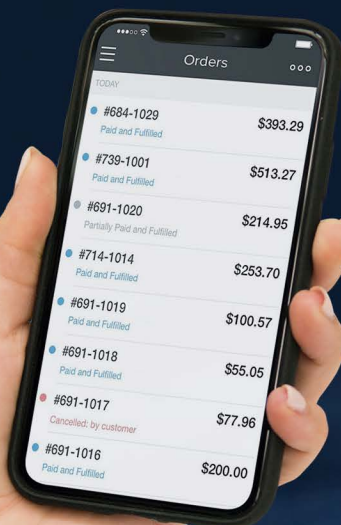


# 6 STEPS TO 6 FIGURES



Order ID	Status	Amount
#684-1029	Paid and Fulfilled	\$393.29
#739-1001	Paid and Fulfilled	\$513.27
#691-1020	Partially Paid and Fulfilled	\$214.95
#714-1014	Paid and Fulfilled	\$253.70
#691-1019	Paid and Fulfilled	\$100.57
#691-1018	Paid and Fulfilled	\$55.05
#691-1017	Cancelled: by customer	\$77.96
#691-1016	Paid and Fulfilled	\$200.00

FROM \$0 TO \$300+ /DAY ONLINE

JASON NG

## **INTRODUCTION**

The internet has become the new wild wild west. In this age of information overload, most people are overwhelmed with all the sudden new information coming at once from every direction.

Compiled in this book are no BS, straight to the point strategies and methods that are working today, explained in a way even if you have no prior experience or resources, you can still start from scratch to build your first \$100 /day business online, leveraging tools and systems that are proven to scale to help you reach 6+ figures, or 7 figures if you're savvy. These are also strategies used by gurus and other successful internet marketers.

This is your one stop source on how to get started on the internet. The ultimate go-to handbook for success online.

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## STEP 1 – MINDSET / FUNDAMENTALS



Before you build an aircraft, you must first ensure it can properly fly, before investing time and money into building the engine. Let me start by saying nothing in this book will work, if you're coming into this with the wrong foundation to begin with.

There's a reason why often 2 people can apply the exact same information, yet one person will go on to achieve mass success and make millions, while the other continues to stay broke with minimal results.

At the end of the day, success is only 20% mechanics, but 80% mindset. To ensure you reach peak success in your journey, let's first sharpen the mindset, before discussing mechanics.

Here are some honest questions to ask yourself, and quick personality test, to see if you're unknowingly setting yourself up for failure.

### 1. Do you listen to broke people on how to make money?

Most people learn how money works from their parents or teachers, who are usually broke themselves. But if they're broke and still in-debt, what did you expect to really learn?

If you want financial freedom, focus on self-education and learn *directly* from millionaires.

### 2. Do you invest wisely?

In example below, let's say both Person have similar amount of funds (\$35K+)

- **Person A:** Hates their job. Budgets \$1000 for phone, \$30,000 for car, \$5000 for vacations. Complains how hard it is to make money
- **Person B:** Budgets \$200 for phone, \$5000 for car, delays vacations. Invests \$30,000+ to start a business that can replace their job

Which type are you?

### 3. Will you commit daily?

Are you willing to commit *at least* 3 hours a day towards building your dreams? Don't underestimate the power of just 3 hours a day, repeated day in, day out, compounded over time.

### 4. Do you have the right Circle of Influence?

Do you hang out with people who mainly gossip, talk about news/ politics, or the latest TV shows? Or do you hang around those with big goals, who can brainstorm ideas and motivate you, with more conversations around success and personal development?

### 5. Are you committed to continuous growth?

Can you commit to growing 1% every week? Then bump that up by another percent every few months? Compounded over time, it can completely transform your life in just a few short years, achieving what most people can only accomplish in 10 years.

### 6. What's your DNA?

Entrepreneurs are wild animals. They hunt and kill. Employees are tamed animals, waiting to be fed and often be eaten.

Are you a Soldier or a General? Generals give answers, and orders. Soldiers ask questions, and need to be told what to do.

---

*\* If you answered no, or selected the less favorable option, make sure you first make that mental shift, before things can truly work for you*

## STEP 2 – ONLINE JOBS



### 30+ Work At Home Jobs

Here are some gigs to help make your first dollar online. Of course none of these will make you rich, but can potentially help save up some initial capital for your online business. Each job will vary in-terms of eligibility, quality and vacancy. Feel free to mix and match, or do multiple jobs at once.

