

INCOME INSIDER

INCOME

KICKSTART

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Dear Friend,

Thank you and congratulations on your purchase of *“Income Kickstart”*. You’ve made a very wise investment in yourself and your future. The secrets contained in this book could make you a lot of money - all you need to do is take action and follow the steps.

When writing this book, my aim was to explain the process of making money online in the clearest, most understandable way possible, as if I were explaining it to a close family member. I’ve laid things out step-by-step, with nothing left out - so that you can start making the most amount of money in the shortest possible time.

Take what’s in these pages seriously: There are secrets in this book that you would never know unless you were in some expensive private mastermind. So read it all the way through, it’s worth it’s weight in gold.

With that said, let’s dive in. Remember, learning isn’t enough - take action and get it done a bit at a time! Don’t wait to finish the book before starting. If you see an action to take, stop and execute it.

If you have any questions, email support@theonlinebusinessschool.org



Before we get started, a quick word on mindset.

I learned these 3 things from a mentor when it comes to being successful in business.

- **Take massive action.**
- **Stay focused.**
- **Never give up.**

Remember, if you need help, I'm always here to guide you in the right direction. Just email support and let me know if you have any questions or anything I can improve upon in the book.

I look forward to helping you in your online business journey!



Kunjal Kanabar.

Kunjal Kanabar
Founder, Income Insider

INCOME KICKSTART



SECTION 1

**THE #1 TYPE OF ONLINE
BUSINESS YOU SHOULD START**



Years ago, I discovered a secret that changed my life.

I turned a 30-page Word document into a 6-figure online business.

Back in 2005, I was a final year college student headed for a career in investment banking. One day I stumbled across a book called “*Rich Dad Poor Dad*” by Robert Kiyosaki and it absolutely blew my mind.

After reading it, I suddenly had a desperate need to become an entrepreneur and be in control of my future, rather than selling my time for a paycheck. Frantically searching for business ideas, I came across Internet Marketing and selling "how-to" products online.

Digital products like eBooks and online courses can be created once and can sell 24 hours a day, 7 days a week from your website at 100% profits. The question was - what “how to” info could I sell? After a couple of days, it hit me. Almost all of my friends were struggling with their job interviews at investment banks.

But my interviews were going really well. My secret strategy was to write down all the questions and answers word-for-word and just memorize them! So I thought... "I could turn my interview Q&A's into an eBook!"



I opened a Word doc and started typing. Three weeks later, I ended up with a 30-page ebook with 80 investment banking interview questions and answers. While the document was short, it was really valuable to whoever got hold of it, as it could help land students a \$60,000-\$80,000 job right out of college!

Next, here's what I did:

- I uploaded the book online as a PDF
- I wrote a simple sales page
- I signed up to Clickbank (who would take payments)
- I listed it for sale.

Now I just needed to get people to the website. So I did what any entrepreneur does - hustle! I posted in a careers forum about how the guide was my secret weapon to nailing my interviews. The results? Sales on day one of putting my eBook online! I got...

- 4 sales on Day 1 = **\$188**
- 3 sales on Day 2 = **\$141**
- 4 sales on Day 3 = **\$188**



I was getting sales from all over the world - United States, Singapore, Australia, Dubai, and I thought *“This could be a real thing..”*

To get more visitors, I put up an ad on Google. When people searched online, they saw my ad and clicked through onto my eBook sales page. Sales surged even more. Then, because my eBook was more visible, I then attracted affiliates who were keen to promote my product for commissions, multiplying my sales.

The eBook was helping people too. My customers were getting jobs at the top investment banks, which was a great feeling!

Soon I was making more money than I ever could have in any job right out of college. The best part? It was passive income. Most of the sales came in while I was asleep.

As a little test, I doubled the price of the eBook from \$47 to \$97 to see what would happen.

Sales stayed the same even at the higher price!

So at age 22, I was making 4-6 sales a day at \$97 a sale (\$400-\$600 a day) and living the dream: making money while I slept, and enjoying the freedom that comes with being your own boss.



As I expanded my portfolio with more digital information products, my reputation grew. I began coaching other people, helping my very first student generate \$20,000 a month in passive income while he traveled the world (he actually went on 11 vacations in his first 12 months making that amount of money!)

Since those early days, I've created dozens of digital information products, worked with multi-million dollar companies in the finance and healthcare industries, and became a consultant for affiliate networks needing advice on traffic and conversions.

Now, I'm here to help you make money online. Starting with this eBook, I'm ready to show you why this is the best business in the world and how to start making money, step-by-step, with nothing left out. Let's get right into it.





HERE'S WHY AN ONLINE BUSINESS WILL IMPROVE EVERY ASPECT OF YOUR LIFE

Starting an online business is the best decision you could possibly make. Here are 9 solid reasons why starting one is a no-brainer, no matter what your age, experience, background or current situation:

1

You can start now - You can get started on building this business now (as early as tonight) and start it as a side hustle, while still working full-time. Then once you build up enough income, you could then leave your job and work on it as much as you want.

2

You don't need to be technical - 5-10 years ago, you needed to have some technical skills to build certain things online - but nowadays, there are tools that are basically plug and play, that allow ANYONE to create products and website that make money, no matter your skill level.

3

You can work from anywhere - Imagine this. Your office could be your own kitchen table, a cozy café, or a beachside hammock in Bali. As long as you have a computer and an Internet connection, your location won't limit your ability to run your business.



4

You can work the hours you want - One of the biggest advantages of running an online business is the flexibility it offers. You can work whenever it fits into your schedule. This means you can keep working at your job or around your busy life schedule, while your business quietly builds up in the background.

5

There are lower startup costs - Unlike most business, an online business only requires a few hundred dollars to get up and running. There's no need to rent a space, pay utilities or buy expensive equipment or inventory. No banks or Shark Tank investors needed! Because of this low barrier to entry, anyone can start a business like this.

6

There's no ceiling on your income - Remember begging for a raise at work? There's none of that with an online business - you can scale as big as you want. Once you have a winning product, you can get as many visitors as you want to your website and scale to levels you never dreamed of. Best of all, your income isn't tied to your time.

7

Money comes in passively - The model that I'm teaching you in this book creates streams of passive income. Once



you've set everything up correctly, you could be out enjoying your day while sales of your products roll in. My first year in my online business as a 23 year old was spent travelling, watching movies and hanging out with friends :)

8

You can do what you love - Have you ever dreamed of turning your most cherished hobby into a paycheck? Whether you're passionate about crafting, writing, investing or fitness, with the model I'm about to teach you in this book, you can turn your passion into profits.

9

It's future proof - Look around you - people are immersed in their phones and their digital life. I was making money BEFORE Facebook even came out, and social media has only made things bigger. There's more to come - AI, virtual reality and whatever crazy inventions come next will only get people more involved digitally, which means more money for you and me. You're in the right place at the right time.

You're probably super excited to get started, so let's get to the next part - what should you actually do to make money? **What do you actually sell?**



HERE'S WHAT TO SELL ONLINE



First of all, I don't recommend selling actual physical goods online (eCommerce). Whilst there are people who do it successfully, unless you've got a ground breaking idea, it's not something I feel is the right thing to get into, because it's a very crowded place to be.

There are a LOT of barriers to entry selling physical goods online - inventory, shipping, pricing, customers, competition, fees etc. It's quite a messy business and not something I would recommend to someone looking to build a real "lifestyle" business online.



What I recommend you sell online is “how to” information.

Selling “how to” information is the smartest and most accessible way to start making money online. It’s a multi-billion dollar industry.

This could be in the form of:

- Online content
- Courses
- eBooks
- Memberships
- Coaching programs
- Workshops & events

Believe me - I’ve been doing it for 20 years and done it multiple times in different niches to prove it’s not luck.

It makes big money, plain and simple.

The "how to" information product business is set to grow because people are always looking for easy ways to learn new skills and stay up-to-date. With technology changing so fast, everyone needs quick, reliable resources to keep up, making these kinds of products more and more popular.



8 REASONS WHY THIS IS THE FASTEST, EASIEST AND BEST BUSINESS TO START

If you still have ideas of getting rich selling physical products like mugs, T-shirts, electronics or gadgets, think again.

Here's why selling *high profit, digital information products* like content, online courses, eBooks, coaching and services is the #1 business to start online if you're looking for a business that works for the long term:

1

People will pay for information you have in your head now - You probably don't even realize how valuable the information you've collected in your head over the years is worth. You just take it for granted. But I can almost guarantee you that your obsessions, hobbies, career experiences and skills you've picked up can be turned into "how to" information. I'll show you some crazy examples of multi-million dollar businesses later in the book.

2

Information is low cost and high profit - One of the most best reasons to sell information is the insanely low cost of production. Unlike physical products, digital information such as eBooks, online courses, or video tutorials don't



require expensive manufacturing or shipping. Once you've created your content, it can be sold **INFINITELY** with no additional costs - which means nearly pure profit from each sale. This is unheard of in other businesses.

3

You can start small then grow fast - The beauty of the information business is its scalability. You can start small, dedicating just a few hours each week to it, and expand as your business grows, unlike selling physical products. Plus, you can sell your products to anyone, anywhere in the world at any time - there are no shop hours on the internet.

4

Customers get their purchase instantly - In our fast-paced world, consumers appreciate immediate gratification. Digital products deliver just that. Once a purchase is made, your customers can dive right into their new eBook or start their course immediately, which can increase customer satisfaction and boost your sales.

5

It builds your reputation as an “expert” - selling your knowledge not only helps others but also helps you build your reputation as an authority in your field. This can open doors to numerous opportunities such as speaking gigs,



consulting offers, or even book deals, all of which can further boost your income.

6

You can realistically make money as you sleep - As I mentioned in the previous section, perhaps one of the biggest advantages of an information business is the ability to earn passive income. Once your product is available online, people can buy it whether you're awake or asleep, at work or on vacation. This means you could be earning money at any moment, without actively working at that time.

7

Higher barrier to entry - You might have seen people sell physical products on Amazon, Etsy or eBay. The problem here is they have their brief day in the sun before a bunch of competitors rip off the idea, saturate the market and then it's just a race to who can sell stuff the cheapest. Crappy business model. When people buy an information product, they're buying it from you because of your own unique take on the topic. You can't really copy that.



8

You're actually helping people - Just like my interview eBook helped people get their dream jobs, you can help someone on the other side of the world solve a problem they have. There is real satisfaction in knowing that your knowledge has empowered someone else to grow a garden, start a blog, or take better photos. You're actually adding value to the world.

Now that we've gone through why information is the #1 thing to sell online, let's go through the **different types of information** products you can sell, so you can start picturing exactly what your new business will look like in your head.





WAIT, WHY WOULD PEOPLE PAY FOR INFORMATION?

I'm sure by now the thought has crossed your mind:

“But why would people spend money on information when there’s so much free information out there to learn from?”

That’s an intelligent question - but the truth is... they do, in DROVES.

Here’s why:

First of all, the Internet does hold vast amounts of information, but it’s scattered all over the place. It’s disorganised and chaotic.

Information products (like a step-by-step eBook or course) offer curated, **well-structured** content that saves people time and effort.

They don’t have to sift through countless websites to piece together reliable information; it’s all provided in a coherent, easy-to-follow format.

Secondly, it’s about an **expert’s unique take** on a topic.



Always remember this - “How To Do XYZ...” is never as powerful as “How I Did XYZ”

You can offer insights that are not available freely online or are based on **personal** experiences and successes that cannot be replicated through research.

Thirdly, for many learners, having invested in a course or a coaching program gives them **motivation**. The fact they PAID for a course on something encourages them to follow through on what they’re learning - far more than if they just surfed social media and articles about the topic.

Next, it’s all about the **quality** of information. Paid products, (especially those with good reviews and testimonials) assure people that information is reliable. But free online content can be hit or miss in terms of accuracy and relevancy.

Finally, information products can come with ongoing **support** from the creator of the product, unlike random content you find online. For example, they may have workbooks, forums, Q&A’s or direct feedback, giving them a better experience.

That’s why people spend BILLIONS every year on premium content, online courses, coaching, eBooks, workshops and masterminds.



HERE ARE 4 INFORMATION PRODUCTS YOU CAN START SELLING IN THE NEXT 30 DAYS



In this section, we're going to explore the different types of information products you can create and sell online.

In essence, what you're doing is teaching someone **how to do something**. It's got to be in a format that they can read, download, listen to, or watch **online**, on their a computer, tablet or phone, packaged up in an easy to access, step-by-step format.



1) eBooks



You can sell eBooks for between \$10 and \$100.

eBooks are one of the simplest information products you can create. My first information product was an eBook and it's also the type of product you're reading right now! An eBook basically just a book in digital form. Typically, eBooks are downloaded as PDF files that can be easily accessed on phones, tablets, e-readers, and computers.

They can vary widely in length and price depending on the content, the niche, and your perceived authority. Most eBooks are priced between \$10 and \$100, and it depends on the depth and value of



what's in the guide. For instance, a simple introductory guide on how to knit might go for around \$10, whereas a comprehensive manual about real estate investing might be priced at \$99.

Later in the book, I'll show you exactly how to create and publish your first eBook, but here's a quick primer.

You can write your eBook in any word processing software, such as Microsoft Word or [Google Docs](#). Make sure to organize your content clearly and edit thoroughly to avoid any errors. Once your text is ready, you'll want to format it into a professional-looking PDF (File > Download as PDF)

You can use design tools like [Canva](#) to create a visually appealing layout. I don't really do this and usually outsource formatting to freelancers on Fiverr.

