

INTROVERT MARKETERS

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The Camera-Shy Introvert's Guide to Starting an Online Business

STARTING A BUSINESS IN A BROKEN WORLD

I am writing this in 2021. There is no denying the fact that the world as we currently know it is broken. **BROKEN. Right is wrong and wrong is right.** Everything is upside down and we are spinning out of control into a world of chaos. And I'm a positive person.

But *denial is no longer serving me.* Or you. Or my kids, or your kids. Or my grandkids, or your grandkids. Or whoever else it is that you care about.

We are faced with a whirlwind of problems and a workforce of threats to our freedom. We are faced with an education system of threats to the freedom of our children. We are faced with health and safety threats caused by whoever it is you believe caused it.

But no matter what you believe, things aren't right.

I don't know about you, but **I have gained an unshakeable honor and respect for our founding fathers and the people who fought and died for our freedom.** I have done so in ways that I was unable to comprehend just a couple of short years ago. Their sacrifices and their bravery are now pounding in my heart, with every beat.

The reason it is pounding with every heartbeat is that the threats they faced have become very real to me now. They are no longer an imaginary story in a history book. That history book has come to life. **We now ARE the history book.**



We are the history book of the future of our children and grandchildren. What we do now matters. How we make a difference matters. We can tear up and we can cry over what our children have lost. And I have. As I'm sure you have too. It is devastating.

But as a [Christian](#), I believe that sooner or later we have to pull ourselves together and take what the enemy meant for evil and turn it for good. For the good of our children and their children and their children. **We have to find our courage. WE HAVE TO.**

Is this easy? Hell no.

But it's necessary.



Even if things get better soon, and I hope they do and I believe they will, our lesson has been learned. We can no longer sit on the sidelines and let the world fall down around us. **We each have a part to play in the future of our children**, and that is what this place is about. Helping you learn how to do your part.

I want to teach you how to step outside of the box (of the tyrannical work world you may likely be in) and *step into the heroic role you were born to be* for your children's children and their children too.

HOW TO BREAK THROUGH THE BRICK WALL

My name is Debbie Landry and I have been trying to escape the work world for over twenty years now. Long before I realized how big the picture really is and should be. Back then I was just selfish. I really was. I admit it. Because now I can see it.

I was tired of being stuck in a building all day. I wanted to make more money. To be my own boss. To make my own hours.

If I had to stay in that same building wearing a mask all day, like people today (and maybe even you), I'm not so sure I could have remained sane. I'll just be honest.

So. if you have been doing this, you have my (shout it from the rooftops) utmost respect. *Like seriously. I salute you.* And I want to help you break free from all of that and **gain the skills to make it possible to work from home.**

But as I alluded to earlier, there is a bigger picture that is even more important than that. I know it because I can now see it.

Where do I see it? *I see it in the eyes of my three granddaughters.* Those same, sweet, beautiful little girls who bring me colored pictures and precious wildflowers and kiss my hand.



What could be more important than that? **Nothing.** NOTHING.

But *I will tell you what is equally important.* Your children and grandchildren and their children. Yes. All of the precious children and the generations to follow them.

So even though we all want to break free from tyranny and make more money and make life easier, that is what I now call, “*what used to be important.*” Now **it is SO much bigger than all of that.** Now it is about freedom and values and most important of all, the precious children and future generations.

In truth, I guess it always has been about that. But now I am smart enough to grasp it. As I’m sure you are too, after the worldwide awakening that none of us would have bargained for or could have ever imagined.

So, why should you listen to me? Because *I want to help you make a difference.*



During the past twenty years, while I was working, raising a family, getting a degree, praying to God, and balancing dysfunctional relationships, **I was also studying marketing.**

In my s-p-a-r-e time. Which seemed to drag out for an eternity. But it’s funny how when you look back, it was really the blink of an eye.

As time went on (quickly and slowly), marketing became more and more of a priority to me. ***I believed (and still believe) that the best way to succeed was to listen to people who knew more about it than I did.***

People who have already blazed the path and reached the destination that I wanted to reach.

So, I started buying marketing courses. But what’s crazy about that is that **every time it came time to go public and market me and my products, I would start to doubt myself.** Like, have SERIOUS doubts.

The kind of doubts that I call the “stop you in your tracks” kind of doubts. And it always seemed like some other marketer always “had the perfect solution” that I needed at that time.

So, I would change my mind again and buy a new domain and start over. Again. And again. And again.

Eventually, I started to seriously question myself about what was wrong with myself. I did pretty well in college. Why couldn't I get this right?

In other words, **what was the REAL problem?**

Finally, after many, many changed career ideas, it hit me. Like a two-by-four slammed into my head.

The very thing that seemed to make all of these other marketers successful, was ***the very thing I was afraid of the most***. GOING PUBLIC.



Because... what if I failed?



Not only would I fail, but I would fail publicly. And not only would I have to become a “public” person, but I might become a public person who fails.

I see it oh-so-clearly now. These marketing programs were not the problem. ***I was the problem***. Over and over again, I slammed into that same brick wall.

