

A Formula For

How To Build A Multi-Million Dollar Business

359,464	0.3%
8,632,724	7.7%
59,087	0.1%
13,963,095	12.4%
5,266,055	4.7%
10,323,178	9.2%
5,283,470	4.7%
4,330,582	3.8%

Daryl Urbanski

"The one who wins out and survives does so only because of superior science and strategy." - Claude Hopkins



BestBusinessCoach®
"Your Success IS My Success" - Urbanski

Daryl Urbanski, Founder and President of <http://bestbusinesscoach.ca/>, is best known for his ability to create seven-figure, automated income streams from scratch.

Step 1: Find/Verify your profitable idea.

Review top selling books and products on Amazon. You're looking for products that already have guaranteed customers and then build something complementary for that market. Look at the reviews... read the positive and negative feedback of similar items.

This will tell you what people like, dislike and also possible 'gaps' in the market.

Amazon is the 5th most visited website in the WORLD, and the only thing people do there really is BUY. If there isn't anything similar or related on Amazon for sale, accept you need to find hard proof of a viable market from at least 2 other sources or be prepared to drop the project.

Next, check eBay and do the same thing. Then, with your keywords, check Craigslist using www.searchtempest.com. You don't need to pick a geographic area.. You want to search craigslist as a whole.. Is anybody asking/looking for what it is you're selling?

Once you've found something that looks good, Yahoo Answers or Quora is also another great place to check. However people asking questions and looking for free information is very different from people buying solutions to problems. Yahoo Answers & Quora alone DO NOT validate you have 'green lights' to go ahead. They compliment your research ON TOP of what you find from the other sources.

Each step is to help verify you actually have a viable market of active buyers.

Remember the "Pioneers get the arrows, settlers get the land".

Step 2: Verify All Signs Point to "YES"

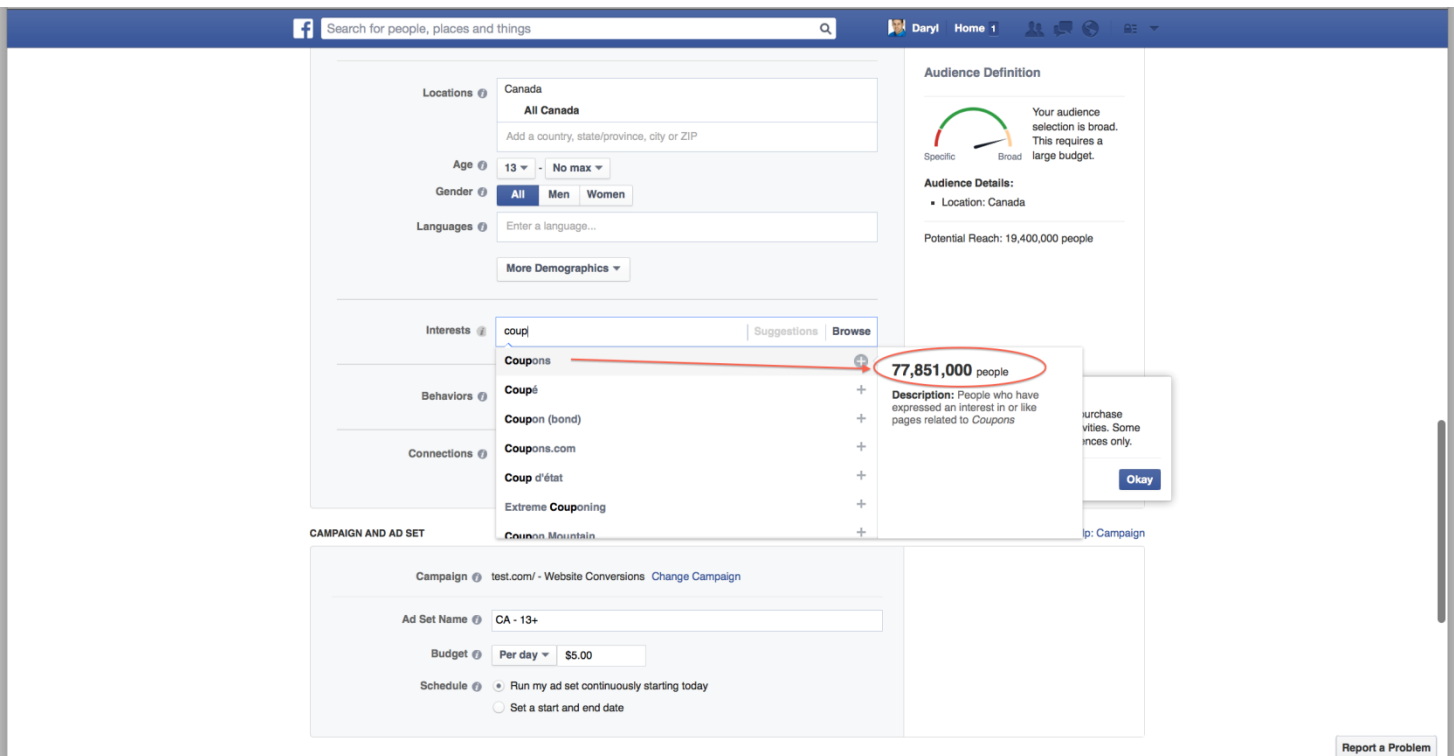
Now that you found an idea it's time to assess whether it's worth pursuing.

