

Discover The Top 10 Ways To Make Money Online With AI Transcript

0:00:00 Jason Drohn: *Hey, what's up? This is Jason Jone. Welcome to day two of the AI business bootcamp. Now, today we're going to learn the fundamentals of making money online. Now, that's. It's really something that I've done for the last. Going on 18 years now. Actually, going on 18 years in March will be 18 years for me. So learning how to make money on the Internet has been like the single greatest change in my life.*

0:00:29 Jason Drohn: *I was Pepsi truck driver, fell in love with online marketing, fell in love with digital real estate, started blogging, and then proceeded down the path of selling shit online. Since then, we've helped over 100 businesses do it with our services, and then I've coached thousands more. So, in fact, I wrote a book called create on exactly this. Basically how to transform what you know into how you get paid. This is all about digital products.*

0:00:59 Jason Drohn: *However, one thing I do want to show you, we're going to go through the top ten ways to make money online today. I wanted to pull this out for you. So I had my team go through and there was a three day work week that we had. And basically I just challenged them. I said, I want you to brainstorm a new business and build it and execute it in three days. So they brainstormed it. They came up with the name, they came up with the domain, all of that stuff.*

0:01:35 Jason Drohn: *And what they came up with is this. It's called senseinthreads. Senseinthreads Co. We'll go to the website in a minute. And then we processed a test transaction. So this candle was not, all we did was design it. We didn't box it, we didn't ship it. It was all print on demand. The slogans and stuff were AI generated. All of this is AI based. We're opening it up now. So there we go. So we have a candle, soy based candle.*

0:02:16 Jason Drohn: *See the packages? It's a nine ounce soy candle in white. And you can see meeting. So they just came up with a saying meeting. That could have been a slack message, which is kind of interesting. And it smells okay. I don't know, I'm not really a candle guy, but there's billions of dollars worth of candles sold online. So that website, if we go to the Internet here. So sense and threads. So it's a WordPress website that they built.*

0:03:02 Jason Drohn: *So these are some of the things that they came up with. So, boy tears. This Barbie takes care of her mental health instead of grandchildren. Can I interest you in a candle? Now, this one, the one that we purchased, is. There it is, right there meeting. That could have been a slack message right there. So \$25.50. It's got some different options. Cotton, vanilla, this was a white sage and lavender, I believe.*

0:03:39 Jason Drohn: *So they built in three days. So they built it. You set up stripe for processing. So this is an example of a physical product that you can sell online. You can make money online. Somebody else handles the drop, shipping, the fulfillment, the distribution. All*

you have to do is you have to come up with the message, integrate the website. So this is a WordPress website with a woocommerce backend in printify as the print on demand. We're going to talk a little bit about this in dropshipping and then there's all kinds of digital products and memberships and all of that stuff that you can create using with AI now that you're going to start learning how to use AI and how to have it create content for you.

0:04:29 Jason Drohn: *So that's what we're going to talk about today. Now, remember yesterday we talked about a bunch of AI tools. Today we're going to talk about making money online. Tomorrow we're going to talk about prompting AI. So basically asking the right questions in the right sequence and stuff for AI to spit out the content for you. Then on Thursday we're getting into all the business fundamental stuff, your avatar, your demographic, your market, all of that stuff. Having AI prompt all that and research it for you. And then on day five we're going to build a website and so on and so on.*

0:04:58 Jason Drohn: *So I just thought this was cool. It just came in the mail yesterday, so I just wanted you to see it and that is that. So we're going to dive into the presentation now. All right, presentation time. So I'm going to show you some different example websites, example sites, clients, some of our stuff that's working really well, that is examples of making money online. The point is for you to take some of these examples, take what you're about to learn in AI, put it together, mash it up in a business that makes sense for you and helps you generate revenue without having to work for it, work so hard for it, go to work for it, have a boss, all that stuff.*

0:05:41 Jason Drohn: *Now, day two, welcome. So welcome to the AI business boot camp. Today we're going to talk about ten ways to make money online. There's your introduction. A little bit of an evolution, the online money making journey. So I started in 2006, the world of online money making started before that. And really it started as this passive income kind of strategy when affiliate marketing was born. And that was in 1995.*

