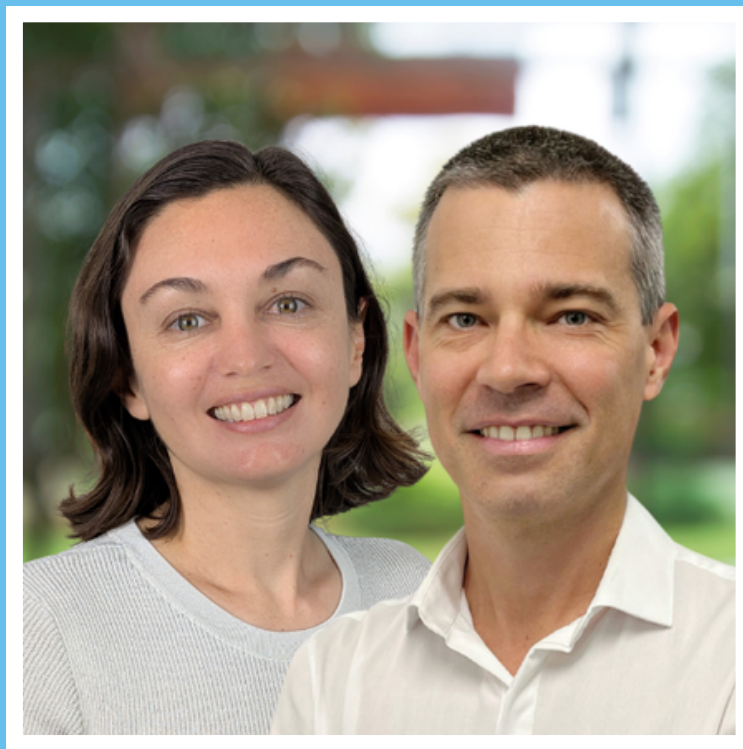


CREATE YOUR LIFE-CHANGING YOUTUBE BUSINESS

WITH THE 5 STEPS TO **FREEDOM** BLUEPRINT



BY MARK & TRINA

www.markandtrina.com

Nice to Meet You!

Hi, we're Mark and Petrina, a husband and wife team who started a **YouTube channel** in 2019 and grew it into a **complete online business**.



As the channel grew steadily to 40,000 subscribers and 1 million views per year, we realised that ad revenue wasn't going to replace our full-time income.

So instead, we developed a **5-Step System** that ditches the vanity metrics and makes a lot more money than we ever could with just ad revenue.

We want to help you use the same system to build your online business so you can work your own hours, prioritise your health and be there for your children while doing work you enjoy.

We look forward to **your success!**

Mark & Petrina

www.markandtrina.com



YOUR 5 STEPS TO FREEDOM BLUEPRINT

Build your **Profitable YouTube Business** in 5 steps.



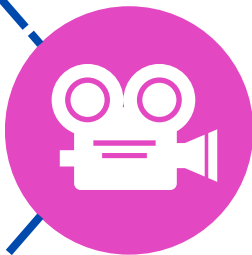
Step 1: YouTube Reality Reset

Challenge what you think you know.



Step 2: Your Profit-First Niche

Find an idea that can make you money.



Step 3: Make The Right Videos

Discover what type of videos to make.



Step 4: Turn Viewers into Customers

Learn how to never let a view go to waste.



Step 5: Optimise & Improve

Perfect your system for future growth.

STEP 1

YOUTUBE REALITY RESET

Let's change what you believe about YouTube!

The first step to building a profitable YouTube business is to clear up **3 big misconceptions** about how to make **life-changing** money on YouTube.



MYTH 1: YOU NEED 1,000+ SUBSCRIBERS

REALITY: You can start making money with no subscribers at all and you don't need to wait for ad revenue to kick in.



