
THE

ULTIMATE GUIDE

TO

Starting a 6-Figure Online Business

Everything you need to know to start and grow your
online business to 6 figures and beyond



PRIMOZ BOZIC



Over the last 4 years, I made more than 6 figures with my online business every single year through selling online courses and coaching services:



In this guide, I'll show you exactly how I did it, step-by-step, and give you a system that you can use to start your own profitable online business and grow it to 6 figures and beyond.



This guide is split into four parts.

In **Part 1**, I'll tell you my full story of how I went from earning \$7/h as a programmer to making 6 figures online while traveling the world.

By telling you my story, I'll show you exactly how I built a 6-figure online business over the past few years against all odds, and hopefully show you that if I can do it, you can do it too.

In **Part 2**, I'll share my 6-step system for starting a profitable online business with you, that will help you go from 0 to earning \$30,000-\$50,000/year.

In **Part 3**, we'll cover 6 advanced strategies that will help you scale your online business to \$100,000/year and beyond.

In **Part 4**, we'll look over 6 critical mistakes 5-figure entrepreneurs make that prevent them from scaling to 6 figures, and how to avoid them.

I used these exact strategies and systems with my private online business coaching clients to help them scale their online businesses to 6 figures and beyond - over and over again.

Today, I'm excited to share them with you. Let's dive in!



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Summary



PART 1: How I went from earning \$7/h as a programmer to making 6 figures online while traveling the world

A few years ago, nobody would guess I'd ever start a 6-figure online business.

Not even me.

I felt like all the odds were against me. I had no rich parents, formal education, business knowledge, investors, connections, or anything else that would help me build an online business.

Plus, I lived in Slovenia - where nobody knew online businesses even existed at the time!

I finished high-school with not-so-glaring grades (even though I was considered a “smart kid”). I did okay as a computer science student and passed most of my exams without too much effort, but wasn't a great programmer by any means.





This was me - quite a few years ago, living a clueless, comfortable life

I got myself a summer job as a programmer where I earned \$7/h, which I was more than happy with at a time. Since I still lived with my parents, earning \$1,000/month of “spending money” was plenty for me.

I mostly enjoyed my work on a daily basis, though I couldn't really say I was making any sort of a difference coding anti-virus programs in my cubicle for 10 hours a day.

Deep down, I knew I wanted something more. I just didn't know what that was at a time.

Then, one day, I had a conversation with one of my co-workers that changed my life forever.

I was talking to a senior programmer at the company over lunch, and he told me about his story.

He joined the company 20 years ago when he was a young programmer, fresh out of university. He was one of the first Slovenians to create their own video game.

When he joined the company, he worked on exciting projects, was paid well, and really enjoyed working at the company.

But as the company grew from a handful to 500+ people, things changed. Slowly but surely, he was working on less and less exciting projects. He began to enjoy his work less and less, but because he had a wife, kids, and bills to pay, he was too afraid to change anything. He settled for what he had.

20 years later, he was working in the same room as I was. He was working on the same boring project.

And the worst part? He was earning less than I was, and I just joined the company a few months ago.



Hearing that made my heart drop, but also gave me a reality check.

At that point, I knew I didn't want to work at a 9-5 until the end of my life. I wanted something more.

I wanted to be in control of my life, my income, and how I spend my time.

And it was at that point that I decided I would start my own business.

I had no idea HOW I would do it, but I was determined to make it happen.

I became obsessed with starting my own business.

I started reading every book and blog I could find online on starting my own business.

I even spent \$1,000 on an online course that taught me how to freelance (and was one of the best investments I've ever made).

For the first time ever, I found something so exciting that I could spend hours and hours immersed in it - even when I was tired after work and university classes.

I learned about how to find a profitable business idea, how to find your first clients, what to charge, how to stand out from your competition...

I left no stone unturned.

How I made \$0 in my first 7 months of starting a business

As I started learning about starting my own business, I was eager to put what I learned into action.



I connected with other entrepreneurs in Slovenia and tried to get their support with starting my business, which wasn't that useful as I didn't know anyone that could teach me how to start my own freelancing business.

I eventually teamed up with 2 other students that wanted to start their own business to start our own website development company.

They would take care of coding, and I'd take care of the marketing side of the business.

We developed our master plans over long evening meetings for how we'd work with amazing clients and build websites for them.

We started reaching out to potential clients, had many meetings with them, but there was just one problem:

We never got any paying clients.

There are many reasons why our idea didn't work out.

We didn't work well together as a team. We didn't have a clear gap in the market. We didn't know how to build trust and credibility as university students. We didn't even officially have our own company!

After 3-4 months of working on an idea that felt like an uphill battle, I had enough.

I was burned out from putting hours and hours into the business every day and receiving nothing back, and I was bored of endless meetings that didn't really change much.

I decided to leave the team and take a break from starting my own business.



If at first you don't succeed...

In the meanwhile, I became obsessed with the topic of productivity.

Because I had to juggle working in a 9-5 job, attending university AND starting my own business, I had to learn how to become more productive.

I devoured all the productivity books I could find, and applied them to my own life. I was excited to discover a whole new world of self-development books that was hidden to me as a college student who only knew textbooks and fiction books.

Eventually, I got the idea to become a productivity coach for a video game company in Slovenia that I really liked. My idea was to help their employees become more productive, so they can meet deadlines more easily.

I did my research, visited the company, met the CEO, negotiated for weeks, and was set to start working with the company within two weeks...

...until they lost funding they were supposed to receive, and couldn't hire me.

I called them a few more times over the next few weeks, but when I saw that things weren't going to change, I decided to move on.

Third time is the charm: How I made my first \$50 online

One spring morning at 6am, I woke up in my room in my parents' apartment. It was still dark outside.



I had a crazy idea on my mind - I could teach online poker players how to become more productive, so they could make more money.

Throughout my high-school and university years, I played some online poker to make a side-income, and I knew that the more focused you stayed for the longer period of time, the more you would make.

Since I've now spent 6+ months immersed in the world of productivity, I felt like I definitely knew more than an average joe about productivity - and I knew I could help other people become more productive.

In my head, this seemed like a perfect idea.

Now I needed to find out if other people felt the same way too.

I turned on my computer and visited an online community I used to be active in, and started writing “The Ultimate Guide to Skyrocketing Your Poker Productivity”:





My idea was to simply start sharing some of my knowledge online and see if people liked it.

Still early in the morning, I cranked out a few chapters of the guide where I talked about basic self-development concepts like writing your vision statement and setting measurable goals:

1. Where am I headed?

This is the most important step that you have to take in order to skyrocket your productivity. Without knowing your destination, you can never reach it. Please make yourself a few minutes of uninterrupted time and complete the following tasks. **Do not skip these!** This is most likely the hardest part of this guide as we are often afraid to think about our future because we are afraid of failing. After this, everything else will be way easier.

1.1 Vision

ACTION STEP:

Take a couple of minutes of uninterrupted time. Take a piece of paper and a pen. Turn off the radio, put the computer to sleep. Now think about the following questions and write answers to them on the paper:

- What do you value most in other people?
- Who are you at your best? (This means how do you see yourself in the best possible way - what are your best values? For example, you see yourself as a dedicated and loyal person who is also a good listener and can always be counted on...)
- What do you want to be known for after you die?

Happy with what I've written, I went back to sleep and wake up a few hours later, at 11am. I was eager and anxious to check if anyone liked what I wrote.

I was surprised to see a flood of positive comments and feedback on what I wrote:



13.04.2012, 07:39

Great post! Will subscribe to this thread.

[Reply](#) [Quote](#)

13.04.2012, 07:55

Good timing 🕒 Something I've really been wanting to read about but never remember to. Will give it a look when I'm done watching this video. Kind of ironic seeing as I'm watching this vid in the most unproductive way possible right now whilst browsing forums/email when I should be making notes.

[Reply](#) [Quote](#)

13.04.2012, 08:10

Awesome post!! Will be following 🙌🙌🙌

Which gave me the momentum to keep writing more and more. I wrote about everything that came to my mind, from exercise to nutrition to taking breaks, and added new chapters to the guide every 1-3 days:



3.4 Exercise

Frequent exercise will increase your energy levels throughout the day, at least if you do it right. If you are new to exercising, or are too lazy to do it, or generally don't like sports and similar stuff, or you "don't have time for it", then I have a simple message for you: get off your lazy ass, try different sports (you ought to like one of them), find the one you enjoy the most and make some time for it!

It is way easier to exercise if you have fun while at it or if you're doing it with your friends. You don't have any friends who exercise frequently? Join a club. Take up recreational dance classes. Go to the gym. Do some pushups. At first, it doesn't really matter what you do, just do something different than sitting at your pc the whole day. And I can't emphasise this enough, **FIND SOMETHING THAT YOU ACTUALLY LIKE DOING!** Then prioritize it. Without exercise, you will have way less energy throughout the day. With exercise and proper nutrition, you will have tons of it. You'll be amazed at how much you can get done and how focused you can stay during your poker sessions and learning sessions.

=====Updated 16.4.2012=====

And in the meanwhile, I listened to the feedback from my readers and wrote chapters that answered their specific questions:

Hi OP,
Awesome thread 🙌🏻. I'll be following it.
I read ur thread on nutrition too and found it to be very helpful .

I noticed that u have mentioned to sleep 8 hours/day. I sleep 5 to 6 hrs a day (It's enough right? to lead a healthy lifestyle). Can you please help me with sleeping patterns? I play full time poker and I play atleast 8 to 10 hrs/day inbetween 7pm to 9am. (traffic is good only at these times). What is the best time to sleep for me? I have to have lunch inbetween 12.30 pm to 2pm.

Thanks in advance 😊 Keep up the good work 😊

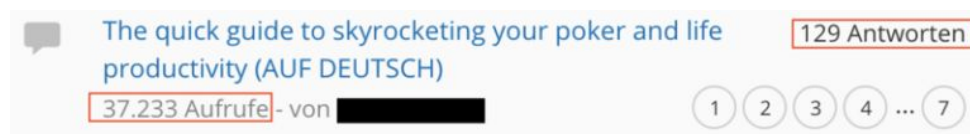
I kept writing the guide, and more and more people kept reading it and sharing it with their friends.



Eventually, over **223,000** people read the guide:



And the readers liked the guide so much that they translated it to 7 other languages to share in other communities (like the German community of the same website):



I started writing this guide just to share my knowledge online - little did I know it would become an overnight sensation in the world of online poker.

Within a few weeks of publishing the first few chapters of my guide, something surprising happened:

Poker players that read the guide started reaching out to me, asking me to coach them 1on1.

They read the guide and liked it, and wondered if I could help them answer their questions about productivity and answer their specific questions.

Naturally, I said yes, and picked a starting hourly rate of 50eur/hour, which seemed high enough to be exciting to me, but was still at the bottom range of what online poker players typically paid for poker coaches.

Soon, I got my first paying client:



How I went from my first \$50 to \$38,000 in a year

Seeing the response on my guide and the demand for productivity coaching, I decided to write to the administrators of the website where I published the guide and offered to find ways to work together.

Since they had a poker school on their website where they published educational videos, I suggested that I create a few videos and live classes and see how their readers would like them.

I ended up recording over 40 videos on various topics which received tens of thousands of views:



🇬🇧 Psychology

Maximize Your Productivity: Procrastination

Schnitzelfisch continues his maximize your productivity series with a look at procrastination and how to avoid it...

17.11.2013, 15 min. by Schnitzelfisch 9345 17 (21 Votes)



🇬🇧 Psychology

Maximize Your Productivity: Building Momentum

Schnitzelfisch brings us a brand new series focusing on Maximizing Your Productivity. Today he starts with Building Momentum...

10.11.2013, 17 min. by Schnitzelfisch 10319 13 (22 Votes)



And I also delivered some live classes where I coached poker players on how to become more productive live.

I was paid around \$50/hour for coaching and \$200 for each video I created, which helped me consistently earn \$500-\$1,000/month:

Position	name	unit	factor	amount	summe	currency
1	Coaching	flat rate	2.00	50.000	100.00	USD
2	Video Creation	flat rate	3.00	210.000	630.00	USD

730.00 USD

On top of the videos I recorded for the poker school, I took on up to 13 private coaching clients at a time, and gradually increased my 1on1 coaching rates from \$50/h to \$100/h, \$200/h and even \$400/h.

Eventually, I turned \$50 coaching contracts into \$5,000 contracts:

Description	Unit price	Qty	Amount
6 Month Coaching Program Primoz Bozic with [REDACTED] [REDACTED] Item# 003	\$5,000.00 USD	1	\$5,000.00 USD
		Subtotal	\$5,000.00 USD
		Total	\$5,000.00 USD
		Payment	\$5,000.00 USD

Payment sent to [REDACTED]

Which is how I was able to earn more than \$38,000 within the very first year of starting my online business.

Then, I did something radical.



Why I moved on from poker productivity into a completely different niche

As a poker productivity coach, I was consistently earning \$2,000-\$3,000/month (sometimes more), which was 2-3x more than what I was making as a programmer before.

I had more free time than before, worked on my own schedule, and did things I loved doing.

I could do anything I wanted to, from traveling, to eating out at fancy restaurants, to eventually moving into my own apartment with a friend of mine.

Still, deep down, I didn't feel as happy and fulfilled as I wanted to.

Yes, the money was good. Yes, I had the freedom to do what I wanted to.

But I didn't really feel like I was making a difference in the world.

Every time someone asked me what I did for a living, I was ashamed to talk about what I did.

They would instantly say I'm a "gambler", and I also knew that I wasn't really changing the world in any way - I was just helping good poker players take more money from gamblers.

As I learned more about growing my business and started attending business events and conferences all over the United States, I was introduced to a whole new world of entrepreneurship:



I went on a VIP tour of the Metropolitan Museum when I visited my first conference in NYC

I met entrepreneurs that I felt were actually making a difference and helped thousands of people live better lives.

I wanted that too.

I wanted to build a business I would be proud and happy to talk about with anyone I met.

I wanted to build a business where I could help millions of people all over the world.

I wanted to build a business where I could speak at conferences in front of hundreds of people and write a book about in the future.

The poker industry just wasn't going to cut it, and I wanted to start something else.

I stopped focusing on growing my poker business and taking on new clients, and decided to start a brand new business.



\$500, 6 months, and hundreds of hours went down the drain

Starting a brand new online business wasn't as easy as I thought it would be.

With my poker productivity business, I was able to tap into an existing community of hundreds of thousands of poker players, attracted by the poker school.