The “going public” might as well have been a brick wall because that’s how drastically it stopped me.

So, what is the solution? Is there one?

Believe it or not, there are many. So, let’s talk about that.

WHAT NOT TO DO FIRST

Before we talk about what to do, *let's first talk about what not to do.* And I will try to keep this portion short. But it's important.

It is CRITICAL that when you are building a business online, that **you build it on a SOLID foundation.** And then you need to stick with that same foundation and build upon it.

Think of it as a house. You don't want to pour the foundation and then get half the walls up and then say to yourself, *"You know what? I don't like this floor plan. I think I will start over."*



As damaging as that sounds, this is what I did to myself over and over again. Self-sabotage? Um. Yes.

So, **it's important to avoid this huge mistake** that will cost you time, money, sanity and a whole lot of peaceful sleep.

The solution is to ***make sure that you are happy with the floor plan, to begin with.*** BEFORE you start to build. So what are some things that make up a good floor plan in business? I'm just going to give you a list. Get familiar with it. Make sure that your floor plan does not break ANY of these rules.

1. It needs to be *something you are interested in* and something that is important to you. You either know a lot about it or want to learn about it.
2. It needs to be ***something you don't mind talking about***. To anybody, anywhere at any time. Including your exes and enemies and friends alike.
3. It needs to be **profitable**. Will people pay for it? The best way to know is to find something that solves a problem. People will pay to solve their problems.
4. It needs to be *for a specific group of people*. Nobody can sell everything to everybody. So don't even try. The whole world is not your market.
5. It needs ***to attract the right people and REPEL the wrong people***. This means some people will love it and some people will hate it and that's okay. For example, you can't sell cat products to dog owners. They are not interested.
6. It needs to **fit YOUR personality**. Outgoing friendly people cannot become detail-oriented and analytical. Likewise, introverted difference makers cannot become movie stars.
7. If there is a part of the business that you don't like, it's ***ok to outsource (pay someone else) to do it for you***. But first, understand how to do it yourself.
8. *Don't build your business around a social media platform*. Your business needs to have an audience that YOU own, not Big Tech.
9. You CAN use **social media** to bring people into your business. But you can't be everywhere, so just **pick the ones where your audience hangs out**.
10. If you are interested in too many things and you can't decide, go through the above checklist and choose whatever fits that list the best. ***And don't change your mind!*** What is it that you never get tired of?

THE FIRST STEP – WHAT CAN YOU SELL?

All legitimate businesses have a few things in common. Before you decide which direction to take, you must first know how to **recognize what makes a business legitimate and reputable.**

Once you figure that out, *you can choose to specialize in just ONE of these areas and sell your services as a freelancer if you want to.*

Or you can create an entire online business.

There is not just ONE way to earn a living online. There are MANY. Seriously. *Earning money online is NOT a scam.* It has created some of the wealthiest people on this planet.

But this is also what can make it most confusing. And a confused mind will not succeed. Ask me how I know. So, **let's get clear.**



First of all, just like in the “real world,” in order to succeed online, ***you must have a product or service to sell.*** You need to have something that someone will exchange for money. This comes in **three main categories:**

1. Physical Products
2. Services (Coaching or Consulting)
3. Digital Products (Info products or software)

HAVING A PHYSICAL PRODUCT BUSINESS ONLINE

Physical products are often found on eCommerce sites such as Shopify or Amazon. Sometimes you need to stock up on inventory. Sometimes companies will stock the inventory for you. And sometimes you can order products to be shipped after you receive an order, and this is called dropshipping.



Many have had wild success by selling physical products, and others have failed. *The bottom line is that you need to be able to sell your inventory (if you have any) and your profit needs to outweigh your cost.*

The success of any online store (physical or not) is dependent upon you putting the right product in front of the right audience at the right time.

To be honest, physical products are not my specialty. If this is the type of online business you would like to explore, I recommend listening to [Adrian Morrison](#). I have taken his course and I know him to be an excellent eCommerce teacher.

I just never went down that road because **I simply preferred the digital business**, which we will talk about last.

HAVING A SERVICE BUSINESS ONLINE

A service business online has to do with coaching and consulting. In other words, giving people advice and helping them solve specific problems. This *can be done one-on-one with people on video platforms* such as Zoom. Or you can have a group coaching business.

One-on-one is the most valuable and most expensive option for the client. This is because they get individual attention. This type of business works great for psychologists, attorneys, teachers, etc. The problem for the person who starts this type of business is that there are only so many hours in a day.



This means the coach needs to trade time for dollars (always) and as we know, time is limited for all of us. It can, however, earn the coach great money because the service is so valuable to the client. **This gives the client the opportunity to have personal attention**, which is not an easy thing to get in this world for any of us.

I think the best option for a coach or consultant is group coaching. You can't charge as much money per person, but you can still charge a decent amount. But in the long run, you can actually make more money because you can reach more people.

