



From Overwhelm and Confusion to
5 Steps for a thriving 6-figures online business

Hi, my name is Stefan Logar, and I am a family Dad of 5, dog owner, and live in the Philippines since 2016.



From
Overwhelm
and Confusion
to a **thriving**
6-figure **online**
business



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Over the past 13 years, I helped entrepreneurs around the globe to digitize with a twist.

Bringing their true authentic self to the online space. After all those years, I finally crystallized out a straightforward process that anyone can follow.

For that, I want to congratulate you simply because you are here.

Promise you that is something special.

Especially online, people believe all can be automatic, anonymous, and don't need personality in it. This couldn't be further from the truth.

A couple of years ago, the digital marketing landscape began to shift. Now the time is here for a new way of marketing for a new digital business, one that is very aligned with my heart.

Human to human, a relationship first, business.

People are yearning for a real business owner. For people that show up as who they are. That don't goat them in Bullshit, twist their heads and hearts with manipulative methods, try to convince and sell to them.

Honestly, who loves it when someone is selling to them? I never met a single person anywhere that loves it to get sold to.

That never ends well either.

But it's not about me here, and what I believe.

I am confident you made your own experiences, and I am telling you all of that to give you an insight into why those five steps will be so crucial.

Let's dive in with me and explore what those five steps are! They will change how you see digital business, and sadly **they'll take away some of the most common things online from you:**

Stress, overwhelm, frustration, being stuck, missing clients, and much more. Are you ready?



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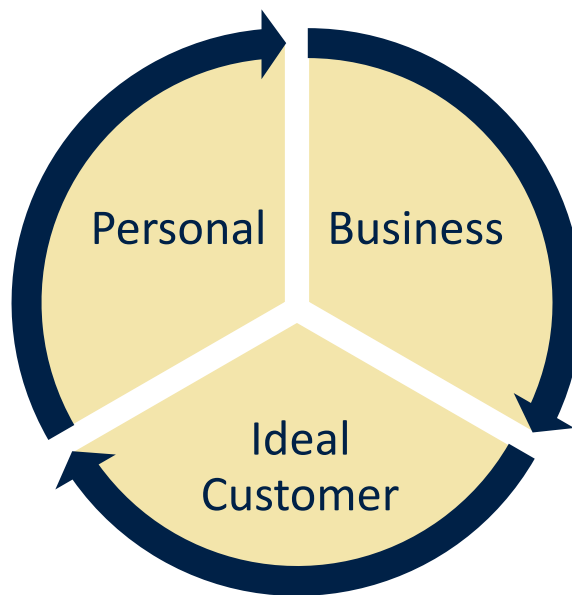
Overview:

- A) Step 1 – Clarity
- B) Step 2 – Connection
- C) Step 3 – Clearing Obstacles
- D) Step 4 – Creating Online Business
- E) Step 5 – Captivating Audiences



Step 1 – Clarity

Three levels to crystallize.



Personal:

You need to know what you genuinely like to do, what you are good at, and what makes you different. For that, dial into your unfair advantage.

Clarity on this level helps you gain confidence, stand firm, and shine through what is most important to you. With that, you attract the right people into your life. May it be business partners, joint ventures, customers, or clients.

Ask yourself these questions to get started:

What are my values? What do you stand for? What do you want to see in your life and others' lives (in terms of change, positivity, impact, etc....)?

Why do you run your business? What are your goals? What do you need to learn to get there?



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Business:

Clarity on your business-level is as much needed for your ideal customers as it is for you.

You need to understand how you help people from a certain point in their lives (may it be a pain, a problem, or a wished outcome) to their next level.

What are the steps you help them to take?

Figure out your methods and how you approach the obstacles you help clearing out of your client's life!

Next to that, be sure to know what kind of business you want.

Do you want to work more individually in one on one session?

Or do you like to automate authentically? With that, even when you are asleep, people get the help they need.

Do you understand shifting your focus away from money towards results for others?

This and so much more are important to be clear about. However, those questions here will get you ahead already...

[If you like to learn more about this, I wholeheartedly invite you to join my free online Masterclass here!](#) <- click.

***You will be redirected to learn more about the online workshop.**



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Ideal Customer:

One of the most critical factors for a successful and thriving online business that scales well to 6-figures and beyond is clarity on your ideal customer.

You got to understand who that person is.

And on what level in life and business they are.

When you understand the obstacles and difficulties of them better than they do, they will automatically assume that you know the answer as well. (I sure do hope you do!)

I know that so many people talk to you about the demographics of your ideal customer.

However, these hold next to no importance.

Sure, if you have a product for toddlers, talking to singles that are 21 might not be your right target audience. So, a bit of common sense never hurts 😊.

