



# **SPEEDY SNOWBALL PROFITS**

Roll Down The Cash Covered Mountain.  
Bank \$75 Per Day By The End Of The Week.

## Earnings Disclaimer

*There is no promise or representation that you will make a certain amount of money, or any money, or not lose money, as a result of using our products and services.*

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*There are unknown risks in any business, particularly with the Internet where advances and changes can happen quickly.*

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Welcome to Speedy Snowball Profits!

It's great to have you here. And I hope you're excited.

Because what I'm about to show you will get you to \$75/day by the end of this week if you simply follow the steps outlined in this guide.

Cool? Let's get started...

In this guide you're going to discover two things:

1) A real world example of EXACTLY how I setup a business with recurring income of \$5,000+ profit per month and how I sold that business for \$30,000 with zero investment.

2) How you can do the same thing.

But first, let's go over some of the basics.

Starting an online business isn't as hard as people make it out to be.

Over 90% of people who try to make money online never make a single dollar. Most sit around spinning their wheels, dabbling in this.

Dabbling in that.

They try a bunch of different stuff until they eventually give up.

Or even worse, people spend TONS of money not really knowing what they're doing. They read that someone made a bunch of money doing X, Y, and Z in some course or ebook ...then they go and try it.

And what happens?

They lose money.

They give up.

People convolute online business so much, and don't pay attention to basic business principals.

They think they can make money at lightning speed.

They think they can become a millionaire overnight.

Sorry.

Not going to happen.

My advice?

Don't constantly be looking for the "easy button".

Instead, focus on building an actual business.

And I've got good news for you ...

In this guide, I'm going to show you exactly how to build a solid one.

First thing you need to understand:

### **1. Follow The Money**

Instead of trying to reinvent the wheel, follow the money.

Who is out there *spending* money?

Businesses.

Businesses need to spend money for everything:

Software, services, marketing, rent, etc., etc., etc.

Next thing you need to understand:

### **2. Risk**

Most people say you need to put some skin in the game. Or that you need to take a risk to make money.

Not in my experience.

Look, there's no point in risking your time making a product or setting up a brand new service that people may or may not even want.

What I'm about to show you makes absolutely risk-free sales.

And the cool thing?

You can get started with it and start making money TODAY.

Without spending a dime.

Without needing a website.

Without needing a list.

And without waiting around for results.

So how do you do it?

Here's how:

**Simply find the services that businesses need and find the services *others* are providing.**

In other words, become the “middle man” and simply package and resell services to businesses.

It's that simple.

Commerce has worked like this for hundreds of years and will continue to work the exact same way for hundreds more years to come...or at least until the robots take over ;)

## A Quick Story

Two years ago I set out to setup an SEO business.

I decided that instead of trying to provide the SEO service myself (*which is time consuming, tedious and requires a team*) I would rather find another service that I could get a bulk discount from and just package and resell the individual services.

*NOTE: You can even copy these exact steps if you want.*

First thing I did was go find a service ([BacklinksGenie.com](http://BacklinksGenie.com))

They have TONS of different types of SEO services – from backlinks and blog posts to content creation and forum profiles. They have it all.

I scouted everything out and decided they would work just great.

Now keep in mind I didn't pay for Backlinks Genie just yet ...I didn't have much money to invest. So I had to make the money first.

Now, the next thing I did was make sure that people were actually *buying* these types of services that Backlinks Genie was providing.

A lot of folks make the HUGE mistake of selling something that nobody actually wants. That's the biggest mistake ever in fact.

They end up investing a bunch of time and money and it becomes difficult to pull themselves away. Then they get emotional and *attached*.

Then when it doesn't work out they end up losing a great deal of time and money.

So I didn't want to do this with my SEO business.

Instead, I wanted to devote a little bit of effort, and do a little bit of research. That way if it tanked, it wouldn't hurt as bad.

