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Life update, new Blog & the most ignored funnel 🤔

1 message

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Hey there

You're getting this as a valued email subscriber. 🙏

I have a few updates that might be of interest to you (plus some fun at the very end), but these updates require some context... 📌

The back story:

I learned about the online world and entrepreneurship when I was in a transition period in my life. Late 2016/early 2017.

At the time, I was on the unemployment benefit, trying to figure out a way to make money by sitting in McDonalds, using their free Wifi and watching YouTube videos on business, Real Estate, etc.

I found out about affiliate marketing, high ticket sales, and that was the world I lived in for the first 1.5 years online.

I made money in that period of time, approx \$145K, but this did not get me far at all.

I also borrowed a lot of money from friends for high ticket coaching, course, events, etc.

After the company I was part of got shut down by the FTC (Federal Trade Commission) in June 2018,

I was left unemployed (again) and this time, in a **55K debt** to friends.

For 8 months (while working in a 9 to 5 sales job), and then another 8 months after quitting the job,

I tried all the things to start my business again:

Dropshipping, Print-on-demand, Affiliate Marketing, Creating/selling courses, Coaching, Flipping Domains, you name it. 🧑

I stumbled across an opportunity to build someone a website on Shopify, and then funnels, and started doing exactly that.

Being a **Service Provider** as a Funnel Builder. ❤️

Started that around October 2020, that's when I had my **breakthrough**. (Remember that as you read the rest of the story)

Within a year I paid off my debt and was earning enough from my affiliate passive revenue to live on (my overheads were very low at the time though).

If you look closely at the dates, I **JUST** crossed **5 years in business** for myself. 🚀

When I crossed that milestone I went through all my bank statements/Stripe/PayPal and saw how much revenue I generated.

Unlike a lot of marketers you see online - I don't use income claims to promote my business and sell my stuff.

All I can say is it is a respectable amount,

and I am most proud of the fact that I reached those numbers **WITHOUT** selling high ticket products/course/coaching.

That means that to reach the numbers I did, I had to have helped a **LOT** of people.

- Over 15,000 people actively on my email list (getting this email)
- Over 11,000 people subscribed to my YouTube channel and consuming my free content
- Over 5,000 students have access to 1 or more of my courses (over 15 courses published and live, all low/mid ticket)
- Over 2,400 websites using my software [ConfettiPage.com](https://www.confetti.page)
- Over 300 active paying members in my memberships

Evolving my business as a service provider and funnel builder,

I launched my Dot Com Truths membership in April 2022 (successfully), and have tried it twice before that (unsuccessfully).

Originally it was a just me.

Answering questions.

Creating content.

Editing videos.

Doing tech support.

Marketing.

Selling.

Etc.

I was really a tech coach, service provider, and affiliate marketer. (remember those 3 titles)

This membership started with a really simple deliverable:

“Ask any tech questions and get a helpful answer/solution through text or video from me in under 24-hours”. 🔥

Sometimes I look back at this amazing and simple deliverable and I was to cut everything back to JUST that.

At the time I also promised my original members (OGs), that as I created courses, they will get access to everything as part of it.

A promise that I have kept with now 15+ courses, 100s of Templates (Canva, Emails, Systeme.io, etc).

These are all included in my [Dot Com Truths VIP membership](#) to this day. 🎓

My business is so much more complicated now.

Course videos,

Templates,

Guides,

Group calls,

VA team,

Facebook Paid Ads,

YouTube channel,

Software company,

etc.

It's a lot.

But with all this experience, I now see 5 proven paths to making a living online...

These proven paths are:

- Affiliate Marketer
- Service Provider
- Coach
- Digital Product/Course Creator
- Membership Site Owner

I am all of these 5.

And I make a full time living from each of these individually.

When you have so much on your plate, there are 4 options:

- Eliminate
- Automate
- Systemetize
- Outsource

Now before I move on...

You should know that I read and reply to every email reply I receive.

And I've been lucky to get to know so many people just from email replies...

Some of you reading this are **so inspiring to me**. 🥺

I have people on my list with all sorts of life situations I don't have:

- As many as 8 kids, (I personally know at LEAST 5 people on my list with 7 or 8 kids)
- Caring for ones parents or spouse, (I know at least 3 people on my list who are in that situation)
- And so many juggling at least 1 job to make ends meet...
- I can't tell you how many replies I've read from people who told me about a health scare they had at one point or another...

So while I might be busy with business because I load myself up and over-commit all the time...

You might have your own commitments or challenges that make running a business difficult.

I just wanted to acknowledge that aspect too.

Let's get back to how to deal with time constraints for whatever reason:

The 4-steps solution I mention above is applicable no matter what is your circumstances:

I repeat:

- Eliminate
- Automate
- Systemetize
- Outsource

I can tell you so much about what I am doing about all 4.

But I want to tell you about one tiny thing I am doing right now as my biggest focus which is the most ignored funnel of all in my opinion.

It's called...

The “Fulfilment Funnel”

Very rarely you hear about that.

Because people often associate a “funnel” with “selling”.

And that has truths. A lot of truths.

