

Bill Heid's Off The Grid Money Generator 31 Days to Off The Grid Profits Workbook

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TABLE OF CONTENTS

TABLE OF CONTENTS

Introduction .	
Exercise 1:	The Resources You've Been Graciously Given
Exercise 2:	The Things that Drive You
Exercise 3:	Identifying Needs
Exercise 4:	Brainstorming Solutions
Exercise 5:	Identifying Your "Gas"
Exercise 6:	Becoming What You Think About Most of the Time
Exercise 7:	Brainstorming the "Wow" Factor
Exercise 8:	Knocking on Doors
Exercise 9:	Turning Failures into Lessons
Exercise 10:	Turning Liabilities into Assets
Exercise 11:	Embracing Automation
Exercise 12:	Identifying Margins and Measuring Trajectory
Exercise 13:	Programming Your Mind
Exercise 14:	Develop a Definition of Your Market4
Exercise 15:	Testing the Market43
Exercise 16:	Develop the Expertise

BILL HEID'S OFF THE GRID MONEY GENERATOR — 31 DAYS TO OFF THE GRID PROFITS WORKBOOK

TABLE OF CONTENTS

Exercise 17:	Build the Free Report	49
Exercise 18:	Build the Product	51
Exercise 19:	Building a Sales Budget	55
	Understanding the Sales Funnel	5 8
	Principles of Copywriting	51
	Sales Letter Examples	56
	Split Testing	73
	Using Video	73
	The Technical Side of Building a List	74
	Principles and Systems for Affordable Advertisement	76
Exercise 20:	Headline Brainstorming	35
Exercise 21:	Testing Your Story	37
Exercise 22:	Long-Form Copy Practice	39
Exercise 23:	Write Your Long-Form Sales Letter	71
Exercise 24:	Set Up Your Delivery Method	73
Exercise 25:	Talk to Your Audience	75
Exercise 26:	Start Running Ads for Your Product	77
Exercise 27:	Brainstorm Secondary and Tertiary Products	79
Conclusion)1

INTRODUCTION

INTRODUCTION

Some workbooks are theoretical exercises meant to teach you basic materials. This isn't one of them. The Off The Grid Money Generator workbook is a start-to-finish practical application workbook that will walk you through building your own off-the-grid business exactly as described in your audio program.

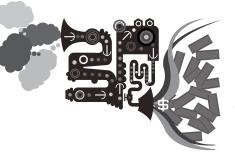
There are twenty-seven exercises. Theoretically, you could complete the program in one month, though some steps may take some people longer. By the time you've completed all twenty-seven exercises, however, you will have your own off-grid business.

There's more to this workbook, however! This workbook creates a journal that will document all of the work that you've done. Should you choose to take advantage of my consulting services, you'll be able to bring this workbook to me so I can see everything you've done. We can then make the most of our time together, because we'll simply be tweaking and adjusting your hard work instead of starting from scratch. That means that your business will get stronger, faster.

So I urge you to do each exercise by following the exact process that I outlined for you in the Off The Grid Money Generator audios. Even if you find you can't come work with me personally, you'll find the investment paying off. So follow along with me as we work on getting you all of the money you need to get off the grid for good!

To your success,

Bill Heid



EXERCISE 1: THE RESOURCES YOU'VE BEEN GRACIOUSLY GIVEN

There is a myth about business that suggests that you have to have huge wads of cash to make huge wads of cash. However, you can start building your Off The Grid Money Generator on as little as \$20!

You probably have many resources at your disposal that you've never even considered before, any of which could be used to build your business. In this exercise, you'll take an inventory of those resources. Note that this includes



George Washington Carver literally started with NOTHING but a keen mind and his faith in God. He was self-educated until college, even though no business or government made any basic instruction available to black men. He then went on to revolutionize the Southern economy by creating 385 new peanut products, 100 new soybean products, 100 sweet potato products and other products that used traditional Southern crops. He also contributed to healthy agriculture by creating a reliable crop rotation method. If he could do this with all his disadvantages, what can you do with your advantages?

physical resources (such as a computer, a lawnmower, or even a bucket and a mop!) and your mental resources (knowledge, experiences, and talents). Below, list as many as you can think of and don't edit anything out.

Don't neglect resources that you can borrow or find in the community. Someone

without a computer or Internet connection, for example, can often go to a public library to find these things.

'n		The same of	
l	"Capital" is not money, but ideas enacted.	Bill's	Bullet Point
н			

List Your Resources Below

Physical Resources: _	 	
Mental Resources:		

BILL HEID'S OFF THE GRID MONEY GENERATOR — 31 DAYS TO OFF THE GRID PROFITS WORKBOOK



There is more to the Off The Grid Money Generator strategy than making money! Today you will outline all of the reasons, besides money, that you want to do this course, build this business, and make this money. Your task today is to define your "life well lived."

Today you will also think about some of the ways that you want to help other people. If money is your only motivator, then the dangers and pitfalls of entrepreneurship could truly destroy you when the going gets tough. Having a stronger "why" and a greater purpose will carry you through the hard times so you can enjoy the greater rewards.



Success — To laugh often and much; to win the respect of intelligent people and the affection of children; to earn the appreciation of honest critics and endure the betrayal of false friends; to appreciate beauty; to find the best in others; to leave the world a bit better, whether by a healthy child, a garden patch, or a redeemed social condition; to know that even one life has breathed easier because you have lived. This is to have succeeded.

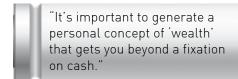
-Ralph Waldo Emerson

List 5 reasons for building this business:

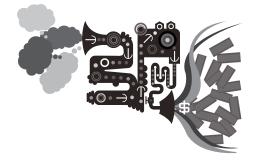
1)	
- \	
0,	

List 5 ways you'd like to make other people's lives better:

1)	
٥١	
۵١	
4)	
5)	



Bill's **Bullet Point**



EXERCISE 3: IDENTIFYING NEEDS

Before you come up with a product or a strategy, you need to find out what people actually need and want. This exercise will

require you to get out around your community with your "antenna up." This means you will have to pay close attention to people. What are they doing? What are they saying? What needs aren't being met in your community? What kinds of needs are your family members facing? What is happening in the very

near future that might provoke a need?

Right now you shouldn't worry about how you might fulfill "Keep your antenna up. Identify needs, then look for ways to fulfill those needs."

Bill's **Bullet Point**

those needs. Don't try to design a new product or service just yet. This is just a treasure hunt! Try to identify at least ten needs. This may require you to make multiple trips and to have multiple conversations.



"I believe the very purpose of life is to be happy. From the core of our very being we desire contentment. In my own limited experience I have found that the more we care for the happiness of others the greater our own sense of well-being."

-Dalai Lama

In other words...help others to help yourself.

Use the space below to identify your customers' needs.

1)	
2)	
10)	



Today you need to review two exercises: Exercise 1, to take a look at your resources, and Exercise 3, to note the problems that you've uncovered. Today you're going to start looking for solutions. You're also going to think about how you might provide those solutions.

You are looking for **lines of convergence**. This means:

- You are passionate about the problem
- The problem is an actual need
- You have enough resources to help you fulfill this problem (for many Off The Grid Money Generators, this is as simple as a computer and an Internet connection).
- You feel that you can adequately research the problem to provide a good product. Note that it is not important for you to know all of the answers right now. Instead, you should be thinking about how you will learn what you need to know.



"Resilience—if you think of it in terms of the Gold Rush then you'd be pretty depressed right now because the last nugget of gold would be gone. But the good thing is, with innovation, there isn't a last nugget. Every new thing creates two new questions and two new opportunities."

- Jeff Bezos, founder and CEO, Amazon.com

List up to three problems from Exercise 3 that you are passionate about. Now, brainstorm possible products or solutions for each problem. Note that it's perfectly "Always look for ways to legitimate to come up deliver more service than Bill's **Bullet Point** with a service to fulfill you're being paid for." these needs if that's all you can come up with right now. A service will allow you to start putting money in your pocket quickly while you move on to a more automated product that will take your day-to-day presence out of the equation. If you don't have a full-time job right now, a service can be a great way to feed your family while you continue to work through the Off The Grid Money Generator system. If you do have a full-time job, however, you'll want to keep it until your business is generating enough money to take you out of the corporate world. Instead, try to restrict yourself to coming up with products if you're still working.

hoose one of the problem-product pairs to work with in the future		
Vhat personal resources best work to provide a solution?	hoose one of the problem-product pairs to work with in the	future
/hat personal resources best work to provide a solution?		
Vhat personal resources best work to provide a solution?		
	hat personal resources best work to provide a solution?	

EXERCISE 4: BRAINSTORMING SOLUTIONS



Remember the story of Bill Heid's father and the lawnmower? Mr. Heid was willing to let his son borrow the mower, but he insisted that Bill pay for his own gas. That meant that Bill had to spend at least a portion of his earnings on gas for his lawnmower.

There are always going to be business expenses in any venture. If you don't meet these regular monthly expenses,



your business will not be capable of functioning in the future. List everything that you can think of that you would need to fulfill the need you've just identified. What recurring monthly expenses can you think of? How much will it cost to produce? This represents the amount you can expect to reinvest in the business before the business can start meeting your own personal needs.



"The rich invest their money and spend what is left. The poor spend their money and invest what is left."

- Robert Kiyosaki

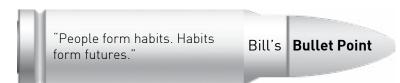
List your anticipated business expenses.

Item	Cost
	TOTAL



What do you spend most of your time thinking about? Do you spend most of your time thinking negative, self-defeating patterns, or do you spend most of your time thinking energetic, creative thoughts?