This meant that I didn't have to do much to promote my content or my coaching services - I simply wrote guides about productivity, motivation, nutrition, and other topics, the readers in the forums liked them, and many of them reached out to work with me.

When I first started playing with the idea to create a new online business about productivity for "everyone" (I didn't have a clear audience in mind), I wanted to set up my own website that I would be in control of.

I had no clue how to go about setting up a website at that time, so I spent \$500 on a custom website design:



Skyrocket Your Productivity! [Blog](#) [Book Reviews](#) [Archives](#) [Contact](#)

How to Ask REALLY Good Questions And Get GOOD Answers

June 30, 2013 No comments yet

How many times have you asked someone a question and received a really vague, useless answer? It used to happen to me all the time. To be honest, I never really asked myself why that was. I just assumed that people were too busy to give me a good answer and I never considered that the way my question was phrased could be the problem.

Later on, as I have built my business, people started asking me questions more and more. And now I get it. The issue usually isn't in the person being asked not caring or having limited time, it's often in the people who ask the questions in the first place. Why? Because rarely anyone knows how to ask good questions.

Whenever I get asked a super vague question like "Is it possible for me to stay focused for an hour?" or "How can I become more motivated?", I really can't give you a decent answer. Why? Because it's just not specific enough and answering it would require a lot of guessing and assumptions from my side. I don't really want to give a long answer that completely misses the point and doesn't relate to your problems.

And I see this all the time. Terrible questions are asked over e-mails, skype, in facebook groups, live... EVERYWHERE!


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Book Reviews

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About Me

 I am a productivity, mindset, self-development, learning and life coach. I am also interested in entrepreneurship, investing, nutrition,

And since I had no idea how to run an online business on my own, I just started writing short blog posts about things I thought were interesting:



Comfort Zone

May 22, 2013 No comments yet

In the last year or so, I have started a successful business, improved my public speaking skills, travelled to UK, Austria and France, started this blog and began writing a book. What did YOU do in the last year that threw you out of your comfort zone?

Comfort Zone is Bad

The majority of the people very rarely move out of their comfort zones. The idea behind it is that they like what they're doing right now and want to stick to doing what they're good at. And that's fine. If you want to be forever mediocre and that is truly your [Vision](#).

However, there are also many people who have some kind of a vision but are living in a way that just won't get them there. If you want to make millions and all you do is work at McDonald's for 8h a day and spend the rest of the day watching TV, that's just not going to happen.

But that's the way it is, many people are used to living however they are living, a comfortable (although not necessarily happy) life. Whenever new opportunities present themselves, they rarely take them up as they don't believe in themselves or suffer from the [Fear of Failure](#).

Again, living in your comfort zone is fine if you really want to do that. But since you're reading this blog, you probably want to change some things about your life. And in order to do that, you'll have to get out of your comfort zone.

Now while this approach MIGHT have worked well in the poker industry where nobody was writing about topics like getting out of your comfort zone, it didn't work on my own blog.

I spent over 6 months writing articles, endlessly tweaking my website, and sharing my posts on social media, but nothing really happened.

Over the course of 6 months, I got barely any website traffic, about 46 e-mail subscribers, and earned less than \$3 through affiliate sales of books I reviewed.

Even though my first online business was a wild success, things just weren't working out with this new online business model. I just couldn't crack the code to make it work.

I was on the verge of giving up on my new idea and focusing on my poker productivity until...



I learned how to start an online business the **RIGHT** way, and my new business took off

One of my mentors that taught me how to build a freelance business invited me to join a secret BETA online program to help me develop my online business, because I expressed my interest for doing that at a conference he hosted.

Over the course of 8 weeks, I learned the ins and outs of building an online business, and was determined to make it work this time around.

I gave myself a month to build a website and get some initial traction with my new website that would focus on teaching entrepreneurs and executives how to become more productive.

This time, I set up a simple website over just a few days:

The screenshot shows a website layout. At the top, the title "Skyrocket Your Productivity" is displayed in a bold, sans-serif font. Below the title is a subtitle: "Reach your goals faster and get ahead in Life and Work". A dark navigation bar contains the links "Home", "Blog", "Contact", and "About". The main content area is split into two columns. The left column features a large image of hands tied together with thick rope, with the text "ARE YOU STUCK?" overlaid in white and orange. The right column is a dark grey sidebar containing the heading "GET MORE DONE IN LESS TIME", a paragraph of text, and a sign-up form with fields for "First Name..." and "Enter your email address...", followed by a red "GET ACCESS NOW" button.



I started writing blog posts that my audience would enjoy reading:

How to balance your life, even if you work long hours at your job

By [Primoz Bozic](#) — 1 Comment



Last week I had a chat with David, who works in a large law firm in New York City. David, like many other lawyers, is struggling with life balance. He is putting in long working hours, and because of that he rarely has the time and energy to hang out with his family and friends, let alone have time for himself. And you've probably been there as well. You've probably [...]

As well as Ultimate Guides which worked really well in my previous online business:

The Quick Guide to Surrounding Yourself with Successful People

By [Primoz Bozic](#) — 19 Comments



This isn't just a normal blog post. Oh no. This epic guide is more than 17.000 words long, and it's packed with specific systems, pictures, scripts, examples... You name it! I will tell you exactly how I've found my first mentor, got invited to grab lunch with Ramit Sethi in San Francisco, created my own mastermind groups and more! I will show you what worked (and didn't work) for me [...]



And I created a free e-book (lead magnet) that would help me build my e-mail list and later sell online courses and coaching services:

THE ULTIMATE GUIDE TO CREATING BULLETPROOF HABITS

This FREE 22-page e-book will help you save at least an hour a day.

I will show you the exact SYSTEMS and STRATEGIES that you can use to create bulletproof habits and:

- Finish work by 4pm every day
- Get that six pack that you always wanted
- Finish housework faster and enjoy the afternoon with your wife

GET ACCESS

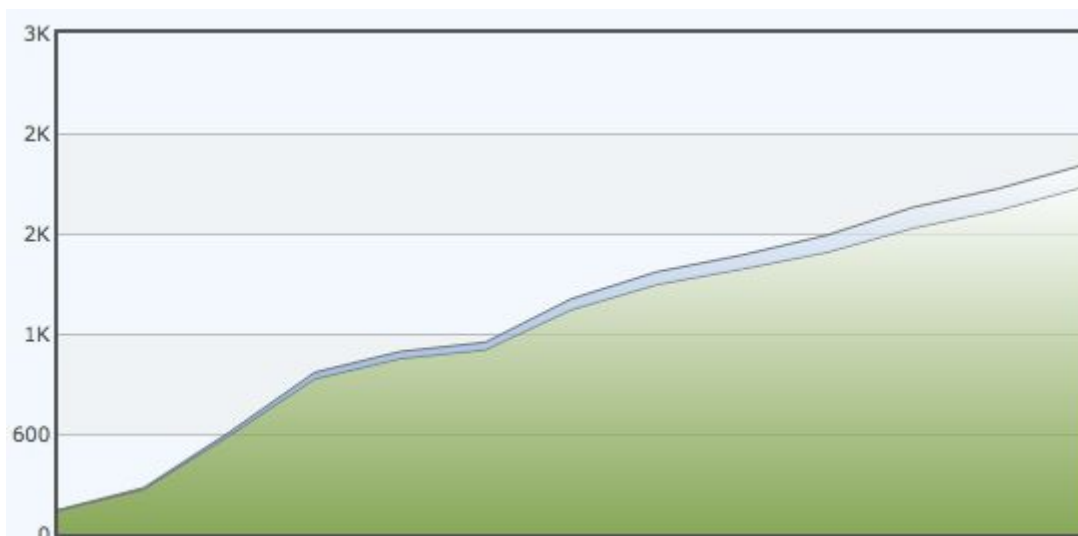
This is when things started to work.

Largely through the help of my [Ultimate Guides](#) and [lead magnets](#), I was able to build an e-mail list of 500 e-mail subscribers within the first month of starting my website, and had days when I got tens of new e-mail subscribers in a single day:



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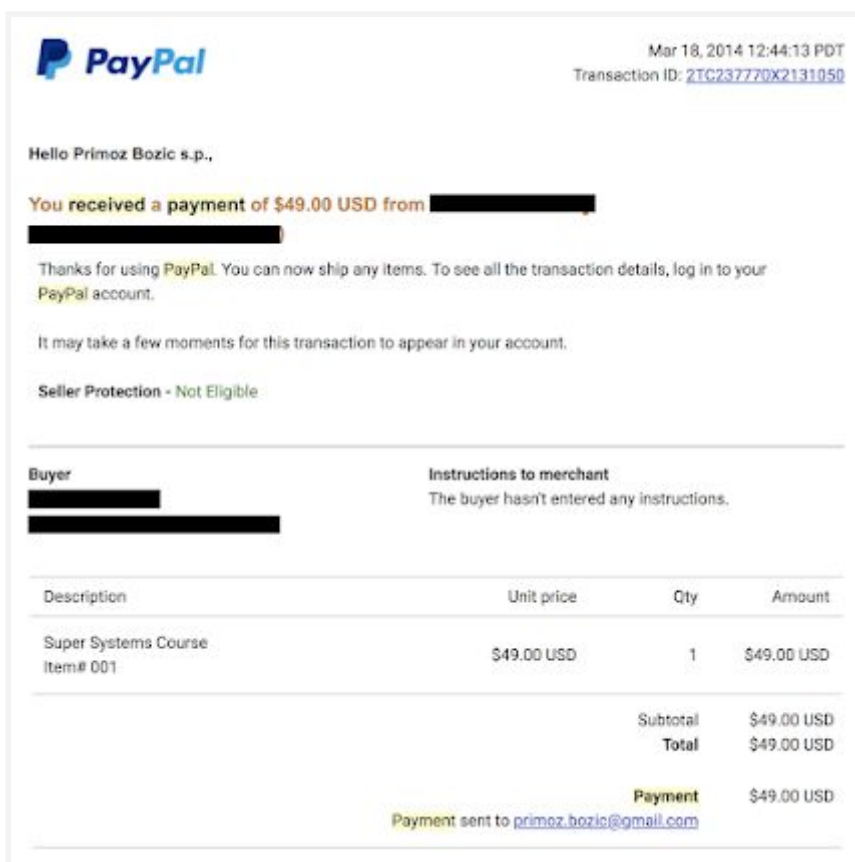
And my e-mail list continued to grow through the [remarkable content](#) I developed to over 2,200 e-mail subscribers within the first year of starting my online business.



As my e-mail list grew, I learned how to create and sell online courses that would become my new method for growing my online business.



I started out by creating a short course about productivity, Success Systems, that I sold for \$49 to my e-mail list of 500 e-mail subscribers:



7 of my readers bought my course, which would help me earn my first \$350 with my new online business idea:

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>	[redacted]	Item #001 - Notification of Payment Received from [redacted]	23/03/2014
>	[redacted]	Item #001 - Notification of Payment Received from [redacted]	20/03/2014
>	[redacted]	Item #001 - Notification of Payment Received from [redacted]	19/03/2014
>	[redacted]	Item #001 - Notification of Payment Received from [redacted]	18/03/2014
>	[redacted]	Item #001 - Notification of Payment Received from [redacted]	18/03/2014



It wasn't much compared to what I was earning with my poker productivity coaching business, but it was enough to see that this business could take off.

After my first launch, I created a second tier of the product. I added a few master classes with my entrepreneurial friends and charged \$99 for the premium tier. I also focused on growing my email list so I could launch to a bigger audience.

A few months later, I launched my updated product again to a list of 1200 subscribers. This time I earned \$1600.

I later increased the price of my product from \$49/\$99 to \$99/\$199 for different tiers. I launched the product again to a list of 1700 subscribers and earned \$4000.

To celebrate the exponential growth of my online business, I decided to travel around Thailand for a month, where I recorded a new online course:



This course (I called it Limitless Life) was about overcoming mental barriers in your life, and it generated a few thousand dollars.



Over the next few months, I focused on selling these two courses, and my business slowly but steadily grew. This was the time when I decided to completely let go of my poker productivity coaching business and focus on my new business full time.

Next year, my business grew on a whole new level.

I developed my first semi-premium online program, Skyrocket Your Side Business, and sold it to an e-mail list of 3,500 e-mail subscribers at \$497.

This program generated over \$20,000 in sales, making it my first 5-figure launch, and a 5x bigger launch than any of my previous launches:



I couldn't believe it - and saw endless possibilities to continue to grow my online business.

Then, I did something radical (and crazy) once again.

I put my business on hold, just as it was about to grow to a whole new level.



Why I put my business on hold and worked with Ramit Sethi for 2 years

To fully understand what happened next, I'd like to introduce you to my first online business mentor, [Ramit Sethi](#).



I first learned about Ramit when I dove into the world of personal development and started learning about how to manage my money better.

I was blown away by his book *I Will Teach You To Be Rich* which opened my eyes about how saving, investing and handling money in general.

I liked his “no-bs” approach to life and that he said things as they were, and resonated with his philosophy that “there’s a limited amount of money you can save, but an unlimited amount of money you can earn”.



I joined a few of Ramit's online courses and used them to learn about freelancing and creating online courses, which helped me successfully start my own online businesses and earn thousands of dollars every month.

I soaked in all the knowledge I could from Ramit, and flew to the United States multiple times to different conferences he hosted just so I could learn as much from him as possible.

Then, one day, I got an unexpected opportunity to work together with Ramit - IF I put the growth of my online business on hold.

To help more of his students succeed in building an online business, Ramit decided to start an online coaching program called "Accelerator", and was looking for a coach to run the program.

At first, I wasn't sure if I wanted to do that, as I knew that it was a full-time position that would require me to put the growth of my rapidly-growing online business on hold.

On the other hand, I saw this as a once-in-a-lifetime opportunity to work together with someone who successfully built a 7-figure online business, which could be priceless in the long run.

Since I didn't want to miss out on this opportunity, I took a leap of faith and said yes.



How I turned Accelerator into a 7-figure online program

As I came on-board of Accelerator, my role was to:

- Coach hundreds of online entrepreneurs on how to start and grow their online businesses as an online business coach
- Continue to grow and scale the program to increase the monthly and yearly revenues as the product manager

To do that, I had countless resources at my disposal.

I could learn directly from Ramit about how he ran his company throughout the team calls, I attended annual in-person strategy retreats with his company, and got his personal support with growing the program.

