

Work Less, Live More  
with an Internet  
Business You Love

# click millionaires

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



**SCOTT FOX**  
AUTHOR OF *INTERNET RICHES*

A PDF COMPANION TO THE AUDIOBOOK

# passion vs. profits

## setting your own lifestyle goals

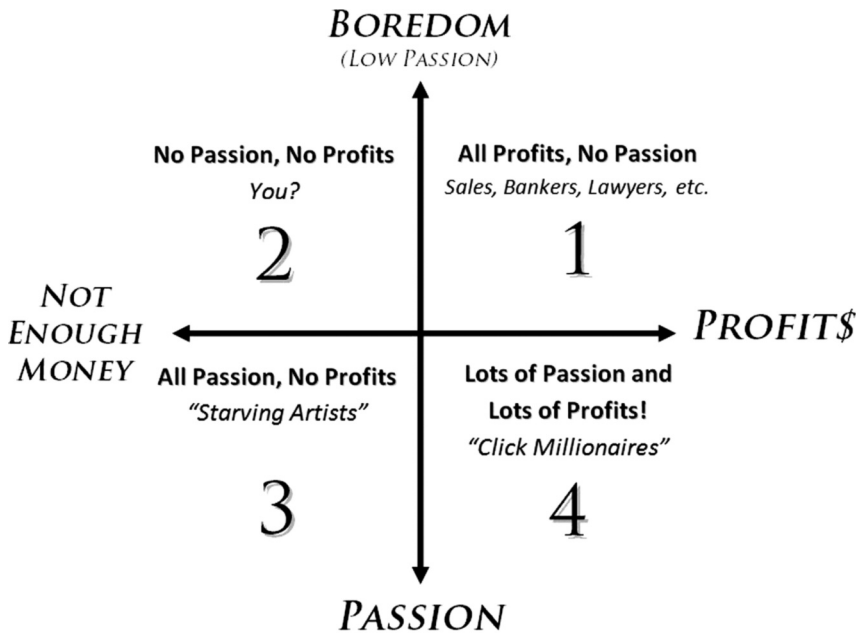


Figure 2-1. Click Millionaires Career Quadrants

### THREE LIFESTYLE PATHS

Working for a Company	Traditional Start-up Approach	Click Millionaires Strategy
<ul style="list-style-type: none"> <li>• Collect paychecks with little upside potential</li> <li>• Follow management's growth decisions</li> <li>• Commute to the office daily</li> <li>• Meetings</li> <li>• Work to meet goals set by your boss</li> <li>• More meetings</li> <li>• Support boss's dreams of getting rich</li> <li>• Live for the weekend</li> <li>• Hope to survive down-sizings</li> <li>• Hope to save enough for retirement</li> <li>• Wonder if life is passing you by . . .</li> </ul>	<ul style="list-style-type: none"> <li>• Have a brilliant idea and take responsibility for starting a new company</li> <li>• Raise money from outside investors</li> <li>• Share ownership and authority</li> <li>• Hire people to grow the company as quickly as possible</li> <li>• Manage employees</li> <li>• Pay overhead costs for office, parking, furniture, insurance, etc.</li> <li>• Commute daily</li> <li>• Lots of meetings</li> <li>• Work very hard for years hoping to make yourself and investors rich by selling out via merger or IPO</li> <li>• Try to retire young</li> <li>• Wonder what to do next if you succeed</li> <li>• Start all over if you don't . . .</li> </ul>	<ul style="list-style-type: none"> <li>• Build profitable projects that support your lifestyle and allow you to pursue your interests</li> <li>• Fund yourself (bootstrap)</li> <li>• Keep control for yourself</li> <li>• Focus on profitability and lifestyle instead of growth</li> <li>• Work from home or wherever you like</li> <li>• No commute</li> <li>• Little to no office overhead costs</li> <li>• Few or no meetings</li> <li>• Freelance contractors (less expensive than staff)</li> <li>• Work on projects you like</li> <li>• Work with people you like</li> <li>• Build assets and recurring income for yourself</li> <li>• Position for long-term happiness rather than sale</li> <li>• Enjoy sharing your success with others</li> <li>• Love your work enough to never want to retire!</li> </ul>
OKAY	BETTER	BEST

Figure 2-2.

# click millionaires lifestyle design exercises

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## 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?

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**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 . . .

