



PROFIT WORMHOLE

**"The 30-Day Route From
Non-Earner To Potential
Millionaire"**

***Original Report by Tony
Shepherd, with Commentary by
Garry Lynn Baker from Thirty
Minute Marketing***

By Garry Lynn Baker

All Rights Reserved © Fixintoo Media LLC / Garry Lynn Baker

NOTICE: You Do NOT Have the Right to Reprint or Resell this Report!
(Unless You Have Paid For Said License and Rights)

You Also MAY NOT Give Away, Sell or Share the Content Herein

ALL RIGHTS RESERVED: No part of this publication may be transmitted, reproduced or copied in any form whatsoever, electronic, mechanical, including photocopying, faxing, recording or by any information storage or retrieval system without the express permission (written, signed and dated) of the author(s).

DISCLAIMER AND/OR LEGAL NOTICES:

The information presented herein represents the view of the author as of the date of publication.

Because of the rate with which conditions change, the author reserves the right to alter and update his opinion based on the new conditions. The report is for entertainment purposes only. While every attempt has been made to verify the information provided in this report, neither the author nor his affiliates or partners assume any responsibility for errors, inaccuracies or omissions.

Some of this content may have been created with the assistance of an AI language model, and while every effort has been made to ensure the accuracy and reliability of the information presented, the content may contain errors or inaccuracies. The information presented is intended for educational and informational purposes only and should not be relied upon as legal, financial, or professional advice. The use of this content is at your own risk. The author and publisher disclaim any liability for any damages or losses that may arise from the use of this content.

Any slights of people or organizations are unintentional. If advice concerning legal or related matters is needed in any way connected with this publication, the services of a fully qualified professional should be sought. This report is not intended for use as a source of legal or accounting advice in any way. You should be aware of any laws which govern business transactions or other business practices in your country and/or state. Any reference to any person or business whether living or dead is purely coincidental and used for informational purposes only.

Preface: My Take on “Profit Wormhole

This report digs deep and let me tell you—it’s packed with value for folks like us looking to make it online.

But as I read through it, I couldn’t help but think, “There’s more to say here.”

Not in a critical way, but in a “let’s connect some dots and take it further” kind of way.

So, here’s what I’ve done:

- Highlighted the strengths of the original report. Tony’s insights are solid, and I’ll point out the parts that really hit home.
- Added my own commentary where I think we can expand the conversation or add practical takeaways.
- Tied it all to what’s working right now, so you can see how it fits into today’s context and your next steps.

My notes and commentary are organized chapter by chapter in the Appendix at the end of this document.

The original report stays untouched—I’m not messing with Tony’s work...

But my notes are here to help you dig deeper, think bigger, and get more out of this material.

Let’s get into it...

Introduction



Time is a weird thing...

It's obvious (to everyone except self-help gurus who think they're revealing a big secret) that we all have the same 24 hours in a day.

Yet quite obviously some people put these hours to more effective work (when it comes to making money) than others.

Because they earn more.

My earning potential today is much greater than it was when I first started out as a newbie internet marketer because of what I know.

PURELY because of what I know

Yes I have lists, buyers, contacts, ideas books and all that other physical stuff.

But I only GOT those because I learned HOW to get them.

I heard a Tony Robbins podcast recently...

He put forward a question about HOW the human race went from being wandering hunter gatherers to settling in one place, being safe, building communities and eventually cities and civilisations.

ONE piece of knowledge made this possible.

The podcast host guessed it was fire.

Wrong.

Me, listening in my car guessed it was farming.

Also wrong, but not quite AS wrong.

Nope, the one piece of knowledge that turned our ancestors from being wandering, frightened prey for sabre tooth tigers, into safe, well-fed communities was...

Understanding the seasons.

Recognising that the seasons had a pattern and remained the same every year (once they realised what a year was) was HUGE

Because once people knew when to plant, when to reap, when to stay warm, when to hunt, when it was going to get cold, when it was going to get hot...

They could *plan* things.

Keep things consistent.

Knowledge.

Until then they had to find what food they could, where they could and when they could.

They had to move when it got colder, move when it got too hot

They were at the mercy of their situation, not in control of it.

And that's why a newbie marketer doesn't have anywhere near the earning power of an established marketer

Because they don't have the knowledge of what works.

They're planting their seeds in the wrong place, at the wrong time not realising that everything will die when the first frost arrives.

And that's why this publication has the potential of being life-changing for you

It really can make you a millionaire if you put the work in.

No more planting the wrong things.

No more hungry winters.

A way of defeating the toothy tigers.

Let's get going...

Time Travel



You've probably seen this photo of a 'real' time traveller doing the rounds on the internet?

It was taken in 1941 at the re-opening of the South Fork Bridge in Gold Bridge, British Columbia.

Some people reckon that the style of sunglasses and clothes worn by the man suggest he is not from 1941.

Who knows?

I DO know that the closest thing I've ever got to real time travelling is when I learn that I've been doing something wrong that's been holding me back and either work out the successful way or someone tells me what to do.

Because that gives you a BIG leap forward.

A quantum leap

It's not time travel obviously and it's not the best analogy BUT it's taking you from your current situation - one that you might have been stuck in for literally years - and thrusts you into a situation *almost overnight* that might have taken you years to get to.

That's what I'm sharing here...

Because my biggest leaps forward (and this goes for almost every successful marketer I know) came from STOPPING doing the wrong things just as much as focusing on doing the right things.

So here's what what actually works when it comes to making money online, and what things you need to cut loose

So What Works?



So what actually works when it comes to making money online?

Surprisingly not a lot.

That doesn't mean most things fail.

It means that if you break down the ways that successful people are making hundreds, thousands, tens of thousands and millions of dollars per WEEK currently online...

...they're using mostly the same strategies.

They're using affiliate marketing, e-commerce stores, email marketing, content creation, social media, info product selling etc

So here's the first lesson:

Don't try to re-invent the wheel...the existing one works Pretty well



Getting people onto a mailing list and sending out offers to them on a daily basis works.

It doesn't matter whether you're selling personal coaching or sexual lubricant (or both together as a special deal) it's still email marketing if you're selling it by email.

Don't try and re-invent strategy, it's there because it works.

Take a look back over two decades of internet marketing and you'll see the same things sell - emails marketing is still huge, using content to build a following still works, even though it might now be more about your YouTube channel than your blog or article site, and affiliate marketing still brings in hundreds of millions of dollars a year.

Info products have been sold for hundreds of years and continue to sell. The likely always will.

So choose an existing strategy and stick with it.

That's not the first wormhole rule though, this is:

STOP looking for *new* methods.

