

# FIRST 1K



## A FEW NOTES

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## I KNOW WHERE YOU ARE COMING FROM

I know what it's like to be stressed out about money. You live paycheck to paycheck with credit card bills hanging over your head, all the while wondering which bill you'll be able to pay this month. I know what it's like to hide from your landlord for a couple of weeks, hoping that they won't come asking for the rent because you just don't have it.

Just when you feel like you've gotten your finances under control, a surprise bill comes along. When we had our third child, there was a medical emergency that ended up costing thirteen times more than we'd originally anticipated.

I understand what it's like to feel like you're always a step behind. You've done everything right, and yet, you haven't been rewarded in the way that you deserve by the world around you, and it doesn't feel fair.

For many people reading this guide, you don't even need an extra \$1,000. An extra \$100 this month could be the difference between paying your bills on time and watching your credit card statements get behind, having to ask for a payday loan, borrowing money from a family member, or selling your most prized possessions at a pawn shop. I don't want those things for you.

On my website, I have other courses that teach more advanced techniques that require a larger investment. I don't want you to ever put yourself in debt in order to use one of those programs. When you buy a training course from me, you should be able to pay for it from profit.

This course is designed to be profit-positive. This course is absolutely free, and it will always be free. This is the fastest way that you can make money right now, and I put this together for you because I know what it's like.

## I'VE BEEN THERE

I once hid from a landlord for twenty-one days when I couldn't pay my rent. I've had someone owe me enough money to cover all of my bills, only to have them screw around with paying on time. I've been in tough situations.

When I was younger, I didn't have enough money to eat for an entire week. That's the kind of situation where you learn a lot about yourself.



Do not think that this guide was written by someone who has never struggled, never experienced tough times, and always been at the top. I worked my way to where I am today, but I have a great deal of compassion for where you're from.

This guide is here to give you what no one gave me.

When I was struggling to turn my life around, I started a tutoring agency. I didn't know what I was doing, and I didn't have much of a plan. I simply bought a website, [villagenametutor.com](http://villagenametutor.com), and that was it. I built it myself, and it showed. I had no idea what I was doing, and it looked terrible. One of the buttons was right across the middle of my face.

Despite it being the ugliest website online, I was able to start making enough money to pay for food and, eventually, rent. Slowly, I started to grow that business so that I had enough money coming in to fill in the rest of my financial gaps.

The concept I developed in that business led me to where I am right now, and it's what I'm going to share with you throughout this short but powerful guide.

Being successful is not about being an expert. It's not about being a genius, having the perfect website, or offering the best services. It's about putting yourself out there. Ninety-nine percent of people will not put themselves out there. If you're willing to do what most don't and take charge of your financial destiny, that attitude combined with my training makes your success inevitable.

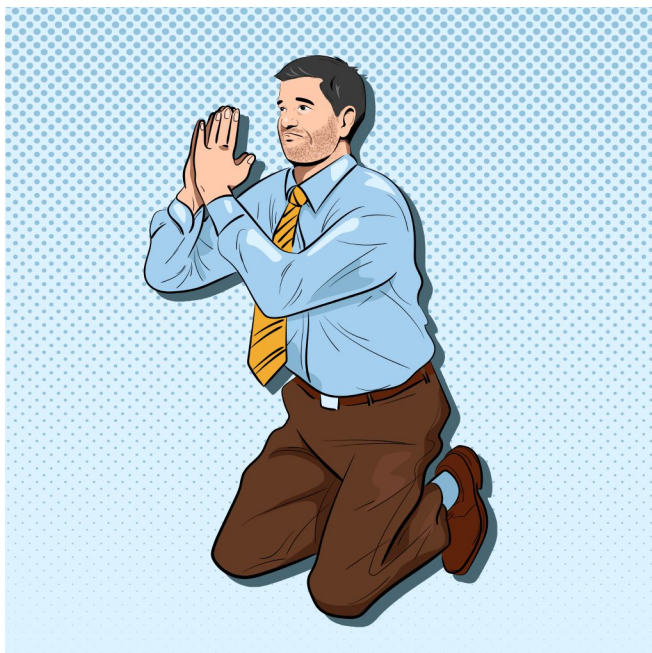
This book is a blueprint, a roadmap, that will absolutely work if you implement the strategies within it, stay the course, and persevere when things get tough.

## EATING CROW

After my wife and I had our first child, one of my businesses started to collapse. This is common in my industry. Something that worked for a few years will suddenly stop working. When this happens, you have to pivot, change, and adapt.

I'd been doing so well for so long that I'd been cruising for years. I'd been coasting on autopilot and hadn't been putting effort into growing my business. I'd just been living off of the profits from work that I'd done two years earlier.





