Work Less, Live More with an Internet Business You Love

click millionaires

Features Inspiring Stories of Lifestyle Entrepreneurs Who've Joined the New Rich

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A PDF COMPANION TO THE AUDIOBOOK
passion vs. profits
setting your own lifestyle goals

<table>
<thead>
<tr>
<th>Passion</th>
<th>Money</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>High</td>
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<tr>
<td>High</td>
<td>Low</td>
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<tr>
<td>Low</td>
<td>High</td>
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<tr>
<td>Low</td>
<td>Low</td>
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</tbody>
</table>

Figure 2–1. Click Millionaires Career Quadrants
<table>
<thead>
<tr>
<th>Working for a Company</th>
<th>Traditional Start-up Approach</th>
<th>Click Millionaires Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Collect paychecks with little upside potential</td>
<td>Have a brilliant idea and take responsibility for starting a new company</td>
<td>Build profitable projects that support your lifestyle and allow you to pursue your interests</td>
</tr>
<tr>
<td>Follow management’s growth decisions</td>
<td>Raise money from outside investors</td>
<td>Fund yourself (bootstrap)</td>
</tr>
<tr>
<td>Commute to the office daily</td>
<td>Share ownership and authority</td>
<td>Keep control for yourself</td>
</tr>
<tr>
<td>Meetings</td>
<td>Hire people to grow the company as quickly as possible</td>
<td>Focus on profitability and lifestyle instead of growth</td>
</tr>
<tr>
<td>Work to meet goals set by your boss</td>
<td>Manage employees</td>
<td>Work from home or wherever you like</td>
</tr>
<tr>
<td>More meetings</td>
<td>Pay overhead costs for office, parking, furniture, insurance, etc.</td>
<td>No commute</td>
</tr>
<tr>
<td>Support boss’s dreams of getting rich</td>
<td>Commute daily</td>
<td>Little to no office overhead costs</td>
</tr>
<tr>
<td>Live for the weekend</td>
<td>Lots of meetings</td>
<td>Few or no meetings</td>
</tr>
<tr>
<td>Hope to survive downsizings</td>
<td>Work very hard for years hoping to make yourself and investors rich by selling out via merger or IPO</td>
<td>Freelance contractors (less expensive than staff)</td>
</tr>
<tr>
<td>Hope to save enough for retirement</td>
<td>Try to retire young</td>
<td>Work on projects you like</td>
</tr>
<tr>
<td>Wonder if life is passing you by . . .</td>
<td>Wonder what to do next if you succeed</td>
<td>Work with people you like</td>
</tr>
<tr>
<td></td>
<td>Start all over if you don’t . . .</td>
<td>Build assets and recurring income for yourself</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Position for long-term happiness rather than sale</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Enjoy sharing your success with others</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Love your work enough to never want to retire!</td>
</tr>
</tbody>
</table>

**Figure 2–2.**
click millionaires lifestyle design exercises

**LIFESTYLE DESIGN EXERCISES: PART ONE**

To get your lifestyle redesign thought process started, brainstorm answers to the following questions. Be sure to write your answers down in your Click Millionaires Idea Journal so you can develop your strategy over time.

**Income:**

- How much money do I want?
- How much money do I actually need each year?
- How would my financial situation change if I worked from home?
If I didn’t need to work at all, I would invest my time in:

› These 5 favorite activities
› These 5 favorite places

If 1,000 fans were paying me $100 each annually, what would I do for them?

Complete the paragraph below:
My ideal day would begin at ___ o’clock in the city of __________.
I would wake up and start my day by doing ________________.
Then I would ________________. By dinnertime I would have accomplished ________________, ________________, and ________________. I would do that by working with ________________, ________________, and ________________.
I would also leave time for ________________, ________________, and ________________ before I went to bed, including time to help ________________ do ____________________.

Current Lifestyle Questions
› Why do you live where you live? Would you like to change that?
› What limits have you placed on your own life and behavior that may not be fair to you?
› Which of your daily activities are old-fashioned habits and routines that are unnecessary today?
› Which of your recurring self-criticisms or self-doubts are not fair to you and the potential you represent?
› Which of your behaviors are in reaction to events of your childhood or incidents in your past that you could and should have let go of long ago?
› How could you redesign your lifestyle to address these issues and improve your day-to-day happiness?