For hacks and secrets.

Because while they might exist, and might be very profitable, the chances of you finding one in a Warrior Plus info product are pretty much ZERO.

You'll potentially waste a lot of money and perhaps years of your time chasing the things they call shiny objects.

Focus on a basic, solid, PROVEN strategy such as building a list and emailing daily offers to it, building affiliate funnels where you gather leads onto your list then send them to other marketer's offers, offering coaching services, creating a Shopify store, or a YouTube channel, or similar.

Know the difference between strategy and tactics



Using AI to create info products is not a strategy

It's a bloody clever thing to do, but it's a tactic - *the strategy is the process you use to sell what has been created - the end result you desire.*

And that's probably the biggest reason why newbies don't make any money at all, or if they do then it happens years later than it should.

Not seeing the overall strategy - the end result.

To the newbie, the business IS getting the traffic, or finding the correct prompts to have AI create PLR products, or writing the info product, or building the funnel...

That's wrong, because the point of the business is to make money.

There's no point in me throwing half a million clicks your way if you don't have a process for doing something with them when they arrive.

So the second wormhole rule is this:

Work backwards from your desired outcome.

E.g. if your outcome is to earn \$5,000 a month from selling info products, work out the detail while keeping the outcome in mind

That way it won't seem like the business process is 'finished' when you create your first lead magnet.

Instead you'll have a breakdown of the steps you need to complete, like a roadmap.

Again, there's NO point in buying solo ad traffic or launching a product on Warrior Plus or buying a Shopify store...

...until you know what you're going to do with it, and set everything up so it's ready to go.

Obvious?

So why did you, I and almost every newbie on the planet spend months if not years doing stupid stuff like that?

Because no one told us.

Except I'm telling you now ;)

Become Autonomous in your business as soon as you possibly can



This is about YOU making the rules and decision in your business.

And you can't do that if you 'owe' other marketers favours, mailings, promos or ad placements.

Being autonomous in your own business means you don't have to promote crappy product or return dubious favours.

It means that in the long run your subscribers will trust you and buy MORE from you because of your integrity.

So get *out* of any position in your business where you're obliged by an outside force to do something to earn money or move

your business forward, because this takes away control from you.

And that includes customers.

If your business relies on two or three 'big hitters' or clients who make up the majority of your income you're in a vulnerable position.

This is easy to demonstrate in my business:

I have multiple customers so this spread the risk

I don't promote any products I don't want to.

I don't do anything in my business I don't want to do.

Here's the mindset:

There are a LOT of customers out there.

There is only ONE of you, so you call the shots.

If your customer doesn't like it there are always another customers.

So as a newbie or someone who hasn't earned any money yet you're probably in the position where you would 'like' something to happen that involves other people.

It would be great if a big name promoted your product.

It would be great if you could get approved to promote more affiliate offers

It would be great if you could just get a mention from an influencer

It would be great if you could get affiliates on board your launch

All those things are NOT the answer to being successful in business

Because they depend on other people.

Your top affiliate has a fight with his wife so goes to Vegas for the weekend with his mates and forgets to promote your big launch.

No sweat for him, he can promote others.

But for you it can mean the difference between your numbers stacking or not.

I don't need partners, affiliates, launch-mates, JV's, influencers or anyone like that

If you're not autonomous in your business then you still do, and that's dangerous because it makes you vulnerable to other people.

So wormhole rule three is to become independent as soon as possible

You can still work with other people of course - I do.

But make sure you're in a position to call the shots or at least get equal terms.

And when you're starting out it certainly makes sense to use other people, so if you can get a big name to promote your launch, definitely do it.

If you have to join a circle-jerk launch group and promote crap for a few months or years than do it to keep cashflow doing - I did - but don't do it long-term, or worse, make it your business model

Do The Work



You'd be amazed how many people don't get this but say they *'really want to make money online'*

Here's the reality:

You can allow yourself maybe three months, maybe four if you're being generous, when you first start out to try shortcuts, get-rich quick methods and all the other crap that just doesn't work.

It's like having some wild years before you marry and settle down.

To get it out of your system

Here's wormhole rule four:

You MUST put the work in if you want success. It doesn't happen any other way.

I write every day.

An email to my list, a product, an idea, a newsletter, an update or whatever.

Because I know that I need to put the work in.

If I'm taking a break with my family I'm constantly writing notes and ideas down in my notebook.

I was in the pub with some mates last week and I found myself jotting a headline down in the notes app on my iPhone.

This is NOT unrelated to me making five figures a month.

I don't work like this because it sounds good in sales copy.

I work like this so I can continue to make five figures a month and have fun before I die.

Writing every day IS the reason I have a reasonably successful online business.

It's not a co-incidence.

When I was just starting out I came across a product that promised me £1000 a week with no work.

'I'll have some of that' I thought.

I paid a fee - maybe twenty quid - and got back the 'info package' which was really just a crap photocopied A4 (legal pad-ish) piece of paper - a letter - which told me to send £5 to each of the four names currently listed on the bottom of the letter.

I was then 'given permission' to delete the bottom name and add my name and address to the top of the list.

I should then send it out to 100 people offering the 'method' for £20 and sending them the letter to anyone who sent me twenty quid.

I would also bank LOADS of £5 payments that were sent to me while my name was on the list.

It was a chain letter obviously.

So I tried it.

I added my name to the list, sent £5 to everyone listed, bought a mining list of 100 people, photocopied the letters, added envelopes and stamps and sent out my first ever mailing.

I think one person sent me back £20

Then got in touch EXTREMELY quickly when they realised they'd paid £20 for a single photocopied letter containing a very dubious scam.

I ALSO realised very quickly that having my name and address on the bottom of a chain letter wasn't very safe.

So I also hired a post office box for a year (minimum term) where all my cheques would be sent to.

Obviously none of it worked.

I lost a TON of money, and although I made back maybe a hundred or so quid after that initial cheque, got some VERY nasty letters back to my PO box and almost crapped my pants when I found out that it was illegal.

I knew it was shady for sure, but illegal was a bit scarier.

So I quit.

I'd really worked at it.

I put several months into this 'business' and lost around £1000, maybe more.

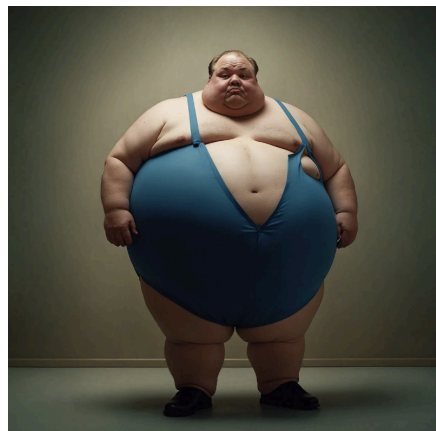
Worse, I realised that if I had put all this time and money into creating something GENUINE and ETHICAL I would have a product of my own that I could be proud to sell.