I experienced success so quickly that I didn't suffer enough along the way. When I started to experience that great success of which I'd always dreamed, I became far too lazy.

When that happened, I had to contact people with whom I'd worked in the past making tens of thousands of dollars together and beg them for work. If you've read my other books or visited my blog, you know that this is where my journey as a ghostwriter began.

I took a job writing a 35,000-word book for \$800.

I would raise my prices over the next few years to \$1,600, but it was slow-going. One of the books that I wrote for my friends and clients earned \$1 million in sales in the first year. Out of that \$1 million in sales, I was paid \$2,000, and they kept \$998,000.

While that stinks, I didn't look at it that way at the time, and I still don't. I needed the money, and I needed to pay rent.

That \$2,000 was the exact payment that I used to pay my landlord when I was twenty-one days late. It didn't feel very good being late, but being able to pay that bill was worth it.

In order to grow and build a successful business, you sometimes have to do things that are a little bit hard, that are a little bit uncomfortable, and that don't feel very good. As they say, pride comes before the fall. If it comes down to feeding my kids or feeding my pride, I'm going to feed my kids every time. That's a decision that you have to make before you can implement the strategies in this guide.

It's very likely that you'll be able to get through this process without having to eat any crow. But I'd rather you know now than later that it's a possibility. Be ready for it and accept it as part of doing business.

What matters is your long-term success and ability to take care of your family, not how other people perceive you.

## THE ART OF LEVERAGE

What I'm going to teach you in this guide is a technique that's designed to get you into a position of freedom and control. Control means that no one else has the ability to take away your life. I want you in a financially secure position so that, if your boss fires you, your family still has a place to live, food to eat, and money to pay the bills. That's what control means. And to get there, we need to create leverage.

Leverage is a simple concept that, unfortunately, the majority of our population refuses to implement.



When I was in college and had no money, I fell in love with the barter economy. I surrounded myself with friends who had different and specific skills. One friend was good at building websites, another was good at computer repair, and yet another had a good car to drive us around. By surrounding myself with these friends, I had access to all of the resources that I needed.

I then made friends with a guy who knew how to cut hair. I thought that it was great because everyone needs a haircut. I told him that he had something super valuable, but he didn't see it that way. He thought that it was a useless skill that no one would ever care about.

He did not become part of our barter economy because he undervalued his skill. When people do this, it fills me with sadness. He refused to see the value in his greatest asset and it ended up costing him a great deal of happiness.

When people are struggling to make ends meet, I ask them what they are good at. We go through the process of finding their leverage - their area of excellence, which is a process that I'm going to take you through in this guide.

When I take people through this process, there's always at least one person who doesn't want to utilize their leverageable skill to gain financial freedom. Their lives never change because they've made that decision.

If someone with twenty years of accounting under their belt is struggling to pay their bills, they could easily leverage their skill to achieve financial freedom. But many people would rather continue to work a job that they hate, struggling to make ends meet, and there's nothing that I can do about it. It breaks my heart, but it happens all of the time.

Many people reach out to me, looking for a business model to help them make more money, yet they decide not to follow it.

I can show you the door, but I cannot force you to walk through it.

The art of leverage is very simple. We're going to find the most valuable thing that you possess, whether it's knowledge, a skill, an asset, a connection, or a talent, and we're going to turn it into money as quickly as possible.

My core leverage is my ability to write. Any time I need to make money, I can take a ghostwriting job. Over the years, I've built up my reputation; instead of being paid \$800, I now get paid \$20,000.



I don't like ghostwriting, and I don't do it very often. But I still leverage that skill when I need to give my bank account a little boost.

I recently took a ghostwriting job that opened a relationship that will last beyond that single book. While I don't love ghostwriting, I wanted that relationship. And as we know, sometimes, you have to eat a little crow.

I'm willing to do what I have to in order to grow my business. I'm good at ghostwriting, and I'm willing to do it because it opens the door to beneficial relationships. Because I took that one job, instead of earning a flat fee, I've gained a partnership.

On my blog, I have a post called "[How to make \\$1,000 this month](#)," in which I go into detail about how to make money as a ghostwriter. If writing is your talent or if you have a passion for writing, I recommend that you check out that blog post right now.

If you have a different skill set, stay with me in this PDF, and we'll take a look at how to leverage your unique skill.

## FIND YOUR LEVER

I want to go beyond helping just authors. I want to help everyone. Even if writing is your greatest skill, we want to make sure that we find the right lever for you.

There are five types of levers:

1. Knowledge
2. Skills
3. Assets
4. Connections
5. Talents

Before we talk about how to turn these levers into money, we're going to break down what each of these levers entails.

### KNOWLEDGE

If you are an expert at something, you have knowledge that people find valuable.

