Ten Clever, Proven And *Real* Micro-Models…

(Little Known And Pretty Clever)

..That You Can Start With *$100 And Some Elbow Grease

*Except one

(*Or* Use An Inspiration For Your OWN Model)

Tony Shepherd here…

These are case studies that I've either used myself, worked with clients on, simply heard about or have been told about by 'someone who knows someone'.

<u>I think they're all very clever</u>.

You can follow these models yourself to create new income streams or even a new business if you're feeling creative.

Or you can use them as inspiration to create your OWN model

Either way, I guarantee you'll come away with the knowledge of how important just THINKING can be for your business.

A couple of these are edgy, and maybe one or two might be downright cheeky.

But I kind of like that :)

Best,

Yorkshire, UK

The $140,000 '*Curing Buggy Plugins'* Model

Truth is I thought twice about including this because although it's something I moved away from a couple of years ago to concentrate on my core business of writing…

…it's *still* a VERY viable model and I felt reluctant to share it because we made six figures doing this, and I might want to use it again sometime.

But what the Hell eh?

We originally focused on *Wordpress plugins* and used the Warrior Forum because, to be bluntly honest with you, it was easy money.

Actually it was easier than that; it was like shooting fish in a barrel.

This is the most expensive of ALL the models in this publication but in terms of starting a business it's still VERY inexpensive.

(You just need around $500 seed money and the balls to get it going)

Enough teasing, here's how it works:

So we'd trawl the Warrior Forum, JVZoo and Warrior Plus looking for new launches.

Explicitly we were **looking for plugins**.

Wordpress plugins are launched on a regular basis, especially in the Internet Marketing and Make Money Online niches, and on the whole they're buggy and not supported well.

That was EXACTLY what we were looking for!

Anything that had sold well in the past year would do.

The important thing was to read the *comments* and make sure that the plugin creators provided CRAP customer service.

So for example we'd find a plugin and start reading the comments* and feedback.

*Thanks to the increase of popularity in Facebook, Twitter and that funny little app that allows people to comment on your sales page this is easier now that it has ever been!

We'd make sure that people were still complaining / asking for help in the past couple of weeks, so obviously none of the issue had been solved.

THEN here's what we did:

1   We *bought* the plugin and by 'closely investigating' the code (ahem!) we hired a coder to build our own *uniquely coded* plugin that did the same thing BUT with a couple of exceptions (see below)

2   We <u>solved every single one of the problems</u> people posted about on the forums

3   We made it easier to install

4   We made it more user friendly

5   Added the features that most people wanted to see

6   We changed the price from the original.

7   We recruited happy customers as affiliates

So in short we *back-engineered* the plugin (or our coder did which is what costs the seed money of $500) and <u>fixed all the bugs</u> people were complaining about

We then posted **on their OWN feedback and comment threads** (how cheeky?) that *there was a better plugin available* that had better features and at a lower price

(We often priced lower even if it was only by a couple of dollars)

We've found that if plugin creators are too lazy* to moderate or reply to comments about their products, they're *also* too lazy to notice when 'new' plugin creators advertise their cheaper, better plugin in the SAME comments section too. DOH!

*You'll find there's a common theme throughout this publication about how lazy or lax some people can be - and how the case studies I'm sharing profit from that

The secret is to look for plugins that people obviously *wanted and/or needed* (because they sold well - *thanks to JVZoo and Warrior Plus for sharing sales stats to anyone*!- and then we solved the inevitable issues and sold 'em by the cartload.

The original plugin creators had done all the market research for us, and they'd done all the beta-testing.

Luckily they were too lazy or unethical to fix some of the problems they found before they released their versions.

I can't tell you how *well* this works…

And best of all, they created a market that WANTED our product because they'd established a desire for the product FOR us, then heated up that market by making a version so CRAP that they couldn't buy ours fast enough.

Thanks guys.

The '*Offline Middleman One-Service-Only*' $250-$500 A Week Model

This is an offline model.

I've included it because it's good for us online-based peeps to get out and get some fresh air now and again.

This is incredibly flexible and can be fitted in around a 9-5 job, self-employment or an online business.

The strength of this lies in **offering JUST ONE OPTION**.

It's simple, won't saturate for a long, long time and can be done anywhere in the world.

You'll need around $100 seed money.

The first thing you'll need is to devise just ONE service to provide to offline small businesses.