0:06:13 Jason Drohn: *So it was the first online affiliate marketing program launched. Now the largest affiliate online marketing program is Amazon. We're going to talk a little bit about Amazon and some of those things, some of the CPA networks and stuff. We're also going to talk about selling your own products, your own services. 2005, it was after the.com bubble burst, there was a rise of ecommerce on online stores. People started moving more to purchasing online.*

0:06:38 Jason Drohn: *In 2010, there was an emergence of social media influencer. Social media started to get hot. So 2009, 2010 is where I started to figure it out. That's when YouTube started to take off. Myspace was kind of in the downhill trajectory. YouTube was on its way up, Facebook was on its way up, and that very much bred a lot of what we see now. So in 2015, there was a boom in YouTube channels and podcasting.*

0:07:12 Jason Drohn: *I started podcasting in 2012, so I was behind or before the trend, but I didn't keep it up, which that's my bad. And then in 2020, there was an expansion of digital products and online communities, and that was largely brought in by Covid. People had to transact and do business online. So there was a lot of that, really. The timeline kind of illustrates how things proceeded online. So some of the challenges and opportunities for what we see right now. I mean, there's a lot of people who face initial hurdles starting online because of the tech, because you have to push the buttons, you have to point and click, you have to understand computers, you have to be willing to sit in front of computers, and you need to combine that with business acumen.*

0:08:05 Jason Drohn: *That is old world, you know what I mean? Like traditional kind of business marketing and acumen. The thing about AI, though, is it allows you, it's your assistant, so you can ask it to do something and it can do it and pop it back out as quickly as you can ask. So with AI, you're able to grow much quicker, launch stuff much faster, very much like this candle company, because it takes a lot of the brainstorming, a lot of the heavy lifting out. If the thinking has already been done for you, all you have to do is execute.*

0:08:39 Jason Drohn: *Then there's tools even that can help with the execution. So that's why there's a lot of challenges to building a business online. That when you couple business with AI, it's not that bad. Now, the first business model, and it's the one that I started with, that I want to talk about, is affiliate marketing. Affiliate marketing is when you sell something that somebody else sells. So you sell something that somebody else owns and controls. So what that means is you're helping somebody else sell their product, their service, their whatever, you're receiving a cut of commission, or a commission for that, a cut of their revenue, a cut of their profit.*

0:09:22 Jason Drohn: *A lot of companies online, they choose to pay affiliates a certain commission so that they handle all the marketing for the company. So think of it as Amazon. So think of Amazon. Amazon wants to incentivize you to post their links to Amazon products on your social media sites, on your social media profiles. So Amazon, in 1995, they set up an affiliate program way before the gold rush happened and social media was even born.*

0:09:56 Jason Drohn: *But they wanted to incentivize their people to share Amazon products. So when you post an Amazon affiliate link on your social media profile, on your website, on your blog, whatever, even send it out in an email, if somebody buys through that link, you are going to receive a percentage of profit. So you're going to receive 4-5-7 10% depending on how much volume you push through Amazon. Now, in the olden days, back in 2009, 2010, I promoted a lot of high ticket offers, 2000, \$3,000 coaching programs that I made a 50% commission on.*

0:10:39 Jason Drohn: *So if I helped sell one of these programs, then I would make \$1,000 or \$1,500. So there were months where I would literally make 20,000, \$30,000 from one person,*

from one business, one entity. And that was how I made all my money up front. I didn't have any of our own products to sell, I just helped other people sell theirs. I posted reviews on our websites, I sent out emails promoting their products, I ran paid traffic promoting their products.

0:11:12 Jason Drohn: *And then I got paid commission, which was awesome because as an affiliate, you don't have to worry about creation. I don't have to create videos like this, right? I don't have to worry about fulfillment. I don't have to worry about delivery. I don't have to worry about customer satisfaction technically, because all I'm being paid is my commission. So I get that check every week like a paycheck. And that was truly how I broke away from my job.*

0:11:40 Jason Drohn: *So I said, okay, we're going to talk about this tomorrow on the freedom number. But I wanted \$3,000 a month. And once I received \$3,000 a month, then I could walk away from my job. So \$3,000 a month is \$100 a day. So that was it. Once I started making \$100 a day, then I was able to quit my job and then transition to just getting that affiliate money every Friday. So it felt like a natural paycheck. And then I got to just work online as opposed to working in a job job.*