After your eBook is prepared, you can sell it through your own website, or platforms like [Clickbank](#) or [Gumroad](#). These platforms handle the sales transactions and can also help in promoting your eBook, by showing them to *affiliates* that can promote your product for you.



2) Online Courses



You can sell online courses for between \$50 and \$500.

An online course is like a classroom lesson but available anytime, anywhere. It usually is a series of videos where someone teaches a topic. You don't need to have any special skills to publish an online course - it's all about sharing your unique perspective on a topic you know well, whether it's cooking or coding.

The videos can, but don't need to be you talking on screen. In fact, most of the time they are screen recordings of someone talking through slide presentations. For example, you could create



a slide presentation about how to bake the perfect muffin and record yourself talking over the presentation. That's your course.

Later in the book, I'll show you exactly how to create and publish your first online course, but here's a quick primer.

All you need is a simple setup to record your screen while you talk through your presentation. Software like [Loom](#) makes this super easy. You can show your face via a webcam, or just share your screen if you're shy. Whether it's a slide show, a Word doc, or just you chatting about your strategies for better gardening, for example, your personal touch is what gives value to your course.

Once you've got your recordings, the next step is to put them up where people can find and buy them. Platforms like [Clickfunnels](#) are perfect for this. They let you upload your videos, set a price, and bam - you're in business.

By the way, you don't need fancy editing or high-tech animations. People watch YouTube videos because they're real and relatable, not because they're polished like a Hollywood film. Your course should feel like you're talking directly to your learners, helping them understand something new.



3) Membership Sites



You can charge \$20 to \$100 per month for a membership site.

Imagine having your very own club where people pay for exclusive access to your expert knowledge, month after month. A membership site is just like your favorite streaming service - think Netflix or Disney+, but instead of movies, it offers a treasure trove of resources on the topic you want to teach.

Members pay a regular fee, often monthly or annually, to get access to new, exclusive content you provide, which could include articles, video tutorials, downloadable guides, or live sessions.



Later in the book, I'll show you exactly how to create and publish your first membership site, but here's a quick primer.

Choose a service like [Clickfunnels](#) or [Skool](#) to host your site. These platforms manage the technical stuff - like membership fees and user accounts - so you can focus on creating great content.

The next thing is to generate content. Whether it's weekly how-to videos, Q&A webinars, or downloadable templates or checklists, keep your content fresh and engaging to ensure members feel they're getting their money's worth.

The best thing about a membership site is the ability to generate a consistent, recurring income. If you charge \$50 per month and have 100 members, that's \$5,000 every month as long as those members stay subscribed. This steady cash flow can be a game-changer for your business and life.

Plus, your site can create a community, where your members can chat, share ideas, and deepen their knowledge, all while you enjoy the profits.



Coaching Program



You can charge \$2,000 to \$10,000 for a 6-8 week coaching program

A coaching program is an opportunity for your customers to get personalized advice and support from you in a group setting, making it a high-ticket offer that can really ramp up your income.

A group coaching program mixes the structured learning of an online course with live, interactive sessions where members can ask questions, get direct feedback, and interact with other students who are just as committed as they are.



Similar to an online course, you just need to put together step-by-step content that your coaching clients will love. This could be video lessons, downloadable guides, or even audio sessions - whatever best delivers your expertise.

The real magic of a group coaching program is in the live interactions. So here's where you schedule regular Q&A calls (2 per week works) - where you can dive deep into the topics of the course, answer questions, and help your members overcome any hurdles they might be facing.

Use tools like [Zoom](#) for your live calls, and platforms like [Clickfunnels](#) to host your course materials and handle sign-ups.

Because your group coaching program includes so much direct access and personalized content, it's typically priced on the higher end - from \$2,000 to \$10,000 depending on what you include. This isn't just about buying a course; it's about investing in a process that provides real, tangible results.

Adding a high-ticket program like this to your business means that even a small group of participants can generate a lot of money for you. Imagine just 10 people signing up for a \$3,000 program—that's \$30,000 for you, just for sharing your expertise!



In addition, the group setting and live interactions create a community vibe that helps build strong, personal relationships between you and your clients, and among the clients themselves. plus, This kind of high-level coaching, guiding and mentoring can really set you apart as a leader in your niche.





If You're Thinking "Wait! I Don't Even Have An Idea Yet!" - Don't Worry!

There's a whole section about coming up with a good money-making niche later in the book, even if you're thinking "I don't have anything to teach". I'll show you actual examples of 6 and 7 figure businesses in niches you won't believe, with links to their websites, so you can see them all in action!

Don't forget, you also have the "Done For You Ideas" bonus that came with Income Kickstart, where I've actually come up with 35 potential niches (there are hundreds out there), with example product names, prices and what I would have in each product.

Next, I'm going to show you how to maximize the money you make from these information products, so you can see how much money you can make from each customer - then after that we'll go into niche selection.

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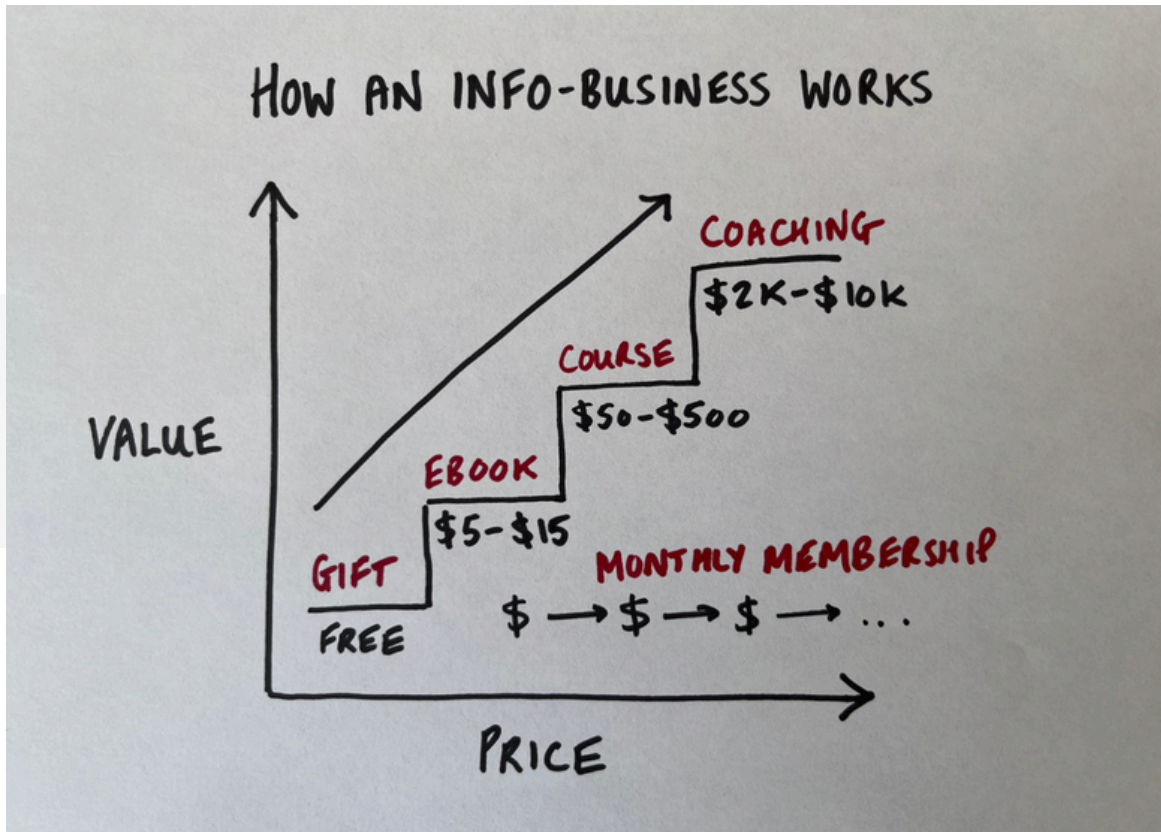


SECTION 2

HOW TO MAXIMIZE
YOUR PROFITS



Check out the diagram below to see how an information product business works. Keep in mind, it doesn't HAVE to run like this, but this is a general guideline to help you picture it:



First, let me explain the concept of a **value ladder**, popularized by the founder of Clickfunnels, Russell Brunson.

Imagine a customer that was new to Apple. They could start with a relatively low-cost accessory, such as a pair of Apple EarPods for \$29. Impressed by the quality, they then invest in a basic Apple Watch for \$279.



Next, they decide to purchase an iPhone, costing around \$799, enjoying the deeper integration into the Apple ecosystem. Satisfied with their experience, the customer buys a MacBook Air for \$999, appreciating its advanced features. Eventually, they opt for a high-end MacBook Pro or an iMac, each priced around \$2,500. Ultimately, they invest in a custom-configured Mac Pro, which can cost upwards of \$10,000.

Along the way, the customer might also subscribe to various Apple services like Apple Music, iCloud storage, and AppleCare+, further enhancing their overall experience. This shows how Apple attracts customers with accessible products and gradually offers more advanced and expensive options, encouraging loyalty and maximizing each customer's lifetime value.

This step-by-step upgrade is the essence of what online marketers call a "value ladder" in a business, especially when it comes to selling information products.

A value ladder is a lineup of products that increases in price and value as your customer ascends each rung. At the bottom of the ladder, you have your most affordable and basic product to catch the eye of potential customers. As they climb up the ladder, each step offers a bit more depth and knowledge, and therefore costs a bit more.



VALUE LADDER EXAMPLE #1

If You Taught “How To” Fitness Information

Your Free Gift:

A free PDF guide titled **"7-Day Fitness Kickstart: Daily Exercises & Nutrition Tips for Beginners"**. This guide offers a week's plan of simple exercises and diet tips to improve health and establish routine habits. It would be offered in exchange for the visitor's email address.

Your Low-Ticket Product (\$17):

A video series called **"30 Days to Fit: A Beginner's Guide"**. This would be a low-cost series of daily exercise videos that are easy to follow at home, aimed at those new to fitness or looking to get back into shape.

Your Mid-Ticket Product (\$97):

An online course titled **"Total Body Transformation"**. This comprehensive 12-week program includes detailed workout plans, nutrition coaching, and weekly live Q&A sessions with trainers, suitable for individuals looking to seriously commit to their fitness goals.



Your High Ticket Product (\$2997):

Personalized coaching program, "**Elite Fitness Mastery**". This includes one-on-one coaching, personalized workout and meal plans, regular check-ins, and adjustments to plans based on progress, targeting those who are looking for tailored support and are willing to invest more in their health.

Your Continuity Program (\$29/month):

A membership site called "**Fit Club Monthly**". Members receive monthly workout plans, diet plans based on dietary needs, access to an exclusive library of exercise videos, and a private community forum for ongoing support and motivation.



VALUE LADDER EXAMPLE #2

If You Taught “How To” Gardening Information

Your Free Gift:

An eBook called "**Gardening Basics for Beginners**". This free resource includes tips on choosing the right plants for different climates, basic gardening tools, and simple techniques to start a home garden, ideal for gathering email subscribers interested in gardening.

Your Low-Ticket Product (\$37):

A short video series titled "**Seasonal Gardening Guide**". This series offers seasonal tips and tricks for maintaining a garden throughout the year, from spring planting to winter preparation.

Your Mid-Ticket Product (\$147):

An extensive online course, "**Master Gardener Program**". This course covers advanced topics such as sustainable gardening practices, soil health, pest management, and landscape design, complete with interactive assignments and community support.



Your High Ticket Product (\$1997):

Personalized gardening coaching program, "**Garden Transformations**". This program offers one-on-one consultations, customized garden design plans, ongoing guidance through the seasons, and solutions for specific gardening challenges.

Your Continuity Program (\$19/month):

A digital-based membership, "**Garden of the Month Club**". Members receive monthly packets of seeds suited to their climate and garden type, access to expert webinars on various gardening topics, and an interactive forum for sharing tips and achievements with fellow gardeners.

(Side note: if you're wondering why you always see information products priced with a "7" at the end, it's because it converts into sales than prices that end in 9)

As you can see, it's all about **gradually increasing what you offer** - and how much you charge - as people start trusting and valuing your products more and more.



As your customers grow to trust that you're delivering good value, they'll be more willing to pay for pricier products. Not everyone will want the top-shelf options, and that's okay. The "value ladder" also helps you figure out who's interested in what, so you can give your most interested customers the premium stuff while still offering great value to those sticking to the basics.





IMPORTANT: You Don't Need This All Set Up Before You Start Making Money

One common trap that entrepreneurs fall into when they first learn about the value ladder and the variety of products they can create is thinking **they need to have everything set up before they can start their business**. This couldn't be further from the truth.

Start simple and build gradually. First things first, we're set up an opt-in page and begin to grow your newsletter list. That's what the next section is about. This can be a quick way to start making some income, as newsletters have great potential for monetization through advertisements, sponsored content, or exclusive deals.

Next, create what's called a low-ticket "tripwire" product—something small and affordable, like a \$10 eBook, a handy checklist, or a brief video tutorial. This acts as a low-risk entry point for new customers and gets them in the habit of buying from you.

Once you have your tripwire in place, you can then focus on developing a main course priced between \$47 and \$97. This will be your core offering, providing substantial value and helping to establish your reputation as a trusted expert in your field.