We've all heard the story of the plumber who charges \$500 to stop a shower from flooding by turning his wrench a single time. When the client asks why it's so expensive, he says "It's \$5 to turn the wrench and \$495 to know which pipe to turn."

We pay for knowledge all of the time. I'm constantly buying knowledge and information to improve and upscale myself. It's very valuable.

Consultants are paid more than employees. Every government employee, whether it's a soldier, spy, or someone working in a local government office, puts in their twenty years, and they switch to consulting the next day. They keep doing the same job, but they get paid more.

Knowledge is valuable. As soon as you enter the open market, your value goes through the roof.

It's time to start thinking about what you are an expert in. If you know all of the rules for professional or arena football, add that to your list. Start building a list of your different levers to determine which one is the best one for you to use. Write down anything that you know a lot about or any specialized expertise that you have. Not every area of specialized knowledge is going to be the right path, but that's where we want to start.

I know more about e-ink readers and devices than most of the population. There are only two blogs on the topic, and I follow both of them extensively. I read them every single day, and every time there's a new post, news article or video, I read it because I have a vested interest.



I have a medical condition with my eyes, and using computer screens hurts me. To help with this, I use e-reader screens as much as possible.

I keep up on the technology, and I'm always looking to see what color is available. As soon as there was a four-color device available domestically for Chinese school children, I knew about it. It's not available internationally, it's not available for adults, and it had only four colors using a washed-out technique, but I was excited about it because I have a lot of knowledge on the topic.

If I wanted to, e-ink technology could be my leverage for a long-term business. I could start blogging about it and become the third blog in that topic. It's not my best lever, but it's a possibility.

This is why you need to make a list of anything about which you know a lot or are passionate. If you went to college, graduate school, or postgraduate school, write down what you studied.

This is the moment where you're probably going to decide to reject my advice. This happens all of the time. When someone gets a PhD, they're usually tired of that topic. They want to make money, but they don't want to continue in the field in which they've just spent ten years.

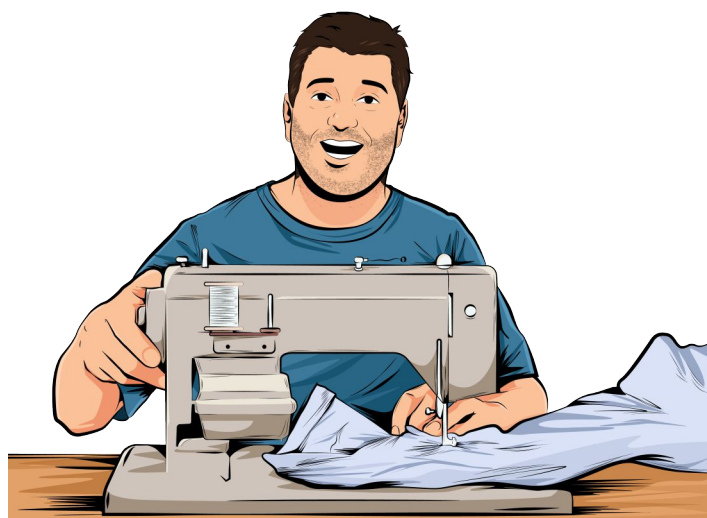
This is the first stepping stone on the path to doing what you actually want to do. And that might mean that you have to use some expertise about which you're not really passionate.

## SKILLS

With skills, instead of knowing about something, you know how to do it. Maybe you know how to do woodworking, plumbing, or electrical work. Maybe you know how to hire people in a specific way.

Anything that you're good at is your area of excellence, and it could be your lever.

Write down any skill that you have spent time developing. If you studied martial arts for twenty years, that goes into the skills category. If you know how to make your own nun chucks, build a dog house, or play the flute, these are all skills.



How many people out there are making a living teaching music? They're leveraging their skill, and it's something for which many people would pay.

I've taken a lot of music lessons in my life, and I loved them. Every lesson I've ever taken has been a blast. I've taken singing lessons, DJ lessons, and guitar lessons, and I loved all of them. These are all skills that someone else leveraged to make money.

## ASSETS

I've seen other guides in which their advice is become a rideshare driver. But that's not what this guide is about. With that advice, the only thing you're selling is your time, and I'm not interested in selling time. I want something that's more controllable.

If you're doing rideshare driving, you're working for the app. They can cut your pay, and there's nothing you can do. While your car is an asset, working for an app that has total control is not leverage.

TRUE leverage is renting your car. Then, you're just using the asset rather than spending your own time. Of course, you have to make sure that you have the pricing right, and there are other factors to consider, but this is the core idea.

You may have read this in one of my other books, but if you have a garage that you're not using, you can empty it out, soundproof it, and rent it to local bands. What was once an empty, unused space is now a leverage that you can actually use.

