, focus on building an online business to recession-proof your life. An online business that is legitimate and within the niche you specialise in, matching paying customers to your expertise that you can monetise.

So before we move on to why there's never been a better time to get started building a business online, let's agree on the lay of the land:

There will be a changing landscape in the future (it's already started but there's still time)  
The world as we know it is now unpredictable

Great, now we agree on that. We can ask the next question. So what can we do in order to protect ourselves from these two truths?

To answer that let's look at building business online.

# START NOW

*Why now is the best time to start an online business*

Online business as a whole has some unique advantages not available to conventional offline businesses. These advantages are applicable regardless of whether we're in the midst of a recession or enjoying good times.

Before we look at these advantages we wanted to warn you like we've been warning business owners for over a decade. Which is, your customers are moving online. If you don't greet them there, you're finished.

Why this is timely and relevant to you now is, because of events in 2020 all customers have had no choice but to go online for their products and services. Previously you could have debated with us and said, 'Well, no, my customers prefer to shop offline'. Not anymore.

So you have a choice. Act now and get yourself online or let your competition serve your loyal customer base instead.

For those brand new to online business. You won't have to worry, you'll be taking advantage of this phenomenon from day one.

With that important public announcement dealt with, let's look at the four universal advantages available to those who build businesses online:

1. Advantage One - Flexibility and diversification
2. Advantage Two - Low overheads
3. Advantage Three - Removed over-reliance of face to face interaction
4. Advantage Four - Becoming the go-to person for many

Let's dive into each of these advantages and highlight, why it's key to your success and the impact of not building your business this way.

# ADVANTAGE #1

## *Flexibility and diversification*

In an age where politics, virus outbreaks and cultural changes can force us to make big decisions overnight. Being able to pivot, adapt and overcome challenges quickly is essential. An online business allows this level of flexibility.

Diversification is more personal. What we teach in our courses is to diversify their income streams. Now that could mean multiple income streams within one business or multiple income streams over several different businesses. This means if external circumstances knock out 2 income streams. You still have another 4 bringing in revenue.

Now we know what the benefits are. The next thing to understand is the impact of not being flexible and diversified. Here are two biggies:

\* Getting wiped out. Literally, we are seeing businesses who solely operate offline going from hero to zero. Take the famous theatre production Hamilton. It went from a £200 premium ticket to £0. Often big bailouts occur, like the [Arts council bailout of £160m](#). The hard truth is, whilst the big companies get bailed out, the smaller businesses are left to fend for themselves.

\* Increased exposure and risk. If you have all your eggs in one basket, you run a high risk of having no business if external factors don't go your way. Smart property investors have a diversified portfolio, for this very reason.

Let's take a specific industry for example. A personal trainer recently told us that he was solely reliant on face to face clients who booked hourly sessions. Come 2020, clients cancelled on him overnight.

In a parallel universe is <https://ldnmuscle.com/> who understood early that they needed to be online. Alongside their offline PT Sessions, they sell workouts, nutrition plans and more online. So if they lose a client, have to shut down because of a virus outbreak they have a secondary income stream.

# A QUICK CHECK-IN

*Before we move on to Advantage #2*

We wanted to take a quick pause to check in with you. Because often at this point you'll be eager to jump on an online business trend. However, that would be making a common mistake most people who start an online business make. We'll expand on this further in a later chapter, however, to start with its worthwhile understanding a key principle:

Online business is still a business.

And like any new business, you'll require 3-fundamental stages of development:

\* Learning Curve, where you invest time in learning upfront in order to increase the chance of success in your venture.

\*Taking Action, where you implement what you have learned on a consistent basis.

\* Getting Support, at the right time from the right person(s).

If you can do all three things in that order you're setting yourself up for success. The opposite of that is an expensive time-consuming road to nowhere. Believe us, the online world is a never-ending road network and unless you can navigate it, you'll get lost.

That being said, you have nothing to worry about as you are taking the first step in investing time in learning upfront.

Now you're aware of the 3-fundamental stages of development lets talk through Advantage Two.

