

**A MUST HAVE
GUIDE**

From the Founder of 3 ICT Companies

DIGITAL BUSINESS PLAYBOOK

**The Ultimate
Blueprint On How To
Start A Profitable
Online Business in
2020 & Beyond**

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Table of Contents

Dedication

Chapter 1: Introduction

Chapter 2: Quickest Way to Profitable Skills

Chapter 3: Core Skills to Make the Right People Buy From You

Chapter 4: The Profitable Business Protocol

Chapter 5: Action Plan

Chapter 6: Recommended Resource List

Dedication

To Russell Brunson, who showed me what was possible at a time when I had lost direction and motivation to get off my comfort zone. I am eternally grateful for the second chance that you gave me.

To the amazing experts, Vick Strizheus, Jeff Lerner, Drew Eric Whitman and Kevin David who helped me get clear on what it takes to set up a business on the net. You have made a huge impact on my life and I am superbly grateful for your willingness to give your very best in mentoring me – all mentoring from you was worth it.

And to my super adorable daughter, Kelsi, you daily give me a strong reason why I must keep providing value and try to make our world a better place. You are really a great blessing in my life.

To my gorgeous wife, love of my life and passionate lover, Josephine, meeting you and making you mine is a decision I am glad to have made. You make me always strive to be the best I can be in every aspect of life.

Chapter 1: Introduction

Just because this blueprint is free – please understand that what is discussed herein has been proven to be the cornerstone of every successful business model in existence on the wide world web.

There is no fluff and thus I have strived to keep it super-short so that you can spend very little time reading through it.

Taking ACTION, however, is the secret sauce for this to work for you as it has worked for countless others. Freedom has a price. You just have to decide for yourself if you are ready to pay it.

This blueprint holds genuine value and has actionable strategies that will make it faster and easier for you to set up your expert business in a matter of days.

Success loves speed and while this information is fresh on your mind, don't allow procrastination steal from you the freedom you deserve. Take action soonest possible and don't allow yourself or anybody else tell you that it cannot be done.

I strongly believe that this is your first step toward a better future...

This can solely be the information that will change your financial situation...

Therefore, all I ask of you is this...

Give yourself another chance at success you so richly deserve by taking action on what you learn today in the next 30 minutes.

Please don't accept average. Go all out to be the best at what you are passionate about.

Up next, you will learn on what I have found out to be the quickest way to profitable skills...

And before then, who am I, and why should you listen to me...

I am Raymond Mvuria, an entrepreneur at heart for more than 5 years now and counting.

I can confidently say that I have made sacrifices, gone through sleepless nights, suffered soul-crushing financial losses, gone through struggles that are worth it, made stupid mistakes and above all come out on top as a victorious entrepreneur who is enjoying a better phase of life.

I own 3 businesses; Sapphire Technology Solutions Ltd, Ruby Digital Solutions Ltd and Emperor Computers.

This simple blueprint is my labor of love for you so that you can skip my mistakes, avoid financial losses and fast-track to your successful business venture whether you are a student, hustling, working in a corporate job or retired.

I know you will benefit massively from this.

Let's turn the page now...

To learn more about us go to
<https://rubydigitalsolutionslimited.com/>

Chapter 2: Quickest Way to Profitable Skills

At a certain time back in 2013 when I had hit rock-bottom, I had the blessing of getting an inspiration that made me quickly resurrect my inner fires and hope for life.

It was a time when I felt dead inside and had no motivation to wake up. I was pretty great at snoozing the alarm and often postponing on things like there was no tomorrow.

Every new day was totally dreadful for me. The environment around me was totally toxic and unless I had not been led by a Divine Hand to some good corner of the Internet, I would probably still be dead inside numbing my senses with binge-watching movies, jerking off to blue movies and untethered eating.

This good corner of the Internet introduced me to proven mentors who made me sit down with myself as the Accused, Judge, Jury and Executioner...

On this particular day, I sat down and asked myself one quick question...

What do I love doing? Where do I most love hanging out? What skills do I have that can be of financial benefit to me and my loved ones?

On a blank sheet of paper bought from borrowed money, I quickly made a few plain answers...

[I love surfing the net...]

[I love hanging out on the net...]