MYTH 2: AD REVENUE IS HUGE

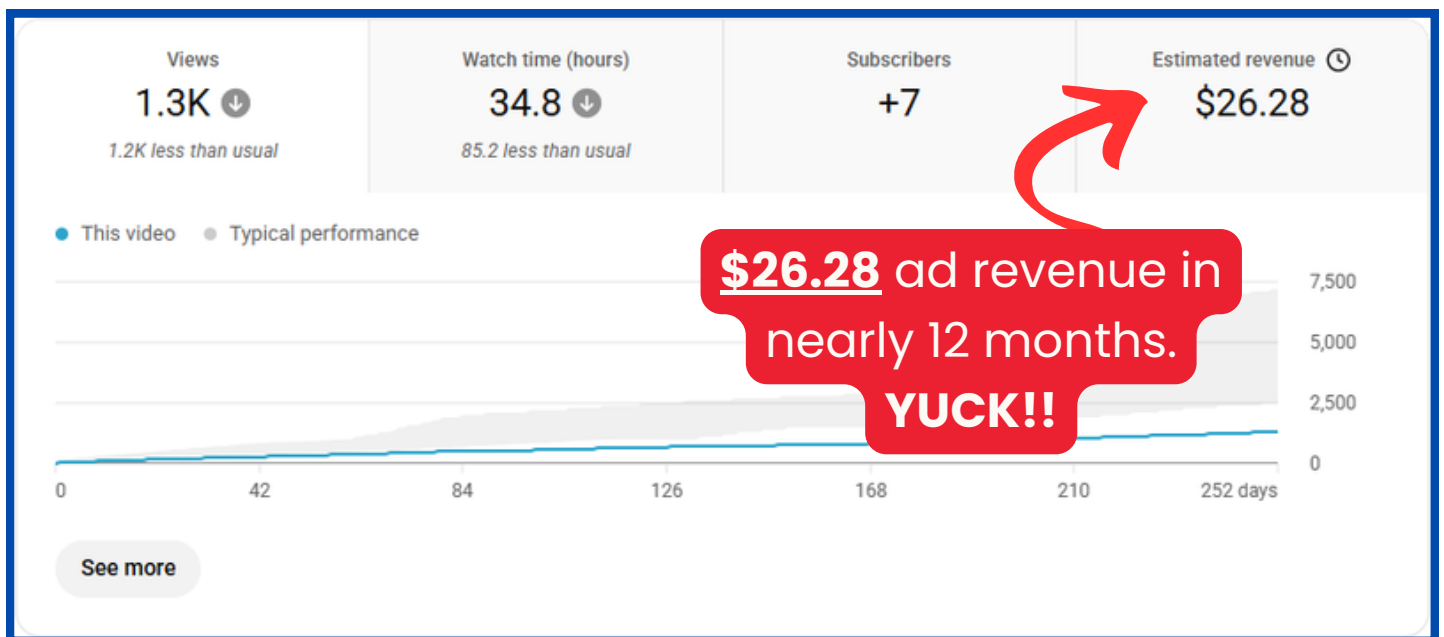
REALITY: You need millions of views to make decent ad revenue, but even then it's often not much and it's unreliable.



MYTH 3: YOU NEED TO ENTERTAIN

REALITY: You can make a full-time income with a small channel that fits your expertise without being a clown.

Like many YouTubers, we chased **views**, **subscribers** and **ad revenue** for years, only to get results like this:



SO WE FLIPPED THE SCRIPT

We realised ad revenue wasn't going to replace our income, so we started chasing revenue a different way.

That same video now makes us [\\$500 to \\$1,000](#) **every month** on autopilot:



And it does that despite having gained only **7 subscribers, 1300 views** and **\$26.28 ad revenue**.

THE POWER OF REPETITION

Once we discovered we could make that much money from one video, we **repeated the system** with other videos.

 YouTube



How to Live Well

\$1,000/mth

 3K views

 YouTube



We Win Again!

\$800/mth

 2K views

 YouTube



You Can Do It!

\$300/mth

 1K views

 YouTube



How to be Great

\$500/mth

 5K views

 YouTube



Reach the Top

\$1,200/mth

 1K views

 YouTube



Get it Done!

\$600/mth

 7K views

WHY LIMIT YOUR INCOME?

Instead, build **multiple income streams** that outperform ad revenue and work on **autopilot**.

Our system helps you **scale your business** where the only limit is your imagination!

STEP 2

PROFIT-FIRST NICHE

Discover your perfect niche the right way.

The second step is to choose a niche, but unlike most people, it won't be based solely on your interests.

Instead, you should assess your idea's **profit potential first** by asking **3 key questions**:

1

Your Unique Knowledge: What specific skills or experiences can you teach others?

2

Acute Pain Points: Does the audience have at least one problem they need solved urgently?

3

Your Solutions: Can you offer products or services to solve their problems?

When you find your **Profit-First niche** there's no need to rely on ad revenue to make money on YouTube.



**YOUR IDEAL
NICHE IS HERE!**



HAVING TROUBLE PICKING YOUR NICHE?

We can help!

Choosing the wrong topic is the #1 reason most channels fail.

Book a call with us today and we'll help you pick a niche that won't leave you burned out and broke.

BOOK A CALL



STEP 3

MAKE THE RIGHT VIDEOS

And at the right stage of your journey.

The third step is about making the **right videos** at the **right stage** for the **right audience**.

Three main types of videos we rely on are:



HOW-TO VIDEOS

Most “gurus” tell you not to make this type of video but there’s a reason they work for us and it’s **hidden in plain sight!**



SHOWCASE VIDEOS

Showing people **how** you can solve their problems can make you a lot of money on YouTube.