The person in this case study started some years ago by offering a mobile-friendly website design service*.

*Don't worry this is hands-off as you'll see. You don't need to be a techy.

As time moved on and as more local businesses started using site builder platforms that already produced mobile friendly she moved with the times…

She started offering Google Maps installation, installing lead capture forms on websites (yep I'm simply taking about an Aweber or Getresponse form), **social** media integrations, Instagram integration and so on.

She even offers a service where she produces a simple app with the businesses' details, messages and updates for the business.

Can you imagine how sexy it is for a local plumber to be told he can have an app with his contact details and updates on for a fixed fee of a couple of hundred quid? :)

Yes I KNOW this is simple stuff to online dudes like you and me, but to window cleaners, garages, roofers, mobile hairdressers and small restaurants it's REALLY attractive

So how does it work?

Go find yourself a freelancer who will create/design/install what it is you're offering for around $100 (If you have more seed money you can move into more expensive services)

For example if you're offering to integrate your client's website with Instagram, find a freelancer or other techy who will do the job for $100 or less.

(**Or** find some software that does the 'thing' in a couple of clicks)

A Zapier account will integrate a LOT of stuff and as far as I'm aware there's not reason you can't use this for clients?

Next design a flyer offering your service to local businesses for $200 a pop.

Make it look nice, and show some examples of what they look like when done.

IMPORTANT: Just offer your one service. They'll either want it or they won't.

So if you're offering to build them a mobile/cell app then outline what it does and NOTHING else.

So for $300 they might get an app with their contact details on, opening times, list of services and a page where they can put latest news or announcements.

That's IT

That's your service.

And if you get asked to create them an app that includes XXX feature or YYY capability then say NO.

Make it a one size fits all, no options, no frills and no negotiation.

It's like Henry Ford said:

'You can have it in any colour you want as long as it's black'

Go put your flyers <u>face up</u> under the doors of local businesses when they're <u>CLOSED</u>.

Sundays work best.

There are two reasons for this:

1   It's more comfortable for you. You're not having to come face to face with real people

2   You won't get asked any questions and that includes '*Can you just do this for us…?*'

Remember this is **one size fits all.**

Also your flyer is more likely to get binned if you present it personally.

They'll make judgments from everything to what you look like right through to how grumpy they feel that day.

The person in the case study also experimented with **mailing** out the flyers too but didn't get the same conversion rate.

That's probably because they do what you and I do with junk mail.

(Bin it without reading it and move on to the 'real' mail)

The contact details on the form simply lead to your simple website where they fill in the necessary details that are needed such as their contact details, phone numbers, info to be added to the service…

…and a payment button so they can pay you.

The address is a mailing address local to where the flyers are being mailed (physical addresses help with buyer confidence) and there's a phone number which can be diverted to any phone (the case-study person send all calls to voicemail for messages but it rarely gets used anyway) and a support ticket desk too.

(There are free ones out there - I think she used *Hesk*)

All the FAQ's are included on there, and there's a bit of script that produces and sends their unique order number and their delivery date. **You could do this with an autoresponder too using the built in variables.**

The delivery date is another bit of script that simply looks at the date of order and adds 10 days on, and displays this as the expected delivery date.

I think you can do this in autoresponders (Aweber for sure) too.

Clever eh?

Then you pass details of the job on to your freelancer who emails the company and does the business. He deals with accessing their website and everything else, then when the job is done you pay him

Invariably they get their service/product delivered after 5 days (not 10 as stated on the order confirmation) so they love the fast service.

If it's a product not a service, delivery comes by email AND is mailed on a DVD along with instructions to their techy on how to use it.

I'm not saying there aren't some wobbles that need ironing out, so you might have to have less automation and more personal contact in the early days, but in my opinion if you look at the OVERVIEW of this model I think there's a lot of potential for tweaking and developing your own ideas from it.

The *Over '$4,000 For Three Days Work A Month'* Model

Smart marketers realise that one of the most difficult things about coaching

is *co-ordinating your time* with that of your client

If your client works full-time (not to mention being based in another country) it's often tricky trying to co-ordinate a time to jump on a Skype call that is convenient for both of you…

…Especially if you've allocated one day a week for the next 4 weeks to run your coaching program over as many coaches do.

There is a simpler way.

It will *also* bring a lump sum into your account AND makes it easier on both you and your client when it comes to arranging coaching times!