Anything you have that other people can use, whether it be a recording studio or a location, is the kind of asset that we're talking about.

I'm not telling you to rent your house as an Airbnb. I don't want you to use something that you're already using. If you turn a space that you're not using, such as your garage, into an apartment to rent out, that would work. But I don't want you to rent out your bedroom and then sleep on your friend's couch. The asset you use should be one that you have but are not using.

Look at every asset that you possess. From equipment from past hobbies that you've tried, such as cameras or audio equipment, to your massive collection of old wooden toys. Anything that you can touch that's going unused or underused is an asset, and it should go on your list.

## CONNECTIONS

Many people make a living based on their connections. There are people whose entire lives are built around hanging out with their friend from high school who became a successful actor, musician, or politician. They become a member of an entourage. This lifestyle is so popular that it became a TV show and even a movie.

Connections can be your access to resources. You might not possess knowledge, a skill, or an asset, but you might have a friend who does.



I have a contact who is friends with a hotel manager. When my friend wants to form a connection with someone, he offers them a room in the four-star hotel for a lower cost. Instead of \$200 a night, it's \$27 a night, which covers the cost of cleaning the room.

I have another friend who's an honest mechanic. He'll fix your car, and he won't lie to you. If I want to make a connection with someone, I'll introduce them to him so that he knows to take care of them.

Connections mean that you have access to someone who has access to something else.

For a while, I worked in the nightclub scene in London. The ability to get into certain nightclubs or show up with a certain number of beautiful people opened doors, built connections, and made amazing things happen for me. That's how that entire industry is built. It's all about who you know, not what you know.

If you have the right connections, those people can become the foundation of your business.

I once applied for a position as a bartender, and they tried to hire me for leverage. They didn't want to give me the bartender job I wanted, but instead, offered to pay me a cut for all of the people that I brought in.

I didn't want that job. I did it when I was young, but I knew that being a bartender would open up a lot of opportunities. That's what I wanted. But they were just looking for me to be leverage without giving me what I wanted in return.



The bar wasn't worth it, and it certainly was not a bar that I would want to build my reputation around. It was a bar that I wanted to work in for six months to get my foot in the bartending industry before applying to work in other, better bars.

They wanted my connections, and I wanted theirs. Ultimately, it didn't work out. The bar eventually failed, and I'm not a bartender. So it goes.

Your goal, not just for connections, but for this entire section is to make a list of everything that you could turn into money. I want you to think like Rumpelstiltskin. Can you spin this straw into gold?

I built my first online business by writing blog posts about my dating misadventures. I wrote about the time I asked the girl to kiss me; she said no, and then a bird pooped on her head. She was devastated, and the date did not end well. We never spoke again, but it was great fodder for my fans. And that story eventually led to my first publishing opportunity.

Sometimes, leverage isn't what you expect. The unexpected can lead to something, but self-assessment is critical.

## TALENTS

Talents are your natural born abilities. Maybe you were born with perfect pitch or have x-ray vision. If it's something with which you were born and cannot change, write it down here.

Some people have super stretchy skin, are double jointed, or are super flexible. All of those talents can be leveraged into income.

There's a very interesting guy from Canada who appeared on a bunch of talent shows because he was super flexible. He used to watch TV upside down because he liked to be bent backward. No one understood it, and he struggled to make friends.

Now, he plays monsters in movies because he can move like a scary monster. He found his leverage. It took a while to get there, but often, the path to success starts with the unexpected.

I leave talents for last on this list because it's the least likely one for you to use, but it's still possible and important to assess.

Before you move on to the next section, take the time to create a list of each of these five possible levers.



## GARBAGE IN, GARBAGE OUT



It's very important to pay attention to where you get advice. Don't take marital advice from someone who's divorced. Don't get a haircut from someone who's bald. Don't buy a product from someone who doesn't use that product.

Be careful about who you get advice from.

Right now, you might be a little bit excited. You've started writing down your list, and you're ready to go make some money. But who you show that list to can make a big difference.

The first time I became interested in improving my life, I read a book that said that it was possible to get better with women. At the time, I was terrible with women, going on an average of zero dates per year. If it was possible to get better, I wanted to get better.

After reading that book, my life changed. I became very skilled at dating, and teaching dating became one of my first businesses. Now, I'm married with children. And it all started with that book. The techniques, while effective and amazing, weren't nearly as important as the core lesson that I learned, which was that it's *possible to improve*.

The first thing that the book told me was to do something scary to shatter my comfort zone. Then, when I would try to approach strangers, it wouldn't be scary.

I decided to try this technique for the first time at a friend's birthday party. I barely knew this girl, but it was the perfect opportunity to stretch my wings. I put on a pair of white angel wings from an ex-girlfriend, and I zipped up a jacket over them so that no one would know that I was wearing them.