#### Quick Gigs

[www.usertesting.com](http://www.usertesting.com)  
[www.testingtime.com](http://www.testingtime.com)  
[www.textbroker.com](http://www.textbroker.com)

#### Customer Service

[www.nexrep.com](http://www.nexrep.com)  
[www.svkes.com](http://www.svkes.com)  
[www.liveops.com](http://www.liveops.com)

#### Translator

[www.gengo.com](http://www.gengo.com)  
[www.verbalizeit.com](http://www.verbalizeit.com)  
[www.daytranslations.com](http://www.daytranslations.com)  
[www.languageline.com](http://www.languageline.com)

#### Data Entry

[www.clickworker.com](http://www.clickworker.com)  
[www.mturk.com](http://www.mturk.com)  
[www.remote.co](http://www.remote.co)

#### Chat Support Agent

[www.needle.com](http://www.needle.com)  
[www.thechatshop.com](http://www.thechatshop.com)  
[www.sitestaff.com](http://www.sitestaff.com)

#### Search Engine Evaluator

[www.lionbridge.com](http://www.lionbridge.com)  
[www.appen.com](http://www.appen.com)  
[www.isoftstone.com](http://www.isoftstone.com)

#### Tutor

[www.vipkid.com](http://www.vipkid.com)  
[www.preply.com](http://www.preply.com)  
[www.chegg tutors.com](http://www.chegg tutors.com)  
[www.italki.com](http://www.italki.com)  
[www.cambly.com](http://www.cambly.com)

#### Virtual Assistant

[www.fancyhands.com](http://www.fancyhands.com)  
[www.vavavirtual.com](http://www.vavavirtual.com)  
[www.belavsolutions.com](http://www.belavsolutions.com)

#### Transcriber

[www.transcribeme.com](http://www.transcribeme.com)  
[www.transcribeanywhere.com](http://www.transcribeanywhere.com)  
[www.quicktate.com](http://www.quicktate.com)  
[www.tigerfish.com](http://www.tigerfish.com)

## STEP 3 – FREE METHODS

The following are free methods you can start with no money, or minimal if you're on a tight budget. Keep in mind since they're free, it will naturally be slower, more work, and a numbers game. After you generate sales, you can reinvest profits into paid traffic or delegating tasks to accelerate the process.

### AFFILIATE MARKETING



- Promote other people's product or service for commission
- Don't have to create own product, and deal with all the associated headaches
- Only need to send traffic to their link. If someone buys from your unique link, you get paid
- Commission payouts range from \$10, \$50, \$100+ per sale. Higher ticket products pay \$500+ and up
- Tens of thousands of digital products available to promote
- Sign up at Affiliate Networks ([www.Clickbank.com](http://www.Clickbank.com), [www.JVzoo.com](http://www.JVzoo.com), [www.MaxBounty.com](http://www.MaxBounty.com)), grab your affiliate link, and get started

**👉 TIP:** Promote recurring products, so you only make the sale once, but as long as the customer stays subscribed, you automatically get paid monthly, and it becomes passive income. Or higher ticket products, so just a handful of sales will already net you a reasonable earning

## 1. BLOGS / VIDEOS



Create a blog related to your niche. Let's say you're promoting a WEIGHT LOSS product. Offer free weight loss tips on your blog, then recommend links to your product as a solution. Or create videos on the topic (e.g. YouTube videos), then share your affiliate link in the video description.

Can't decide a topic? Use Google Keyword Planner to see which keywords are ranking high in search volumes, then choose a subject based on demand. After creating the content, use SEO (search engine optimization) to rank it on the first pages of Google, so it begins driving free traffic.

## 2. INFLUENCER PARTNERSHIPS



Reach out to Influencers on social platforms (e.g. Instagram) to help share your product on their page, in return for profit share. Use micro influencers (e.g. 30K-100K followers), because those with millions of followers are unlikely to respond or will charge expensive fees.

Only contact those within your niche. If you're promoting a weight loss product, contact influencers related to health/ fitness. Be patient. Sometimes may need to reach out to 50-100 influencers to get 1 or 2 interested. Do your due diligence to make sure the influencer's followers are real.



### 3. EMAIL MARKETING

This method has a learning curve, but once you master it, it's just the same repeated process.



#### Warm-Up Email Account

Have an email account with some existing activity and been registered for a while, otherwise it doesn't have "reputation", therefore may land your emails in spam folders.

Buy a custom domain (e.g. newsletter@WeightLossTips.com) instead of using Gmail, etc. Get one from providers such as [www.GoDaddy.com](http://www.GoDaddy.com), then use their site builder to attach a simple site to your domain, so it looks professional if people click on it.

#### Email Template

Most products from Affiliate Networks come with pre-written email sales templates you can copy & paste to use or customize. If the product you're promoting doesn't have one, find ones that do and model it to create your own.

#### Find Email Addresses (Potential Buyers)

Access a database of over 1 billion email addresses through an underground method. Lots of large companies were hacked in the past, leaking billions of customer email addresses. These databases are then sold around the world. Download these lists for free at [www.RaidForums.com](http://www.RaidForums.com). You will need to register an account, be an active member for a while, before private databases become viewable.


#### Auto-Responders (Email Software)

Use a mass email software (aka. autoresponder) such as [www.ConvertKit.com](http://www.ConvertKit.com), to email your entire list in a few clicks, versus sending 1 by 1. Also be able to automate email sequences and track data such as open rates and number of link clicks. Sign up free trials in the beginning.

