



Ultimate Business Plan

By Kevin Whitsitt

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Introduction

Welcome today. I'm going to spill the beans on the ultimate business plan.

I've looked at MANY business plans, and they all have pros and cons. I've looked at everything from...

- Dropshipping
- YouTube business
- Canva templates
- Coupon websites
- Niche affiliate marketing
- Ecommerce
- Fiverr freelancing
- eBook creation, selling photos/videos, selling music online, ad arbitrage
- And so many others

My idea is to combine some of the best elements of them and eliminate all the stuff nobody likes.

You know, like working long hours, shipping, customer service, and tech crap.

My plan is SIMPLE yet very effective.

Are you ready?



What makes a great business plan?

The best business plan has a few elements, such as....

- No or low startup cost
- Can be done anywhere
- Can be done around someone's schedule
- Has passive income
- Simple
- Profitable
- Has leverage
- Fun

The last part is key; you want it to be fun. Also, you want as MUCH leverage as possible. Leverage is doing more with less work.

Sort of like leveraging a car to drive far. Walking far is not fun. I did this hiking the PCT trail across Oregon.



Part 1

A great business plan is to drive traffic to a landing page and collect emails.

If you're not sure how to collect emails, how to send emails, or how to get traffic to a landing page, I'm giving away **FREE guides at this post HERE**. This is the foundation!

Then use emails to promote multiple affiliate products in 1 niche.

This plan worked 15 years ago when I got started in trying to make money online—it still works today.

It's free to start and can be done anywhere, anytime. Has the potential to make passive income when you set it up.

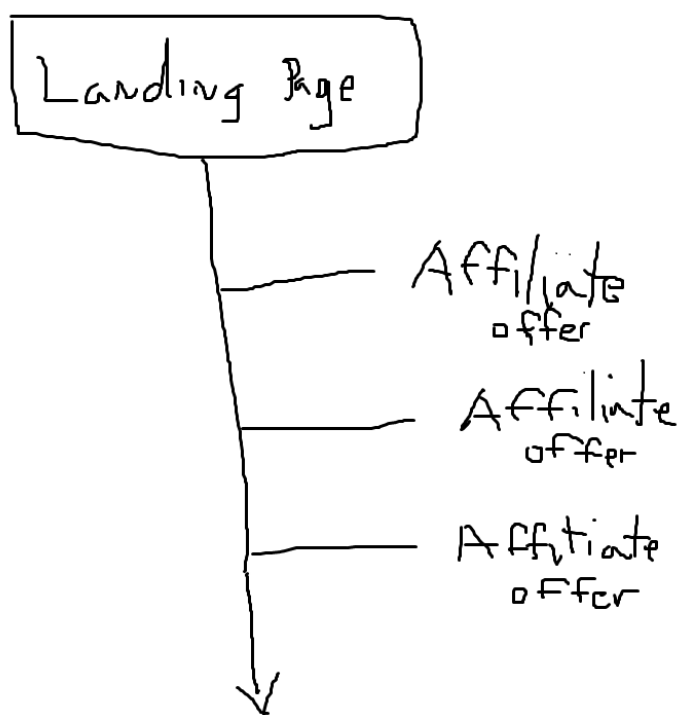
There is some leverage to it.

Plus some affiliate offers already have a funnel, and you can earn a percentage of each offer sold.

You can make some good income with it. This business plan would look like the image below.

However, you can do BETTER.

You can take this business plan and improve upon it. That is the purpose of this eBook: to share the possibilities of what is possible!



Part 2 - Going Deeper!

Instead of promoting just affiliate offers to your list, you can think deeper!

What if you promoted eBooks to your list? Make them FREE, and instead of just having 1 affiliate offer, you can have many in that area.

Of course they have to be in the same niche and valuable.

Do you see how you're being MORE helpful and can earn more money?