Inside the bar on the second floor, the party was happening, and it was hot. We were having drinks, and I was sweating like you wouldn't believe. No one was talking to me, and I was so nervous. There was a war waging inside of me between doing something hard and taking the jacket off, and being overheated.

Finally, I popped the jacket off. One guy looked at me and said, "No way." And he never spoke to me again. But the prettiest girl at that party did speak to me, and that's when I realized that doing hard things can lead to success.

That guy at the party wanted to discourage me from doing what I needed to do to transform my life because he didn't understand it. It's important to pay attention to who you take advice from.

If you go to someone who has the same job as you or who doesn't understand the idea of leverage, their advice will be antithetical to mine because their goals will be different.



Your friends don't want you to change because they fear that you'll leave them behind, but I don't know you, and I don't care. I only have one goal. I want you to make more money so that you then buy courses from me.

I'm not going to hide my motivation from you. I want to make you rich so that you tell other people about me. Then, they buy courses from me, and then they get rich. I'm a mercenary, and I don't hide that. I will admit it right now; my motivation for helping you is selfish.



Everyone's favorite word is their first name, and everyone, on a core level, is selfish. I'm at least honest about it. Instead of pretending that I'm helping you out of benevolence, I'm telling you that I want to make you enough money so that you can then afford to buy my courses. You know my motivation, and it's pure.

Like the old saying goes, there's no one you can trust like an enemy because you know their motivation. When you have a bully, you know that they always want to destroy you, and you can trust that they will always work against your best interests.

When you're in relationship with someone, you don't really know what they're up to. You don't know if they're cheating on you, if they're tricking you, or if they're going to fall out of love with you. These things happen. I've had many relationships end; we all have.

But the people who hated me in high school still hate me now. They have the courtesy to have consistency, and that's what I offer you. I'm a mercenary who will not hide my motivations or play games.

In the same way, when you ask for advice from your friends, you don't know what their motivations are because they have a whole host of ideas going on. Part of them will want to stop you because they think that your success will shine a light on their failures or that you'll stop being their friend when you're a millionaire.



I'm not friends with almost anyone I was friends with ten or twenty years ago. My life transformed, but I wasn't the one who changed.

I started hiring my friends to work with me, and it was an absolute nightmare, not because of me, but because of them. They thought that I was lazy, that I didn't work hard, and they wondered why they should work hard on my business when I wasn't even putting in long hours.

Those friendships dissolved. It's a painful lesson, and hopefully, you can learn from my experiences. What you're doing now is something that you should do in isolation. It's something that you should focus on by yourself.

If you're in a marriage, relationship, or partnership, it makes sense to tell that person that you want to improve your lot in life and tell them your plan. That's okay. But if you start getting advice from people who haven't been down this path before, you're going to get what you deserve.

If you ask someone who's never been skiing how to ski, you're going to get terrible advice. Remember, you can't learn how to swim from a book. You have to get in the water.

Be careful about where you get advice from. When you're choosing who to follow, make sure that it's someone you admire or whose life you aspire to live.

My life is not a secret. I live on a tropical island with a small hotel that I acquired for my wife two years ago. We're actually in the process of shutting it down and transforming it into an epically huge house. We're transforming one of the large rooms into a fully-formed playground for the kids; another room is going to be our gym, and a third room is going to become my office.





My family is driven by what excites us and what makes us happy, not by what other people want for us. If that's the type of lifestyle that appeals to you, to have control of your destiny and own a piece of paradise, then I'm someone you can follow. But if you don't like my lifestyle, then I might not be the right person for you.

I want to be honest with you. There's no point in hiding who I am because you'll figure it out once you read my emails, my blog posts, and my books. There's no point in keeping a secret.

Choose to follow people who you aspire to be like and with whom you'd want to be friends.

If the thought of running into me at a conference makes you sick to your stomach, then you know that I'm not the right person for you.

Most of the people that I look up to are people with whom I want to talk when I run into them at conferences. And those are the people you should follow.

Make sure that you pay attention to what you're bringing into your life. If you bring in garbage advice, you're going to generate garbage results. And I don't want that for you.

## LEVERAGE RESOURCES INTO PROFIT

This is the part of the guide that probably has you the most excited. It took us a while to get here, but it was important to set the foundation. What we want to do now is take the lever that we talked about and turn it into something that you can use to make money.

If you haven't checked out my [blog article](#), I recommend you read it now. It goes into detail on the implementation of turning writing into a business. The principle is simple; you decide to become a writer for other people.

Writers for blogs, papers, and books usually get paid per word, and you get paid anywhere from one penny to one dollar per word. A blog post today needs to be 1,500 to 3,000 words. If you're getting paid \$1 per word, that's \$1,500 to \$3,000 to write one blog post.