After your main course is up and running, you can consider adding a membership program or a more exclusive coaching service. Remember, the beauty of this business model is its flexibility - you can adapt and expand your product line as your audience grows and your resources allow.

So, take it one step at a time. Start by making money with a simple product and use those early profits to fund the next steps. By building your business piece by piece, you'll actually start bringing in cash and build a real business at the same time!



THE MAGICAL MATH BEHIND AN ONLINE INFORMATION BUSINESS

So how much money can you make if you create an information product business like this and make it successful? Let's break down the fitness example above (example #1).

You're in this niche because you have a passion for fitness and a knack for motivating others.

Your low-ticket product is a short video series called "**30 Days to Fit: A Beginner's Guide**" where you guide people through a month-long fitness routine.

Let's price this introductory course at \$17.

Daily Sales Potential:

You aim to sell 10 courses a day.

Monthly Sales: 10 sales/day x 30 days = 300 sales

Monthly Revenue from Course Sales: 300 sales x \$17 = **\$5,100**

Now, let's make things even more interesting by adding a special offer - an *upsell*.



An upsell is simply a related product or service that complements the purchase they're already making.

Think McDonalds when they ask *"Would you like fries with that?"*

**Would You
Like Fries
With That?**



Your upsell is a more comprehensive video course, called **"Total Body Transformation"**, priced at \$97.

Everytime someone buys "30 Days To Fit" at \$17, they're presented with an upsell to upgrade their order to add "Total Body Transformation"

Let's say 4 out of every 10 course purchasers buy the upsell.



Daily Upsell Sales: 4 sales x \$97 = \$388/day

Monthly Revenue from Upsells: \$194/day x 30 days = **\$11,640**

But that's not all. You also offer a premium coaching program, "Elite Fitness Mastery", for those who want personalized, one-on-one coaching to achieve specific fitness goals, priced at \$2,000.

Let's say 5% of your course buyers sign up for coaching.

Monthly Coaching Sales: 300 course buyers x 5% = 15 signups

Monthly Revenue from Coaching: 15 signups x \$2,000 = **\$30,000**

In addition, there's a continuity program, "Fit Club Monthly", at \$29/month, providing ongoing value and community support.

Monthly Membership Sign-up Rate: 20% of initial course buyers join the membership.

Monthly Membership Sales: 300 course buyers x 20% = 60 signups

Monthly Rev from Membership: 60 signups x \$29 = **\$1,740/month**



Total Monthly Revenue Calculation

Let's add up all these components to see your potential monthly income:

From Basic Sales: \$5,100

From Upsells: \$11,640

From Coaching: \$30,000

From Membership: \$1,740

Total Monthly Income = \$48,480 = **\$581,760 per year**

This scenario showcases how to structure a successful online fitness information business, starting with a front-end product, integrating upsells, and adding high-value coaching and a continuity program to maximize customer value and boost your total revenue.



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SECTION 3

HOW TO PICK YOUR
MONEY-MAKING NICHE



HOW TO PICK YOUR PROFITABLE NICHE

We're almost ready to get into action and start building your business - **but what if you don't have an idea?** What if you don't have the faintest clue about what niche to go into? What if you pick a niche and it turns out to be a mistake?

These are all intelligent questions and things I personally struggled with over the years. My first response to that is **“do what you know”** - go into a niche where you already know the gaps, the issues, the problems and have some skill level.

The way of finding this niche is to ask yourself the following questions:

- **What are you GOOD at?** You may naturally be good at a particular skill or picked something up over the years.
- **What makes TIME STAND STILL for you?** We all have that one activity that we start doing and the world stops. You forget to eat, you don't get up from your chair and you're in the ZONE.
- **What do people ask your ADVICE on?** Do people come to you for help on anything or compliment you on anything you do in your life, even if it's something you do without thinking?



- **What skills have you picked up at your JOB?** Whether it's industry experience or a skill that you learned on the job.
- **What PROBLEMS are people around you having?** My first eBook idea was by noticing that I and all my fellow students were struggling with their interviews at the prestigious banks we were applying to.

I highly recommend watching this podcast by Naval Ravikant on ["How To Get Rich"](#) on YouTube, I found it very helpful when struggling with niche selection for one of my businesses.

Here's what NOT to do when deciding on a niche:

- **Do NOT copy someone else's niche just because they're making money** - the person you admire may have a ton of experience or background in this niche... and you're not them. Plus, because you're not obsessed with the niche, you'll never do as well as them.
- **Do NOT intellectualize this** - focus on your gut feeling and your intuition. Sometimes the niche you've been fighting in your head is the one you need to go into. The "online business" niche was calling me for *years* before I got into it.



- **Do NOT take too long deciding** - I know people that got stuck at this stage, kept “learning” and never got anywhere. Just pick and go for it. Make your selected niche successful, then set up a 2nd business later. Whatever.

After you’ve considered the “do what you know” points above, do some research and see who else is in this niche, what they’re selling and how much they’re selling it for.

- Check out [The Clickbank Marketplace](#)
- Google “[niche] course” or “[niche] coaching” or “[niche] ebook”
- Go on YouTube and see who’s teaching. Do they sell anything?
- Go on [Google Trends](#) and see if your topic is growing or not.
- Go on Reddit and search for subreddits about the topic.

Don’t be afraid of competition in your niche

When you do your research, you may come across experts that are already selling courses, coaching and premium content and they’ve already got it all done.



Competition is a good thing.

I love it when I see competition - because I know that there's a market for my idea. Competition shows that people are making money in this niche. If I couldn't find anyone selling products in a niche, I would reconsider it altogether, because there's a reason for that - there's probably no money in it!



Go Through The “Done For You Ideas” Bonus!



When you ordered Income Kickstart, you'll have received a bonus report called “**Done For You Ideas**” where I've given you examples of 35 niches in health, wealth, relationships, lifestyle and hobbies, example products to create at each level, the example pricing and what I would include in each product!

You can download it in the members area - take a look, it may spark some ideas and also show you how a good information business is structured for maximum profits (and freedom!)



REAL EXAMPLES OF INFO BUSINESSES

Grab a coffee, take a few minutes and click on some of these sites.

I spent hours finding examples of information product businesses in completely different niches, to give you some inspiration and show you that people are doing this in all different types of niches.

Health Examples

Fitness	https://fit.erinstern.com/programs
Bodybuilding	https://zacheven-esh.com/
Weight Loss For Over 40's	https://jenniferkirschfitness.com/fitness-programs
Diabetes	https://the7systemsplan.com/diabetes-course
Back Pain	https://www.yogabody.com/happy-back/



Wealth Examples

Real Estate Investing	https://training.grantcardone.com/
Day Trading	https://www.warriortrading.com/trading-courses/
Cryptocurrency	https://thedefiedge.com/
UK Property Investing	https://www.samuelleeds.com/
Grow Your Restaurant	https://www.therestaurantcoach.com/

Relationships Examples

Dating Advice For Men	https://www.dashingdate.com/
Dating Advice For Women	https://www.catchhimandkeephim.com/
Marriage Advice	https://www.loveatfirstfight.com/
Relationship Advice	https://www.havetherelationshipyouwant.com/
Parenting	https://biglittlefeelings.com/



Lifestyle Examples

Men's Style & Grooming	https://alexcostastyle.com/
Personal Style	https://style.laurenmessiah.com/psu2020
Meditation	https://www.mindvalley.com/ (Insane revenue!)
Women's Empowerment	https://high-value-worthy-woman.thinkific.com/
Yoga Teaching	https://www.angelicagovaert.com/

Hobbies Examples

Tarot	https://biddytarot.com/
Dog Training	https://willathertonacademy.com/
Gardening	https://organicgardeningacademy.com/
Baking	https://handletheheat.com/
Woodworking	https://tedplansdiy.com/
Play Piano By Ear	https://hearandplay.com/
Astrology	https://www.astrologyuniversity.com/



Photography	https://www.joelgrimes.com/
Home Organizing	https://theclutter-freeacademy.com/original/
Hip Hop Beat Making	https://legionbeatclub.com/





THESE ARE JUST A HANDFUL OF HUNDREDS OF PROFITABLE NICHE YOU COULD MAKE MONEY IN

As you can see, there's no real excuse for not doing this - there are examples of successful information product businesses in **random niches you would have never even thought of.**

By the way, I don't want you getting stuck on niche selection. Want me to vet your niche? **Book your 1:1 video call with me** (that you got as a bonus) and I'll let you know if you should proceed or not.

Ok. Now that you understanding of what kind of products you can sell and the best strategies for pricing them to maximize your profits, it's time to roll up your sleeves and get down to business - literally.

This next section of the book is all about turning theory into action. We're going to walk you through each step of setting up your online business so that you can start making money as soon as possible.

Whether you're juggling a full-time job, managing family commitments, or just trying to make ends meet, we understand that taking the leap from "I'm learning about it" to "I'm actually doing it" might seem daunting. But don't worry, we've broken it down into manageable steps that ANYONE can follow.

This is your blueprint to online business success.

INCOME KICKSTART



SECTION 4

THE MONEY IS IN THE LIST



The front door of your online business will be something called an **“opt-in” page**. This is where people will come to your website and see a free digital gift being given away in exchange for them entering their email address.

Your goal is to build this list as big as possible while creating a relationship with your email subscribers so that they know who you are, what you offer, and that they like you and trust what you’re telling them.

If you can do this, you will have a license to print money. **You see, in this business, the money is in the list.** This might sound surprising, but email is the #1 marketing platform for making money. It’s where I’ve made the most money in my business.

It’s better than YouTube, Facebook, Instagram and TikTok combined. People respond when you email them. They see it in their inbox, open it, read it, click links and buy things. They’re in a different mindset to when they’re on social media.

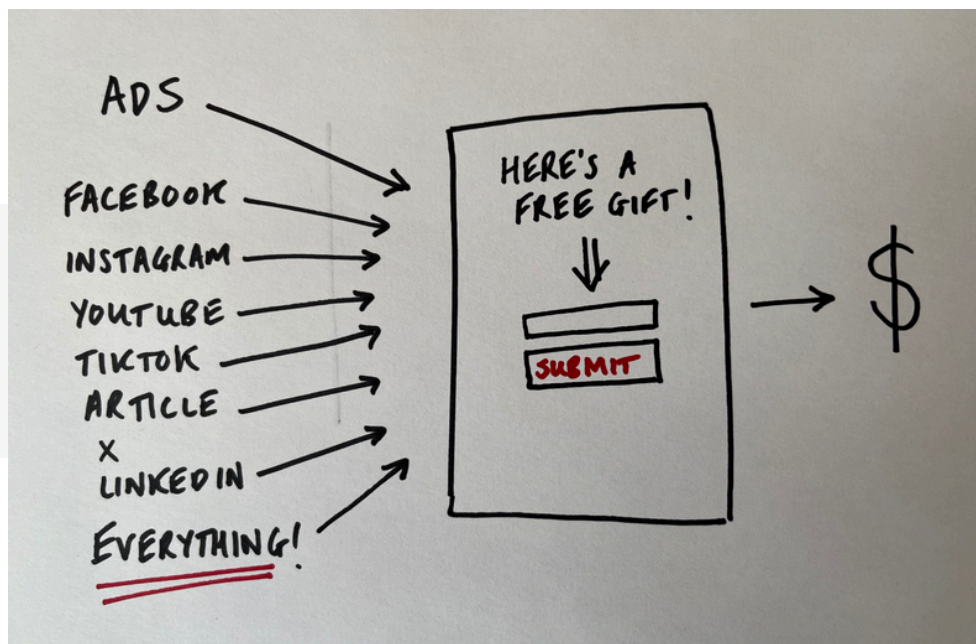
There was this study done and for every \$1 invested in email marketing, a \$44 return was made! This kind of return is unheard of in business, and it’s why we send people to an opt-in page and get them on our LIST before selling them any products.



Remember, we want their email address so we can follow up with them, giving them free tips and advice (this can be done once and automated so you don't have to lift a finger by the way) until they're ready to buy our information products.

So when you do anything online - post an image, publish a video, write an article - your goal should **always** be to send people to an opt-in page where you can collect their email. Don't EVER send people to a sales page where they can click away and forget you forever.

If you focus on building your list, you can build a relationship and follow up with your subscribers for months and years to come. The more people you have on your list, the more sales you can make.