But what about AFTER someone pays... 🤔

After all, I have over 5,000 students... 100s of members...

How the heck do I serve them all and do the best to make sure they are so happy with their purchase/investment,

They tell all their friends about my products/services,

And most importantly, they get the RESULTS they hoped for...

That's what the Fulfilment Funnel is all about! ★★★★★

What automations, processes, Systems, do you have after someone buys to deliver what was purchased?

This is a question you should also ask yourself regularly...

Most people think about...

“How do I get more traffic?”

“How do I build my list?”

“How do I make more sales?”

These are are great questions...

But that's one of the things I love about having a membership versus a high ticket coaching program...

I am FORCED to deliver on my promises every regularly, month after month, year on year,

Or I stop making a living.

So that's really what my focus on these days and I wanted to give you a quick high level overview on my vision for this fulfilment funnel.

Like I said above, there are 5 proven paths to making money online that I know well and I believe I can share value and offer true support.

And that's what I want people in my memberships to get when they join DCT Plus.

Guidance and support on the 5 proven paths.

To start with, doesn't matter what path people take, they need an **email list**.

That's why I have the following courses included in DCT Plus and already live:

- Landing Page in a Day
- Thank You Page in a Day
- Lead Magnet in a Day
- Email Autoresponder Sequence in a Day

They need to regularly engage with their email list also, just like I do with this newsletter.

That's why I also include my eBook: Beginner's Guide to Email Marketing.

They also need to get **traffic and attention**.

Which is why I include 2 courses so far, with 1 more coming soon:

- Facebook Organic Client Acquisition (mini-course)
- Client Acquisition: How to find customers on Facebook without paying for advertising
- (And soon, Traffic Course)

They need to learn how to automate their business which is why I have these 2 courses:

- Text Automations in a Day
- Sales Funnel Workshops

And it goes without saying, there are often tech challenges which is why I include tech support group calls 5 times per week.

Now let's talk about the 5 proven routes.

I wanted to have 1 roadmap course for every path.

So this month I released:

- Coach & Service Provider Roadmap Course (for coaches & service providers)

That takes care of 2 proven paths, same roadmap.

Today, I've officially added the "Expert Q&A membership" course to take care of the next proven path.

- Membership Site Owners

In February, I will release the next Roadmap course for the Affiliate Marketer Path ([join the waitlist here](#)).

This Affiliate Marketer Roadmap Course is part of a bigger vision for the Affiliate Startup Community.

Something that feels personal to me:

Remember the back story...

How I invested so much money from loans in my first business...

Ended up in a huge 55K debt as a result...

High ticket affiliate marketing...

Affiliate marketing scams...

I want to do whatever I can to help prevent others from going through that.

That's why I released a brand new YouTube video called "[Affiliate Marketing Scams](#)": <https://www.youtube.com/watch?v=ye5umuz8G7I>

And lastly to close the gap on a Roadmap course for each of the 5 proven paths,

I have the "[How to Pre-Sell Your First Digital Product Workshop & Template](#)"

I will probably want to create something a bit more comprehensive for this particular roadmap,

but the workshop I have is good enough to serve beginners and people in my membership.

With all these Roadmap Courses in place, I now have a ROADMAP for people to go through for these 5 proven routes.

That is my “**Fulfilment Funnel**”.

It's nothing to do with selling more.

It's all about serving better and helping more efficiently and effectively. 🙏

There is **one secret component** I am considering adding to the mix to add a true personal touch of my support...

I'll saved this to another time... 😊 (DCT Plus members: you'll get a member-only email on this with a short video explaining, it's scheduled for 24 hours from now)

Next few months...

This next few months are gonna be very heavy on digital product creation and content creation.

VERY heavy.

That's my “Automate” & “Systemize” steps I mentioned earlier.

Already this month I created and released a brand new course:

- Coach & Service Provider Roadmap (available to all DCT Plus members)

I have several other courses on the go:

- Sales Page in a Day (all recorded, with my video editor)
- Traffic Course (all recorded, edited, waiting for me to upload to the course area)
- Affiliate Marketer Roadmap Course (in progress with daily recordings)
- Affiliate Program Set up Course (next in line)

Further, part of the Affiliate Marketer Roadmap course,

I needed to open up my Affiliate Startup Community website...

And so, I'm proud to announce the brand new Affiliate Startup Community website!

There are 4 blogs published there already:

==> [TidyCal Review](#)

==> [Switchy Review](#)

Etc.

These are both GREAT tools (both lifetime deals btw), that are worth checking out.

(you'll get a better price on these lifetime deals if you're [AppSumo Plus member](#) in case you didn't know)

Click the links to [see the blog](#) and love to know what you think! (Your feedback is really important to me... I'd hate to publish all the rest I have without feedback...)

It's brand new, published in the last 24 hours.

[Click here to see the blog](#)

I have another 46 blog posts (with a corresponding YouTube video), that are ready for me to review and schedule/publish.

46 blog posts.

Not even joking.

And every single one of them has a YouTube video already recorded, edited, and ready to hit "publish" on my channel.