More important is that you know how you want your ideal customer to think, act, and feel.

What is essential for you in an ideal customer? Why would you want to spend time with them?

And what is a complete no go for you? (terms of values, behavior, believes, etc.)

Remember: The authentic way of building an online business is to form a relationship based on human connection.

The rawer and more honest you show up, the faster you win the right people over to you.

Hey, it takes time, practice, and courage to do that. One thing that helped me a lot with going out like that was knowing that it's never about me!

It's all about your ideal customer.



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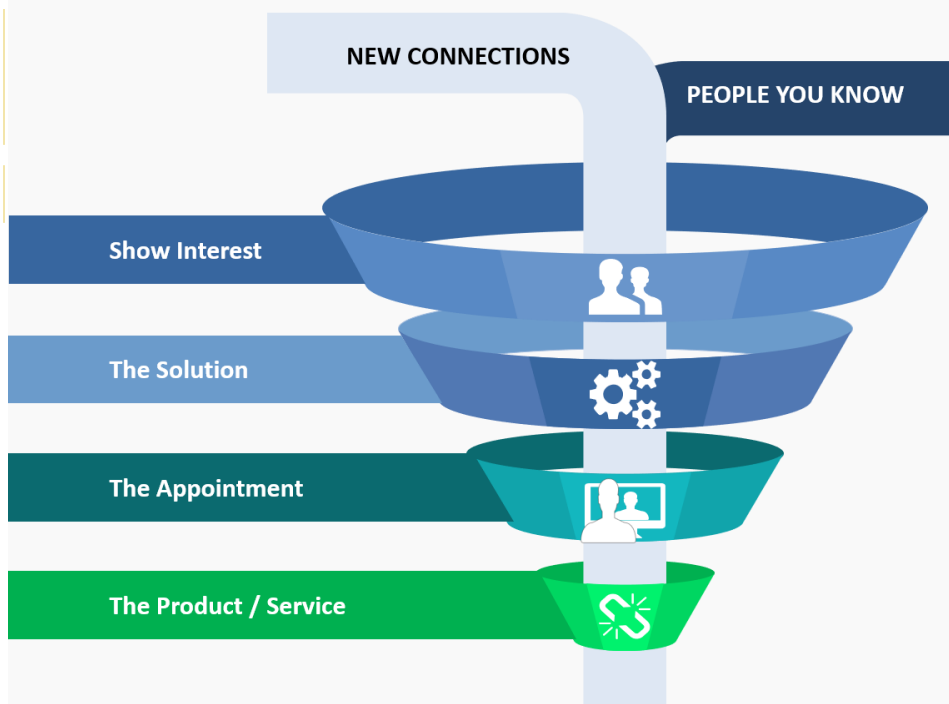
Step 2 – Connection

Show up, Care, and Listen.

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Online Networking – 5 Step System

New Customers and Partners in just 5 Steps



The System

1. Write to new or existing connections
2. Show interest - ask targeted questions
3. Suggest a solution in a simple system
4. Make an appointment and help solve the problem
5. Offer to accompany the solution through the product or service of your choice

You see on the image a 5-Step-Social Networking System that I invented when life forced me.

That, however, is a long story. Suppose you like to learn what happened to me and how this system helped me avoid a catastrophic event in my life. [Join my Masterclass here!](#)

Authentic Digitalization
Your 5 Steps to a thriving 6-figure online business



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When we talk about **"connections,"** we are talking about **building trust** and a **relationship** with your **ideal customer**.

Much like we do in this document right now. And like we will in the free [Masterclass](#) I keep pointing to.

The huge difference is, we are not building this connection to get them to draw their credit card and pay us.

We do it to help them experience something. To make their lives better, genuinely.

**I always tell my clients: "Go out there and be a friend!
Be the person you hope that others could be for you!"**

When you keep this in mind and start to use the system from the page before, you never need to look for any clients anymore.

Especially before you reach the 6-Figure level.

It makes sense to create an environment that helps your clients to recommend you forward.

One more nugget than we move on to the next step.

Whenever you talk to someone, keep in mind that you want to help them get one step further than they are right now. It can be a small step.

Many people will recommend you to others if you do this, even if they never worked with you.

Oh, and another thing, before I forget it:

People do not consume stuff anymore online.