This isn't "power of positive thinking" mumbo-jumbo. Nobody's saying you can simply "think" your way to success. There's plenty of hard work to do as



well. However, what you think about is what you focus on. If you're thinking, "How can I serve others?" constantly,

for example, then you'll find it easier to hear what people need, which in turn leads to stellar business ideas. If you spend a lot of time thinking thoughts like, "This is too hard, I just don't see how it's going to work," then you're going to miss opportunities that are right in front of your face.



"You become what you think about most of the time."

- Earl Nightingale

Exercise:

Most of us have at least a few negative or self-defeating thoughts. Write down any negative thoughts that you find yourself dealing with on a regular basis. (Examples: This is too hard, I'm not good enough, the economy's too rough, my foot hurts, etc.)

Next, write a more productive counterpart for each thought below. For example:

"This is too hard," becomes, "Other people have learned these skills, and so will I."

"I'm not good enough," might become, "I'm made in God's image, and I have as much right to success as anyone else because I'm willing to do the work to get it."

Sometimes it's useful to change negative thoughts into questions instead. Questions get you thinking in the right direction instead of dwelling on negative statements, and they're harder to argue with.

"The economy's really rough," might become, for example, "How can I stay busy every day?" Counter your negative thoughts below:

EXERCISE 6: BECOMING WHAT YOU THINK ABOUT MOST OF THE TIME

Stop to do this exercise on a separate sheet of paper every time you catch yourself in a negative thought pattern in the future. Make this a habit so that you learn how to automatically counter this negativity before you have to go through the pain of thinking it and feeling it.

18



Consider the product that you chose in Exercise 4. If this product truly meets a need, then it could be an excellent Off The Grid Money Generator, but how can you deliver even more to the customer? Truly great brands, companies, and reputations are built on that "wow" factor.

Could you include bonus products? Can you go even deeper into your research to find some experts who might weigh in on the

"Always ask yourself how you can deliver more service than you're being paid for.'

Bill's **Bullet Point**

subject? Could you include some sort of freebie or giveaway that complements the product without significantly shifting your business expenses? What would surprise or delight you if you were buying this product?

Write at least ten ideas below:

1)			
7)			



"Don't ever promise more than you can deliver, but always deliver more than you promise."

- Lou Holtz

ZU	EXERCISE 7: BRAINSTORMING THE WOW FACTO
3)	
4)	
5)	
6)	
7)	
8)	
9)	
10)	
you' solv	r, interview some of the people who called your attention to the need re attempting to fill or people with the problem you're attempting to e. Ask them which of your ideas might delight them the most.
Intei	rviewee #2:
Inte	rviewee #3:



Every business requires you to get out there to knock on some doors in some sense, and you'll always have to ask people if they'd like your product or service! Of course, it is always more productive to ask people who are likely to want or need what you've got to offer. You don't want to waste time asking people who will not want or need those things.

There are many ways to knock on doors:

- You can physically knock on a door.
- You can pick up a phone.
- You can pay for an Internet advertisement.
- You can put an ad in the paper.
- You can put a sales letter on the web.

Anything you do to get your message out there counts as "knocking on a door."

"Your duty is to ask folks if they want what you've got. Let the answers be whatever they should be. A percentage of the people you ask will say yes."

Bill's **Bullet Point**



"Duty is ours, consequences are God's."

- Stonewall Jackson

Given the product you've already come up with, list five ways that you will be able to start knocking on some doors:

1)	
2)	
3)	
4)	
5)	

These methods will form the basis of your future marketing strategy.

If you came up with a service during Exercise 4 and not a product, then you can start making some money right now. Today you will actually find some people to offer your product or service to. Your eventual goal should be to automate your system, but a service is a good place to start. It will at least put money in your pocket to reinvest into an automated system that makes money while taking you out of the equation. If you've already created a CD, book, or other physical product, you can skip the following exercise, as it will not apply to you.

You are invited to take some massive daily action. Knock on doors every day to put money in your pocket! Though this isn't the endgame of the Off The Grid Money Generator, it will serve as direct proof that there's no need to go to either the government or some major corporation to take charge of your life.

Service-based businesses can literally knock on doors to offer the service. You can also pick up the phone and call people to offer your service. You might also put a free ad on Craigslist.

It's a good idea to create some sort of script before you start knocking on doors. This can be as simple as, "Hi there, I offer a lawn service. Would you like me to mow your lawn?" More complex services might require more complex scripts.

write your script below:			

Create a spreadsheet or a logbook to record the following information:

- The action you took
- The person you made contact with or where you took the action
- The result of the action

EXERCISE 8: KNOCKING ON DOORS

Write your corint helesy

Your chart might look something like this:

Action	Contact	Result
Placed a free ad in Craigslist	(None)	Received 4 phone calls and sold services to 2 customers
Called 555-5308	John Smith	No sale
Called 555-5309	Mary Jones	Sold

Answer the following questions:

1.	How much advertising did you spend to acquire inbound calls? (Total advertising cost ÷ total inbound calls. Ex: \$300 spent for 50 calls, 300/50 = \$6 per call)
2.	What percentage of your inbound calls resulted in a sale? (Total number of sales ÷ total inbound calls. Ex: 2 sales from 50 calls, 2/50 = .04 or 4%)
3.	What percentage of your door knocking/outbound calling resulted in a sale? (Sales from outbound calls ÷ total outbound calls.)
4.	How much money did each sale generate? (Total sale revenue ÷ number of sales. Ex: \$389 from 2 sales, \$389/2 = \$194.50 per sale)
5.	When you went to perform the service, did you do more than was expected?
6.	Were you able to sell your services to any of the same people at a later date?
7.	What are your monthly income goals?
8.	Given your percentages, how many doors would you need to knock on each month to make your monthly income goals?
9.	Is this a reasonable number of calls to make? Can you do this and do the service too?
10.	If you can't do this and do the service too, who could make the calls for you? How many calls would this person have to make to account for your financial needs and this person's share of the sale (commission)? Assume

similar percentages: Is there someone in your far child) who could help you support the family by ma	, ,
·	

If you were unemployed before you began this workbook, congratulations, you are no longer unemployed. You now have a blueprint for supporting your family as you go through the remainder of this program!

Of course, this is NOT the final Off The Grid Money Generator Strategy. Eventually we are going to free you from making any calls at all by using the principles of "automatic" advertising. However, we wanted to include ways for people to get on their feet if they are having trouble right now, since the reality of this economy is that many people are struggling at this moment. Think of this as self-reliant income generation on training wheels!



Every failure and snag that you encounter in life serves as an opportunity to learn a valuable lesson. These lessons can actually form the basis of your future success.

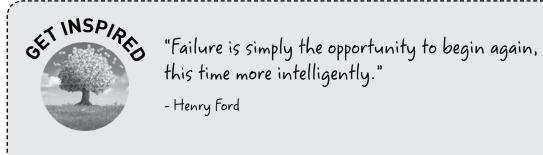
You might fail the first time you try to turn the product you are now working with into an Off The Grid Money Generator. Fortunately, you can go through the process again with a new product.

Before you go further, it's a good idea to change your mindset about failure! You're going to go through things you've already

"Find your sense of adventure!
Being dealt a bad card is never the end of the world."

Bill's Bullet Point

done and consciously extract the lessons from them. That way you won't need to learn the lesson twice!



List your three biggest failures.			
1)			
2)			
3)			
Wha t	did you learn from each of these failures?		
1)			
2)			
3)			
came have	e at least one current success or something good about your life that e about as a direct result of one of these failures, or which could not happened if one of these failures had not happened. Describe the ts in detail.		



Just as your failures can be turned around to become successes and lessons, things that are on your personal balance sheet and that might be classified as "liabilities" can also become assets. You just need to flip them around and look at them differently so that you can leverage them to your advantage.

For example, you might have a lot of credit card debt to contend with. Normally, that might count as a "liability." However, you could turn it around by pointing to this bill as one of your motivations to create your Off The Grid Money Generator! Thinking in this direction helps shift your attitude in a more successful direction and uncovers hidden resources that might help you on your journey.

Use the chart on the following page to list your liabilities. Then write how they may be turned into assets. If the answer isn't immediately obvious yet, leave it blank, continue to think about it, and fill in the blank when the answer presents itself.



In 1968, 3M spent millions of dollars developing a glue that didn't work very well: a true liability. This glue was instrumental in the invention of the Post-it® notes, a product that has since become a 3M bestseller, making many times what was spent on the "failed" glue.

Your Liability	Asset

Stay adaptable. Look for ways to turn a situation to your advantage. Don't let anything stop you.

Bill's **Bullet Point**



This exercise is aimed primarily at people who began the Off The Grid Money Generator process with a service instead of a product, though there will be some useful nuggets of information for other students as well. If you were already self-employed when you began this program, this exercise is especially for. Stop working so hard all the time!

Eventually the goal of an Off The Grid Money Generator is to build a business that doesn't require your constant time and attention. If you have to work eighty hours a week, you've at some level defeated the purpose of the exercise. In addition, sticking to a service business limits your income, since you are



"Let's take a dentist. A dentist spends years in school learning to be a self-contained system. You, as the client, get a toothache. You go to see your dentist. He fixes your tooth. You pay and go home. You're happy and then go tell all your friends about your great dentist. In most cases the dentist can do the entire job by himself. The problem is if the dentist goes on vacation, so does his income."