So I spent only 1 hour creating different packages that I could sell. Some of these were intro packages, some were larger enterprise packages. But ALL of them were re-bundled services from Backlinks Genie :)

Next thing I did was set up a couple ads on a few different “targeted” forums. These forums were where webmasters would hang out.

Webmasters are the ones who invest in backlinking services (like the ones I was getting from Backlinks Genie).

Perfect.

I simply brought the two together.

And so I wrote up a quick little blurb, put up my ad (*some free, some I had to pay for*) and put up some Paypal buttons.

I setup recurring subscription buttons in Paypal and posted my ads.

In under one hour I had my first sale.

By the next day I had sold enough units to cover my cost on Backlinks Genie for an entire month of their service.

Woo hoo!

So in just one day, literally ALL of my expenses were covered.

AND ... as a little extra bonus, I also had a few new subscribers join my mailing list.

So what did I do next?

I took that money that I had made and I invested it into Backlinks Genie, signed up, created the campaigns, scheduled them and sent the reports out to my paying customers as they were generated.

Everything was profit from here forward :)

I scaled this up over 4 months.

I spent a bit on advertising more prominently in these forums and eventually had a couple hundred monthly subscribers.

After my advertising costs and my Backlink Genie costs, my subscribers and customers were generating me over \$5,000 (PROFIT) each month.

I then sold the entire business for a pretty penny.

Why did I sell it?

Because I simply wanted to try out some other business ideas.

Yes, it was indeed profitable. Yes, it was easy to run (simply sending emails out and answering questions!)

And I soon reminded myself how good it was to be in that biz...

So I later tried to setup another SEO business.

But this time, I went through all the work of doing the HARD part (setting up websites, infrastructure, etc) ... only to find out no one wanted that service!

I wasted time and I wasted money.

I didn't pay attention to my own lessons that I had learned.

So please, don't let that happen to you as well.



In this guide, you'll learn how to avoid the mistakes that I made.

To this day I am still reselling the work of others...

So yes, I practice what I preach.

I absolutely love this business model.

And that's why I want to share it with you now...

(because there is plenty of room for all of us)

And it's ridiculously easy to get started.

You don't have to build a full SEO arbitrage company like I did.

You can get your feet wet first and then grow accordingly.

**Let's get started!**

# Step 1: Find Things To Resell

Instead of looking for businesses to resell to, I encourage you to first focus on knowing *what* to resell.

And I'd recommend that you spend at least an hour researching this (using my ideas below, Fiverr.com, etc).

Now, some of you might want to build an entire business in a certain niche ...or some of you might just want some extra cash.

Regardless, I'm going to give you a few ideas of things to resell.

And I encourage you to keep an open mind.

Chances are you'll know what you want to resell when you spot it.

You'll just get that "gut feeling".

Now, most people underestimate Fiverr.com.

I am here to tell you that there IS in fact quality services there.

I know from experience.

The key with Fiverr is simple.

When you are looking at a Fiverr gig, ask yourself this question:

*"If I ran a small business, would I want this product or service?"*

If that's a big yes, then it may be a good product/service to choose :)

...But always be sure to check the gig's details, ratings, etc.

And if the gig does look promising, chances are you've got a winner.

Now, what you'll see below are different types of things you can resell.

Of course these aren't the only things you can resell.

These are just some ideas to get you started :)

## Videos

**Product or Service Demonstration Videos** – These are great for a business website. You can sell them to just about any type of business.

Video can help a business to better sell their product or service.

(These can be animated or live action videos)

There is a wide variety of video types.

*NOTE: When thinking about reselling videos, make sure you fully read the descriptions within Fiverr before quoting a price to your buyers. The reason is because many of the video sellers charge more than \$5 depending on the video length, if there's going to be sound, script customization, etc. So be sure to read through the gig details to get an accurate quote before you quote your buyers.*

Keep in mind that there are a lot of high quality videos at Fiverr and there are also a lot of poor quality videos too.

So ALWAYS go for quality.