[I have basic skills of setting up crappy looking and undesirable websites using outdated html codes...]

Next question came in rapid succession...

How do these relate and how can they make me money?

This was my best part...never thought the answers would set fire under my butt and make me go looking for people who could pay me for what I had to offer...

My answer...

[We are in an age where the Internet has become an integral part of doing business and businesses have a growing need to be seen online.]

I can confidently assure you that, the 2 hours I sat down asking questions led to one final action that is the core of this chapter you are reading...

In a most unusual way, I came to a conclusion that has proven profitable for me and valuable to my clients to this day...

If businesses want to be seen online and I know how to build undesirable websites, how can I convince businesses to hire me and how can I make sure that I provide quality value that will ensure I don't mess up my reputation?

Dear friend. Brace yourself for an epic epiphany...

You see, that question right there is an answer in itself...

One, to convince businesses, I needed to address their need in a way they understood and this required 3 skills that you will be learning about in chapter 2...

Two, to provide quality value so as not to mess up my reputation, I needed to improve my skills as fast as possible...

I was on borrowed time and the 2 matters needed superfast action...

I slept that night and I was jerked awake by an idea that could not be ignored...

From a statement made by Brian Tracy, a well-known business mogul, I remembered him saying, "All skills are learnable".

The next 4 days that followed, I drank, ate, bathed, slept, dreamt and mastered how to design websites using a free blogging platform called WordPress (from YouTube videos lol) and I mastered the other 3 core skills that would help me convince businesses to hire my services...

This is when my web design business, Sapphire Technology Solutions was born, later incorporated in 2016.

Now, because I don't want you to guess around on the quickest way to profitable skills, here is the short version...

IMMERSION!!

Or in the wise words of Cal Newport...

DEEP WORK

You simply cannot afford to sit around when you have an urgent need to address.

Therefore, it is paramount that you block sufficient time to look at what the marketplace has need of and then block out all distractions and immerse yourself into learning the necessary skills that people are willing to pay you to do something for them...

In simple terms, **RAISE YOUR VALUE AND CHARGE WHAT IT TAKES TO DELIVER AT THAT VALUE!**

So now, are you ready to immerse yourself and become a value-giver to your local community or to the global marketplace?

Don't get confused, inside you is a giant that is about to get awakened and I can promise you that, you have more in you than you currently think is possible.

Just follow along and finish reading this blueprint.

The next chapter on the 3 core skills will be short, just ensure that you immerse yourself to learn those 3 skills as early as this week.

Chapter 3: Core Skills to Make the Right People Buy From You

Now that you are here, it shows me that you really want a better life for yourself and your loved ones..

To keep this real with no fluff, here are the 3 skills you need, and the twist to make it work for you long-term:

- Persuasion
- Copywriting
- Expert Status

Let me explain what they mean...

Persuasion is an umbrella term of influence. Persuasion can attempt to influence a person's beliefs, attitudes, intentions, motivations, or behaviors.

[Wikipedia](#)

Copywriting is the act or occupation of writing text for the purpose of advertising or other forms of marketing. The product, called copy, is written content that aims to increase brand awareness and ultimately persuade a person or group to take a particular action. [Wikipedia](#)

Expert Status

noun: **expert**; plural noun: **experts**

1. a person who is very knowledgeable about or skilful in a particular area.

adjective: **expert**

1. having or involving a great deal of knowledge or skill in a particular area.

With that now sorted, here is the twist if you want persuasion and copywriting to work for you in the short and long run and keep giving you life-altering profits...

Only sell meat to meat lovers...

To explain the parable:

Never ever offer a product or service just because you want to make a profit – that's being needy and selfish. And people hate needy and selfish. Ensure that the people who buy what you have, will stand to benefit from what you offer.

Be ethical in your persuasion and make it a win-win situation for you and your customers.

At this point, many people think they don't have anything to offer or the resources to create something to offer...

Hold your horses right there...

We live in a world where opportunities are endless and on the coming chapters, you will get introduced to proven mentors who will show you business models that will help you get started on your business without need of inventory or technical skills whatsoever...