Which brings me to this point:

Look at how hard you've been working trying to make shortcuts work - what happens if you put as much effort into doing the work as looking for (and buying) the loopholes?

Which introduces wormhole rule five: Always be doing something new in your business.

expand - create *more*



If you have a \$27 product they can pay you \$27 and buy it.

If you have a \$27 AND a \$97 and a \$67 and also a \$1497 product they can pay you a lot more

So keep moving forwards.

When you do your first launch or create your first funnel, sit back for a day and enjoy it.

Have a beer and enjoy your increased PayPal account

Then move forwards and create more.

You can't rest on your laurels for long or things will stagnate.

Not only do launches naturally tail off over time, but you also get out of practise when it comes to creating products.

New products, new ideas, new funnels, new experiments, new tests, new partnerships, new angles...

They're what keeps your business growing

And it's what opens the door to earning six figures or more per year.

Here's wormhole rule six:

If you don't offer it, they can't buy it.

This is really important to understand.

You can't make money if you're not selling enough stuff.

Make everything you create unique to you



This is wormhole rule seven, and it probably the easiest thing to do yet brings the most profit.

Make everything you do unique to you.

This can be as simple as giving your products weird names.

I do this a lot and it works for me.

Suppose you create a product about the 'secret' behind the scenes strategies and approaches you operate in your business

Which product stands out more?

Inner Circle Secrets
Inner Sanctum Strategies
Insider Secrets
Inner Sanctum Secrets
Dangerous Ideas

The last one is my product BTW

It's not as though my *Dangerous Ideas* product name is any better than the others.

It's just that marketers are so predictable and go with names that sounds the same.

Affiliate Mastery Profits
Affiliate Profit Secrets
Affiliate Secrets for Profit
Secret Affiliate Profits

You kind of get confused as to who launched what, whether you've bought it already or bought it last year

The sales pages often look the same too.

You can attract more attention by standing out from the crowd.

This can go for landing pages too, checkout carts, blogs, your bio photos, domain names, email address and anything else you want.

Different stands out.

And when you're selling any product or service that's a good thing.

It's ALL about the sale



This is wormhole rule eight and if you do ONLY this wormhole you will still be in a better position than everyone else starting out at the same time as you

So here is your shortcut.

It's ALL about the sale

Understand, and then put the following into place and watch what happens:

1. Headline: 73% of all buying decisions are made at the point of the headline

According to marketing guru Ted Nicholas (and you'd be a brave soul to argue with this giant of copywriting) 73% of all buying decisions are made when the prospects reads the headline.

Here's what he says the headline does:

1. *It attracts attention*
2. *It communicates the strongest benefit*
3. *It appeals to the prospects of self-interest*
4. *It sets the tone for the offer*
5. *It selects/discards the right audience*

He spent \$100 million over the years testing this claim, always doing several headline tests to get his results.

He said: *“With exactly the same body copy, the winning headline alone can pull 8 to 15 times MORE when compared to the losing headline”*

Successful marketers realise they simply can't take the chance of ignoring that fact, and spend a great deal of time on their headline, both creatively and with split-testing.

One of the best people to write your headline is your CUSTOMER

When you receive or ask for testimonials read these carefully. Often your best headline is right in front of your eyes

This is the main take-away for me...

Arguably the best headline to use is 'How To...'

It's difficult to outsell and very powerful because people want to know 'How To'

So here's a simple but effective formula for writing your headlines:

Write 'How To...' and then fill in the blank with the largest and best benefit your product or service delivers.

Fast shortcut if you're stuck for a headline eh?

But don't shortcut on the testing :)

2. Every communication should be a personal one, from the writer to the recipient, regardless of the medium used.

You're speaking to a real, live human being.

Many amateur marketers don't consider the tone or content of their email in terms of an *actual person* reading it.

If you don't see your audience as real people the chances are you'll subconsciously talk down to them, assume they're less intelligent than you or that they'll buy because they're gullible or just because you're 'so cool'

Me? - I visualise one person when I write an email, and speak to them individually.

Sometimes if I want to give the email reader the feel of belonging to a group or community I'll visualise me addressing a group or small crowd. This gives subtle differences in the tone and language of my email and works really well.

If you think about the end result you want to get from your email - empathy, relationship building, sympathy, motivation, excitement etc then visualise a real-life circumstance where that would naturally happen depending on whom you're speaking to.

Was it singer Julian Cope who used to record some songs naked to get a feeling of vulnerability?

It's not just emails either - think about your photo on your sales page

Never use a photograph without a caption, and for best results with your own photograph always have eye contact with the reader.

3. If You Don't Ask, The Answer Is Always 'No'

Pro marketers are constantly asking for the sale

Or permission to mail you...Or if they can have a testimonial

Because if you don't ask, the answer is always 'no'

Amateur marketers are often tentative about asking for the sale, and it shows.

I ask for a sale in *every single email* I send out. Why wouldn't I?

If I ask for a sale I *might* get one, but if I don't ask I definitely WON'T

That goes for 'automated asking' too like upsells, large funnels and endless extra offers.

Sure, some prospects don't like these but the truth is that pro marketers don't care. They know the best way to make more money from a funnel is to have more offers in it.

I've watched amateur marketers wrestle with the ethics of this, and they just usually end up broke.

For me the solution is simple - if I don't want to use multi-upsell funnels I just find another way to constantly ask for the sale.

That usually means emailing every day asking for a sale, which I do

The step up from amateur to pro is getting used to, and comfortable with....ASKING!

4. Never Sell A Product Or Service... ...Sell A CONCEPT!

This is a lovely, clever thing.

Remember the amazing "Think Different" campaign by Apple?

Instead of focusing on the technical specifications of their computers, the campaign was centred on the idea of creativity, innovation, and breaking away from the status quo.

The ads featured iconic figures such as Albert Einstein, Mahatma Gandhi, and Martin Luther King Jr. who were known for their

creativity and outside-the-box thinking. The tagline "Think Different" encouraged people to think outside the confines of conventional wisdom and embrace their own creativity and individuality.

But at the end of the day they were still selling bloody computers :) Very clever.

Amateurs sell products and services

Pro marketers sell ideas and concepts.