For example, you can charge \$500 an hour to speak to one person, or you can charge \$100 an hour and speak to 20 people (and earn \$2000.) *This eliminates burnout for the coach, increases the coach's income, and helps them to reach more people.*

In my opinion, there is a third option that is even better, and this is called mastermind groups. In this situation, the coach leads the group, but all of the people in the group contribute to the problem-solving.

In this example, a person with a problem would be in the “hot seat.” Then ***everyone in the group would offer a solution*** (not just the coach.)

What I like about that model is that it gives the person in the hot seat more solutions to choose from. And also, I am a big believer that twenty heads are better than one. *In reality, all of us are students AND teachers and can learn from each other.*

Again, this is not my area of expertise, but in this instance, I would recommend **Tony Robbins** and **Dean Graziosi** as the best people to learn this strategy from. They have a course called **Knowledge Broker Blueprint** that teaches people how to do exactly this.



I love this method and believe it to be highly effective, but *you need to be okay with going public and being on camera to work for you.*

If that's not you (as it wasn't me), then let's talk about the third type of product you can sell online, and this is called the digital product.

HAVING A DIGITAL PRODUCT BUSINESS ONLINE

Now, THIS is my specialty and area of expertise. *I absolutely LOVE digital products.*

First of all, what exactly IS a digital product? **A digital product can either be software or info products.** Believe me when I say that I do NOT know how to create software. But the possibilities are endless if you can create software that can solve a problem at the right time and in front of the right people.

What I DO know more about and teach more about is info products. The best info products are the ones that can make an impact and change or transform lives for the better.



These types of **digital products** are **electronically transferred over the internet.** One of the greatest benefits of digital products is that *there is no need for inventory, and you never run out of supply.*

There are a variety of different types of digital products. You can write **electronic books.** (eBooks.) You can create **audio products** or podcasts (the equivalent of radio online.) You can create **video products** (instructional PowerPoint types of slides, animated videos, demonstration videos, screencast videos, or movie videos.)

Now, if you don't like to be on camera, as I don't, then movie videos would not be for you. *The good news is that you don't have to do movie videos.*

But as long as we are on the subject, **I do want to point out that movie videos are extremely effective** and recommended (believe me) by ***MOST*** successful marketers. Why? Because they develop what is known as the ***“Know, Like, & Trust”*** factor.

Think about it. When people see you on video, they automatically trust you more because you are not hiding from them. *They feel like they are getting to know you* and if you can come across the right way, they will start to think of you as a friend that they like.

So, as much as I hate getting on camera, **I’m never going to discourage you from doing it** because that would not be smart. It works. Whether we like it or not.

However, ***there are ways around it*** and that is what we are going to talk about here because, well, I love everything about marketing except for that. Especially live videos.

If you are like me, and you are okay with video as long as it is not LIVE video, then **you can still use video to help establish and nurture relationships** with your audience.

You can do this by ***pre-recording videos*** and placing them on websites, inside of membership areas, inside of courses, and *you can even schedule them* to appear to be “live” with certain types of software.



So, **you can still take advantage of the advantages**, *without having to put yourself on the spot*. And we will talk about that here. A lot.

But, of course, *we will also talk about all of the other ways you can market without having to get on video AT ALL*. And we will constantly be testing out methods and figuring out what works and what doesn't work.

So now that you understand the different types of products and services that you can sell, ***let's talk about the steps of a legitimate business.***

THE STEPS OF A LEGITIMATE AND REPUTABLE BUSINESS

STEP ONE: THE LEAD MAGNET



The very first thing that you need to have in an online business is something called a **LEAD MAGNET**. *What you are reading right now is a lead magnet!* It is an introduction to my business. Its purpose is to give you ***something of value for free.***

Another purpose of a lead magnet is to begin to develop the ***“Know, Like, & Trust”*** factor. To help build a relationship with you. To educate you. To share with you something that will help you.

To **find out if we are a good fit** for each other.

A lead magnet can be a **guide or an eBook** (like this one.) It can be a **list** of resources. It can be a **cheat sheet** (to save you time.) It can be a **video course**. Basically, *it is anything written or recorded that is designed to attract the right type of person into your business.*

A good lead magnet will REPEL whoever is NOT a good fit. For example, this book is called ***“The Camera-Shy Introvert’s Guide to Starting an Online Business.”*** This would and should repel anyone who loves being on camera, is an extrovert, or does not want to start a business online.

If you are an extrovert who loves to be on camera and you say to yourself, *“this is not for me,”* I will not be offended! I will be happy that it repelled someone who is not a good fit.



But if you are an introvert who is somewhat humble, loves children, and who wants to help make a positive difference in this world... ***While earning a living online and escaping the traditional workplace,*** then **this probably IS for you.** If that is you, then you are who I want to help.

Now, can you get someone in your business by sending them *straight* to a sales page and choose *not* to use a lead magnet? Yes, but you probably will not make as many sales and you certainly won’t have as strong of a relationship with your clients or customers.

