

The Top Secret Doc with Exposure to Huge Successes Mostly This Year, but some other success too

Sean Mize

In this document, I'm going to share with you 2 things primarily:

- 1) I'm going to share with you what I believe is are a few #1 opportunities RIGHT NOW and for the next year – to build a brand new business from absolute scratch and make it a full time business very very fast.

You might be asking, why several #1 opportunities? Because different opportunities are for different people.

If you are a die-hard marketing person, or you have been learning, learning, learning online for years, you KNOW how to build a site, you know how to advise on marketing issues (that's you, isn't it?) but you simply haven't been able to monetize it . .

Is that because you don't know marketing . . or is it because you've been banging your head against the wall and can't figure out your "hook"?

Your hook: the key reason someone will jump up and down and get excited about working with you so that they pay you \$2000 or \$5000 or \$10,000

Look, you can make the best websites in the world, but if you don't have a clue how to find the people who need them, you are dead in the water.

Now before I go any further . . I want to tell you that the ONLY reason I am putting the case study info in this doc is because I want it to energize you and increase your belief that you as a human can do this.

That if you will LEARN what to do and then you will buck up and WORK HARD and very aggressively for 90 days – you can change your life.

They are only there to motivate you, period. They are NOT there to give you actual niche ideas. Please understand that.

I am going to tell you next what I think some of the key niches are.

Also, I want you to know that just because I am listing a few key niches – that doesn't mean there are HUNDREDS more.

I saw where one guy made like \$100k right after Covid broke out teaching painting . . why did PAINTING do so well?

Just like most other hobbies did well . . .people are stuck at home bored.

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And can I tell you this. . . . people are being locked down all over again, bored and they need something to do.

I think these topics can do REALLY well if you are an expert: painting, crocheting (do something COOL like crochet a wall hanging), drawing, singing, writing children's books, all the kinds of things bored people can do at home.

Another trend I am seeing is in the productivity arena. People are stuck at home, working MORE THAN EVER but because of that they are getting BURNT OUT.

I think if you are a burnout expert, or you can help people work less hours, if you can help them relax, calm down, slow down their brain waves, slow down their stress, I think that's HUGE in the next few months.

The holiday's usually creates GREAT STRESS and now we have the stress of ANOTHER 30 day lockdown???

Yes, yes, yes, productivity, stress reduction, flow state stuff, relaxation for productivity, burnout, all those kinds of things, I think they'll be HUGE.

Are you getting ideas yet?

This is just the tip of the iceberg . . just think about what people NEED!

Get OUT of the 21 day challenges in facebook that are EATING up your time and just selling, selling, selling.

And start YOUR OWN painting or singing or productivity or flow state or burnout or crocheting business and WHY NOT make \$10k next month??

Look, people are BUYING for Christmas . . why not buy your painting course or your singing course or your crocheting course or your relaxation course.

You could target women whose husbands are stressed out, with a burnout course for \$100 – just 100 women buy that for their husbands and you make \$10,000.

Ok, so those are the COVID stay at home related topics.

There are many more, you just have to get creative.

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Ok, onto the business world, so if you are a business person and you know marketing . . . this next part is going to light you up . . .

I want to get into some background on business.

Question: what's the best thing to sell online?

Something YOU think people want or need?

Or something THEY THINK they need?

So . . . you have to get into the mind of the buyer.

What do THEY need?

Think about this . . if you are a marketing person – you teach marketing, like sites, or traffic, or leads or anything . . .

What is the END RESULT for your buyer?

Is it so they can feel good about paying you \$10,000 so you have a good Christmas?

Or is it because you improve their business?

It's the latter, right?

They ONLY pay you to improve their business, period, right?

Ok, now how do they MEASURE if you improved their business?

Their wife says, honey, that's a pretty picture on the front page of your website . . . did you pay \$2000 for that?

That's ridiculous, right???

Yeah, it's ridiculous.

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Think about this: the ONLY way a business person evaluates your work is:

Did it make me more money this month?

Burn that into your mind.

If you make pretty websites . . . do they make it so your client makes more money?

If you make powerpoint presentations that are pretty – do they make the client more money?

If you do traffic for someone – maybe you run facebook or Instagram ads – do your ads make them more money?

Do you see a theme here?

Make them more money . . they come back for more.