It's simply this:

Sell <u>slots</u>.

I've done this in the past and will definitely do it again.

So for example if you charge $200 an hour for your time, you could have a webpage that you can open each month where your clients can *pre-book* your time.

For example…

$200 would buy one hour of your time

$1000 could buy *6 hours* (you get an extra hour for free for bulk booking)

The beauty is that these slots can be redeemable over whatever period **you** choose - a month, three months, a year…

It's up to you.

All you need to do is use an online diary such as <u>appointlet.com</u> so your customers can schedule online when they want to use their hours with you.

Of course you can block off times when you don't want to work too.

If you wish you can allocate just three days per month in one go to work with your clients or you can schedule out the equivalent of three days work over the whole month working just an hour a day or so.

Personally I like to get into the 'mindset' of coaching and do multiple coaching hours on one day.

It's up to you

If you work the equivalent of just THREE days per month (at seven hours per day) you'd bring in $4,200 at $200 per hour.

Of course you could also sell hours on an ongoing basis as part of a funnel or upsell structure and let your clients redeem their time at any point up to (for example) 18 months in the future.

Remember **you're getting paid when they book** - you don't have to wait until they redeem their time.

It's a wonderfully flexible and relaxed attitude to coaching in my opinion and even better, it allows your clients to prepare for their hour, and to use them at key points within their business expansion.

A true win-win

They might want an hour's brainstorm with you initially, and then want to implement your suggestions before coming back 3 weeks later to discuss their results?

It works well for them AND you.

Flexibility makes for great coaching and successful clients.

(AND lump sums in your account when you need them by selling your time up front!)

The '*Making a killing with 'How To' reports that are freely available on YouTube'* Model

You can go to YouTube and find out how to do most anything right?

How to install a free membership plugin on your Wordpress blog

How to install Kodi on an Amazon TV Firestick

How to download Minecraft for free*

*(don't know if this works and it's a bit questionable but what a great lead magnet title eh??)

How to get your first 100 people on your mailing list for free

And TONS more.

Now the videos on there aren't doing it to be kind or cool (mostly anyway)

They usually have their own motive such as including affiliate links, putting links to their own sites or products, even getting you to download dodgy software that plays havoc with your PC.

But I've found that on the whole, **the information** is really quite good.

Especially if you go for *recently added* uploads.

(Just filter your search)

I use these videos a lot to find out everything from how to get malware off my PC to finding where the horn fuse is on a 2001 four wheel drive car.

It's good info.

And you can make money from it too.

Easy.

<u>Here's how</u>:

Find the videos that share interesting info in your niche, make some coffee then sit down and and watch them.

Keep a keen eye on the start and the end of the video because that's where you're most likely to hear the presenter mention their own site or affiliate link.

(There will be pop-up ads during the video but they don't matter for reasons I'm about to share)

Once you've checked out the beginning and the end, watch the **time stamp** and record where the actual meat and bones of the info begins and ends.

(For example if the video is three minutes long, the actual info might only run from 1.38 - 2.40)

Then go through the video and rewrite it the info in your own words.

If you don't do this you're probably going to fall foul of copyright issues.

But if you DO use the content as it comes…

…only use the actual **instructional** stuff that says things like *'…Go here, Click that button, Here's how you upload a file in Cpanel'* (or whatever) then you *shouldn't fall foul because ideas can't be copied, only the delivery can

*Check that out in your own country because I'm not a lawyer and this isn't legal advice it's only for entertainment purposes

I know several people who do this and even one who comes up with some great WSO's from doing it.

Yep - WSO's and product launches with info <u>lifted</u> from YouTube!

Again it's using the same mindset that many entrepreneurs use to break or bend rules, which is why I like it.

You can get some great lead magnets this way, not to mention front-end or even main product reports.

And as always the key to getting information from the internet is **REWRITE and MAKE IT YOUR OWN.**

Nothing wrong with that.

Journalists and writers have been doing it for years :)

The *'$10K A Month From An Evergreen, Clever Idea'* Model

This is a technique I first saw some years ago but it's <u>STILL working</u>.

To me that makes it worth sharing because let's face it, many products and marketers themselves seem to have a very short lifespan in terms of success, right?

So this is a clever little EVERGREEN system that makes someone I know around $10k a month.

He's not in the IM marketing, he's actually in Forex and Stocks and Shares but I'm sure with a bit of tweaking this model could be adapted to quite a few niches.