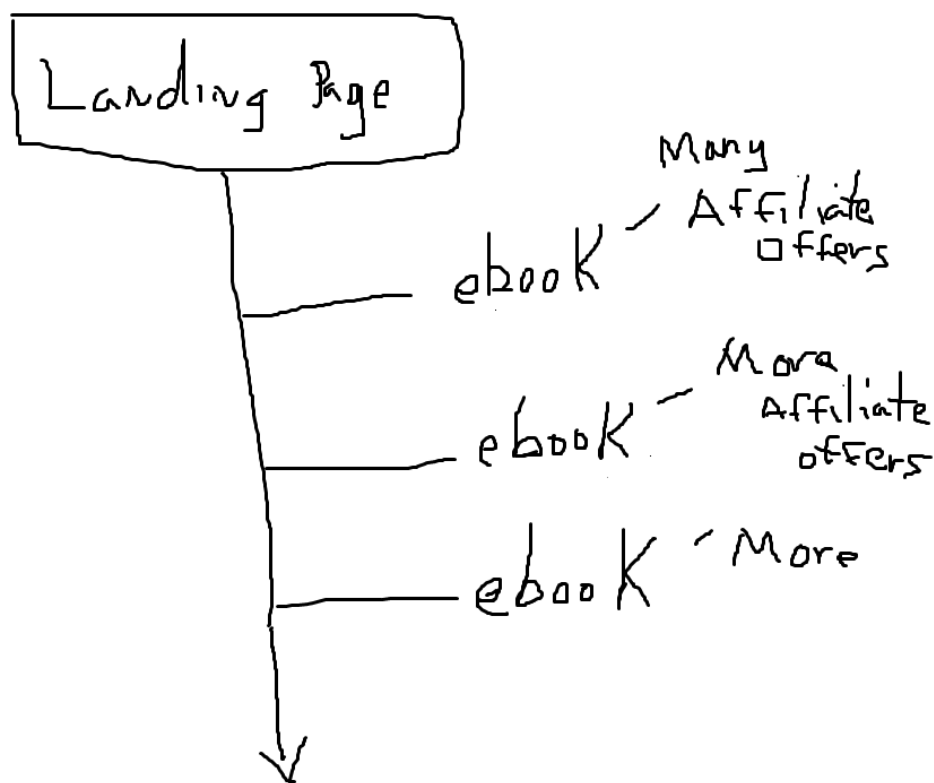
How do you create an eBook? I [recommend software like this HERE](#), which makes it very easy to create them.

This is what I use and recommend.

It's sort of like when I worked at Best Buy, and when someone purchased a computer, I would let them know about extras such as a table, surge protector, printer, paper, mouse pad, software, and more.

This way they don't have to drive back to the store to get them. You can do the same thing using email.

The business model would look like the one below. Of course, this plan is flexible, and you can mix in sending emails to promote one of your YouTube videos or just an affiliate product.



Part 3 - CPA Offers

You can EVEN go deeper.

CPA offers are when you get paid for someone to complete a free offer. These offers can be something like...

- Download a free app on a phone.
- Enter an email address.
- Enter a phone number.
- Enter in a lead.