STEP TWO: AN OPT-IN FUNNEL & EMAIL LIST

The second step of a reputable online business is to have an **opt-in funnel**. This means that you will need a landing page letting someone know about your lead magnet.

This landing page will also let them know that **if they give you their email address, you will give them the lead magnet.**

This means that this person is now on your email list. *An email list that YOU own. Not Amazon. Not Facebook. No. But instead, YOU. **This is YOUR customer.*** This is very important because this is what gives value to your business.



A business without any customers, no matter how beautiful, is worth nothing. Why? Because *when nobody buys anything, your business has no income and therefore, no worth.*

So, that's the first great thing about email. But there's more. **Email is also a great way for you to deliver value to your audience** and continue to ***build trust and relationships*** with them. Some people recommend selling their products on email lists.

You can do this, but if you do, only do it on rare occasions. *The majority of your emails need to lead them to something free and of value.* THEN you can lead them into a sales process.

A lot of people make a fantastic living just by writing emails to other people. This is a **GREAT career for introverts** who don't like being on camera.

This is called **copywriting** and *it is the highest-paying skill on the internet, by far.* Why? Ask yourself this question. Would you pay someone \$5000 (one time) to write a few emails that will bring you \$10000 A MONTH in sales?

STEP THREE: THE IRRESISTIBLE OFFER

You need to offer something for sale to your audience. Now, you may be thinking this means a digital (or physical) product or service. And this can be done. In the digital world, this *typically refers to an online book or course.*

But that is not the best way. **The best way is to make them an offer.** Think of it like this. If you had to choose between a bottle of wine or a gift basket that includes a bottle of wine for the same price, which one would you choose?



In the first case, you are selling a product. *In the second scenario, you are making them an irresistible offer.*

An **irresistible offer** normally has *a main product with lots of bonuses.* These bonuses not only solve objections, but they save the client time and sometimes money.

An irresistible offer is when you *take the risk off of the customer and place it onto yourself.* This is called a **guarantee.**

A good guarantee says, *“If you are not happy with this, I will give you your money back.”*