It's very simple but a lot of the best ideas are.

This is how it works:

He offers a *Forex training system* which includes videos, training sheets and software.

But he offers it for FREE

It cost him a significant amount to have it created but it could be done cheaper.

So now he sends all the traffic he can get to a very fancy landing page, usually from paid banners, ads and Facebook video ads, that offers his **free** course.

In short, even though it's a free system it looks very professional and classy.

You may have seen it if you're in that niche because he advertises all over the place.

For a prospect to obtain the free system (and I'm told it's very good) all they have to do is supply their name, email address, physical address and few other details when they visit the landing page.

I suspect he's selling these details to other companies as a side income and doing quite well from it too (although GDPR might have changed that) *but that's NOT where the ten grand a month comes from.*

In fact the $10k comes from two sources:

Firstly, from marketing *other* creator's Forex products *as an affiliate* to the list he's built from giving away his free course is the first.

Because his own course is free, good quality and he advertises everywhere he can, he gets a LOT of people register to use it and obviously he collects their details

But ALSO from the *commissions he gets from the trading platform he recommends when people start using his free system and sign up for.

*To be clear in his free course he recommends people start with a particular trading platform, and he gets a commission from every person who signs up and deposits.

It's a numbers game of course.

I think it takes some balls to spend hundreds on getting a top-rate Forex course created only to give it away for free.

But it's worked and it's a lovely model.

Obviously he's done the maths and his numbers DO stack better when it's a free course than when it's a paid course, especially with the high number of people he's getting onto his list to market to again and again.

It's simple, it's clever and it's still going.

I like it.

Imagine in you created a FREE training course in your niche that was better than most of the paid ones?

What leverage/potential could you get from the subscriber list of the people who signed up for it?

Nice.

The '*$4,000 A Month From Knowing Nothing About Offline Marketing*' Model

My coaching client Clare (she's an ex-client now and teaching her own clients) saw the potential of offline marketing some time ago

She realised that the internet marketing skills we possess as online marketers often seem like magic to lawyers who know nothing about follow-up emails and autoresponders, restaurants who know nothing about Wordpress and dentists who know nothing about lead acquisition.

Unfortunately Clare was a dedicated online marketer - and knew nothing about **offline** marketing.

Well, that's not quite true – she did know *one* thing, and she'd picked this up from watching the marketplace carefully and reading the forums.

The one thing was…

Most offline marketers she'd seen were good at providing the service <u>OR</u> finding the clients.

Not usually both.

Is that true?

I'm not so sure but Clare was 100% convinced.

So obviously she saw an opportunity here.

But she didn't want to provide a service and she didn't want to get involved in face to face meetings or phone calls with anyone either.

(That's why I included this case study, because many people reading this will feel the same way about offline marketing)

So she established herself as a *lead acquisition expert.*

How did she do this?

She cheated.

She built a website and **announced** herself as a lead acquisition expert :)

Then she contacted serious **providers of offline services** to professionals and businesses.

Providers that offered services like SEO to local businesses, website design and build, social media account management and that kind of thing.

These sorts of companies usually had sales staff doing cold calls looking for clients, so they knew how hard leads could be to come by.

She simply emailed to ask what a lead would be worth to them.

She'd say:

'If I can find you a dentist who has approached me (she meant 'opted-in to my mailing list but didn't tell them how she was doing it) *requesting more information about getting a better search engine ranking for his local area, how much would you pay me per lead?'*

The clever part was that the *'about getting a better search engine ranking for his local area'* could be replaced by whatever service the company she'd contacted provided.

She research the company first to find out what they offered of course.

Then she struck a deal per **qualified lead** (so this is someone who is actively <u>expecting a call back</u> about the service)

They were pretty warm prospects. And much easier to convert into sales.

And she charged the companies anywhere from $50 to $200 per lead.

(If the salesperson from the service provider can convert one in five leads into a sale, and an average sale is $3,000 then it's certainly worth the company's while to pay $50 - $200 a lead, right?)

Once she's proved that she *can* provide viable leads, they're happy to increase her fee even more, because it not only brings IN revenue for them, but it SAVES them finding their own prospects.

So how *does* Clare get the leads?

Well I'm not going to give the whole thing away.

Thats wouldn't be fair even though she's allowed me to share this case study with you.

