



matthew henderson:

Good morning, everyone. Today I wanted to talk to you about how to get your start online and how you can follow my same path to how I got my start online and made my first a hundred dollars. I have one math lesson from the Business Mind podcast. Good morning, everyone. It's Matt from the Business Mind podcast. I hope you're having an amazing Friday. That's what day it is, where I am. I don't know what day you're listening to this, but that doesn't matter. As long as you are taking full control of your week and dominating things. So today I wanted to talk to you a little bit because I took the last couple days off and I had a thought that I had talked to you guys a lot about getting your start in business, what you can do, different steps. But what I didn't talk to you about was how I got my start and how I actually made my first a hundred dollars online. And I wanted to talk to you about it because it's something that you can replicate. You wouldn't be stealing my system or anything like that.

I think I can give you all of the steps and show you exactly how to make a hundred dollars online with your first start. And then you can just take that and run with it. But I realized I hadn't really been talking to you about it. I talked about how I got into this whole thing. And for those of you who are listening on iTunes right now, I do have some other episodes that are on Spotify and Google Podcasts and other places I'm trying to get them moved over to iTunes, but they just haven't yet. So if you haven't listened to all of my episodes, some of this scene will obviously be totally new to you. But when I started out I'm one of my earlier podcasts, as I did Zero to Fifty. It was the name of one of the podcasts.

And it was how I read 50 plus books in a year and how it changed my life. And what I got from that and how I got started, but I never really talked to everyone about the fact of how I actually go about making money online. So I'm sure if you've been listening at all, you've heard my email address is Matt@nestadigital.com. And I'm sure some of you are saying, I have no idea what that means, but it doesn't matter. It's just Matt's email address, but it actually does have some meaning to it. And for those of you who don't know, I am a [ClickFunnel](#) user, and now some of you people are saying what the heck is a ClickFunnel. And I understand there was a time when I said the same exact thing.

What the heck is a ClickFunnel? I have no clue what you're talking about, but it's okay because I'm going to talk to you about it for a few minutes today and how that system is. What's gotten me here? So ClickFunnels is a cool online program, and it's for making sales funnels. And for those of you now, who say what the heck is a sales funnel, it is an amazing way to make money online without actually having to put up an entire website. It's actually in my opinion, and I think it's been proven as well. It's actually a higher converting system than a website. So you can put up a sales funnel in lieu of a website. And what it is, it's essentially like a one to seven page mini website, almost that its sole purpose is to just sell the products that you're looking to sell.

Now, when I say that, what am I talking about? Well, everyone who's listening to this podcast has looked at a sales funnel, you're just not aware or that it is a sales funnel. It most likely just looked like an email somebody sent you of their website and it had their website right on it, and you could buy

products and stuff like that. And when you click to buy the product, it might have taken you to a thank you page or another page that said, "Hey, by the way, we have one additional item you might want to check out." So that being said, the sales funnel is a way of putting your product on a page. And then you advertise that little webpage out there to the whole world, that sales funnel. And you can do that through like Google ads or Facebook ads, or sending it out to your email list even.

So what happens is that goes out, people open it up, they see your cool product that you're selling. You're selling this cool widget that you are selling for whatever 39.99, and that's all it is. So at the top of the page, there might be a little video telling you what the widget is and what it does and how it's going to work for you. And then the rest of the page would just consist of all of the benefits and stuff about the widget that you're selling. And then it has big buy buttons on the page that say, buy now, buy here. And that's really what a sales funnel is. And a sales funnel, you have to picture what a funnel is in real life. It's up to you most often to keep it contained and go into a smaller collection area.

But you're doing kind of the same thing. You're putting out an ad, which is your product that you're selling and a link. And what you're doing is you're pushing people to that link. And then when they see it, a certain amount of people are going to say, "Oh, that's exactly what I'm looking for. Oh, I've actually been trying to find this widget in other places and I haven't been able to." Those people will click on the link and they're going to go in and check out your widget and hopefully buy the widget. Now the other people, they might click on the link and they decide, oh wait, this isn't actually the widget I necessarily need, but this was cool. So the way we get people to click on those links are these things called lead magnets. And what a lead magnet is, is most of the time, just a free giveaway to somebody.