........................................................................................................................................
LIFESTYLE DESIGN EXERCISES: PART TWO

My favorite things are:

› 5 favorite hobbies
› 5 favorite work or work-related activities
› 5 favorite places
› 5 favorite types of projects
› 5 favorite types of people

In my life I want more of:

› 5 leisure activities
› 5 work-related activities
› 5 material objects

In my life I want less of:

› 5 current job activities
› 5 current personal activities
› 5 certain people or types of people

Short-term goals:

In the next six months the 5 things I would most like to change are . . .

Long-term goals:

In the next 24 months the 5 things I would most like to change are . . .
LIFESTYLE DESIGN EXERCISES: PART THREE

Now that you are focused on the lifestyle issues most important to you, here are several final lifestyle design exercises to help develop a personalized action plan.

1. **Brainstorm:** Drawing on the exercises you’ve already completed, start a detailed new brainstorming list of 20 likes and 20 dislikes about your life and work situations. It may be a challenge but force yourself to brainstorm 20 of each to write down in your Click Millionaires Idea Journal.

2. **Prioritize:** Prioritize each list in rank order to show the top likes you most want to add to or preserve from your current life and the top dislikes that you would most like to change.

3. **Evaluate:** Of your top likes, which of your desired changes are the most easily accomplished? (You can’t make yourself taller, for example, but you could move out of town to live on a lake. So eliminate “be taller” or other impossibilities from your likes list.)

   Now look closely at the top 10 dislikes on your list, too. Of the top dislikes, which are the ones most easily avoided?

4. **Combine and rerank:** Take the top 10 most important and easily accomplished likes and add them to your top 10 most important and changeable dislikes to create a new combined list of 20 entries.

   Rank in order the new combined list to reflect the importance and priority of both likes and dislikes. Chop off the 10 lowest-ranked ones to create a top 10 list of both likes and dislikes that shows your most desired lifestyle changes that are both possible and doable.

5. **Take a break:** Sleep on this list. Revisit your top 10 lifestyle changes list tomorrow or again next weekend.

6. **Reevaluate:** When you’re ready, revisit your list of the 10 most important lifestyle changes. How does it look to you now? What did you miss? Do any new ones come to mind that deserve to be on the list? Rearrange the list to put the easiest lifestyle design changes or the most important ones nearer to the top. Do those priorities reflect a life you would like to lead?
click millionaires lifestyle business design success principles

Figure 5–1. Virtuous Cycle

More Content → More Money → More Customers → More Content
social networking communities for fun and profit

Figure 13–1. Choosing an "Appearance" with Ning.
collect attention to build a profitable niche audience
Figure 19–1. Sample Niches in French Culture

Note: This mindmap only shows examples of niche opportunities in English and for consumer audiences. Many others emerge if you dig deeper, speak other languages, or if you target business audiences instead of consumers.
In order to help you identify a profitable and enjoyable lifestyle business niche for yourself, below is my nine-step "Click Millionaires Method." Take some time to work through the process below. I think you’ll quickly see that you have unique experience and perspectives to share with others when designing your new lifestyle business. Be sure to get out your Click Millionaires Idea Journal to record your answers to these business design exercises.

Nine Steps to Finding Your Niche on the Internet

To help you develop a Click Millionaires business system personalized to your interests, here are the nine steps of the Click Millionaires niche identification method.
Figure 20-1. The Click Millionaires Business Niche Identification Method
click millionaires
systems for production and operations
Popular Website- and Blog-Building Tools

- Wordpress (www.wordpress.com)
- Jimdo (www.jimdo.com)
- Squarespace (www.squarespace.com)
- Weebly (www.weebly.com)
- Homestead (Intuit) (www.homestead.com)
- Typepad (www.typepad.com)
- Tumblr (www.tumblr.com)

Online Community Platforms

- Ning (www.ning.com)
- SubHub (www.subhub.com)
- SocialGo (www.socialgo.com)
- MemberGate (www.membergate.com)
- Wild Apricot (www.wildapricot.com)

Email Publishing and List Management

- AWeber (www.aweber.com)
- FeedBlitz (www.feedblitz.com)
- MailChimp (www.mailchimp.com)

Domain Name Registration

- Internet Millionaire Domains (www.InternetMillionaireDomains.com)
- Go Daddy (www.godaddy.com)

Logo Design

- LogoNerds (www.logonerds.com)
Text Ads
- AdSense (www.google.com/adsense)
- adBrite (www.adbrite.com)

Affiliate Program Ads
- Commission Junction (www.cj.com)
- Rakuten Linkshare (rakutenadvertising.com/content/linkshare)
- ShareASale (www.shareasale.com)
- Amazon Associates (affiliate-program.amazon.com)

Chapter 24 discusses details about these advertising providers and winning strategies for implementing them on your website.

