



## Magically Find Your Marketing Budget!

One of the first problems new marketers run into is finding the funds needed to build an online business.

The bad news is....You can't build a business for free!

The good news is...It's VERY affordable to get the basic tools you'll need to get started and what's even better news....You can 'magically' find these funds by simply cutting out some extra expenses / habits you may have right now!

First....

The Budget

**Autoresponder** – [We recommend Traffic Wave](#) inside of your CTP training. And without a shadow of a doubt, this is your first MUST HAVE, Not Up For Debate tool!

No matter what service you choose, make sure you are building your list from day one!

We'll use the Traffic Wave price point of **\$17.95 a month** for this service!

**Analytics Tool** – [We recommend HitsConnect](#) inside of your CTP training. What good is your advertising and marketing efforts if you don't know what's working and what's not.

Lots of tracking tools out there, we like simplicity!

Hits Connect price point is **\$9 a month!**

**Community Training Hub** – Well, no surprise here! [We'll go with CTP](#) ;)

It's so important to be a part of a community and grow with it. Always pushing yourself and helping others along the way!

Average upgrade price is **around \$15 a month**, depending on what level you choose!

**Traffic Source** – [We will use ListNerds](#) for this example, for multiple reasons but as you may well know by now...We're big on email marketing!

ListNerds allows you to set up your emails and send regularly to this active list that drives traffic to your online businesses.

Depending on the level of upgrade you choose here, we'll use the mid level upgrade as the price point of **\$27 per month**.

\$17.95  
\$9.00  
\$15.00  
\$27.00

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**Total: \$68.95 / Month Marketing Budget**

Not bad huh?

For your basic marketing budget, we're under \$70 a month...

Which gives you your autoresponder, analytics tool, marketing hub with lead capture page builder and training **PLUS** an unlimited traffic source!

You might be thinking....*Wow, that's a chunk of change*....How am I ever going to fund this every month?

Well, imagine if your team that you refer follows this plan....You can basically get all your tools paid for via affiliate commissions after just a few team members following through...We think that's pretty cool :)

But here's the '**MAGIC**'....

We're going to audit ourselves and see what we can cut out of our monthly expenses to fund our online businesses....

Let's rock!

First....List the things you may be spending money on every month that might not be a priority compared to building your online business...

Need some ideas?

- *Eating out once a month can cost anywhere from \$50 - \$100 for a family of 4....Just staying home and cooking a nice meal could save ya' a bundle right there!*
- *Do you smoke? Urgh....But hey, let's say the average price of a pack is \$10...And maybe you smoke a pack a day....\$300 a month....I mean, there's your marketing budget for the next 4 months!*
- *Netflix? Disney Plus? **Each** of those streaming services costs like 10-20 bucks a month...Cancel a few of those and presto, instant budget for your business!*

These are just a few ideas of how you can magically 'find' the funds needed for your online business...

Let's start listing some expenses or habits you think you can do without...Tally up what you'll save and start building YOUR business today!

Cut This Out

Save This Every Month

ex: *Taking Fluffy To The Pet Spa*

*\$75*

1.

2.

3.

4.

5.