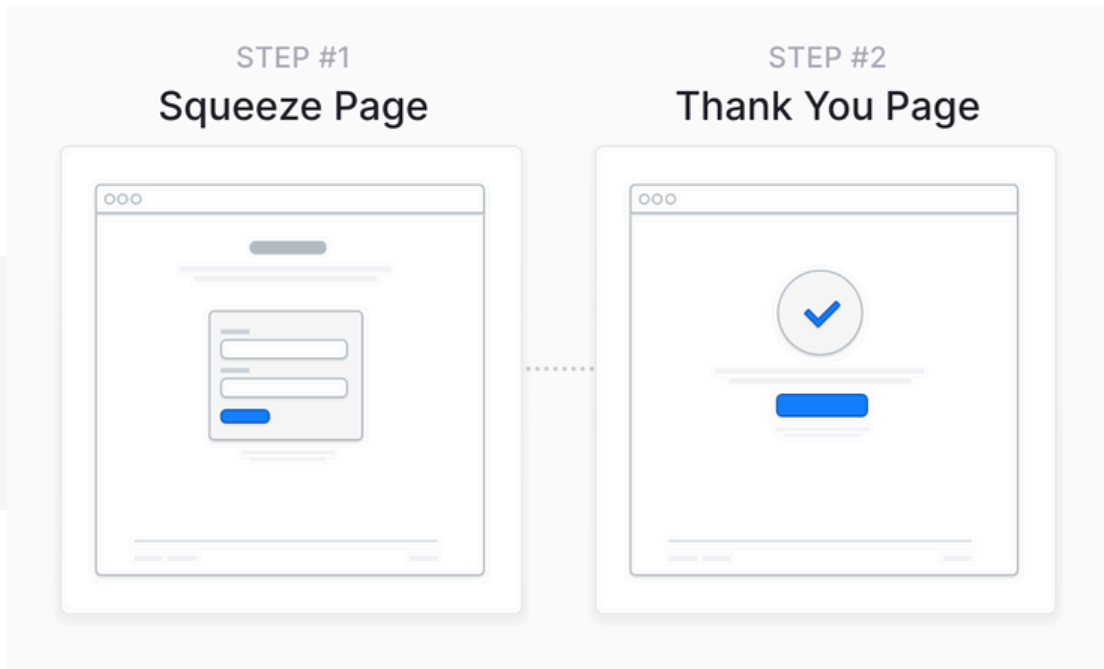


EXAMPLES OF OPT-IN PAGES

As mentioned above, an “opt-in page” is where everything begins. It’s the place where visitors give you permission to email them.

This might be through a signup form offering a free digital gift (like a downloadable PDF report or video) or a newsletter. The thing you give away is called a “lead magnet” because it attracts leads to you like a magnet! You offer something to people and ask people to enter their email to receive it.

Here’s how it works:





When someone enters their email address, they then get sent to a “thank you page”. In the meantime, an email will be sent to them automatically with link to get the free gift that you promised them (the free PDF or video).

Your thank you page is where you’ll start making some money - that’s your money page and we’ll talk about that in a minute.


But first, let me show you some examples of some opt-in pages below:

Interior Design Niche (Free Tips Opt-In Page)

Thinking you have to **choose** between having a small home that *looks bigger* or *luxurious*? **I made this for you.**

How Would You Like a **Blueprint** to Make Your Small Home Look Bigger?

(...Without Breaking the Bank)



Discover the Small Space Trifecta and the 3-step process you need to do to make your small home look 10x bigger and feel like a sanctuary!

First Name

Email Address

YES, I WANT ACCESS NOW!

☑ Bigger-looking space ☑ Calm and cozy
☑ Free of visual clutter



Become A Stylist Niche (Free eBook Opt-In Page)

LAUREN MESSIAH ABOUT STYLIST TRAINING PERSONAL STYLING BLOG CONTACT

TURN YOUR PASSION FOR FASHION INTO A PROFITABLE BUSINESS

COACH | STYLIST | AUTHOR

Learn how to book your first personal styling client. Download this free guide to learn the five success secrets for turning your dream job as a personal stylist into a reality.

Get the ebook, and immediately:

- ✓ Discover the 4 mindset resets you MUST implement if you want to experience massive career success
- ✓ Learn the secret reframing trick that will ensure you'll pursue your passion and NOT run back to your 9-5.
- ✓ Unlock 10 ways to make money NOW while building your style empire.

NAME EMAIL

Yes, I would like to receive emails and updates from Lauren Messiah!

GET YOUR EBOOK

Dating For Women Niche (Free Video Opt-In Page)

GetTheGuy programs blog book retreats help

Watch This →

Dating & Relationship Tips For Women

FREE Video Reveals Matthew Hussey's Best Secrets to Meeting, Attracting and Keeping Your Mr. Right

Your First Name... Your Email...

By providing your email, you'll get ongoing access to my insider dating secrets so you can find love faster. Privacy Policy



Crypto Niche (Free Newsletter Opt-In Page)

THE DEFI EDGE

About Articles Resources Programs **JOIN FREE**

Become a *Smarter* DeFi investor in just 7 minutes per week

Our weekly newsletter will help you **shorten your learning curve** and become a better DeFi investor.

- › 100% free
- › No Shilling. No B.S.
- › Read in 7 minutes or less, every Thursday

Don't just read the news, get **insights**.

Enter your Email Address **JOIN FREE**

Join over 25,000+ readers. No spam. Unsubscribe anytime.

READ BY EXECUTIVES FROM:

DEFI EDGE

MAR 17, 2023

3 Banks Shut Down

The past few days were Chaotic.

I know it's bad when I'm F5'ing Coingecko on a Saturday night. I haven't felt this kind of negative energy since FTX collapsed.

We wanted to write a special edition newsletter to catch you up on everything (Don't worry, we'll send out our usual newsletter on Thursday too.)

So much has happened in the past few days.

Insights:

In the upcoming section, I'll show you how to create a fully functioning, professionally designed opt-in page with just a few clicks!



CREATE YOUR FREE GIFT, SET UP YOUR EMAIL LIST & OPT-IN PAGE

Step 1: Create A Free Gift

As you know, the front door of our business is the opt-in page, and to get people to give us their email address so they join our email newsletter list, we have to give them a simple free gift, also known as a lead magnet.





This can be a short report, a video or a checklist.

Using our example from a dog training niche, here are some example free lead magnets we could create and give away.

Example 1: Free Report

"5 Common Dog Training Mistakes and How to Avoid Them"

A concise PDF guide that helps dog owners understand common training errors, providing practical tips on how to avoid making these mistakes. You would create it by writing a Google document or Word document and saving as a PDF.

Example 2: Free Video

"Basic Dog Commands: A Video Training Series"

A series of short video tutorials teaching basic commands like sit, stay, come, etc. Each video focuses on one command. You would create it by either recording yourself training the dog, or recording your screen talking people through it using a software such as Loom.



Example 3: Free Checklist

"Puppy Potty Training Schedule Template" ***(Downloadable Template)***

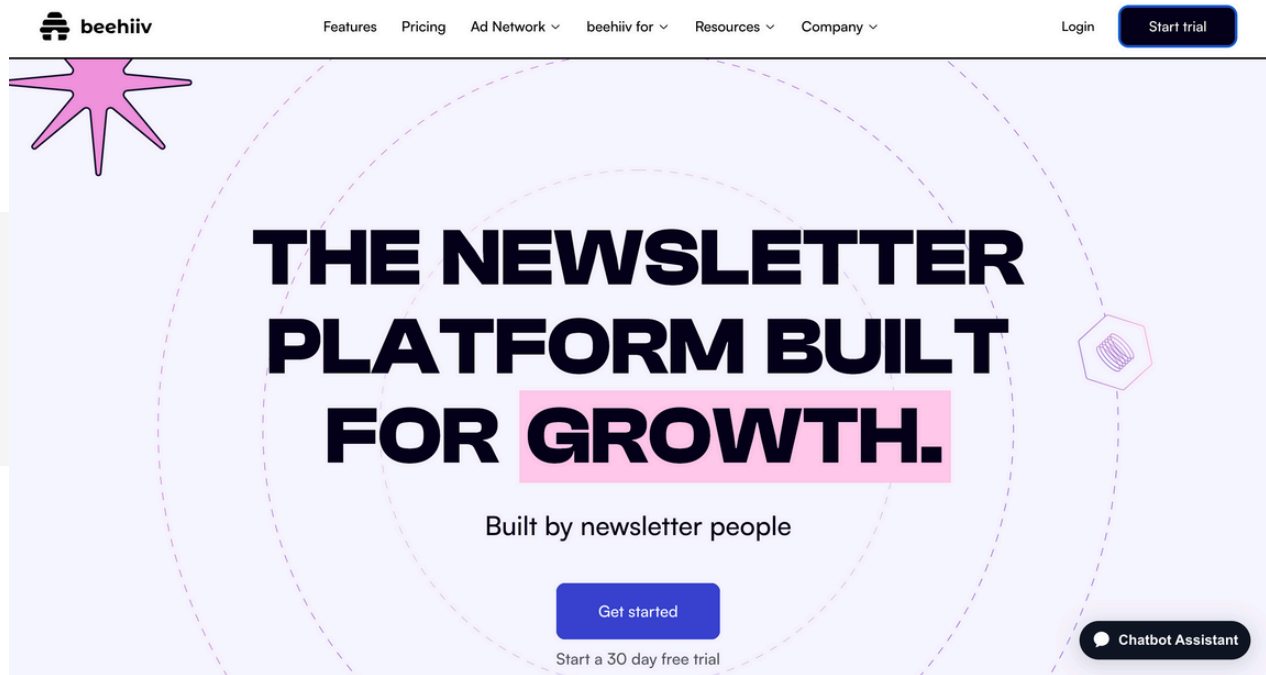
A printable schedule template to help new puppy owners keep track of potty training. Design a weekly grid layout with time slots using Microsoft Excel, Google Sheets, or Canva. Include sections for marking successes, accidents, and notes.

As you can see, these lead magnets are simple to create, but they provide value for our audience. So visitors to our opt-in page are more than happy to provide their email address in exchange for you sending them the free gift.

So take a couple of days and create your lead magnet. By the end of it, you should have a PDF, a video or a template of some sort ready for you to give away by email.



Step 2: Set Up Your Beehiiv Account



After you've created the free gift you're going to give away, you're going to need a service that allows you to collect email addresses and actually send email newsletters to your list. This is called an Email Service Provider - the one I recommend is called **Beehiiv**. They are the best platform in the email newsletter space in my opinion - I use them myself. They have a great user interface, features and are cost effective.

[Click here to sign up for a free Beehiiv trial](#)



Step 3: Set Up Your Clickfunnels Account



Now you've signed up for Beehiiv, you need an opt-in page to collect emails. For this and all other pages we're going to create in the next section, we'll be using **Clickfunnels**.

I cannot recommend Clickfunnels highly enough. It is the tool that changed the game - it allows anyone to get online and set up a well-designed information product sales funnel that will convert into sales.

You'll be doing a ton of stuff in Clickfunnels when we get to the next section, but for now you just need to sign up for the free trial so you can set up your optin page and connect it to Beehiiv:

[Click here to sign up for a free Clickfunnels trial](https://www.clickfunnels.com/pricing)



Step 4: Integrate Clickfunnels with Beehiiv

To summarise, we're designing our opt-in page and thank you page in Clickfunnels, but the email addresses are going to go into Beehiiv, which is where your email list will sit.

You'll then be able to send emails to your list from Beehiiv.

To do this, we need to make Clickfunnels and Beehiiv "talk to each other" - this means we have to integrate them with one another.

Here's a great video about integrating Clickfunnels 2.0 with Beehiiv:

[Watch the video here and follow the instructions](#)

Step 5: Create Your Opt-In Page In Clickfunnels

Now it's time to create your opt-in page and thank you page for your free gift.

[Watch the video here and follow the instructions](#)



You should now have an opt-in page live online. When people enter their email address, they get redirected to your thank-you page to download your gift. In the next step, we'll set up your first autoresponder message in Beehiiv. This email will be delivered to the recipient as soon as they opt-in to your list.

Step 6: Set up first email in Beehiiv to send immediately

Now we're going to set up Beehiiv so that it immediately sends an email to people that have opted in. In the email, you'll want to include a link to your thank you page where your new subscribers can download your free gift.

[Watch the video here and follow the instructions](#)

Congratulations! You've set up the first "stage" of your business - an opt-in page where people can enter their email address and be sent to a thank you page. They will also receive an automated email giving them a link to the free gift thank you page. Now let's turn that thank you page into some money!



Watch This Video As You're Technically In Business

I mentioned earlier that the “money was in the list” - you can make money with an email list without any products. So watch this quick Loom video to explain more:

IMPORTANT: WATCH THIS VIDEO BEFORE YOU MOVE ON



INCOME KICKSTART



SECTION 5

WHAT TO SEND TO YOUR
EMAIL LIST TO MAKE MONEY



It's all very well me telling you that "the money is in the list" - but what exactly do you SEND to your list to make money while also keeping a relationship with them?

AUTORESPONDER EMAILS VS BROADCAST EMAILS

First of all, you have two types of emails that you can send:

Autoresponder - Automated emails that go out at your chosen frequency. You can write these and set them to go out on Day 1, Day 2, Day 3 etc. (technically you could do this forever)

Broadcast - These are one-off emails that you write and send. You can schedule these, but they are "live" emails that you send to your list - they're not automated.

The question is - what do YOU send - do you create an automated autoresponder sequence or send out live broadcast emails?



This is an ongoing debate between marketers, but my personal preference is autoresponder, for several reasons:

1

Your subscriber sees emails in the order you want them to see them. My goal is to take people from having literally just heard of me, to becoming raving fans over time. If you just send live broadcast emails, it's a little "jarring" for a new subscriber - it's like walking into a movie theatre half way through the movie.

2

You can add to your autoresponder emails over time. Think about it - it's so much better crafting 30 excellent emails for an autoresponder so that every new subscriber will have 30 days of fantastic emails from you, rather than blasting out 365 days of rushed live emails with no thought, rhyme or reason behind them.

3

Automated, passive income - I can be on a 2 week vacation while my wonderful autoresponder sequence sends out well-written, well-designed emails to my subscribers, in the order they should be seen, generating sales every day. Whereas if I only sent broadcast emails, I would have to rush to schedule 2 weeks of emails before



leaving, they wouldn't be well-thought out and wouldn't generate as many sales.