0:12:12 Jason Drohn: *So that was my path and I used affiliate marketing to do it. Now, just to walk through affiliate marketing a little bit, I'm going to show you some websites that use affiliate marketing. So consider two paths to financial freedom through affiliate marketing. So Alex, pictured here on the screen, diversified into multiple niches, while Sarah focused on building a loyal audience. Both found success through strategic promotions and targeted marketing efforts. So Alex was like me, I created a lot of different sites and a lot of different niches and I went an inch deep. I kind of went an inch deep and a mile wide, right. Whereas Sarah, on the other hand, is going a mile deep and an inch wide. She's building an online following. Now, there isn't a right path nowadays, it depends on what you want to support.*

0:13:03 Jason Drohn: *If you want to support five or ten websites that all promote their own niche of things, like a tech review, a product review, a self help blog, you can do ten different things, but the argument is you have to get one of them right. It's really easy to put up. Well, after you learn what you're about to, it's really easy to put up ten websites, but then nobody cares about a website that doesn't offer any value.*

0:13:33 Jason Drohn: *So the argument is to be a little bit more like Sarah, where you put up one website, which is maybe a lifestyle review website, and you blog daily or weekly or a couple of times a week, you build an email list with that website, you post relevant product reviews with that list of products you actually care about, so that you can build an audience of 100 and then 1000 and then 10,000 people. If you put up ten websites and you don't actually put any effort into any of them other than the website build, then you're going to be like the other billion websites out there that nobody's going to come visit.*

0:14:07 Jason Drohn: *So you have to match the strategy with what your end result is. So what I would do, my suggestion is to build one website that you care about, to build something that, whether it's a service, whether it's product, whether it's in this sense, an affiliate offer, build a website that you care about and then go deep on it, work on it, plan on working on it for months, years, decades, because that is where your growth will come from, then you can turn that into, I mean, that eventually has the highest probability of turning into a million dollar business that you don't necessarily have a whole lot of work for because you have long tail. I mean, we get traffic to our website from articles that we wrote nine years ago. If I would have moved off to another website, then all that long tail growth wouldn't have happened. I wouldn't be able to benefit from it today because I would have already moved off into twelve different projects. All right, so a couple of things to think through.*

0:15:04 Jason Drohn: *The first is you want to make sure to explore the right path in affiliate marketing. So first is you need to find a niche. So a niche is going to be vertical, specific, pets, self help, survival, make money, online, business, romance, like anything. You want to find a niche or you want to create a niche, meaning that that niche is you and it's all the things that you're interested in, not necessarily a vertical in particular.*

0:15:37 Jason Drohn: *So that's one. And we're going to look for niches tomorrow. I actually have a pretty cool prompt that we're going to be using to find websites that you like and then brainstorm what topics to write about and what verticals or categories that that website should work in. Number two is product promotion techniques. So what are some of the things that you can do to promote affiliate products? So there are reviews that you can post on your website.*

0:16:07 Jason Drohn: *There's the ten best kind of review articles that you can write. You can write how to articles that showcase a product or a service or whatever. There's some different things that you can do, but you want to make sure to have three or four different promotion techniques in order to promote those affiliate offers. You want to make sure that you have an idea for audience engagement. Oftentimes that's free traffic to blog posts. Or it might be free traffic to a lead magnet where somebody's signing up for your email list. It might be paid traffic to an email list. So you want to make sure to have your traffic angle figured out.*

0:16:44 Jason Drohn: *And there's two kind of success stories to go over. One is a lifestyle blogger. So basically somebody who created a niche of themselves, they are interested in traveling, self development and online business, let's say. So they combine those three things on their blog and that's how they make money. So the audience resonates with them, they resonate with the categories that they are interested in and the mutual shared interests, I guess.*

0:17:12 Jason Drohn: *Whereas somebody who is just a tech reviewer, that's all they do is review tech. They just review the latest cutting edge breaking tools and gadgets. Well, the*

people that that website is going to resonate with are different than the lifestyle blogger who has a more rounded set of folks. The lifestyle blogger is going to attract an audience. The tech reviewer is going to attract people looking for reviews of certain gadgets. They're not necessarily interested in all of the things that reviewer is reviewing. They're interested in the thing they're about to buy.