- Robert Kiyosaki

Consider the pool man. The pool man opens people's pools every year so that they can go swimming

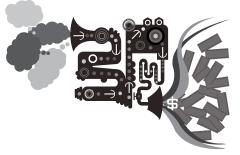


during the summer. When the pool man gets overwhelmed, however, people need to wait. Therefore, there is a problem that needs to be solved: People need to be able to open their own pools. The pool man could lose business to this need, or the pool man could profit by sharing his own specialized knowledge of how to open up a pool.

Consider your service. Is there some part of your service that you offer that customers could do themselves:

Could you explain how to do this? Would you be able to show them on a
video, talk to them about it on an audio CD, or simply write it down for them, step-by-step? Give your instructive product a working name here:
,
Are there questions you get all the time as you serve your customers? List those questions and their answers here:

EXERCISE 11: FMBRACING AUTOMATION



EXERCISE 12: IDENTIFYING MARGINS AND MEASURING TRAJECTORY

Profit margin determines whether or not your business model is realistic. If your margin is too low, you will never be able to sell enough products to support your business or your family.

You've already done half the work by calculating your "gas" in Exercise 5. Those were the regular monthly expenses that you'd have to meet in order to keep your business running.

How much will you sell your product for?	
What was the total cost to produce the product from Exercise 5?	



"A visionary company doesn't simply balance between idealism and profitability. It seeks to be highly idealistic and highly profitable. A visionary company doesn't simply balance between preserving a tightly held core ideology and stimulating vigorous change and movement; it does both to an extreme."

- Jim Collins, author, Good to Great

How many of your products would you have to sell to meet the expense of creating and offering the product? How many would you have to sell to m your expenses?		
Is this a realistic figure based on the problem and the demand?		

If you do not think that the margin on your product is high enough, or if you do not think that you will be able to sell enough of your product to stay in business over the long haul, then it is time to go back to the drawing board. Choose another one of the problem-solution pairs from Exercise 4 and calculate the margin of that product. Continue this exercise until you've found a problem-solution pair with a realistic margin for your needs. You should do this exercise every time you want to add a second product to the line of products you are launching as well.

> "Working hard is no quarantee of success if you're working hard while traveling in the wrong direction."

Bill's Bullet Point

EXERCISE 13: PROGRAMMING YOUR MIND

Running an Off The Grid Business will require a lot from you. You will encounter difficult situations and challenges that you will need to master and overcome. Therefore it is a good idea to train your mind to be ready for overcoming all of these challenges. Training your mind can also offer new inspiration that will help you take your business in new directions.

Choose additional audio, video, or written resources that will help you train your mind. These could be business resources, sermons, motivational



"The way you talk about yourself and your life your story—has a great deal to do with what shows up in your day to day experience. Your thought's create filters through which you view your life. If you think of yourself as a victim, you filter all that happens to you through the lens of DDT (Dreaded Drama Triangle), and you find plenty of evidence to support that viewpoint. That's why the orientation you adopt is so important: it exerts a powerful influence on your life direction."

- David Emerald

working your own business.

material, or any material that covers business success or life success principles. Record each resource below as you complete it and write one important lesson that you learned from that resource. You can move on to the next exercise, as this is an ongoing study.		
One of the benefits of learning from other people and businesses	"Train yourself to think good thoughts. Good habits won't be Bill's Bullet Point far behind."	
is that you get the chance to learn from		
	vithout having to make those mistakes for yourself.	

1)	
2)	
3)	
day t	lly, identify and form one new, positive habit that you can build into you con a chieve your definition of a "life well lived." Track the daily application is habit for 27 days (the exact number of days that it takes to build a habit)
1)	
2)	
3)	
4)	
5)	
6)	
7)	
8)	
9)	
10)	
11)	

List at least three mistakes that you've learned about while studying your "mental training," and list how you will avoid each of these mistakes while

12)		
13)		
14)		
15)		
16)		· · · · · · · · · · · · · · · · · · ·
17)		
18)	,	
19)		
20)		
21)		
22)		
23)		
24)		
25)		
26)		
27)		
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You can't go into business under the delusion that you are selling to everyone or anyone who might be persuaded to buy your product. Instead, you are selling to specific people, or specific kinds of people. For example, in *Maximum Vertical in Minimum Time*, I was selling to "guys who want to jump higher." When Gary Halbert started selling family crests, he was specifically targeting "folks named Halbert."

You would specifically target people with the specific problem that you have identified. Who are those people? What drives them? What are they like?



"A buyer persona is a fictional representation of your ideal customer that gives you a new way to categorize new potential customers in order to tailor marketing and sales materials to that particular persona's needs, wants, and personalities. The persona is developed by bucketing analytical data, demographics, common characteristics and educational speculation."

- Luke Summerfield, SavvyPanda.com

EXERCISE 15: TESTING THE MARKET

Never sell to a "market." You always want to sell to one person who is a representative of your target market—a real person. Good marketers often develop "personas" in order to do this. They tell a story about the kind of person who has the problem they are trying to solve. When they write all

of their marketing materials, they write it so that it talks to this specific person. This allows you to consider vour audience, to

"Use a rifle, not a shotgun. Have a laser-focused definition Bill's Bullet Point of who you're trying to sell to."

speak in language that the audience would understand, and to say things that would resonate with that audience.

Example persona: Joe is an inner city kid who has a serious case of hero worship for Michael Jordan. He dreams of changing his fortunes through basketball. He wants to be like Mike. To do that, he has to "jump like Mike." He will eagerly work hard to achieve that end, and he's happy to read and study on this subject.

reate a persona that represents your target market.	



Now it's time to actually take your ideas out to the marketplace to see if there really is enough of a market for them to turn any of them into an Off The Grid Money Generator. Today you will put together a test ad for a free report that's related to your fulfillment solution.

Step 1: Think about where your persona might be found. What does he or she read? Where does he or she go? If you're talking to a twenty-something, putting a classified ad in the local paper is probably not a good bet, but putting an ad in a local college's blog might be.

Step 2: Design the ad. It should be simple and to the point. The first line tells what you're offering; the second line tells people where to go. For example, you might tell people to sign up at a certain website. A program like Aweber can give you a contact form and a mailing list. You might also get people to send you a text message with their e-mail address or to call a number. (Don't try to use a mailing address—nobody is going to stop their busy lives to send a letter these days!)



"One of the biggest mistakes most would-be entrepreneurs make is going into business based on what they think people should buy, rather than what people really want or actually do buy."

- Brad Sugars, Entrepreneur Magazine, November 22, 2010

EXERCISE 15: TESTING THE MARKET

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Just make sure the people who sign up understand that the report will be available on a specific

"Learn how to alter your course quickly if what you are Bill's **Bullet Point** doing isn't working."

deadline date. Note: You can actually go ahead and write the report first.

Many people will expect to get the report instantly if they enter their email address to get it. Exercises 16 and 17 will show you how to write the report if your market-testing model requires you to have one on hand. Do those two exercises before actually running the ad.

Exercise: Run the test market ad.

	Free Report Tells You 10 Things (Trusted Person, i.e. Accountant) Doesn't Want You to Know About
	Warning: Don't (take action) Until You've Read This Free Report!
Now	write your own headline:
Writ	e how customers should contact you in order to get their free report.

BILL HEID'S OFF THE GRID MONEY GENERATOR — 31 DAYS TO OFF THE GRID PROFITS WORKBOOK

BILL HEID'S OFF THE GRID MONEY GENERATOR — 31 DAYS TO OFF THE GRID PROFITS WORKBOOK

Your ad should work something like this:

Free Report Tells You the 10 Things Your Pool Man Doesn't Want You to **Know This Summer**

Visit www.FireThePoolGuy.com

Now, find and list several places to run your ad. Monitor the response you receive over the next thirty days. Each of these people represents a potential customer. Did you find enough "free" customers in the month to proceed wi this idea? If not, it's time to pick another product and solution.
this idea! If flot, it's time to pick another product and solution.
Make sure you do what you say you're going to do! If customers don't get their report instantly, you absolutely must get the report into their hands by the deadline.



Today you will start building the product. If you don't actually know how to build the product, you will need to develop the expertise. You'll need to research several different things:

- The solution itself (for example, how to jump higher)
- How to make the report look professional if you don't already know how (layout, PDFs, cover, etc.)
- How to get your product into the hands of your customers (download links, etc.)

You need to get into the mindset of constant self-education. Each time you learn how to do something that you didn't know how to do before, you will build confidence for the future! Never let a lack of knowledge stop you from doing something.



"Rich people constantly learn and grow. Poor people think they already know."

- T. Harv Ecker

Gather the resources you need to build your free report. Read at least five different books on the subject and take notes. Identify three experts that you can talk to in order to get information that isn't necessarily in any other book. Take notes on separate sheets of paper. Begin to outline the report below. "The information you need is always out there if you are Bill's **Bullet Point** willing to look for it."



Whether or not the response to your report is positive, you're still going to have to build something for those who *do* respond. You *must* deliver on the promise of the actual advertisement, which is one reason why it may be



Never underestimate the power of "Free."

"Norman Gordon, owner of the Alley Deli, sent a letter to all the VIPs in the community, to the main partners in law firms and the executive heads of all companies located in the buildings just a few blocks away from the restaurant. Altogether he mailed 120 letters. They were addressed by name to all of the people on his list and included a menu. His offer was simple: A FREE LUNCH!

The result? Out of 120 people, 100 accepted the lunch. Half of them ordered another lunch at the same time. Most of those people became steady customers."

- Peter Sun, How to Make Maximum Profits in Minimum Time

EXERCISE 18: BUILD THE PRODUCT

beneficial to go ahead and write the report before placing the ad so that it can be available for immediate download.

