

# International Opportunities Overview

- ✓ Expand your business by selling to other countries
- ✓ Traffic is cheaper than the popular English countries
- ✓ You can market in English or in other languages
- ✓ Many opportunities with Licensing Deals
- ✓ Repurpose content into other languages
- ✓ Create supplemental brands & web sites
- ✓ Find new opportunities in other language markets
- ✓ Find international trends before English markets

# Grow Revenue With Licensing Deals

- ✓ License your products to sellers in other countries
- ✓ Great for infoproducts or online courses
- ✓ Can also license physical products that you sell by doing a deal to let someone have a "territory"
- ✓ Get paid royalties on any sales your licensee makes
- ✓ **OR... Expand your business by licensing products from other companies in, for example, non-English primary markets.**

# Marketing In English To Other Countries

Look to expand your traffic generation into other non-English countries that are generating conversions for your business.

You can target English language sites within non-English countries with many ad platforms. **There are many English speakers in other countries.**

## Marketing In Other Languages

Look to expand your traffic generation into other non-English countries by translating your marketing into those languages.

Create separate brands & web sites to target another language. **It's best to hire a native language consultant to review your marketing materials.**

# The Fundamentals Are The Same

- ✓ Do Competitive Research in other languages
- ✓ Observe & Monitor the advertisers
- ✓ Examine product offers, pricing, and funnels
- ✓ Get a grasp on average CPC rates & conversions
- ✓ Copywriting will be different based on cultural references, vocabulary, slang, etc.
- ✓ Payment systems can sometimes be a challenge
- ✓ **Highly recommended: Hire consultant in that country**

# Repurpose Your Content

- ✓ You don't need to create all content from scratch
- ✓ Some content can just easily be translated and used
- ✓ Have audio or video transcribed first, then translated
- ✓ You can also hire a native language person to create new content in another country for you
- ✓ Sometimes just having sub-titles on your English videos can broaden your traffic audience
- ✓ **TEST the quickest path first to get some results**



# International Trend Watching

- ✓ There's a goldmine in observing International trends
- ✓ Find hot new products that will sell well in English markets but start out in International markets first
- ✓ You might find a great opportunity in another country, then 'clone' that brand/site with an English version
- ✓ **Always remember that people in all countries have problems that need solutions!**