4

You can focus on growing your business - It's common for people who send broadcast emails to skip days or give up entirely. Whereas people who have autoresponder emails can then spend their whole days creating new products and getting traffic to their sites.

5

They're delivered at the right time for each subscriber - People who send broadcast emails always wonder about what time in the day to email their list ("12pm Eastern is the best time to blast bro!") I don't have to worry about this. My autoresponder will send the next day's email at the same time every day, which technically was the time of day they first subscribed to my list... which is the time they are ONLINE. I've never heard anyone talk about this, but it makes complete sense. Let's say there's an office worker on your list, and he's only online at 6.45am when he's on the way to work. He'll get emails at the same time he initially subscribed to my list in the first place. Let's say there's a doctor who only online at 11.30pm when she's finally back at home after her long day of work - THAT'S



when she'll get my email, because that's the time she initially subscribed for my free gift. If I just sent broadcasts at 12pm Eastern, neither of these people would likely read it as they would be busy at the time. Get it?

6

You can change the order of your autoresponder emails -

Let's say the emails that are sent out on Day 10 and Day 16 always get you the most sales. Then move them earlier in the series, to say Day 2 and 3, so people will start getting them earlier after they subscribe, and more likely to buy!

The only time I feel one should use a live broadcast email is (1) if you send a newsletter, which is a fantastic business model by the way, and (2) if you're telling your list about a time sensitive event like a webinar or launch.



WHAT TO SELL TO YOUR LIST

You can make money with an email list in 4 different ways:



- **Your own products** - see the next section for how to create your own high profit digital products, which of course is what this book is about. *This is the main way I have always monetized my lists as they have by FAR the highest return.*



- **Affiliate products** - you can promote other people's products and services for an affiliate commission. These can be physical or digital products related to your niche. You can find products from [Clickbank](#) or [Amazon](#) and simply by asking if companies that you like have their own affiliate programs.
- **Sponsorships** - if you send a newsletter, other companies can pay to advertise in your emails. To find sponsors, you can list your newsletter in websites like [Paved](#) and Beehiiv.
- **Premium newsletter** - If people like your free email newsletters, some of them will subscribe to a paid newsletter. Beehiiv allows you to create these premium newsletters within your account.



INFORMATION VS ENTERTAINMENT

Think about what you would want to see in an email list you just subscribed to. Would you want someone hammering you with promotions every day. No. **So don't spam people with offers and promotions** - it might work in the short term but it will burn your list over time (i.e. people will stop opening your emails).

You want to strike a balance between relationship building and selling.

Let's write down our goal - we want all of our subscribers to stay on our list for years, look forward to our emails, open them eagerly and buy all of the products we recommend. How do we achieve this?

By offering infotainment - a mix between information and entertainment.

We do this by starting an email newsletter about our topic, which I like to call an "Inbox Magazine".

You want your emails to be like a magazine that lands in your subscriber's inbox every day. Huge companies have been built off the email newsletter model.

Have a quick read of these motivational articles:



[How Agora Financial's newsletters make nine figures per year](#)

[How Daniella Pearson built a \\$200m business from her dormroom](#)

[How Morning Brew sold their email newsletter for \\$75m](#)

[How Milkroad's newsletter sold for 7 figures in just 10 months](#)

[The multi-million dollar email newsletter run by 1 guy.](#)

I bet you're excited by the prospects right? You can create a newsletter in any niche you want to:

If you're selling tennis information products, start a tennis newsletter. If you're selling DIY information products, start a DIY newsletter. If you're selling "play piano by ear" products, start a "play by ear" newsletter.

A quick interlude - I know at the beginning of this section, I recommended autoresponders over broadcasts. If the products you're building are evergreen, and if what you teach is something that doesn't rely on "live" news and info, you can send a **newsletter that's automated** too. Double Your Dating was a \$20 million dollar business built around an automated newsletter (one of the best newsletters ever) and information products, which is exactly my model.



WHAT TO INCLUDE IN YOUR INBOX MAGAZINE

Here are some ideas for sections to include in issues of your inbox magazine:

- Q&A from a reader
- Featured Article
- Interview with an expert
- Quick Tip
- Quote of the day
- Quiz
- This week's [niche] news
- Jargon buster
- Best links from around the web

You can include some of these in your own inbox magazine - but remember, the best information will come from you.

If you understand your niche area, think about what **you** would want to read, and just create it.



HOW TO SELL PRODUCTS IN THE EMAILS

Ok, so how will you actually sell if you're sending these information packed inbox magazines to your list?

My recommendation is to send a mix of inbox magazines and **short promotions**:

Day 1: Newsletter

Day 2: Promotion

Day 3: Newsletter

Day 4: Promotion

Day 5: Newsletter

Day 6: Promotion

Day 7: Newsletter

You're then giving people value in the newsletters but also sending direct promotions of products too.

One thing you DON'T want to be is a newsletter publisher that doesn't make any money because you're too scared to sell.

Remember, we're in this business to make money.



Personally, if subscribers don't like my promotions, I don't want them on my list - they can leave. I'm working hard to give them value in my newsletters (for FREE).

So if they don't understand that I'm going to promote products now and then...





HERE'S AN EXAMPLE OF A PURELY PROMOTIONAL EMAIL

Let's promote "**Total Body Transformation**" our \$97 online course in the fitness niche example earlier in the book:

Email Subject Line: Nothing ever worked for me

Hey [First Name],

Not long ago, I was just like you—struggling to find the right path to fitness. I'd tried countless diets and exercise routines, but nothing seemed to stick. I felt frustrated, defeated, and was losing confidence.

I knew there had to be a better way, and that's when I decided to take matters into my own hands. I dived deep into understanding fitness and nutrition, learning what works and what doesn't. This led to the creation of the **Total Body Transformation** course, my very own program that helped me break through barriers and achieve the body and health I'd always dreamed of.

The journey wasn't easy, but the results have been life-changing. With the structured workout plans, tailored nutrition advice, and the motivational support embedded in the program, I could finally see consistent progress. My energy levels soared, my strength improved, and, most importantly, I gained the confidence I had been missing.



I want you to experience the same transformation. Whether you're looking to shed some pounds, tone up, or simply feel better in your own skin, this course is designed to support you every step of the way.

If you're ready to start your own transformation journey, I invite you to join me in the Total Body Transformation program. Don't let another day go by feeling like you're stuck in a rut. Together, we can make the change you've been dreaming of:

[Click here to learn more about Total Body Transformation](#)

To your success,

[Your Name]

INCOME KICKSTART



SECTION 6

**CREATE AND SELL YOUR
BASIC PRODUCT**

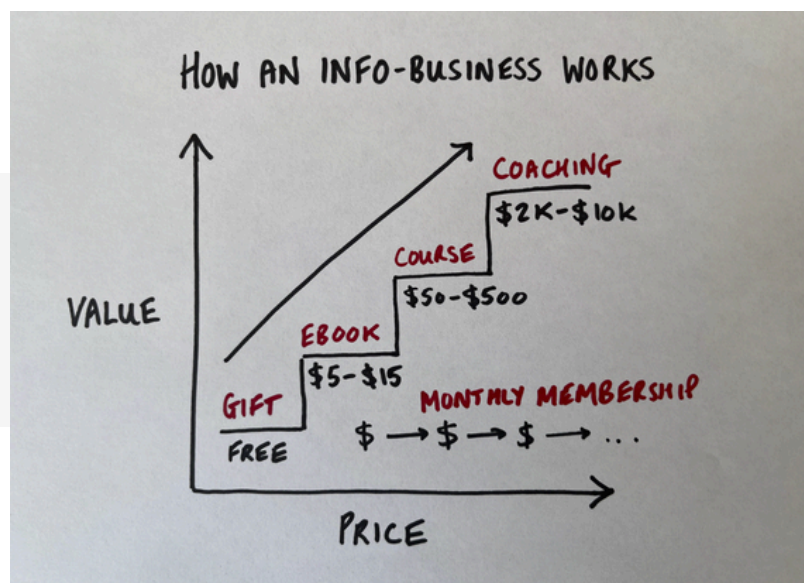


LET'S GET YOUR FIRST PRODUCT ONLINE!

Now that you've set up a where people can subscribe to your email list and be directed to a thank-you page, we're going to put a **product for sale** on the thank you page so we can start making some money!

You see, when people hit that thank you page, they've just said "Yes!" to you and are in a very receptive state. This is the perfect time to show them something that you have for sale. Some marketers call this a "one time offer", and this is where you offer them your introductory **low-ticket product**.

We're at the eBook stage below (it doesn't have to be an eBook though):





Your task now is to create your first product, the “basic” version of what you’ll be teaching that you can sell for \$5 to \$20. I like \$7 as it’s a psychologically attractive number in marketing. Keep in mind that the goal of this product is not to make a profit from \$7 sales - it’s to get people into your sales funnel and on the next step of your “value ladder”. Believe it or not, you can turn a \$7 sale into \$200+ **on the same day** if you have additional products to sell afterwards. I’ll show you how to do this in the next section.

Let’s start creating your first low-ticket product. For simplicity, we’re going to create a short video course.

Step 1: Plan Your Product Out

If you’re subscriber to my [YouTube channel](#), you’ll know that I use a technique called “**100 Split Planning**” to create products.

Let’s say you wanted to create a basic dog training course. You would break “dog training” into 10 broad topics e.g.

- **Section 1** - Introduction to dog training
- **Section 2** - Basic Commands
- **Section 3** - House Training



- **Section 4** - Socialization
- **Section 5** - Crate Training
- **Section 6** - Walking On A Leash
- **Section 7** - Behavioral Issues
- **Section 8** - Advanced Training Techniques
- **Section 9** - Health & Nutrition
- **Section 10** - Ongoing Training & Care

The next step would be to split those 10 broad topics into 10 more sub-topics. Let's say I wanted to break down "Section 3 - House Training":

Section 3 - House Training:

- 3.1. - Understanding house training
- 3.2. Preparation for house training
- 3.3. Creating a routine
- 3.4. Signals and communication
- 3.5. Supervision and confinement
- 3.6. Using crate training
- 3.7. Positive reinforcement techniques
- 3.8. Dealing with accidents
- 3.9. Transitioning to new environments
- 3.10 Troubleshooting common problems



If you write down 10 sub-topics for each of your 10 broad topics, you'll have come up with **100 talking points** for your basic level course. Now, given you're selling this for \$7 - so you probably don't have to do 100 split planning.

Just do 50 split planning and make it a bit shorter!

By the way, I've never actually owned a dog and know absolutely nothing about dog training. I simply used AI to come up with the list of topics in 2 minutes.

If you want to use AI to make everything I teach in The Income Insider Blueprint 10x easier, make sure you watch my course "AI Accelerator", which I specifically made to accompany this book.

Step 2 - Copy Your Plan Into Google Slides

Next, take the talking points for your course and paste them into Google Slides as a presentation or a Google Doc.



Step 3 - Sign Up For A Loom Account

To create your videos, you'll be recording your screen and talking through the points on your Google Slides. To record this, use Loom - it's the easiest screen recorder I've ever used. I use it to create all my courses. You can choose to either show your face or not show your face - to be honest it doesn't really matter. I sometimes do, and sometimes I don't.

[Click here to sign up for a 14-day free trial of Loom](#)

Step 4 - Record Your Screen & Talk Through It

[Click here to watch a video of me showing you how to do this](#)

This is a very straightforward step. If you're new to this, you'll get used to it and start to feel very confident talking on screen. Pretend as if you're talking to your mom and explaining what you want to teach in a really friendly, personal way.

You'll soon realise how much GOLD is inside your head waiting to come out. Make sure you don't record one long video - people don't consume information that way. Break your course up into sections or



“modules”. I recommend that each video should only be 15 mins long. 5 minute videos are even better. By the end of this, you’ll have a several videos collected in Loom, which will be your product.

Step 4 - Write A Sales Letter Inside Clickfunnels

To sell your product, you’re going to have to create a **sales letter**. A sales letter in direct marketing is like a persuasive letter that tries to convince you to buy a product or service. Imagine someone trying to sell you something right from a piece of paper or an email, but they're not physically there to talk to you. That's what a sales letter does—it speaks to you through words on a page or screen.

Here are a couple of examples:

<https://thegeniuswave.com/>

<https://tedsplansdiy.com/>

Don’t get overwhelmed with this or take too long getting it perfect. This was a problem I had for literally YEARS, and it held me back. All this is, is writing a website page in a specific order. These longer type sales letters have generated BILLIONS in sales of these types of products (eBooks, courses, coaching, information products, supplements)



because they guide someone down a psychological path that takes someone from being a cold visitor to a red hot buyer. Think about it - you know the way infomercials always have the same formula?

They tell you the price, then say “Wait, that’s not all!” and add some bonus products (by which time you’re salivating trying to call the number) then slash the price, add in a money back guarantee and tell you to order, then add all those succes stories... that’s a SCIENTIFIC FORMULA and it works even better when it’s on a website.

Remember, just do it section by section in Clickfunnels and follow the proven order, and your sales letter will be 100x better than people that just write some garbage and add an “order now”button.

Here’s my step-by-step formula:

Headline

Sub-Headline

Dear Friend,

Problems

My Story

Proof

Benefits

Introduce Product



Wrap Up

Build Value

Reveal Price

Add Bonuses

Slash Price

Sign Off

P.S.