Your personal coaching program doesn't have to be labelled as that - you could call it the 'Financial Escape Pod' or 'Becoming You'

Dove sold a lot of soapy stuff with their "Real Beauty" campaign. The campaign was not focused on the features of Dove's products, but rather on the idea of redefining beauty standards and celebrating diversity.

Concepts are sexier than ideas...and they sell better too

5. With social media, if you're scrolling through a feed and something - ANYTHING - causes you to stop and read more, screenshot it Immediately.

This may sound like a throwaway thing but it's my favourite one of the five ideas above

You know the whole thing about scrolling - when your thumb is moving faster than the speed of light, and the images on your feed are just a blur, and then suddenly you STOP!

Because something caught your eye.

It doesn't matter what it was.

It could be a headline, or a puppy, or a named person, a meme or a tortoise blowing bubbles.

The fact is that out of dozens, scores of images THAT ONE caused you to stop.

It wasn't co-incidence or thumb cramp

You had a split second to view that image or post.

And it made you STOP.

Reckon you should test using a similar image in your own Facebook ads?

Yep, me too :)

How to use the profit wormhole To The Max...



1. Know what you want, baby!

If you don't know what you want you're being tossed around like a leaf in the wind.

You'll follow every new launch, new fad, shiny (and shitty) object that comes across your inbox.

This sounds SO obviously but I've coached hundreds of people and the least successful ones have no real idea of what they want.

Wanting to 'make money online' isn't a plan, but making \$5000 a week creating and selling info products' is.

2. Use Proven Strategies

Study and model successful marketers.

Do what they DO not what they say.

Maybe make a pie chart on your top ten favourite marketers and how they make their money. The results will astound you.

If you're in the make money online niche for example, you're going to see that most of them use some form of email marketing and create their own products.

That model works. Why not 'model' it yourself?

3. Put a basic infrastructure in place

If you're going into email marketing, you'll need an autoresponder so get one.

If you're creating your own products you'll need some way of doing that AND a platform for building sales pages and delivery paged.

You'll also need a payment processor.

You already know this I expect.

But don't get anything unnecessary. A new app that does something clever or fascinating is great fun to tinker with but if you're having to work it into your business model rather than just getting the stuff you need then it's probably a waste of time.

Don't get anything that's not on your shopping list.

4. Put a *practical* action plan in place

If you're starting your first launch you need a series of steps that will take you to the end goal.

Write them down so you have a sequence to follow.

Weirdly it doesn't actually matter that much if you create your product first, or build your delivery page or set up an affiliates page, but if you DON'T write down an order you'll start your day with no real structure...which for me usually means two hours of YouTube and no real work done.

So set an order and follow it

5. Focus on getting money in.

I've had coaching students in the past who have had real problems with this, as though it's somehow unethical or grasping to focus on getting money in, but obviously making money is the whole point of business.

If you can give something back or provide jobs, that's great too but it's not the primary function of setting up a business.

And thinking like this - having some sort of guilt at wanting to be wealthy or control your own time or have freedom - can really f*ck up your business progress because you unconsciously sabotage your own efforts.

So when you get to your desk in the morning focus on MONEY. Focus on getting sales in, enjoy tracking your income and de-prioritise anything that doesn't directly bring income into your business.

6. Use metrics and numbers in your business from day one

I wish I'd done this earlier. Tracking metrics like daily, weekly, monthly sales, conversion rates, which products sell best, customer lifetime value and so on make a real difference to the decisions you make in your business.

Even tracking daily sales makes a difference to your motivation and the actions you take

7. Automate as much as you can

From follow-up sequences to using software such as Zapier to add email addresses to your buyers list automatically as soon as someone purchases, automate as much as you can.

Because automation does the stuff you can't be arsed doing much of the time. It also works in the background and makes sales while you sleep

An automated 30-day follow-up email sequence that sells on autopilot can change your life in a matter of days. Look at your business and if you can automate it, do it.

Just don't automate things that you really don't need to OR buy automation tools that aren't on your shopping list. That's venturing back into shiny object territory

8. Keep moving.

When you've finished your launch, start on your next one. Open a coaching program, a private group, a membership site. Just keep moving. You can chill out more when the real money starts

to come in, but keep moving forwards because...well because it's fun.

Conclusion



So, nothing new here, right?

That's the point.

The reality.

I've just shared how, in less than 30 days you can be in the position of potentially being at the start of your million-dollar journey

Because there is nothing new out there.

At least nothing new that you or I are ever going to 'stumble across' and make our fortunes in 3 hours.

No magic money machine.

No silver bullet

No golden lever.

As I said at the start, there are just tried and tested strategies that work

Affiliate marketing, info product sharing, e-commerce stores, software, email marketing and the other you already know about.

Choose any marketer you follow and look at how they make their money.

It's one of these or something else that you already know exists.

And that's where I can save you a couple of years of struggle and heartache AND put you in a position within 30 days where you can start to become a millionaire.

Just focus on what works.

Stop chasing easy money, shiny objects and dodgy promises.

Look - you're gonna start building a real business *anyway* in a couple of years when you realise what I've just shared with you is true.

So why not cut out the time and heartache and start NOW?

I could have saved (cringing at this) probably FOUR years before I started making any serious money by following this advice.

Because I'm stubborn and like to make my own mistakes.

By after that amount of time - wasted - on things that brought in pennies and stress, I started doing one of the things I mentioned at the start of this publication - email marketing selling my own info products.

But surely I learned from the struggle?

Absolutely I did.

I learned what didn't work, then obviously never used them again so what was the bloody point?

I learned to pay my mortgage using a credit card for a year because my business wasn't making enough

I learned what stress and worry can do to you

I learned that like any investor, the earlier you start, the richer you get.

Good luck

Appendix: Commentary and Reflections

Introduction

Time Is the Only Teacher

Time is a funny thing, isn't it?

Like Tony said, we all have the same 24 hours, but it's how we use those hours—and more importantly, what we learn over time—that separates those who succeed from those who struggle.

I spent 30 years in IT, and let me tell you, I didn't know what I needed to know when I first started. The only thing that changed that was time. Time spent on the job, doing the work, and seeking out people who knew what I didn't. Learning from their experience made all the difference.

When I transitioned to working online and building my own business in 2017, it was the same thing all over again. It just takes time—time spent learning, experimenting, and, yes, failing.

The Seasons of Your Business

Tony's point about understanding the seasons hit me hard. It reminded me that no matter how much we plan, we can't truly understand what's ahead until we've been through it.

Take my YouTube channel, for example. During COVID, traffic went crazy. My AdSense revenue spiked like never before, and the CPM (Cost Per Mille) and RPM (Revenue Per Mille)—the rates advertisers pay and the revenue you earn per thousand views—shot through the roof. I was also making videos for GroovePages, a SaaS-based funnel builder, and the earnings were just as unreal.