I tackled the opportunity head-on and spent 2 years developing and improving the program, from changing how the program works, to writing new sales pages for the program, running webinars to sell it, and tweaking pricing and sales strategy.

I later brought on a copywriting coach and a community manager to the team, and we soon scaled the program to well beyond 7 figures in revenue.

This was a priceless experience as I:

- Learned the “behind the scenes” of how Ramit ran his 7-figure online business with a team of 30+ employees
- Learned how to run a 7-figure online program (and manage my own team) myself
- Worked with 1,000+ online entrepreneurs to help them start and grow their online businesses



While I worked on Accelerator, I gained a deep understanding about how to run and grow my online business, and I was ready to take what I learned and put it into action in my own business.

After 2 years and one week, my Accelerator adventure came to an end. I felt like I gave the program everything I could, saw the program rapidly grow to 7 figures and beyond, and soaked all the knowledge I could out of my work with Ramit.

But deep down, I knew I wanted to go back to running my own online business, and after handing off the program to my previous team-mates, I did just that.

How I finally hit the \$100,000/year mark with my own online business

Even before I went back to running my own business full time, I technically had a 6-figure online business (I made more than 6 figures a year through my contract and the online courses I sold through my own website).

But once I switched back to running my own online business in 2017, I finally made more than \$100,000 in a year by selling my own online courses and coaching services - and finally felt like a 6-figure entrepreneur.

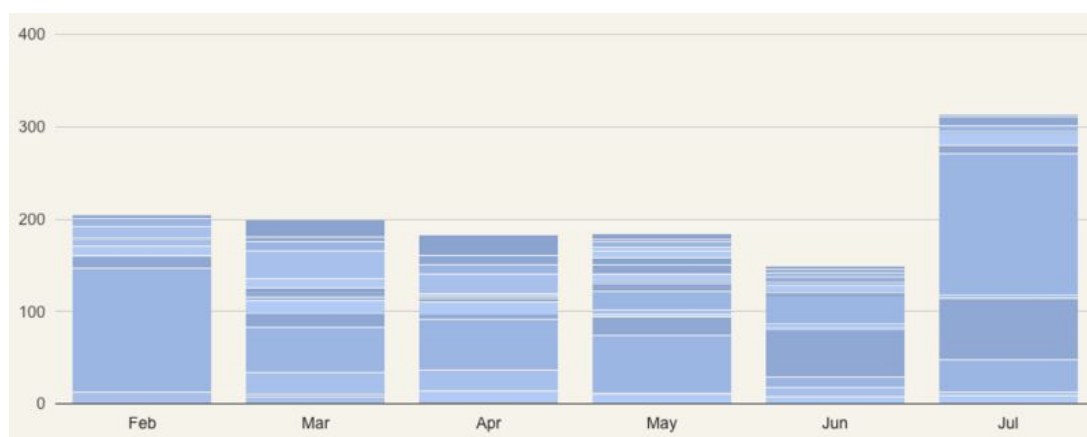
As I came back to running my own online business, I felt completely different than 2 years ago.

First, I no longer had the desire to talk about productivity. That was a topic that I had been talking about for years now, and I had no desire to continue talking about it.

Instead, I decided to [test out](#) a completely different idea - helping online entrepreneurs write Ultimate Guides.



I came up with that idea because I noticed that even while I wasn't focusing on growing my online business, my e-mail list continued to grow by thousands of e-mail subscribers every year:



When I looked through my numbers to find out why that happened, I've found a simple common denominator - my Ultimate Guides.

By writing Ultimate Guides like this one, I attracted thousands of visitors to my website every month, and converted them into e-mail subscribers and raving fans.

I noticed that other established entrepreneurs were using Ultimate Guides to grow their online businesses as well (my mentor Ramit Sethi used them, SEO expert Neil Patel used them, companies like Leadpages used them...), so I knew they didn't just work for me.

And since a lot of my readers have told me that they loved reading my Ultimate Guides, and writing them came easy to me, I decided to see if I could teach other entrepreneurs how to grow their online businesses through Ultimate Guides as well.

I talked to hundreds of entrepreneurs about writing Ultimate Guides, got a few 1on1 coaching clients for creating them, and wrote an [in-depth e-book](#) about how to write them to raise awareness around this method of growing an online business.



This put me in a perfect position to develop an online program about creating Ultimate Guides.

The second thing that was different than 2 years ago was that I was no longer interested in creating \$47 or \$197 online courses.

Doing that didn't feel like a challenge any more, and I didn't feel like recorded online courses were the best way to help people (as the follow-through rate of recorded online courses was only a few %).

I decided it was time to develop my very first “flagship program” - a premium online program for creating Ultimate Guides that I would price at \$997.

I created the program as a “live” program where I coached my students how to write their Ultimate Guides over the course of 14 weeks, and the program was a huge success.



The vast majority of the students that joined the program successfully finished it, and got hundreds (if not thousands) of new e-mail subscribers through the Ultimate Guides they wrote.

Many of them got new coaching clients or freelance clients through their guides as well, even far before they were finished. One specific client managed to get over \$100,000 worth of consulting work within less than a year of writing and publishing his guide.

On the other side of the business, Ultimate Guide System was a huge hit as well - it generated over **\$110,000** in a single year through 3 big product launches ranging between \$30,000 and \$42,000, making it my first “true” 6-figure year in my online business.





How I continued to earn 6 figures with my online business every year

Over the next few years, I continued to test and create new online programs, and evolved my online business in a direction that helped me help more and more people with the things I did best.

I developed a 12-week online program called Write More Every Day which helps online entrepreneurs consistently create remarkable content every week.

I created a 6-month premium online coaching program called 6-Figure Accelerator (previously called The Top Performer Club) where I work with 5-6 figure entrepreneurs to help them scale their online businesses to 6 figures and beyond through weekly live coaching calls.

I evolved Ultimate Guide System into List-Building Accelerator, a hands-on coaching program where I help online entrepreneurs rapidly grow their e-mail lists over the course of 8 weeks.

This, combined with my Ultimate Guides (that help me attract new visitors to my website month after month), has helped me run a 6-figure online business every year for the past few years.

And that's where my story ends (at least for now).

Now you know how I built my own 6-figure online business, and in the second part of this guide, I'm excited to show you how you can do the same.



PART 2: How to start a profitable online business, and make your first \$10k, \$30k or \$50k online

In the first part of this guide, I shared how I started my own online business over the past few years.

However, I realize that just knowing how I did it won't help you do the same - as you can't just copy all the steps I took to get there.

Your journey to building a 6-figure online business will be different than mine, and you'll need a different set of steps to get there.

Luckily, throughout the past few years, I “cracked the code” to starting a 6-figure online business FOR you, and I'm excited to share the complete system for starting a 6-figure online business with you in this guide.

To write this guide, I gathered data from:

- My personal experiences of building a 6-figure online business, and major tipping points I experienced along the way
- Coaching 1,000+ entrepreneurs on how to start an online business through Accelerator, and seeing exactly what separated entrepreneurs that succeeded from ones that didn't
- Helping multiple entrepreneurs scale their online businesses from \$20,000-\$30,000/year to \$100,000-\$300,000+/year through Top Performer Club, my intimate coaching program



I condensed all of the insights and methods that I've seen work over and over again into a simple, bulletproof system that you can follow step-by-step to start and grow your online business to 6 figures and beyond.

You can use this system if you're just starting out from scratch, or if you're already making \$30,000 (or even \$100,000) a year to scale your online business to the next level.

The basic system for starting a profitable online business includes the following elements

- **Your Gap in The Market** is the foundation of your online business, as it makes people care about what you do.
- **Your High-Converting Website** allows you to capture website visitors and turn them into paying customers.
- **Your Remarkable Content** helps you attract more visitors to your website.
- **Your E-mail List** helps you sell your paid products and services.
- **Your Paid Products and Services** help you monetize your online business and make a living with it.

In this guide, we'll work our way through these elements to build an online business layer by layer.

We'll build a strong foundation first, then add additional layers to develop your own bulletproof system for earning money with your online business.

Step #1: Find Your Gap in The Market

If there's one thing that can "seal your fate" and make or break your business idea, it's finding a Gap in The Market.

If you haven't found a Gap in The Market, working on your business will feel like an uphill battle.



You'll struggle with generating the initial traction, attracting traffic to your website, growing your e-mail list and getting clients for your online courses and coaching programs.

When you find a Gap in The Market, everything becomes 100x easier.

Your potential customers will instantly want to talk to you, read and share your content, recommend your website to their friends, and wait in line to work with you.

You could follow all the remaining steps in this guide step by step, but if you don't have a clear Gap in The Market, they "won't work", and you won't see the traction you'll want to see with your online business.

So what is the "Gap in The Market", and what are the signs that you've found one?

In it's very basic form, the Gap in The Market is the **gap** between **demand** and **what's already out there**:



In my very first business (productivity coaching for online poker players), the Gap in The Market was simple.

While there were already a lot of books and blog posts about productivity out there, there weren't any specific resources (or coaches) that would be tailored to online poker players.

After testing my idea, I also noticed that the demand was there (since a lot of people loved my Ultimate Guide and wanted me to write more chapters of it).

Every 6-figure entrepreneur I ever talked to has a clear Gap in The Market.

It could be:



- Helping coders ace Google interviews
- Helping Etsy sellers grow their Etsy shops
- Helping Upwork freelancers get more clients

You can find 12 more examples of Gaps in The Market [here](#).

Once you find your Gap in The Market, you can then continue to create both free content (blog posts, YouTube videos, guides,...) and paid content (online courses, coaching programs,...) to “fill the gap”.

To find your Gap in The Market, you can read my in-depth guides on [finding](#) and [validating](#) your online business idea.

Then, once you’ve seen enough traction with your idea, you can move to the next step of this guide.

Step #2: Create a High-Converting Website

Once you’ve found your Gap in The Market and generated some initial traction, it’s time to set up your High-Converting Website.

Your website will become the physical foundation of your online business.

It’s where you’ll host your blog, create content to attract new readers, collect e-mail subscribers, and host and sell your online courses and coaching programs.

You’ll want to create a website that fills the gap in the market, is simple and easy to navigate, and helps you collect e-mail addresses of potential customers, so you can later sell to them.



By “high-converting”, I mean that your website should be optimized to help you build an e-mail list for your online business, which will become the key channel for selling your online courses and coaching program.

I made the mistake of not creating a high-converting website when I first started a productivity blog and got 46 e-mail subscribers over the course of 6 months (and \$3 worth of affiliate revenue).

If you want to avoid that mistake and start earning hundreds or thousands of dollars with your online business within a few weeks or months, you’ll want to get your website right.

To help you create your own high-converting website, you can use the following step-by-step guides:

- [How to choose the right e-mail provider and set up your e-mail list](#)
- [How to set up a high-converting website](#)

As you set up your website, you’ll probably wonder “what should I put on it?”.

On your website, you’ll want to publish your [Lead Magnet](#), set up [opt-in forms](#), write [opt-in copy](#) and start creating [remarkable content](#) to begin attracting new visitors to your website.

Ideally, you’d have all of these (including at least one piece of remarkable content) set up **before you share your website with the world.**

Then, once you have all the pieces set up, you can focus on creating more remarkable content and growing your e-mail list to continue attracting new potential customers to your online business.

Here’s a simple checklist you can refer to to know exactly when you’ve finished creating your high-converting website:



The High-Converting Website Checklist

- Domain Name (Hover / GoDaddy)
- Website Hosting (WPEngine)
- Website Platform (Wordpress)
- Email Provider (Mailchimp or Convertkit)
- Lead Magnet
- Opt-in Copy
- Opt-in Forms (Pop Up, Sidebar, After Blog)
- Homepage
- Blog Page
- About Page
- Remarkable Content

Again, here are the resources that will help you work through all of the above steps:

- [How to set up your domain, hosting and website platform](#)
- [How to set up your e-mail provider](#)
- [How to create a lead magnet](#)
- [How to write opt-in copy](#)
- [How to create opt-in forms](#)
- [How to create your homepage, blog page and about page](#)
- [How to create your first piece of remarkable content](#)

Once you have all of the above elements in place, you should be ready to move on to the next layers of the pyramid - consistently creating remarkable content and growing your e-mail list.



Step #3: Consistently Create and Promote Remarkable Content

So you have a website... but how will your potential customers find it?

The answer is simple - through Remarkable Content.

The next layer of your website is your free content that helps you spread your ideas and build trust with your potential customers, typically in the form of **blog posts** or **YouTube videos**.

With your Remarkable Content, you'll fill the Gap in The Market and give your potential customers what they want - solutions to their [Problems Worth Solving](#).

With every piece of Remarkable Content you create, you'll add an additional stream of visitors to your website that might become your customers down the line.

The more Remarkable Content you create, the more streams you'll have, and the more potential customers you'll have.

When it comes to creating Remarkable Content, it's important that you:

- [Create content that is truly remarkable](#) (to stand out from everyone else in your industry, create content that's useful to your audience, and so your readers share it with others)
- [Create Remarkable Content consistently](#) (so you keep attracting new potential customers to your online business every week and keep your existing readers engaged)
- [Promote your Remarkable Content](#) (so you can spread the word about it and reach more readers with it)
- [Create your Content Strategy](#) (so you can attract more of the RIGHT customers to your business for years to come through different Content Seasons)



Content Creation is a key skill for consistently growing your online business, and you can use the resources linked above to master it.

Step #4: Build Your E-mail List

Your Remarkable Content will help you attract new visitors to your website every week.

Your High-Converting Website will help you “capture” those new readers and turn them into e-mail subscribers, so you can stay in touch with them, send them every new piece of content you create, and sell your future products and services to them.

Before you start thinking about selling your first product or service online, it’s wise to get at least 500-1,000 e-mail subscribers.

If you diligently followed the previous steps from this guide, the combination of a High-Converting Website and consistent creation of Remarkable Content will already help you gradually grow your e-mail list - woohoo!

But since growing your e-mail list is too complex of a topic to cover in this guide, I wrote a separate, 447-page (!) guide exclusively on building your e-mail list to (tens of) thousands of e-mail subscribers.

[You can read my Ultimate Guide to Growing Your E-mail List here \(it’s free, just like this guide\).](#)

Reading the guide above will give you all the information you need to grow your e-mail list to 1,000+ e-mail subscribers (and beyond).

Both Creating Remarkable Content and Growing Your E-mail List are key activities that will help you grow your e-mail list from 0-\$10,000, but also to \$50,000, \$100,000 and beyond.