### Build Email List (Subscribers)

Ultimate goal is to build an email list of real subscribers, not sending cold emails to cold audiences. Achieve this by maintaining an average 3:1 ratio of sending free valuable emails (e.g. weight loss tips) approximately 3 times periodically, before sending an actual offer.

Include a subscribe/ unsubscribe option. If they subscribe, your emails go directly to their inbox in the future. After you build up a list, it's important to clean the list every week inside the Email Software. If too many sent emails are not being opened too often, it can also affect your account's reputation, so remove those from your list.

 **TIP:** Figure out how many emails it takes to get 1 sale, then create systems to automate and scale

## 4. FORUMS, GROUPS, DIRECT MESSAGING

There are dozens of platforms that reach millions of daily users. Go on them to make posts, respond to other people's post, or direct message different users, provide value, and eventually share links to your offer.

### Example:

- Create a few posts/ respond to a few posts per day on different platforms
- Private message 20 people per day on multiple platforms (some messages can be the same copy & pasted)

Be creative and think out-of-the-box. The traffic is there:



430 million users

**Quora**

300 million users



442 million users

**craigslist**

100+ million users

**tumblr.**

472 million users

**facebook**

2.7 billion users



178 million users

**Eventbrite**

200 million users

**meetup**

49 million users

**Linked in**

740 million users

## E-COMMERCE



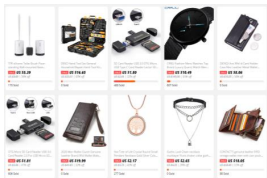
### What is Dropshipping

- Never have to buy products in advance or hold inventory
- Find products on [www.Aliexpress.com](http://www.Aliexpress.com) for cheap (e.g. \$1)
- Setup your site & repost product details from AliExpress to your own
- Markup the price (e.g. \$20)
- Drive traffic from social media to your store
- When someone buys, collect their payment & shipping address, then place order with supplier
- Supplier ships directly to your customer with your company's logo on packaging, so it appears it came from you
- You profit the difference

### Get Started

- Sign up free 14-day trial on [www.Shopify.com](http://www.Shopify.com) to setup your store
- Optimize your site with plugins from their app store
- Focus on selling 1 main product/ category when starting out
- Building brand around 1 product also makes you seem like the "original" creator and convinces people to buy from you rather than Amazon
- Include pages: HOME, SHOP, SHIPPING INFO, FAQ, REFUND POLICY, TERMS OF SERVICE, PRIVACY POLICY
- Have a clean and sharp design, easy to navigate
- Build a FB/ IG page for your store, make it look active to give buyers confidence

### Find Winning Products



### Facebook Trick 1

Enter keywords (50% off, buy now, fast shipping, etc.) in search bar to reveal competitor ads. Engage with those ads purposely to trick Facebook's algorithm to think you're interested, so it automatically shows more of these ads on your newsfeed. Look for video ads with minimum 500K views and high engagement from past 1-2 months, so it's a sign it's selling well recently.

### Facebook Trick 2

Install Turbo Ad Finder (Chrome Extension) on Google Chrome browser. It will hide everything that's not an ad on your newsfeed, so all you see are ads. Find what's hot and model it.

### Other

[www.EcomHunt.com](http://www.EcomHunt.com) shares hot and trending products daily. There's a free and paid version, depending on features needed.

## Free Traffic



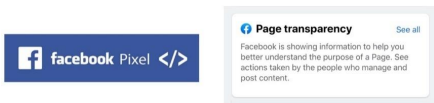
Some ways to get free traffic are setting up themed pages on platforms like Instagram, Pinterest, etc. based on your niche. Let's say you're selling DOG TOYS. You'd setup a dog themed page, reposting dog related images you find on the internet, then post your product image with links to your store after every few generic posts.

Use softwares like [www.Jarvee.com](http://www.Jarvee.com) to automate posts and get views/ followers to your page on auto-pilot. Use common sense when using automation softwares to ensure you don't overdo it and risk your account getting banned. Stay under the radar and usually will be fine. For JARVEE, start with free trial to test it out before paying for subscription.

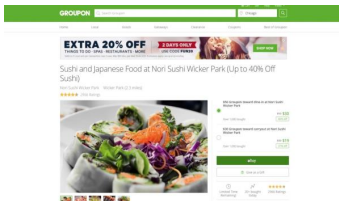
**TIP:** Most consumers are spoiled by Amazon's fast shipping times. Choose US suppliers (instead of China) on AliExpress for faster shipping. Alternatively, can use [www.spocket.co](http://www.spocket.co), and have access to different US and EU suppliers.

## DIGITAL AGENCY

Many business owners still aren't taking advantage of social media to advertise their services. Open up any company's website, then use Chrome Extension (Facebook Pixel Helper) on Google Chrome browser, and you'll instantly know if they're running Facebook ads if the icon color of FB Pixel Helper changes from GREY to BLUE. Alternatively, visit the company's Facebook page and check their "Page Transparency" section. If they aren't, offer them Facebook Ad services. Refer to page 15-16 on how to run ads.