But here's enough for you to see how bloody clever this is:

Once Clare has found a service that she thinks she can sell (she does this by checking out forum posts, local papers, browsing websites) she uses *their own* sales page to put together a website outlining that service

So she ends up with a nifty looking site that might for example be aimed at dentists, explaining how a better local search engine ranking combined with a new website and Google maps, video, comment facilities, provision for nervous patients, 'first visits free' for children and other information can benefit their business.

She then gets postcards made that she sends out to dentists in a given local area **offering them a FREE 20 minute consultation** explaining how *other* dentists have used the services (new websites with Google maps, videos etc) to improve their businesses, profits and client base.

All the dentist has to do is put his details onto the postcard and return it (including email address and phone number) and a time slot that would best to call him. The postcard is pre-paid so he doesn't even have to put a stamp on.

Or he can visit the website to put his details in.

The site is also smartphone and tablet friendly obviously so he can do it over lunch or sitting in the car waiting to pick the kids up from school.

She also puts various psychological triggers on the postcards, for example suggesting that the dentist's *competitors* are seeing the same postcard ;)

She handwrites the address on the postcard, **and cleverly she also uses the same colour and layout that are similar to the ones left by mail services when they try to deliver a package but the person is out.**

(I love that bit)

This way it's less likely to get binned by the receptionist.

She also does a couple of other things that it's not fair to share, but aren't vital to the process.

She might send out 100 postcards in a given area, printing costs and mailing being $170 or thereabouts

Her average take-up rate for getting time slots is 12%

Remember these aren't mailshots sent to a random bunch of leads to buy from a used and abused mailing list, **this is much more targeted.**

Especially because on the website the postcard sends prospects to, she runs some clever scripts and plugins so that if the dentist visits it, the technology can see where the dentist is accessing from and *gives the appearance of being a local site to him.*

All the way through this she uses various techniques to give the appearance of local, personalised and friendly.

She then passes the leads on to the service provider aline with the time chosen by the dentist to be called.

Te salesman phones the dentist at the agreed time for the 'consultation' which is helpful and chatty but IS a sales pitch.

On 12x $50 leads she'd be paid $600.

After costs she'd have more than $4,000 to pocket per month.

MUCH more if they were $200 leads.

This is a very rough outline of her system because the devil is in the detail with this one, and I've been nagging Clare for almost a year to partner with me on this one because I think it'd make a fantastic course.

She doesn't want to saturate the market (which is wouldn't either) but I honestly think so few people will do this that it will never happen.

She allowed me to do this write-up because I've put her in touch with two offline marketers that I know.

But what a fantastic business eh?

The '$2,000k-$3,000 Monthly From Using Aweber In The Way It Was Designed To Work' Model

I don't really use Aweber in the way it was designed to be used.

Or at least not its *main* feature anyway (the clue is in the name autoresponder) which is automated email sequences.

I tend to only send broadcasts these days rather than long automated follow-up message sequences, unless I'm travelling or taking a break with my family.

The reason is I like writing and enjoy sending out fresh, current emails in the afternoons from ideas I come up with that same morning.

It works for me.

But a mate of mine schedules a **YEAR'S WORTH** of follow up messages in his niche (he's in weight loss/health niche as well as the make money online niche) **and makes £2k - $3k a month on** *almost* **total autopilot from doing so.**

Heres how…

First of all you need to write your follow up sequence.

Sounds like hard work eh?

Nah.

The good news is a year's worth of emails doesn't have to mean 365.

My friend sends around three emails a week (I would send six or seven) so that comes in at around 160 emails in total that he needs to write.

But *he* doesn't write them, he outsources them (which I wouldn't do either)

Instead I'd simply write nine or ten emails every Monday and rack them up. It's much less work **and as long as you stay a few emails ahead of your readers it's fine.**

Remember once the year is finished, you can relax.

But my mate outsources them and cues them all at once.

The emails are a mixture of content, sales emails, observations, quotes, jokes, info sharing and trivia.

Obviously you need to keep away from anything current or 'news' related because your emails would date very quickly.

The next step (the monetisation) **is to source evergreen products that he can sign up as an affiliate for.**

Clickbank and Amazon are both good for this as are some of the dedicated affiliate networks in the health niches such as MarketHealth.

He then builds a squeeze page.

One for each niche that he's in.

This is something he focuses on very seriously.

So he creates these himself.