But here's the kicker: that season ended. The traffic and revenue never returned to those levels. It was a moment in time—a season, unprecedented and unlikely to ever return.

That's the thing about seasons: you don't know they're happening until you're in them, and you can't plan for the next one until you've lived through it.

What You Need to Know

Tony said it perfectly:

"Because once people knew when to plant, when to reap, when to stay warm, when to hunt, when it was going to get cold, when it was going to get hot... they could plan things."

But they only learned to plan because they had gone through those seasons over time.

This is serious food for thought. It's a reminder that success doesn't happen overnight, and no amount of shortcuts can replace the lessons time and experience teach us.

Like Mike Tyson said, *"Everyone has a plan until they get hit in the face."* You'll face your share of punches in this journey, but each one will teach you something you didn't know before.

This is the mindset I want to set as we dive into this workshop. It's about learning, growing, and preparing for the seasons ahead...

Let's get started.

Time Travel

At first glance, "Who knows?" might seem like a throwaway line—a fun little conspiracy nudge before moving on. And let's be honest, Tony's knack for weaving in just the right amount of intrigue is one of the reasons I love his writing.

But don't let it slip past you...

The next lines are where the real gold lies:
"Because that gives you a BIG leap forward. A quantum leap."

This isn't just about a quirky analogy (which Tony himself admits is a bit of a stretch). It's about setting the stage for a mindset shift—one that prepares you to move from being stuck, sometimes for years, to making a leap forward that could change everything almost overnight. That's huge.

And the brilliance of this section is how it ends with a gut punch:
"What things you need to cut loose."

That's not just a casual suggestion—it's a challenge.

It's asking you to take a hard look at the ideas, strategies, and even dreams you've been clinging to that you know deep down aren't working. It's about letting go of the BS you've been holding onto for way too long.

This isn't just filler. It's the turning point. It's where you prepare to “flip the switch” (a nod to one of Tony's products) and get serious about doing what works and cutting out what doesn't.

Trust me, this is a section you don't want to skim over. It sets the tone for everything that follows.

So What Works?

Here's where the hard truths start to hit.

It's not what you want to hear at this stage, but it's what you *need* to hear.

Tony lays it out plainly:

“...they're using mostly the same strategies. They're using affiliate marketing, e-commerce stores, email marketing, content creation, social media, info product selling, etc.”

And this is why I've spent so much time teaching and preaching the fundamentals—affiliate marketing and building an email list using content creation (or content marketing) on YouTube.

It's the most straightforward and powerful way to start, learn, and make money online in a surprisingly short amount of time.

I proved this with my T.O.P. Strategy (Traffic → Offer → People) when I built and ran the YouTube channel *Publisher Report*.

That channel hit profit in the first 12 videos—12 weeks of creating consistent content, publishing 1 video a week...

I didn't even recommend an affiliate product until after the first 11 videos, where I showed people how I used the product.

Then, boom—profit.

That's the point Tony's making here: "...they're using mostly the same strategies."

When you strip back all the noise, what these businesses are really doing is simple: creating content that makes money.

And that's exactly what I'll show you how to do.

Don't try to re-invent the wheel ... the existing one works Pretty well

Let's set the tone here: Take this section to heart. It's not flashy, but it's foundational—and it works.

The simple truth is this: Build an email list. It doesn't matter where your traffic comes from...

I prefer YouTube (you already know that), following the 9-step roadmap I share in *Affiliating* and my 9 step roadmap to building a profitable online business:



But the strategy here is clear and straightforward: Give people something of value in exchange for their email address, and then follow up with offers via email.

And here's where we're introduced to the first wormhole profits rule: "STOP looking for new methods. For hacks and secrets."

This rule alone could save you years of frustration.

Tony's note about WarriorPlus really hits home for me...

If you want to know why, check out this video I made sharing my own painful experience chasing shiny objects:

[Biggest Scam Ever? The Dream of Making Money Online](#)



The thumbnail says it all: "\$30,349.42 TO MAKE THIS VIDEO."

Here's the thing: Your focus doesn't have to be on YouTube or even free content creation. You could run ads, buy solo ads, launch products, or recruit affiliates.

What matters is that you put people on an email list...

Because once you do, you won't have time to break Rule #1 ... you'll be too busy learning how to do email marketing and, more importantly, *counting your money. (eventually, remember it takes time...)*

So, whether you're building an audience on YouTube or investing in paid traffic, the principle stays the same:

Build a list. Email the list. Repeat.

And that's how you start cutting through the noise to create a business that works.

Know the difference between strategy and tactics

Tony's point here—"Not seeing the overall strategy - the end result"—hits the nail on the head.

But let me rephrase it in a way that might stick better: *Not understanding that when you focus on the end result, the strategy you pick should keep you on the path to that result.*

Think of it like a roadmap...

My 9-step roadmap inside of *Affiliating* is a perfect example.

You have a clear starting point—Step #1—and you work your way step by step to Step #9: Profit.

Each step gets you closer to your destination without getting sidetracked by distractions.

Tony also clarifies this idea when he writes, "To the newbie, the business IS getting the traffic, or finding the correct prompts to have AI create PLR products, or writing the info product, or building the funnel..."

And then he follows up with a blunt but true statement: "That's wrong, because the point of the business is to make money."

Let's be real here.

Getting likes, views, or subscribers is nice, but if it's not leading to revenue, then it's just noise.

The end goal is to help people because helping people is how you make money.

As Zig Ziglar said:

*(And yes, this is on my About page on my YouTube channel
<https://www.youtube.com/thirtyminutemarketing>)*

“You can have everything in life you want, if you will just help other people get what they want.”

This is also where Tony introduces the 2nd Wormhole Rule:
*Work backwards from your desired outcome. Write that one down.
It’s so simple, yet so many of us miss it.*

Let me remind you of Tony’s words here: *“So why did you, I, and almost every newbie on the planet spend months if not years doing stupid stuff like that?”*

And here’s the answer: Because no one told us.

Well, now you’ve been told.

No excuses.

You’re not wandering in the dark anymore.

Let’s keep going and build on this foundation.

Onward

Become Autonomous in your business as soon as you possibly can

Where to Start...

I could go on about this for days—especially in the "make money online" niche and the circles of WarriorPlus and JVZoo internet marketers. It's a topic that hits close to home.

Tony said it perfectly:

"Being autonomous in your own business means you don't have to promote crappy products or return dubious favours."