0:17:47 Jason Drohn: So as long as that reviewer has that review, then that reviewer becomes relevant and they get an affiliate commission. So that's behind the scenes. Look at affiliate marketing. As one example. There's a website called Liquor Laboratories. So liquor Laboratory is a liquor website. So basically all of the banner ads, these are being served up and the owner is being paid per banner ad. But if you go into the 15 best non alcoholic IPA options, he's actually gone through and linked up a lot of the different website or the different types. Not necessarily beer, but wine liquor. So you can click a link on his website and go over to purchase the liquor. But the liquor is sold from a dropshipper.

0:18:38 Jason Drohn: So he gets paid 10% or 15% commission over a 30 day window. Not necessarily, but he's not selling anything. He's selling the brand name products through an affiliate relationship. So it works out really well for him that way. So if you look, this is an affiliate link. So total wine. So check out Macyswineshop pxf. That's a redirected affiliate link. So anywhere that the word wine shows up, then that is an affiliate link. And if we click this link here and then we're going to go over to the affiliate website. So here we're at Macy's wine shop.

0:19:17 Jason Drohn: Explore the latest arrivals. 30% off. So red, white rose. So it's an example of an affiliate relationship there. So the next is ecommerce. And this is building a shop, building an ecommerce store online. Basically the idea is it's really easy to go from original concept to a finished product like these candles in a relatively quick amount of time with AI now. So there's some strategies for ecommerce. So the first is you want to make sure to craft your brand.

0:19:54 Jason Drohn: Crafting a compelling brand story, really to engage customers emotionally is important. So having a small ecommerce startup, handmade haven, an ecommerce really is, I hate to say it, but it's rooted in the brand. So a lot of physical product ecom sites are rooted very much in the brand, the brand image and how the brand communicates with its customers and what it's able to build. So we looked at one already sense and threads.

0:20:30 Jason Drohn: A couple of my other favorite Ecom websites are Mellon, Mellon sells very nice hats. They are sixty nine dollars to seventy nine dollars apiece. They have limited edition product drops and drop shipping. But these hats, they're washable. They're awesome. They last forever. But it's not necessarily just that the hats are awesome, but the marketing is also awesome. They only have four products, but what they do is they drop new colorways.

0:21:09 Jason Drohn: *They have melon Hydro, they have this limited release Coronado shield. It's incredible what they're able to do with just different colorways and color palettes. So you can see that these are all variations of very much the same hat, different color styles. So you go diagonally through this list. Boom, boom, boom, boom, boom, boom. So really cool. From a product promotion strategy, their email marketing is dialed in, their paid traffic retargeting is dialed in, and their sms messaging is dialed in.*

0:21:48 Jason Drohn: *In fact, I got a message just a couple of days ago, brand new, limited edition drop. It's for a \$250 hat, right? So it's amazing what they're able to do with SMS and having a loyal, targeted fan base. So this is just a Shopify store. Simple to build, but the execution on the brand and the product is timeless. Another one is nomadic. So nomadic is backpacks. I have two camera backpacks. They just released an outset collection.*

0:22:18 Jason Drohn: *So again, the bags themselves. So if we look at these bags, I have this one and this one. No, this one and this one and this one. I have these three right here based on how much camera equipment I'm taking to client shoot or whatever. But basically they're similar. The build quality on the bags is stellar. They have thought through every angle, from the cubes that go into the backpacks and pack your camera gear, to the branding, to the text messaging, to the email marketing.*

0:23:00 Jason Drohn: *So whenever I get an email or a text message from Nomadic, it's welcome. I'm like, holy shit, this is awesome because I resonate with the brand. So it's about creating that with your business, creating that with your startup. You don't necessarily need to physically manufacture these products. You can get them drop shipped. You can use printful.com to drop ship print on demand stuff. We're going to talk about a little bit more about drop shipping.*