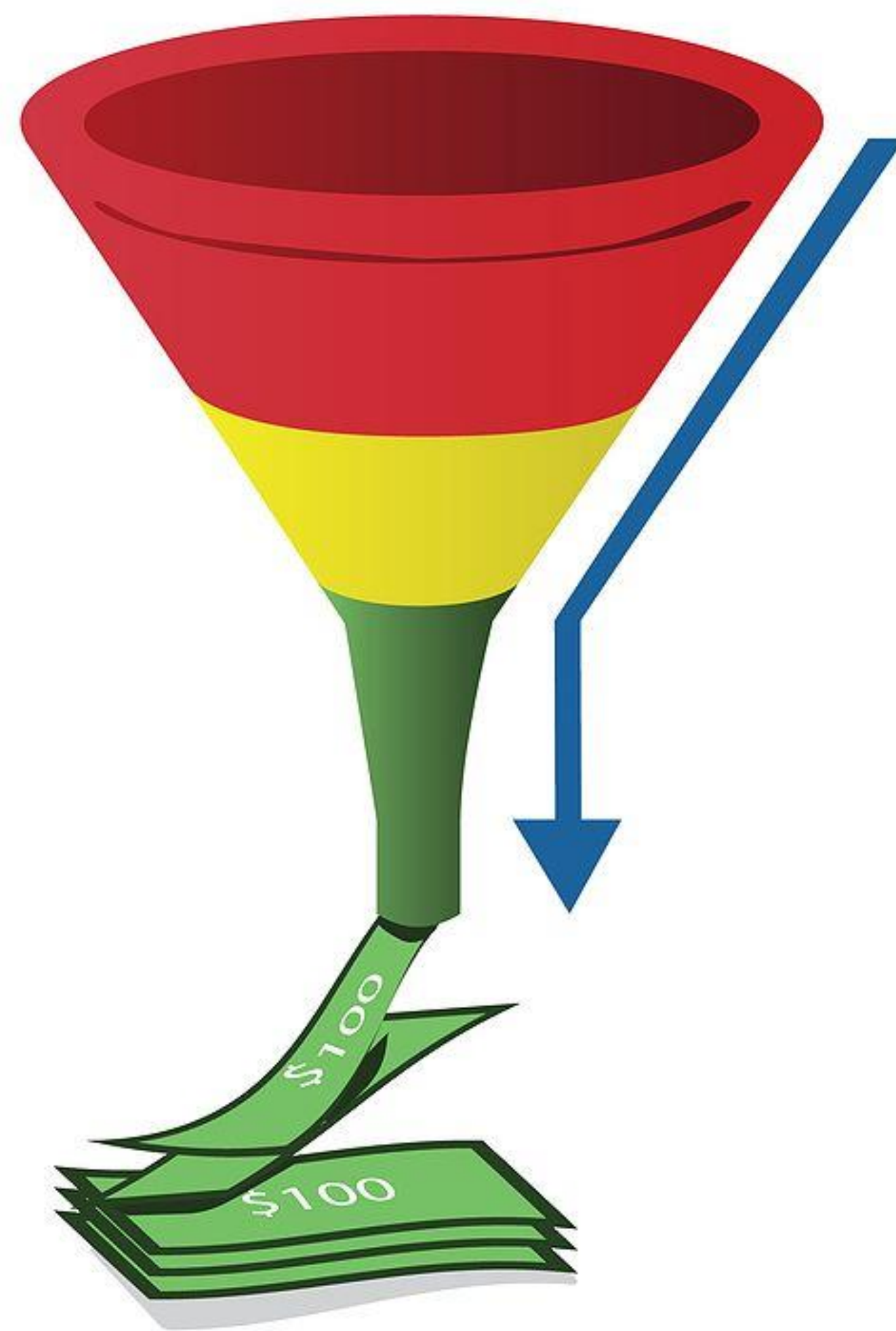
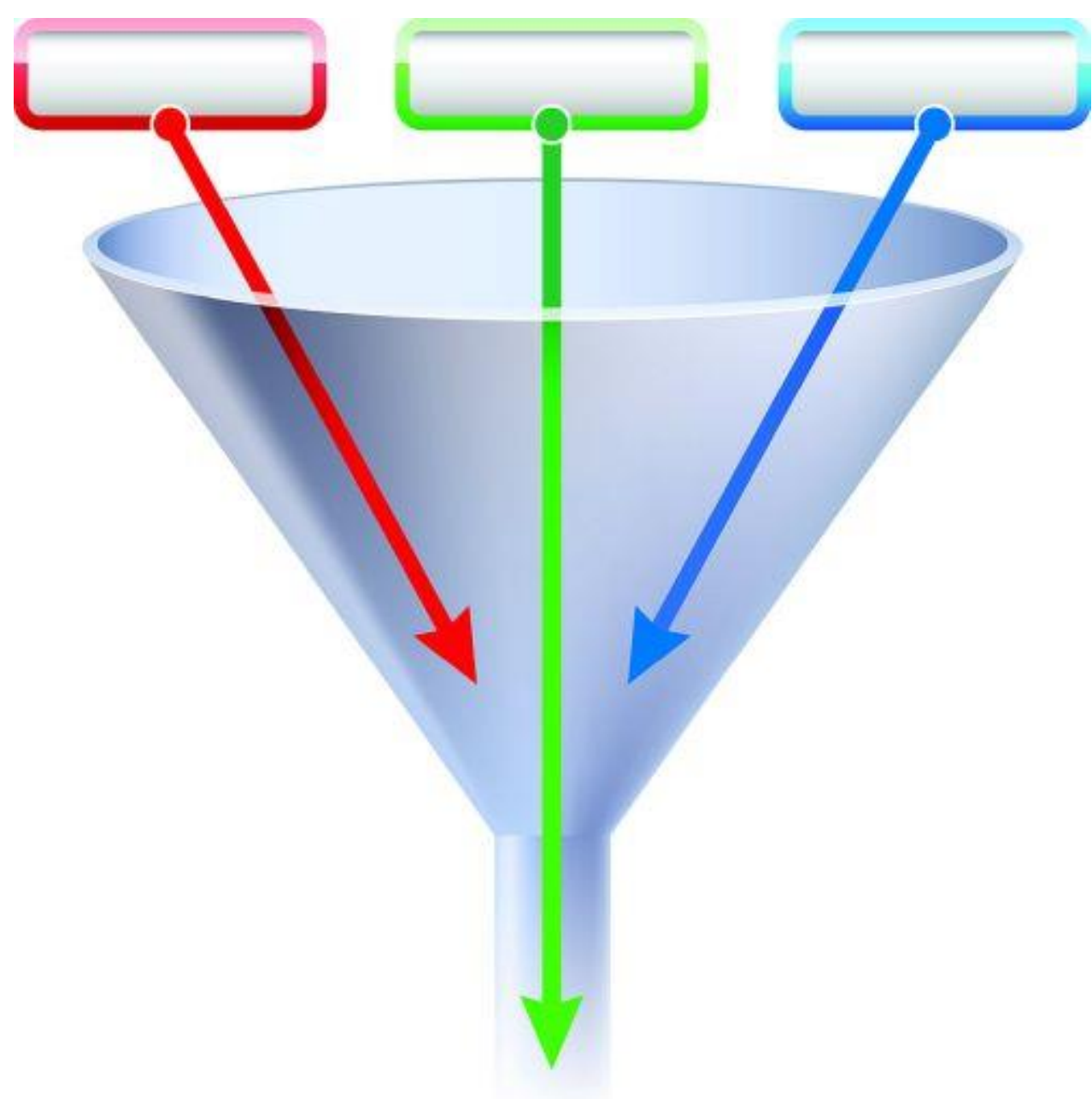
A GREAT guarantee says, *“If you are not happy with this, I will give you your money back PLUS let you keep a free gift” (bonus.)*

Do you see the difference? In the first case, you buy a bottle of wine and if you don't like it, well, that's too bad. You are stuck with it.