This statement is at the core of Affiliating—and something I emphasize heavily in my Affiliating Manifesto. Tony also said:

"It means that in the long run your subscribers will trust you and buy MORE from you because of your integrity."

It's true. My manifesto highlights the importance of honesty and truth as the foundation of a sustainable affiliate marketing strategy.

Trust is everything. When your audience trusts you, they're far more likely to buy from you—not just once, but over and over again.

Building trust through honest recommendations creates long-term relationships, which is key to your success.

If you haven't read my manifesto, you can grab it for free (no opt-in required) here: [Affiliating Manifesto](https://affiliating.vip/manifesto).

<https://affiliating.vip/manifesto>

Relationships Matter—With Everyone

Affiliating isn't just about building relationships with customers.

It's also about connecting with others in your niche—vendors whose products you want to promote or who might one day become your affiliates when you launch your own products.

It's about integrity at every level.

Tony nailed it when he said:

"Here's the mindset:

There are a LOT of customers out there.

There is only ONE of you, so you call the shots."

This mindset is powerful, but it's also a wake-up call.

The customer isn't always right—especially in the online space. Some customers don't "get it."

They think digital products should be free, or that refunds are guaranteed just because the product exists in pixels, not on paper.

It's why I recommend the book "Content Fortress: A simple content strategy to help you attract customers you'll love to work with.," by Martin Huntback and Lyndsay Cambridge.

It's a fantastic resource that aligns perfectly with the idea of working with the *right* people.

Wormhole Rule #3: Independence

Tony's third rule is to become independent as soon as possible.

This doesn't mean cutting ties with everyone; it means being selective.

Know who you're willing to work with and what you're willing to do—right from the start.

When I first started, I'm not proud to admit that I promoted a few products I later regretted.

I even had to apologize to my audience. I couldn't give them their money back, but I could acknowledge the mistake and help them make the most of what they purchased.

One lesson I've learned? Even in the worst products, you can often find *some* value.

But still, promoting something you don't truly believe in isn't worth it in the long run.

Tony summed it up when he said:

"If you have to join a circle-jerk launch group and promote crap for a few months or years than do it to keep cashflow going—I did—but don't do it long-term, or worse, make it your business model."

Do I agree with this approach? **Not entirely.**

I don't think you should promote crap, period.

But I understand the sentiment.

The truth is, you might find yourself in that situation early on, especially when trying to get a foothold in the business.

The key is to recognize when it's happening—and make sure it's not a long-term strategy.

Know When to Pivot

For me, the turning point was realizing that I was recommending products and strategies I wasn't even using.

Why was I doing that? Because the flashy copy and over-the-top claims on their products made them sell.

It was tempting. But at the end of the day, it didn't align with my values—or with the strategy I knew worked.

If you find yourself in that position, trust your gut. It will tell you when something doesn't feel right.

You'll get to a place where you don't need to rely on questionable products, partners, or strategies to succeed. That's the goal of independence in your business.

Let's keep going—there's more to cover, and more wormhole rules to uncover!

Do The Work

This section really hits home, doesn't it?

I'd even say that you need to go back and read it again before you read what I have to say...

Now that you've read it again... let's talk about it.

Tony starts by pointing out something so painfully obvious, yet so often ignored: you have to put in the work. He says:

"You'd be amazed how many people don't get this but say they 'really want to make money online.'"

And he's right.

You can't shortcut your way to success.

Tony gives us the analogy of having a few wild years before you settle down. The same applies here. Maybe you spend three or four months chasing shiny objects, trying get-rich-quick schemes, or looking for the "magic pill."

But at some point, you have to stop.

You have to settle down, commit, and do the work.

He lays it out clearly with Wormhole Rule Four:

"You MUST put the work in if you want success. It doesn't happen any other way."

It's not glamorous. It's not a hack. But it's the truth.

Writing Every Day: The Quiet Habit of Successful Entrepreneurs

Tony's example of writing every single day resonates deeply with me, I actually do a lot of writing ... or typing that no one ever sees or hears...

And he doesn't just do it because it sounds good in a sales pitch.

He writes because that's what keeps his business going.

Whether it's emails, product ideas, newsletters, or updates, writing is a daily practice.

This hit me hard.

He mentions jotting down a headline in the pub or taking notes on his phone during family downtime.

It's not because he's addicted to work; it's because he's committed to his craft ... *(And me too. Like I said I do the same thing and then put most of what I write into video form, but it's the same idea and I think passion for what we do.)*

That kind of effort isn't just admirable.

It's what separates the people who make this work from those who don't.

Writing every day isn't a coincidence for his success. It's the reason behind it.

A Hard Lesson from the Chain Letter Debacle

Let's talk about Tony's story of the chain letter scheme. It's one of those "painful but necessary" lessons that many of us can relate to.

He described how he spent months mailing out letters, putting his name on the list, and even renting a PO box to avoid the embarrassment of using his home address.

What did he get for all that effort?

- A small handful of pounds or dollars, bucks or whatever currency you know and use...
- A whole lot of nasty letters.
- And the realization that the whole thing was illegal.

But here's the thing: Tony was working hard.

He was putting in real time, energy, and money.

But pay attention here ... **He just wasn't putting that effort into something real, ethical, or sustainable.**

And that's the big takeaway:

"Look at how hard you've been working trying to make shortcuts work—what happens if you put as much effort into doing the work as looking for (and buying) the loopholes?"

It's a gut check, ain't it?

If you're someone who's spent countless hours and dollars chasing the latest "secret hack" or "loophole," imagine what could happen if you put that same energy into learning and executing a proven strategy.

Remember I'm not calling you out to say you're alone or some kind of loser...

Look at what Tony did... Look at what I did for years and the money I spent on every trick and hack that was sold on WarriorPlus.

Now for The Question You Need to Answer

Take a second on this, and get serious and real with yourself:

Are you putting more effort into chasing shortcuts than you are into building something real?

If the answer is yes, then it's time to change.

Tony's example is a perfect reminder that shortcuts may feel like progress, but they're often just distractions.

Real progress comes when you roll up your sleeves and get to work on strategies that actually work.

And the best part? You're not alone in this. We're here to do the work together, as cheesy as that sounds I want you to succeed...

So, let's move forward and dig into the next wormhole rule.

There's more to uncover...

Onward

expand - create more

Tony's next rule is another gut check for anyone serious about growing their business.

Wormhole Rule Five: Always be doing something new in your business.

It's about expansion ... creating more.

But I'd caution you here...

You must start with ONE thing, don't try to create "more" when you haven't created anything.

Which actually most people get caught in the trap of just planning to create and mapping out all the products and content they are going to create that is going to make them rich...