We are building a long-term business here.

And you definitely want that word of mouth marketing in your favor.

Try to ask yourself:

*“If I ran a small business, would I want this product or service?”*

If the answer is yes; chances are you've got a winner.

Also be sure to watch the actual video demos on the Fiverr gigs.

That will tell you a lot about the actual quality.

We don't want garbage stuff...

We want quality.

That's what we're after here.

## **Business, Website & SEO Services**

There is always a need for some aspect of business related services.

You can offer things like:

- SEO Analysis Reports
- Keyword Research
- Backlinks with a Guest Post
- etc...

Get creative.

Think outside the box and find some really cool services to resell.

Find services that make you say:

*“hey I would love to have that myself!”*

The key is to find a website, evaluate their need, and provide value.

Here are some categories to get your juices flowing:

<http://fiverr.com/categories/online-marketing/>

<http://fiverr.com/categories/online-marketing/seo-keywords-research/>

<http://fiverr.com/categories/online-marketing/seo-services/>

<http://fiverr.com/categories/online-marketing/website-traffic/>

<http://fiverr.com/categories/online-marketing/social-marketing/>

## Creative Services

Now, when it comes to reselling creative services, ideally you want to sell these services to NON-creative companies.

What I mean by this is, don't go to a web design company and try to sell them a logo.

Instead, you should go to a real estate agent or a mortgage broker and sell them creative services (*especially* if you see that they're lacking in that area on their website).

And here are more categories to browse within the "design" category:

<http://fiverr.com/categories/graphics-design/>

<http://fiverr.com/categories/graphics-design/creative-logo-design/>

<http://fiverr.com/categories/graphics-design/web-banner-design-header/>

<http://fiverr.com/categories/graphics-design/create-cartoon-caricatures/>

<http://fiverr.com/categories/graphics-design/website-design/>

<http://fiverr.com/categories/graphics-design/presentations-design/>

Find something you could see yourself reselling (as a middle man/woman).

Now, you can jump into *any* niche you want.

You don't have to go into the niche ideas that I've shared with you here.

The sky is the limit.

I recommend opening up a spreadsheet to copy and paste the gig URLs that interest you (with a short description about each one).

Then narrow it down to the one you think would be the most profitable.

## Step 2: Finding Your Sales Targets

Now you should have an idea for *what* to sell.

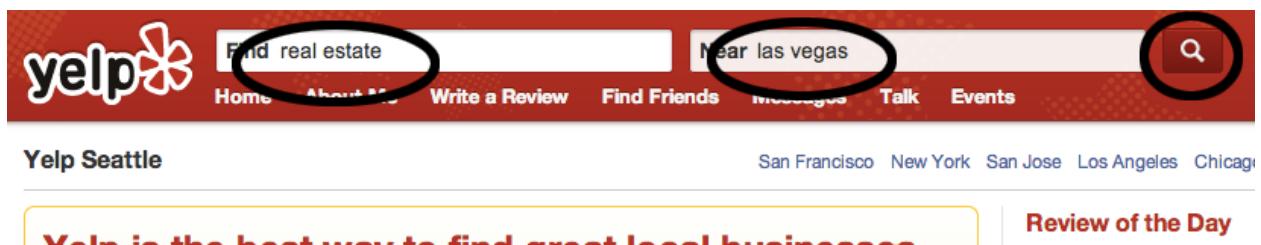
These will vary from creative services to professional services.

Once you've picked a niche, it's time to find the leads to sell to.

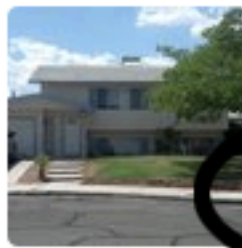
We're going to use a couple resources (depending on what you're going to be selling). Our primary resource will be **Yelp**.

For this example, I'm going to search for Real Estate prospects in Las Vegas. So I head on over to Yelp.com and I type "real estate" into the left box and "Las Vegas" into the right box.