In the second case, you buy a bottle of wine and if you don't like it, I will give you your money back plus let you keep the box of cookies *just for trying me out*.

The second case is known as a **“no-brainer.”** A ***better-than-money-back guarantee***.

But what about the **funnel** itself?



STEP FOUR: A SALES FUNNEL

Now ***you need a way to offer and deliver that irresistible offer*** to your client or customer. This is done through something called a sales funnel.

There are different types of sales funnels. A typical sales funnel offers a low-priced product that is called a **“tripwire.”** It is also known as an **“impulse buy.”** It is so cheap and affordable, that they don't need to ask the spouse. And *they don't even need to really give it much thought*.

Once they buy this cheap and affordable product, *they are often given choices* to purchase more products that are both more expensive and offer more value. These are called **“upsells.”**

Also, in a sales funnel, you may find something called an **“order bump.”** This is where *they have the option to purchase another item before checking out.*

There may be **one-time offers** (you can *only* get them in this sales funnel.) And you may find **“down sells.”** This is *when they turn down the higher-priced upsell, so you offer them a lesser version for less money.*

The main product is usually found inside some type of **membership area.** This is *a collection of video courses, books, guides, homework, and bonuses.*



Another type of funnel is called the **“continuity” funnel,** which is a membership that *requires a monthly fee to stay there.* Every month, they receive new products or services, and every month they pay a fee.

And finally, there is also a **“high-ticket”** funnel.

This is where *they fill out an application in order to speak with someone on the phone* to find out if they are a **“good fit”** for each other.

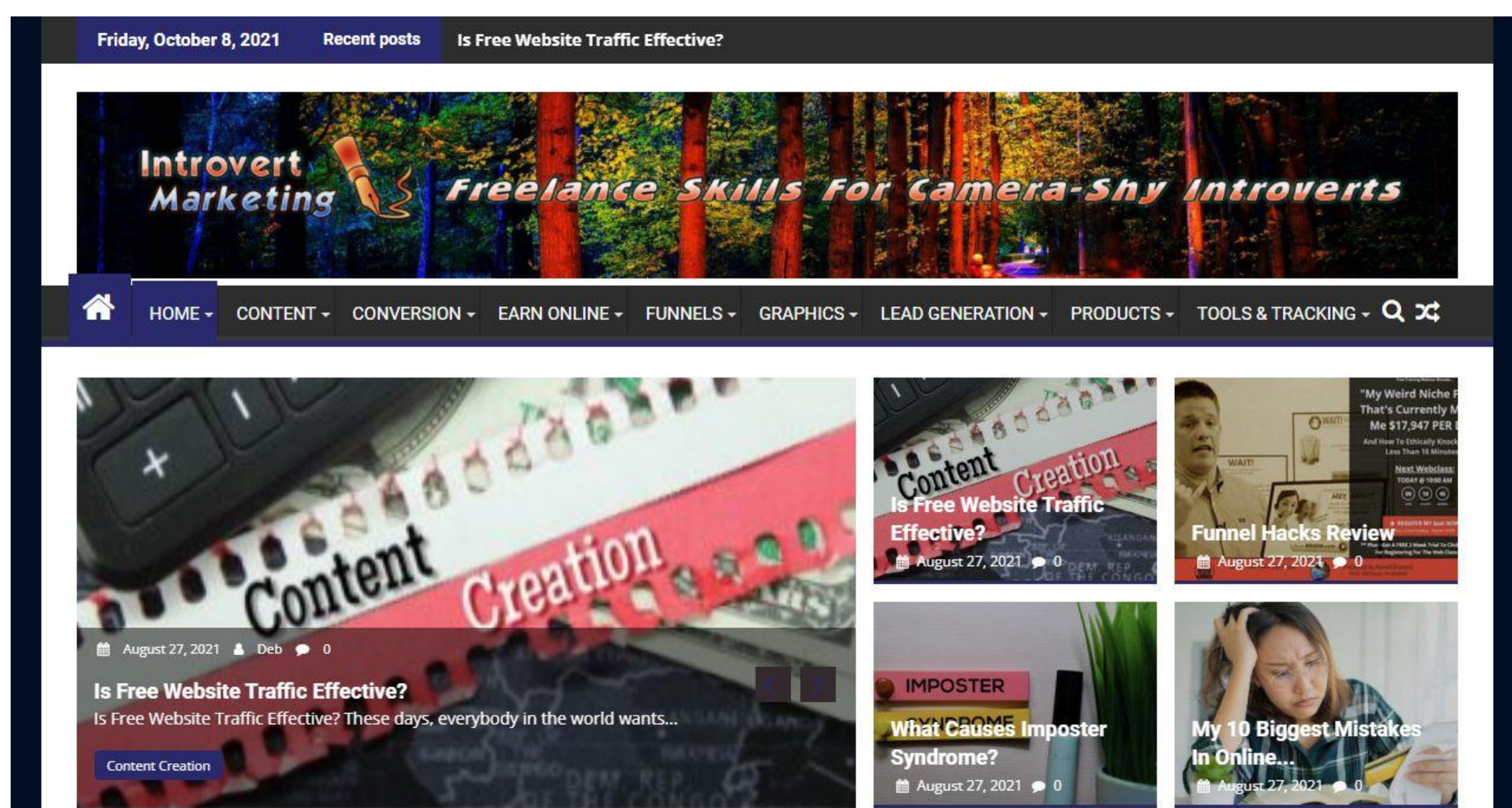
This is ***normally for more expensive products and services.***

Before you get overwhelmed, **you don't need ALL of these!** I just want you to be familiar with them.