Please avoid any head chatter right now, it is not what you think and for now click on learn more under each of the books below to get your own copy

Expert Status

Expert Secrets: The Underground Playbook for Creating a Mass Movement of People Who Will Pay for Your Advice



[Click Here To Learn More](#)

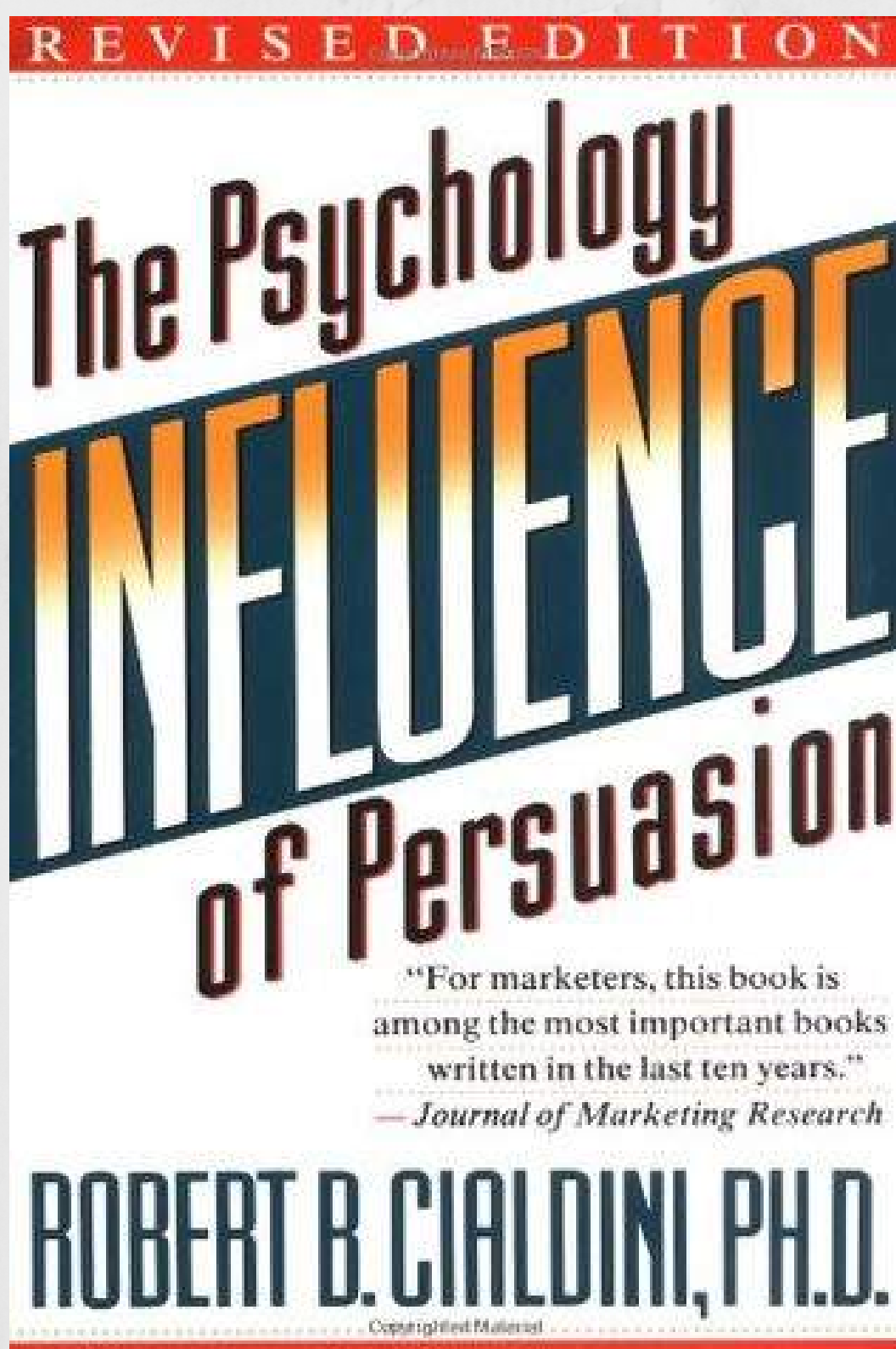
Persuasion

Mind Control Marketing: How Everyday People are Using Forbidden Mind Control Psychology and Ruthless Military Tactics to Make Millions Online

[Click Here To Learn More](#)



Persuasion



Influence: the Psychology of Persuasion

Influence, the classic book on persuasion, explains the psychology of why people say "yes"—and how to apply these understandings. Dr. Robert Cialdini is the seminal expert in the rapidly expanding field of influence and persuasion. His thirty-five years of rigorous, evidence-based research along with a three-year program of study on what moves people to change behavior has resulted in this highly acclaimed book.