So essentially saying, "Hey, come check out my cool widget." Usually the first page just says, "Hey, here's a free ebook about how to use widgets to grow your garden in the backyard." All right? Whatever it is. And then the person can put in their name and email address to get the free guide on how to use a widget to grow their garden in the backyard. Now, what happens is when they click submit to get their free ebook, it takes them over to the sales page for the widget. So see how it works. You're giving away something and you're trading people, hey, here's a free ebook or a guide or a free product. And you pay for the shipping. I mean, there's tons of ways that you can do it, but you're going to give something away in exchange for their email address.

And then what you're going to do is on the second page, that sales funnel will stop them and say, "Hey, I'm glad you got our free ebook. Do you want to purchase a widget here? Here's one that we sell." That's the cool part. So you give them something that directly relates to what you're selling and then you say, "Hey, I can sell you that right here if you'd like." And then they can either click to purchase or not purchase your widget. So they're in an elementary kind of back to school way. For those of you who are old enough to remember the movie Back to School, that is what a widget is. Sorry, joking. That's what a sales funnel is. So sales funnels are really effective, because web pages typically tend to have like a one to 2% conversion rate.

So meaning when a customer comes to a website, about one to 2% of people will actually buy from that website. And I know those don't seem like great numbers, but that's the purpose of the internet is, if you can drive enough people towards your website to take a look at it, it's a numbers game. If you know you're going to convert one to 2% of people, then why not just put it out to enough people so that you can convert the amount of people you need to convert. That's what a website does. Well in a sales funnel, what you're doing is instead of building out this entire huge website and having all this stuff on it, you're just actually picking a couple of items and you're doing the same thing. And you're pushing people towards your sales funnel instead of your website.

And they tend to have a much, much, much higher conversion rate because you're not muddying the water with all this other stuff on a website. You're just having a direct line to the few things that you

want to sell. And that's the bonus of the sales funnel. Plus, you know exactly what you're making the funnel for, so you can drive traffic directly to those things. You're not writing out all this different sales copy, different stuff for other webpages and whatnot. So it's a lot more targeted. It's something you can re-target everybody for as well. So it's a cool way to make money. So that's the long form of this whole thing. And I might flip this podcast up into two, because I don't want to overwhelm everybody. I know this sounds like a lot, but it's actually not that much stuff.

It just, I wanted to fully explain what a sales funnel is so that you get what I'm even talking about. So that's what the sales funnels are. ClickFunnels is the e-system you use to make sales funnels, because it's the easiest, the nicest looking, the most interactive, it's just literally the best system I've seen from making a sales funnel. And so I learned how to build ClickFunnels. I learned how to build sales funnels in ClickFunnels is what I should say, but everybody just calls them [ClickFunnels](#). So the ClickFunnels are amazing though. They come out so nice. They look really cool. You can see why they would sell a lot better than a website. So that's how I got into this. Now you're asking how I make my first a hundred dollars online? Well, I made my first a hundred dollars online by selling ClickFunnels.

Not the actual funnel themselves, the program. I mean, I'm telling you, this is the answer for everybody. You need to try [ClickFunnels](#). First of all, If you want to try [ClickFunnels](#), send me an email, matt@nestadigital.com. And I'm going to send you a link so you can get two free weeks of [ClickFunnels](#), so you can mess around with them. And then if you have any questions on how to build them or how to use the software, you can just email me directly. And then I can help you build out some sales funnels. As well as if you come over and you do sign up for the two week trial of ClickFunnels, it's free like I said, totally free trial. I'll give you some free funnels so that you can just plug your products in and try them out, which is the cool part.