E-commerce Platforms and Shopping Carts
- PayPal (www.paypal.com)
- Big Commerce (www.bigcommerce.com)
- Yahoo Stores (smallbusiness.yahoo.com/stores)
- Shopify (www.shopify.com)

Digital Download Services (These are specialized e-commerce services for the sale of digital downloads as discussed in Chapter 14.)
- ClickBank (www.clickbank.com)
- eJunkie (www.e-junkie.com)
- Payloadz (www.payloadz.com)

Outsourcing and Contractor Project Marketplaces
- UpWork (www.upwork.com)
- Guru (www.guru.com)
- Freelancer (www.freelancer.com)
IF YOU'RE reading this book, you're familiar with shopping online. Now it's time to reverse your perspective and start thinking like an online business owner instead of just a shopper: How do you run a website that makes money from its visitors?

Selling Products vs. Selling Ads

For e-commerce, it usually goes something like this: You post an offer on a website, a visitor clicks to add your product to your site's "shopping cart," enters his or her credit card info to make a purchase from your site, and shazam! you've made a sale that deposits money in your bank account.

the secrets of online advertising

PPC Click Ads — Affiliate Ads — Custom Sponsorships — Your Product Ads

Easiest
Lowest Value

Most Difficult
Highest Value

Figure 24–1. The Four Types of Ads You Can Profit From Online
how to choose the best lifestyle business system for you
The Click Millionaires Business System Checklist

Rank your business ideas for each of these components using the 1 (low) to 5 (high) scale provided.

<table>
<thead>
<tr>
<th>CLICK MILLIONAIRES NEW BUSINESS SYSTEM EVALUATION CHECKLIST</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>My Lifestyle</strong></td>
<td></td>
<td></td>
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<tr>
<td>My personal interest in the niche</td>
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<tr>
<td>Production activities interest me (writing, talking, video, social media, etc.)</td>
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<tr>
<td>At least three items from your Lifestyle Design Shopping List (e.g. work from home, make own hours, etc.)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>1.</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td></td>
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<tr>
<td>2.</td>
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<td>3.</td>
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<tr>
<td><strong>Market</strong></td>
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<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Audience need</td>
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<tr>
<td>Niche size—not too big, but not too small</td>
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<tr>
<td>Low competition</td>
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<tr>
<td>Marketing angle</td>
<td></td>
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<tr>
<td><strong>Revenue Opportunities</strong></td>
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<tr>
<td>Money being spent by users or advertisers</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>High-paying PPC or affiliate ads available</td>
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<td></td>
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<tr>
<td>Profitable products available for sale or promotion</td>
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<tr>
<td>Recurrence and upsell potential</td>
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<td><strong>Operations</strong></td>
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<tr>
<td>Fast and easy to start up</td>
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<td></td>
</tr>
<tr>
<td>Inexpensive to start up</td>
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</tbody>
</table>
How to Use and Score this Checklist: Create a separate sheet for each of your best business concepts. Rank each business system idea you have on a scale of 1 (low) to 5 (high) for each of the categories. Add up the scores from all columns together to create a new business opportunity score for each idea you’re considering.

Here’s what the scores can tell you:

<table>
<thead>
<tr>
<th>Score Range</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1–35</td>
<td>Not Likely</td>
</tr>
<tr>
<td>36–45</td>
<td>Needs Work</td>
</tr>
<tr>
<td>46–60</td>
<td>Possible</td>
</tr>
<tr>
<td>61–75</td>
<td>Interesting and Worth More Research</td>
</tr>
<tr>
<td>76–90</td>
<td>Very Promising</td>
</tr>
<tr>
<td>90+</td>
<td><em>Aha!</em></td>
</tr>
</tbody>
</table>