This is a great industry to get into if you want to write for other people. I often hire writers who are on their way up in their writing career, and it's a great way for them to start their journey.

To get into the industry, you have to find places to write. You have to know who's looking for writers, how to find them, and what kind of examples you need to give them.



As I explain on my blog, you want to build a portfolio of ten article types so that you can have a relevant sample for the widest range of possible clients. With your fresh portfolio, you will have a wide enough range of examples to appeal to anyone. Whether your client is looking for an article on parenting, technology, or medical trends, you have a sample for them.

By creating a wide set of samples, you'll have enough threads so that you don't have to write a new article every time you apply for a job.

The simplest way to leverage your resources into profit is to find people who will pay for it, and then offer it. It's simple, but most people don't do this.

Everyone always asks me how I get ghostwriting clients, when I don't advertise anywhere. Here's what I do; I tell everyone that I'm an absolute Jedi writer, and I act like it.

I learned how to act by watching the TV show, *Californication*. I watched David Duchovny act like a pretentious writer. He'd written a book that was turned into a Tom Cruise movie and was mad because it wasn't angsty enough for him. He acted like a total jerk, and you have to be a very successful writer to act like that.

I absorbed that attitude. When I am at a conference, I project that level of confidence. I don't act as awful as he did because he was a terrible person on that TV show. But I capture that sense of confidence, and I show people that I know I'm good.



When people ask me what I do, I tell them, "I'm a ghostwriter. I can't tell you who my clients are because I've signed NDAs for most of them. But I'll give you a hint. You've seen them on TV."

And you have seen some of them on TV. I'll never tell you who they are because I do respect my NDAs, but I've worked with some people that are pretty cool. I've been in negotiations with quite a few celebrities, albeit C-list and D-list celebrities. If you watch the Discovery Channel, that's where you'll find the type of person I might've worked with. ;)

Doesn't that make you want to work with me? I've got that confidence, that ghostwriter swag. That's a word that I've never used in my entire life, and I've used it just for you. It will never appear in any of my other books, so I hope you feel special.

You want to capture that confidence for whatever you're good at. If you're renting out your garage, you can say, "I've got the best rental space in town for new bands." Then, you make your garage as nice as you can for those bands, and you give people a good experience.

When you act like you have something good, not only will people pursue you, but they'll pay more for what you're offering.

It's a lot easier when people pursue you than when you pursue them. Chasing clients is hard. I've done it, and I'm not planning on going back. I'm good at what I do, and I don't need clients. You have to pay me up front. It's just how it is.

When you have that mindset, business and money will be drawn to you. It sounds crazy, but you have to start letting everyone know what you do and what you're offering.

To be more proactive, go to places where people who might need your service spend time. If you're renting out a band space, go to the locations where local bands perform. Every town has that place where garage bands play for their friends.

Once you find those potential clients, you can start renting out your garage for \$20 an hour. It doesn't sound like very much, but if you rent out your garage for two hours a day, that's \$40 a day, or \$1,200 a month.

You've just hit your goal of \$1,000 a month. It wasn't that hard to get there, and you didn't really have to do anything.

After your first month, take that \$1,200, and invest in improving the space. If you keep improving the practice space by putting up soundproofing, installing a water machine, or even adding a soda machine, then you'll have a little extra revenue stream. Even better, your clients will appreciate that you've put improvements into the space, and they start telling their friends that it's the best place in town to practice.

It doesn't take a lot to cross that \$1,000 a month bridge.

I know that your situation is unique, and you might need a unique answer. That's why I have emailed you. You can reply to any email that I send out and ask your specific questions. If you give me your leverage list, I'll help you to figure out what I think is the best path for you.

Remember, I'm a mercenary. If I help you now for free, you'll have enough money later to buy my more expensive courses. This course will help you make \$1,000 a month. The next one will help you get to \$3,000 a month, and then I'll help you get to \$10,000 a month. I want us to go on that journey together, and I want us to be partners.

If possible, look toward the future and think about the idea of scalability. Scalable means that you can grow your idea beyond \$1,000 a month.

Your best leverage might not be scalable. It might just be something to get you that \$1,000 a month. That's fine. If the only way that you can make money is by ridesharing for a few extra hours, that's okay. The problem with that is that you can paint yourself into a corner.

When the only way you can make money is by selling your time, you can't leverage it.

As a ghostwriter, I can leverage myself by hiring other people. I can hire other writers to write for me, do the interviews, or do the research. Over time, I do less of the project and end up only doing the final read through.