Visit Google Trends (<http://www.google.com/trends/>) and Facebook ads to help you evaluate the growth potential of your market.

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Put your keywords into Google trends and see how much search volume there is, if it's rising or falling (falling is bad).. Plus you get juicy tidbits like, what regions or specific cities are they most commonly searched for in.. Plus at the bottom will be similar/related keywords you may want to research and consider.

Do the same with these sites as well:



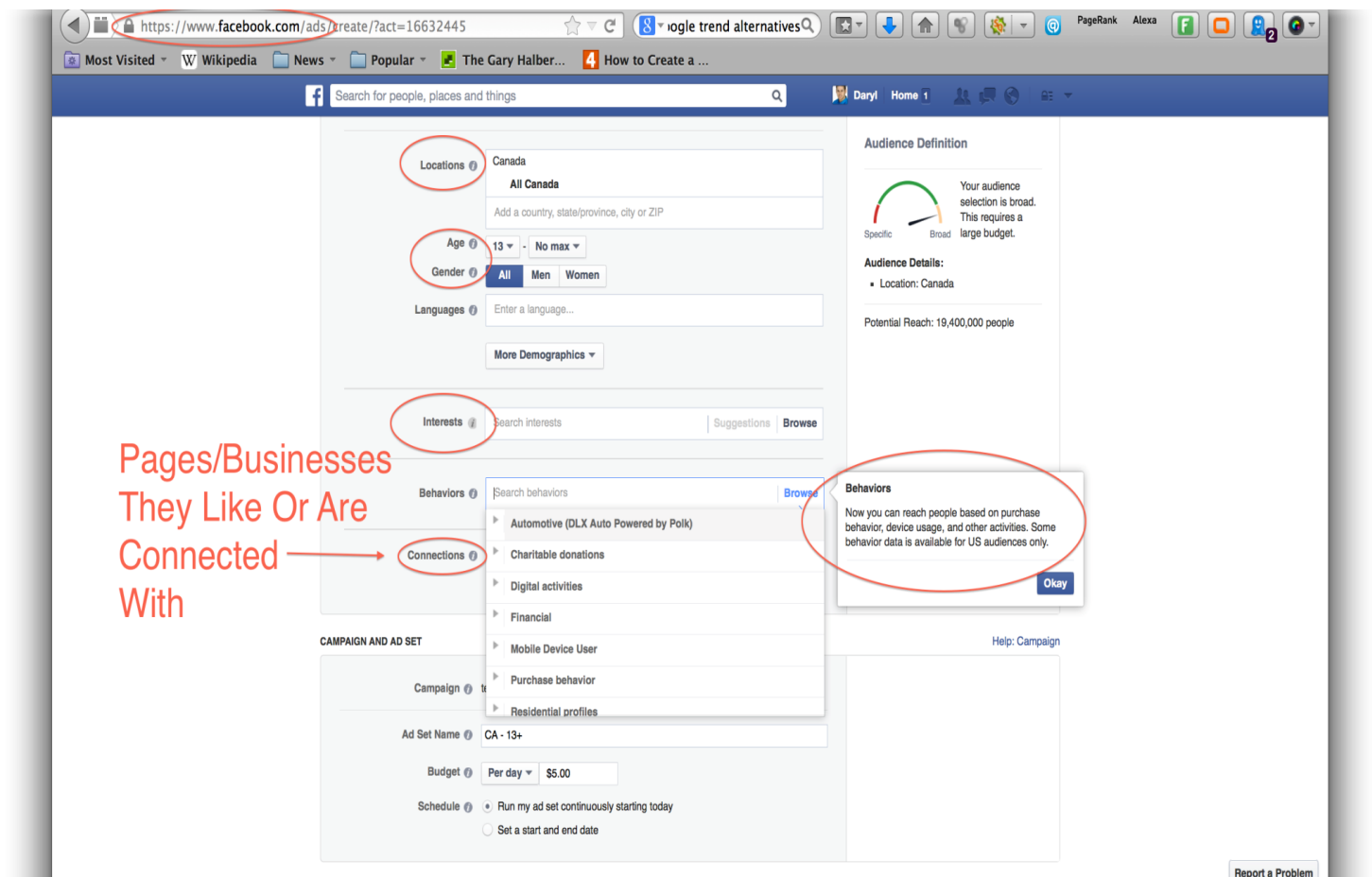
The screenshot shows the Facebook Audience Insights interface. On the left, filters are set for Location (Canada), Age (13+), Gender (All), and Languages. The 'Interests' section is expanded, showing a list of suggestions for the keyword 'coupons'. The top suggestion, 'Coupons', is highlighted with a red circle and has a red line pointing to a callout box. The callout box displays '77,851,000 people' and a description: 'People who have expressed an interest in or like pages related to Coupons'. Below the callout, there is a 'CAMPAIGN AND AD SET' section with fields for Campaign Name, Ad Set Name, Budget, and Schedule. The 'Audience Definition' section on the right shows a gauge indicating 'Broad' audience selection and a 'Potential Reach' of 19,400,000 people.

