



## ServeNoMaster 136: The Power of a Walled Garden

### Highlights:

[2:57] Walled garden means you don't share your clients with anyone else.

[5:19] One benefit is less noise and distraction.

[9:21] A walled garden helps control your client's experience.

[11:07] Limitation of a walled garden: it doesn't allow you to earn money fast.

Process on How to Start Earning and then Build a Walled Garden

[11:32] Start as an affiliate and observe what your audience responds to.

[13:45] Move from affiliate to drop shipper.

[14:49] Start recommending things then move on to providing them. That's when you become a walled garden.

[18:54] Structure your business in a way that you can sell it when you want to retire and it will have a high value.

[20:11] Think about how you want your journey to end now and start putting things in place. A walled garden will secure your future.

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