There is a scalability with ghostwriting, but it's not infinite unless I start hiring other writers. When you're working for a rideshare company, you can't hire someone else to drive for you. I have seen some people try this, where one person owns the car, and someone else drives it. That's a path to scalability, but it's not the best road to take. If you are going to buy five cars and hire five drivers, I would just start my own limo company.

As you go through this process, keep the thought in mind of how you can grow your idea. Are you building something that's scalable, or are you building something that has a finite wall?

Your goal might be to make enough money to get your boss off your back, pay off the bill collectors, and have no stress so that you can start building your long-term business. I cover that in great detail in my book, *Fire Your Boss*, which is free on every bookstore around the world. You can grab it from my website, Amazon, iTunes, Google Play Store or Kobo, and it goes into more detail about the process of making money in the short-term so that you have breathing room to build your long-term financial business.



But if you want long-term success now, keep reading.

## SCALABILITY

A business that is scalable is a business with which you can make more money. There are two ways to scale a one-person business: work more hours or charge more money.

If you're doing ridesharing, you can only drive so many hours. There are only twenty-four hours a day, so there's a hard limit. You also can't raise your prices because you don't control them; the rideshare company does. Ridesharing has a scalability barrier.

If you're leveraging your knowledge, expertise, or access to resources, you eliminate that scalability barrier. You can raise the prices because you control them, or you can work more hours.

In my other books and courses, I teach people how to write faster. When you're getting paid for every word you write, the faster you write, the more money you make. That's scalability, and that's how you can increase the strength of your lever.

Think about how you can move forward and strengthen your lever. Maybe you can hire other people and build out a team. If you can hire people to do the work for you, you can act as the middle person, and that can be a great way to grow your business.

The very first business I built online offered search engine optimization services. I would help local businesses rank in Google search results and get to the top of the charts. It's still a massive industry, and there are millions of companies around the world that specialize in this.

When I first started out, I would do everything myself. I would stay up all night, putting all of this effort in, and it was exhausting. I realized that it was not a scalable business. All of the time that I spent servicing my existing clients was time that I was missing out on acquiring new clients.

I hired another company to deliver the services. They would rank the websites while I would find the clients. My business became scalable - all I had to do was manage clients.



I then hired a sales person whose job was to bring in the clients. With someone in the front office and someone in the back office, all I did was collect money. That's magical scalability.

People don't care how you deliver results as long as you deliver them. If they're getting clients, if their website is number one, and if they're making money, they don't care if you're the one doing the work or if it's one of your employees.

I know for a fact that some of the people I hire then hire someone else. I don't care. If I get what I want, I'm happy, and it doesn't matter who's doing the actual work.

Moving beyond \$1,000 a month means thinking about ways to bring efficiency and increased value to what you're doing. Ask yourself how you can get paid more.

One of the clients I used to ghostwrite for would pay me \$1,600 - \$2,000 to write a book and then \$3,000 more for someone else to turn it into videos and slideshows. They were paying more for someone else to take my book, which was way harder to write, and turn it into stupid videos. I can make a PowerPoint presentation, and that's what I started to do.

That's how I got that client who paid me \$800 for part of a project to pay me \$5,000 for a whole project. And that's the magic of scalability.

## FINDING CUSTOMERS

This might be the point at which you feel the most stuck. You have figured out what you want to sell. The question now is, how do you find somebody who wants to buy it? To find customers, there are a few things you need to keep in mind.

### ***A Little Less Conversation***

You have to spend less time thinking and more time doing.

I would love to tell you that I'm a genius, that the reason I have clients is that I'm a master salesman. But the truth is that I do one thing that other people don't; I grind.

I'll do whatever it takes to keep the lights on, the water flowing, the kids fed, and the rent paid. I'm a fighter, and I'll do what I have to do. I'll eat that crow. I'll take a job from a friend. I'll turn someone who thinks of me as a business partner into someone who thinks of me as an employee.

It doesn't feel good, and I didn't like doing it, but sometimes, you gotta do what you gotta do.

I'm willing to get out there, put the word out, and make flyers. I'll tell everyone I see about what I'm selling, and I'll do what I have to in order to get clients.

I want you to take conscious action. If you read this book and spend the next two weeks thinking about it, you won't experience results. Two weeks from now, you'll have forgotten all about this book because something else will have distracted you. That's the way life works.

There's a lot of information out there. We're constantly bombarded with advertisements, entertainment, and life. If we don't take action in the moment, the moment disappears, and we forget about the action that we promised to do.

If you plan to let your idea percolate for two days, you're going to forget all about it.

I need you to take immediate action. Make your list of levers, and start thinking about what you can charge for it. If you don't know how much to charge, look at what other people are charging. Hop onto Craigslist or Google, and find out what people will pay for a space for their band to practice, a bookkeeper, a virtual assistant, or somebody to manage their social media accounts.

Whatever your idea is, take action.