So I'll not only give you two weeks for free. I'll help you by giving you free already pre-built funnels. And then all you have to do is drag and drop your products in and try out selling on [ClickFunnels](#), which is super cool. Gives you another venue, another way to sell stuff. So that's what I can do for you as well as the way that I made my first hundred dollars is in order to learn [ClickFunnels](#), I took a 30 day challenge at ClickFunnels company offers. And what it is, this challenge it's called the [One Funnel Away Challenge](#). And I went through [30 days of training from the ClickFunnels people](#). It was really quick and easy. I would get up in the mornings. I would watch my video tutorials on how to do the next step in the process.

They taught me all about ClickFunnels and how to use it. And then I was able to produce my own first funnel. By the end of 30 days, I created my first sales funnel and launched it just like it tells me I'm going to do in the [One Funnel Away Challenge](#). That challenge costs \$100. That's it. You get 30 days. Every single day, you get training for 30 days and it costs you 100 bucks. So I couldn't pass it up, because I just thought of the opportunity to learn that much stuff so quickly that in one month I could have a new skill set. It was something I couldn't pass up and I didn't, and I don't think you should either. So if you want to get into the One Funnel Away Challenge, just let me know. Like I said, email me, matt@theclickfunnelguru.com. I'll send you over the link to the one funnel away challenge.

I do get commission from you guys signing up for the one funnel away challenge. So I want to be clear. I want to be open with you. It's not that I wouldn't get a commission. I do. But the reason I want to sign you guys up for [ClickFunnels](#) and the [One Funnel Away Challenge](#) is one, I think you can use this as your own business. Two, it's one of the greatest training programs. If not the greatest training program I've ever seen or gone through. And three, when you get other people to sign up for the One Funnel Away Challenge, you'll make \$100 for them signing up. I'm not even kidding. So you can see why I'm excited about it because that's how I made my first a hundred dollars. I put out a sales funnel. My sales funnel was promoting the One Funnel Away Challenge because of how much it did for me.

I honestly fully believe it will do the same thing for anybody else who uses it. And I had somebody sign up and I got paid a hundred dollars for them signing up, which is awesome because I'm a ClickFunnel affiliate. Which when you sign up for ClickFunnels, so when you guys sign up for your two weeks of free ClickFunnels, you become a ClickFunnel affiliate. So any of the products that ClickFunnel sells, you get access to all of those products and you can sell them to other people. And for everyone you sell, you get a commission, and the commissions are higher than commissions anywhere. It's unbelievable. So that's literally how I made my first hundred dollars online. It's how I continue to make some money online. I have other items and programs and systems that I do promote because I use them in my business.

If I'm not using them, I don't promote them. Things that help me I want other people to know about and therefore I'll promote them like I'm promoting ClickFunnels to you guys today. And I'm going to go further into talking about them in the future because they're amazing. It's literally the way to do it. So I want you guys to have your own systems, to have your own businesses, to have products to sell. This is the fastest, most direct path to not only getting the product, but knowing what the products are, knowing how to sell them, and having really effective and efficient ways to sell them. And that's why I wanted to point you in this direction. So take a look at that. Anybody who wants the link, please let me know. Matt@theclickfunnelguru.com. I'm going to send you over the links to actually sign up for your own ClickFunnels account.

And I'll send you a link to go and sign up for the one funnel away challenge. And you can go out and try it yourself because it's going to change the way you do business. It's going to change the fact that you don't have a secondary business or an online business. This is going to give you one. I'm telling you, it's going to change your life. So I don't want to ramble on anymore about it. I get really excited about ClickFunnels and you know, it changed my life so much, I just wanted to change yours. But I don't want to continue to ramble. It's already been like 18 minutes. I'm talking about this.

So just take a look at it, email me for everything so that I can send you over the links to get into the One Funnel Away Challenge, and to get your click free ClickFunnels account set up. And I hope you guys have an awesome weekend. All right. It's Matt from the Business Mind podcast. And like I said, go out, destroy things today, be really confident in yourself and grow your own business. And when you're ready, let me know. We can take the next step into growing your [ClickFunnels](#) account, and getting you guys started over there. Okay. Have an awesome weekend. We'll talk to you guys again soon.