It's important that you continue to focus on these 2 key growth strategies, even while you're developing and selling your paid products or services.

Step #5: Create and launch your first online product (or service)

Once you build an e-mail list of 500-1,000 e-mail subscribers, you'll have enough potential customers to successfully develop or launch your first online products or service and get your first 5-10 paying customers.

When you're just starting out with your online business, I recommend you to start with a lower-priced offer.

If you want to go down the product route, you could develop an online course, a workshop or a live course and price it somewhere between \$47 and \$97.

If you want to go down the service route, you could sell 1on1 coaching for \$50-\$100/h.

I recommend starting low (and not diving right into \$497 or \$997 online courses or \$3000-\$5000 coaching packages) because:

- You want to get as many clients as possible in the beginning, to get raving testimonials and case studies that you can use later in your business
- You don't want to spend hours and hours developing a product or service that gets 0 sales
- You have to learn the skill of selling or "launching" online - and that's easier to do with lower price points

Increasing the price of your offerings is one of the easiest things you can do - while decreasing the price is a lot trickier.



I don't recommend selling a product or service below \$50 (like a \$7 e-book) because you'll likely attract lower quality customers, and the math just isn't there to help you create a meaningful amount of revenue.

Once you successfully launch your first product or service, you can choose to:

- Improve your existing product or service and/or increase the price next time you launch it
- Create a new, more premium version of your product or service

Once you see that your business “works” and you're getting your first few sales, you can gradually increase the prices of your paid offerings to scale up your revenue.

To develop your first online product or service, you can:

- Choose a major [problem](#) of your audience (ideally a problem nobody else is solving well)
- Think about how you can BEST solve that problem and get the best results for your clients
- Develop a curriculum for your online course or coaching program based on your ideas

You can then choose to either fully develop the program BEFORE you sell it (if you'll feel more comfortable that way), or you can develop it AFTER you sell it “on the go”, and use the feedback from your customers to improve your program as you create it.

I know this is a lot - and I'll write an in-depth guide to developing paid products and services in the near future.

In the meanwhile, you can read [this article](#) from Foundr to help you get started with creating your first online course!



Step #6: Launch your product or service to your e-mail subscribers

Once you've successfully developed your first online product and service, there's just one final step between you and earning your first dollars with your online business - offering it to your e-mail subscribers.

You'll typically do that through a so-called “**sales sequence**” or “**sales funnel**”.

There are multiple different ways to sell your products and services - from phone sales to webinar sales to e-mail funnels.

If you'd like to sell your products or services via phone, I can highly recommend the book [Prosperous Coach from Rich Litvin](#), and if you'd like to sell via webinars, I can recommend [The Ultimate Webinar Marketing Guide from Lewis Howes](#).

I've used both of these resources in the past, and they'll give you a good foundational framework and exact steps to get started.

In this guide, I'll instead focus on a basic **5-day sales funnel** and a **simple sales page** that you can use to successfully sell your first product or service.

To create your sales page, you can read my [in-depth article about creating a \\$111,170 sales page](#), where you'll learn:

- The exact strategies I used to develop and sell a \$1,997 online course from scratch
- A detailed walkthrough of how I wrote my \$111,170 sales page in 8 simple steps
- How YOU can create a high-converting sales page for your e-book, online course or coaching program



Then, to create your the 5-day sales funnel, you can read this [in-depth guide from Teachable](#).

Finally, if you'd like to see what it takes to make \$36,381 with a single product launch, you can read my [in-depth guest post on Growthlab](#) to learn exactly how I did it.

With your first product launch, you'll earn your first few hundred (or thousand) dollars online.

Then, it's "rinse and repeat":

- You'll create and promote Remarkable Content to grow your e-mail list
- You'll relaunch your existing product (or service) once every few months

Over time, you might start thinking about developing new online products or services, you might increase the price of your existing products (while making them more valuable), or you might learn how to sell your products better.

All of these will contribute to steady growth of your online business, and as long as you're successfully [attracting more e-mail subscribers every month](#), your online business will continue to grow.

But at a certain point, you'll hit a plateau where growth of your online business will slow down - and you'll want to go faster.

Maybe that will be at \$10k/year, \$30k/year, or \$50k/year.

At that point, you'll benefit from the final part of this Ultimate Guide.



PART 3: How to scale your online business to \$100,000/year (and beyond)

What does it take to scale your online business from \$30k/year or \$50k/year to 6 figures and beyond?

- Is it just a matter of growing your audience or getting more clients?
- Should you focus on selling more of your existing products and services, or developing new ones?
- Do you need to hire a big team to get there?

Here's the good news:

If you're already making 20k, 30k or 50k a year with your online business, you're already doing something very right.

You've found your profitable business idea.

You've built an audience around it. You've successfully sold one or more products or services. You have a growing base of customers, testimonials and success stories.

You're making money, and know that you can take this business to 6 figures and beyond.

Here's the not-so-good news:

Your business might be a mess.

You have cycles of "feast and famine" where you make \$5,000 or \$10,000 one month when you launch your product or land that big proposal and feel on top of the world... only to make



\$1,000 or \$2,000 next month, which is barely enough to pay the bills. It's a constant roller coaster.

You try a lot of different things and just work on whatever “feels good” in the moment but don't have a clear strategy for the future. You feel scattered, unfocused, and even though you're putting in the work, you're not sure if what you're working on is the **BEST** use of your time.

Deep down, you know that what got you here won't get you there.

Hustling every day and just putting in the work was enough to get to 5 figures, but you know that you'll need to change something to get to 6 figures (and beyond).

The question is: What?

I feel you. I've seen it (and done it) all before. The feast and famine. The lack of clarity. The throwing spaghetti at a wall approach.

It's fun when the money is coming in and things are working, and a lot less fun when they're not.

But after successfully running my own 6-figure online business year after year, and helping many online entrepreneurs scale from \$20k/year to \$100,000/year (and even \$300,000+/year), I cracked the code to what really matters, and what doesn't.

In this final part of the guide, I'll cover the 5 advanced strategies that you can use to scale your online business to 6 figures and beyond.

Strategy #1: Layers on new list-building strategies



Once you start seeing a plateau with your audience / e-mail list growth, you need to develop new “layers” of your list-building system.

For example, if you primarily used a YouTube channel to grow your e-mail list, you might want to add a new channel like Ultimate Guides, Pinterest, or partnerships.

You can master and layer on one strategy at a time, while systematizing and delegating parts of your existing list-building strategies to make time for these new layers.

Growing your audience exponentially is a great way to get closer and closer to the 6-figure mark, and a key element you’ll always want to focus on if you want your business to keep growing.

To learn how to create new layers of your e-mail list growth, you can read my [in-depth guide on advanced list-building strategies](#).

Strategy #2: Create your premium, flagship program

A lot of people these days recommend creating “tripwire” products, “downsells” and other types of products that you can sell at a low price point to get more customers.

However, I believe that instead of creating low priced products that might bring in a few thousand dollars, a much better approach to building a 6-7 figure online business is to focus on developing premium, flagship programs and charging \$500, \$1,000 or \$2,000 for them.

The reasons why I’m not a huge fan of creating cheap products are:

- They don’t add a whole lot to your bottom line
- They usually don’t create incredible success stories
- A lot of people buy them, but never use them
- They attract more of your WORST customers, rather than BEST customers



- Dealing with bad customers is a huge time suck

Instead, I recommend focusing on creating the absolute BEST online program in your industry around a certain topic (and then charging what the program is worth).

This won't just help you add tens (or potentially hundreds) of dollars to your bottom line. It will allow you to give your full attention to your best customers, make a bigger difference in their lives, and a bigger impact in the world (that you just can't make with a \$17 e-book).

In my business, creating my first \$1,000 online program was one of the best decisions I've ever made (and helped me [earn \\$111,170 in less than 10 months](#)).

So if you're running a 5-figure online business and aren't thinking about creating a premium product (or a service) yet, I really encourage you to start thinking about it.

A great example of how powerful developing your flagship program comes from one of my private coaching clients.

When we started working together, they offered a combination of a \$59 online course and 1on1 coaching to earn \$26k over the course of 5 months with their online business. Not bad, but not quite 6 figures yet.

Later on, we developed a \$997 flagship program together, and they launched it for more than \$75,000 in a SINGLE launch. That's 3x more than they earned in 5 months beforehand.

If you want to continue growing your online business, creating better, more premium products is a great way to do it.

Strategy #3: Expand Your Product Suite



Most online entrepreneurs that run 7-8 figure online businesses (with a handful of exceptions) don't just sell one online product. They sell a product suite of different products on different topics, at different price points.

There are a few reasons why they do that:

- They can earn additional revenue with their business every month without selling the same online program over and over again
- They can attract new customers that they weren't reaching with their old products
- They can add more value to their existing customers who are hungry to learn (any buy!) more from them

If you're selling just one core product to your audience over and over again and have an email list of thousands of email subscribers, creating your own product suite will not just help you earn more every month.

It might even lead to your biggest launch to date since your existing happy clients can't wait to continue working with you.

You can create your own product suite through the following 3 stages:

- **Rapid Research Cycle:** Find new product ideas worth pursuing
- **BETA Testing Cycle:** Test and validate your ideas with your audience
- **Product Development Cycle:** Iterate to create world-class products

The simplest way to find new product ideas is to talk to your existing customers and discover what challenges they're having so you can create new products or services that solve those problems for them. I call this the Rapid Research Cycle.

For example, over the last two weeks, I spoke to 20 of my existing clients to see which challenges they're facing that I can solve for them.



I suggest going through the research cycle rather than fast (I do this by batching the customer research into 1-2 weeks), so you can continue with testing your ideas (just as fast).

Once you know which new products you want to create, the next step is to rapidly test your ideas through a BETA Testing Cycle.

Instead of spending 6 months creating a new product before releasing it to the world, I've found that a much better approach is to test your ideas at a less refined stage through BETA tests.

By launching a BETA version of your program at a slightly lower price point, you can instantly test and validate your product idea to see whether there's demand for it or not – and then develop a world class product.

The reason why BETA tests work so well is that instead of developing a program in a vacuum, you can get real feedback on it from actual customers – AND you can get testimonials and success stories through the program that help you launch it successfully at the full price.

Once you run your product through the BETA Testing Cycle, and you're happy with the results of the program, you can transition into the Product Development Cycle.

In this last cycle, you can buckle down, work through the feedback from your BETA program, and design a truly world class program that becomes the best online program in the industry around a certain topic.

Once the program is designed, you can then launch it, and add it to your suite of online programs that you can continue offering to your audience for years to come.

With my private clients that already have e-mail lists of thousands of e-mail subscribers, expanding their product suite always results in more revenue and growth - it's a strategy that can't really fail.



Strategy #4: Monetize Every Month

The solution to the “feast and famine” cycle is incredibly simple and has worked wonders for my business.

In the past, I used to launch my programs only once every 3-4 months. This meant I would make \$5k, \$10k, or even \$30k one month and then try to survive over the next few months as I burned through the money until I had to launch the program again.

This wasn't fun at all. I spent a lot of time worrying what will happen if my next launch fails, and that extra stress didn't exactly put me in the best mental space to run my online business.

Then I had this conversation with a mentor of mine and they gave me this profound insight:

“I think that if most online entrepreneurs just focused on monetizing their business every month, they'd never have money issues”.

I thought about it for a second and instantly realized how right they were.

The reality was that no matter how much I WANTED my business to grow if I only launched ONE program every 3-4 months and never gave my audience a chance to work with me in-between... They couldn't work with me. And my business wouldn't grow.

On the other hand, if I launched just one program every month, I'd be pretty much guaranteed to grow my business, even if not all of them are a huge success right off the bat. Plus, I'd all of a sudden have a much more stable online business as new revenue was coming in every month.



I felt a little bit stupid that I didn't realize that myself (especially as most of the top online entrepreneurs monetize their business every month), and then focused on applying the lesson to my business.

One month, I launched an online course on creating Ultimate Guides. Another month, I launched a 1on1 coaching program. Another month, I launched a group coaching program.

All of a sudden, my business was growing faster than ever. I've made almost the same amount of revenue with my business over the course of 3 months than I did in the 9 months before that. It feels surreal how simple this was.

So if you want to grow your business from 5 to 6 figures, just giving your potential customers the opportunity to buy from you every month can make a HUGE difference in your business, diversify your income and help you escape the "feast and famine" cycle.

Just to be clear, monetizing every month doesn't mean that you have to create a new online program every month – I wouldn't recommend that.

Instead, you could:

- Launch a new online program, or relaunch an existing program
- Offer a 1on1 or group coaching program
- Create a mastermind, a retreat or a live workshop

The options are limitless here – the most important thing is that you're creating new valuable ways to help your audience, which will result in more revenue, more success stories, and more happy clients.

Strategy #5: Hire a Team



As you can imagine, developing new list-building strategies, product and services, AND launching every month takes a lot of time and energy.

At a certain point when you're earning \$30-\$50k/year with your online business, you'll likely start feeling the pain, burnout and frustration.

There will be so much you'll want to do, but way too little time and energy to make it all happen.

Not to mention all the admin work you'll have to do in your business that takes time away from actually working on things that matter most, like developing or launching new programs:

- Scheduling and rescheduling coaching or customer research calls
- Answering customer support questions and e-mails
- Organizing research notes
- Formatting blog posts
- Uploading coaching call recordings to your membership area
- Designing powerpoint presentations for your online courses
- Editing YouTube videos
- ...

When you begin to feel like you're being pulled in 10 different directions and you spend way too much time on low-impact work that isn't growing your online business or worth your time, you should start thinking about hiring a team.

Specifically, I recommend you to first hire a Virtual Assistant at \$20-\$25/h to help you with all the admin work in your business (from scheduling calls to handling your e-mail and uploading course materials for you).

To get started with hiring your Virtual Assistant, you can read this [in-depth guide](#) from Frank Magnotti.



Later on, you can start thinking about hiring a video editor, product developer or a copywriter, depending on how quickly and aggressively you want to free up your time and scale your online business - but that shouldn't be necessary to reach 6 figures.

Strategy #6: Create a Lean Schedule

Finally, you'll also want to reorganize your schedule to make sure you're spending your time where it matters most in your online business.

To develop new programs, write sales copy or create new content, you'll need big blocks of uninterrupted time, and you'll need to remove yourself from the increasing amount of requests for your time from your clients, readers (and even team-members).