0:23:34 Jason Drohn: *There's Zendrop. Zendrop is automated drop shipping. So that's just a plugin into Shopify. So there's lots of ways to build infrastructure to build ecom products out that aren't necessarily heavy lift. You don't need to import stuff from Alibaba and have it flown overseas. You can have it drop shipped to your customers. If you want the exact right product, you can import stuff from Alibaba, you can engage manufacturers, you can go through and create that stuff from scratch. But you don't have to get started there. You can get started simple with an e comm site and then you can grow into that once you prove the concept and the model and start to build the brand.*

0:24:15 Jason Drohn: *So the next strategy is consulting. Consulting is where you unlock your income potential with your expertise. Consulting services offer a lucrative online income stream. Meet Sarah. She transformed her corporate expertise into a thriving HR consulting business while David built a successful marketing consultancy from his digital nomad lifestyle. In both cases, they used something they knew and they turned it into something that was for*

hire. So we talk a lot about it in create, but basically you transform what you know into how you get paid. Hence the subtitle of the book, people value what you know.

0:24:55 Jason Drohn: *So if you know how to be an operations person in a company, if you know how to rescue companies, if you know how to invest. From a financial services standpoint, there's so many different types of expertise that people will pay you for and it doesn't take much to get to the point where you are making life changing money just by offering your own services. I have a friend who's a ghostwriter and basically she charges \$5,000 a month for a ghost written book.*

0:25:29 Jason Drohn: *That book is done in three months and what she does is she has an interview process, like three interviews, and then she goes through and feeds it through some AI stuff and then she writes a 70,000 word book based on it. She has her own process that helps her build the workflow for it. The person who wants a book but doesn't know how to write it will pay for that process and will pay for her to do it. So that's where the consulting piece comes in. That's where the services and the coaching piece comes in. Each are different offers.*

0:26:01 Jason Drohn: *So the way I think of consulting is I am going to take in all the information I can about a subject and then I'm going to recommend a plan. That plan you would then go run and execute. Then there is the coaching model, which is I'm going to take in all the information, I'm going to write a plan and then I'm going to help you get to that, execute that plan. So you're going to perform the plan and then I'm going to help coach you through it. So I'm going to hold you accountable and make sure you have all the information you have in order to get through it. And then there's the other side, which is just done for you services.*

0:26:36 Jason Drohn: *So that's where I'm going to take in all the information. I'm going to write up a plan and then I am going to go execute on that plan on your behalf. So those are the three levels. Consulting coaching done for you services. Now, crafting a successful consulting model is really about niche selection. You have to drill in on the thing, the expertise that you have that you want to be able to offer. You need to be able to acquire clients. So those clients need to be able to look at you and say, yes, I want to work with you and I'm going to pay you x for y. So I'm going to pay you \$3,000 a month for three months. I'm going to pay you \$1,000 a month for a year.*

0:27:11 Jason Drohn: *I'm going to pay you \$10,000 for this one thing, for this one engagement. So the client acquisition oftentimes comes from free traffic into blogging paid traffic into a sales funnel. There's lots of things there that will actually attract that client to you, but you need to get good at attracting that person into your world. You need to be able to deliver value. It's a big one, right? So somebody gives you money, somebody acquires your*

consulting services, you need to be able to package up your training, your knowledge, your plan and give it to them.

0:27:49 Jason Drohn: *So that value delivery is crucial for having a happy client and having a repeat business. So it's again, something you need to think about for a consulting model, AI will be able to help you package that, whether it's the form of PowerPoint presentations or lead magnets or reports or whatever. And two success stories. So one is specialized financial consulting. So that is where somebody basically has some sort of an open ended retainer and maybe they only consult in private money.*

0:28:20 Jason Drohn: *Real estate deals, financial transaction. Not only do they have real estate deals that they're helping fund, but then they also have a group of investors and they pull that piece together. So there could be a consulting play there that they can charge for another digital marketing consulting. Something like where you go to an expert who has run traffic and who has maybe been a digital marketing expert for a Fortune 500 company, and they look at your marketing plan and say, I would do that this, that this, I'd throw this out. I'd spend money here. And then in exchange for that plan, you agree on some fee. So there's a couple of different scenarios on taking what you know, and turning it into cash flow from a consulting basis. But just know, consulting is you want to make sure to have a price and a term.*