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### 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.

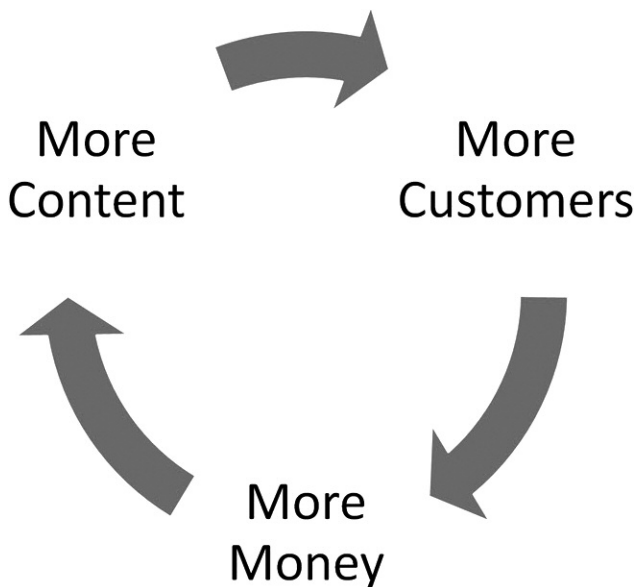
Rank in order the new combined list to reflect the importance and priority of both likes and dislikes. Chop off the 10 lowest-ranked ones to create a top 10 list of both likes and dislikes that shows your most desired lifestyle changes that are both possible and doable.

**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?

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# click millionaires lifestyle business design success principles