Write and package your free report, then make it available to those who respond to your ad. Remember, your free report can't give away all of the information that you're going to offer in your product. You have to offer something useful while leaving some things out or preparing the way for an even deeper, better explanation or solution later. (You can ignore this advice if you'll be selling a physical product instead.)

At the same time, you will be monitoring the response to your ad. Based on the number of units you would have to sell each month to make a profit, is it worth stepping up to the final product? Watch the response for one month, then make a decision about whether the demand is high enough to warrant you spending any additional time on this product or business.

> "Always deliver what you promise, and deliver it with passion. Life's too short to cut corners on quality and service."

Bill's **Bullet Point**



Now it's time to actually create the solution to the problem by creating your product.

Creating an Info Product?

If you are creating an information product, it's now your job to simply write and package the report. Move on only when you've finished this step.

Physical Products?

If you're really interested in offering physical products, you've got some work to do. It's going to take imagination and a relentless nature to find out how to do this. You'll either have to source a wholesaler, or you're going to have to learn

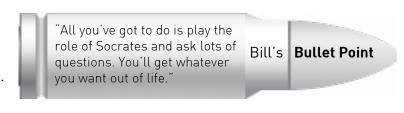


"Personally analyzing hundreds of successful men...all of them followed the habit of exchanging ideas...when they had problems to be solved, they sat down together and talked freely until they discovered, from their joint contribution of ideas, a plan that would serve their purpose."

- Napoleon Hill, Think and Grow Rich

how to create these products yourself. Either way, you'll have to become a detective, "cracking the case" on the way to get from passion to execution, asking questions, reading books, and reverse-engineering the process.

Physical products will require you to have some money to invest in order to get started. If you don't have the cash, then you'll want



to backtrack to information products so that you can make the money that you'll need to invest. You can, of course, build a company that does both before all is said and done.

Here are a few thoughts to get you started.

You need to ask yourself questions. For example, if you want to sell cool bamboo chairs just like your grandfather used to make, you might ask:

- What did I love about these chairs? What made them so special to me?
- How will I create those chairs?
- How will I make them completely different from other chairs that are on the market today?
- Why am I passionate about these chairs?

You might need to make these chairs yourself in order to sell them. You would need to order lots of books on chair making or find someone who can teach you. You might need to visit furniture factories to see how they do it. Your goal would be to *become a sponge*—learn everything there is to learn about chairs.

You might need to find someone who will make these chairs for you. If you do, you might visit some of the following places.

- Google "wholesale suppliers" and the kind of product you'd like to sell.
- Alibaba.com is another great resource. This is a site where wholesalers go to sell their products.

• The Thomas Directory of Manufacturers provides a starting point for locating people who might manufacture your product.

It's also a really good idea to talk to other human beings in order to get their opinion. It would be a good idea to start a mastermind group. This is easier than it sounds. You might, for example, call up a buddy in manufacturing and a buddy in banking. Ask them to have some coffee with you one night so you can ask them some questions and get some ideas. Ask as many questions as you can think of. If your banker thinks it's a bad idea, ask why. If you don't know any of these people right now, join your local Chamber of Commerce. Start attending some networking groups so you can meet the people you need to know.

The process for creating, labeling, and presenting your product to the marketplace will emerge throughout the process of doing this research. Ask these questions, develop your products, and make the investments of time, money, and work that need to be made to bring your product from the idea phase to the execution phase.



Did you know that the sales process actually starts with the objection process? It's true! If you can anticipate every possible objection that a person

could have to a product and answer those objections before trying to close the sale, you are in business. In fact, a

"If you cover all the angles and overcome all of the objections... Bill's Bullet Point you'll make the sale."

really good long-form sales letter will do just that.



"When a customer objects for whatever reason, they are actually telling you that they want to buy (they may not want to buy from you, but they want to buy). And if they're going to buy from you, additional answers need to be provided answers that will provide reassurance, answers that will provide peace of mind, and answers that will allow your prospect to move forward and give you some of their money."

- Jeffrey Gitomer, Sales Trainer

http://www.babm.com/salesmoves/objections.html

Therefore, your job is to anticipate those objections and decide how to meet them before you sit down to write your copy.
Write down every objection that you can think of that might arise in response to your product or service. Contact friends, family members, or members of your mastermind group for additional objections.
Next, write answers to every single one of these objections.

Interview several people to find out what irritates them most about the problem that they're dealing with. This will become a list of features and benefits that will become positive bullet points in your copy.

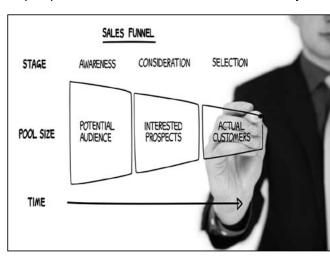
List the features and benefits of your products below.				

This information is your "sales blueprint." You will use this to build sales presentations and written copy later.

UNDERSTANDING THE SALES FUNNEL

An Off The Grid Money Generator is funnel-shaped! A "sales funnel" refers to an entire process that you are going to use to both create customers and keep repeat customers. This is a principle that you need to understand because it will help you build and duplicate workable systems again and again no matter how technology changes the media we use to communicate with customers.

Here's what happens: You start talking to a very BROAD audience of people who MIGHT have an interest in your product. They read or



watch content that is **congruent** with the ideas that you are sharing with your product. By virtue of reading or watching these things, they reveal that they want them. You might be speaking to 5,000 people at this point. Perhaps you found these 5,000

people through a list broker (as discussed in the CDs), or perhaps these are 5,000 readers of the publication or website you are targeting for your advertising efforts. Either way, a few things are true:

- These people ONLY represent the top of our sales funnel if the congruence exists. If you're advertising a gun safe on a pacifist's website, you're just wasting money. You're not filling the top of your funnel with the people who are interested.
- Not all of them are going to buy. A percentage of those people are always going to stay at the very top of this funnel, even if they click on your ad or read your website. You may have failed to convince them or they may just not have the money to spend, but for whatever reason, they are simply not going to buy your product.
- Someday, some of these people may fall lower on the funnel, if you keep talking to them enough.

The second level of the funnel represents your actual *list*. This is your list of people who are strongly interested in what you have to offer. They aren't people you got off of a list broker's list (that's the top of the funnel): They are people who have given you a response.

- Online, they may have downloaded a free report.
- They might have called you based on an offer you sent through the mail.

The basic process is the same: You offer them something for free, they agree to get on your list, and whatever you send them for free begins building the relationship between you and this customer. At this point, so long as your free offering lives up to expectations, you'll find that the interest of people at this level of the funnel is typically very strong.

Don't ever worry about the cost of offering something for free. You'll be repaid many times over. Giving something away for free is nothing more than the cost of acquiring a new customer. It's also incredibly effective! The copywriting "trigger word"





that people respond to the most is, of course, "Free!" Why not turn that to your advantage, using it to woo customers into a relationship with you?

Soon after you build this relationship, you can send out an offer for your product. Again, only a percentage of people will have the means or the willingness to actually buy. They move into the next level of the funnel. They are now first-time customers. You know several things about them now: They are willing to buy, and they have money to spend. Your job, if you want to stay in business, is now to convert them to lifetime customers, bringing them to the very bottom of the funnel. The bottom of the funnel is the support for your entire business. You can't stay in business on one-time sales. It takes people buying from you again and again.

That's where the *back-end* products come into play. These are more expensive products that follow-up on the original product. For *Maximum Vertical*, for example, we sold special exercise belts that made workouts safer. These complemented the original set of videos, along with several other supplemental products.

You get to the back-end by doing a fair amount of brainstorming and by asking yourself what *else* your customers might need or want to solve their problems. You can then build an entire inventory of products that you can promote to your list on a regular basis. Do this long enough, and any of your products could become your first-sale product to any of the customers at higher levels in the funnel.

Of course, funnels only continue to produce things at the bottom if you continue to pour things into the top, which means continuing to do the following things:

- Commit to an advertising strategy that works; and,
- Commit to creating more products. The Off The Grid



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Money Generator process outlined in the audios and in these exercises is not a one-time event. These things are things that you can do again and again. You won't have to walk yourself through the exercises forever, of course—in time, they will become second nature to you.

If you ever stop doing things to fill up the top of the funnel, then the bottom of the funnel will eventually dry up as well.

PRINCIPLES OF COPYWRITING

Copywriting has to generate what we call AIDA:

- Attention
- Interest
- Desire
- Action

The process starts with the **headline**. The headline is really an "ad for the ad." If you don't have a strong headline, you won't convince anyone to read the rest of the copy. The headline should often look like *news*, especially if you can make it look similar to the publication you're trying to advertise in. Headlines can be crafted all kinds of ways.

You can ask a question:

What Will You Do If the Power Grid Fails This Year?

Headlines can announce:

Announcing the Revolutionary Guide that Will Help You Jump Like Mike

Headlines can command:

Stop Waiting for the Pool Guy This Year!





EXERCISE 19: BUILDING A SALES BLUEPRINT

Headlines can use numbers and statistics to draw attention:

The One Secret That Will Slash Your Food Bill by 78% This Year

Headlines can offer a warning:

Warning! Your Garden May Die Without This Vital Fertilizer!

Headlines can tell a story:

They Laughed at Me Until I Got a 45% Return on This Investment

Headlines can make a recommendation:

The 5 Survival Items You Must Own Now

Headlines can issue a challenge:

Can Your Home Survive a Lawless Assault?

Headlines can reveal:

New Manual Reveals the Warning Signs that Triggered the Deadliest Famines in History

Headlines can make a comparison:

Amazing Solar Generator is Like Having a Secret Power Plant Hidden in Your Home

Headlines can be absolutely direct:

New Survival Seed Bank Lets You Plant a Full Acre Crisis Garden!