**EXAMPLE** - let's say you do FB ads for the DENTIST niche. Go on [www.Groupon.com](http://www.Groupon.com) and look for coupons offered by other dentists that are high-in-demand (min. 300 purchases). Let's say a 50% off teeth cleaning is super popular. If you ran an ad for a similar offer on Facebook, it usually has a good chance of converting. You'll then contact multiple dental clinics, offer your service to them for free, they'll cover the ad costs, and only pay you if you generate results.



Let's say you bring them 5 or more new potential walk-ins every month (or similar), you'll become very valuable, due to average life-time value of every customer. A simple teeth cleaning can lead to more checkups and other repairs. If the customer stays long-term, they may also refer family/ friends.

You then negotiate a monthly retainer of \$500-\$1000+. Can take on multiple clients at once from literally anywhere in the world, across all niches. Focus on niches that have high paying customers, such as dentists, plastic surgeons, chiropractors, lawyers, etc. so your clients can afford to pay you properly. Raise your fee as you accumulate experience and build demand.

## PRINT ON DEMAND (POD)



- POD platforms take care of entire fulfillment process for your merchandise store
- They supply products, print, package, ship, collect payments
- Don't need to source or buy products in advance, nor hold inventory
- Choose from their catalog of products to sell (clothing, souvenir items, accessories, etc.)
- Popular platforms are [www.Printify.com](http://www.Printify.com), [www.Teespring.com](http://www.Teespring.com), [www.Printful.com](http://www.Printful.com), [www.Spreadshirt.com](http://www.Spreadshirt.com)

### HOW IT WORKS:

- You provide the design, drive your own traffic, answer your own customer emails
- When someone buys, collect their payment & shipping address, then place order with POD platform
- They ship directly to your customer with your company's logo on packaging, so it appears it came from you
- You profit the difference

**EXAMPLE** - POD platform offers a printed T-Shirt for \$12, you sell for \$30, you make \$18, minus any platform fees and expenses you spent on design/ marketing. Shipping is covered by customer.

Some platforms allow you to sell directly on their site, while for some you'll need to sell on your own and manually forward over each order, thus each platform charges different fees. Keep in mind just because you can sell directly on some platforms, won't necessarily mean you'll be easily seen by their existing traffic. Will need to make a certain amount of sales first, before the algorithm features you on their front pages.

### Free Traffic



1. Influencer Partnerships (see page 5)
2. Add special meaning to your brand. Let's say you're selling DOG themed shirts. Create gimmicks (that you'll actually fulfill) such as every 10 shirts you sell, you'll donate 1 dog bed to a dog shelter, so dogs can have a clean bed to sleep on. Then contact bloggers and media outlets in your area to cover your story, have them share your store to the public during the process
3. Contact businesses or individuals whose brands are appropriate for selling their own merchandise, but don't have their own store/ merch yet, offer to setup for them for a fee

## DROPSERVICE AGENCY



Dropservice Agency (similar to Dropshipping model) is simple and straight forward. You're the middle person and broker your services. Post free ads for the service you want to offer to customers (e.g. virtual assistant, designs, etc.) on Classified sites, Facebook Groups, forums, etc. then hire workers from 3rd world countries for cheap on sites like [www.Fiverr.com](http://www.Fiverr.com), [www.UpWork.com](http://www.UpWork.com), [www.Freelancer.com](http://www.Freelancer.com) to fulfill the service.

**EXAMPLE** - advertise design service for \$100 to richer countries (North America, Europe, etc.) but hire overseas from India, Philippines, etc. that will provide the service for \$30. You then profit the \$70 difference, without having to do much work. You mainly just post the ads and coordinate the process between the 2 parties via email or messaging.

## CONTESTS + SWEEPSTAKES

### METHOD 1



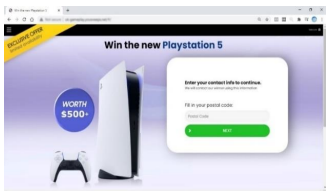
In recent years, there's a trend of big celebrities posting contests on their social media giving away free prizes, and to enter you'll need to follow everyone from a specific page they mentioned. The way this works is all the people they're asking you to follow will directly benefit from this traffic and gain new followers themselves FAST.

They pay an average \$3000-\$5000 each in order to be part of this, usually for approximately 100 people.  $\$4000 \times 100 = \$400,000$ . So whoever organized this had roughly \$400K to play with. They could pay the celebrity 50% (\$200K) just to make 1 single post, and offer \$10K as the giveaway prize to their followers for participating. In this case, the organizer profited \$190K.

To start, you'd play smaller to begin with. Organize a campaign for let's say 30 people, at \$500 fee each = \$15K. Find smaller influencers/ celebrities, offer them \$3K just to make 1 post, with \$2K as the prize. You profit the remaining \$10K as the organizer.