So when you look at needs in the market –

The HOT needs . .

What do they REALLY NEED right now?

Ok, let's do a little exercise:

Let's say your target market is a media consultant, or they are a website consultant.

Right now they sell 2 websites a month for \$5000 each, so they make \$10,000.

Their GOAL is 4 websites a month for \$5000 each, so they make \$20,000.

Will YOU help them get there?

So watch this:

What gets them sales?

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There are 4 stages:

- a) They get a lead (or 100 leads)
- b) They ask that lead if they want a website
- c) They get on the phone and talk with the lead and 1/5 people buys a website
- d) They deliver the website

Now, if they are currently selling 2 websites a month for \$5000, what does their system probably look like?

It looks like this:

They get 20 leads

They talk to 10 people

2 people buy.

That's the 2 people.

Now, what's the best way to get them to 4 people buying each month?

Is it to get 4 out of 10 to buy?

Sure, that's ONE WAY – but not the best way.

Why? Because closing at 40% is HARD.

It can take YEARS to learn to close at 40%.

Can the website maker do it?

Sure. In 10 years.

But what does he need NOW to get to \$20k NEXT MONTH?

What about better delivery?

Do you think if he's hires more website designers to do the actual website work, that he will sell more website clients?

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Probably not.

Look at this formula again:

They get 20 leads

They talk to 10 people

2 people buy.

What's the EASIEST way for him to get 4 clients?

They get 40 leads instead of 20 leads

They talk to 20 people instead of 10 people

4 people buy.

That's it.

They don't have to uplevel their selling AT ALL.

They don't have to uplevel their web design AT ALL.

They just need more leads.

Period.

More leads solves almost every marketing problem in the world (as long as you have something good to sell and you can sell a consistent percentage, and I think 20% for websites is probably good.

And don't get locked into websites . . the formula is the same for facebook ad consultants, Instagram consultants, linkedin consultants, media buying consultants, powerpoint consultants, design consultants, webinar consultants, coach consultants, marketing consultants, sales consultants, im consultants, and on and on.

More leads = more money.

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Now, what happens during a time like Covid when sales processes are disrupted?

They need more leads!!!

So here's the thing, I talked with Perry Marshall (yeah, the guy who charges like \$10k an hour)

Back in March/April.

He told me the #1 need people who have this year was more leads.

I let that go into my noggin . . .

And wrestled with it . . .

And didn't do anything with it.

But before I show you what happened THIS year with leads . .

Let's talk about next year.

Because next year is what really matters to YOU and to me, right?

So . . . if people needed more leads THIS year because the economy got tougher . . .

Do you think if the economy gets WORSE next year (which it's likely to do) . . .will they MORE leads?

Yes . . .

It's like the worse the economy gets – the MORE leads people need.

It's like it's recession proof – because the worse things get – the more people need LEADS.

So . . . I'm going to show you some lead companies that have doubled or tripled this year.

Now, before I do, let me ask you this:

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If YOU could learn how to teach people to get leads for 2021 . . .

Could YOU get into this HOT market?

Frankly, I think so.

Let me show you a few stats.

This is cleverly.co:



Now that is logarithmic in nature . . so an increase from 103,000 to 64,000 is probably like a 3x increase in traffic – and for a sales company, 3x increase in traffic probably means about 3x increase in sales . . .I think they are doing maybe \$200k a month right now.