To help you get the most out of your time for your business, finish work early and enjoy guilt-free afternoons, I encourage you to create a [Lean Schedule](#).

This way, your online business will grow faster, while you actually spend less work on it every day.

This is another strategy that I've used with my 6-figure clients that makes a night-and-day difference in how fast their business grows (and helps them regain control over their rapidly growing business).



PART 4: 6 Critical Mistakes That Will Stop You From Starting a 6-Figure Online Business (And How To Avoid Them)

In the final part of this, we'll talk about 6 surprising mistakes I see online entrepreneurs make every day - and the exact steps you can take to avoid them.

By avoiding these mistakes, you'll be able to break the 5-figure plateau and go from making \$30,000-\$50,000/year to scaling your online business to \$100,000/year and beyond.

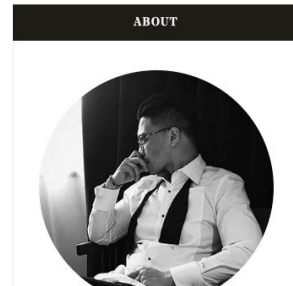
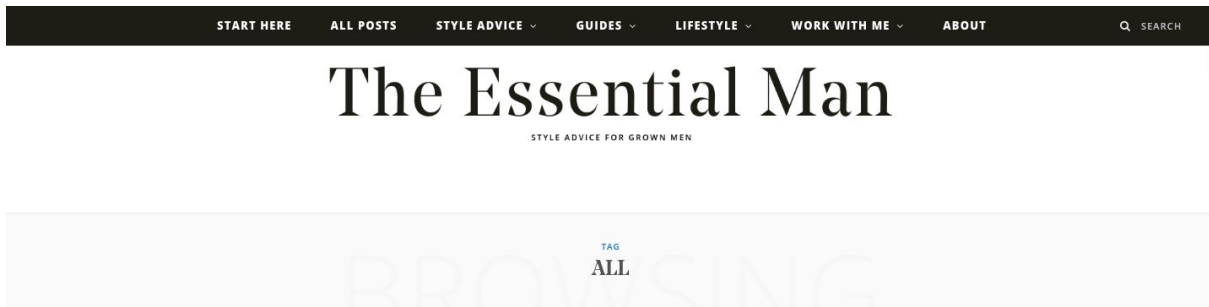
Mistake #1: Expanding Your Niche

Many entrepreneurs think that to start a 6-figure online business, you have to start really niche, [gain some initial traction](#) with your business, and then slowly expand your niche to reach more people.

While the first part is definitely true (and going extremely niche is one of the best ways to [find a profitable online business idea](#) today), the second part holds little water.

In most cases, expanding your niche could actually be one of the biggest mistakes you could make in your online business and could bring your online business growth to a screeching halt.

This is exactly what happened to one of my clients, [Peter, a men's stylist](#) - who I interviewed for my [Ultimate Guide to Growing Your E-mail List](#).



Peter started an online business that quickly took off, and in hopes of reaching more people, he began writing more general style advice that would help everyone from college students to CEOs of tech companies.

As he did that, he noticed that his blog posts began getting less and less traction - and the approach of expanding his niche wasn't working for him.

This is a pattern I've seen over and over again with online entrepreneurs, and it almost always ends badly.

Here are the problems that occur as you try to expand your niche:

- You'll get 10-100x more competition overnight
- You won't stand out in a crowded market any more
- You'll lose your competitive advantage
- You won't serve your clients better than everyone else
- Your content will get less and less traffic
- You'll write more general, and less mouthwatering copy
- Your conversion rates, from opt-in rates to sales conversion rates will drop



As you try to please everyone, you'll begin to please no-one.

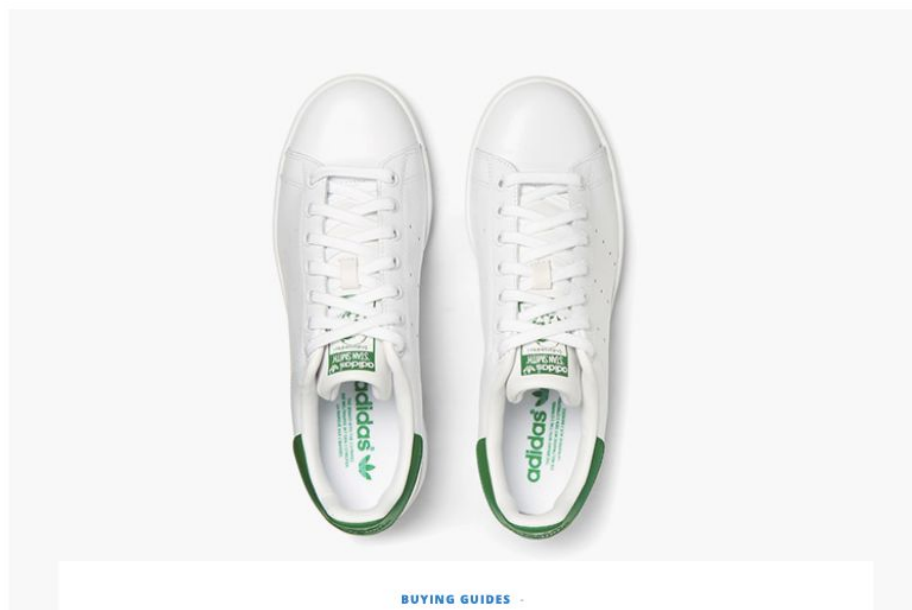
Instead of trying to expand your niche, a much better approach is to **narrow down your niche to your very best clients.**

While this might sound counterintuitive, it's actually a great way to break your online business plateau.

That's exactly what Peter did.

As we talked about who his best clients were, we realized that they were guys that worked at tech companies (either as CEOs or executives) that wanted to look good in the office, as well as on after-work dates.

We also realized that his worst clients were students that shopped at places like Uniqlo that were looking for “affordable clothes” that would rarely buy his online programs.



BUYING GUIDES -
13 Stylish Things I Love Right Now (That Are All Under \$100!)



An example of a piece of content that attracts a low-end audience

Therefore, we switched his business positioning to focus exclusively on his best clients - we created content around problems that his best clients had, and used more premium language and focused on recommending the BEST pieces of clothing, instead of focusing so much on offering “affordable” style advice.

In this guide, you’re going to learn:

- What EXACTLY business casual means in the real world TODAY (Part 1)
- How to build the PERFECT minimalist business casual wardrobe for your job, Whether you work in a casual tech start-up or in Finance (Part 3)
- How dressing better than your coworkers can mean more money in your future (and how to exactly do it) (Part 4)

An example from Peter’s Business Casual Style guide that focuses on men who work in tech start ups and Finance (better clients!)

This way, we would attract more of his best clients, and hopefully help him grow his online business.

As we did that, everything became easier.

Once Peter relaunched his 1on1 styling program, he went from charging \$2,000 per client to \$5,000+ per client - and his new clients didn’t bat an eye at the new price point - they were happy to pay it!

Peter is a great example of why zeroing in on your best clients is a better way to increase your online business revenues than trying to expand your niche.

Now of course, there IS a caveat.



There IS a situation where expanding your niche could help you attract **more of your best clients**, with a subtle twist.

You should only think about expanding your niche once you feel like you really did everything in your power to serve your best clients, and you find it hard to find more of them.

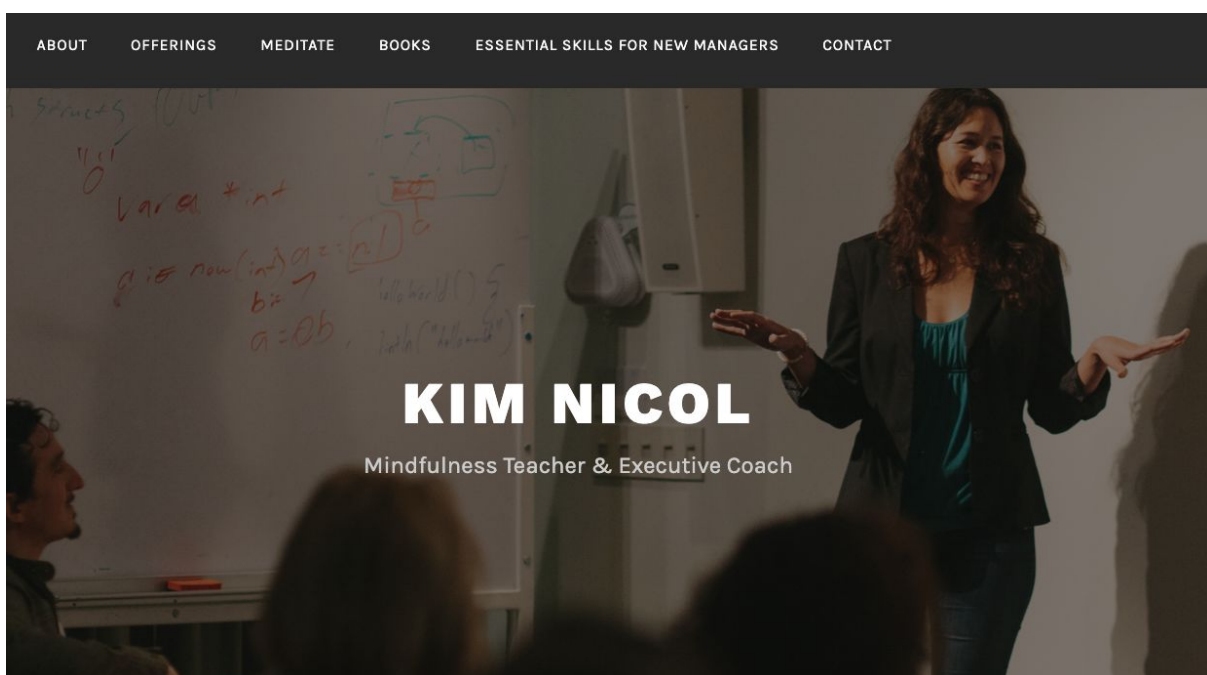
In that case, it makes sense to expand your niche.

But to correctly expand your niche, you shouldn't just try to reach "more people".

Instead, you should attract **new niche audiences** to your business.

So instead of trying to serve everyone, you're just adding on new layers of your best clients from different industries / demographics, while serving them better than anyone else and keeping your competitive advantage.

Here's an example of someone who expanded their niche correctly - my friend [Kim Nicol](#), a mindfulness teacher & executive coach.





Kim started her mindfulness practice ultra-niche, by focusing specifically on lawyers. Then, to expand her niche, she added on “start up houses” as the second niche.

Ultimately became the go-to mindfulness teacher in Silicon Valley, where she regularly runs mindfulness workshops at companies like Google and Dropbox:

Kim works with a number of extraordinary organizations, including:



Another great example is [Renaissance Periodization](#) - a now multi-million-dollar science-based nutrition & training company.



At Renaissance Periodization

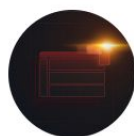
Formulas, calculations, and literature reviews replace gurus, hunches, and attachments to tradition.

We know what works and we want to help you reach your goals.



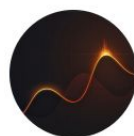
RP Diet App

A revolutionary dieting app for iOS and Android: your personal, pocket diet coach, combining the expertise of RP scientists with machine learning of your metabolism for unprecedented results



Templates

Designed by PhDs and elite athletes, our templates provide clearcut, effective steps towards meeting your fitness goals



Coaching

Take advantage of personalized guidance from an expert coach, here to craft your plan, modify it as you progress, and answer your nitty gritty questions along the way






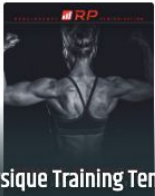
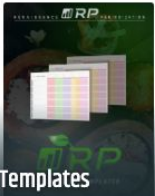

RP eBooks

Compliment your diet and training by reading up on the theory behind them, and/or by trying some hands-on RP cookbook recipes to spice up your diet

When I started following this company a few years ago, they simply focused on nutrition for strength athletes (primarily powerlifters and weightlifters).

Later on, they expanded their niche to serve different audiences like CrossFit athletes, endurance athletes, vegans, and even parents of teenagers that want to teach their kids to eat well, as demonstrated by their [product suite](#):



<p>Get In Shape!</p>  <p>RP Gym-Free</p> <p>Ladies: get ready to see and feel the benefits of weight training at home, on the road, at the gym, anywhere, starting with 5lbs weights and easy picture and video instructions!</p> <p>\$99.00</p>	 <p>Male Physique Training Templates</p> <p>Highly customizable muscle gain oriented weight training program for male fitness enthusiasts and athletes. Pick between 3 to 6 training days per week to help grow more muscle.</p> <p>\$119.00</p>	<p>Workouts Under 1 Hour!</p>  <p>Simple Training Templates</p> <p>Get in, get out, get visible results for as little as 2 hours a week of simple, scientific training.</p> <p>\$119.00</p>
 <p>Female Physique Training Templates</p> <p>Highly customizable weight training program for females pursuing personal fitness or training for sport. Pick between 2 to 6 training days per week.</p> <p>\$119.00</p>	 <p>Vegan Diet Templates</p> <p>Finally! A modified version of our top-selling diet templates to fit the needs of vegan fitness enthusiasts.</p> <p>\$109.00</p>	 <p>RP Diet Template and eBook Value Pack</p> <p>Everything you need to meet your dieting goals. Includes our highly detailed science-based dieting ebook and best-selling RP diet templates.</p> <p>\$127.00</p>

But as they added new niches to their business, they continued to make sure they serve their existing clients and readers in the best possible way, with targeted advice that spoke to them - and not “general” diet and training advice.

So if you feel like you “squeezed the lemon” out of your niche and there’s really nothing you can do to attract more of your best clients, go ahead and expand your niche.

But do it by adding new niches to your business, rather than going more general and trying to speak to everyone.

Mistake #2: Chasing Passive Income

Whenever I hear an online entrepreneur bring up the idea of passive income, I cringe.



Not because I wouldn't like the idea of passive income and earning money in your sleep (I too love waking up to new sales of my online programs!), but because of what typically happens when an entrepreneur begins focusing on passive income.

In most cases, they manage to generate passive income, by setting so-called “evergreen” funnels, selling recorded online courses, Facebook Ads, and other strategies that allow you to make money on autopilot.

And in most cases, this approach is a double-edged sword.

A few years ago, when I created my first online productivity course, Success Systems, I too created an “evergreen” funnel for the course, based on the conventional advice about starting an online business:

I'm happy to announce the [Success Systems - my online course that will help you design the systems that YOU need to succeed.](#)

In this four-week video course, I break down the process of creating systems and teach you different techniques that you can use to build, grow, polish, automate and connect your systems.