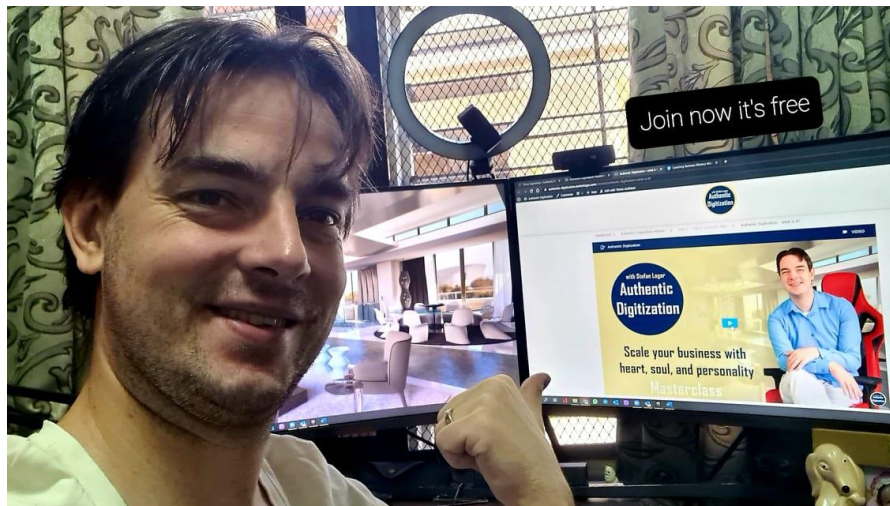
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They contextualize.

That's why you got to make sure that you allow putting you into context! Yes, in all the content you produce. No matter what it is! (Video, Audio, Text, Blogs, Articles, Webinars...)

Context of what you stand for, what you can do for them, and how you help!

Like me, I help you to digitize authentically and grow your business to 6-figures online!



**Learn all about the 5 Steps in this
free online Masterclass – Join
now!**



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Step 3 – Clearing Obstacles

And get unstuck!

Overwhelm with technology

Authenticity

Missing Systems

Missing Clarity

Overcomplicating

Missing Strategy



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We face obstacles every day.

The good news is you are not alone!

Everyone has those obstacles, and they never honestly go away either.

We learn to take care of them faster and more efficiently.

When they show up, we quickly realize what they are and know how to act to overcome them at once.

To get there, however, takes practices, awareness, and boldness!

It might mean for you to stop doing a couple of things you have gotten used to. Or to start new things you've never done before.

It entails that you allow yourself to make things simpler. Easier. Faster. Yet, much more determined on an actual outcome for your ideal customers, and you!

I never met anyone, who was so slimmed down on technology, for example, that we didn't need to get rid of the one or other tool, software, or pathway online.

The list and this short text are meant to give you an overview of things that are keeping you from scaling beyond 6-figures online and thriving with your business.

Once those are handled and taken care of properly. Automating your business becomes second nature. Better yet, it merely starts working the way you want.

Take tech-overwhelm, for example (again).

"Did you ever register for a tool that you needed to learn how to handle weeks and weeks after signing up? And after you still didn't use it properly, did you?"

Like a web page builder that was advertised as "the fastest and simplest builder yet, just click and you'll be rich..." (I exaggerate, of course... but hey most people promote their stuff like that...)

This builder, however, turned out to be super tricky and not as friendly as they said? Yeah, happens all the time.



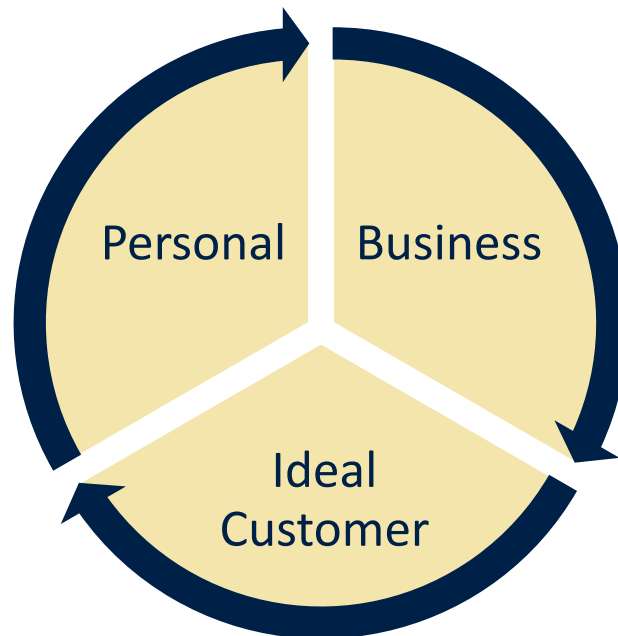
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Again, good news, we don't need any of that. A simple page with a template does the trick; the looks don't matter much, what's in it does!

So, when it comes to clearing the obstacles above.

You got to get your clarity game up!

Remember the three levels from before; they show up everywhere. Over and over.