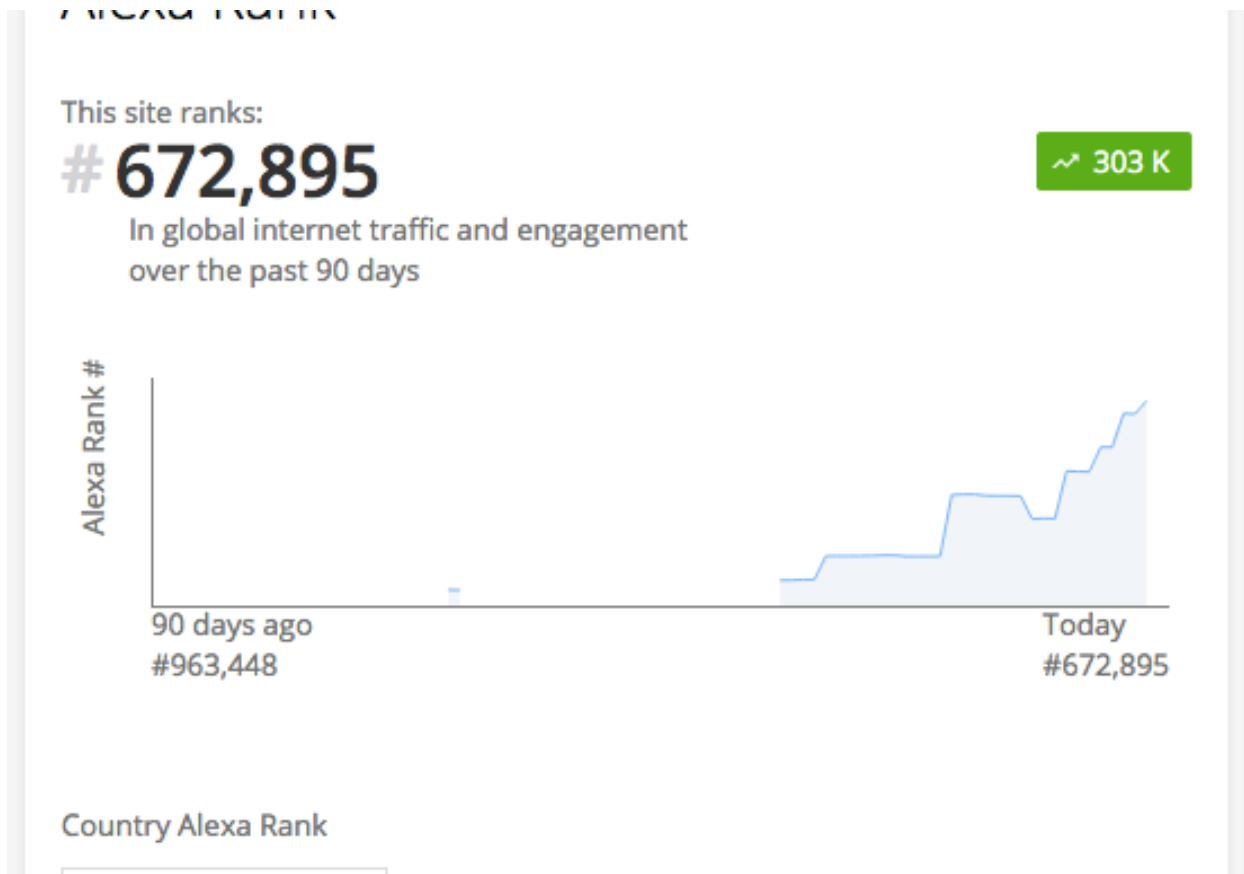
Look at their site: they are selling MANUAL connections in linkedin for like \$400 a month . . this is work you can pay a VA to do for \$100 a month per client . . . dig deep, look at the stats

(and yes, I've already done the research, I even talked with a Filipino a few days ago, right on the ground there, got the numbers)

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Mojoglobal:



Mojoglobal:

Very similar increase in sales . . .

Perhaps 2 ½ times in the last 90 days.

Oh! And yes, these are the last 90 days.

This isn't some 9 month period.

ALL of these graphs are the LAST 90 DAYS!!!!

This is REAL GROWTH RIGHT NOW

I think they have 4 sales people.

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That means they are feeding 4 sales people . . . my guess is, again \$200k a month

Twilio:

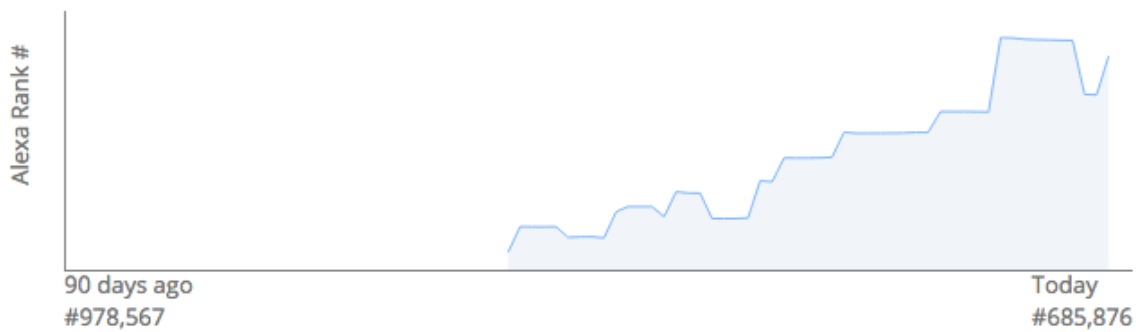
ALEXA RANK

This site ranks:

685,876

In global internet traffic and engagement over the past 90 days

~ 1.07 M

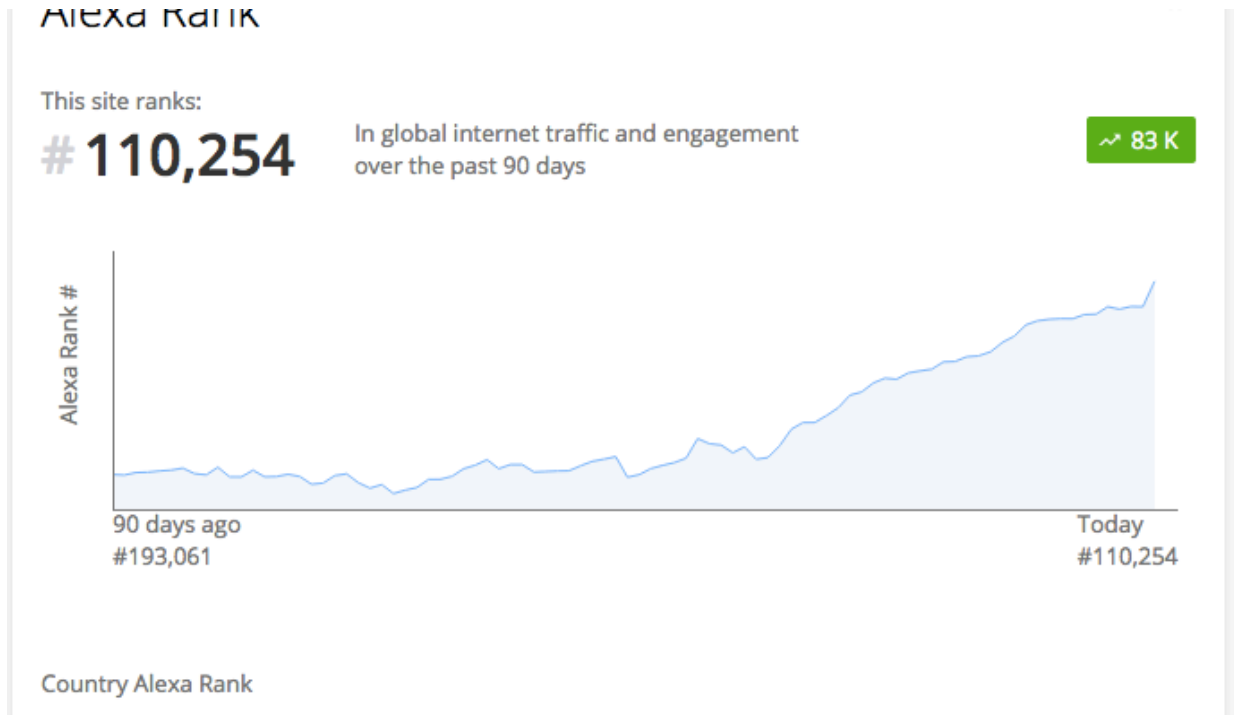


I don't know Twilio's numbers . . but they look like a startup to me . . a startup that is gaining ground FAST – that could be YOU Next month . . .

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This is prospectin.fr:



My guess is that 4x – 6x growth – in 90 days!

And with that kind of volume . .

<https://www.prospectin.fr>

Note: this is a small company – the graph is logarithmic – this may represent a 4x increase in business in the last 90 days:

So here's the thing, I could go on and on.

Many more examples.

People are starting from scratch and building linkedin lead generation companies.

In 90 days, doubling or quadrupling sales.

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I personally believe this will continue THROUGHOUT 2021

And that someone could start TODAY and sell \$10,000 in linkedin lead services in December

And be at \$30k a month by March.

You've seen the stats, you've seen the proof.

All it really takes is this, in the lead gen space:

You get 100 leads

You talk to 50 people

10 people buy.