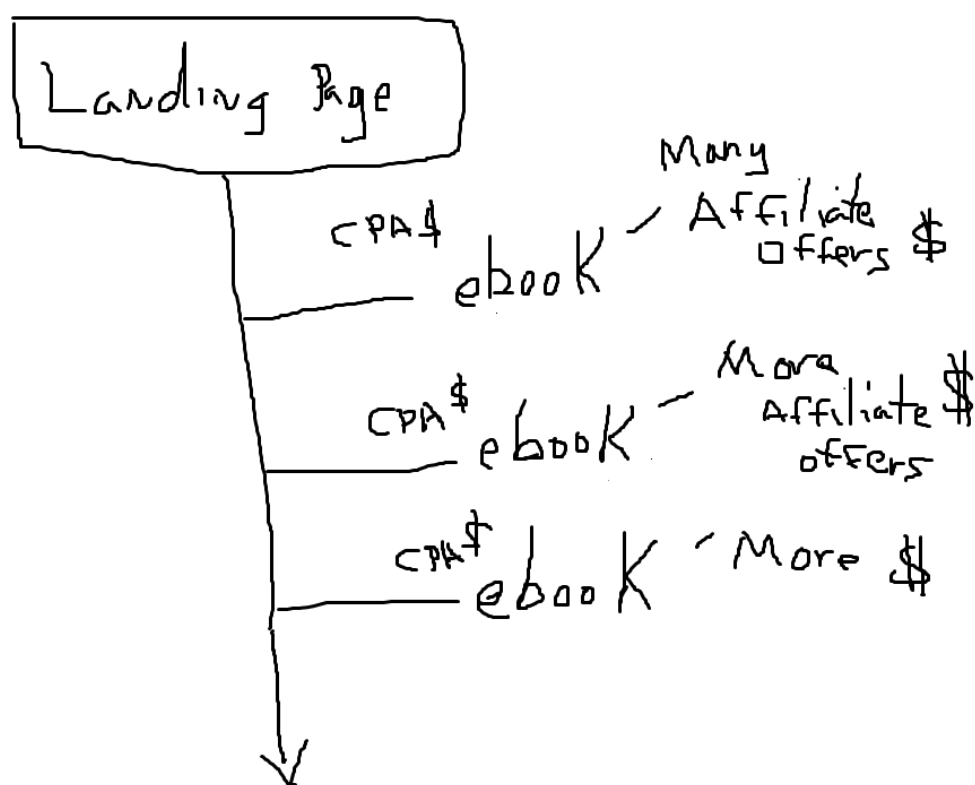
These offers can be 10 cents to \$30 or even MUCH higher for 1 offer. I did 1 program where a lead was a few thousand dollars. This means you can earn money without having to sell anything.

What you could do is lock up the eBook, and in order for someone to get access to the eBook, they would have to complete a free offer. You get paid when they do this.

I **recommend this place HERE**, that has these content lockers. It may be hard to get accepted.

As far as I know, they did check me to see how many people were on my list, how many YouTube subscribers I had, and how much traffic I got.

Plus, there is free training if you get accepted. Below is what this business model would look like. Of course you could sprinkle in some affiliate offers to your email list or YouTube video and other stuff you want to promote.



Part 4 - Repurpose

Yes, this strategy goes DEEPER.

The eBooks you created can easily be repurposed into blog posts to get more traffic to your landing page and earn you more money.

All you do is copy and paste it. Easy, right?

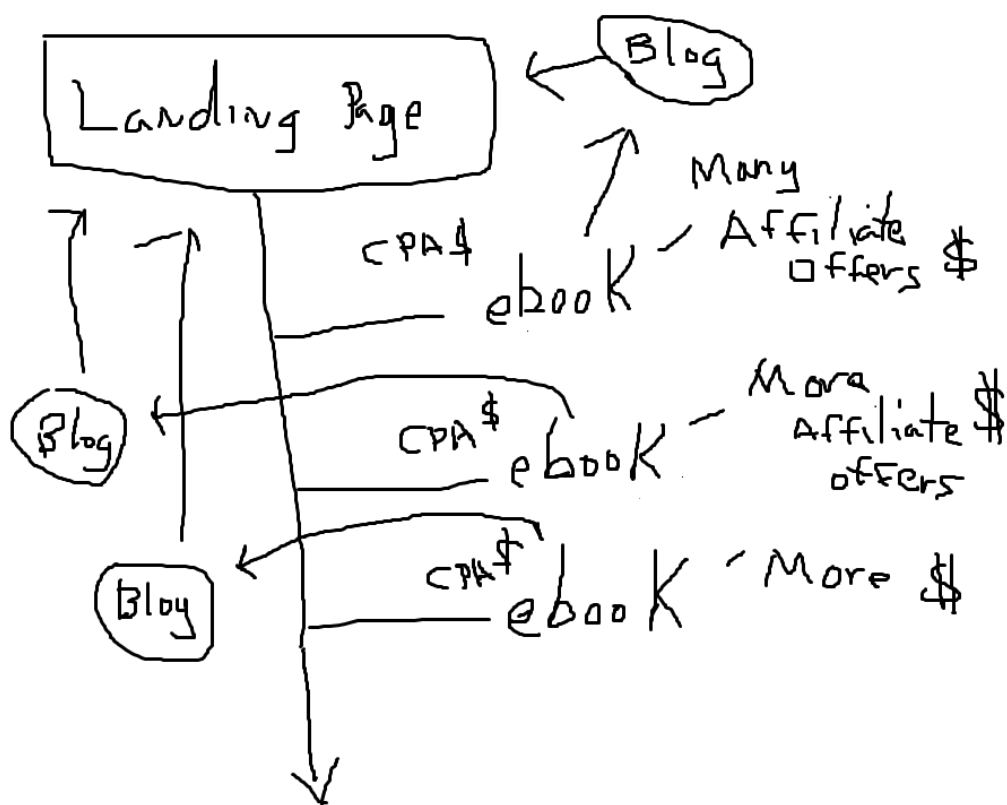
You might have to do some keyword research. If it's a competitive keyword, you could add a little to the blog post.