And the best of all, I show you how to make these systems stick.

On top of that, I have put together a collection of some of the best systems that I use, and I even interviewed 8 of my mentors and advisers and asked them to share their systems with you.

Success Systems course includes:

- **A four-week video course on designing your own systems:** Each week, we dive into a different topic of system design and I show you specific examples for implementing the principles that you learn.
- **Step-by-step worksheets and action steps:** these will allow you to put the theory into practice. If you just follow the steps in the series, you will easily learn how to design good systems.
- **More than 16 examples of my own systems:** I've made a TON of additional videos in which I describe some of my own systems that will help you master your mindset, work and life.
- **Support and accountability:** I know that learning something on your own can be tough. That's why I've put together a private community of the Success Systems members and graduates where you can ask any questions that you might have and get the accountability that you need.
- **Eight 60-minute master classes:** I reached out to some of my mentors and advisers and asked them to share their best systems. We cover many different topics, including organizational systems, communication systems, advanced system automation techniques, travel systems, and many more.

[Click here for more details.](#)



I recorded the course, created a 5-day sales sequence for it, and offered it to every new e-mail subscriber I got at a price point of \$197.

The course regularly generated \$2,000 every month, which is a considerable amount of steady monthly income.

But after a few months of selling the course, one thing consistently bugged me.

Once someone purchased the course from me, I never heard back from them.

When I reached out to them and asked them how everything was going (MONTHS after they went through the course), I kept getting the same responses over and over again:

- “I didn’t get to it yet”
- “Life got in the way”
- “I’ll work on it in the future...”

And when I looked under the hood to see how much of the course my students went through, I noticed that the vast majority of my students completed **only 10-20% of my course**.

No wonder they weren’t getting the results I wanted them to get - they didn’t even go through the course.

I did everything right. I recorded my course, and set up an evergreen funnel... And yet, I didn’t feel good about selling my course. I lived the dream of earning passive income, and wasn’t enjoying it a single bit.

At that point, I had a choice:

- I could fix my course or the way that my students go through it, and make sure my students are getting the results I promised them
- Or, I would have to take my course down and stop selling it



I decided to go with the second option because I wasn't passionate about productivity any more, and I never sold my course again.

This cost me tens of thousands of dollars over the next few years, but I'm completely ok with that - I don't want to run an online business that doesn't actually help people get the results I promise them.

I'm not alone.

I've seen countless entrepreneurs automate a large chunk of their business, and free up their time and schedule - yay! And just like they wanted it to, the revenue begins coming in, month by month - without them doing a single thing.

On the flip side, as they do this, they:

- Have a success / finish rate of 1-2% with their online courses
- Have only a handful of REAL results and testimonials in their online business
- Have online communities that almost nobody engages in

They make money in their sleep. But their clients aren't getting the results they promised them.

Unfortunately, some people are ok with that. Many internet marketers hide these facts and numbers, and brag about making hundreds of thousands (or millions of dollars) online with their online businesses.

They might even have a base of "star students" that get amazing results with their programs, to make it seem like everyone is successful with their programs..

But what they'll hide from you, which you'll discover if you join their programs or have a chance to look under the hood of their business, is that only a handful of students will actually succeed with their programs, while most of them join them but never finish them.



To me, that's NOT OK.

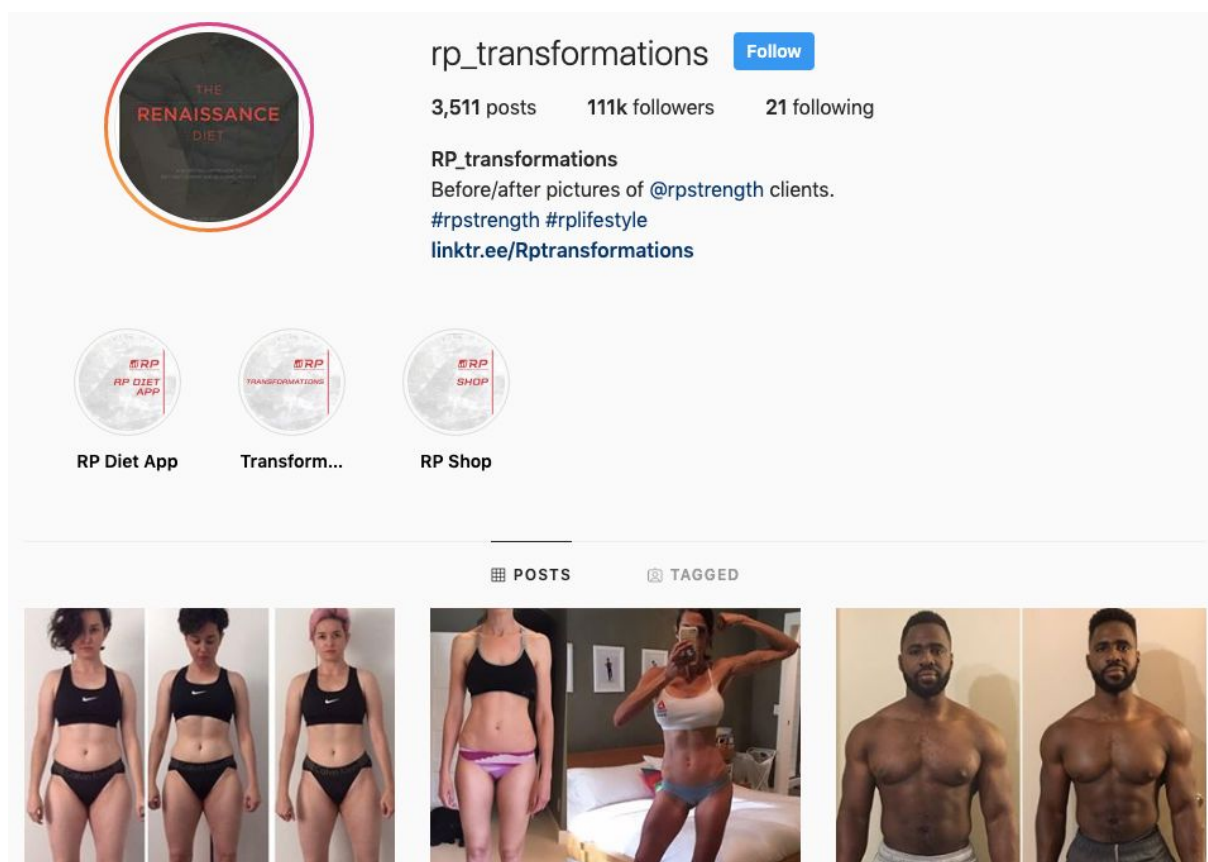
It's like inviting people to a restaurant, charging them \$100 for a meal, and them only eating half an appetizer.

If that was my restaurant, I couldn't sleep at night.

Now of course, there ARE a handful of online entrepreneurs that do it right.

For example, remember [Renaissance Periodization](#), a nutrition company I mentioned earlier.

They sell ready-to-use diet templates that hundreds (or thousands) of their clients have successfully used to transform their bodies, as demonstrated by **3,500+** success stories on their [Instagram account](#):





Though even there, the success rate isn't even close to 100% or 50%, as a lot of their clients fall off track and don't stick with the templates - but at least it's higher than 1-2%.

I'll also mention that these templates aren't 100% passive income for them.

Yes, they sell them and deliver them to their clients on autopilot, and they get their clients results.

But over the past few years, I've seen them release 3 or 4 new iterations of their courses based on the feedback and results they collected from their clients, to further optimize them for better results and compliance rates:



- **Lowered Initial Training Volumes**
 - In light of **new** research on experienced lifters, that shows hypertrophy with much lower volumes, now you can ease into your program but grow muscle as you do!
- **Expanded, Adaptable Ratings System**
 - With a more granularly incremented ratings system that allows you to quickly ramp volume up or down to hit your Maximum Adaptive Volume sweet spot, this version is optimized for the full spectrum of volume benefits, versus just the low or high end
- **Reduced Intensity Increments**
 - It's been shown quite clearly in recent years that intensity (weight lifted) takes a back seat to volume (number of sets performed) in facilitating muscle growth. We have now lowered the magnitude of intensity jumps from week to week, enabling you to progress more in volume and see superior growth results!
- **Extended and Additional Mesocycles**
 - Offset by decreased initial volumes and reduced intensity jumps from week to week, this extended time in hard training will allow for more muscle growth to occur!
 - By doing two basic hypertrophy mesocycles back to back, you get more muscle growth than ever before with this latest version of the Male and Female Physique Training **Templates**, not to mention more "training bang" for your buck!

An example of changes to the improved diet templates

Collecting the feedback and making the improvements takes time - and I love that they take the time to do this, rather than creating a product and never improving it.

There's also a different approach to "passive income" that can work, which comes in the form of hiring a team of coaches that coach your clients to get them the results you promise them.

That's what my friend [Sarah Jones from Introverted Alpha](#) does - she started out by doing dating coaching for introverted men:



Why I Love Introverted Men

First things first: I love introverted men.

My dad, my brother, men I've dated, and many clients... all engineers. Linear, logical guys are more irresistible than they know.

Many times, a woman is interested in them, but they don't know what to do about it. So they do nothing to ensure they're not being pushy (which shows their great character, but makes opportunities slip right by).

I started Introverted Alpha for this reason:

To stop that from happening for the introverted men out there and the women who prefer them.

I wanted to give analytical men a roadmap to attract the right women in a way that FEELS REALLY GOOD for everyone involved.

Sarah started her business by herself back in 2014 as a dating coach for introverted men

Later on, as her business grew, she hired (and spent months training) a team to take over her coaching:

From the day I started Introverted Alpha, I knew I wanted to grow it into a proper business with a high-touch refined system for men to walk through.

I wanted a team of people to help carry Introverted Alpha's impact beyond what I could do personally as a solopreneur.

Today, our team of four is going strong and so are our clients. Our team is 100% remote, the four of us all over North America, and our clients are around the world.

Sarah now has a team to help her grow her business while keeping the high-touch service



This way, she's able to keep the high-touch service and high success rate of her clients, while automatically growing her business.

And yet, her business still isn't 100% passive - and neither will be yours.

In fact, I challenge you to find ANY online entrepreneur who:

- Has a steadily growing online business
- Consistently gets their clients results
- Has 100% passive income

It doesn't happen.

Why?

Because **if you want your business to continue to grow**, you have to keep working on it. It doesn't just magically grow on it's own.

You'll have to create new content to attract more customers, develop new products to sell, and sell them to your clients. You'll need to do the research to create and improve those products.

Even if you hire product developers, copywriters, coaches, designers and programmers, customer support teams, project managers, a CTO and COO to run your business, as a CEO, you'll have work to do.

You'll have to set a vision for the company, work through the new challenges on each level of growth, have meetings with your board members...

Even if you use Facebook Ads to grow your audience, you'll need to change and tweak them over time.



Even if you write a book to promote your business, you'll have to promote it to reach more people with it.

And to be honest, you probably don't even WANT to run a 100% passive business with zero involvement.

If you're the type of entrepreneur who wants to help as many people as possible, you probably enjoy working on your business - maybe you're even a bit obsessed with it.

Sure, you could lay on a beach in Thailand for a month, but then you'll probably get bored and it will be harder NOT to work on your business than to work on it.

So if all that's true, why even bother chasing passive income in the first place?

Especially if your priority is to scale your online business to 6, 7 or 8 figures a year, focusing on the evasive dream of passive income will hurt you more than help you.

Yes, you should absolutely [create a lean schedule](#) to free up more time, and you should absolutely [hire a team](#) and automate things like scheduling your client calls, but be wary of trying to automate your business too much.

Sure, you could earn some extra passive income through evergreen funnels or Facebook Ads, but will you be able to sleep at night knowing that only 1-2% of your clients are actually doing the work and receiving the results you promised them?

Or will you have a bitter taste in your mouth every time you see a sale come in?

Luckily, there's a better way.

In fact, there are TWO better ways.



If you WANT to use evergreen funnels and Facebook Ads to grow your business, reach more people, free up the time from draining launches and offer your products to your customers when they're the most likely to buy them, go for it!

But if you choose to go down that route, know that it's **your responsibility** to make your clients succeed - not theirs.

If 10% of your clients aren't succeeding, that might be on them. If 98% of your clients never finish the programs they buy from you, that's on you.

As you develop an automated online business, you'll be faced with a new set of challenges that you'll have to work through one by one:

- How do you make sure that your clients actually finish your online courses?
- How do you engage clients that join your communities and feel "late to the party"?
- How do you keep supporting your clients in the best way possible even when you're not there?

Each of these challenges has its own unique solutions, and it's your duty to develop them, just like it's the chef's duty to deliver an incredible meal at a michelin-star restaurant.

Do know that those challenges aren't easy to solve though - they might actually be harder than running a business where you're more involved.

I know plenty of 7-figure online entrepreneurs that have downright sad success and engagement rates with their online courses that they record and let their clients work through on their own.

And even if they choose to solve those challenges (which is rare), it can cost tens of thousands of dollars to solve them.

And while not solving those challenges might not hurt you in the short run, it will in the long run - because people talk.



Once they see a lot more failures than success stories with your programs, the word will spread - and no matter how good you are at selling, you'll slowly lose your following of raving fans. You don't want that to happen.

So yes, build all the automated funnels you want to. But make sure your clients are still getting the support and results you're promising - it's your responsibility to help them succeed, and not just theirs.

Alternatively, if you decide that you maybe don't want to run an automated online business, there's (in my opinion) an even better approach.

This is a philosophy I strongly believe in and practice with my programs, and that has played a BIG part in helping me [build a 6-figure online business](#).

Instead of passive income, I put my clients first.

This means spending HUNDREDS of hours writing insanely detailed guides like my 447-page [Ultimate Guide to Growing Your E-mail List](#) myself, without hiring copywriters that have never built e-mail lists or ran online businesses themselves to write them.