“HOOK” VIDEOS

These can go viral but if you do them at the wrong time or make them the wrong way, they’re **guaranteed to flop!**



AVOID THE BURNOUT

Making videos in the wrong order is a **recipe for burnout**. You'll work yourself to the bone trying to go viral only to be **disappointed** when you don't.

You need to make certain kinds of videos first to build a targeted audience that will **teach YouTube** what your channel is about.

By doing this, you can **make money right away** – no more waiting until you get 1,000 subscribers!

CONTENT CLARITY

If you're tired of the "upload and pray" method, we offer excellent **1-on-1 coaching** to help you put together a solid content plan.

We can discuss what types of videos you should make early on to **get views right away** and what videos to make later on.

Click on the button below to get the help you need.

BOOK A CALL



STEP 4

TURN VIEWERS INTO CUSTOMERS

Never let a view go to waste!

The fourth step is to make the most of every view by sending your viewers to a landing page.

THE DEAD END PATH

A lot of YouTubers are "**view-rich but dollar-poor.**"

Their videos attract viewers which pay a bit of ad revenue but then ... **NOTHING!**



THE FREEDOM PATH

We send viewers to a landing page where they'll opt in to our email marketing list or to **buy something** to solve their problem.

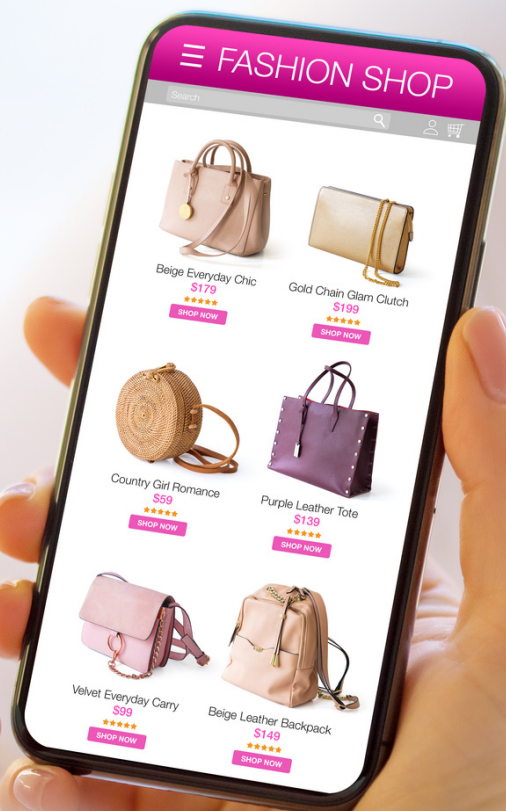
This turns our YouTube videos into "**free ads**" that work for us **24/7**, continuously sending customers our way.

WHAT'S A LANDING PAGE?

Remember – **every viewer is a potential customer** so every YouTube video you make should send them to a landing page!

A landing page is a dedicated webpage designed for one specific **"Next Step"**.

Unlike a busy web page, it has a single goal: to turn your **viewer into a lead or a customer** by having them share their email, book a service or buy a product.



HOW DO I GET A LANDING PAGE?

We build all our landing pages in a powerful all-in-one marketing platform called **Systeme.io**.

It also handles our checkouts, emails, course hosting and more.

Click on the button below if you need help with turning viewers into customers. We'd love to chat!

BOOK A CALL



STEP 5

OPTIMISE AND IMPROVE

So your business keeps growing.

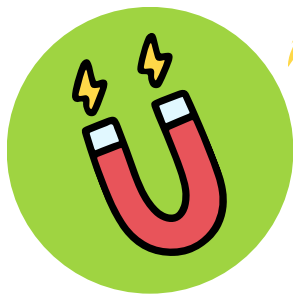
CONGRATULATIONS! 🎉

You now have a business.

The final step is to repeatedly **analyse** and **improve** your system to ***maximise your profit***.

Your Niche & Topics

Are you attracting your ideal audience/customer?



Your Video Performance

Are people going to your landing pages?



**CONSTANT
IMPROVEMENT**



Your Conversion Rates

Are people buying your products?

Thanks for Reading!

You now have the exact 5-step system we used to go from hoping for more ad revenue to making real money with YouTube.

But reading an eBook is not enough.
You must take ACTION!

LET'S BUILD THIS TOGETHER

Ready to skip the "upload and pray" method and build your customer magnet faster?

Click on the button below to book a call and we'll personally help you take the right next steps for your YouTube business.

BOOK A CALL



We look forward to **your success!**
Mark & Petrina

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