It's a good idea to write lots and lots of headlines before you pick your two best ones. I recommend that you write up to 100! You will pick two so that you can "split test" them (more about this later).

Your headline will also usually become the basis of any shortform advertising that you do. A banner ad or text line ad might



not have *room* for anything more than the headline. The headline has to be the hardest-hitting portion of your sales letter!

Next you will write a "subhead."

The sub-head provides additional information in an enticing way. In our Survival Seed Bank sales letter, the subhead was: "New Survival Seed Bank Produces Thousands of Pounds of Nutrient Dense Food for Pennies Per Pound...Enough to Feed Friends and Family Forever!" For the solar back-up generator, our subhead was: "Solar Powered Backup System Provides Instant Electrical Power in Any Outage or Disaster. Even Better...Back-up Kit Provides an Endless Supply of Electricity for Free!"

Notice that the sub-head contains one hard-hitting **benefit** that could help almost anyone. When you write your sub-head, choose *exactly* how the product might benefit someone or whom it might benefit. Tell the reader exactly what your product does for them. Don't zero in on smaller features and benefits that may only apply to a portion of the audience. You should basically be explaining which problem you are solving with this product.

At this stage it is very important to understand the difference between a benefit and a *feature*. A feature is a bell or a whistle on the product. It's some fact about the product. For example, a feature of the survival seed bank is that all of the seeds are sealed in foil packets that contain an extremely high-quality desiccant. When you write that you might expect the customer to know exactly why this is good, but chances are the customer has no clue. A customer might ask: "So what?"

It's up to you to answer the "so what." The "so-what," or the "benefit," of this feature is that the seeds will have a



EXERCISE 19: BUILDING A SALES BLUEPRINT

much longer shelf life than other heirloom seeds that they might buy. You can use transition phrases to help you remember to transform features into benefit:

- So that (The product has ____ so that ____).
- Which means (The product _____, which means you get _____.)
- Offering you (The product _____, offering you _____).

It's also important to remember that the copy should always be about the customer and not about you or your product. You do this by enthusiastically telling the customer exactly how the product benefits them throughout the copy. You should truly believe there *is* a benefit! Otherwise, you're just running a con.

Your long-form copy should do several things:

- Fully explain the problem that most people are facing. You can
 often do this in a way that teaches the customer something
 new, turning your sales letter into a valuable, hard-hitting
 news piece.
- Fully explain the benefits that the customer will receive.
- Fully explain all of the components of the product.
- Use vivid words to paint a picture of what life will be like when the customer has the product.
- Tell an interesting story about the product.
- Stay honest about the product's weaknesses as well as its strengths.
- Meet every possible objection the customer might have to buying the product and answer that objection in a way that keeps the customer engaged and interested.

You can break up the copy by adding additional sub-headings. Make these hard-hitting as well, since some customers will

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skim through all the subheadings before deciding whether or not to read any further. You might even use some of the headlines you rejected as your main headline.

For example, the sub-heads that broke up the text on the Survival Seed Bank letter were:

- Are you ready to take control of your own food supply?
- Here's what you should do right now...
- What will your family eat when grocery store shelves are empty?
- These are NOT ordinary seeds...they have been chosen for their truly extraordinary germination rates!
- The Survival Seed Bank produces thousands of pounds of nutrient-dense foods for pennies a pound.
- Each Survival Seed Bank contains these or similar hand-picked, heirloom seeds.
- Total Seeds—Enough to Plant One Full Acre! Without a Long-Term Food Solution, Many Americans Could Starve.
- \$149 Until We Run Out!
- Indestructible Seed Bank Can be Burned to Avoid Confiscation.

Remember to hit emotional triggers throughout your copy as well. A customer doesn't buy a seed bank. A customer buys the *peace of mind* and *self-reliant lifestyle* that the seed bank represents. A customer doesn't buy a guide to opening your own pool. The customer buys *the convenience and control* that opening up the pool will bring. A customer doesn't buy a guide to vertical jumping. The customer buys *something that will make him feel like Michael Jordan*.

When you've finished describing your product and its benefits, you should then offer the customer a **call to action** that tells him what he has to do in order to experience all of the good things in the picture you've just painted for him. It can be as simple as telling the customer to "Buy now."





SALES LETTER EXAMPLE

More valuable than silver or gold in a real meltdown...

Headline

New Survival Seed Bank™ Lets You Plant A **Full Acre Crisis Garden!**

Subhead

New "Survival Seed Bank™" Produces Thousands Of Pounds Of Nutrient-Dense Food For Pennies Per Pound... Enough To Feed Friends And Family Forever!



Now you can grow all the survival food you will ever need anywhere in the country with a kit that contains a special seed bank of hard to find, open pollinated ... super seeds, grown by small, fiercely independent farmers.

Let's face it. If the stories coming out on the world's food supply are even half right, we've got real problems and they aren't going to go away guickly. Here are a couple stories that I ran across recently:

- . WorldNet Daily cites strong evidence that some government agencies are stockpiling huge amounts of canned food.
- . Jim Randas, former U.S. Intelligence officer, appeared on ABC telling Americans to start stockpiling food.
- . Grocery store prices are rising faster than any time in
- Worldwide grain stocks are dropping precipitously as bio-fuels consume inventories... and on and on and on.

You don't have to be an Old Testament prophet to see what's going on all around us. A desperate lower class demanding handouts. A rapidly diminishing middle class crippled by police state bureaucracy. An aloof, ruling elite that has introduced us to an emerging totalitarianism which seeks control over every aspect of our lives.

Emotional Trigger

As the meltdown progresses, one of the first things to be affected will be our nation's food supply. Expect soaring prices along with moderate to severe shortages by spring. If you don't have the ability to grow your own food next year, your life may be in danger. Supply lines for food distribution in this country are about three days, meaning a dependence on "just in time" distribution systems, which





Subhead

Are You Ready To Take Control Of Your Own Food Supply?

Could you and your family get off the grid and survive in a panic? Do you have enough seeds to plant a survival garden and feed your family? Do you have the right kind of seeds to plant? If you're answering no to these questions, you need to stop wherever you are and ask yourself... "What would I do if the grocery stores closed?" The answer sadly is that you'd probably go hungry.

Subhead

Here's What You Should Do Right Now...

Emotional First, you need to have the peace of mind knowing that if things were to get scary, that you and your family could still eat. Listen: having enough non-hybrid seeds to plant an acre or two could be the difference between life and death. With our new "Survival Seed Bank™," growing your own survival food becomes easy. Remember, our hand-picked seeds are not genetically modified in any way. You simply save some of your harvest seeds from year one and have more than enough to plant in year two. You'll never need to buy seeds again! You just can't do that with man-made hybrid seeds.

> It's been very difficult to acquire high quality, open pollinated seeds lately. We've had a lot of our Food Storage Secrets' customers asking for a good source and we finally have seeds we feel comfortable offering folks whose lives may depend on exceptional germination rates.

Subhead



What will your family eat when grocery store shelves are empty?

Feature These seeds are authentic strains which are NOT genetically modified in any way. When the going gets tough... you'll only want this special type of seed which will produce not only outstanding nutritional plants but will allow you to plant the seeds from the plants you grow unlike sterile hybrids. Most seed companies are now selling only "terminator" seeds which have been genetically modified and will not reproduce themselves.





Subhead

These are NOT ordinary seeds... they have been chosen for their truly extraordinary germination rates!

Features

Grown in remote plots, far from the prying eyes of the big hybrid seed companies, each of the Survival Seed Bank^{ru} varieties have been hand-picked for germination rate, nutritional density and of course, storage life. These seeds are true heirlooms and produce extremely nutritious plants. In fact, some studies show that these varieties are up to five times as nutritious as hybrid varieties. We have also selected seeds that will produce some of the best tasting garden produce available.

Each seed pack is individually packaged for maximum shelf life. Here's what we mean by that: We carefully dry each seed to the precise level of allowable moisture which "locks in" hardiness and maintains extremely long shelf life. Then, each seed package is sealed in a special foil packet with a very expensive desiccant designed to keep seeds fresh for 20 years at 70 degrees. However, if you freeze your "seed bank" you could increase the shelf life by five times or more beyond that.

(By the way, never buy seeds in plastic or paper containers. The seeds just won't last.)

The seed packs are then packed and placed in a special waterproof (practically indestructible) container we call a Seed Bank. We believe that this type of storage container is the absolute best way to store seeds for the long term. Yep, it costs a little more, but if you do have to store seeds for the long haul, it's pretty darn important that they will not

Subhead

The Survival
Seed Bank™
produces
thousands of
pounds of
nutrient-dense
food for pennies
a pound.





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a

Feature

Feature

Feature

Feature

Feature

Feature

Feature

Figure instructions for each variety which includes helpful information on harvesting of seed stock for the following year in a survival situation. This is obviously very important because failing to collect seeds properly at

Subhead

Each Survival Seed Bank™ Contains
These Or Similar Hand Picked,
Heirloom Varieties:

Feature



1) October Bean - Beans are rich in fiber and an inexpensive source of protein. This Native American variety dates back to the 1830's from the Cherokee Nation in Tennessee. Prolific producer, great winter staple. Bush habit, 85-90 days. 200 seeds per Seed Bank.

*Important: We are in a very real "non-hybrid" seed shortage. This means we may have to substitute varieties if supplies become exhausted. All Seedbanks vill contain the same amount of ONLY Heirloom seeds, enough to plant a full acre Crisis Garden!

Subhead

Total Seeds -Enough To Plant One Full Acre!

harvest time could mean starvation.

