

◆ ONLINE BIZ BEGINNER SALES
STRATEGY

HOW TO SELL ONLINE WITH NO RESULTS TO SHOW YET?

HERE'S HOW TO GO FROM BEING
INVISIBLE AND LEFT BEHIND IN THE
CROWD TO PROVIDING VALUE WHILE
BECOMING A RECOGNISED GO-TO
EXPERT BRAND AND AUTHORITY IN ANY
NICHE (EVEN AS A BEGINNER).

IMPROMPTU!



STOP OVERTHINKING IT 😱!

Believe me when I say that 🌟 **getting sales** and *growing on Instagram, TikTok & Co.* as a passive income biz beginner is simple, **YET** so many people mess it up.

It's not your fault, though...

You've probably heard the lies that say "post 3x per day" and "re-create viral side hustle videos" blah blah blah...

This bad advice is QUICKLY FADING 🙄

But you, what doesn't fade...?

💎 REAL, CLASSIC, PSYCHOLOGICALLY BASED MARKETING. 🙌

It's EVERGREEN. I never get old or unsubstantial. Meaning it's been around forever and will always be here - like universal law!

And it's precisely what you need as a Passive Income Business Owner who relies on automated and stable sales and marketing processes and a strong Go-To Expert Brand so you can earn predictably and reliably.

So ditch all the short-lived social marketing strategies and focus on **MARKETING FUNDAMENTALS.**

Here's how to jump on board and start providing value while **becoming a recognisable Go-To Expert Brand & Authority in ANY NICHE** (even as a beginner) so you don't get left behind...

Hey, I'm Melanie. 🌟

I help people turn their expertise or passion into digital mini goodies, selling them on autopilot and eventually scaling to more passive income streams.

Go-To Expert Branding is a cornerstone of successful Marketing and Sales as a passive income business owner. It helps you sell digital products like clockwork.

Being able to position yourself as a unique online Go-To Expert brand leads to

- (1) increased visibility & recognition,
- (2) magnetic community growth and engagement,
- (3) and sales.

How do I know this works? 🙌

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I've been in your shoes, struggling to turn my expertise into a thriving business. 🦋

But I persevered and successfully transformed it into a six-figure business, reinvesting those earnings into other passive income streams like real estate.

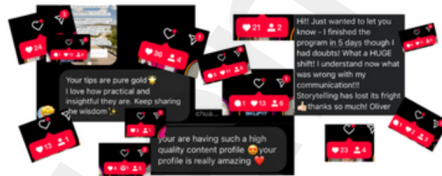
★ In just four years, I replaced my six-figure corporate salary—and the growth keeps coming. **This journey from struggle to success should give you hope and inspiration for your own path.**

After creating countless pieces of content, I realised that following a certain brand strategy in combination with my content strategy makes social selling so much easier and more impactful—and **my brand and account outstanding!**

THE CLOU?! Be you - do you! 😊 **That's all!**

✗ I used to look for inspiration left and right - and heavily focused on follower count and views.

🔄 But when I switched back to focus on my expertise, my vision and views - and things changed dramatically:



✗ Get over it: People don't need and want ANOTHER unauthentic wanna-be expert.

✓ **What they want to see in someone they follow, engage with and buy from is unique authenticity, similar values, a strong vision, and 'walking the talk' proof** 💎 ✨

If you're here to deliver this, congratulations!

Psychology of Marketing says you can sell anything to ANYONE doing this ... 🖱️
Here's how to start IMMEDIATELY selling and building your Go-To Expert brand - even as a passive income newbie!

Have fun! Happy passive selling!

Melanie

DO THIS: ✋ **CREATE & SHARE RELATABLE CONTENT REGULARLY & LINK THEM TO 'TO DOS' AND STEP-BY-STEP TUTORIALS** ✓

How can you do that? Just keep sharing stories about your everyday life. Talk about mundane stuff and relate them to what you do. Being relatable is the key to growing your audience and gaining their **trust**. When you share **everyday stories** that resonate with your audience, it keeps them interested in your content.

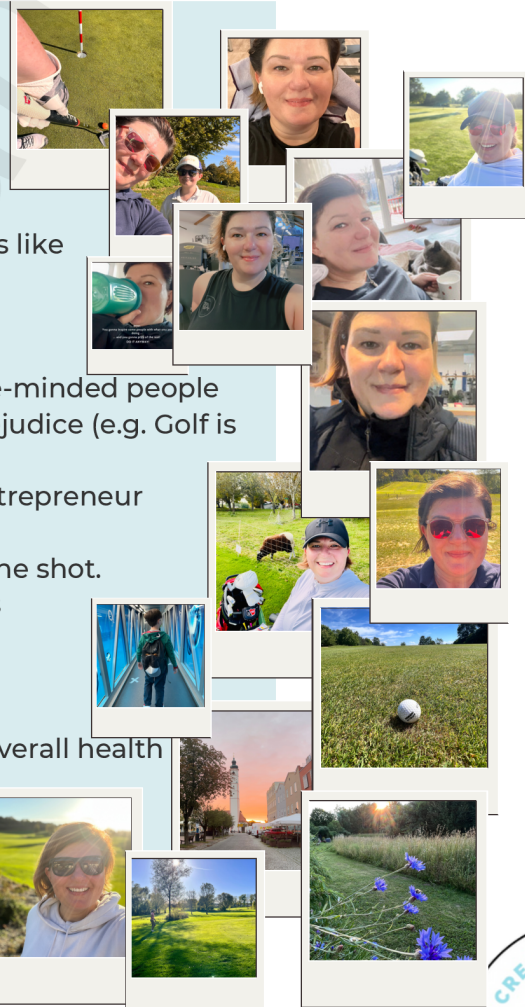
💡 **It's Psychology 101 if you connect these stories with how-tos and tutorials to prove it works.** When you tell a simple story and tie it back to a principle that challenges someone's way of thinking, it helps them create new ways of looking at things (Schema Theory). You're basically helping people see life from a different angle, enlightening them and making them more open-minded! When you do this, people connect you with that change and see you **as valuable**. 💎