They're NOT tired old products or crappy ebooks that he gives away for free as his lead magnet.

He goes for *quality* so he might buy a product from another marketer, rewrite it from his own angle, retitle it and offer that as his squeeze page freebie.

He might do research and create something from scratch or maybe even have a simple piece of *software* created that fits the nice and use that as his opt-in bait.

The point is that its GOOD.

Because he realised if he took the time to make the first part of his funnel right, the automated part would last for much longer and the time he could be hands-free would be the same.

Read that again - it's one of the most important things I ever learned about lead acquisition.

The aim was to make signing up to his lists a no-brainer.

He was getting over 70% opt-ins for his non-IM niches and around 50% for his IM niches which is pretty damn good.

So now he has his squeeze pages in three niches, his top quality lead magnets *and* a year's worth of autoresponder messages ready to go.

Sweet.

Next he needs traffic.

His traffic comes from buying solo ads, buying Facebook ads and buying Google and Bing ads.

All paid traffic you'll notice.

Moreover, he uses a service (Linktrackr or similar I think) to track where the clicks come from to all his squeeze pages so he knows *which traffic source is working.*

(When he first started he just looked at what his traffic costs were and what his income was and if once was smaller than the other he was happy. Now he's a bit more 'pro' about it)

The rest is easy to work out.

As soon as the new subscriber opts-in they run through the year-long autoresponder sequence day by day and my friend makes £2,000 - $3,000 profit a **month** from his entire subscribers hands-free.

Well, it's actually NOT QUITE hands-free.

He still has to check for dead links in his affiliate links but that's easy - he just signs up for his own list every month or two and checks the links in his emails them as they arrive.

But it's pretty laid back I'm sure you'll agree.

The first few weeks he says were the most stressful when no sales happened.

He tweaked a few of his initial emails and the commissions started to come in.

It's simple and basic and I like how he's actually USING the core features of Aweber when so many marketers (me for one) don't.

The hard work of course is setting it all up.

But once that's done you're basically a maintenance person and getting paid quite well for it.

But here's the most interesting part of the case study.

The person in this case study had *never* done anything like it before.

He's basically a techy by trade, so he went about it very methodically, step by step.

But he feels that if HE can do this, anyone can!

Step by step.

Methodical.

Using Aweber as it was intended ;)

The *'$5,000 A Month From A $9 Book'* Model

This is one of those methods you initially look at and think *'Oooh that's a bit dodgy'* but once you really think about it…

…it's VERY clever and gives great value once you take the pricing out of the equation.

So the guy in question buys books from Amazon.

Specificlly, *'How to'* books.

Some examples would be:

'How to plan, write and publish a best-seller'

'Start and run a sandwich and coffee shop'

'How to start and run your own mobile dog grooming business'

Those aren't the actual titles he uses - it wouldn't be fair to give those away but you get the idea…

These books give complete instructions on how to do it, include examples, pitfalls, interviews, things you need to do, things you need to put in place and so on.

They're complete - start to finish instruction guides, each one between 200 and 400 pages.

And what he does is make them into <u>online</u> <u>courses</u>.

Drip-fed courses either on video or in PDF format that are made up of 6 to 12 modules.

<u>And he charges a monthly subscription OR a one-off fee for them depending om the size of the course</u>

Then he advertises in related periodicals and magazines offering his course as a way to *'Turn your hobby into your full-time job'*

Or *'make a living from doing what you love'*

The ads are quite emotive.

So for example he'd find hobbyist publications, blogs and websites for people who are into keeping snakes.

And he'd run an ad about *'Turn your hobby into your full-time job'* and offer a course based around a $9 book he'd bought called *'How to build and run a reptile breeding business'*

Re-read that last sentence because it's GENIUS!

He has to re-write the books obviously so he doesn't fall foul of copyright laws.

But by hiring a freelancer to write the course from scratch <u>BASED</u> on the information in the books but not copying it, he's fine.

Then he has a cookie-cutter membership site for each of his books.

He's not specifically technical but is more than able to put together and sales page and stack the modules in the member's area of each of the sites so they're drip fed monthly or weekly to subscribers.

Each one is identical except for the salespage and content so it's not a hard thing to do.

He has five of these membership sites and he basically spends his time placing ads and getting people into his membership sites.

There is no more content to create once the course is in place and the sites take very little maintenance apart from the occasional person who has forgotten their login details or has a problem in some other way.