Without A Long Term Food Solution Many Americans Could Starve.



Remember, non-hybrid seeds can be grown practically anywhere and have the ability to assimilate mineral and trace elements from the soil that man made plants just don't seem to have. That's because they were created by God as we read in Genesis:

And God said, "Let the earth sprout vegetation, plants yielding seed, and fruit trees bearing fruit in which is their seed, each according to its kind, on the earth."

So here's the deal: I'm trying to get the word out before the food crisis becomes too apparent to the general public and there is a run on these seed banks. I've decided to sell the Survival Seed Bank^m at a discounted price to our customers who use this website to order. For the general public, the price will be a fat \$297.00 - no discounts... even to FEMA or military personnel. Take it or leave it. But for existing Solutions From Science customers, as long as you buy online from this site, I will send you everything for just...

Subhead

\$149 Until We Run Out!

Benefit

That's less than half of what everyone else will have to pay when the Survival Seed Bank[®] hits the street. I'm making this "extra" discounted offer because our current customers deserve "first dibs" on something this important.



As Featured On National Geographic's Doomsday Preppers

Benefit

So... all in all... you're saving \$149.00 off the full price... and you get a waterproof seed bank FREE. That's right. You can actually bury this unit for 20 years if you like and still have your seeds when you need them most. Most seed companies send you seeds in paper envelopes and cardboard boxes. But the difference is that the seed bank you get from us is practically indestructible.

Free Offer That's a heck of a deal right there.

But there's more: I am also going to give you a bottle of "Nitro Seed Starter Solution" absolutely free of charge. What this amazing product does is allow you to jump start your crop by simply soaking your seeds in this solution for a few seconds before you plant. When the Nitro soaked seeds hit the ground... it's over. The seeds grow like crazy!



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Benefit

And there's one more thing: You'll also receive detailed instructions on how to harvest seeds for the following year.

Free Offer



In fact, we've included a special 81-page e-book called *Survival Gardening With Heirlooms*. It's designed to help anyone (beginner or expert), cultivate a highly productive crisis garden. Written by a survivalist and a master gardener, it describes in detail, each step of the way, taking you by the hand from planting your seeds to cultivating to gathering and storing your seeds for the next growing season. The 81-page manual is absolutely free as an e-book to anyone that purchases a Survival Seed Bank^{ma}.

For the absolute fastest service, order online. You can also call 877-327-0365 to place your order. Our remaining inventory of Survival Seed Banks is going to vanish quickly I can assure you. (And when my partners discover what I've done, they're going to make sure we never do it again!) But time is of the essence. There are only a handful of Survival Seed Banks available right now. As more and more customers snatch them up... (We've only got enough bulk seeds to make up a handful of seed banks), you may never again get another chance to own one at this price.

Subhead

"Indestructible Survival Seed Bank™ Can Be Buried To Avoid Confiscation."







Call to Action

Call Today!

877-327-0365

You can also order by sending a check or money order to:

Solutions From Science
Attn. Survival Seed Bank²⁸
815 W. Main St.
P.O. Box 518
Thomson, IL 61285

(*Click Here To Print The Order By Mail Form)

Call to Action



P.S. One last thought — I want to make SURE you understand how much you're getting here. If you purchased these same seeds "retail" you could very well pay over \$600, if you can even find them. That makes the Survival Seed BankTM package a ridiculous bargain. For just \$149.00 plus 15.00 shipping and handling (total \$164.00), you get enough seeds to plant a full acre survival garden! And... you'll have confidence knowing that you and your family will be able to eat if the Insiders trigger some huge meltdown. You'll have the best germinating seeds available. Don't wait another second— call or order online right now, while you're thinking about it.

P.P.S. Remember... when these Survival Seed Banks are gone (with the current seed shortage) we can't guarantee enough heirloom seeds will be available to meet the current high demand.



Call to Action Buy Yours Today!

>> CLICK BUY NOW TO ORDER YOUR SEED BANK TODAY <<

Download a copy of our <u>33-free report</u> and audio book, Food Shock: Dangerous New Trends Creating Conditions For Shortages and Riots. <u>Click here to get your free copies of this urgent report</u>.



SPLIT TESTING

Since copy is not an exact science, we use relentless split testing to determine which headlines are performing. You can purchase several different types of split testing software. The software will show different visitors different versions of the same page. The software will tell you how many people saw each version and what the response was so that you can determine which version is making sales.

USING VIDEO

Video doesn't have to be complicated. The main purpose of the video is that it makes things real for the customer. It introduces you as a real person who is talking about your product. You don't have to make the video too polished. In fact, there is an inverse relationship between how polished a video is and how effective it actually is. You do, however, want to make sure that there is enough lighting in the video.

The video offers your sales copy a little bit of "sizzle." It invites people to read more. You can simply sit yourself down with your product and passionately talk to the one person in your life to whom you're speaking when you write about your product. Maybe that's your mother or father. Without saying, "Hey Mom," or "Hey Dad" you'd launch into it in a similar tone. You might not even use a script! You might just write some bullet points beforehand so you hit all of the main ideas that you need to share.

At minimum you might say:

- This is who I am
- This is what I'm going to do





- If you're interested, you're really going to want to read what I have to say
- Here's how you'll benefit

Remember, the copy is the "steak"—video just provides the "sizzle." It's not absolutely necessary to have video if you don't have the equipment or the confidence to do that right now. This is something you can add later as you continue to invest in your business.

THE TECHNICAL SIDE OF BUILDING AN E-MAIL LIST, STEP-BY-STEP

Building an e-mail list is not very complicated. At minimum, you will need the following:

- Your own website with your own domain name. For maximum ease, you can install WordPress onto your site. Many providers will let you do this with a simple link-click. There is a ton of documentation out there on how to use WordPress.
- An account with an e-mail service provider like Aweber or Get Response.

You can follow along step-by-step once you have these things. Every e-mail provider is a little different, but they tend to make things self-explanatory within their own system with big, bold buttons that are easy to see and use.

STEP 1: Log in to your e-mail service provider. Look for the option to create a sign-up form. Follow the directions, which



are usually step-by-step, point-and-click directions. Pay special attention to the provider's directions for creating a "thank-you" page, since this is where customers will typically download the free report. Create the thank-you page on your own website, with the download link, and fill out the appropriate line of the form to ensure customers are directed there.

STEP 2: You will receive an HTML code for your sign-up form. Copy and paste this code.

STEP 3: Log in to your website. Paste the code into your website. If you are using WordPress, you'll add a "Text Widget" under "Widgets" in the "Appearance" tab. You can simply copy the text into the widget.

STEP 4: Return to your e-mail provider. Select the option to create an e-mail to create a welcome e-mail. There are usually templates that you can use, so this is very easy.

STEP 5: Return to your website. Fill out the e-mail form to test it. Make sure that you receive the welcome e-mail. Make sure the thank-you page takes you to your free report download page, and make sure the download works.

That's it! You're done! You can place the web form on copy that tells people to sign up in order to get a free report. Use plenty of convincing copy to sell the free report as well, since people won't necessarily sign up to be on your e-mail list just because something is free. They have to understand the benefit of the free report, too.



PRINCIPLES AND SYSTEMS FOR AFFORDABLE ADVERTISEMENT

While it can certainly help to have an advertising budget, some of the best marketing you can engage in is either extremely affordable or free. Don't ever let the lack of a few thousand dollars stand between you and achieving your dreams. Here are a few different ways that you can engage in some affordable advertising.

Social Media

Facebook, Twitter, Google+, and more: It seems like new social media options come out every single day. Each and every one of them allows you to fully engage with customers while building your brand and sending out sales messages for free. Of course, there's a right way and a wrong way to go about it.

If you don't have any customers on your Facebook page, Facebook offers a "Promote" feature. This allows you to share a post for a small fee. This is definitely something worth checking into and testing.

Remember that each social media channel is like a party. You need to socialize with people. Send them information that matters to them but that is also related to your products. For example, if you were creating a product on opening your pool, you might also offer content on throwing the hottest summer pool parties, on keeping your pool clean, and on winterizing your pool for the season. 80 percent of the content you put out on social media should be just like that—fresh, interesting content that has nothing to do with selling anything to anybody.

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You can also post pictures, videos, and audio files. Customers love multimedia, and it helps you and your brand look much more professional as well.

The other 20 percent of the time you will be welcome to say, "And oh by the way, I have this great product—are you interested?"

Social media is not a process that can be automated if you want to be successful, so don't fall for hucksters selling "cheater's software." You're either going to have to show up at the party yourself, or you're going to have to send someone to represent you. For this reason, I don't recommend you join more than one or two social media networks. Often you can integrate the content on both networks to post to them simultaneously, which can help you manage this outlet a little better.

You should also make sure you are listed in local directories, as this can be an easy way to get to the top of Google search listings in the area where you do business. This is extremely easy to do: Just sign up on Google+ Local and with other directory listing services like Yahoo Local, Bing Local, Yelp, and more. There are multiple tutorials available on the Internet that will show you how to optimize and interact with these services.

Remnant Advertising

Getting your ad placed in a newspaper, magazine, or popular blog is usually as simple as reaching out to the publication in order to say, "Hey, I'd like to buy some advertising." Your ads will typically be successful so long as there is congruence between the ad you are trying to place and the publication's



audience. However, purchasing space in any of these mediums can be terribly expensive if you do it for the flat retail rate.

Remnant advertising, as discussed in the Off The Grid Money Generator audio program, is a way of taking advantage of a publisher's advertising space that wouldn't otherwise be used. Normally the publisher would run in-house ads or public service announcements in this space—fillers they don't get paid for.