Do you see how you're leveraging the work you already did?

This is the key—get more done with less work.

To learn 10 steps to starting a blog and 20 benefits of creating a blog, you can [view this blog post HERE](#).

Of course you can go **even** DEEPER.



Part 5 - More Leverage

Your blog posts that were made from your eBooks can be used as outlines to get views from YouTube.

They can also be used for Quora, Reddit, LinkedIn, and more social media.

Your YouTube can be repurposed to create a few TikTok videos.

Your TikTok videos can be repurposed into other short videos, such as YouTube Shorts, Instagram, X, LinkedIn posts, and Rumble, for more views and more traffic.

In fact, there is a SHIT TON of places to post a short video. For a full guide on short videos you can [check this post HERE](#)

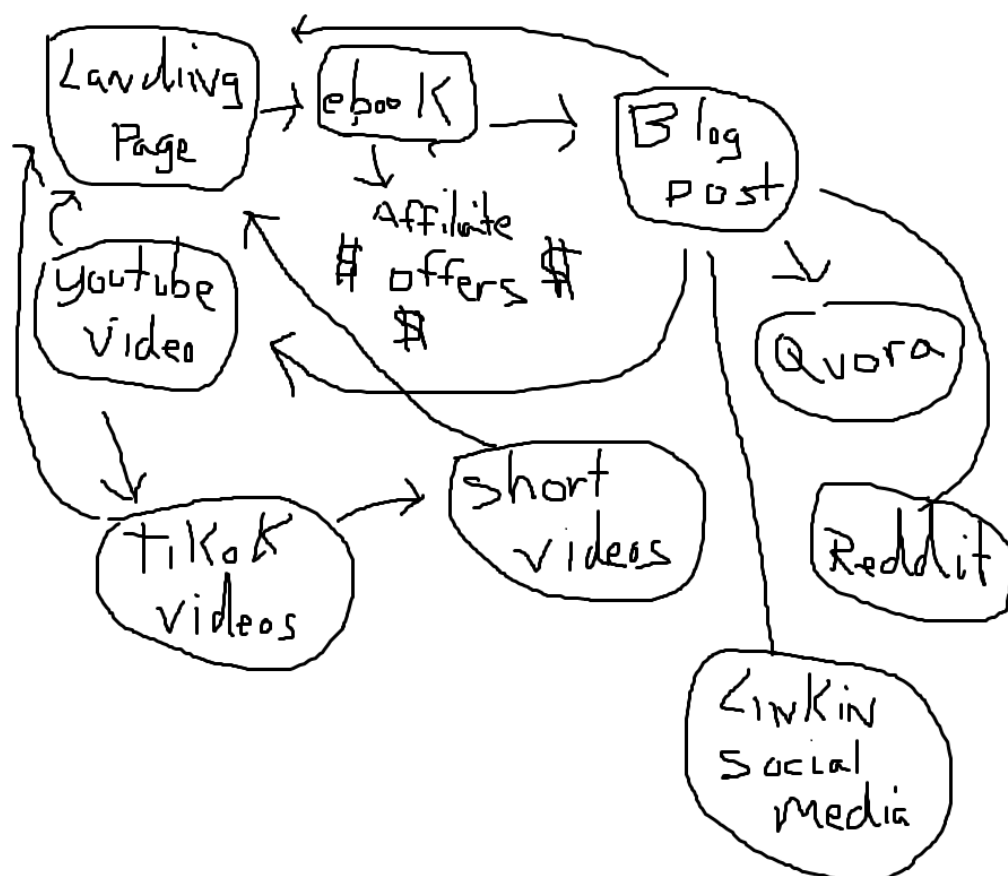
It's sort of like killing a deer and using EVERY piece in a productive way SO nothing is wasted!