Then I click the search button:



You'll then see a variety of businesses listed:



1. Dawn L Houlf

★★★★★ 10 reviews

Real Estate Services, Commercial Real Estate, Real Estate Agents

★ \$155 for \$200 Deal



Everyone need a good **real estate** agent that understands what and listens to what you want. If you need a **real estate** agent g



2. Todd Miller - Nevada Realty Solutions

★★★★★ 9 reviews

Real Estate Agents



me get for it. As it turned out, because of the price we got for m of the neighborhood up a bit. Todd is by far the best **real estat**



3. Rochelle Hornsby

★★★★★ 2 reviews

Real Estate Agents, Real Estate Services



Ms. Hornsby has lived in the Las Vegas Valley since the 1960s, about residential **real estate** in Nevada, than her. Although she


I'll usually click on one of these "tags" (that are circled above).



What that will do is open up another page with a list of businesses that are using that particular tag.


In this case I clicked on the “Real Estate Services” tag.

And then I clicked on each of these business names, opening each up into a new tab (Command + Click) OR (Control + Click).

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**1. Dawn L Houlf**  
 10 reviews  
Real Estate Services, Commercial Real Estate, Real Estate Agents  
 \$155 for \$200 Deal




Everyone need a good **real estate** agent that understands what you want and listens to what you want. If you need a **real estate** agent

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**2. Rochelle Hornsby**  
 2 reviews  
Real Estate Agents, Real Estate Services




Ms. Hornsby has lived in the Las Vegas Valley since the 1960s and has a lot of knowledge about residential **real estate** in Nevada, than her. Although she

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**3. Team 702**  
 1 review  
Real Estate Services



Larry years ago at a **Real Estate** Conference and I truly appreciate his knowledge. Larry has his finger on the pulse of the market and

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**4. Dana Realty Group & Property Management**  
 7 reviews  
Real Estate Services, Real Estate Agents, Property Management

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Now go through each of those and find their website located here:



## Dawn L Houlf



10 reviews



[Rating Details](#)

Categories: [Real Estate Services](#), [Commercial Real Estate](#), [Real Estate Agents](#) [\[Edit\]](#)

Las Vegas, NV 89117

*Serving Las Vegas and surrounding area*

(702) 200-0200

[sharebuildersinc.com](http://sharebuildersinc.com)

Now we have a website for someone in the real estate niche.

On that website you'll find contact information.

(This will vary from website to website)

Usually you'll find their email and contact name on the main page or their contact page. Find that information and pop it into a spreadsheet.

Then simply rinse and repeat. (I generally collect a bunch of leads at once and then email later to make life easier)

Now you can obviously repeat this in any niche and in any city.

You can do this for graphic design, marketing, venues, whatever you want to get into.

And Yelp isn't the only resource.

You can gather leads from other places too.

Such as:

**StumbleUpon** - On this site you can “stumble” for pages in a certain niche like marketing, fitness, advertising, web design, real estate, etc.

And here's an idea:

Look for businesses that have a Facebook page or a YouTube channel but that don't have header images ... (e.g. Identify a problem)

Then simply contact them and sell them a header image (that you get from Fiverr.com).

**Etsy** - At this site you can get in touch with store owners and offer to sell them creative services (banners, logos, etc) -- And of course you should outsource all of these to people at Fiverr.com ;)

**Craigslist** – You can also use Craigslist as a way to gather leads.

**LinkedIn** – Another great place to find leads and different types of businesses.

Basically think about any place where business owners are congregating.

I personally use Yelp the most because it's so quick. And my #1 recommendation to get started is Yelp.

Alright, once you've got a healthy amount of leads, it's time to get in touch with them and **MAKE SOME MONEY!**

By this point you will probably have only invested around one hour worth of your time, depending on your familiarity with Fiverr and Yelp.

## Step 3: Contact Your Potential Buyers

At this point you should have a good amount of leads in your niche.