First secure an influencer to become interested, then ask around a number of different people/ accounts who are interested in gaining new followers from real people on their account FAST, start collecting fees, organize the campaign, then after the contest is over, you keep the remaining as your fee. Keep in mind there's no limit how many campaigns you can organize.

### METHOD 2





Join a CPA network such as [www.MaxBounty.com](http://www.MaxBounty.com), that will pay commission per successful sign up referred to their offers. Commission payouts range from \$1, \$10, \$50+, etc. per sign up depending on the offer. In this example, we will use a PLAYSTATION 5 giveaway offer, and Instagram as the platform, but note it can also be replicated on other platforms.

Start a new Instagram page, build it around a niche that's related to your category (e.g. gaming), so you can do more giveaways in the future for similar offers.

#### EXAMPLE:

(image/ description for Instagram post)



To mark the launch of our brand-new gaming page @GamersClub, we have an awesome competition!!

You could win a brand new PS5 worth \$500+

To Enter follow these steps:

1. Share this post on your story
2. Follow our page @GamersClub
3. Click the link in our bio to submit your entry

You must do all of the above to enter

There's a viral element to this that will attract every person who is interested, to also bring in more people, causing a domino effect that will eventually grow the post on its' own.

If you have absolute \$0 budget, the slower way to do this will be to keep liking, following, and messaging people who are already following other gaming pages to get their attention. Once you generate commissions, you can reinvest profits into paying influencers in your niche to help share the post, so it goes viral easier.

Each time you do this, you're also growing followers on your page, so it gets easier each time you launch a new campaign. Once you build up some followers, you may not need to rely on paying influencers anymore.

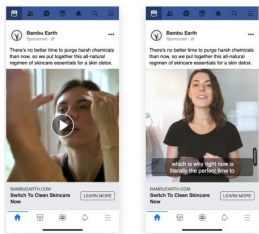
👉 **TIP:** Run different offers on multiple platforms/ accounts at once to multiply your income

## STEP 4 – PAID METHODS

Here are paid strategies you can use along with some of the free methods to grow much quicker. Reach thousands to millions of people within a short timeframe with paid traffic. Have people come to you, versus you to them. Also be able to collect important data so you can optimize and scale efficiently, along with more predictability.

### FACEBOOK ADS

Your goal is to disrupt your consumer's newsfeed scrolling experience. Either aim for an impulse purchase from a single ad, or a funnel process that will warm them up through a series of ads, before leading to a future purchase.



### BASICS

Create a Facebook Page and setup a campaign in your ads manager section. Select an Objective, to determine if your ads are to create awareness, generate leads, get sales, etc. Then select the Demographic to target (e.g. females between age 30-50 who like sports that live in U.S). Decide the Placement, to determine where your ad will appear (newsfeed, the right column, etc.).

Create *at least* a few different ad sets (group of ads) to do split testing, in order to identify which ad performs the best. For example, the first ad set could be a video with a certain headline/ description, the second could be an image with a different headline/ description, the third could be a carousel (slideshow), etc. Budget at least \$30-\$50 per day to test ads, because less than that it'll usually be slow and limited results due to high competition, but regardless, start with what you can afford and work your way up.

## OPTIMIZATION

Campaign Name	Cost per Week	Weeks Purchased	Weeks Conversion	Conversion Value	Conversion %	Weekly Purchase Rate
Pretesting + Blog (7.21)	\$45.00	\$0.00	\$2,134.10	\$2,134.10	...	...
Pretesting (20% off all sale items) (7.18)	\$2.75	\$600.26	\$11,667.66	\$11,667.66	5.27	...
Pretesting (20% off Sale Items) (7.16)	\$3.21	\$69.99	\$10,547.10	\$10,547.10	0.78	...
Pretesting (20% (7.20)	\$3.41	\$1,289.04	\$99,719.10	\$99,719.10	4.93	...
Pretesting + Spring Into Step + 3.01	\$1.86	\$1,269.42	\$141,248.67	\$141,248.67	4.06	...
Results from 103 campaigns (0)	\$2.28	\$2,269.12	\$291,216.94	\$291,216.94	4.53	Average

Let ads run for a few days so Facebook can collect data. Determine which ad set is generating most engagement for the least budget. Although will vary depending on industry or campaign type, but generally above 3-5% engagement is considered good. However, if there are still no sales at half your Average Cart Value, then kill the campaign. EXAMPLE - you're selling a \$100 product, but after \$50 ad spend, there are still no sales, you'd stop the campaign to minimize loss. At that point, determine if your offer or ad quality needs tweaking.