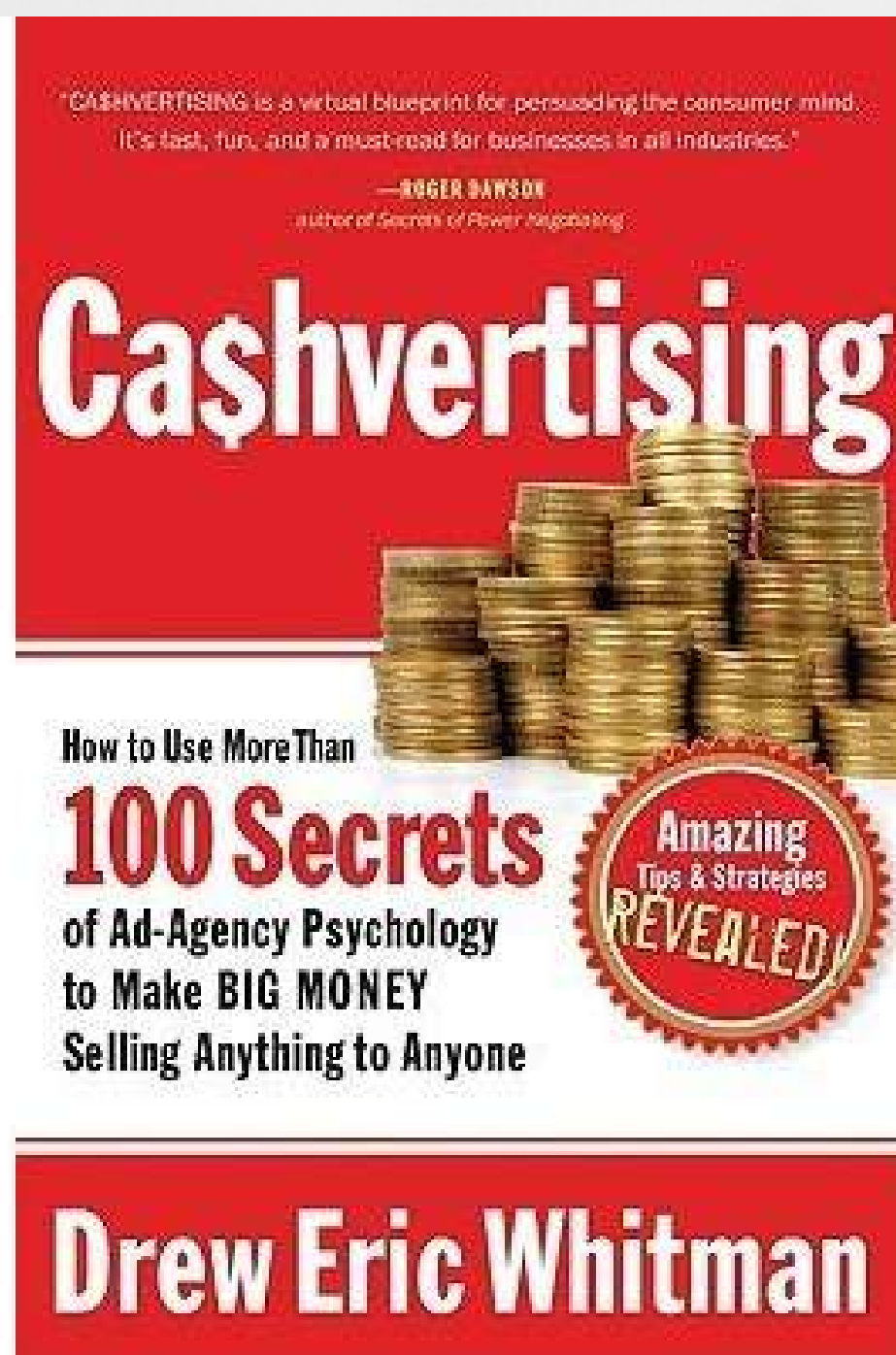
You'll learn the six universal principles, how to use them to become a skilled persuader—and how to defend yourself against them. Perfect for people in all walks of life, the principles of Influence will move you toward profound personal change and act as a driving force for your success.