0:29:08 Jason Drohn: *Those are the two big things. And you have to be able to describe what result they're getting. So how much is it, how long is it going to take? And then what is the result going to be and how am I going to deliver success to you? And then there's coaching, which is coaching is like consulting. And I always get these not confused, but I get them screwed up every once in a while because I'm more a consultant than a coach.*

0:29:33 Jason Drohn: *I don't babysit people. I just don't. It's not part of my makeup. Coaching is more babysitting and accountability than anything. And that's really where virtual coaching comes in. You're still going to take in everything from a client, but you are going to recommend a plan and then you're going to help them achieve that plan based on your recommendations and what you know. Niche selection is still super important. You still need to know exactly what you're doing. You need to be able to engage your client, and that's a big thing.*

0:30:09 Jason Drohn: *There's a couple of coaching pieces that we do for our clients. First of all, we help them build funnels to bring in clients. We help them package their stuff into courses so that it serves as a base level for a base level that their students get to learn from. They get to go through the courses and learn the curriculum and go through some of the methodologies and stuff without the coach having to coach them. You know what I mean? So they go through some video training, some foundational video training, and then the coach basically takes whatever product or whatever program or whatever problem that client is*

having and then coaches them through it. So the foundational information, we call it assisted coaching. The foundational course is the bread and butter. That's like where all the methodologies are. That's the system.

0:31:04 Jason Drohn: *And then through weekly or biweekly calls, a student will coach with the coach one on one. Sometimes it's group coaching. And that's the client engagement piece. That's actually what people are paying for, is that engagement. They're paying, yes, for the methodology, but they're also paying for the accountability of the coach. And it's important to have outcome driven approaches. So you want to make sure that there's goals set out, there's goal oriented strategies, because those goals and achieving those goals are what give your clients long term success.*

0:31:37 Jason Drohn: *So some examples. Personal finance coaching is one. You have an underlying framework of a course material. This is what investing is. This is how to invest in real estate, blah blah blah. And then you have some sort of a weekly, biweekly, monthly coaching session that says, okay, I know your goals are x. You went through the course, how do I get you to y? So that part is really important. And then example two, wellness and mindfulness coaching. So somebody comes in and says, I want to lose 20 pounds and I want to get spiritually right.*

0:32:11 Jason Drohn: *So I have this foundational framework. We're going to have biweekly coaching sessions. I know your goal is here. These are the metrics we're going to use to track to get to here. And then you're going to experience that result. And then for that engagement, you pay me x. And that's coaching in a nutshell. So with AI, you're able to build a lot of this material, a lot of this foundation, a lot of the content for coaching, so that it makes sense long term.*

0:32:40 Jason Drohn: *Now, blogging, blogging is where I started. So we talked about affiliate marketing. Affiliate marketing is how I started making money. Blogging is actually where I started working. I had a blog called JD's blog way back in the day. It's where I started blogging and where I started writing. It's where I started my first podcasts. This is where I cut my teeth on a lot of stuff. And blogging is a fun hobby and activity until you start making money with it. And oftentimes blogging then leads to advertising on the website, kind of like liquor Labs. It leads to affiliate marketing deals, it leads to product promotions, it leads to other things as you start to build an audience. But blogging relies on a couple of things. First of all, you have to be determined. You have to be consistent.*

0:33:28 Jason Drohn: *But the thing is, AI writes all the content for you, so it can write all the content for you. So having the ability to having AI craft your content gives you like 3 hours per article back because it takes three, four, 5 hours to write a blog post, a compelling blog post. So you just have to make the voice your own. And that's the big thing. Like right now, with the proliferation of AI, I see a bunch of shit content.*

0:33:57 Jason Drohn: *Now, the shit content isn't necessarily shit content, it's bad content because there's no connection. There's no connection with the person on the other side of the screen. And that's what blogging is. So having consistently posting, posting stuff online, it's fine from a search result standpoint, but you're not going to build an audience until somebody can feel the connection. And that audience is what brings your sponsorship deals.*

0:34:25 Jason Drohn: *It's the thing that brings all of the wealth from blogging. So it's something that you have to be super mindful of. Some of the monetization strategies for bloggers affiliate marketing is one. In post text links, in post call outs is another. Banner ads is another. So having the banner ads in your sidebars and in your blog posts, selling your own digital products, building your own email list, these are all things that a blogger can do once they start getting traffic, and they can start to lead to some scalable revenue that way.*