*Figure 5–1. Virtuous Cycle*

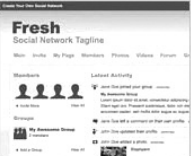


# social networking communities for fun and profit

**Appearance**


First, choose a theme



☐ Social Blue
 ☐ Campaign
 ☐ Stars & Stripes
 ☐ Fresh



☐ Playful Ocean
 ☐ Baby Blue
 ☐ Icy
 ☐ Watercolor Sky

Now, make it unique

Basic Theme **All Options** Advanced

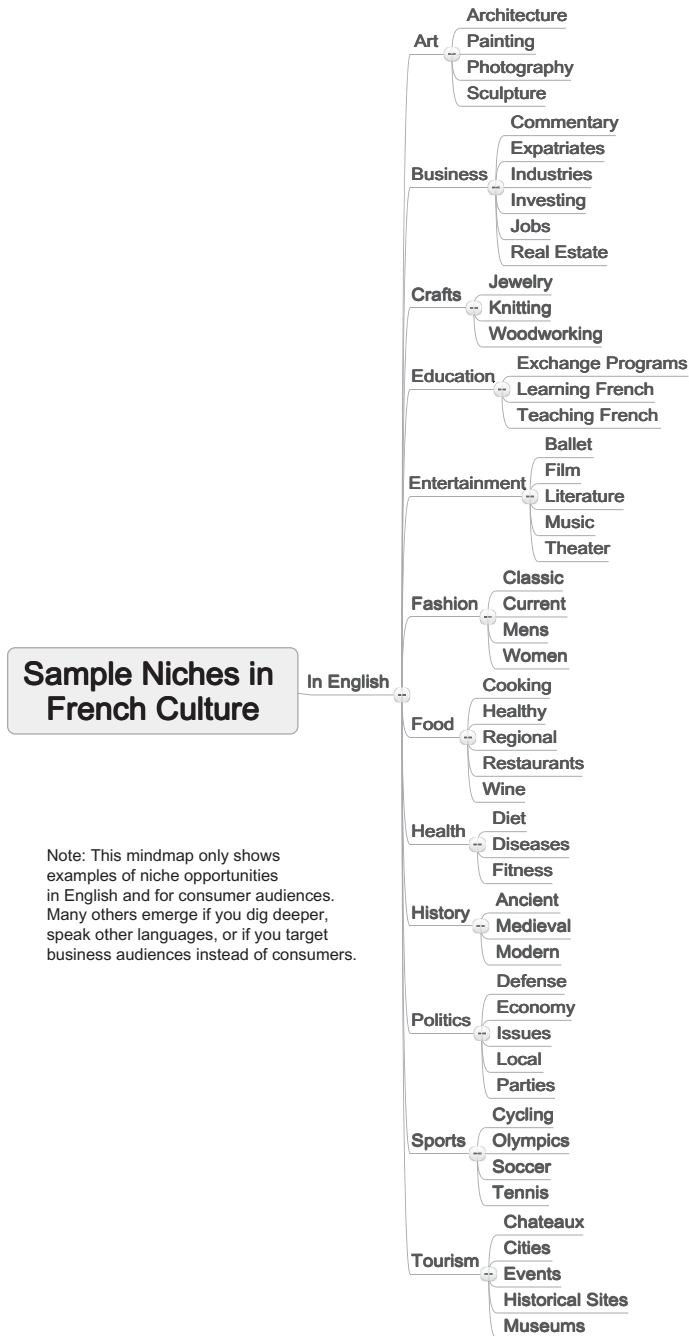
Colors

Header	<input type="text"/>	Module	<input type="text"/>
Body	<input type="text"/>	Sides	<input type="text"/>
Side Image	<input type="text"/> <input type="checkbox"/> Repeat Hd	Body Image	<input type="text"/> <input type="checkbox"/> Don't Rep
Header Image	<input type="text"/> <input type="checkbox"/> Don't Rep	Subheader	<input type="text"/>
Top Bar & Footer	<input type="text"/>		
Icons	<input type="text"/>		

Information courtesy of: Ning, Inc. (<http://www.Ning.com>).  
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**Figure 13–1.** Choosing an "Appearance" with Ning.

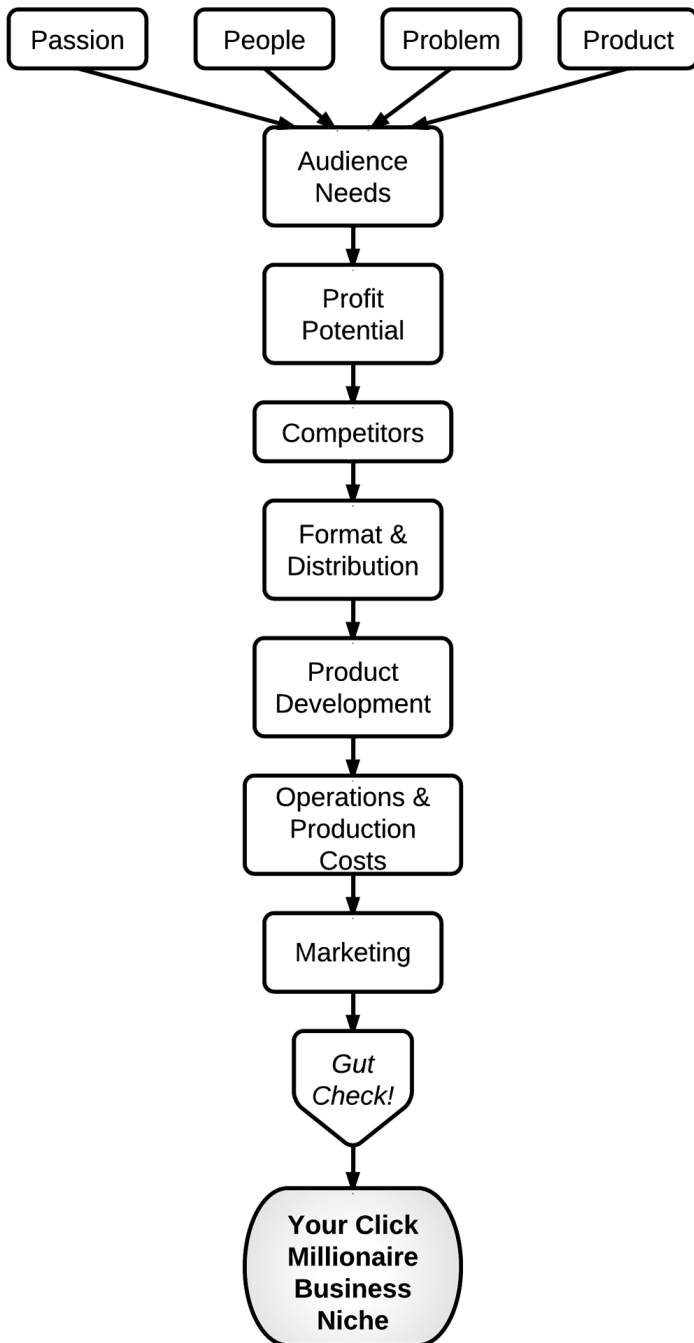
**collect attention to  
build a profitable  
niche audience**



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.