[Click Here To Learn More](#)

Copywriting

CA\$HVERTISING: How to Use More than 100 Secrets of Ad-Agency Psychology to Make Big Money Selling Anything to Anyone

[Click Here To Learn More](#)



There are other highly recommended resources on the last chapter. While there, don't forget to register for a free account for Wealth Building Blueprint – a forever free training by one of my mentors Vick.

Meanwhile, what about learning on the profitable business protocol that you need to have in place?

Chapter 4: The Profitable Business Protocol

In my 5+ years of doing business, I have found these to be true:

- Always capture important contact details of your prospective client.
- Your prospective client may not buy on your first interaction.
- You need to follow up with your prospective client and keep providing value whether they buy or not.
- Most prospective clients will want something for free before they can trust you enough to buy.
- Never try selling cold drinks to Eskimos living in the North Pole or simply, don't do spray and pray marketing, always target the right kind of prospect who is a great fit for what you offer.

Now that we have put that in perspective, to ensure that you are able to have proven profitable business protocol here are the key components:

1. Prospects/ Traffic

Traffic or in other words, your potential prospects and customers are the people who you target with your marketing message.

To get them, you need to put yourself in front of their eyes at the place where they hang out most.

Do they hang out on Facebook, Instagram, TikTok, Snapchat, Google, Local Joints?

Go where they are.

2. System to Capture Prospect Details

Now that we are in the 21st century, you will want to have their name and email address or to some extent their phone number also.

To do this, you need only one thing, a 1-page website.

You don't need to know how to design a web page, check step 2 of the action plan to see where to get templates for this.

This 1-page website is called **a landing page.**

3. System to Store Prospect Details and Make Follow-Up

In a single word, we call this an **autoresponder**.

This is an email database that is able to store and follow up on your behalf once you have pre-loaded it with follow-up messages despite time of day or night.

Further details are on step 2 of the action plan.

4. Free High-Value Offer

We call this a **lead magnet**.

This could be a video, ebook, audio, checklist, cheatsheet etc that you give your prospect for free in exchange for their name and email address.

After you have cultivated your expert status using the concepts in Expert Secrets, it will be a breeze on how you can create a short high-value lead magnet.

5. Delivery System

This is called a **Thank You Page**.

It is just one page created using the templates as for the landing page.

It is where you deliver the free high-value offer that you promised your prospect in exchange for their name and email address.

6. Your Offer

This is your valuable product or service which you give in exchange for money. This is where most people mess up.

To avoid messing up, please ensure you acquire the necessary skills from any of the mentors I recommend here.

To understand more about your offer, it is usually a product or service you create or one that is created by someone else.