Now, with lead gen you could do 1 of 2 models, or a hybrid of both:

1) Sell a "how to do it, let me help you set it up" for say \$2000
So 10 clients a month = \$20,000

OR you could do a lead gen done for you service . . .

I've done the math . . you can hire a full time VA in the Philippines for \$400 a month, (yes, that's the going rate there for a full time job at a telemarketing center, they would LOVE to work at home for YOU instead of driving in traffic to Manila downtown, especially during COVID)

Now, You can CHARGE \$400 - \$800 per month for a full load of linkedin lead gen to clients . . .

And that takes your VA about 1 ½ hours a day . . so you can have about 5 clients at \$400 - \$800 per month for EACH VA you hire . . .

So you pay \$400 to the Philippines, you take in \$2000 - \$4000

You pay \$800 to the Philippines, you take in \$4000 - \$8000

You pay \$1600 to the Philippines, you take in \$8000 - \$16000

You pay \$3200 to the Philippines, you take in \$16000 - \$32000

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And so on.

And don't give me any grief about how you can't afford \$3200

You don't.

You start with \$400, then get paid by your clients
Then you go to \$800 and then get paid by your clients

And so on.

And by the way, some people are tuning out right now.

They are racist and don't want to hire someone who doesn't talk like them.

Look, I built my ezinearticles business – over a \$1million dollars for my first online business – with a Philippine VA – I would NEVER have the business I have today without her.

And she LOVED working for me – she bought her first apartment with money I paid her!!!

It's good for you and it's good for them.

And then other people are tuning out right now cause I called them a racist.

Others are tuning out right now because they really want really easy work, like free money, they don't want to

Hire a VA

Sell their service

Pay the VA

Keep the difference

Like if that's just too much work . . then that's okay

Look, I'm not here to talk anyone into lead generation as a business

I already made the case for painting and singing and crocheting and a bunch of other things.

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'But I will tell you this:

I kick myself 100 times for not jumping on it when Perry Marshall told me 9 months ago.

He told me what to do.

And now I have sat back and watched as many many companies are going to \$100k a month – doing the SAME thing Perry told me to do about 9 months ago.

Friend, you can guess what I'm doing for my next round.

Now, I wanted this guide to be well-rounded.

So I shared with you the painting and singing and crocheting and productivity and stress and burnout.

I think someone could make \$10k - \$20k a month in their pajamas in those niches.

But this lead generation thing –

I think someone could make \$100k but they will have to shave or put on makeup and get on zoom and talk real humans into getting their leads instead of someone else's.

Ok, one more thing . . .

You can do this with facebook leads, but I'm not teaching it and here's why:

Facebook is just so competitive, I personally think it's burnt out.

You can do this with Instagram, but I'm not planning on doing that (although I might coach a couple Instagram lead people, I actually have some Instagram lead contacts that could help you if you work with me on this)

But I want to talk about linkedin.

You see, there are 2 main reasons people go to linkedin (well, 3, really)

- 1) They are hiring or need a job

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2) They are prospecting

3) They are trying to look professional by hanging out on linkedin, even though they have NO CLUE what they are doing.

So . . . I don't care about 1) I am way past, Lord willing, the days of looking for a job.

I don't care about 3). – look if someone wants to fake themselves out and pretend to his wife that he's working by sprucing up his linkedin profile – sure, whatever floats his boat.

But there is a WORLD of opportunity in 2)

Can I tell you my main secret about my success at ezinearticles?

People were coming to ezinearticles to learn about . . . article marketing

And I was teaching article marketing!

I was teaching the #1 topic on ezinearticles!

I did the tests, my Filipino helper and me, we wrote 25,000 articles on ezinearticles.

Can you guess which topic made me the MOST money?

Article marketing?

Why?

Because article marketing is a hot topic?

Nope.

It's actually horrible, it's a HORRIBLE niche.

But I made over \$1 million dollars on ezinearticles because people who were there wanted to learn article marketing.

It was a really small pond, but I king . . .

I showed you the stats for cleverly.co and some of the other lead gen companies.

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'They are racking it up selling linkedin lead services to people who go to linkedin . . because they need leads!!!

(prospecting = leads!!)

Are you seeing something here?

I believe the #1 topic – hands down, #1 topic on linkedin for MAKING MONEY

Is getting leads.