0:34:58 Jason Drohn: *And truly, if you look at where a lot of our traffic comes from. So if we go to done for you and go over to the learning center and just click, you're going to see our block. So it's nothing like crazy special, right? It's just articles. Maximize your profit, unleash the power of drop shipping with Amazon. The ultimate guide battle of the ads. Facebook versus TikTok. Which is better for your business? Facebook ads versus Google Ads. Find out now.*

0:35:25 Jason Drohn: *So these are all just blog posts that, it's what brings us traffic, it's our lifeblood every single day. So we post five a week. You can post more, you can post less, but this is a nice little pop up. So if somebody comes in, they hit a blog post and then they go to leave, then we pop them up into funnel factor report. So this is just one of our monetization strategies. We sell services on the backside, but blogging is truly where we got our start because we started publishing and then getting content.*

0:36:00 Jason Drohn: *So it's the same methodology, it's just a monetization strategy for blogging is selling services. So blogging is usually one of the underlying foundational things that you should do to really start running. Now, another way to make money online, social media influence. This is like catching lightning in a bottle. I'm not going to lie. Making money online is all about distribution. It's having eyeballs, it's having 10,000, 10,0000, 250,000.*

0:36:29 Jason Drohn: *It's having 1000 people who are interested in you and interested what you're selling. That can be on an email list, that can be from a blog post, that can be from social media marketing. The thing about social media influencers is they did something that a post went viral, there was a backlog of contents, people liked that backlog of content, people started following. That's like the formula for social media influence.*

0:36:55 Jason Drohn: *But having that one viral post is like catching lightning in a bottle. That's the X Factor, if you will. So you can't focus on social media influence. You can create better and better and better content, and eventually that will engage people. Like, if you look*

at MrBeast, he created videos for like seven years before he actually started to pick up a following. He continually perfected his craft. The point is that in perfecting your craft, you're probably not making a lot of money.

0:37:29 Jason Drohn: *So you need to push through it. Influence isn't something that you can just say, I'm going to be influential in three months. It's not going to happen. So whether you're a travel enthusiast or a fitness guru who is creating YouTube videos or Instagram content or TikTok content or whatever, you don't know what's going to work until the thing actually works. The journey is part of the process. So what happens is your 100th video might go viral, but if you didn't have the 99 before it, there would be no backlog of content that people would feel the need to subscribe to. And that's why people subscribe.*

0:38:06 Jason Drohn: *Think yourself, why have I subscribed to somebody in TikTok or YouTube or whatever? It's most likely because one video they did was really cool. You probably didn't subscribe because of that one video. You probably went to their channel or their profile, looked through some of their other videos and said, I don't want to miss out on any future videos this person creates. Or I want to remember this person because I want to go through their backlog of content.*

0:38:35 Jason Drohn: *It isn't the thing you just consumed, it isn't that one viral post. It's either the backlog of content or the future publishing of this person. That's why you follow or subscribe. You have to have the backlog and you have to have the future content that somebody wants to partake in. It's necessary in order for you to be an influencer. Having the followers and having the content means that you can start to monetize them through brand ambassador deals, sponsorships, affiliate offers.*

0:39:06 Jason Drohn: *You can pull them off into an email list. So again, you use the things we already talked about. Affiliate marketing services, consulting, coaching. You use those, you put those together into a package, or you pick and choose the ones you like and the ones that resonate with you, and then you use it as a business model for social media influence. Now, in terms of strategic approaches to building influence, we kind of just talked about it. But you have to craft compelling content that resonates with your audience. So it might be how somebody grew an Instagram following, sharing her authentic, relatable stories, or engaging with an audience through polls, q a sessions and comments, as demonstrated by Alex, who built a loyal community on Twitter. It really just depends on who your niche is, who your segment is, and who you're going after.*

0:39:48 Jason Drohn: *YouTube. Now, YouTube, very much like social media influence, is something that you're constantly striving for. But YouTube is a different beast because YouTube is video content. Video content is tricky because now this kind of video does not work real well on YouTube, not in a Mr. Beast obsessed culture where it's quick cuts and things blowing up, know, video editing and everything. So you have to be a master of video editing in*

order to start building your YouTube channels. I was talking to a creator lawyer a couple weeks ago and she was saying that the fastest YouTube channels are the ones that are sharing their professional expertise. And so it's things like in the recording industry, what execs are coming up with or in consulting, it's kind of boring day jobs, but they're building a culture of people that are also working in those boring day jobs, which is interesting because it's kind of boring content, but you're still able to find your pack in YouTube by sharing experiences in these boring day jobs.