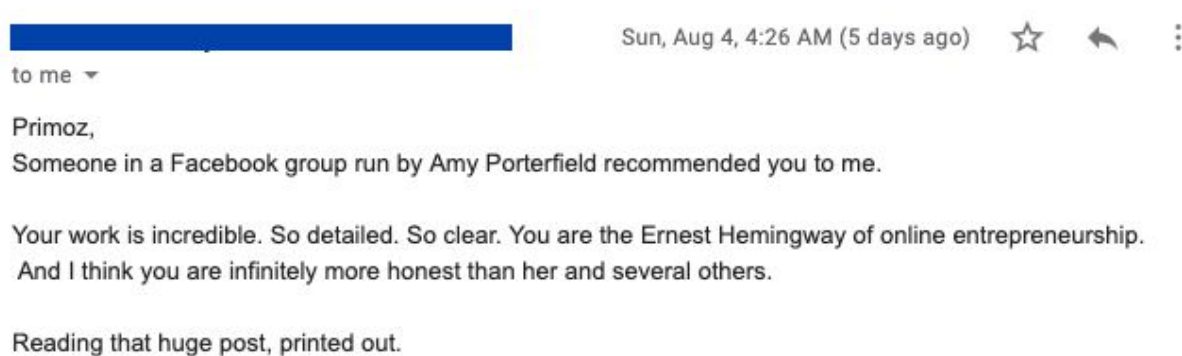
This means designing my online programs with the success of my clients in mind and giving them all the support that they need to succeed. This means delivering my online courses live, and coaching my clients through building their online businesses. Which then results in 50-90% success rates of my programs (rather than the industry standard of 2-5%).

This means focusing on truly helping people, and not just on how I can make the most money this month - because I know that earning another \$10,000 or \$50,000 this month won't make me happier (I've been there and done that - it doesn't).

But helping people in the best way possible and making them feel like my programs are the best investments they've ever made? That makes it all worth it.



I always try to go the extra mile for my readers and clients, and they notice:



That's why they love reading my content, share it with others, and join my paid programs.

Because they know that I care more about their success than just making money.

And then they recommend my work to their friends - so the revenue comes as well.

If you're not a big fan of the "passive income" philosophy, I invite you to run your business in a different way.

Put your clients first, and instead of giving them the MINIMUM amount of support they need, give them the MAXIMUM amount of support you can give them to help them succeed.

And then watch your online business grow.

Mistake #3: Charging Too Little

The vast majority of entrepreneurs I worked with to help them scale their online business to \$100,000-\$300,000/year come to me with a surprisingly common objection:

"My audience can't / won't pay more than X".



The first thing that's fascinating is that the ceiling is different for every person:

- “My audience won't pay more than \$9/month for a membership program”
- “My audience won't pay more than \$49 for an online course”
- “My audience won't pay more than \$197 for an online course”

I've heard it all before.

And the second thing that's fascinating?

This assumption is just plain wrong in 99% of the cases.

The ceiling we have in our minds around how much our audience is willing to pay is often made up in our minds, and might be influenced by:

- Our prices of existing programs we're selling
- Prices of programs from our competitors
- Research we did with our audience
- Ideas we have in our minds

Very rarely are these assumptions based by cold-hard data, which is what we want instead.

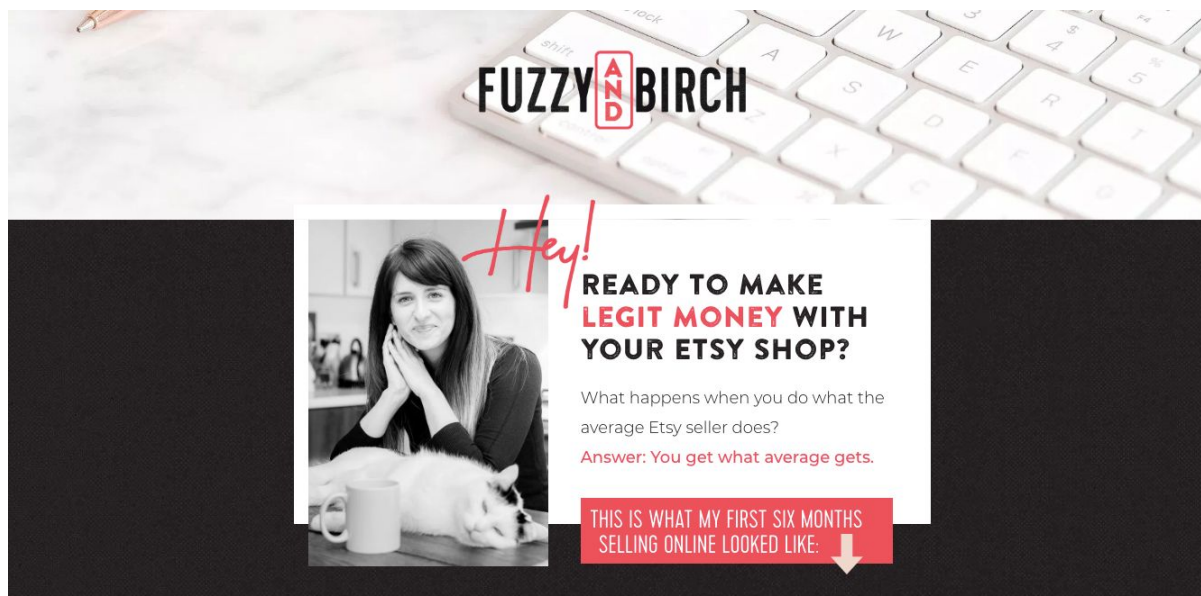
In other words, most entrepreneurs that thought they could only sell \$197 online course never actually tried selling a \$997 online course - they made up the idea in their minds that they can't charge more.

This is unfortunate because one of the **BEST** ways to grow your online business is to [create premium products and services](#) - so you might actively be preventing yourself from scaling your online business.

It's interesting what happens when you put these assumptions to the test.



One of my clients, [Jenni from Fuzzy and Birch](#) who helps Etsy sellers grow their businesses, came to me with a membership program she wanted to grow.



She used to sell her program at \$9/month, which she thought was a ceiling of how much her audience was willing to pay based on the research she's done.

It wasn't.

I helped Jenni gradually raise the price point from \$9/month to \$47/month, \$97/month, and even \$197/month - and surprise surprise, her audience was **STILL** willing to pay.



Subscriber TRIBE

BEAST MODE
ready for growth

- ✓ 1x Strategy Course / month
- ✓ ALL Bonuses Courses
- ✓ Etsy Rolodex
- ✓ Monthly Etsy Projects
- ✓ Unlimited Shop Critiques
- ★ NON-Toxic Etsy Group
- ★ Weekly LIVE Etsy Events
- ★ Monthly Member Hotseats

\$97 PER MONTH

6 MONTH
commitment

JOIN THE WAITLIST

IS THIS PACKAGE RIGHT FOR ME?

What happens after three months? In this package, we get into BIG social media results...AND you'll learn how to sell more on autopilot! You'll get 3 additional Etsy Success courses designed to get you even closer to what you're really looking for:

Sales that come easily and an audience that *keeps growing*.

Don't forget...you get access to **Monthly Q+A** with me every 30 days.

That's right, if you have a question, just **hop into our monthly LIVE Q+A**, and I'll answer it for you, live and in person!

Use our Monthly Broadcasts to figure out what you need to be doing next. Even if you get busy, even if you're buried in shipping labels, you can track your progress and make sure you're on the right track every month.

This option is for you if:

- ✓ You're making some sales on Etsy, but not consistently.
- ✓ You want to do this ONCE and do it RIGHT.
- ✓ You're ready to make Etsy your main source of income.

Ready to Enter Beast Mode? **Get on the WAIT LIST Here!**

Jenni now charges \$97/month with a minimum 6-month commitment for her Etsy Tribe

In fact, she noticed that she started attracting even better clients once she started charging more premium rates as she attracted clients who were more serious and had more skin in the game.

Of course we also constantly worked on improving her program and making it worth the investment - we focused on making it the absolute BEST membership in her industry by a large margin.



We didn't just want people to join her membership - we wanted them to stay.

By focusing on increasing the price of her program and positioning it to a more premium audience, we **tripled her business revenue** in a year - she went from earning a bit more than \$100,000/year to \$300,000+/year.

Had she not challenged her beliefs and assumptions, raised her prices and charged what her program was really worth, her belief that her audience won't pay more would have cost her up to \$200,000/year.

Ouch.

The good news is that the solution to this “problem” is surprisingly simple.

Instead of blindly trusting your beliefs and assumptions, put them to the test and challenge them.

You can do that in two simple steps:

- Develop the **BEST** program in your industry
- Charge what the program is actually worth

(which you can do quickly and risk-free through a BETA-testing strategy I'll share later in this article).

Time and time again, I've helped my clients charge 3x, 5x or 10x more than their competition, with clients that are happy to pay them.

The key of course is focusing on targeting your best, premium clients, AND developing the absolute best programs in your industry.

There's a reason why a Ferrari is 20x more expensive than a Fiat Panda.



Ferrari focuses on creating the best cars out there, and their customers are waiting in line to spend hundreds of thousands, or even millions of dollars on their new cars.

Just like Ferrari, you can focus on being the leader in the market.

Rather than trying to beat your competition on price, beat them on quality and results.

As you stop focusing on chasing passive income and narrow down your niche, this will become easier and easier.

You can have fun asking yourself creative questions like:

- How can I create a program that's 10x better than any other program in my industry?
- How can I support my clients 10x better than anyone else?
- What would I have to do to get my clients 10x better results?

And then building, developing and iterating through a program that will slowly but surely beat all other programs in your industry.

And once your program is 10x better than anything else in your industry, you can charge 10x more than everyone else as well.

That's how Jenni charges \$97-\$197/month for her membership program, while her competitors still charge \$9/month.

That's how Renaissance Periodization charges \$109 for a single excel spreadsheet that helped thousands of their clients transform their bodies (and upwards of \$300/month for 1on1 nutrition coaching via e-mail).

That's how my client [Sam from Byte-by-Byte](#) (who teaches programmers how to nail job interviews at companies like Google) just successfully launched a \$997 online course that generated \$75,000 in a single launch while his competitors still sell \$47 online courses.



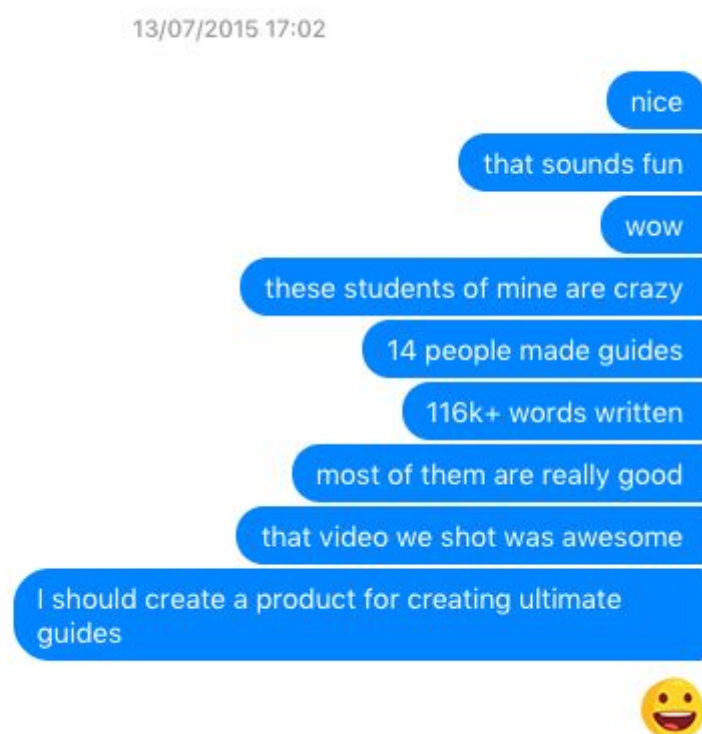
Put in the work. Develop the best programs out there. Then charge what they're worth.

And watch your business grow even further.

Mistake #4: Not Testing Your Ideas

Back in 2015, I helped a handful of entrepreneurs write [Ultimate Guides](#) to grow their online businesses. They got hundreds (or even thousands) of e-mail subscribers in a matter of weeks, and I thought about creating an online product about Ultimate Guides.

I sent a message to my friend exploring the idea:



But then, I got stuck in my head and said to myself: “nah, nobody would ever pay for this”. I didn't think I could create much more than a \$27 e-book about creating Ultimate Guides.



So I never tested the idea - I just let it slide.

A few years later, I revisited the same idea, but this time I tested it, and instantly got my first few coaching clients for writing Ultimate Guides at \$500 per client:

Description	Unit price	Qty	Amount
Coaching Project Primoz/ [REDACTED] -We're planning on doing one month of coaching (2h + 4x30min check ins), although we might expand the coaching program until the completion of the project in case it takes longer than projected to complete.	\$500.00	1	\$500.00
		Subtotal	\$500.00
		Total	\$500.00 USD
		Amount Paid	\$500.00 USD
		Amount due	\$0.00 USD

That's when I knew I was something there. I evolved the idea and created a premium online course that [generated \\$111,170 in less than 10 months](#).

I had the same idea as before. The only difference was that I actually tested it - and it took off. Had I not tested my idea and said "nah, it wouldn't work", I would have missed out on over \$110,000. Oops.

In 2016, I had another idea for an online course on building relationships with influencers and like-minded entrepreneurs.

I called it "The Insider's Club".

I spent weeks developing the course and writing a long, 3-week sales funnel - expecting for the sales to pour in.



Except they didn't.

I expected 30-60 entrepreneurs to join the program, and only 3 ended up joining.

This ended up being the single worst launch, and biggest failure, of my entire online business journey.

Why?

Because I didn't test my idea to see if there was something there.

I ASSUMED the course would sell, didn't do enough research, didn't validate it in advance, and wasted weeks writing a sales funnel that didn't resonate with my audience.

That's what can happen if you don't test your ideas:

- You can have a great product idea, only to never make a single cent with it because you never act on it
- You can act on a product idea that you think is great, but turns out not to be so great - and you end up wasting weeks or months launching a product that won't sell

To avoid those two scenarios, there's a simple solution - my **Rapid BETA-Testing Protocol**.

With this step-by-step protocol, you can quickly test your ideas to KNOW if there's something there or not in less than a week.

Here's how the Rapid BETA-Testing Protocol works:

- Send out a survey about your product idea
- Develop a BETA version of the product
- Offer the BETA version to your readers to test your idea



The first step is to create a [simple survey like this one](#) I created for a program called Write More Every Day BETA to see if there's demand for your product.

Within the survey, you can ask your readers questions about how important the [problem you want to solve](#) is for them:

1. How important is writing (blog posts, guest posts, sales pages, emails to your audience) in your business right now? (0 = not important, 100 = the most important thing in the world)

0 100

You can ask them questions that help you identify their biggest problems and desires:

4. What is the HARDEST thing about writing for you right now? Please be as specific as possible! Tell me about what the issue is AND how it makes you feel.