50 leads is a good number to start with.

When it comes to contacting your leads, I always like to include their name (e.g. Dear Johnny) as well as their company name (e.g. Las Vegas Real Estate Services).

I generally keep things informal and I've noticed good results from doing that.

Now when it comes to writing an email, don't just send out 50 emails and BCC everyone in the niche.

Instead, engage with them... talk about *their* site (or brand) and mention *HOW* you can potentially “benefit” their business.

For example:

If you're trying to sell Facebook cover photos, mention how you noticed their page didn't have one and how much it can affect someone's decision to like that page or not (which it does!)

If you're wanting to get people signed up with your SEO service, mention how you are willing to do a bit of SEO work on a trial basis.

Or simply send them a free SEO analysis report (cost to you: \$5) to see how their SEO stacks up.

Call it prospecting for sales... but for those that respond and agree to the free SEO analysis is almost as good as money in the bank.

Because you've got a *really* good chance at selling them a bigger package once they've taken that first step with you.

The key is to engage them and get them to email you back, you don't have to sell to them on the first email ... but you do want to engage them in a conversation about *their* business and how you can help them.

Just like cold calling, not everyone is going to respond.

It's a numbers game here.

Some people will be better at it than others, but it's a learned skill.

If you're afraid to put yourself out in front of other people and sell, you're just going to have to get over it.

It's not hard.

It just takes practice.

Now you might be thinking: "*How much money can I really make selling a Facebook Cover Photo? \$50?*"

Yeah maybe.

But it's all about building up a list of *customers* and *relationships*.

I'm showing you how to build up a business here.

If you over deliver for your prospects and customers they'll come back to you again and will be happy to continue spending money with you.

Not only that, they'll also recommend their friends and colleagues to you (and that my friend is where the *real* money comes from).

So, reach out to your leads...

Be casual/informal.

Be helpful.

Don't write them with a mindset of "what can I get out of this person?"

Instead, write them with a mindset of "how can I help this person?"

And here's a little trick:

When you offer to help them, simply ask them if they'd be *interested* in finding out what's wrong with their site and that you can offer to help.

(this little trick works wonders to get them interested in what you're talking about – what's *wrong* is they don't have a marketing video, or their SEO is poor or they need more backlinks – whatever your niche.)

Once you've engaged them and gotten some responses, it's time to respond to their emails.

Sometimes this may take a series of emails but you will eventually introduce what you have to offer, how it can benefit their business, and how much it will cost them.

How do you come up with a price?

- 1) Trial and error
- 2) Observe what others are charging

I can't give you an exact pricing guide for everything.

There are way too many variables.

But generally speaking, the more money a business makes, the more willing they'll be to spend more money on something that will help their business. Now this isn't always the case, but generally rings true.

And of course some things should be sold for more...

Such as: custom videos or in depth SEO campaigns.

So do some research and find what competitors are charging for those services and then you'll have a rough guide to go by.

Alright now it's time to close the deal and get paid!

I personally use PayPal and/or Square to process all of my payments.

And for new clients, I generally just send a money request through Paypal because it's safe for both parties.

Now, once you've been paid it's time to OVER-Deliver!

## **Step 5: OVER-Deliver Goods & Service**

What do I mean by OVER-deliver?

I mean to go above and beyond for your customers.

I mean to go that extra mile.

That means:

Promptly answer all emails, complete their order, respond to their questions fully and generally take care of all their needs quickly and efficiently.

So as soon as you receive payment, go over to Fiverr and immediately request your service as per the specifications.

There may not be anything you need clarified from the business owners, or you may be selling them a video that needs to follow a certain script.

Either way, make sure to check the Fiverr gig first because the vendor will let you know what information you need to provide them with.

Also, pay close attention to how much work your Fiverr vendor has in their queue, if it's quite a bit, and they have an option to expedite the service (as many Fiverr gigs do) then I'd recommend doing so.

OVER-delivering to your client is *critical* to build long term business relationships.

