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# Dotcom Secrets Summary PDF Cheatsheet —

## [GrowthSummary.com](http://GrowthSummary.com)

### **? 1. Discover Your Ideal Customer: Online business success begins with a deep understanding of your customer's needs and desires**

The first step is to have a clear picture of WHO your target customer is. This includes their goals, dreams, pains and fears. Only with this understanding will you be able to know HOW to communicate to them and WHERE to find them (advertise).

### **? 2. Mastering Marketing Funnels: Improve sales and conversions through laser-focused funnel pages**

A marketing or sales funnel is a sequence of pages that take your website visitor on a guided journey through the buying process. Each page has one clear goal, such as getting them to sign up with their email or purchase a specific offer.

### **? 3. The Art of the "Value Ladder": Boost profits by bringing back repeat customers with increasingly valuable offers**

A Value Ladder guides customers on a journey, from your cheapest to most expensive products, where most profit lies. Practical tactics include: adding different kinds of upsells, using thank you pages to promote the next funnel on the ladder, and following up by email to nurture the customer relationship.

### **? 4. Hook, Story, Offer Formula: The 3 essential elements for winning customer attention, interest, and conversions**

For a successful marketing funnel, you need three things: a hook, story, and offer. The hook grabs attention instantly, often mixing benefit and curiosity. The story builds a bond with your audience, showcasing your product as the solution to their problem. And the offer increases your product's perceived value and uniqueness, often by "stacking" bonuses.

### **?5. Crafting Your "Attractive Character": Build a brand persona that creates connection, trust, and loyalty**

Building an "Attractive Character" makes you relatable and authentic to your audience, nurturing a deeper personal connection to yourself and your brand. This includes sharing your origin story or personal journey, showing your human flaws, and embracing polarity by standing firm in your beliefs.

### **? 6. Effective Email Sequences: Use strategic email marketing to keep customers engaged and guide them back into funnels**

Effective email follow-ups help build trust with online customers, as most won't buy on their first visit. "Soap Opera" emails engage readers with a story, leading to a call-to-action. "Daily Seinfeld" emails keep your brand fresh in mind through everyday entertaining stories tied to your product.

### **? 7. Proven Copywriting Templates: Boost sales on your landing pages and videos with these**

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## 5 scripts and 13 elements

Use proven sales scripts to effectively sell your products or services. These scripts typically begin by grabbing attention, fueling desire through stories and revealing unknown secrets, then showcasing your product with added value, guarantees, and limited availability before giving a call to action.

### **This is just a sample!**

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