Since full-price advertising can be very expensive, remnants are the way to go. Many publications simply offer "stand-by" space. You can ask the ad sales representative about it. You won't have control over when and where your ads run, but you'll get your ads at somewhere around 50 percent of the retail price.

If the rate isn't offered, you can write a letter that tells the publication you are interested in using their stand-by space. Send them a check. Tell them to return the check uncashed if they don't want to give you the standby rate. Otherwise, they can cash the check and send you the tear sheet. Be sure to put a time limit on your offer. Chances are the publication will be more than happy to both cash the check and run your ad.

Sometimes you can even get advertising space for free by offering to write some content for the publication for free, which also turns you into a local expert on the subject matter.

Remember, everything is negotiable!





Your Own Website

Much of modern marketing is all about abandoning traditional methods of advertising in favor of setting yourself up as a publisher. Creating your website is nearly free—hosting can be had for as little as \$8 per month.

Your website should be an authority site where you post all kinds of content that is congruent with the product or service that you are selling. You can sell some additional advertising on your site. You can also devote part of your site to placing your own ads, which is always free. This means the site pays for itself and generates a little additional revenue while helping you launch your products. That revenue can be part of what supports you, or it could pay people to write for you, do social media for you, or to perform any other business task that you can think of.

This is also an ideal place to encourage people to sign up for your free reports and e-mail list. The content itself serves to build relationships with possible customers. Each time you add content, you'll be filling the top of your sales funnel.

Finally, if you pay attention to the site analytics, you'll quickly learn which keywords and key phrases bring you the most traffic. You can then consciously work these into your long-form sales copy to get even better results.

Press Releases and Local News Coverage

There are two ways to get local news coverage. First, you





EXERCISE 19: BUILDING A SALES BLUEPRINT

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can simply contact local reporters each time you are doing something newsworthy. Second, you can write a press release.

Press releases are not terribly difficult, but they do follow a very tight format. If you fail to follow the format, most media outlets will not pick up the story.

Here is an example of one of our press releases:

Heirloom Market & Cafe

2200 Illinois Route 84

Thomson, IL 61285 Phone (815) 259-0168 Fax (815) 902-0170

Press Release

Contact: Tony Belha FOR IMMEDIATE RELEASE

Phone: (815) 259-0168 9 A.M. EDT, September 5, 2012

FALL FUN RETURNS WITH THE 2^{ND} ANNUAL MELON DAYS FESTIVAL

THOMSON, IL, SEPTEMBER 5, 2012: The Heirloom Market & Café will once again share the savory bite of a good (free) apple cider and the energetic strains of live Blue Grass with the citizens of Thomson as they usher in the fall season with their 2nd Annual Melon Days Festival, held on September 24 between 9:00 a.m. to 6:00 p.m. (rain date on the following weekend). The festival will be located at 2200 Illinois Route 84 in Thomson.

"Last year's festival was a rousing success, and this one promises to bring even more fun and laughter," promises Jeramy Jennings,



coordinator for the event. "We're looking forward to having another opportunity to enjoy a great day with the community."

The Melon Days Festival will offer a wide variety of family fun including free cider samples, free watermelon samples, camel rides, train rides, face painting, a petting zoo, fire trucks, a magic show, a pumpkin maze, live music from six different local bands, fire trucks, and face paintings. Participants can also join in on a seed saving workshop, browse the area's largest pumpkin selection and enter hourly prize drawings with a chance to win a plug-n-play solar back-up generator valued at \$1797.00. Kids will receive a free mini-pumpkin. Concessions will be available all day so that nobody walks away hungry.

Admissions are \$5 per person and \$10 per family, and the Heirloom Market & Café will be open all day during the festival. For more information contact Tony belha at info@powerfulliving.com, or visit the website at www.theheirloommarket.com.

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Notice that the release is formatted *as news*, not as an advertisement. It follows traditional newswriting format: there's a headline, a hook statement in the front paragraph, and a body that answers "who, what, when, where, and why." The most important information is at the top of the release while the least important information is at the bottom.

Most word processing programs offer press release templates that will help you stick to an acceptable format. Be sure to put "##" at the end of the release to signify that you've reached the end. The release should usually be about 250 to 350 words and shouldn't take up much more than a page.

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Be sure to fax, e-mail, or walk your release directly into the publication. There are hundreds of "press release submission" services that help you get your releases picked up by the media. Sometimes your target market will find them and read them directly, so it's not a total waste of time to use those services as long as you also target the local paper directly as well. Note that smaller town papers and publications will often be more receptive than large town papers, so think local first.

Measuring Margins on Advertising

Remember to pay attention to your margins when you advertise. If you pay \$5,000 for advertising and get \$30,000 in return, you've got a campaign worth keeping. If you pay \$5,000 for advertising and only get an \$8,000 return, it's time to discontinue the ad campaign. Advertising is one of the places where you can quickly overspend, so you need to watch these percentages like a hawk.

If a campaign is working, of course, do even more of it. Again, use split testing to generate the absolute best responses that you can.

Working with Celebrities

There are two ways to get celebrity support. The first way is to advertise on their programs. You would start out small and then work your way up to larger advertising. This would help you build a relationship with that celebrity. As long as you're serving your customers well, the celebrity will eventually know who you are and feel comfortable supporting you and your products in turn.



The second way is to simply hire a celebrity. Of course, big name celebrities who are at the height of their careers are out of reach for most people. But "Love Boat" celebrities who are a bit past their prime are easier. If your budget is smaller still, you could go for your "local" celebrities—local radio personalities, local theater personalities, local television personalities, and local comedians who are usually all too happy to get these sorts of opportunities as they help them grow their own careers, too.

Note that it's not 100 percent necessary to have celebrity support for your Off The Grid Money Generator. It's simply quite helpful to do so because people often put a great deal of stock into celebrity support.



EXERCISE 20: HEADLINE BRAINSTORMING

It's time! Brainstorm headlines for your sales letter. Refer back to the different types of headlines in the copywriting section to help you. Study other sales letters for some additional inspiration.

Remember, it can take up to 100 headlines to get to the good ones! Use the

space below. Use extra paper if necessary.			



"It follows that unless your headline sells your product you have wasted 90 percent of your money."

- Master Copywriter David Ogilvy

"Anticipate desires, but	
remember: a desire created by advertising has to attach itself to a desire that exists outside of	Bill's Bullet Point



It's time to actually tell your story. You will do this in a way that gives you the basis for much of the copy that you are going to write on your long-form sales letter. This exercise will do several things. It will generate "words that talk to each other" because your narrative should flow in a way that makes this natural for you. It will get you focused on talking to one real person. It will get you communicating your benefits in a strong, focused way. It will help you meet

objections. Finally it will encourage you to write exactly like you talk.

"Your job is to communicate your passion in a way that brings your product or service to life."

Bill's **Bullet Point**

First, you're going to pick a friend who is representative of your target audience. You're going to invite the friend to sit down with you, and you're going to take a small tape recorder. Record this conversation as you passionately speak about your product. Make sure your friend has a chance to speak too so you can pick up any objections you didn't think of. You can also gauge your friend's reaction to the product.



"The secret of effective advertising is not the creation of new and tricky words and pictures, but one of putting familiar words and pictures into new relationships."

- Leo Burnett

exists in someone's mind.

Next, record yourself four or five additional times talking about this product as if you are talking to that person.

Finally, transcribe the recordings.	

EXERCISE 22:
LONG-FORM COPY
PRACTICE

Before you sit down to write your own copy, it's a good idea to practice with someone else's in order to get the rhythm of a good sales letter. Today you're going to get this practice.

First, go to www.SurvivalSeedBank.com and copy the entire sales letter by hand.

Next, go through the letter to analyze it fully. Make notes in the margins about what's going on in the letter. Note what particular words or phrases are doing. What effect are they having?

"Acquiring a customer is
the single most profitable
thing you'll ever do and
paradoxically, it's the
most costly."

Bill's Bullet Point



"Formal education will make you a living; selfeducation will make you a fortune."

- Jim Rohn

Bonus exercise: Choose a sales letter that has made you buy something in the past and that you found particularly compelling. Copy that letter and analyze it as well.		



You are finally ready to write your long form sales letter! You've laid all the groundwork to write a really successful letter. Get it all on paper, edit it until you can't possibly make it any better, and give or read it to a few people who are representatives of your target market to see what they have to say. If they say, "How can I get one of those?" then you're in business!

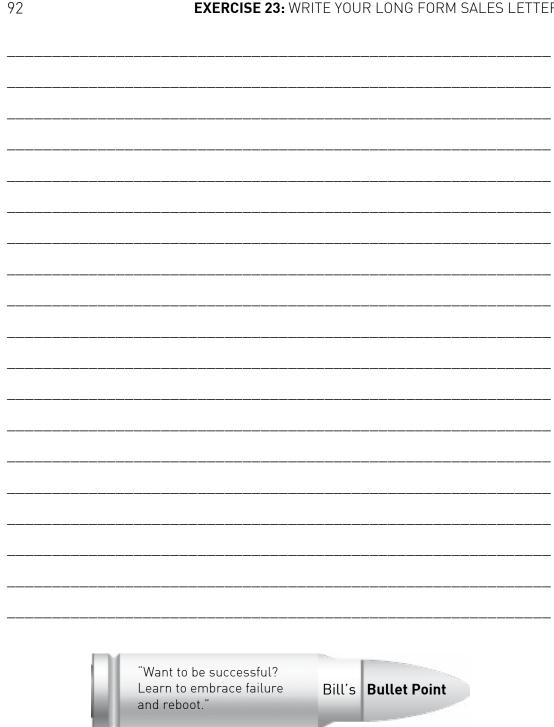
If they say, "That's a really great ad—did you write that?"...go back and rewrite your ad.

