



FIRST PAGE ELITE

Eben Pagan Debuts Digital Product Blueprint Course for Entrepreneurs

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Eben Pagan, the renowned Internet entrepreneur, will be offering a new course, the Digital Product Blueprint, to help new entrepreneurs in learning what they need to know in running an online business. The course consists of video presentations, reading materials, interactive forums and software. The Digital Product Blueprint is based on the idea that each business will have its own unique affinity for a digital version of itself. The course explores how to find this connection and make the greatest impact on the online brand that is being developed.

“Getting a successful online business off the ground is at once extremely complicated but also quite simple,” said Jake Anthony. “The trick is to understand the simple part. After that, the complicated stuff gets a lot easier. That’s what we do with The Digital Product Blueprint. Like a blueprint for a building, we show you how to build a highly effective Internet business.”

The Digital Product Blueprint provides a step-by-step way to build a digital product. The course focuses on basics, such as creating a compelling, high-converting website. However, The Digital Product Blueprint goes further, covering email marketing and customer relationship management and social media.

The course, described at <http://www.thedigitalproductblueprint.com>, offers an in-depth look at social bookmarking sites, media sharing sites, surveys, podcasts, appraisals, social systems administration sites, online journals and blogs. The Blueprint contains ideas for enhancing online notoriety and getting marketers closer to clients by understanding how they think. The goal is to give students new ways to engage with the customers online. A segment on search engine marketing digs into search engine enhancement and search engine promotion. This includes search engine optimization (SEO) and pay-per-click (PPC) advertising.

To learn more, click here.

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