All this leads back to your landing page to grow your email list.

Of course, your blog posts also can be used to promote affiliate offers and earn cash. Your email is also used for CPA offers that can earn you money.

Oh, and you can even put ads on your blog to earn cash. You make more from ads on a blog than on YouTube or other sites—since you own it!

Plus there are WAY more ways to earn money.



Part 6 - Leverage Money

Next, you can leverage money. This is what Warren Buffett does as a stock investor, but we can do the same thing.

We can use paid ads to earn more.

The problem with paid ads is there are so many questions, such as...

- How to start?
- How to get training?
- Where do you learn from?
- What platform to start with?
- How much to spend?
- How to split test?
- When to change it?
- When do I know if it's effective?
- When to stop?
- How NOT to waste money?

There really are a million questions, and because money is on the line, “they are NOT” easy to start!

[This place HERE](#), gets you in the game as easily as possible.

Not only is there training, but it also makes it SUPER easy to create an ad that works. Plus, it does the split testing for you and optimizes the ad. Plus, it can give you ad credits, and you can use ALL the platforms easily.

It's so good, it would be a crime if I didn't mention it. Even with a small amount of money, paid ads can be useful.

Just make sure you start slow and have a landing page set up!

Part 7 - Leverage Other People's Work

Yes, you can leverage other people's work. NO I'm not talking about plagiarism.

In TikTok there is a thing called stitching, and that is when you make a video with another video.

The good news is you don't even have to manually do this. You can take a video that is already viral and tweak it and post it for EVEN more traffic. **(It doesn't even have to be your OWN video).**

It's perfectly fine to do this.

[This program HERE](#), is the one I recommend you use. The cool thing is you have lots of flexibility with it. Meaning you can JUST use this tool.

You can mix it in with your other content creation. Or you can sprinkle it in. You have to admit it is nice to create content without having to hit the record button.

And you can continue to use it over and over again for more traffic.

Part 8 - Leverage ChatGPT

ChatGPT is an amazing tool that improves this business model. It can be used for....

- Creating images
- Brainstorming ideas on what to write about
- Coming up with funny stuff
- Coming up with stories
- Finding affiliate offers to put in a blog
- Creating subheadings
- Coming up with boring stats
- Ideas to repurpose a blog post
- Content planning calendar
- Writing content “almost” like a human
- Oh, and title ideas

The problem with ChatGPT is if you have it create a "long" article, it comes off boring and dry.

If people are bored, they leave. If people leave, that's NOT good!

I created a post all about [how to use AI with content creation HERE](#).

Conclusion

I hope this eBook at least gave you some ideas on how to earn more money with less work online. Get you thinking differently!

Funny enough, I used this ebook as an outline to create a YouTube video about burnout, and [you can check it out HERE](#).

The important part is you want to be thinking about reusing and repurposing what you know.

Sort of like using a degree to get a better-paying job. Of course, just be careful not to go crazy with these ideas.

You can always cut things out if you want.

The cool thing about this business plan is it's flexible and fun. If you're not having fun, then choose a topic you're more interested in.

Of course you can also add to these ideas. For example, the photos you use for a blog can be sold on platforms—if you create them. There are so many ways to reuse and repurpose things.

Try to think about ways to reuse and repurpose things. Heck, I might make some Canva templates on this and post them on Etsy about this.

You see?

Creativity is JUST combining things!

Another idea to reuse something is if you made a video that did well a while ago, just remake it again - maybe change the intro.

Have a great rest of your day.

Cheers,

Kevin

If you know of a better business model, please share it with me at kevin@trustthelink.com. or call me at 707-457-0067



THANK
YOU