VS just starting "small", like starting with Step #1 in my Affiliating 9 step roadmap, pick a Topic.

But Tony says it perfectly, once you have your 1st product (or affiliate product) to sell and promote:

"If you have a \$27 product, they can pay you \$27 and buy it. If you have a \$27 AND a \$97 AND a \$67 AND a \$1497 product, they can pay you a lot more."

It's such a simple concept, but it's one that so many people overlook.

You can't rely on one product, one funnel, or one idea forever.

Sure, your first launch or funnel is a huge accomplishment, and you absolutely should celebrate it. Sit back, have a beer, and soak it in.

But don't let that celebration turn into complacency.

Keep Moving Forward

Tony emphasizes that you can't rest on your laurels for long, or things will stagnate.

Launches naturally tail off over time, and if you're not consistently creating, you'll lose momentum—not just in revenue, but in your ability to stay sharp and innovative.

He puts it plainly:

"New products, new ideas, new funnels, new experiments, new tests, new partnerships, new angles... They're what keep your business growing."

This isn't just about keeping your PayPal balance healthy (although that's a nice bonus).

It's about staying in the game, staying creative, and staying relevant.

The act of always creating something new keeps your business moving forward and opens the door to six-figure (or even seven-figure) income potential.

Offer More, Earn More

Wormhole Rule Six: If you don't offer it, they can't buy it.

This rule is so straightforward it almost feels like it shouldn't need to be said.

But the reality is, many marketers are leaving money on the table because they're not offering enough.

Let's break it down again:

- *If you have just one \$27 product, that's all anyone can buy from you.*

- *But if you also have a \$97 upsell, a \$67 downsell, and maybe a \$1497 premium coaching program, you've just created multiple opportunities to serve your audience at different levels—and multiply your income in the process.*

Your audience isn't limited to one type of buyer.

Some people just want to dip their toes in with a small purchase.

Others are ready to dive in headfirst and invest in their success. If you're not offering options, you're missing out on potential revenue.

Expansion Is the Key

Tony's point is clear I think, but worth repeating here...

You can't make money if you're not selling enough stuff. And the only way to sell more is to create more.

This doesn't mean you need to create something new every day or week, but you should always be looking ahead.

- What's the next product, funnel, or idea you can bring to life?
- What's the next angle you can test or the next collaboration you can explore?

Growth comes from movement.

Stagnation comes from standing still.

So here's your challenge:

After you complete your first launch or build your first funnel, enjoy it for a moment.

Celebrate your hard work. Then ask yourself, “What’s next?”

Because that’s the real secret to staying ahead—always expanding, always creating, always moving forward.

Let’s keep going!

We’ve got more rules to uncover...

Make everything you create unique to you

When you read this section, you might have caught my earlier reference to “flip the switch,” one of Tony’s brilliant products.

By the way, if you’re not already on Tony’s email list, I highly recommend it.

Not just because I’ll earn affiliate commissions if you buy his products (though I won’t complain), but because his stuff is genuinely excellent.

He’s the source for so much solid advice in this space, and this is no exception. You can join his list here:

<https://30minutemarketing.click/tonyshepherd>.

The big takeaway here is simple but powerful: “Different stands out.”

- Think about it—how many cookie-cutter products, names, and ideas flood this space every day?
- How many sound the same, look the same, and feel the same?

That's what makes this rule so essential. "Make everything you do unique to you."

And hopefully, that's what brought you here—to read my thoughts and see a different perspective on how to succeed online.

I try to live and breathe this rule...

It's what makes me different enough to stand out in a crowded market ... I hope.

Because at the end of the day, following wormhole rule seven isn't just about naming your product something catchy (though that helps).

It's about embracing what makes you you and infusing that into everything you create.

That's the real secret to standing out—and ultimately, to succeeding.

Keep reading...

It's ALL about the sale

This section is absolutely packed with value, but the best way to get the most out of it is to read it carefully, then go back and read it again. (and maybe again, yep 3 times...)

Tony's insights are straightforward but deep, and the more you let them sink in, the more they'll transform how you approach your business.

Here's what stood out to me:

The Wormhole Rule Eight Takeaway: It's ALL About the Sale

This rule cuts through all the fluff and gets to the heart of what makes an online business work—the sale.

No traffic hack, no shiny object, no new method will mean anything unless you master the fundamentals of selling.

Why It's Worth Revisiting

If you're serious about your online business, I'd encourage you to Google Ted Nicholas.

He's the marketing genius mentioned here, who discovered that 73% of all buying decisions are made at the point of the headline.

He's also the guy who made ending product prices with “7” a staple in internet marketing—think \$27, \$97, etc. (now you know why you see that everywhere).

The man spent \$100 million testing these ideas—so yeah, this is advice worth understanding.

The Core Ideas to Revisit and Act On

1. Headlines Sell:

Tony's advice about headlines is pure gold. Whether it's “How To...” or a direct benefit-driven phrase, your headline can make or break your results.

2. Make It Personal:

Every piece of communication should feel like a one-on-one conversation. Visualize your reader. Talk to them. Imagine

their reactions. This will keep your tone natural and engaging.

3. Ask for the Sale:

This one is painfully simple: if you don't ask, the answer is always 'no.' Start practicing the habit of asking in every email, sales page, or ad—your results will reflect it.

4. Sell Concepts, Not Just Products:

Apple didn't sell computers with their "Think Different" campaign—they sold innovation, creativity, and individuality. This is how pros operate. Find the bigger idea behind your product and make that your focus.

5. Screenshot the Scroll-Stopppers:

This one is so simple it's genius: If something stops your scroll on social media, screenshot it. Study what caught your attention, and think about how you can use it in your own content or ads.

Action Step: Dig In and Plan Your Next Move

Take some time to sit with these ideas.

Re-read this section and map out how you can apply each of the five core ideas above in your business.

If something doesn't make sense or you're not sure how to apply it, this is exactly what the workshop is for.

Got questions?

Let's work through them together in the workshop.

And if you haven't signed up yet, it might still be available here:
<https://30minutemarketing.systeme.io/profit-wormhole>.

Summing It Up

This rule is a game-changer, even for folks like me that don't like to use the phrase "game-changer"...

Whether you're just starting or moving up to the next level in your business, always remember ... **it's all about the sale.**

Learn this, practice this, and you'll be miles ahead of the competition.

Now, go back.

Re-read this section.

Look up Ted Nicholas.

Study it until it clicks.

And then, most importantly, start applying it.

Let's keep going...

How to use the profit wormhole To The Max...

This section packs in a lot of wisdom, so let's break it down.