### ***Excuses Are for the Weak***

It's easy to give excuses as to why no one would want to hire you or use your services. And it's easy to blame my success of anything less than hard work. But none of that is true.

If you blame my success on exceptionalism, what you're saying is that my hard work and effort don't matter. You're starting to blame luck or the universe, and I hate that.



Fate is what we make of it. The more effort you put in, the more results you're going to see. Of course, you need to put effort into the right endeavors. That's why I've given you a pattern to follow.

If you're feeling stuck, you can reach out to me and send me an email, and I'll answer you personally. It won't be a virtual assistant; it'll be me. The ball is in your court. You're not alone, so stop making excuses.



How long do you want to spend leading a life that is unexceptional, unhappy, and full of stress?

If you were happy with your life, you would not have downloaded this guide. If you were making \$1 million a day, you would not have taken a free guide on how to make \$1,000 a month. That amount would be insignificant to you; that amount would be a rounding error.

The people who take this guide are the people who need it. I want to help you, but you have to stop making excuses and start putting in the effort.

### ***Build a Reputation***

Reputation is everything.

I get things done on time. I'm fast, I work hard, and I over-deliver. These are the kinds of elements that we want to build to create a great reputation.



When you find your first client, you might not get paid what you want to get paid. But if you service them right, you can get a great testimonial from them. They can tell people about their experience, and that will help you get the next client.

Your goal is to give each client the best experience that you can with as much after-market care as possible. This will give you a reputation as someone who over-delivers, and it will open up doors.

You can start building a reputation by doing what we discussed in the earlier chapter, and that is acting like an expert. If you act like you're great at what you do and passionate about what you offer, it will pave the way to some amazing opportunities.

Your reputation is everything, and you want to be seen as someone who treats people right and gives their clients the best experience possible.

A lot of people are so focused on building a brand that they don't realize that brand doesn't matter. Reputation does. It's not whether or not your product is good or bad, it's how you treat people. It's your customer service and the experience you offer. That's what keeps people coming back time and again.

## ***Act Like a Boss***

It's easy to act like an employee; acting like a boss is hard. It's something that took me a long time to learn.

When I was selling local marketing services, one of my clients was a car dealership. The entire time I worked with them, I wanted them to give me one of their shirts. How stupid is that? I wanted to feel safe in the arms of a boss.

I've since learned how to act like a boss, and I could never be an employee again. It's very hard to take a captain of a ship and knock him down to first mate. I don't know how to do that anymore. I only know how to lead and make decisions. That's what I've become, and reversing is very hard.

Start acting like a boss, like someone who has something awesome to offer, and tell everyone what you do. That's how I get ghostwriting clients; I tell everyone.

Put your services on your LinkedIn profile or Facebook page, and take pictures of it. It should be something that everyone in your life, from friends to family to acquaintances, knows about you. Whatever your leverage is, everyone in your social circle and in their social circles should be aware of what you offer.

When you tell everyone what you offer, they'll be able to advertise for you. When they meet someone who needs a ghostwriter, they'll be able to tell them how great you are at writing. When their friend mentions that they need a place for their band to practice, they'll be able to talk about how state-of-the-art your garage is.

Telling everyone what you do and building your reputation goes hand in hand. Not only will they be able to tell others what you do, but they'll be able to tell them how great you are. And that's what it's like to be a boss.

I encourage you to try these techniques, and I'm excited to hear back from you. I want you to send me pictures of your success stories or even the first paycheck you get. Tell me that first story, tell me the first thing you buy, and tell me the first bill you pay off.

I want to be on this journey with you because I believe in this process. I've done this with thousands of people, and I want you to be my next success story. I love when I get those emails, and I share them with my family so that they can be proud of me.

Making money is cool; so is transforming lives.

## GOING TO THE NEXT LEVEL

We've reached the end of what I can share with you in this guide, but this is just the beginning.

I've mentioned it before, but I recommend that you grab a copy of *Fire Your Boss*. It goes into greater detail with more explanation and different business models, and it teaches you how you can turn knowledge into a business.

If you want to have a masterful Instagram channel, you can start off by getting paid to manage someone else's channel. You can then use that money to pay for software and training and then deliver that service. As you get better, you can charge more money and build your own channel so that you have passive income streams.

That's just the beginning of what you'll learn in that book. If you really want to fire your boss and go beyond \$1,000 a month, grab that book. It's free, so why wouldn't you? I'm not trying to sell you something yet because I need you to start making money and achieving financial freedom so that you'll tell your friends about the great experience that you've had with me.

So please, take action. If you have questions, email me. And if you want to go to the next level, grab *Fire Your Boss*.

It's time to stop reading this guide and start taking the first step on the road to transforming your destiny and making \$1,000 a month.