Just like I made over \$1 million on ezinearticles . . .

I am going to tell you this:

I am starting a side business

Linkedin lead generation

I predict it's a \$1million business for me in 2021

If I had taken Perry Marshall's advice this year, I wouldn't be writing this doc right now

I would be taking December off because I made a \$1million

By the way, I'm not making any income claim.

I'm talking about my own future.

Now, I don't want to talk you into anything

But if you are thinking YOU want to do linkedin lead generation –

And maybe make \$100k or \$200k or \$1 million in 2021 . . .

We can probably team up somehow . .

You see, we are doing CRAZY prospecting right now

Tons of leftover leads (even if I sell 20% of 100 leads each month . . that's 80 people who want leads but maybe they can't afford me – but they CAN afford you when you are first starting out

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Like you could literally compete against me on something like you are more likable than me, or more reachable than me, or prettier than me, (if you are a female, you win)

Or you could beat me on price.

Look, I predict there will be A LOT more linkedin lead generation companies this year . .

Why not you?

Ok, that rests my case.

I hope this guide has ALREADY been worth what you paid for it.

Re-read it.

Now, the next 2 parts of this guide – I wish I hadn't promised them, cause they really are lame compared to what I gave you.

And then when you read the headlines for \$0 - \$100k or whatever, you think, oh! That's not real.

But I have to leave it in cause I promised it (I guess I could take it out and put it in a different doc)

But here's what I want you to get out of the rest of this:

ONLY that ordinary humans can work really hard in the niche that has demand for them, and that they know – and make good money if they do things right and work hard.

But I'm NOT recommending any of those niches necessarily for you, unless you are ALREADY an expert.

But everything I've written SO FAR in this guide . . man, you could take it to the bank!

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- 2) I'm going to share with you 10 cases of someone going from around \$0 or very low to a high figure, in the last year or so. These are a very small sampling of actual situations, but I believe that if you can see there are 10 cases, you can see that these are ordinary people, you can begin to ask yourself, what did they do that maybe I can do?

Now, I don't mean that from a perspective of copy their idea . . . I mean that from the perspective of what work did they have to put in, how did they get the ideas in the first place, what steps did they take to line things up SO THAT they could grow very fast.

You see, sometimes you don't know what you don't know.

And if you don't know it can be done . . . you then can't conceive that YOU can do it.

Now, most of these cases are podcast interviews (people tend to share things in podcasts that they don't normally share on their site or in an article or a news report.

And of course, it's taken me a long time to build the contacts and the situational experience to know where to find these interviews as they come out.

But there are many, many more . . .

Here are the 10 cases ONLY to inspire you, not to say these are hot niches this coming year, what I wrote already stands):

- 1) This guy started a brand new business and in 11 months went to \$500k a month (Cole Gordon) (that's THIS year, friend):

<https://www.joelerway.com/podcast/cole-gordon/>

- 2) This guy (Ravi Abuvala) took a new business – mostly this year – to around \$200k (the rest is another business he is slowly letting go of, essentially):

<https://www.youtube.com/watch?v=afwf81U2EL4>

- 3) This is a little different, I don't have proof and background, but in July this guy had started a new program one year ago . . . in this post he tells a bit about the success so far:

<https://www.0percent.com/jeff-sekinger-gets-shot-for-his-consulting-clients-fia-review/>

(now I GET that you might say, well I can't do THAT . . . that's not the point. The point here is

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that these are very varied niches . . . they are niches where these folks have expertise, they find a gap in the market, then they go big.

- 4) So this one's different as well. She didn't start the year at \$0 – but she had a rough, rough year . . and is still on track to hit \$1 million this year . .

If you read this carefully, you can really learn a lot:

<https://servescalesoar.com/september-income-report/>

5) How about this one: this person is in, get this: Time Management and Productivity That's right . . who said you can't do a \$210,000 launch in Time Management?????

<https://rickmulready.com/biggest-launch-ever/>

Now added:

- 6) <https://www.youtube.com/watch?v=SJ7yf008PYk>
- 7) <https://www.youtube.com/watch?v=9-kLeuvuMs8>

So now the ball is in YOUR court.

This should keep you AWAKE tonight period.

Sean

P.S. what niche and what strategy can YOU go to \$50k or \$100k a month next year???

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