Here are some examples of sales letters:

Anything you see from me e.g. kunjalkanabar.com/ebook

<https://thegeniuswave.com/>

<https://tedsplansdiy.com/>

There are also video sales letters (VSL's) but they are a bit advanced:

<https://info.hearandplay.com/4stepsbq39mmm>

Step 6 - Add Videos To A Clickfunnels Members Area



Step 7 - Set The Product For Sale

[Click here to watch a video on how to set up a product in Clickfunnels](#)

Step 8 - Change Your “Thank-You” Page To Your Sales Page

INCOME KICKSTART



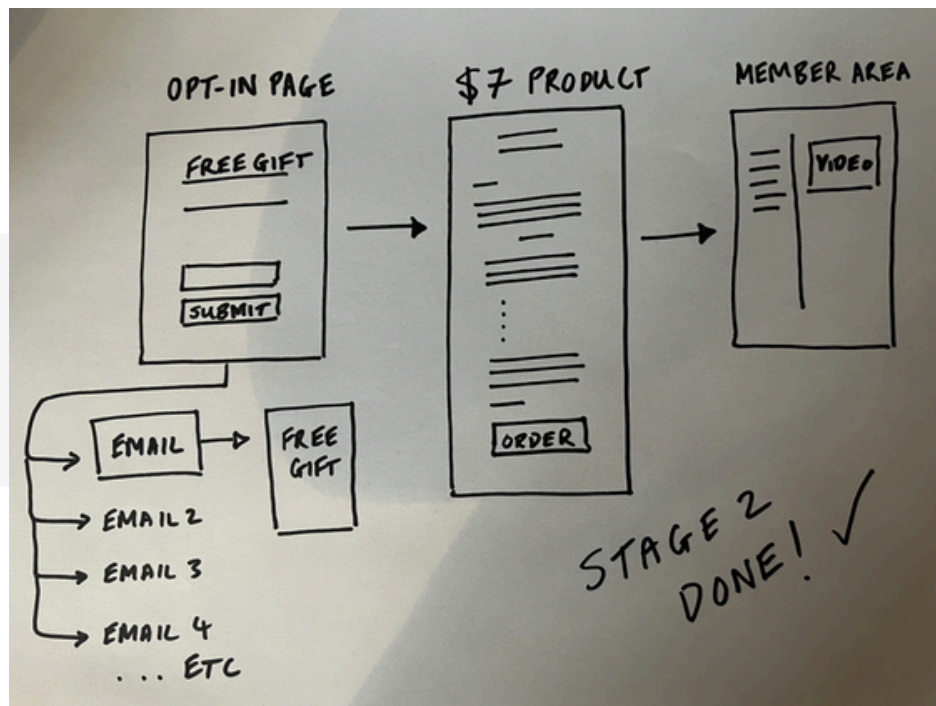
SECTION 7

**CREATE AND SELL YOUR
ADVANCED PRODUCT**



Here's where we are now.

This is what your business will look like at this point in the book:



Visitors will come to your opt-in page and subscribe for a free gift. The link to the free gift will be delivered by email. In the meantime, the visitor is immediately redirected to a salesletter that sells the “basic” version of what you teach.

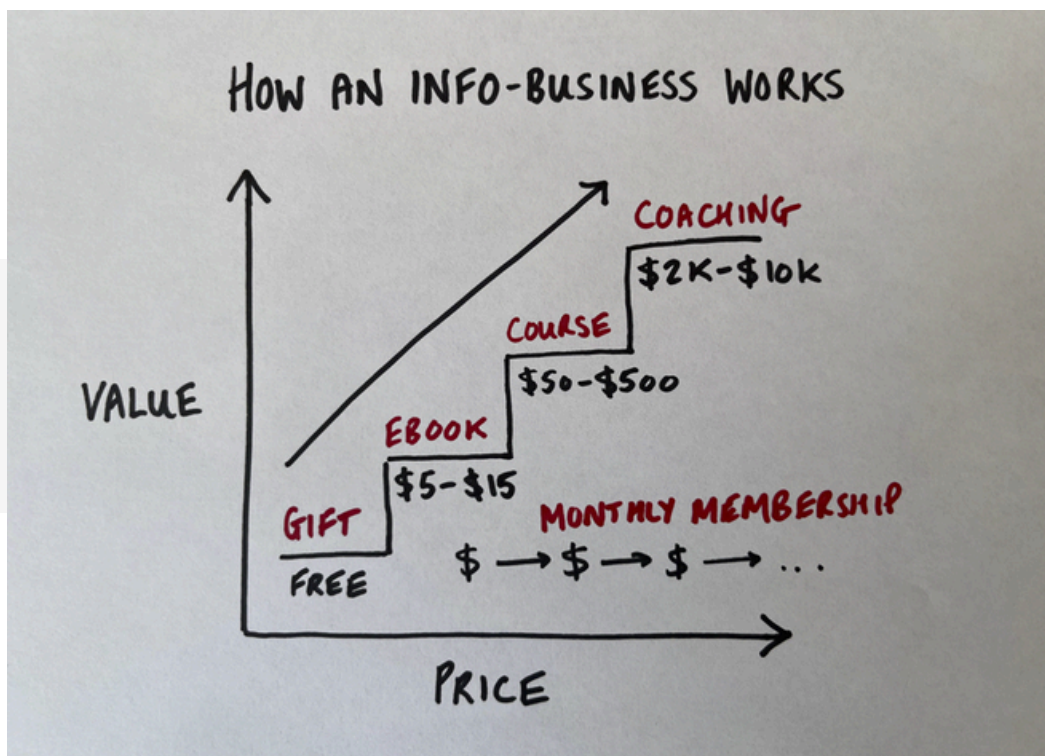
Keep in mind, you don't have to charge \$7 for this product. You can charge \$10, \$17, \$27 or even \$47. But to be honest, it's a better strategy keeping the price at an 'impulse buy' level between \$5-\$15).



When a user clicks the order button and enters their credit card details, they will be sent to a members area where they will be able to watch your \$7 basic course (Clickfunnels will also send them an email with their login details).

Step 5.1 - Create Your 2nd “Advanced” Product

It's now time to create the next product in your value ladder - your advanced online course. We'll be selling this between \$50-\$500. We're at the “course” level of the example information business below:





- Your advanced product should be \$50-\$200
- For this example, let's say you price it at \$97
- This is the same product creation process as in Stage 4
- Use 100 split planning to plan out your product
- Add it into Google Slides
- Open Loom and record yourself talking through the points
 - This should typically be longer than your basic course
 - It should expand upon the points in your basic course
 - It should add new advanced tactics that you may know
- Create a salesletter for your advanced course
 - A salesletter for a \$97 product is typically longer than a \$7 product
 - You still write the copy in the same step-by-step order
- Set up the product in Clickfunnels
- Add the Loom videos to your members area
- Add order buttons and you're done

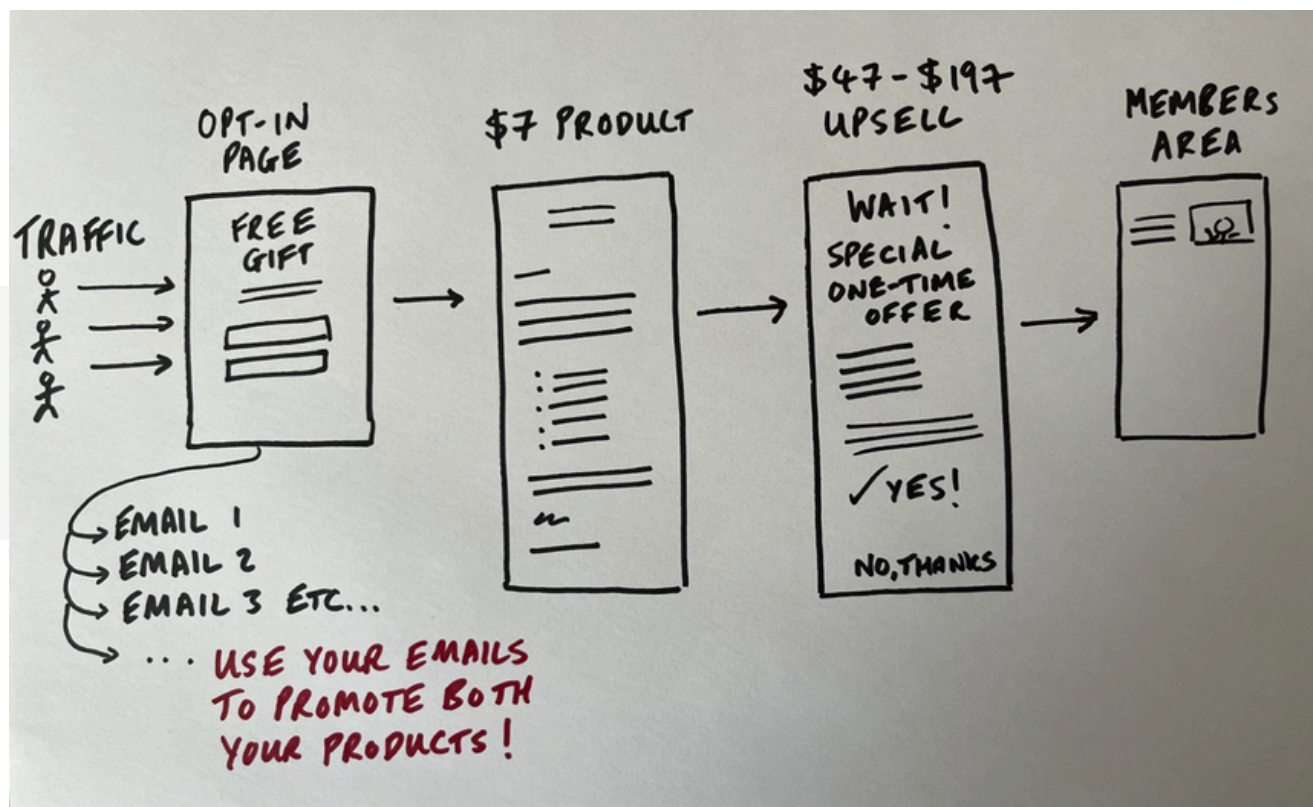
If you've already created a video product in Stage 4, you'll know how to create an advanced version - the steps are exactly the same, but of course the product is more in-depth and the salesletter is a little longer than the basic one.



Step 5.2 - Add The Advanced Product As An “Upsell” To Your Basic Product

This is where you’re going to put yourself ahead of 99% of marketers.

You’re going to add this salesletter to your original funnel as an upsell, so as soon as someone buys your \$7 basic product, they will see a special “one-time” offer offering your Advanced Course.





This is like when McDonald's used to ask "Would you like to supersize your meal?"

On this page, it increases sales when you add phrases like:

"Wait! Your Order Is Not Completed Yet"

"You Will Not See This One-Time Offer Again"

"Customize Your Order"

"Do Not Close This Page"

A percentage of your \$7 buyers will upgrade to the Advanced version, which is where the real money starts coming in. If they click "No", they will either go to their members area... or you could offer them a **"downsell"**.

You see, the reason people won't upgrade is the price. Who wouldn't upgrade an order they've just made, right? So what we do here is offer them a payment plan. If we're selling our product for \$97, we offer it to them for 2 payments of \$47.

We then get a few more buyers that wouldn't have upgraded, increasing our **average order value**.



Step 5.3 - Start Promoting Your Advanced Product In Your Emails

You can now start promoting your Advanced product in your email newsletter, in addition to the Basic product. So in your emails, you'll write an article, or answer a reader's question. Then at the end, say something like:

"If you would like to start [desired result], take a minute and download my course [Insert Basic course name]:

www.yoursite.com/course

And if you would like to take your knowledge to the next level, check out my Advanced course and learn all my secret techniques:

www.yoursite.com/advancedcourse

INCOME KICKSTART



SECTION 8

**CREATE AND SELL YOUR
MONTHLY MEMBERSHIP**



I'm sure you wince a little when you see those monthly payments going out to Netflix, Disney+, Amazon, the gym and the dozen other "little" subscriptions you have and wonder "I wish I had people paying ME automatically every month"

Guess what? **You can!** Again, this is another reason why this is the best business in the world. You can set up your own membership site where people can pay a monthly subscription to get ongoing information or products from you.

Adding "continuity" to your business adds a level of stability, so you have recurring income and you don't have to start every month from \$0. Sure, some people cancel after a while, but you'll be adding new members in using the strategies I teach you.

Step 6.1 - Decide on a continuity model

First, decide what you can offer on a regular basis, Here are some examples:

- A monthly masterclass on a different "area" of your niche
- A weekly case study of a success story in your niche
- Something "done for you" every month
- A "What's Working Now" information site



Step 6.2 - Create Month 1's content (or core content)

With a membership site, you have two options. You could provide something on a monthly basis, in which case you just need Month 1's content ready to start selling it. Or you could provide access to a database of resources that your members have access to and add to it periodically, in which case you need to create all of that content before you can set the membership product up.

Either way, you're creating the products in the same way.

Written material like eBooks, reports, templates and checklists are simply PDF files of information. You can write them in Google Docs and simply "Save As PDF" to create them. Use a freelancer on Fiverr to spruce up the design if necessary.

Video material like courses are created by simply opening up Loom and recording yourself talking through Google Slides or Google Docs with information on them.

If you would like to offer coaching services as part of your membership, read the next section to learn how to create these products.



