

# 3 Principles Of Making Money with Digital Marketing

## *Workbook*

**NOTE: Complete this guide before attending the webinar**

# How to use this workbook:

**Print out this workbook before the webinar and fill out before attending the webinar.**

- This workbook goes through 3 principles of making money with digital marketing.
- Please do not worry about writing correct or wrong answers. The purpose of this workbook is to help you write down your original thoughts about what we are going to cover in the webinar.
- This will help you to understand the concepts of the webinar in a much better way and you will be able to retain the information you will learn in the webinar as well.

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# Principle #1

**All money is made by selling something**

What do you understand by this principle? If you are currently making money then what are you selling?

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# Where you at now...

Now you understand **1** thing.

1) Money is always made by selling something.

2) Now let's talk about your income goal and how you can achieve it easily. See Principle #2.

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# Principle #2

**Selling can make you rich.**

What is your income goal per month?

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Let's say you create a product which sells for Rs 5000 and you make a net profit of 2000 per sale, how many will you have to sell per month to achieve your income goal?

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# Where you at now...

Now you understand **2** things.

- 1) Money is always made by selling something.
- 2) Whatever your income goal is, you can achieve it by following the exercise we did in “principle #2”.
- 3) Now let’s move to principle #3...

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# Principle #3

**Sell something with high margins...**

Give 5 example of high margin products/services. Net profit per sale should be greater than Rs 2,000.

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# Where you at now...

Now you understand **3** things.

- 1) Money is always made by selling something.
- 2) Whatever your income goal is, you can achieve it by following the exercise we did in “principle #2”.
- 3) Now you have some examples to high margin products which you can sell.
- 4) Let’s pour in the magic of Digital Marketing and sell “Crores” worth of products online!  
See Principle #4

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# Principle #4

**Best way to sell anything is to RUN ADS ONLINE**

You can sell anything at almost any price point via Facebook Ads/ Youtube Ads/ Google Ads. How can you get started with either Facebook ads or Youtube ads? Give detailed descriptive answer.

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# Where you at now...

Now you understand 4 things.

- 1) Money is always made by selling something.
- 2) Whatever your income goal is, you can achieve it by following the exercise we did in “principle #2”.
- 3) Now you have some examples to high margin products which you can sell.
- 4) Now all you have to do is RUN ADS and make it your ATM machine!

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# What's Next?

Master Digital Marketing and Join our Next Batch of  
Advanced Digital Marketing Training Starting From 2nd April

**Enroll Now: <http://idmpakistan.pk/enroll>**