Three things you can do right now to overcome most obstacles easily are:

1. Pay attention to what is going on right now. How do you feel, what are you doing, what is working, and what isn't?
2. See where you are making your life harder than it needs to be. Are there believes or fears stopping you from doing less?
3. After realizing what is going on and what should be more comfortable, take action. Make a shift, give yourself the allowance to build your business with ease and lightness instead of heavy lifting and grinding.

There is so much more to tell you about obstacles; if you like to learn more about them, [**I want to invite you to my free masterclass here!**](#)



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Step 4 – Creating Online Business

Products and Services that Sell.

First Up, I wrote an entire article about that.

with 22 in-depth steps on creating products and services that sell, and yes, it is free.

A word of warning, it's extensive. And you need to put in time, effort and read carefully.

<https://stefanlogar.com/how-to-create-an-online-product-that-sells/>

People get this part wrong most of the time.

And I get it; I've been doing it awkwardly too.

I felt stupid, and like all of that online stuff is not for me.

For three years, before my business started working, I tried it all on my own.

Build it, and they will come, they said. The sad truth is: they won't!

Nobody cares about what you have created online without you giving them a reason to care.

It all circles back to clarity.

Once you understand your ideal customer.

And you base your products and services on them! And what they want.

Magically your online Products will be sold nearly on their own.

Nearly.

You still got to show up.

Connect, clear your obstacles, and dial back into more clarity—every step of your way, until this one moment, where it starts a life of its own.

Friendly reminder: **“Even passive or automatic income is built actively!”**

Authentic Digitalization

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Here are a couple of things you need to have ready to make it work for you online:

1. Know your Systems, methods, and strategies to help your ideal client in and out
2. Be able to explain them in such an easy way, that a 7-years old would understand
3. Know from where to where (A-B) you move your ideal customer with your services and products.
4. Go out there and be a friend, listen to your ideal customers; they are the best business-advisor you can ever get
5. Test, get feedback nearly every step of the way.
6. Show up, do things live with people, and see what they truly need from you.

Once you have the clarity on yourself, your business, and the ideal customer, everything else will fall into place.

Almost like magic.

Look, I know it's hard to believe that it can be that simple. (Even though it is work and not easy at all.) it's simple!

It always has been.

For some reason, we started to believe that online it needs to be different. Difficult. Near to impossible.

Maybe a couple of people who helped shaped the digital landscape acted out of fear that they would lose something if they told you this: **"Digital business is easy and more straightforward than you think."**

Maybe it's us, and our society, that wants to make us think: "it needs to be hard..."

I want to invite you again to join my Free Masterclass to learn more about creating your online business in a straightforward and simple way, which will bring you results faster than you might think.



Step 5 – Captivate Your Audience

Show up – be relevant – be seen – be heard

Once all the other steps fall into their place.

Once you have that clarity and act on it.

Once you clear out what is holding you back.

No matter if it is online or inside of you.

Then, this step is taking care of itself.

People will notice you.

And when you learn how to speak their language.

That your ideal customer can understand you and see why you are relevant for them.

It all becomes easy.

Your job here is to make your ideal customer feel seen, heard, and understood by you.

And show them that there is a way out for them.

That they, too, can get what they want.

And that it can be easy.

Just like simply taking one step after the next.

I hope this little guide is helping you to think about the right things.

To realign yourself online and shine through your REAL personality.

To ask yourself: What am I standing for?

What do I want to see in this world? And for my ideal client!



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Before I let you go, let me give you three ways on how to captivate your audience:

1. Partnerships
2. Paid
3. Organic growth

Partnerships:

Connect to people who have your ideal customers already with them and do complementary things to your services or the other way around.

Offer a joint venture and bring value to their clients.

Paid:

Ads on Google, Facebook, Linked-In, and Co.

Attention, only when you have your four earlier steps aligned, and as a part of your online business, you have a shot at making them work properly.

Do not jump into Paid Ads too fast.

Organic:

Post, Share, Connect, Chat, Blog, make Videos. (use my SNS system)

It's a tedious and long road, and it can be most rewarding if you stick to it.

Choose one thing you like to do from all those possibilities on content marketing. And stick with that! No matter if you have 0 or only a handful of viewers. It's not the numbers that count. You are showing up consistently, frequently, and clearly for those who need you already today – that makes all the difference!

[Learn more about how I can help you digitalize authentically and join my Masterclass today – yes, it's free!](#)

with Stefan Logar

Authentic Digitization

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Thank you for being here, taking your time,
and let me support you for a couple of steps
of your way.

If you have questions visit my webpage and
reach out: <https://stefanlogar.com>

**Learn all about the 5 Steps in this
online Masterclass – Join for free
now!**