Step 6.3 - Set Up Product In Clickfunnels And Set Up A 14-Day Free Trial Of Your Membership

It's debatable what price you can charge for a monthly membership. Some would argue that a low-priced membership of \$19/month or \$29/month is something that "flies under the radar" and people are less likely to cancel it.

Some would argue that a higher priced membership such as \$49/month or \$99/month will allow you to reach your income goals with less members and allow you to spend more on advertising to grow your business.

It depends on what you're teaching and the value that it has for the user, but I personally think you should test the market. If \$29/month is working, try \$49/month and so on... but don't *reduce* prices, as it screws over your original members who're paying more than your new ones.

Monthly memberships tend to work best with free trials, so set up the product as a 14-day free trial in Clickfunnels. After 14 days have elapsed, your members will be charged \$X/month automatically.



There are advanced ways of monetising memberships, like offering 6 months or 12 months access as a bundle, or utilising advanced funnels, but that's not for this book. Focus on getting these products LIVE first, then let me know when you're ready to get coaching to get to the next level.

Step 6.4 - Create The Salesletter In Clickfunnels

Writing a salesletter for a membership site is the same process as for other products, but there are some nuances.

It makes sense to offer extra gifts upfront for someone signing up for a free trial. Create a couple of 30-minute trainings on topics you haven't covered before and give them away to everyone who signs up for a free trial.

Secondly, make sure you emphasise what your members will be getting so they're clear on what they're getting charged for.

Thirdly, do NOT be unclear or shady about telling them there is a monthly charge. That's an easy way of getting banned by your credit card merchant account! The more clear and upfront you are about the price, the more likely you will attract great members who will stay for months and even years.



Step 6.5 - Add The 14-Day Free Trial On The Thank You Page Of Your Funnel

The fastest way you're going to get members is to add the product to your main funnel, which will have traffic flowing through it constantly through your content and any advertising you have online.

People are in a “buying mood” when they've just bought something, so when a visitor opts in, buys your \$7 product, upgrades to your advanced product (or not), then when they're finished with their orders, see a 14-day free trial of your membership site.

Simply add the salesletter of your membership site to your thank you page that people see when they've finished their order (i.e. right after they've accepted or declined the upsell).

INCOME KICKSTART



SECTION 9

**CREATE AND SELL YOUR
HIGH-TICKET COACHING**



You now have a VERY sophisticated funnel.

You're sending people to an opt-in page with a lead magnet (the link is delivered by email). New subscribers see your low-priced basic product priced at \$5-\$15, and many will make an impulse purchase.

Buyers will immediately see your advanced course as a one-time upsell straight after they buy, and they will need to decide whether to accept it or decline. Many will purchase this at a price point of \$50 to \$200. People that decline this offer will be offered a payment plan, which will convert quite a few extra sales.

After this offer, all your buyers will then see a 14-day free trial of your monthly membership on their order confirmation page. A percentage of people will sign up for a trial and remain members, paying you automatically every month as an ongoing subscription.

What next? It's time to go **high-ticket**.

This is where you reach the elite level of Internet Marketers - offering a coaching program to your best customers priced between \$2,000 to \$10,000.



The way to do this is to offer a **group** coaching program (not 1-on-1 sessions) where you have a course curriculum that lasts 6-8 weeks and you get on a 1-hour Zoom call with everyone twice a week and answer their questions.

This is the most efficient and profit maximizing way of running a coaching program. Offering 1-on-1 sessions doesn't make sense from a time or money perspective. It's also repetitive, as you'll end up answering the same questions over and over again, when you could coach people all at the same time.

The group coaching program I've outlined above is tried and tested - it will generate you the most money, the most successful coaching students and allow you to scale your business very easily.

Step 7.1 - Decide on content, a name and a price for your coaching program

Again, check out the "Done For You Ideas" report for how I would name a high-ticket coaching program. Once you've decided on the name and the price, the process of creating a coaching program is pretty similar to creating an online course, as you'll see below.



Step 7.2 - Create the videos

Keep in mind, this will be your BEST information. You can also call your coaching program an “Implementation Program” for your advanced course (which you already created) and actually guide people through it.

Step 7.3 - Set up the product in Clickfunnels

Similar process to previous products.

Step 7.4 - Create an “Application Funnel” in Clickfunnels

You can’t sell something that costs more than \$2000 with just a salesletter. You need a more personal connection for this. There are two ways to sell a high ticket coaching program - on a call or on a webinar.

For the purposes of this book, we’re going to cover how to get your subscribers and customers on calls (for example, on a Zoom call) and enroll them into your coaching program. We do this by creating an “application page”.



You will need to create a separate funnel from your main funnel for this. Clickfunnels actually has a pre-built Application Funnel that you can modify. You will need to create a short 10-20 minute video walking people through a case study of results you have, and then asking them to apply for a call with you.

The thank you page can go to an online calendar where people can book a call with you at a time suitable for you. You can use software such as Calendly for this.

Step 7.5 - Add Your “Application Funnel” to your Members Area

The best way to find coaching clients when you’re starting out is to get people to **apply** to work with you. That way you know who’s put their hand up and is interested in learning more, rather than chasing people who don’t want coaching.

Where do we find the best people for this? **In your members area.** People that have just purchased your products (yes, even the low priced ones) can turn into coaching clients because they want help implementing what you’re teaching them in your products and also want your personal guidance.



Keep in mind, this isn't going to be a sales call. It's NOT scripted. You want to keep this call low key, meet your new customer and see where they're at. Offer them value. What have been their challenges? What are their goals? Can you help them? If so, extend an offer to your coaching program and see if they want to enroll.

Again there are advanced sales techniques you can use here to make sure you get more clients, but that's not for this beginner book. The very fact that you have an application funnel and are talking to your buyers on calls puts you in the ELITE LEVEL of online marketers and your income can truly get to the next level like this.

At this point, you have everything you need for an insanely successful information business. You have an email newsletter, a low-ticket product, a mid-ticket product, a continuity program and a high-ticket coaching program.

You can go on adding products, but it could complicate your business. What I would do now is simply work on optimising everything. Make it better. Tweak your emails, improve your products and salesletters. Make it world class.

Above all, work on traffic generation. On to the next section.

INCOME KICKSTART



SECTION 10

HOW TO GET TRAFFIC
AND BUYERS ONLINE



If you take nothing else from this book, I want you to understand that making money online is about **sending traffic to offers**. That's it.

What we did in previous sections is create “offers” from nothing - we created information products with high profit margins, from scratch, that are organised in a way that will maximize the amount of money you make per visitor.

Now we need to send traffic.

You could have the best products, the best salesletters, the best funnels in the world - but if no one visits your site, you won't make any money.

As I mentioned earlier, you should have started on this section **as soon as you completed Section 3**, which was when you set up your opt-in page. That was technically all you needed, because you can make money from an email list whether you have products or not.

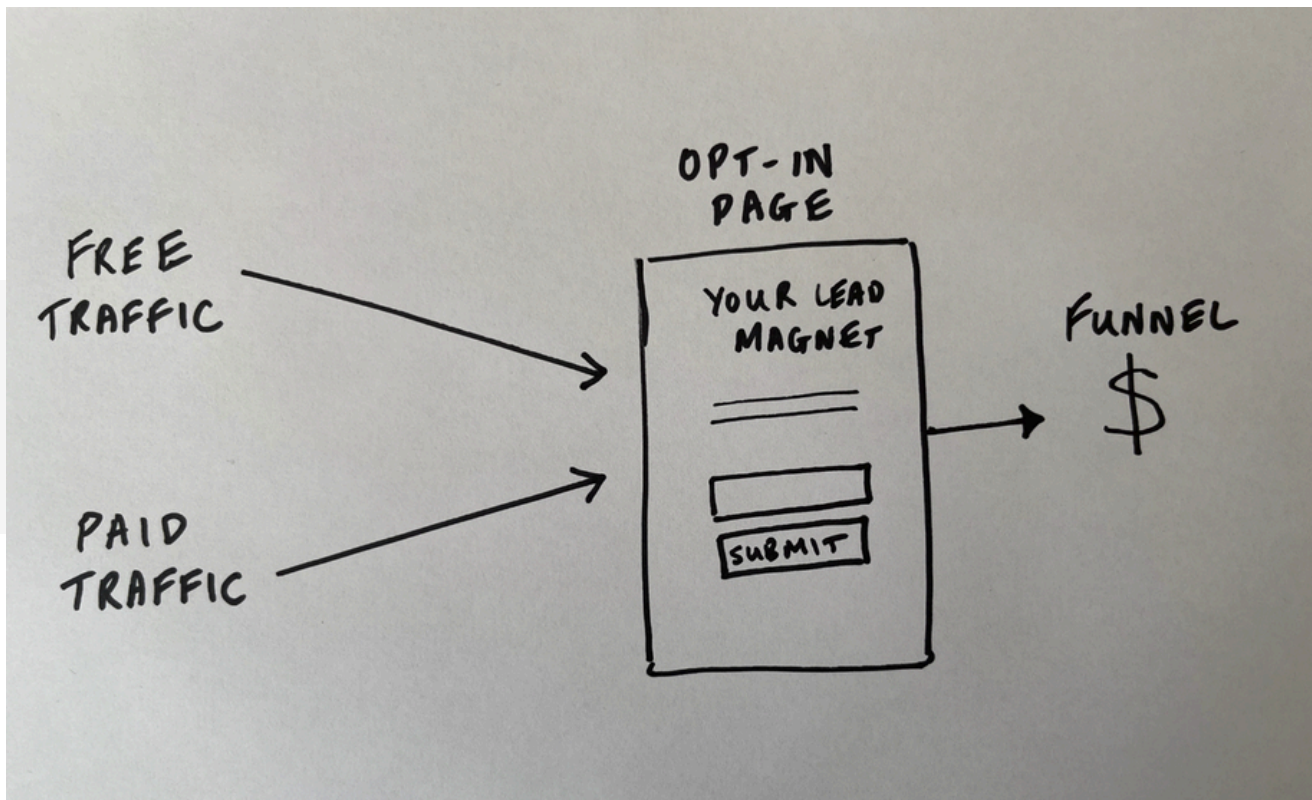
So whether you're reading this section after reading Section 3, 4, 7, whatever... you need to start taking action on this and planning a way to get ATTENTION online.



THERE ARE 2 TYPES OF TRAFFIC

First of all, there are 2 types of traffic you can send to your opt-in funnel.

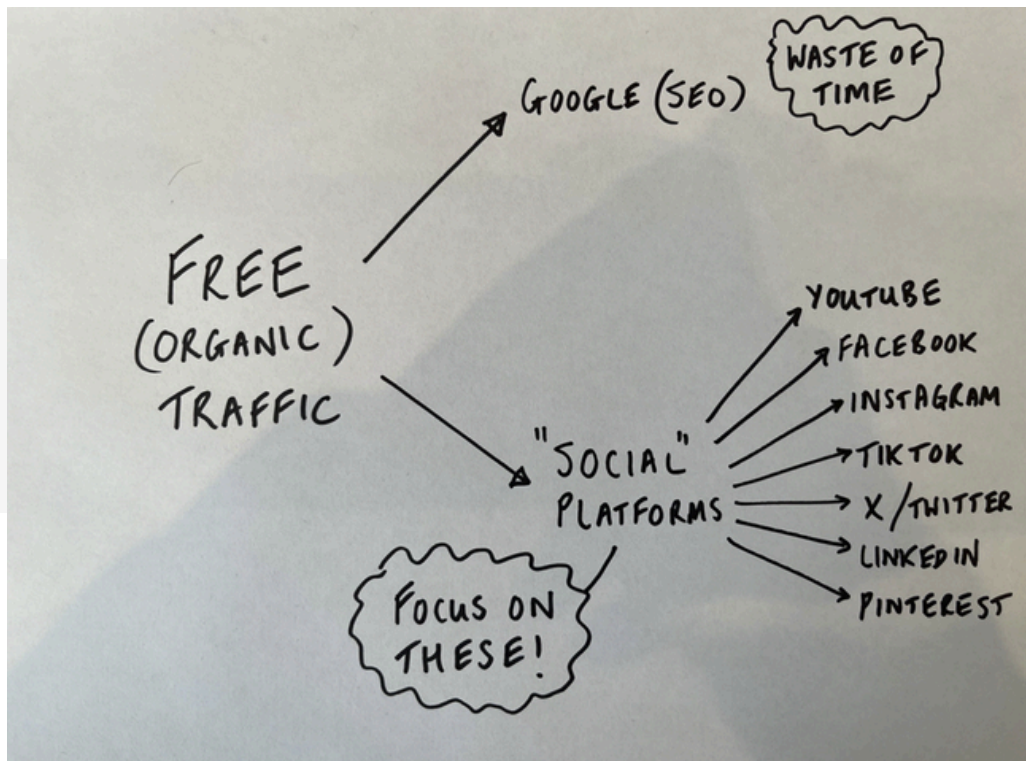
Free traffic and paid traffic.





FREE TRAFFIC

Here's a diagram that clearly explains where to get free traffic:



Firstly, there's SEO, which is ranking your website on Google. **This is a monumental waste of time, for 3 reasons.**

1

Google change their algorithms all the time, and you could spend YEARS climbing the ranks to #1 for your search keywords, only to be knocked into oblivion at the drop of a hat. It's happened to me and many others I know.



2

The work involved in ranking on Google is shockingly long-winded and there's no guarantee of success. It's like a full time job for very little money.