I usually use a **membership funnel** which consists of the following:

1. **Opt-in page** (they give their email in order to watch a video)
2. **Video broadcast page** (video sales letter or webinar)
3. **Order page** (where they make the purchase)
4. **Membership portal** (where they receive their digital products.)

Now, it is important to note that ***all sales funnels need to be designed and built.*** Personally, this is my favorite thing to do. I absolutely LOVE building and designing sales funnels and blogs.



I also love **building video courses and writing eBooks.** So, stick with me and *you will learn all of these things, for sure.*

It is also important to note that the very **FIRST** version of a digital course is called the **BETA course.** This is typically *built out one week at a time AFTER you get clients who agreed to pay you.*

The **benefit to the client is they get an introductory price and get individual attention.** *The benefit to you is that you get paid, you get to test out what works, get feedback and then you revise your videos based on that feedback.*

STEP FIVE: ATTRACTING PAYING CUSTOMERS OR CLIENTS

Once you have the foundation of your business in place, an idea about what you are going to sell and how you are going to sell it, then **you need to attract paying clients into your business.**

The first thing you need to do is to *have your lead magnet and an opt-in funnel created. The idea here is to give away your lead magnet to as many people as possible*, collect their email addresses *so you can follow up* with them through email, and *get them into a free group* so you can develop a relationship with them.

The traditional group to date has been with Facebook because they were the most popular and advanced. *I believe Facebook will be seeing competition soon* and when that time comes, we will address it then. Until then, we will stick with what works.



As mentioned earlier, **being on a live camera is unquestionably an effective way to build a relationship with your audience, but not the only way.**

As a workaround, you can pre-record your videos and stream them as if they are being recorded live. Or you can post other types of videos, give them eBooks, or send them to articles.

But **here is the elephant in the room.** *Where are you going to find those clients, to begin with?* The answer really depends on your ideal customer or client. ***Where do they normally hang out?***

The *traditional online hangouts* for many years have been Facebook, YouTube, Twitter, Amazon, etc. In other words, Big Tech.

But ***all of this is changing*** and will continue to change. I wish I knew for how long and where people will go. I would become a gazillionaire if I could figure that out.

Like you, I will be anxiously waiting and watching. **But here is my promise to you.** *For as long as I am physically able, I will be researching, learning, and sharing what I find out inside of the free group you joined to get this book.*



But the important thing to remember about marketing is to **GO TO WHERE YOUR AUDIENCE IS.** If they are on Facebook, go to Facebook. If they are somewhere else, go there.

Another way to attract the ideal customer is with a blog. Here is where you can write articles based on highly searched keywords. People who search for those keywords will find your article in the search engine, read it, and then be led into your business. This is called **“Search Engine Optimization.”** Or **SEO** for short.

For example, if I wanted to buy a camera, I would type in **“Canon cameras for sale.”** This would pull up all articles on that topic.

This is what is called a **keyword phrase**, but not only that. It is a **“buyer” keyword phrase**. You want to **optimize the articles** on your blog with keywords that will attract people to whatever it is that you have to offer.

A blog is also a great place to store eBooks, videos, articles, disclaimers and so much more. Personally, I love the blog and teach people how to create one, but it is not required.

SO WHERE DO YOU FIT IN?



I want you to know that **the picture I painted for you above is the BIG PICTURE**. Imagine a puzzle. I just gave you a glimpse of the entire picture you will see on the outside of the puzzle box.

At this point, you have two choices. **You can either create an ENTIRE business for yourself and learn how to build ALL of the pieces.** And make a difference for future generations.

(By the way, you CAN do this without getting on camera.) And that WILL be my focus here because I personally don't like being on camera.

Your other option is to learn to specialize in one or two of these areas. This is called **freelancing** (getting paid to provide these services to other entrepreneurs.)

For example, if you want to, *you can specialize in just email* (a form of copywriting.) Or you could specialize in *just blog articles* (called content writing.) You could also specialize in *writing a sales page* (another type of copywriting.)

You could specialize in *just designing sales funnels*. You could specialize in *creating graphics* for branding or products. You could specialize in *social media content*. And more.



Think about it from an entrepreneur's point of view. *They need LOTS of content to help them sell their products and services.* This takes a lot of TIME to create.

Believe me, when I say, ***they are willing and ready to pay other people to do this for them.*** Especially people who can provide them with quality work that is effective and will help them make sales.