And you can ask your readers if they'd like to join a paid BETA program of the product you're developing:



6. I'm thinking of creating a small BETA program to help entrepreneurs like you write high-quality content (or copy) fast AND consistently. Would you be interested in joining it?

- Yes
- No
- Not sure

If the response is positive (you get tens or hundreds of responses to your survey, people enthusiastically explain why they want to solve their problem, and over 50% of the people want to join a BETA program), you know you're on the right track.

Then, you can use all the insights you got from the survey about the problems and desires of your audience to create a simple [curriculum](#) for your program:

Here are some of the topics that we'll cover in the *WMED* live training:

- **WEEK 1: Debunking the "born writer" myth**
 - Why writing is a skill, not talent
 - How to identify (and fix) your kryptonite that prevents you from writing more
 - 4 steps to becoming a world-class writer
- **WEEK 2: Develop a writing habit and write thousands of words every day**
 - Your content strategy: How to never run out of ideas "what to write"
 - Moving the rock: Why sitting down to write is the hardest part of writing (and how to do it consistently)
 - How to find the time to write thousands of words a day (even if you have a full-time job and kids)
 - How to write even when you "don't feel like it": When you're uninspired, tired, have limited time, or have a bad day
 - The #1 technique that helps me reliably write more (whenever I need to)
 - Creating your own writing routine and finding the place where you write BEST
 - Building (and keeping) momentum: The key to writing consistently
 - Getting back on track when you hit a dry spell (so you don't end up writing for weeks or months at a time)
- **WEEK 3: Write more in less time**
 - Why you shouldn't try to hit a "writing speed" - and what to do instead
 - How ANYONE can write thousands of words per hour
 - The fast-writing process: How to take a piece from idea to a published piece in a matter of hours (or days)
 - How to find, trigger and stay in your writing zone (where writing feels effortless)
 - Escaping the "editing spiral of doom" and

And finally, you can either invite your readers that were interested in joining the BETA program to a live call with you where you pitch your idea to them, OR send them an e-mail with the details about the BETA program and offer it to them.



You could work through all of the above steps in less than a week - and have a MUCH clearer idea if there's a hidden opportunity you're overlooking - OR if your idea is something that people just don't care about as much.

Especially once you begin to develop more premium products that take a longer time to develop and sell, using the Rapid BETA-Testing Protocol is a great way to quickly test your ideas before you jump into development.

Using it will save you a lot of wasted time, and help you focus your time and attention on products that you KNOW will help you grow it.

Mistake #5: Selling Too Little

When you first start your online business, you'll typically spend a few months building your audience, then you'll develop your first product, and sell it to your e-mail subscribers.

After that, you'll spend a few months further growing your audience, improving your program, and selling it again, once every 3-4 months.

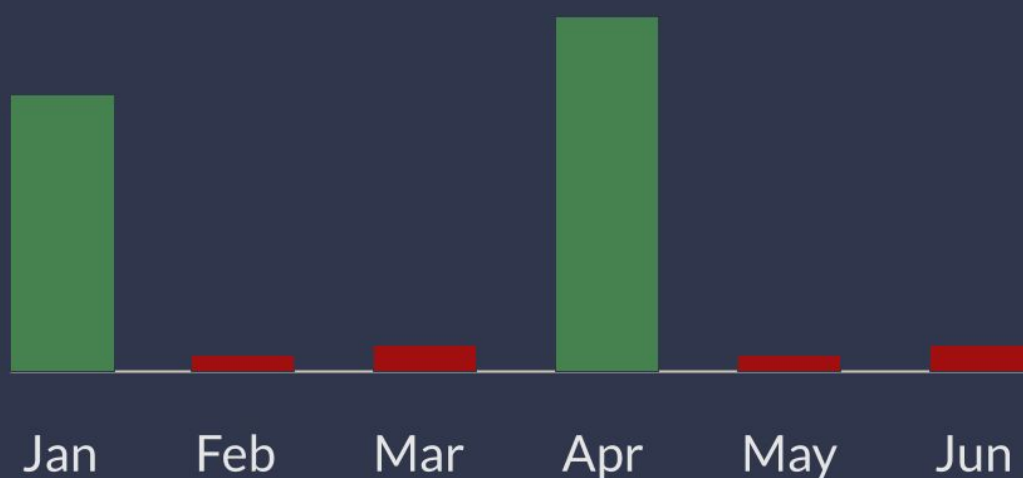
This model will work well for a while, and you'll likely see continuous growth of your online business, depending on how fast your audience is growing.

This way, you'll earn \$5,000 with your online business one month, then nothing for 3 months. Then you might earn \$10,000, and again nothing for 3 months.

You'll enter the famous "**feast and famine cycle**" - when you're launching, things are going well, and you're on top of the world.



Feast and Famine



When you're not, you're anxiously watching your earnings disappear and wondering when you might have to launch again.

As you do this, you're fearfully waiting for your next launch - what if it DOESN'T go well? What do you do then?

What if your audience hasn't grown enough? What if people are on vacation? What if your copy doesn't resonate this time around?

The feast and famine cycle can turn your online business from something you love working on into a stressful, anxiety-inducing mess.



The solution to this feast and famine cycle is surprisingly simple - sell more, ideally every month (rather than every 3-4 months).

By Monetizing Every Month, you'll earn additional revenue in your online business every single month, which will help you drastically increase your annual revenues (one of my clients 2x-ed their annual revenue just by Monetizing Every Month).



Monetizing Every Month will help you stabilize your business, earn consistent income, reduce unnecessary stress and get better at the skill of launching products.

“But I don’t want to burn out my e-mail list!”



The first objection I hear any time I even mention the idea of launching more often is the objection of list burnout.

If you launch to your audience too often, they'll get sick of you, unsubscribe from your e-mail list, and send you hate e-mails and call you a sell-out. UGH.

It's true - SOME of that might happen. You might get a few hate e-mails. Some people might unsubscribe.

But those people typically [wouldn't buy from you anyway](#).

Your buyers won't hate you from selling to them - they'll appreciate more opportunities to work with you.

Think about it - if your favorite restaurant came out with a new dish every month and offered it to you, would you hate them for it, or love them?

It's the same thing with your online business - giving your audience constant opportunities to work with you will make them happier - as they'll be able to work with you any time they're ready (rather than constantly waiting for 3-4 months).

Now of course, the list burnout CAN happen, but contrary to conventional wisdom, it doesn't happen just because you'd sell something to your audience every month.

It can happen IF you:

- **Sell the same thing every month:** Yes, your audience might get bored and sick of you if you sell them the SAME product every month for years to come.
- **Sell too hard:** If you bombard your audience with 20 sales e-mails every month, they'll also likely complain that you're selling all the time
- **Don't add value:** If you don't focus on making your launches extremely valuable and interesting to your audience (whether they buy or not), you'll also make your audience feel like you're "just selling" to them



Luckily, there are simple solutions to all of the above potential problems that will help you Monetize Every Month WITHOUT burning out your e-mail list.

You can:

- **Rotate your products:** Sell a different product or service every month (and only sell the SAME product from your product suite once every 3-4 months) - to constantly keep your audience interested
- **Balance your launches:** Switch between softer and harder launches, and mix things up. Sell your premium programs harder, and your lower-priced programs softer. Throw in a shorter launch to mix things up. Sell a lot softer if you're selling twice in a short period of time
- **Always add MASSIVE value:** Make sure the first part of your launch is packed with extremely valuable information, techniques and resources that blow your readers away, whether they buy from you or not

One of my clients that used the strategy of Monetizing Every Month to double her online business in a year followed these guidelines and was surprised to discover that the mythical "list burnout" never actually happened to her.

I also never experienced it myself, or seen it happen with other 6-figure entrepreneurs I work with - as long as you follow the above guidelines.

"But what if I don't have the time to launch something every month?"

Launching every month can definitely be intense and time consuming, and can feel very different from leisurely launching every 3-4 months.

First of all, that's normal.



If you want to go all out on growing your online business, it SHOULD feel hard and intense and like you're pushing yourself every month - otherwise you're just coasting (and your revenue will likely coast too).

The good news is that over time, you'll get used to the feeling, and it will actually become weirder NOT to launch every month.

By launching every month, you'll also get A LOT better at launching because of all the practice you'll be getting in.

You'll write better sales pages and sales funnels, get to know your customers a lot better, and become a much better copywriter and entrepreneur than if you only launched every 3-4 months - you're getting 3-4x more practice!

Second of all, you don't actually HAVE to do a big, intense launch every month.

Instead, you can balance your launches by:

- **Selling different products and services:** You could launch a live \$997 online course one month, a recorded \$197 course the other, a 1on1 coaching program, a group coaching program, a mastermind day, a BETA program for a new product... (which might take less time to develop and launch)
- **Selling softer and harder:** You could do a simple, short 5-day launch of an existing product one month that you could put together in a few days, and then a long, 2-3 week launch the next month
- **Trying out different launch formats:** One month, you could launch through a webinar, the next month you could launch via e-mail. You could experiment with a quick and easy 24-hour launch, or a bundle launch of existing products (a lot of these launches could be less intensive and quick to put together, but still convert well)

In other words, you don't have to launch in the same way every month.



You can experiment with different approaches as you gradually grow your business every month and get to know your audience better and better.

The bottom line is - the more you'll launch, the more you'll likely make.

And over time, you'll be able to systematize your launches to a point where launching every month doesn't feel intense any more - it just becomes part of your regular routine.

And the best part? You'll never have to worry about the feast and famine cycle again.

Mistake #6: Doing What You "Should" be Doing

When I first started my online business, I religiously learned from online courses and mentors that taught me how to set up an online business.

Following proven frameworks was a great way to jump-start the growth of my online business, and it helped me develop a [strong system for running a profitable online business](#).

But at a certain point, just blindly following advice from others wasn't working for me any more.

I got a lot of advice from everyone I talked to about growing my online business:

- "You should use Facebook Ads!"
- "You have to learn about SEO!"
- "You should start a marketing agency"
- "You have to offer \$20,000 1on1 coaching packages"
- "You need to get out of your current market"
- ...

For a while, I tried to follow the advice and do all the things I "should" be doing.



But eventually, I realized that the advice I was getting was all over the place, I felt pulled into 10 different directions, and I had no idea what to ACTUALLY do next.

Additionally, there were a lot of things I just had ZERO desire to explore (like using Facebook Ads), and working on them drained me more than it helped me.

I would spend months working on something I didn't believe in in a half-assed way just because that was something I thought I was "supposed to be doing", instead of wholeheartedly working on something I BELIEVED in and loved doing.

Ultimately, I realized that doing things I "should" be doing weren't helping me grow my business - they just became a source of constant frustration.

At the same time, as I worked with tens of entrepreneurs to help them start and scale 6-figure online business, I realized that **there's no SINGLE way to build a 6-figure online business:**

- Some entrepreneurs successfully use Facebook Ads, while others don't spend a single cent on them
- Some entrepreneurs use YouTube to grow their audience, others use SEO, while others use partnerships and Joint Ventures
- Some entrepreneurs make the bulk of their income from high-end 1on1 coaching and group coaching, while others hate the idea of working with clients 1on1 and only sell online courses

Now of course, there ARE universal strategies that can help you grow your online business (like Monetizing Every Month, developing your Flagship Program and expanding your Product Suite) which many entrepreneurs successfully use to scale their online business.

But the exact nitty-gritty strategies and tactics vary from person to person.

It's just like getting in great shape.



You could have a great body from rock climbing, doing martial arts, or hitting the gym 3x/week. You could follow a low-carb diet, a paleo diet, or a ketogenic diet.

There's no one way to success - the key is finding the way that works for you.

From my experience, the single best thing you can do is to find strategies that are within your **Zone of Genius**.



Specifically, these are growth strategies that:

- Work in your industry (Demand)
- You are good at (Expertise)



- You enjoy doing (Excitement)

For example, people have told me that they love my [ultra-long Ultimate Guides](#) (like this one).

I enjoy writing Ultimate Guides a lot more than writing short blog posts, and based on the results I got from them, they have proven to be a great way to grow my blog audience.

That's why, instead of worrying about growing my audience through Facebook Ads or Instagram, I simply focus on writing long-form blog posts and guides - and I'm way happier than by trying to learn Facebook Ads.

On the other hand, if you hate writing, I wouldn't recommend you to write Ultimate Guides. Perhaps you could grow your e-mail list through your own Youtube Channel, Facebook Ads or one of the other [list-building strategies](#).

Whenever you decide to do something in your online business, ask yourself if you're doing it because you "SHOULD" do it, or because you WANT to do it.

Choose things in your Zone of Genius that genuinely excite you so you can do them in a wholehearted way and give it your 110%, rather than being frustrated with something you don't enjoy doing or don't want to do and doing it in a half-assed way.

There are many ways to scale your online business to 6 figures and beyond. Pick ones that work for you!

Summary

In this guide, I:



- Told you my story of how I went from earning \$7/h to starting a 6-figure online business
- Shared with you my step-by-step system for starting a profitable online business
- Gave you 6 advanced strategies for scaling your online business to \$100,000+/year
- Covered 6 critical mistakes that will stop you from starting a 6-figure online business (and how to avoid them)

And I also shared with you plenty of extra guides and resources that you can use to put the principles and strategies from this guide into action.

Now of course, building a 6-figure online business doesn't happen overnight - and you'll likely need a few years to go through this process.

Still, you now have a clear roadmap in front of you, so you know exactly which steps to take next, and you can revisit guide whenever you lose a sense of direction.

I'm excited to see you put the ideas from this guide into action!

Quick favor (before you go)

One last thing.

I've spent tens of hours writing this guide and years putting together the strategies that I shared with you (which I typically only share with my private coaching clients).

I decided to give this guide away for free because I really want to help more people turn their hobbies into full-time online businesses, and I did my best to make it the most detailed guide out there on starting a 6-figure online business.



If you enjoyed reading this guide, would you mind sharing it on your Facebook wall, e-mailing it to an entrepreneurial friend, or sharing it in a community of entrepreneurs who want to grow their online businesses?

It would mean the world to me if you helped me spread the word about this guide.

To share the guide, you can simply share this link:

<http://www.primozbozic.com/6-figure-online-business>

Thank you so much, and I hope to hear about your successes soon!

-Primoz