



52 Books a Year presents:

THE CIRCLE OF PROFIT:

HOW TO TURN YOUR PASSION INTO \$1 MILLION

By Anik Singal

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About The Author

Anik Singal is the founder, creator and endorser of the number one rated digital publishing system 'The Circle of Profit'.

Thirteen years ago he discovered his passion for creativity and informational marketing and within six years had converted it into a \$10 million empire. Since finding success, Anik has dedicated his career to creating happy and wealthy people by helping them turn their passion into profits.

He is now a motivational and entrepreneurial coach to thousands across the globe.



Anik Singal



Summary

This summary will educate you on 'The Circle of Profit' system Anik Signal has created that helps anyone build a business right from their laptop with no technical or business experience. You will also learn how to generate millions of dollars just by giving away information. As long as you're committed and want more from your life, 'The Circle of Profit' is for you.

In The Circle of Profit Anik outlines a simple step by step process to building a business empire. He breaks up the process into 4 separate stages.

The Beginning

This book stresses that becoming a digital publisher does not mean you have to be an expert in technology or web design nor do you have to have a huge financial backing. Anik himself admits that in his hugely successful career he has never built a website to this day and also encourages beginners to the digital publishing world to do it part-time, just like he did while he was at college. Instead, to become a successful digital publisher all you will need is resilience, drive and 'The Circle of Profit'.

The beginning section of the book outlines the fundamental questions as to whether your passion can be turned into profit:

1. Is your passion able to be turned into information that is digitally accessible?

In other words, can your information be accessed, purchased and delivered digitally?

2. Is there competition within your passion?

There needs to be to ensure you have an established market with profit potential. Places to identify competition within your niche are clickbank.com, udemy.com and google.com.

3. How big is your audience going to be?

You need a market audience of at least 1 million, any less and the traffic you are able to generate reduces enormously. Determine your audience by using the Facebook advertising analytics tool, it is free, simple and easy and lets you search audience levels by country and keywords relating to your niche.

4. How popular is your passion?

You need at least 10,000 searches per month to ensure your market are engaged enough. You can use the Google keyword planner tool to identify what keywords your potential audience are searching to find a particular product.

5. Has your product got longevity?

You need a product that will engage and excite your audience for longer than a few weeks. Your audience needs to be as committed as you to your passion. The book identifies health, wealth and relationships as pre-established profitable passions.

If you have researched your passion and it ticks all of these boxes you are on your way to a \$1 million dollar circle of profit.

Phase 1 In The Circle Of Profit

Build An Email Subscriber List

A larger audience will generate more sales, more profit and more opportunity to reinvest.

How to build an email subscriber list:

Headlines are huge, they need to be **strong, convincing & simple** to ignite interest from your audience.

Offer a free gift as an enticer to click on your opt-in box. That way, your audience get something (a free document/assessment/plan) and you get their email address.

Build a trusting and enthusiastic rapport with your subscribers by showing them that you are an authority on your topic.

That way you can turn your subscribers into fans who are excited to open their emails.

Utilise autoresponders to continue to engage with your subscribers.

There are two types of autoresponder emails:

1. Pre-logged emails which are programmed to be sent out at predetermined times, such as a welcome email when you get a new subscriber.
2. Broadcasting emails that are more personal and can include up to date content such as current news relating to your product.

Vary your emails to avoid repetition and disengagement, there are three email options:

1. Content emails are helpful, valuable, educational and make the subscriber want to open them.
2. Promotional emails promote products that will benefit the subscriber's life in one way or another. These products can be your own or you can provide them with an affiliate offer (a product that is in the same realm of your niche from a different company) which could get you up to a 75% commission. One thing to remember is not to be afraid of promoting yours or anyone's else's products to your subscribers, you are in fact doing them a service. As long as what you are offering is genuine, you are not doing a disservice to them.
3. Relationship emails transform your subscribers to fans and friends, by relaying personal information within your emails your subscribers develop an emotional connection to you and therefore have more trust in you as a brand.

Use Your TYP As a Quick Profit Strategy

The thank you page is one of the most underestimated and underutilized tools in digital marketing. When your customer is in the process of checking out, they are at their optimum level of interest in your product. This gives you a chance to promote another product of yours or an affiliate product, so instead of a simple and frankly uninventive 'thank you for your purchase' you offer them something more and in return get more.