# ADVANTAGE #2

## *Low overheads*

When the world around us changes so does our cash flow. Which is why it's critical to build a business which has low overheads. Luckily an online business leverages technology meaning you can operate with low overheads (and often a very high-profit margin - but we'll leave that for another time). If you're operating a business right now, the question you have to ask yourself is, 'if my cashflow suddenly dried up, how long before I burn through my capital reserves?'

Now we know the benefit. The next thing to understand is the impact of not having low overheads. Here's the biggie:

\* You're just setting yourself up to fail. And you won't be alone as 82% of failed businesses have poor cash flow management. The reason most have cash flow management problems is that their overheads are both fixed and high. So if your fixed overheads are 10k a month, but you don't make 10k a month, the likelihood is you'll become a failure statistic.

Now compare that to an online business. Sure you got website hosting, email hosting and low-cost subscriptions such as Dropbox. Let's say you even use some premium services such as high-end CRM sales system. You're all in for £500-£1,000/m.

That's very different to paying staff, fixed rent, energy costs, business rates, physical goods storage and more.

Worst case scenario, if your online business took a cashflow hit, you can cancel your premium subscription at the click of a button. It's a lot harder to cancel your commercial lease.

As an example, <https://ldnmuscle.com/>, our personal trainer example from Advantage One sell an online £79 'Building Muscle Guide' which has zero overhead costs associated with it. Unlike a physical book, it's delivered digitally. So even when cash flows tight, they don't have to compromise their product line.

The key message here is, start an online business to take advantage of its low overheads. Don't worry if your idea is around a physical product or service, the secrets we'll share in BBO SECRET LETTERS will help you develop an understanding of how to take an offline business, online.

## ADVANTAGE #3

*Removed over-reliance of face to face interaction*

You'll notice, we're not saying have zero human interaction. A business depending on the product/service will require some human interaction. What we're saying is, remove the over-reliance of this practice. Luckily because of events in 2020, your customer base will be more comfortable with experiencing a product/service online. So I guess the hard work is sort of done for you. Now you have to build the business that accommodates this cultural change.

Now we know what the benefits are. The next thing to understand is the impact of removing over-reliance on face to face interaction. For this specific area, it's very simple:

\* The clock is ticking. What we mean by this is, people are going online anyway whether you're there or not.

Don't take our word for it, the statistics paint an even clearer picture:

- \* People are on average online for 24 hours a week, that's 10 more hours than 10 years ago. (No pandemic caused this trend).
- \* Increase in overall internet traffic by 12-15%.
- \* Vodafone reported internet usage up by 50%.

Companies who understand this are capitalising whilst the theatres sadly are being bailed out:

- \* Netflix UK has seen a +15% increase in subscribers, Which added an additional £15million/month to their revenue.

Now we appreciate you're not online yet, stick with us and you will be soon enough. And even if you make a fraction of what the big companies make online, you'll be far better off. Take Netflix's revenue as an example, we'll let you do the maths on getting a slice of £15million a month.

So the key message here is, people are already moving online, regardless of a pandemic, you can either be there to provide them with a product/service or not.

# ADVANTAGE #4

*Becoming the go-to person for many*

Here's something not everyone realises. In times of uncertainty (like now), people will still spend money. The caveat is, they will only buy from someone they trust. Now if you apply what we teach within the BBO SECRET LETTERS, you can become that go-to person even when times are tough.

In fact, you're likely to get more customers than in good times. The reason for this is because whilst most businesses are struggling, your online business will continue to capture the attention of many. For example, if done right, we can reach 3,000 people online for just £30 online - pretty cool right.

How much would it cost to reach that number of people within a conventional business? (Hint: the answers a lot more).

Now we know the benefit. The next thing to understand is the impact of setting yourself up as the go-to-person. Here, there's just one biggie:

\* Your customers will go to your competition during stormy times. Because a company who shows up online has low overheads, great online reviews, a systematic customer service solution (the list goes on), will appear more stable, more reliable and a better choice at that moment in time. Worst is, this customer may never ever return to you.

Hopefully, by now, you understand why it's critical to become the go-to trustworthy online business. By the way, this doesn't happen overnight. So you'll need to get a move on if you want to set your online business up for this sort of respect in the marketplace.