He charges anywhere from $9 to $29 for monthly membership and makes around $5,000 a month from his subscribers.

It's just *nice* I think.

And yet again shows the power of content.

There's so much out there that can be repurposed, re-written and reused legally that it blows you mind :)

The '$100,000 A Year From Capturing Birthdays' Model

It's possible you've seen or heard about this OR maybe your birthday is in some database somewhere and you get offers every year around the same time?

We've all had those postcard or email offers with 'Birthday Discount' coupons or vouchers with the pictures of party hats, champagne and streamers on them, right?

The premise behind it is one that is used by a lot of restaurants, bowling alleys and cinemas and it's a cracking idea:

These businesses capture all their customer's birth dates.

They can do this in various ways but the most common is offering discounts or special deals and as part of the 'registration process' and then they capture the birthday of the customer.

Then around that date they send out a coupon or voucher for a FREE MEAL (or cinema ticket or bowling hour) for the birthday person.

The thinking behind it is clever.

Here's why:

Who spends their birthday alone?

<u>Almost no one</u>.

So if birthday boy or girl eats (or bowls or sees a film) for free, **the (typically between two and eight) people they bring WITH are pure profit for the business**

Add to that some clever positioning of extras such as wine, popcorn, drinks etc that are <u>NOT</u> covered by the free coupon and the profit gets even bigger

The goodwill is great because the free meal seems like a great deal.

As I said above, if we presume two to eight people on average accompanying the birthday person, you can easily see why each birthday captured is worth $100 a year to a business.

If just TWO events a week is a birthday celebration, that's a profit of over $10,000 per year.

Now add to that the fact that savvy businesses are instructing their waiting staff to collect the birthdays of *everyone* who *attends* the celebration by saying they can have the same FREE deal as the birthday girl when it's their birthday…

…Well you can see how the number of birthdays captured increases, and with it the profit.

And I wonder…

Can this be converted into internet marketing at all?

Obviously the person with the birthday can't physically bring their mates to your business if you sell info products online.

But could some sort of voucher system be introduced?

Would it be worthwhile?

Interesting to think about…

The *'Money Up Front When You Need It'* Model

This is interesting and I've experimented with it myself.

I feel it's something you can do when you need a lump sum cash injection, but you can't do it too many times.

You'll need some assets in your business to do this but maybe not as much as you think

Here's an example:

A restaurant owner needed $100,000 fast.

Why he needed the sum I don't know but he needed it and *quickly.*

So his business mentor, who happened to be Dan Kennedy, suggested he create a 'VIP Club Card' that gave its holder $2,000.00 worth of meals, appetisers and similar, all spaced over 24 months.

For example card holders would get free dinner on their birthday, free dinner on their wedding anniversaries, privileged access to VIP only events such as wine-tasting night, sports parties and other benefits.

He then sold that card to his best customers at $1,000 each.

In 19 days, he sold 114 cards at $1,000.00 each. Nice eh?

Even better he also structured the terms and conditions of redemption to actually *trigger new spending.*

So for example while cardholders got free dinner and a free bottle of wine on their birthday, any *additional* wine had to be paid for.

It's a great model.

I've seen internet marketers do this too.

One yearly membership fee (per year usually but sometimes per month) gets them access to EVERYTHING the marketer creates over the coming year.

If you offer this for $197 for the year and 200 people take up your offer that's just under $40,000 in a lump sum.

That's basically an average salary in a lump sum, at the start of the year before you do any other work.

It might (would) effect your ongoing income because your best buyers would jump on the deal and you'd lose their usual sales throughout the year

But if you continue to get buyers onto your list then it should be no problem.

And if that's a yearly fee, **imagine the 1st of January each and every year being the day when your rebills bring in $40,000 overnight?**

Not a shabby business model, especially if you need a lump sum :)

Conclusion

Obviously from reading the above you can see ideas are king, right?

The models above can be followed to the letter or (the way I use them) is as a jumping-off point to try out my own ideas.

I've got used to simply *trying things* to see if they work.

Some don't

Most DO and bring in additional revenue for me.

But it flexes your brain-muscle, exercises the grey stuff.

Gets it used to thinking about how your business could be optimised rather than just following what everyone else in your niche does

And '*Where the crowd ain't, the money is'* as my old gran used to say.

Which is why I like it

If you have any questions email me personally at

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Cheers