Use the space below and on the next page to write your long form sales lette	



"The consumer isn't a moron; she is your wife. You insult her intelligence if you assume that a mere slogan and a few vapid adjectives will persuade her to buy anything."

- David Ogilvy





This is an exciting day. It's all in place. You have your product. You have your sales copy. You've been gathering names on your mailing list all of this time while giving away your free product or report. It's time to launch this product and get it to buyers!

This happens in several steps:



In Northern Colorado there is a landscaping company that employs sixty-five people called Motycka Enterprises. The founder, Emil Motycka, started his company in the eighth grade by taking out an \$8,000 loan for a commercial lawnmower, which he paid off four years later. He earned \$135,000 in his senior year of high school.

"Start today, not tomorrow. If anything, you should have started yesterday. The earlier you start, the more time you have to mess up."

- Emil Motycka

EXERCISE 25: TALK TO YOUR AUDIENCE

- 1. Purchase webhosting and a domain name for a new site. You'll also want to look into have Google Analytics installed on your website; a must have for determining who is coming to your site and where they are coming from.
- 2. Post the sales letter on the site.
- 3. Get shopping cart software. I use UltraCart.com or Volusion.com.
- 4. Make sure the shopping cart, payment method, and product download all work correctly. If you're sending out products, make sure you're getting all of the information you need to ensure that you're delivering everything where it needs to go.
- 5. Get split testing software and use it to run an alternate version of the headline on your website. Monitor the results over the next ninety days before settling on a permanent headline.

Remember to look up tutorials if you are having trouble with any of the technical

 ,	ailable, and teaching yourself hownis process. Make your list below.
"Business is all about building trust bridges with	Bill's Bullet Point



Start selling your product by sending out an e-mail newsletter that tells people what you've got to offer, but don't stop there. You should set up a publication schedule for weekly newsletters that will provide the customer with some additional content.

Most e-mail services include an "auto-responder" feature. This is a feature that allows you to "load up" e-mails to be sent to new subscribers on predetermined intervals. You can use these to schedule some e-mails in advance, automating the process somewhat. Just make sure your customers get regular content from you, or else they'll forget about you and lose interest.

Write an e-mail newsletter that talks about your product. Then write three more newsletters that simply contain a short article about something your customer would care about or with links back to similar articles on an authority website that you're maintaining for the purposes of offering yourself a venue for free advertisements. Put them in your auto-responder to send out on seven-day intervals after your welcome e-mail. Just remember to add new content in a month.



"As you've noticed, people don't want to be sold. What people do want is news and information about the things they care about."

- Larry Weber Author, "Marketing to the Social Web"

your target market.'

Using the newsletter to drive your list members towards your long-form sale copy will generate some of your first orders, even before you start building advertisements that point people in the direction of your product website. Write a sample newsletter below.		



Until now, you've only run ads for your free product. Now you're going to start running ads for your paid product too. For now, just plan on using your headline in a line ad.

The real work is to find publications, blogs, and websites that are congruent with your product message. You want their headlines to look like your headlines. You want their audiences to care about things your audiences care about.

Look for ten likely publications, and then narrow them down to your top three. Now, use the methods we've discussed to place your ads in ways you can afford.

You can also start your authority website now so that you'll have a free venue for running your own ads, getting additional people onto your list, and generating some advertising revenue of your own.

You can also find a list broker for your target audience. If you choose to go this route, you're going to launch a direct mail or direct e-mail campaign to



"The real fact of the matter is that nobody reads ads. People read what interests them, and sometimes it's an ad."

- Howard Luck Gossage

the people on the list. Remember to test a portion of the list first to make sure you're getting good, recent "leads" before you spend a lot of money on a campaign.

Seek out a list broker and test 20 percent of the list. Then launch your test.

List the ten publications you've found that are most congruent with your

You can also do both if you really want to supercharge your strategy!

product message here, and narrow them down to three.		
D-4		

"Look for congruence. If we'd tried to put an ad about how to gut a deer on a hairdresser's Bill's website, we wouldn't have gotten much of a response."

Bill's **Bullet Point**



You have now built the top of your sales funnel. Now it's time to build the bottom of your funnel by creating additional products to support the product that you've already created.

You'll need to brainstorm additional ways to solve the customer's problems. These can be additional info products, or they can be physical products. If you're selling a book on how to open a pool, for example, you might start selling a book about opening your own pool company, or you might sell a guide to finding the chemicals dirt cheap, or both. As mentioned earlier, for *Maximum Vertical*, we sold special exercise belts to help our customers with their primary goal of increasing their vertical jump.

Remember to keep your antenna up. You can use the same processes outlined in this exercise book to come up with even more products.



"A lot of companies have chosen to downsize, and maybe that was the right thing for them. We chose a different path. Our belief was that if we kept putting great products in front of customers they would continue to open their wallets."

- Steve Jobs

Brainstorm at least five additional products that build on the products you've already sold. You can sell these to your web list, you can put them in a web store, and you can put up separate sales letters for each product.

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CONCLUSION

If you've followed all twenty-seven exercises in this book, you've gotten off to a fantastic start! You've demonstrated your commitment to your own success, which is a very, very powerful thing. You will soon have an off-the-grid business of your own. Now you just have a few additional decisions to make as well as a few other points to remember.

Of course, this workbook didn't cover every single thing that we covered in the audio. There are lots of other business ideas and principles there. This was meant to be a companion to the audios, not a replication of them. Remember to listen to the audios at least twice!

When To Jump Off The Grid

You should keep your day job until your business is generating enough money to support both your business and your family. Celebrate the little successes—perhaps pay off one bill that has really been bothering you all this time. Build on each step and each effort that you make until you are finally ready to reap all of the rewards of your success.

If you jump too early, you could derail yourself by overburdening your business with your own personal needs. Always remember that you don't get to keep everything you make—you only get to keep a little portion of what you make!

What Happens if You Lose?

Some products, some ideas, and some of the things you try to create with this workbook and this program aren't necessarily going to work. You could misalign yourself by misjudging the scope or extent of a consumer's problem. Your execution could fall a bit short of what it could be. You could make all kinds of mistakes that could stop you in your tracks.

Remember, however, that success is just around the corner of the next thing you're willing to try. You will need to stop, take a deep breath, learn from these mistakes, and start over again. You can always use this program and this book to "start at the beginning" once more. This is a resource for you, and you shouldn't be discouraged by the process. You'll do something a little better each and every time you try it.

Of course, you're just as likely to create something great right out of the gate. It's just important to have an action plan in place should you get temporarily tripped up by failure. In this case, the action plan is to pick yourself up, keep on keeping on, and try again!

By the same token, be aware that all products have a limited lifespan. Eventually you will sell all of the products you can sell to a specific niche or audience. Your market will get "ad fatigue," and you'll start to see interest wane. When that happens you will also have to go through this process again, start to finish, top to bottom. You'll need to find a new passion to pursue and a new avenue to explore if you want to continue to maintain your Off The Grid Money Generator lifestyle. There is never a point where you should rest on your laurels, stopping to say, "Okay, I'm all done now." If you do...you're dead! You should stay in perpetual motion, and you should commit to being unstoppable!

Taking it to the Next Level

If you've completed this book and you need a little help, this may be the most important part of the workbook you'll read. You can apply to become one of a few exclusive individuals who will get the opportunity to engage in an hour-long mastermind consultation that will change your business and your life forever.

We'll be able to work on the stuff that you're stuck on together, employing some powerful brainstorming techniques. You will have me as your mentor for an hour so that you can ask all of the questions that this program and workbook were unable to answer for you. After all, every idea, and every business, is 100 percent different. Personalized attention can become extremely valuable as a result.

CONCLUSION 103

Of course, there are some conditions and caveats. I'm simply not offering this program to everyone—I truly do not have the time to do that. If you want me to help you personally, please email my assistant Tony belha at info@powerfulliving.com

In the meantime, I look forward to seeing the committed students of this program literally turn their lives around. I sincerely hope you'll help thousands of other people improve their own lives through the creative products that you create. Remember, changing even one person's life for the better is a fine definition of the word "success." And, it's exciting to know that you have all the capital you've ever need...even if you don't have a dime to your name right now. The truth is...you have something even better. You have ideas, experience, and passion, which simply need to be effectively deployed. This program was created to help you do you that.

To Massive Success,

Bill Heid

Are you looking for a program that provides practical application exercises that will walk you through building your own off-the-grid business? With *The Off the Grid Money Generator*, you'll be well on your way to profits from your own off-the-grid business in 31 days!

This workbook contains twenty-seven exercises that you will complete according to a set process that is outlined in the accompanying *Off the Grid Money Generator* audios. Bill Heid will take you through these exercises one by one, from assessing your resources, to determining why you want a business in the first place, to identifying needs and figuring out ways you can fulfill those needs with your products and services.

You'll learn how to positively focus your energies into developing your business and you'll learn how to turn off those negative thoughts and defeatist attitudes that keep you from fulfilling your dreams. Building your business is going to take perseverance and a sense of adventure. Even your failures can be used as stepping stones to positive results.

You'll also learn how to market your business, discover the tools of marketing that are available to you, right at your fingertips, and how to maximize your marketing strategies. You'll learn how to overcome the objections that are stopping you from making the sale and will build a successful sales blueprint. You'll learn how to successfully promote your business through the agency of marketing ads, sales letters, social media, press releases, and web sites.

So get ready for the best 31-day business education you'll ever find, and be prepared to enjoy success!