## SCALING

Once you've identified your winning ad set:

- Duplicate it every 2-3 days, target different people to test more demographics & interests
- Retarget people who engaged but didn't make a purchase to see your ad again
- Create Lookalike Audiences so Facebook shows your ad to other consumers who are similar to your audience
- Once you generate 2x returns, increase your budget by approximately 2 times. When you're generating 4x, increase your budget 5 to 10 times (monitor for budget increase once a week)

## TIPS

- Avoid 'Ad Fatigue'. Don't show the same ad to the same audience over and over. Keep coming up with new variants of different angles/ hooks and split test them to find the best performing ad
- Follow Facebook's Guidelines so your ad account doesn't get banned. Be resourceful and always have backup accounts

## GOOGLE ADS



Your goal is to rank high on Google's search engine and get high CTR (click through rate) to maintain your ad's position, along with low CPC (cost per click) to be profitable. You want to be *right there* when your potential buyer searches for your keyword. Google only charges you if someone clicks on your ad.

### BASICS

Setup your Google Ads account by first selecting your campaign goal (to generate leads, create brand awareness, get sales, etc.), then campaign type (text ads in search results, display ads on people's sites, video ads on YouTube, etc.), and eventually the duration of your campaign, setting your daily budget, entering title/ descriptions for your ad, etc.

There's a number of factors that determine your daily budget and campaign duration. If you're just starting out, setting a daily budget of \$5 to \$10 and letting it run for 1-2 weeks to collect some data first in order to determine your next move may be ideal, but once again, this can vary for each individual so there is no set answer.

### KEYWORDS

Decide what keywords to target, then use Google Keyword Planner to see which keywords have high search volumes. EXAMPLE - instead of WEIGHT LOSS, use niche terms such as Weight Loss with Keto Diet, Weight Loss Techniques for Middle Age Men, etc. They may appear with lower search volumes, but are less competitive, along with higher quality clicks.

### BIDDING PRICE

Set bidding price - If you're just starting out, look for bid ranges of what other advertisers are placing for the same keywords you're targeting, and bid somewhere in the middle. It's not always the highest bidder that wins. There's other factors Google will score you on, such as quality of your keywords, ad, and CTR, to determine which ad ranks higher.

## AD QUALITY

Make sure your site or landing page is easy to navigate, decent quality, looks credible, and actually helps with what the visitor was originally searching for (e.g. no clickbaits).

## AD EXTENSIONS

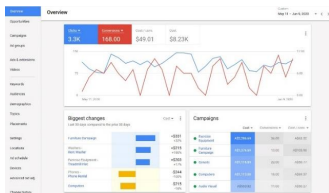


Adding extensions such as phone number, location, promotional offers, or additional links will typically increase your CTR by 10-15%.

## BIDDING STRATEGY

Once you get around 15 conversions, switch from manual to automatic bidding, but set a price limit, otherwise Google may spend more than your anticipated budget. After you gain experience, use more of manual bidding to have full control over your campaign, which ultimately leads to lower cost. Instead, switch to automatic bidding strategically, such as if you've already reached your ceiling with manual, but still see growth potential, you'd test automatic just to see if Google has better access to some data points.

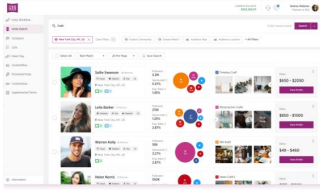
## OPTIMIZATION



Do A/B testing (split testing) to see which ad campaign performs the best. Remarket to people who visited your offer but didn't make a purchase. Also test different location based keywords for geo-targeting. Use Google's URL Builder to setup UTM codes on your site, to track where all your traffic is coming from.

**TIP:** [www.SEMrush.com](http://www.SEMrush.com) is a tool that provides insightful report of your competitor's ads, to see what type of ads they're running, keywords they're using, their ad copy, etc. so can replicate winning campaigns easier

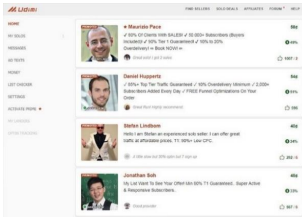
## INFLUENCER MARKETING



Use virtual marketplaces such as [www.shoutcart.com](http://www.shoutcart.com), [www.upfluence.com](http://www.upfluence.com), [www.izea.com](http://www.izea.com), [www.creator.co](http://www.creator.co) to find established Influencers from YOUTUBE, FACEBOOK, INSTAGRAM, TIK TOK, PINTEREST, etc. across all categories and niches to promote your product or service. Fees range from under \$100 to thousands of dollars, depending on influencer's size and/ or your campaign's goal.

As always, do your due diligence to make sure you don't accidentally come across fake accounts during rare occasions. Some platforms show scores (1-10) beside each Influencer profile to rate their authenticity. Alternatively, can utilize these platforms to shortcut your time to find influencer information, then instead, go to the influencer's actual social media page to contact them directly for a personalized collaboration, especially for longer term partnerships.

## SOLO ADS



Buy Solo Ads from [www.Udimi.com](http://www.Udimi.com) for email marketing, which is placing advertisements on other people's email list. There are tons of sellers on UDIMI who are already established in your niche with a list of existing subscribers, ready to promote your offer for you.