# ANOTHER QUICK CHECK-IN

*You're already head and shoulders above most aspiring business owners*

Up to this point, we've discussed the four universal online business advantages over offline businesses (plus a timely warning thrown in for good measure). This is all well and good, but ultimately what you want to know is, if you start an online business, what does that mean for you?

So let's recap with this in mind. We've established the current lay of the land:

There will be a changing landscape in the future (it's already started but there's still time)  
The world as we know it is now unpredictable

We know an online business is well suited to successfully navigate this new land by having unique advantages:

1. Advantage One - Flexibility and diversification
2. Advantage Two - Low overheads
3. Advantage Three - Removed over-reliance of face to face interaction
4. Advantage Four - Becoming the go-to person for many

Plus the very fact that people now have no choice but to spend money online.

So what this all means for you specifically is:

\*If political, health or cultural changes occur, you can easily pivot your business because it's built to be flexible (we'll show you how).

\*With diversification, you can still make money if another one of your income sources struggle.

\*Low overheads mean you not only survive during tough times but thrive. (We'll show you the best way to build your online business this way).

\*If for whatever reason physical restrictions are placed on business in the future, you'll be unphased as you can deliver your product/service online.

\*Be the person people still spend money with when times are hard by positioning yourself as an authority.

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## UNRELEASED CHAPTERS

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Everything we've recapped here boils down to this, building an online business in today's age is essential. As a result of building an online business the way we teach, you'll experience a profitable, sustainable and low stress venture(s) regardless of the changing landscape.

So if you:

- \* Have a business idea and want to launch it online
- \* Don't even have an idea but want an online business
- \* Move your offline business, online
- \* Want a full-time income
- \* Want a supplement income
- \* Pursue your hobby, passion or purpose and get paid from it
- \* Are not actually bothered about the money and just want people to see your work

Then an online business is definitely a worthwhile building.

No doubt you'll be getting excited at the thought of building a business this way and rightly so. But before we start getting into the nitty gritty, we want to help you avoid common mistakes we see people make.

# Common mistakes people make

*Avoid these mistakes we see people make, increasing your chance of success*

By avoiding these mistakes you'll already be ahead of most people wanting to start an online business. We won't get into why people make these mistakes, that's for another book we may write, maybe we'll call it - 'Why people repeatedly fail at online business'.

Anyway, there are two fundamental mistakes people make and then a whole bunch of specific reasons (which are easily avoided). Let's start with the fundamental ones.

## **Fundamental mistake #1**

People forget an online business is still a business. Which means they think that it's easy and therefore chase quick wins.

Another way of putting it is, the number #1 mistake people make is to spend all their time chasing the 'shiny penny'. You may have also heard it called the 'next best thing' or my favourite, the 'silver bullet'.

Fast forward 12 months and SEVEN 'shiny pennies' later, there's no online business to be seen and a big fat ZERO money made.

We guess it's an easy trap to fall into because there are plenty of shiny pennies being advertised online, very very few are saying, 'Online business is a business therefore treat it like any other business'. (Oops, we said we wouldn't get into why people make these mistakes - moving on).

## **Fundamental mistake #2**

Wasting truck loads of time freebie hunting. What we mean by this is, someone who watches an hour on YouTube, 30-minutes on Facebook, 15-minutes reading someones blog (you get the point).

They then go on to do absolutely diddly squat, because they experienced information overload.

Another way to explain this is, they've just consumed lots of 'itty-bitty', 'time-zapping' pieces of information for hours on end. But leave none the wiser.

This is because they don't have a plan, system and framework in which to apply this information.

Fast forward 12 months, they'll be able to tell you everything about SEO (Search Engine Optimisation) but there's no online business to be seen and a big fat ZERO money made.

(Ok we know we would get into the why but this one's worth highlighting) If we were to hazard a guess as to why people surf the web for hours on end consuming every piece of free information that exists, it's either because they're too arrogant to admit they need specialised paid advice or they don't value their time.

### **Other common mistakes we see**

These are common, so please don't beat yourself up if you have fallen into any of these traps. Businesses that turnover millions are making these very mistakes, we know, we're paid a lot to go in and fix them. By reading this and wanting to learn more through BBO SECRET LETTERS you're already ten steps ahead of everyone.