1. Know What You Want

Tony starts with a critical point: *"If you don't know what you want, you're being tossed around like a leaf in the wind."*

This is so true. Without a clear goal, you'll fall for every shiny object, every flashy promise, and every "new method" that comes your way.

Wanting to "make money online" isn't a plan—it's a vague desire. But saying, "I want to make \$5,000 a week selling info products"?

That's a goal. It's specific, measurable, and gives you something to work toward.

My Take:

From my perspective, clarity is everything. If you don't know where you're headed, how can you possibly know the steps to take? That's why I emphasize the importance of starting with the end goal in mind and staying the course—even when it feels slow or uncertain.

Remember, it takes time. Success isn't instant, but it's worth it.

2. Use Proven Strategies

Tony's advice is spot on: "Do what successful marketers DO, not what they say."

Study the people who are already making the kind of money you want to make. How do they do it? A pie chart analysis of your favorite marketers will likely show they're using strategies like email marketing, product creation, and affiliate marketing—because these models work.

My Take:

This is why I teach the **Affiliating 9-Step Roadmap** and my proven **T.O.P. Strategy (Traffic → Offer → People)**.

It doesn't get simpler, clearer, or more focused than that. These strategies are foundational, effective, and unique to how I've built my business.

Remember, there is no need to reinvent the wheel—just use what works.

3. Put a Basic Infrastructure in Place

Tony outlines the basics: if you're doing email marketing, you need an autoresponder. If you're creating products, you need tools for building sales and delivery pages, and you need a payment processor.

My Take:

This is where many newbies get distracted. Don't go buying lifetime deals or flashy tools just because they seem cool. Only invest in what you truly need and will actually use.

A lifetime plan might sound great, but it's only valuable if it fits into your current plan.

4. Put a Practical Action Plan in Place

Without a plan, it's easy to lose focus.

Tony emphasizes writing down your steps in sequence, so you know what to do each day.

Without this structure, you'll waste time, and likely spend hours on YouTube instead of getting real work done (been there!).

My Take:

Having a plan keeps you on track and makes each step toward your goal feel achievable.

Whether you start with your product, sales page, or funnel doesn't matter as much as having a clear order to follow.

5. Focus on Getting Money In

This one hits hard: *“Making money is the whole point of business.”*

Tony explains that many people have a mental block about focusing on income, but there’s no shame in wanting to be wealthy, control your time, or achieve financial freedom.

My Take:

This one is huge for me. Focusing on income doesn’t mean you’re greedy—it means you’re serious about building a real business.

Track your income, prioritize tasks that bring in sales, and let go of anything that doesn’t move the needle.

6. Use Metrics and Numbers

Tony wishes he’d done this earlier, and I couldn’t agree more. Tracking sales, conversion rates, and customer lifetime value helps you make smarter decisions and keeps you motivated.

My Take:

Metrics don’t just show you what’s working—they inspire action. When you see progress in real numbers, it drives you to keep going. Even something as simple as tracking daily sales can make a huge difference.

7. Automate as Much as You Can

Automation is a game-changer. Whether it’s an email follow-up sequence or tools like Zapier, automation does the work for you while you focus on growing your business.

My Take:

I love automation because it allows you to scale without burning out. But here's the catch: only automate what truly needs automating.

Don't buy tools just because they're shiny. Stick to your shopping list.

8. Keep Moving

Tony ends with a simple but powerful reminder: "*When you've finished your launch, start on your next one.*"

New products, ideas, funnels, and experiments keep your business fresh and growing.

My Take:

This is so true, and so simple...

The moment you stop moving forward is the moment your business starts to stagnate.

Keep creating, innovating, and pushing forward.

It's not just about the money—it's about staying engaged and excited about what you're building.

Final Thoughts, this section is packed with actionable advice, and every point is worth reflecting on, and working thru each step...

If you're unsure about any of these steps or want to dive deeper, that's exactly what the workshop is for.

If you haven't joined yet, it's not too late (hopefully it's still open and the price didn't go up too much):

<https://30minutemarketing.systeme.io/profit-wormhole>.

Let's get to work!

Conclusion

Tony said it best: "Good luck."

I'll say it again, good luck.

Because if you're anything like me, you're probably a bit stubborn too.

And let's be real—it's hard to "just focus on what works."

It's hard to take someone else's advice and follow it step by step without wanting to tweak it, test it, or do it your way.

And honestly? That's okay. You should do it your way. You have to be uniquely you, right?

But here's the thing...

Your way doesn't have to mean starting from scratch or figuring it all out on your own.

It means taking what's proven, what's solid, and building on it in a way that stays true to you.

Remember, being unique isn't about reinventing the wheel.

It's about staying true to yourself, even when you follow a proven strategy.

So, if you've got questions? Ask.

If you're stuck? Reach out.

But whatever you do, don't stop moving forward.

Onward

Profit Wormhole Rules

"Profit Wormhole" outlines several rules for achieving success in online business. Here's a list of the rules for quick and easy reference:

- Rule 1: Stop looking for new methods, hacks, and secrets. Instead, focus on proven, solid strategies such as building a list and emailing daily offers. Chasing "shiny objects" can lead to wasted time and money.
- Rule 2: Work backwards from your desired outcome. Define what you want to achieve, and then determine the steps needed to get there. For example, if your outcome is to earn \$5,000 a month, work out the necessary details to make it happen.
- Rule 3: Become autonomous in your business as soon as possible. Avoid being dependent on other marketers or a few large clients. You should be in control of your own business decisions.
- Rule 4: You must put the work in if you want success. Avoid shortcuts and "get-rich-quick" methods. Success requires consistent effort.
- Rule 5: Always be doing something new in your business. Keep expanding by creating new products, funnels, and

partnerships. If you don't offer it, your customers can't buy it.

- Rule 6: If you don't offer it, they can't buy it. You need to be selling enough to make money.
- Rule 7: Make everything you create unique to you. Differentiate yourself from the competition with unique names, landing pages, checkout carts, etc..
- Rule 8: It's all about the sale. Focus on improving your sales by using effective headlines, personal communication, asking for the sale, and selling a concept, not just a product. Also be aware of what makes you stop scrolling on social media, and incorporate that into your own ads.

These "wormhole rules" emphasize focusing on proven strategies, putting in the work, and differentiating yourself in the market to achieve online business success.

Read More: from Tony Shepherd

<https://30minutemarketing.click/tonyshepherd>

Watch & Learn: Thirty Minute Marketing YouTube Channel

<https://www.youtube.com/thirtyminutemarketing>

Support and Contact Information

<https://facebook.com/garrylynnbaker>

<https://30minutemarketing.net/support>