So that's my content calendar for 2025 done, just with THAT.

The blogs/videos for the Affiliate Startup Community.

But that's not all I have coming up...

And I didn't even talk about my fulfilment funnel for DCT VIPs... that's a whole other topic...

(I'll share more in another email)

My goal is to have everything mentioned above released before I wrap up my time in Bali which is going to be the middle of May 2025...

Which brings me to the last little life update:

In case you did not know,

In June 2024, I made a drastic lifestyle change...

I hired a full-time personal trainer and nutritionist, a friend of mine from Perth,

to move to Bali with me and be my 100% personal assistant for everything health and fitness.

Takes care of my diet, food, calories counting, you name it.

Gym routine, cardio, strength training, and all that stuff.

He has been living with me ever since.

It was meant to be a 6 month thing, but we're extending it for now...

Kinda forever 🤔

When I mean forever, I mean this journey to making a living online AND also living a healthy fit lifestyle is something I plan to maintain.

And so we are still figuring out the balance.

For now, I am here in Bali until the middle of May 2025.

Then I fly back to Dubai (I visit every 6 months for visa reasons and I use that time to also record videos in a professional podcast studio to batch high quality content).

After that, I will definitely visit family for a couple of weeks,

And following that, between 7-13th of June 2025, I will be on the [Nomad Cruise](#) again!

The route starts in France (Marseille) → Palermo (Italy) → Valletta (Malta) → ends in Greece (Athena).

Since I know I am going there already,

I thought I'll mention it early in case anyone on my list would be interested in joining this cruise.

Maybe if there's enough people will do a little DCT gathering on the cruise



99% sure that my brother (also Co-Founder of ConfettiPage.com) will be joining me on this [Nomad Cruise](#).

If you do decide to join, make sure you use coupon code ERAN for 10% off.

After that, I will mostly likely return to Bali to continue my fitness journey for another 5 months or so until November 2025.

Then repeat the Dubai trip, family visit (this is all in November 2025), and then figure out where I'll be in December-January, since Bali weather is not very exciting... (big time rainy season) 🌧️

Thailand maybe? 🇹🇭

Will see...

The idea is kinda to make Bali home base for now,

With the regular trip to Dubai and visit family,

Plus another 1-2 excursions per year if the opportunity arises and makes sense (e.g. [Nomad Cruise](#) timing was too good to pass).

After all, the whole point of having a business online is to create serve a desired lifestyle.

Let's talk about Lifestyle Business...

If I'm honest, I'm still figuring out that "lifestyle" part.

But I think being a Digital Nomad since October 2022,

the move to Bali in June 2024,

I'm slowly but surely figuring out the type of lifestyle I want to have.

For now I'm enjoying the process and hoping to help a lot more people throughout this journey.

This includes promoting not just success in business and finances, but also encouraging people to take their health and fitness more seriously just like I have.

Daily walks, regular exercises and movement, better nutrition, etc.

Whatever that looks like to you.

Ultimately that's the vision I have for [Daily Desk Fitness](#), the online fitness business I started with my friend who lives with me.

I just want my brand to not just be about making money, but about living a healthier lifestyle.

I'll share more about that in another email... (I already covered a lot)

If there's anything I can do to help you, please let me know.

If you're new to my list...

I personally reply to every single email...

Give me a chance to learn more about your business or any challenges,

And I'll do my best to share a resource that I may have created already that might be relevant.

Eran

PS - Just for fun...

In case you're wondering... this email was written by me personally.

Sitting at my "bedroom/office" in a villa in Bali in this rainy afternoon.

Waiting for my dinner to be ready, I'm on 2500 calories now...

I weigh 75kg consistently (started at 68kg when I first arrived)

After dinner it's my gym session, leg day today, and I am not looking forward to it 😂

Just for fun, I decided to copy and paste this long email to ChatGPT and asked to get feedback on how it can be improved.

ChatGPT reckons my emails are too long. 😂

[You can read the full feedback I got from it here \(just for fun\)](#)

I ignored all the suggestions.

Gonna continue writing what I think and feel as I see fit. 😊

You should do the same.

PPS - Just in case we haven't met...

- ✗ I do NOT have a high-ticket course to sell you
- ✗ I do NOT have a high-ticket coaching program to sell you
- ✗ I do NOT promote other people's high-ticket programs

ALL my content is 100% original - I do not use AI tools to create my free or paid content (although I do use it to be more efficient, repurpose my original content, etc).

Everything is based on my own learning, testing, and actual experience.

And all was put together through hard work and consistency.

I live as a digital nomad and travel (you can check my current location on my [Instagram profile](#)).

I serve online entrepreneurs exclusively with low-priced and affordable products and services.

I live off passive income from affiliate marketing.

I have a [membership business](#), with 100s of paying members.

I have 100s of happy customers and [lots of verified reviews](#) (and [video reviews](#) too).

Don't just listen to me - google my name and check it out yourself.

Lots of scams and BS marketing hype online.

I am extremely hands-on with serving people and you can reply to this email and expect a reply from me personally in a reasonable amount of time.

Love to connect with you on a more personal level.

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