**EXAMPLE** - If you're promoting a WEIGHT LOSS offer, find sellers on UDIMI who already has an email list of let's say 50K subscribers in the weight loss niche, so instantly you know your emails are sent to a

targeted audience from a sender that the list already trusts. This ultimately increases your chance of open rates and/ or conversions.

Average price for visitors to your link/ offer on UDIML:

- 100 visitors, starts from \$50
- 500 visitors, starts from \$200
- 1000 visitors, starts from \$500

## CLASSIFIED MARKETING



Promote your services on various Classified sites that already has a steady traffic of daily visitors. Make your ad stand out by testing different titles, descriptions and prices until you find the best performing one, then create multiple accounts and different ad variations to maximize your results. Make sure each duplicated ad looks a little different, to prevent your ads being flagged or reported as spam.

### CRAIGSLIST

There are no posting fees for most countries. "Service" postings in US/ Canada are \$5. "Gig" postings in US and selected Canada areas are \$3 to \$10. Remember to bump (renew) your posts occasionally so it remains on the top or first pages of your category to maximize visibility. For paid countries, every time you bump a post you will have to repay the fee. For free countries, you can renew once every few days for free. [www.craigslist.com](http://www.craigslist.com)

### KIJJI

Fees on Kijiji starts from \$32.95 a month for basic features, to \$152.95 a month for premium features. Added features include your ad highlighted in different color, showing on top of pages, automatic bumping (renewing), etc. You get discounted rates if you sign up for multiple months. [www.kijiji.com](http://www.kijiji.com)

## CLASSIFIED ADS

For a free option, try Classified Ads - don't be confused by their name, they just happen to name their company/ website the same name as their business category. There is no limit how many ads you can post, as long as it's not the exact same ad in the same city within a 48-hour period.

[www.classifiedads.com](http://www.classifiedads.com)

## **OUTSOURCING**



Instead of doing everything yourself as mentioned in FREE METHODS, you can outsource tasks to Virtual Assistants and automate the workload. Delegate tasks such as designs, editing, email management, customer service, data entry, research, general assistance, etc.

Hire overseas from third world countries for cheap and pay only a fraction of what it will cost in first world countries, while being able to coordinate everything completely online. A small one-time task can cost as little as \$5 and be completed in just 24 hours. Of course, budget a bit more if you're looking for professional results.

Find workers with high ratings/ positive reviews. Negotiate discounts if you're rehiring the same person more than once.

[www.Fiverr.com](http://www.Fiverr.com)

[www.UpWork.com](http://www.UpWork.com)

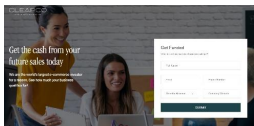
[www.Freelancer.com](http://www.Freelancer.com)

[www.PeoplePerHour.com](http://www.PeoplePerHour.com)



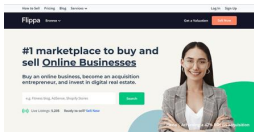
## STEP 5 – SCALING

As your online business generates steady sales, here's a few ways you can scale:



Get growth capital from [www.clear.co](http://www.clear.co), biggest e-commerce investor program in the world, founded by one of the female dragons from hit investors TV show "Dragons Den". They'll fund anywhere between \$10K to \$10M. They've funded over \$1 billion in the past 5 years towards thousands of online businesses.

To qualify, your company needs to be incorporated and have been generating minimum \$10K revenue a month for 6 months. They'll split a share of your future revenue and charge a base fee until you've paid them back.



Sell your business on [www.Flippa.com](http://www.Flippa.com), well-known marketplace for buying & selling online businesses. Can consider selling your business for approximately a few times your annual revenue. Alternatively, can consider buying other existing online businesses to add to your portfolio.



Hire a mentor in your space who's generating at least 3 to 5 times your current results. Negotiate a partnership for either profit share of your business, or a flat fee, in order to be coached. You'll gain valuable access to their wealth of knowledge and resources that will accelerate your growth to new heights. Alternatively, find mastermind groups in your area to connect with like-minded individuals and become accountability partners to support each other's growth. Create a strong and unbreakable system (Circle of Success) that will propel you forward.

## STEP 6 – GAME TIME (REAL TEST)



Now you're armed with essential tools, it's time to get busy. Remember, no amount of books or mentorship will yield any results if YOU don't take action. I've purposely kept this book brief to only 20+ pages, so there are no excuses of it being too difficult or complicated. If you still need a final push, here's a quick reminder to boost your motivation, and then it's GAME TIME!

Nowadays...

- Dudes are earning 7 figures/ year filming trick shots on YouTube 📹
- Teenagers are earning 7 figures/ year playing video games streaming on Twitch 🎮
- Young girls are making 6-7 figures/ year recording themselves doing their makeup 📸
- People are making 6-7 figures/ year selling online and on Amazon 📺
- Some college dropouts are making 6 figures/ year rating animal pictures 🐾
- Instagram models are making 5+ figures per post promoting products to their followers 📱

Remember, it's what you DON'T KNOW that's keeping you broke. We're living in the biggest shift of knowledge and wealth the world has ever seen. Find where the money is already flowing, get in between it, and benefit from the gold rush.