I can't tell you how many long term business contacts I've built from just being responsive and slightly better than everyone else out there.

And it's not that I'm some super wiz... it's just that I'm thinking of the customer first and not being lazy.

So don't be lazy.

Go above and beyond.

They'll be contacting you down the road anytime they need anything in the future (be it a graphic or video or SEO or backlinks).

Another big reason to OVER-Deliver:

You'll build your OWN list.

Take my friend for example...

He's a full time freelance graphic designer.

When business slows down a bit, he just goes through his list of past clients and sends some of them an email touching base, seeing how they're doing, how business is, etc.

Almost always it will remind at least a couple of them that they needed X, Y, or Z done and that he's a great designer.

It's simply a great way to drum up business ;)

So when you have a list of clients who've purchased from you, you can simply pull up your list and start emailing them (without selling) and just ask them how business is, etc.

This alone can give you a reliable stream of income.

You'll eventually find that you'll be able to fill your time with past clients more than having to constantly find new ones.

On that note, be sure to always update your spreadsheet!

If you don't hear back from a lead, delete them from your list.

If you get a sale, mark that down in the spreadsheet.

It's also a good idea to keep track of dates as it will keep you from contacting them too often in the future (I even mark down every time I've made contact with them to ensure I'm not emailing too much!)

Now, once you've received the goods back from your Fiverr vendor, simply send them a quick thank you note.

Then provide the goods to your client and ask him or her if they have any questions regarding the delivered goods, or if they have any revisions, etc.

Let them know that you'll get any revisions taken care of ASAP.

If they don't have any revisions, that concludes your transaction!

Congrats! Now that's what I call "easy middle man money".



## Step 6: Scale & Upsells

Scaling this up business model up is of course up to you.

You may just be looking for a few hundred extra dollars a week/month.

And that's fine.

Maybe you just want to send out some emails on your lunch break or when you're kids go to sleep at night.

Or maybe you want to choose only a certain niche.

Whatever your path, I personally always try to focus on getting some form of recurring income OR at least some form of an upsell.

For example:

If you're doing SEO – this could mean setting up a monthly package for them and getting them on automatic billing through Paypal.

Or if you made a marketing video for a Facebook page, try and encourage them to get weekly or monthly videos from you, and offer them at a bulk discount.

Or if you did an infographic for a blog, tell them the benefits of setting these up into monthly segments.

In other words:

Always HUSTLE for the recurring stuff or the upsells.

That's where the *real* money comes from.

But always remember to not be too pushy when you're selling to them for the first time. You want to ease them in, OVER-Deliver to them, and then make them WANT to come back for more.

So close your first deal before you get ahead of yourself.

And if you want to (later on), you can always outsource this entire process to someone else.

You can easily outsource the lead generation process and find someone at elance or Fiverr to do that for you.

And you can easily outsource the emailing process if you want to free up your time more.

But just make sure your outsourcers are competent.

Make sure they are actually doing the work.

And make sure it's GOOD work.

If they're emailing on your behalf, make sure they write fluent English.

But I recommend that you don't outsource anything just yet.

Instead...

Make your first 20+ sales just to get a good feel for the type of business you want to run.

It's important that you learn and refine your own system before tossing it to someone else (an outsourced worker).

So really try to focus on making that first sale happen.

That is the goal. Just 1 sale.... ONE!

# Final Thoughts + Recap

What I have shared with you in this guide is probably one of the quickest ways to get to \$75/day.

And the cool thing is is you don't have to spend anything up front.

You find the service.

You find the buyer.

You get the money from the buyer.

You pay for the service.

You net the difference :)

It's that simple.

There are plenty of millionaires out there that became millionaires by becoming the "middle man".

No reason you can't do the same thing.

It all starts with baby steps.

Just focus on making that very first sale, keep at it, and the rest will snowball from there ;)

-Steve

P.S. I am anxious to hear your feedback and your success stories.

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