**Figure 19–1.** Sample Niches in French Culture

**the click millionaires  
business 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](http://www.wordpress.com))
- Jimdo ([www.jimdo.com](http://www.jimdo.com))
- Squarespace ([www.squarespace.com](http://www.squarespace.com))
- Weebly ([www.weebly.com](http://www.weebly.com))
- Homestead (Intuit) ([www.homestead.com](http://www.homestead.com))
- Typepad ([www.typepad.com](http://www.typepad.com))
- Tumblr ([www.tumblr.com](http://www.tumblr.com))

## **Online Community Platforms**

- Ning ([www.ning.com](http://www.ning.com))
- SubHub ([www.subhub.com](http://www.subhub.com))
- SocialGo ([www.socialgo.com](http://www.socialgo.com))
- MemberGate ([www.membergate.com](http://www.membergate.com))
- Wild Apricot ([www.wildapricot.com](http://www.wildapricot.com))

## **Email Publishing and List Management**

- AWeber ([www.aweber.com](http://www.aweber.com))
- FeedBlitz ([www.feedblitz.com](http://www.feedblitz.com))
- MailChimp ([www.mailchimp.com](http://www.mailchimp.com))

## **Domain Name Registration**

- Internet Millionaire Domains ([www.InternetMillionaireDomains.com](http://www.InternetMillionaireDomains.com))
- Go Daddy ([www.godaddy.com](http://www.godaddy.com))

## **Logo Design**

- LogoNerds ([www.logonerds.com](http://www.logonerds.com))

## **Text Ads**

- AdSense ([www.google.com/adsense](http://www.google.com/adsense))
- adBrite ([www.adbrite.com](http://www.adbrite.com))

## **Affiliate Program Ads**

- Commission Junction ([www.cj.com](http://www.cj.com))
- Rakuten Linkshare ([rakutenadvertising.com/content/linkshare](http://rakutenadvertising.com/content/linkshare))
- ShareASale ([www.shareasale.com](http://www.shareasale.com))
- Amazon Associates ([affiliate-program.amazon.com](http://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](http://www.paypal.com))
- Big Commerce ([www.bigcommerce.com](http://www.bigcommerce.com))
- Yahoo Stores ([smallbusiness.yahoo.com/stores](http://smallbusiness.yahoo.com/stores))
- Shopify ([www.shopify.com](http://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](http://www.clickbank.com))
- eJunkie ([www.e-junkie.com](http://www.e-junkie.com))
- Payloadz ([www.payloadz.com](http://www.payloadz.com))

## **Outsourcing and Contractor Project Marketplaces**

- UpWork ([www.upwork.com](http://www.upwork.com))
- Guru ([www.guru.com](http://www.guru.com))
- Freelancer ([www.freelancer.com](http://www.freelancer.com))



# 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.

CLICK MILLIONAIRES NEW BUSINESS SYSTEM EVALUATION CHECKLIST	 1	2	3	4	 5
<b>My Lifestyle</b>					
My personal interest in the niche					
Production activities interest me (writing, talking, video, social media, etc.)					
At least three items from your Lifestyle Design Shopping List (e.g. work from home, make own hours, etc.)					
1.					
2.					
3.					
<b>Market</b>					
Audience need					
Niche size—not too big, but not too small					
Low competition					
Marketing angle					
<b>Revenue Opportunities</b>					
Money being spent by users or advertisers					
High-paying PPC or affiliate ads available					
Profitable products available for sale or promotion					
Recurrence and upsell potential					
<b>Operations</b>					
Fast and easy to start up					
Inexpensive to start up					

	1	2	3	4	5
Low costs of daily production and operations					
Few technological skills required					
Technology required					
Costs of production and operations					
<b>Strategy</b>					
Scalability					
Favorable trends and growth potential					
Gut check—Will this create satisfying and profitable work I can be proud of?					
Column Totals:					
<b>ALL COLUMNS TOTAL:</b>					

***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:

- 1–35 Not Likely
- 36–45 Needs Work
- 46–60 Possible
- 61–75 Interesting and Worth More Research
- 76–90 Very Promising
- 90+ ***Aha!***