



From Email List to Income in 4 Major Steps

1. Start with the data

Before creating anything, do your research. The key question to ask is, What sort of challenges are people having? Say you have a list of 500. Find out: are there patterns? Are there commonalities? Do they suffer similar situations? Then decide if you're in a position to help them.

Your approach might be an email: Hey, I'm about to create some new content. I really want to make sure that it's going to be useful for you. What is your biggest challenge trying to get this specific result?

Also, check out other people's websites in the field, or if you're in a forum, a Facebook group, or on YouTube, see what conversations are going on. What are people complaining about? What are their frustrations?

Notice as well what people are actually buying, and how they consume information. Videos, audios, PDFs? Do they want to be part of a group? Are they already in groups? These details will be a better indicator of what you can sell them than simply asking them what you ought to create.

2. Go with the first version

Once you know what your audience's problem is and how to solve it, create the first version of your product, and the offer page to sell it. Depending on your list's needs, your first product might be a course, a workshop, a masterclass, or a recurring service. If, however, you have enough people in your class with a similar pain point that is not being solved by the other groups they're in, you could very well make a membership. Your key aim in this step is creating something someone will be happy to buy because they think they'll be better off.

3. Monetize the fastest

When deciding your product, you'll likely ask, What should I do first? It really depends on you - your expertise, your positioning, and what kind of business you want to have.

There's no real right or wrong. Many established businesses have a little of everything - membership, course and masterclass, etc. In the beginning, however, the questions to consider are: What can you do the fastest? What feels right to



you? What is easiest? How can you go to market fast, so you can make that offer fast? The faster you can get up and running, the faster you can get data, validate your idea, scale up and do more things.

4. Build the machine

As soon as you get a return on investment, you can start building a team. This will take much of the functioning of the business off your hands so that you can focus on more advanced things. You can work on keeping customers, making your business more profitable, doing top-of-the-funnel activities, driving traffic, etc.

If your product is a membership, a masterclass, or a course, 10XPRO.io is the all-in-one solution that may be the only tool you need - Try it out [HERE](#)

Create a sustainable income machine with the resources inside [SuperFastBusiness membership](#)