3

AI has massively disrupted the SEO industry - people will soon turn to AI tools instead of searching on website after website trying to find the answers they're looking for.

The second option is building an audience on the 7 major platforms by creating content. By establishing yourself as a trusted voice in your niche, you create a community of followers who are interested in what you have to offer and are more likely to buy from you. This audience becomes a vital asset, continuously driving traffic to your products through their engagement and advocacy.

Here are the 7 platforms you can build on:

1. YouTube
2. Facebook
3. Instagram
4. TikTok
5. X/Twitter
6. LinkedIn
7. Pinterest



You're most likely aware of most of these platforms because you spend a lot of time there consuming content.

But now, you're going to be **producing content** more than consuming it.

The first thing I need to recommend to you is to not focus on ALL of these platforms at once. Many online gurus will say you can "repurpose" one piece of content into content for all of the platforms.

But this will leave you overwhelmed and you'll most likely quit.

Think about the people that have built huge audiences and made millions from these platforms - did THEY build on all platforms at once?

- **MrBeast** - Known for his elaborate stunts and philanthropy, MrBeast focused heavily on **YouTube**, becoming one of the most subscribed creators on the platform.
- **Charli D'Amelio**: She rose to fame by creating dance videos on **TikTok**, becoming the platform's most-followed creator for a significant period, almost exclusively using TikTok to build her audience.



- **Huda Kattan** - A beauty influencer and entrepreneur, she grew her brand largely through **Instagram** by sharing makeup tutorials and beauty tips, eventually launching her own cosmetics line.
- **Andrew Tate** - initially gained substantial online visibility through his focused use of **Twitter (now X)**. His strategy involved sharing provocative and often polarizing content that sparked debates and rapidly increased his follower count, only then focusing on TikTok to accelerate his growth.
- **Justin Welsh** - Justin Welsh concentrated his efforts on **LinkedIn** to share his professional insights and experiences. As a former SaaS executive, he effectively uses the platform to connect with entrepreneurs and business professionals, offering valuable advice on building and scaling businesses.

That's why I recommend focusing on a maximum of **2 platforms** to grow your audience and drive people to your opt-in funnel, then go ALL IN on those 2.



How do you decide which platforms are best for you?

Where does your target audience hang out? If you're targeting stay at home moms, Pinterest and Facebook may be a good choice, as that's where they generally hang out. If you're targeting CEO's that want to lose weight, **LinkedIn** or **Instagram** may work the best, as that's where they likely spend their time. My point is, you're not going to find stay at home moms on LinkedIn that much, and you're not going to find most CEO's hanging out on TikTok!

What kind of content can you produce well? If you're very expressive and you can communicate things with your personality, you need to focus on video. So making videos on **YouTube** would be a good choice, which you could then clip up and distribute to Instagram Reels, YouTube Shorts and TikTok. If your weapon is the written word and you would prefer writing, you may want to consider the platforms where you can post text, like **X**, **LinkedIn** or **Facebook**.

The most important thing with the major 7 social platforms is that you produce **consistently**. You can't post a few times and then give up. You'll never get off the starting block then. You have to accept that this is a long term business you're setting up to take care of the future, and you're going to do it for as long as it takes - ideally, for the rest of your life.



(I know that I'm going to create YouTube videos for the rest of my career as I know it will pay **exponential** dividends with my information product business and my my authority in my industry. Plus, I believe the only people that will matter in the future are people you can see **on your screen**, whether it's on a phone screen or a VR headset. *Everyone else will vanish into obscurity.* Something to think about).

Take a weekend and think carefully about what 2 platforms you're going to create content on in your niche. Have a think about these 3 things:

- Which two platforms do my potential customers spend their time?
- Am I better on video, or text?
- Which will I enjoy more?
- Which one can I see myself doing 5 years from now?



WHAT KIND OF CONTENT SHOULD I CREATE?

The goal of your content isn't to get likes and followers. It's to attract the right audience and drive them to your opt-in page, so they can get on your email list, go through your sales funnel and spend more and more money with you.

I would rather have 10,000 quality followers who were my ideal customers than 1 million random followers of all ages and all interests.

IMPORTANT: Don't ever get caught up in the "followers" trap and start creating just to make a NUMBER on a website go up. Those followers aren't dollar signs. We're in this business to make money, so if you want to obsess over something, focus on email subscribers and sales.

Create content for yourself, but just a few years younger. Think about what struggles you went through and actually try and help people.



SHOULD I HOLD BACK WHAT I GIVE AWAY FOR FREE?

Your core content is going to be in your products that you sell. So you want to maintain a balance between giving away valuable content and “giving away the farm” so that people still feel like they want to buy your products.

There are two concepts I want to go through here:

“Move The Free Line” - There’s a “line” between what you would normally give away for free and what you would start charging for. Move that line a little so you’re giving away more for free than your competitors would.

“Useful But Incomplete” - You want your content to be useful, but incomplete. You want to tell people exactly **what** to do, but not **how** to do it (that’s for your paid products).

Let’s look at this eBook. The information in this eBook is EASILY worth \$200, but I’m giving it away for a very low price. I’ve explained everything in my system **completely** - I haven’t left anything out. It’s probably one of the best books you’ve ever read on building an



online business - I can say that because I've consumed all the best content on this topic for 2 decades and I know that no one ever explained *everything* like this to you like this.

But I bet you would also like me to explain everything on my screen to you on VIDEO, right? That's where my [Advanced Profit Secrets](#) comes in. And I also would bet you would be interested in me working with you directly, coaching you on how to do this, so you make all the right decisions and make sure you're doing everything correctly, right? That's where my [Coaching Program](#) comes in.

What To Do Next

STEP

1

Chill & Observe - Now you've decided which two social platforms you're going to focus on, I'm going to give you a fun task. Download the apps and sit for a few hours and just observe. Don't take notes or anything - just consume the content and see how people are producing content and interacting on there. Soon you'll get a sixth sense for what's working on the platform.

**STEP****2**

Test Post - Next, create a profile (in your own name or in a business name) and create a test post. Each platform has its own settings when you post there, and you'll figure out what's important and what's not.

STEP**3**

Create a list of content - The key to releasing good content on a consistent basis is to plan ahead. Sit down with a coffee or three and plan out all the topics you could create content about.





HOW TO COME UP WITH 100 TOPIC IDEAS

Now, I'm going to teach you a concept that will blow your mind. You'll come up with an endless number of content ideas using this technique.

First, write down 10 topics that you could write about in your niche.

For example, in the dog training niche, 10 topics you could talk about in your content could be:

1. Basic Obedience Training
2. Puppy Training Challenges
3. Behavioral Modification
4. Advanced Training Techniques
5. Dog Training Tools and Equipment
6. Health and Nutrition
7. Interactive Games and Mental Stimulation
8. Training for Specific Dog Breeds
9. Safety and First Aid
10. Building a Strong Owner-Dog Relationship



Now, here are 10 different ANGLES you could write the content from:

1. **Listicle:** ‘5 best ways...’
2. **Contrarian:** ‘Most people think X, but REALLY it’s Y”
3. **Observation:** Simply making an observation
4. **Motivational:** Motivation related to your niche
5. **Actionable:** Teach people how to do something

Now in Excel or Microsoft Sheets, create a table - so you’ve got your 10 topics down the left hand column and 5 “angles” to hit the topic with.

Soon you’ll come up with a good 50 ideas for content!



Topic	Listicle	Contrarian	Observation	Motivational	Actionable
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					



HOW TO GROW ON EACH PLATFORM

Each of these platforms requires a different strategy and I could write a separate book about how to approach each one. For example, there's a strategy to grow on YouTube, a strategy to grow a Facebook group, a strategy to grow on LinkedIn etc.

There are plenty of videos on YouTube on how to grow on each platform, so you can do this research on your end. However if you have a question about a specific platform, let me know and I'll see if I can create a paid training on it.





CONTENT ALCHEMY

As explained above, I don't recommend overcommitting and growing on every single one of the 7 platforms. I recommend growing on 2 platforms at the beginning. But over time, once you're making money, you may want to use some of the content you've already created to grow on more platforms.

So you should understand the strategy I like to call **Content Alchemy**.

Content Alchemy involves creating one piece of content, then **repurposing** it to post on other platforms.

You've already done the hard work in creating the helpful piece of content, so might as well reach a different pool of people right?

For example, a helpful TikTok video would be wasted if you didn't post it on Instagram Reels and YouTube Shorts too.

There's a specific strategy that hits the maximum number of platforms with the minimal amount of work.



MY CONTENT ALCHEMY STRATEGY

First, create a long form piece of content. I'm talking a 10-20 minute long **YouTube** video or podcast episode (YouTube is preferable)

Then, clip the best parts of that video into several short form videos. You could probably get 10 short videos from 1 long video.

Then post each short video on **YouTube Shorts, TikTok, Instagram Reels** and **Pinterest**.

So far, you've hit 5 platforms, but we're not done yet!

Transcribe your video into text using Rev.com or any "video to text" tool.

Take that transcript, polish it up as an article and post it as an **email newsletter** and on your **website** (you can do this at the same time with Beehiiv).

Then, turn that text into an **X (Twitter)** thread. A thread is a series of tweets that come one after another. You can also take this content and simply post it as one **Facebook** post.



Then take that thread, X go to Canva and turn it into a carousel for **LinkedIn** and **Instagram**. Carousels are those photos that you swipe through on a post.

You've now covered YouTube, TikTok, Instagram, Facebook, X, LinkedIn and Pinterest with one piece of content.

We even covered your email newsletter and website blog too.

Pretty cool, right?





PAID TRAFFIC

There's an unlimited amount of traffic out there to send to your business if you buy ads. Honestly, you'd be shocked at how many visitors you can get every day.

Paid traffic is how people become millionaires online. The key is they just **reinvest** more and more money (profitably) on advertising.

An information product business like the one we're building is one of the best businesses you can create for paid ads.

The key to any business is taking \$1 and turning it into \$2 as quickly as possible.

If you can spend \$1 and turn it into anything more than \$1 in sales, you're golden.

It's like a **vending machine**.

Let's say there was a magic vending machine that allowed you to put in money and money came out.



If you were walking along, stopped at this vending machine and put in a \$1. To your surprise, \$1.50 comes out. When you put in \$100, \$150 comes out. How much money would you put into this vending machine?

Now what if you put in \$1 and get back \$2, or \$3... or even \$5?

That's the reason I've helped you create a **MACHINE** that you can send traffic to.

You're sending traffic to an opt-in page and collecting email addresses. You're then sending them to a \$5-\$15 offer, then a \$50-\$200 offer, then to a \$29-\$99/month offer, then a \$2000-\$10,000 coaching offer.

Remember this - the point of this funnel is to **recoup your ad costs** while you build your email list.

We're getting advanced here, but this is called a self-liquidating offer.

Imagine you spend \$1000 on Facebook ads and your funnel makes back \$1000 in sales in 24 hours, you're essentially **building your list for FREE.**



If your funnel is making more money than you're spending in ads, you're getting paid to build your list.

Infinite money glitch.

And remember, the real money is in the list. You can make money from that list for years if you treat them well.



Do you understand the knowledge you've just received?



WHERE DO YOU BUY ADS ONLINE?

Traffic is abundant online, but just like free traffic, you can't do everything.

You have to choose a platform, become profitable and then move on to the next.

Here are the ones where you can advertise an information product funnel:

- Facebook & Instagram Ads (Meta Ads)
- YouTube Ads
- Newsletter ads
- X (Twitter) Ads
- LinkedIn Ads
- Pinterest Ads
- Reddit Ads
- Quora Ads
- Native Ads
- Direct to site media buys



It's outside the scope of this eBook to teach each ad strategy, and the book would spiral out of control, but my main recommendation would either be Facebook Ads, YouTube Ads or newsletter ads.

My personal favorite are newsletter ads.

Remember how we're building a newsletter around our chosen topic? You can buy ads in **other people's newsletters** and send them to your opt-in page.

There are various reasons why I like this the best:

- **It's simple** - you just buy an ad and it gets clicks to your site
- **It's less restricted** - Facebook and YouTube are strict
- **It's the best quality** - The people that click actually read emails!
- **It's an endorsement** - It's from someone they trust

Here are some email specific ad networks you can investigate:

- [Paved](#)
- [Sponsorships.com](#)
- [Passionfroot](#)
- [LiveIntent](#)
- [Passendo](#)



YOU'RE NOW IN THE 1%

Congratulations on completing this book. You now know more than 99% of people when it comes building an online business - even marketers that are years into this don't know some of the strategies I've revealed in this book.

Now you're done with the learning phase, what are you going to do with this information? Remember, you don't have to do this all at once. **The first thing you should do is decide on your niche and set up your email newsletter.** Even if you don't create any information products, you could still make a fortune with just sponsorships and affiliate marketing!

Another thing - creating information products like courses is so EASY! Just try it - write a few pages on a Google doc and click "Save As PDF" and you have an eBook. Record yourself talking through something on your screen and that's how easy it is to make a course!

The ball is in your court, but please don't just leave this and start looking for the next shiny object. Start DOING. In a few weeks you could have a business literally set up and making money! If you want help from me directly, book your 1:1 video call in ASAP and I'll point you in the right direction.



I look forward to helping you build a life-changing business!

To your success,



Kunjal Kanabar.

Kunjal Kanabar
Founder, Income Insider