<http://topsy.com/>
<http://www.topsite.com/>
<http://www.spyfu.com/>
https://freekeywords.wordtracker.com/sign_in/

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Although you're looking at keywords - which what a market is.. It's often a key theme or key word and all the problems associated with it. Problems are markets. I spend money to solve a problem.

Step 3: Do You Have Enough Room To Grow?



The screenshot shows the Facebook Ads creation interface. The URL bar at the top is circled in red and contains the text: <https://www.facebook.com/ads/create/?act=16632445>. The interface includes several sections with red circles and arrows pointing to them:

- Locations:** A red circle around the "Locations" section, which shows "Canada" and "All Canada".
- Age:** A red circle around the "Age" section, which shows "13" and "No max".
- Gender:** A red circle around the "Gender" section, which shows "All", "Men", and "Women".
- Interests:** A red circle around the "Interests" section, which has a search bar and "Suggestions" and "Browse" buttons.
- Behaviors:** A red circle around the "Behaviors" section, which has a search bar and a "Browse" button.
- Connections:** A red circle around the "Connections" section, which has a search bar and a "Browse" button.
- Audience Definition:** A red circle around the "Audience Definition" section, which shows a gauge and text: "Your audience selection is broad. This requires a large budget."
- Audience Details:** A red circle around the "Audience Details" section, which shows "Location: Canada" and "Potential Reach: 19,400,000 people".

Below the "Behaviors" and "Connections" sections, there is a list of categories: Automotive (DLX Auto Powered by Polk), Charitable donations, Digital activities, Financial, Mobile Device User, Purchase behavior, and Residential profiles. The "Behaviors" section is also circled in red and contains the text: "Now you can reach people based on purchase behavior, device usage, and other activities. Some behavior data is available for US audiences only."

At the bottom, the "CAMPAIGN AND AD SET" section is visible, showing "Campaign" and "Ad Set Name" fields, a "Budget" of "\$5.00", and a "Schedule" of "Run my ad set continuously starting today".

Red text on the left side of the screenshot reads: "Pages/Businesses They Like Or Are Connected With" with an arrow pointing to the "Connections" section.

Now got Facebook ads and use your keywords and topics discovered earlier to see how big an audience you have available.