This is how you provide value and show off your expertise, no matter where you are in your journey. **And when they're ready to buy, they'll buy from you.**

Example:

I regularly share my good or bad times, my wins and losses or my highlights or insights I experience at the Golf Course or at my 5:00 am Gym rounds and link it to various biz topics like

- how I learn to overcome mental barriers, stress and beliefs
- what it means to be surrounded by like-minded people
- how to handle misconceptions and prejudice (e.g. Golf is not a sport, Golf is only for the rich, ...)
- how to become a better parent and entrepreneur
- mindset, continuity, and discipline
- how to introduce and pitch my biz in one shot.
- breaking pattern and paving new ways
- decision making and handling fear
- having goals and a vision (THE WHY)
- living in the moment.
- the importance of mental health and overall health
- ...



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CREATE & SHARE RELATABLE CONTENT LINKED TO TODOS AND TUTORIALS

BRAINSTORM LIFE SNAPSHOTS WITH BIZ LINKS



SO WHAT'S NEXT?



READY TO MASTER THE ART OF CREATING AND SELLING DIGITAL GOODIES ON AUTOPILOT LIKE A PASSIVE INCOME BIZ PRO WITH AN EASY-PEASY STEP-BY-STEP PLAN - IN JUST 3 DAYS?

Funnel is running! 🚀 5 sales so far, but it seems to be optimising further. I'll leave it there and instead improve the order bump now. 😊😄

You don't touch the phone for 2 hours to watch a movie with the kidds - and there are 2 purchase notifications again! That's fun! I LOVE IT! 😊

WHAT MY CLIENTS CAN TELL YOU

"Passive Income literally turned my Business and Life upside down - for the better!"

Melanie encouraged and accompanied me in leaving my side gig of leadership 1:1 coaching and going full-in with a passive income business in a new niche: Business Mentoring.

I already had two digital products for 99€ each - but minor sales. So, with Melanie's help, I tweaked them into super catchy high-quality lead magnets, reduced the price to 37€, and set up basic funnels - et voila..! The rest was history!

Nowadays, I earn €250+ per client on average - and I have left my 9-to-5 job to live now fully from my passive income business! 🚀



Katrin Caldevel
Business Mentor & Consultant

Oh Mell! I can tell ya, I was soooooo nervous when the ad started running!! You know my story, I used to run ads and no one would buy ... But suddenly the first sales notification popped up on my phone ... and it was such an incredible feeling 🤩🤩🤩 ... and now it's a frequent flow of sales! Just mind-blowing 🚀🚀🚀🚀🚀🚀🚀🚀

It's like you said: you wake up in the morning and when I reach for my phone, I feel this exited tingling in my belly to check for sales notification .. 😊🚀🚀

With the **High-Speed Passive Income Quick Starter Kit**, you whip up irresistible evergreen mini-offers that are too good and yummy to be ignored - and will attract **5 to 10 clients daily and even sell your high-ticket offers in one go.**

This online course is your golden ticket to jumpstart your Passive Income Biz Adventure with a **fail-proof fast lane roadmap and recommended tool set-up** made for go-getters like you - even without a big follower count. 🚀



Join now for only **17,99€**
[instead of 147€]



Voila!

Congratulations on taking the first steps to build your irresistible and memorable Go-To Expert Branding ✨

💡 If you'd like more support and to learn how to **turn your online presence into a one-of-its-kind fan magnet and irresistible Go-To Expert Brand** people can't help but recognise, follow, trust and buy from you in just 5 days - click here:

🌟 FROM MAINSTREAM NOBODY TO TO-GO EXPERT BRAND IN 5 DAYS

This Go-To Branding Pack Special Offer SAVES YOU 120€. 🤗🤗 It is perfect for anyone employed or an established product—or service-based business owner who wants to transform their expertise, passion, or hobby into digital products and sell them online. **It is a seamless power addition to any Content and launch Strategy Program.**

At MY NU WAYS, it's all about striving for personal and financial freedom to live life to the fullest and be independent! Join in!



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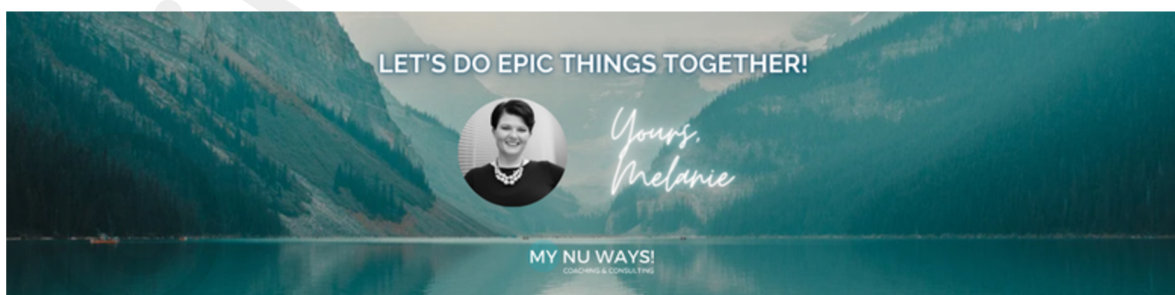
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