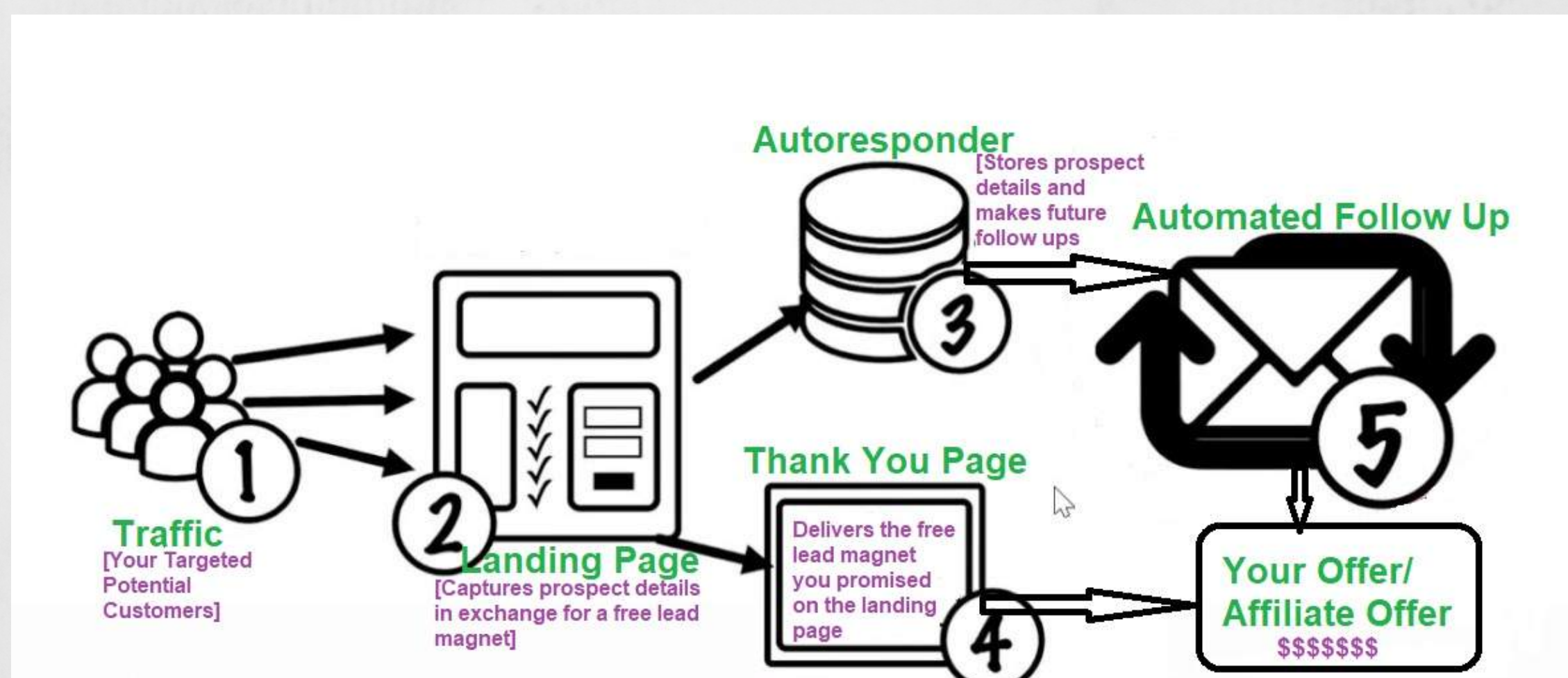
When it comes to the one created by someone else, you are given a commission when your prospect buys through your special link which you are given by the product/service owner.

Please note that, **your prospect does not incur extra cost for buying through your special link.**

This is simply because, the product owner has chosen to incur the cost by sharing his/her profit with you, with the goal of selling more products to that customer in future where he makes back his money 10x over.

This kind of product is called an affiliate offer and the kind of **business model is called affiliate marketing (best option to use for starters).**

Well, there you have it, let's put it as a diagram.



As a side note;

It would be unwise at this point to go and do trial and error to figure out on your own how this is done.

Thus to exponentially improve your success rate at setting up your business on the net, please first go & master the necessary skills that I have recommended, immerse yourself and also immerse in learning from these 4 people below.

What you learn from them contains go-to strategies for building a financially and personally gratifying, highly profitable online business – even without having to create any product should you choose not to.

Jeff Lerner

After his free video, go all in and choose to invest in yourself so as to learn the strategies, systems and blueprints that will help you set up a wildly profitable online business that will enable you to FINALLY secure the financial freedom you deserve.

Watch the video below to discover...

How To Build a Wildly Profitable Online Business In 2019 and beyond



Watch the entire video above and your next steps will appear in...

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Click Here To Learn More

Vick Strizheus

The free masterclass, 2 hours is pure gold, and to get much more gold create an account with him where he will take you through a success challenge that has given me and countless others clarity and profits.

In this success challenge, you will be exposed to the EXACT frameworks that will enable you set up your own profitable digital business.



**Dare to Create
THE GOOD LIFE
YOU WANT!**

**FOUR PERCENT
CHALLENGE**

Click Here To Learn More

Kevin David

Another 3 hours of pure value at no cost to you. And if you want to gain a MASSIVE ADVANTAGE on how to reliably build a profitable online business/digital course don't hesitate to invest in yourself in case he offers you one of his paid training programs.