As you can see, **there are many ways to earn money without needing to be on camera.** Obviously, creating an ENTIRE business can have more risk, but it can also offer you many times the benefit if done successfully.

The most **successful entrepreneurs hire people to handle the day-to-day activities** and get their businesses to run mostly on autopilot. *This is where freelancers come into the picture.* Freelancers can help an entrepreneur do exactly that.

*As an entrepreneur, it is possible, but not necessarily recommended **to be 100% on autopilot.*** You always want to have some level of involvement to make sure that your customers are happy and that your business is running smoothly.

By now, **you should have a great understanding of the moving parts** of a successful, reputable, legitimate online business and how you can fit in.

Because you are reading this, *you should be on my email list and in my Facebook group where **I will be providing you with more value*** on a regular basis. Here, you will learn more about the skills discussed in this book.

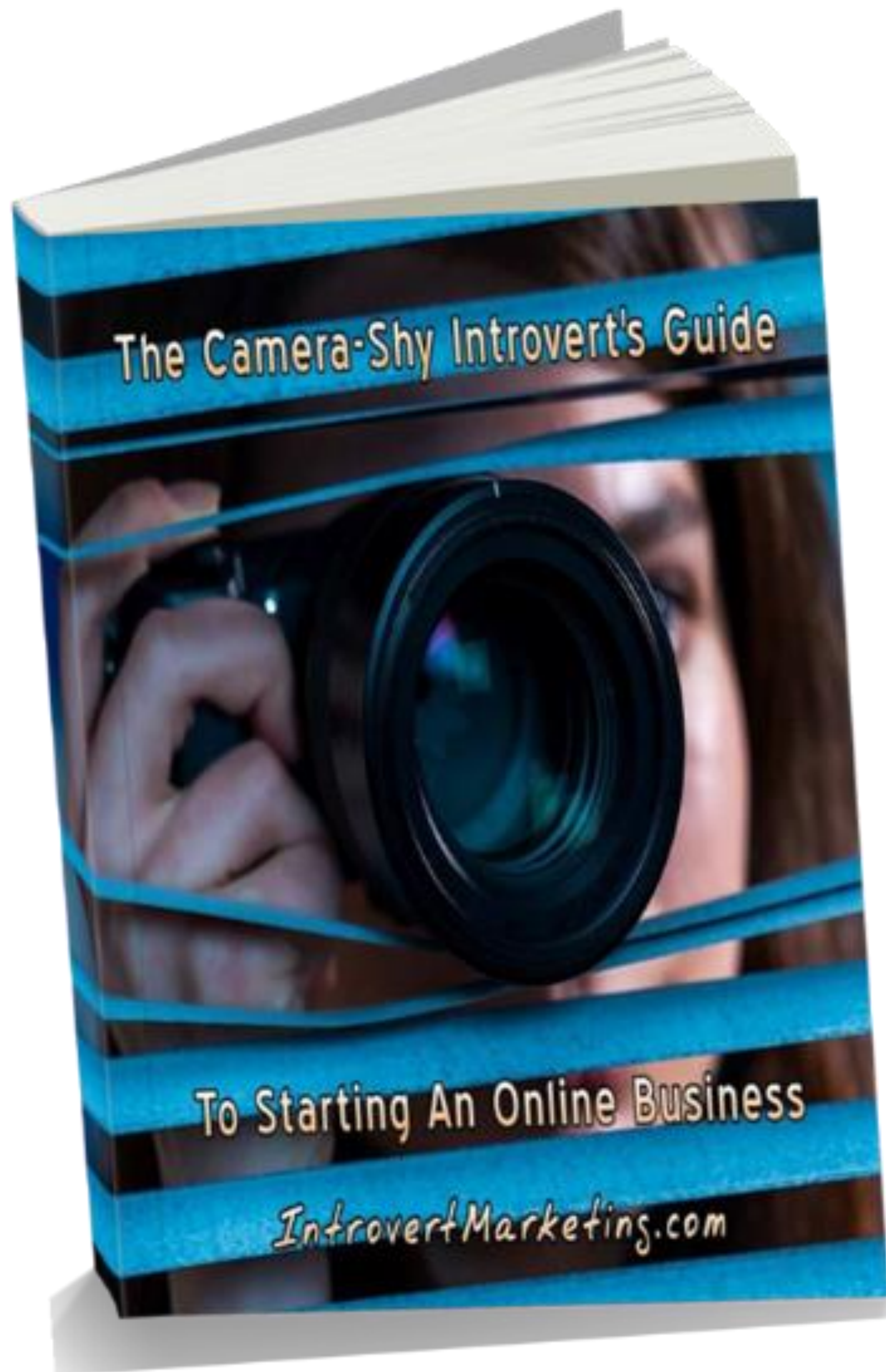


*I will also share ways to sell those skills to other entrepreneurs and earn money, or ways to bring people into your own business **without having to get on camera!***

I hope you have found this to be helpful and **I look forward to getting to know you better soon!**

JOIN OUR FREE GROUP





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