*All the best on your journey.*

## RESOURCE LIBRARY

### Affiliate Networks

[www.clickbank.com](http://www.clickbank.com)  
[www.ivzoo.com](http://www.ivzoo.com)  
[www.digistore24.com](http://www.digistore24.com)  
[www.maxbounty.com](http://www.maxbounty.com)  
[www.warriorplus.com](http://www.warriorplus.com)

### Autoresponders

[www.convertkit.com](http://www.convertkit.com)  
[www.aweber.com](http://www.aweber.com)  
[www.activecampaign.com](http://www.activecampaign.com)  
[www.sendlane.com](http://www.sendlane.com)  
[www.yamm.com](http://www.yamm.com)

### Print on Demand

[www.printify.com](http://www.printify.com)  
[www.teespring.com](http://www.teespring.com)  
[www.spreadshirt.com](http://www.spreadshirt.com)  
[www.printful.com](http://www.printful.com)  
[www.cafepress.com](http://www.cafepress.com)

### E-Commerce

[www.spocket.co](http://www.spocket.co)  
[www.ecomhunt.com](http://www.ecomhunt.com)  
[www.shopify.com](http://www.shopify.com)  
[www.aliexpress.com](http://www.aliexpress.com)  
[www.oberlo.com](http://www.oberlo.com)

### Site Builders

[www.wix.com](http://www.wix.com)  
[www.squarespace.com](http://www.squarespace.com)  
[www.wordpress.com](http://www.wordpress.com)

### Domain/ Hosting

[www.bluehost.com](http://www.bluehost.com)  
[www.godaddy.com](http://www.godaddy.com)  
[www.hostgator.com](http://www.hostgator.com)

### Hire Freelancers

[www.fiverr.com](http://www.fiverr.com)  
[www.upwork.com](http://www.upwork.com)  
[www.freelancer.com](http://www.freelancer.com)  
[www.peopleperhour.com](http://www.peopleperhour.com)

### Landing Page/ Sales Funnel

[www.leadpages.com](http://www.leadpages.com)  
[www.clickfunnels.com](http://www.clickfunnels.com)  
[www.builderall.com](http://www.builderall.com)

### Find Influencers

[www.shoutcart.com](http://www.shoutcart.com)  
[www.upfluence.com](http://www.upfluence.com)  
[www.izea.com](http://www.izea.com)  
[www.creator.co](http://www.creator.co)  
[www.searchmy.bio](http://www.searchmy.bio)

### Other / Bonus

[www.clear.co](http://www.clear.co) (get funding)  
[www.flipba.com](http://www.flipba.com) (buy/ sell online business)  
[www.jarvee.com](http://www.jarvee.com) (social media automator)  
[www.ahrefs.com](http://www.ahrefs.com) (SEO tools)  
[www.accountbucks.com](http://www.accountbucks.com) (buy social media accounts)  
[www.manychat.com](http://www.manychat.com) (messenger marketing)  
[www.porterhouse.app](http://www.porterhouse.app) (text message marketing)  
[www.improvely.com](http://www.improvely.com) (conversion tracking)  
[www.udimi.com](http://www.udimi.com) (buy solo ads)  
[www.etsy.com](http://www.etsy.com) (sell handmade goods)  
[www.kajabi.com](http://www.kajabi.com) (create & sell online course)  
[www.shapr.co](http://www.shapr.co) (find business partners)  
[www.kickstarter.com](http://www.kickstarter.com) (crowdfunding)  
[www.lendingclub.com](http://www.lendingclub.com) (peer-to-peer lending/ investing)

People to Follow:

**Online Business related**

Adrian Morrison, Stefan James, Dan Dasilva, Santrel Media, Gretta Van Riel, Franklin Hatchett, Anik Singal, Russell Brunson, Tatianna James, Ryan Daniel Moran, Wholesale Ted, Dan Vas

**Mindset, Personal Development**

Brian Tracy, Harv T Eker, Jack Canfield, Tom Bilyeu, Mel Robbins, Gary Vee, Les Brown, Tony Robbins, Grant Cardone, Lisa Nichols, Dean Graziosi, Jim Rohn, Patrick Bet David

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## THE AUTHOR

Jason is a serial entrepreneur who started his first business at age 10, slinging hand-drawn comics in the schoolyard for \$0.50 a pop. In his teens, he launched an entertainment company which generated over half a million in revenue. During his 20's, he became an emcee and performed multiple live events. As he advanced his career in the entertainment industry, he also started a media company and artist agency.

In recent years, Jason got involved in the online world and launched multiple online stores and related ventures. Now he is publishing books to share insights he's learned over the years. Ultimate goal is to retire in his 30's, start a non-profit organization, and get into philanthropy.

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