Generate Traffic

Online traffic is crucial to your passion product's success. There are multiple ways to generate traffic.

- Forums are a great way to increase traffic, you can find an existing audience who are interested in your niche, engage with them directly and go on to promote your product.
- Social Media is a quick and accessible way to target audiences and generate traffic. Facebook Advertising allows you to target specifics such as gender, location, age and deliver your product straight to them.
- Emails are a simple way to reach vast amounts of potential sales. You can also utilize solo ads, whereby someone sends an email promoting you and your product to their list of subscribers and in return either receive a flat fee from you or get revenue per clicks.

Build Your Brand

Build your brand through social media presence, interacting with your subscribers and strengthening your product knowledge. It is important to be mindful of your brand and what you are promoting.

Remember you have a responsibility to your subscribers.

Phase 2

Building Your Own Passion Product and Why It's Important.

Information products such as eBooks, audio and videos are key to turning your passion into \$1 million.

Working with affiliates is a quick and easy way to generate money. However, it doesn't hold any lifetime value nor does its success and passion come from you. By building your own passion product you get 100% commission, 100% of the business and can then use affiliates to grow your business while still maintaining maximum control.

Once you have done your fundamental research, outlined in the beginning section of this summary, it is time to create your product.

Anik outlines some key steps to go through in order to begin earning through the Circle of Profit.

Create Or Outsource Your Own Product

Whether it is written, audio or video content it is important to have structure to it. Anik suggests naming your chapters 'modules' to give the product a more educational structure. He further suggests separating your modules into subsections to give the product a clean and simple finish. The art of perfect sales material is outlined in much greater detail inside Anik's 'Publish Academy' where templates and samples are provided.

Throughout this process, it is continually stressed the importance of value and execution over perfection. The beauty of an online business is its fluidity and its flexibility when it comes to change.

Begin Making Profit Strategies

1. Decide on a double profits formula sales funnel:

This means offering another product to the customer as they check out with a higher value and higher level of education or standard of product.

2. Create an upsell-down sell cycle:

Upsell through advanced material, different media formats, live training options or horizontal expansion (this is upselling through a complimentary niche within your field). Downsell by reducing cost, availability and bonuses (this then justifies the reduction to your loyal subscribers).

3. Focus on your back-end multiplier:

Anik identifies this as having a 'brilliant back end' whereby you do not stop at the first sell but continue to offer products to your subscribers once they have bought your initial product. High ticket upsell through your backend multiplier allows you to upsell a product of your own through highlighting its value and exclusivity. High ticket affiliating allows you to continue to engage with your subscribers through offering a high-end product from one of your trusted affiliates. These two techniques allow your brand to always be prominent and engaged with your subscribers.

The Snowball Launch

A snowball launch is the best way to iron out any potentially creases within your product while beginning to make sales and profits, follow the steps below to execute the perfect snowball launch.

Test Funnel

This step is to ensure your passion product technically works and is able to generate sales.

The Power of One

It is your passion product, so the key to a perfect launch is you. You have to be involved within your own digital business, interact with your subscribers, build affiliates and make valuable connections.

Make Your Official Announcement

By conducting a snowball launch, your product should have gained some momentum and sales by now so your confidence should be high. The key to your big official announcement is allocating a period of time, say three weeks, to thoroughly promote your product. Another tip is to offer your affiliates prizes for attaining the highest volume of sales, this will encourage and motivate your affiliates while increasing your passion product awareness.

Once you have completed all these steps, you'll be in 'The Circle of Profit' and continue to make profit from your passion.

Key Quotes

'If you have even a hint of knowledge on a topic that interests you, you can build a million-dollar business in almost no time' **Chapter 1**

'Learn as much as you can and always focus on taking action' **Chapter 2**

'The beauty of a digital business is that you can change anything at any time' **Chapter 17**

Key Takeaways

- I. Anyone can turn their passion into profit.
- II. Be committed and realistic about your passion potential.
- III. Always work with your subscriber's best interest in mind.
- IV. Value and resilience is more important perfection.
- V. Don't lose sight of your passion.

The ONE Action To Take

Have the confidence and determination to convert your passion into profit, you don't need money nor a wealth of experience just a desire to improve your lifestyle and help influence others.