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The screenshot shows the Facebook Ads targeting interface. In the 'Locations' section, 'Canada' is selected. In the 'Age' section, '13+' is selected. In the 'Gender' section, 'All' is selected. In the 'Languages' section, 'Enter a language...' is selected. In the 'Interests' section, 'songwriting' is selected, and a dropdown menu shows suggestions: 'Songwriter', 'Singer-songwriter', 'Songwriting competition', 'songwriting recording', 'songwriting scene', 'usa songwriting competition', and 'american songwriting awards'. A tooltip for 'Songwriter' shows '29,721,633 people' and a description: 'People who have expressed an interest in or like pages related to Songwriter'. In the 'Audience Definition' section, a gauge shows the audience selection is broad, requiring a large budget. In the 'Audience Details' section, 'Location: Canada' is listed. In the 'Potential Reach' section, '19,400,000 people' is listed. In the 'Campaign and Ad Set' section, the campaign is 'test.com/ - Website Conversions' and the ad set is 'CA - 13+'. The budget is set to 'Per day' at '\$5.00'.

For example, I just typed into the Interests section ‘Coupons’:

And found 77,851,000 people.

Or 29,721,633 people interested in ‘Songwriting’:

******CRITICAL LIFE OR DEATH NOTE ABOUT THIS******

Be as SPECIFIC as possible with your targeting. Above, I used a very generic target as an example. You want to be AS SPECIFIC AS POSSIBLE.

No joke.

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Male or Female? What age bracket? Job Title? Kids? Married? Income? Previous purchase history (Being able to target previous buyers of a type of product is a huge win!)

“Jack of all trades, master of none”

If you're going to fail, fail FAST so you can move onto the next opportunity. Give yourself the absolute BEST chance of success. Target your ultimate prospects with the best possible offer you have to make. If that doesn't work, nothing else will.

Step 4: Do Some Math

A **REALLY** smart thing to do here is to research all the competitors you found when you did your research and try to figure out how much profit per sale is actually made.

If you have no competitors - I'd be concerned. ***

Once you know their **Profit per Sale**... You want to estimate the **Lifetime Customer Value**... How much money will each customer spend with you over their relationship with your business?

If your product is a 'one and done'... you need to fix that a.s.a.p. Do not enter any business without continuity or upsell opportunities so you can generate more business with your existing buyers & clientele.

You **MUST** have more than the one sale otherwise you are in for a very long & hard battle. Do yourself a favor... Make success in business easy for yourself. Find things with multiple payments, or some sort of a sequence, a course of 101, 102, and 103 even...

Something where you get more than just the one sale.

Again, the best place for this source of information - your competitors! They might not be offering upsell, but based on your research with the Amazon reviews, etc... You should have a few ideas for opportunities available.

Of course, not everyone is going to buy a 2nd or 3rd product. So keep estimates conservative... VERY conservative... One of the best business skills you can learn is the ability to say 'No'.

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1	# Products Sold	<---- This Number Is Public	If Not, Guess Based On Amazon Reviews
2	Price	<---- This Number Is Public	If Not, Guess Based On Amazon Reviews
3			
4			
5	Total Revenues		
6	COGS	(estimate if you have to - guess high)	but really you should know bcs if you're going to make a similar product to them, you should know the costs of fulfillment or get an idea with some basic research
7	Total Profit		
8	Taxes & Surprise Expenses		
9			
10	What's Left		
11			
12	Profit Margin On What's Left	(% assumed)	
13			
14	Total Profit		

Even an opportunity looking virtually guaranteed, once you ‘get into the weeds’, you’ll find out it has more setbacks and risks then you could have imagined.

Put the odds in your favor... I cannot stress this enough.

Now you have an idea of Net Profit per Sale & Lifetime Customer Value based on hard data research and educated guesses.

Step 5: Do Some MORE Math

(Business is about numbers - get used to it)

If you're Target Income: \$7,500,000

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_____ Units x _____ Price or LCV = \$7,500,000

now, takes your _____ units and enters them into our accompanying excel spreadsheet:

“BestBusinessCoach.ca Multi-Million Dollar Ad Plan Formula-Final”

Step 6: Test Your Idea & Plan

Drive traffic to a basic sales page. This is the best and most effective method. All you need to do is set up a sales page using Unbounded or WordPress, create a few ads to run on Google and/or Facebook, then evaluate your conversion rate for ad-clicks, collecting email addresses and sales.

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