Anyway, here's a bunch more mistakes to avoid:

- \*Thinking that social media is a business, instead of a tool.
- \*Having no framework to build their online business from.
- \*Being unaware of the 5 core repeatable stages for any online business.
- \*Thinking they don't have an idea which can be turned into a business.
- \*Thinking they have a killer idea without verifying using data.
- \*Not starting because of competition.
- \*Not proving their idea first before launching.
- \*Believing that if they build it, customers will just come

To be honest, the list goes on, and on, and on.

Because online business is a relatively new phenomenon we're spotting more avoidable mistakes on a monthly basis. Which we share with our BBO SECRET LETTERS readership.

That being said, there is one question we get which is worth addressing in its own super-short chapter.

# What online business is not

*Before you expand your knowledge with us, this is worth knowing*

The question is a great one and in answering, you'll be able to immediately filter out the noise (we mean get-rich-quick ads) online. So without further delay, online business:

- \* Isn't a get rich quick business (do those even exist?)
- \* Isn't becoming a millionaire by selling on Amazon overnight
- \* Isn't faking a lifestyle order to gain 100,000 followers on Instagram
- \* Isn't Facebook Ads course which promises 70x return on your ad spend
- \* Isn't an SEO course that gets you 10,000 website visitors a day within 30 days

Hopefully, that's enough to help you begin filtering out the 'shiny pennies' out there. Be on your guard though, there's always something new and wonderful that'll make us richer than a Saudi Prince overnight.

Now we've established that and you know we'll be focusing on the exact opposite of what we've just listed about, let's get into the exciting nitty-gritty of starting an online business.

# A real introduction to online business

*Online business secrets from those that work in the shadows*

Where's the best place to start?

Well, at the beginning obviously!

This short guide is the first of FIVE big stages that you'll be progressing through on your way to an online business.

The five stages are Business, Audience, Tribe, Offer and Network and the book you are holding is all about Business.

Have you been short changed? Why aren't we giving you everything? Good questions!

The truth is: starting an online business is a big endeavour. It's going to take time and energy and work. There's no way around that. If anyone tells you otherwise then beware! If it seems too good to be true then guess what...it's probably too good to be true.

Because starting an online business is a big job we've carved it into as many small manageable pieces as possible. Whilst the whole process is large we've made each Step small enough to ensure you get it done.

Throughout the process we've broken everything down into Steps that can be completed in a few hours tops. But even when we carved it all like this we realised that there were a LOT of steps. 30 to be precise.

We want to ease you into the process and so have taken the first 7 Steps and put them into the guide in your hands right now.

These are (in a way) the most important 7 Steps as you'll be working out what your online business actually is! Think of the 7 Steps as a crash course in entrepreneurship and business. If you nail this part of the process then the rest is far, far simpler.

By focusing first on the 7 Steps of Business you'll have an incredibly strong foundation for the remaining 23 steps. We do understand the urge to want to jump ahead and see what's coming up next but that detracts from the work that needs to get done now. We promise you'll get to the rest very shortly!

# Read **PART 1** of the **NEW Book** when you **ENROL on to our BBO Course**

Get access to the **ONLY** online business course you'll ever need

Over the years we have taught people **how to build successful online businesses** from scratch, level up their existing business and take their offline business online.

We've done that through our **BUILDING BUSINESSES ONLINE** programmes.

These have always helped solve specific problems people have within the online world. But never before have we brought it all together in one place like we have in the **BBO COURSE**.

This is without a doubt the best way to access us, our knowledge, our experience and our business learnings. This is why we call it the core of what we teach.

Another way to think of this is:

***Exactly how we'd help you build your online business if you hired us.***

Including our **REPEATABLE ONLINE BUSINESS SYSTEM**, which you can use again and again - on any business idea.

Remember, we are practitioners. Every day we go to work on our own and other online businesses.

And in turn, pass these learnings on to you. In the form of our special **BBO COURSE**...

'BBO Course' is a 10 hour, on-demand video course featuring a mixture of hard online business, strategy, tools, techniques & other business teachings showing you exactly what we're doing in the businesses we own as well as for the few clients we have said yes to and how you can apply it all to your online businesses.

AND the most important point of all - you'll learn the exact system we personally use to build online businesses for ourselves and others...

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*See you in our inner circle*

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