Click Here To Learn More

Russell Brunson

I have a lot to say about his book Expert Secrets. It is free and all I had to pay was a shipping cost of less than \$8 and I promise you, it is full of golden nuggets that will shift your mindset and show you how to become an expert and build a mass movement of people who are ready to pay you for your advice.



[Click Here To Learn More](#)

Chapter 5: Action Plan

Here is the short summary of your next steps:

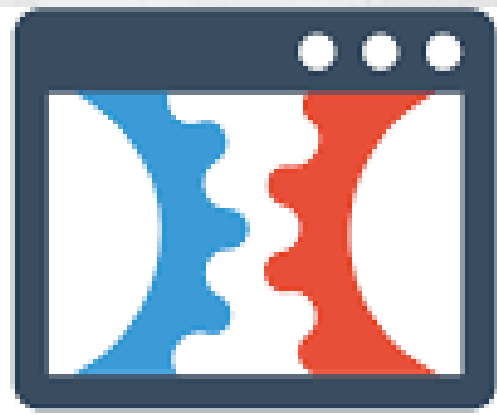
Step 1: Immerse Yourself to Learn the Skills

- Expert Status
- Persuasion
- Copywriting

Step 2: Get the tools and set up your digital business

To get landing page and thank you templates (pick one of your choice)

Clickfunnels (14 days free trial then \$97 per month)



click funnels

[Click Here To Learn More](#)

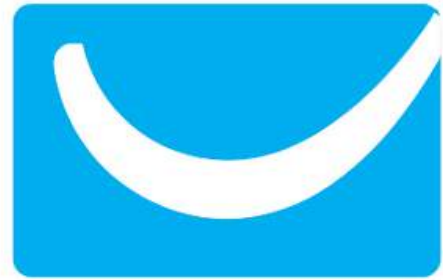
OptimizePress (\$99 per year)



[Click Here To Learn More](#)

Autoresponder (Very Necessary)

An investment of \$15 per month. Go for the annual plan, it will save you on costs more than you can think of and you can then concentrate with building your business.



GetResponse

Click Here To Learn More

Step 3: Implement

Take what you learn on Step 1 and using the tools in step 2; create your business funnel that I outlined on Chapter 4 and you can leverage the indepth training given by Vick Stizheus in the Success Challenge or by Kevin David in his Digital Course Secrets training that he may or may not offer on the free masterclass. You can reach out to me via my personal email raymondpius2@gmail.com in case he doesn't offer it on the masterclass.

Step 4: Send Traffic

Step 1 has the training on how to do this.

This will be your only activity in your newly set up digital business.

Step 5: Remember to have fun and keep learning and growing more.

Chapter 6: Recommended Resource List

Pick any of these resources on any of the publishing platforms of your choice; Barnes and Noble, Amazon, Lulu Publishing or if the owners have websites dedicated to offering the book.

Do a quick Google search to find out. All of them cost below \$20 except for the last one which is free.

- Ready, Fire, Aim by Michael Masterson
- The Millionaire Fastlane by MJ DeMarco
- The 22 Immutable Laws of Marketing by Al Ries
- I Will Teach You To Be Rich by Ramit Sethi
- Deep Work by Cal Newport
- The One Thing by Gary Keller
- The Ultimate Sales Machine by Chet Holmes
- Work The System by Sam Carpenter
- Wealth Building Blueprint by Vick Strizheus (Free) (check below)

Learn the exact strategies rich people follow to get, protect, and grow their money - ultimately, creating wealth and lifestyle most only dream about.



[Click Here To Learn More](#)

If there is one thing I could highly recommend, it is to tell you to own your own business.

It doesn't matter if you are a student, an employee or retired.

And the best part is that, with the Internet you can now easily set up a business on the Internet from anywhere in the world.

This blueprint is an introduction into the wonderful world of online entrepreneurship and it is your key companion that will take you by the hand through the maze of the Web.

It will help you eliminate lots of guesswork, mistakes and losses in ways that you would never have thought possible.

It is a labor of love done with the utmost care about your success.

Savor every detail in it and take MASSIVE action in following the instructions it contains and you will reap a bountiful harvest.