0:41:01 Jason Drohn: *So it's kind of a departure from the Mrbeast thing. But the thing is on YouTube, you are just authentically you. So the content that you create and the content you perfect and the material you share, it will resonate with somebody, even if it's 100 people. So income opportunities, cooking tutorials, gaming, being able to, it helps you leverage multiple income streams. You can carve out brand ambassadors, sponsorships and content deals based on the category of content that you're creating. And then we have podcasting again, content creation that we're going to monetize with brand ambassadors, affiliate marketing, sponsorship deals, selling services, selling consulting, podcasting itself.*

0:41:42 Jason Drohn: *Podcasting has revolutionized online space, providing a lot of diverse income streams, book deals, any of that kind of stuff. So it's really about sharing what is authentically you and then inviting guests on, having a format for the podcast, but being able to package your content in a podcast. And then we have the Macdaddy digital products. So digital products are everything from video courses, ebooks, membership sites, audio courses, although they're not necessarily as prevalent anymore, basically.*

0:42:21 Jason Drohn: *So people who package what they know into a product that they can sell, they're no longer trapped by time anymore. So they can sell their course without being locked into weekly or biweekly or a monthly coaching, fulfillment, or consulting, or working with a client or a partner. All they have to do is package their content, set up the fulfillment, set up the online support and everything, and then they're able to start making money passively, quote unquote.*

0:42:59 Jason Drohn: *They're being paid for something that they created in the past. So digital products are great for digital products. This is a print on demand thing, but digital products are awesome because there's very little cost of goods. So you're not paying for the cap in the glass and the soy candle mix and the label maker, and you're not paying for any of that stuff. All you're doing is sharing your information, packaging it up and selling it.*

0:43:26 Jason Drohn: *So that's one of the benefits of creating a marketing digital products. You still want to make sure to have a targeted audience approach. You want to be able to speak directly to the person you're selling to and to the person you're able to help. You have to make sure to have a strategic sales funnel because you're not selling them. So web pages are*

selling them. Your videos, your add to cart buttons, your sales copy, all of that is actually selling them something.

0:43:56 Jason Drohn: *So you want to make sure to have a sales funnel online that is constantly, 24 hours a day, pushing people through the front side and selling them something on the backside. And that's where done for you comes in because we've built thousands of sales funnels and you want to make sure to have a compelling value proposition. So you have to address the customer's pain points. You have to offer unique benefits.*

0:44:21 Jason Drohn: *You have to be able to take them from where they are right now to where they're going or where they want to go. And your course, your membership, your ebook, your whatever has to be the impetus for that. It has to be the formula, the strategy for that. And then another one is running online groups. A couple years ago, Facebook groups were really, really popular. So you can foster a community and earn online through that Facebook group. So what they were doing is they were packing everybody into a group and then doing like a seven day challenge where you post something into the group.*

0:44:55 Jason Drohn: *And then there was a lot of community and you were answering questions and all this. And a lot of people still do. It's a lot of work for business owners, though. So we don't necessarily do the Facebook groups as much, but having an online community and the community might be a coaching group, it might be a mastermind, it might be something where an industry group, so we're doing a group coming up here called American IV association, which is IV vitamin Therapy association. So a bunch of franchises, a bunch of brick and mortar companies are coming together to form this group, and then their customers are also going to get discounts and all this other cool stuff. So having community is a sellable item.*

0:45:43 Jason Drohn: *You have to be able to monetize it though. So whether it's a community that has a membership and the value is some sort of a digital community or a periodical or a magazine or a newsletter, or they're just able to log in and plug into the community whenever they want, that's where their value is going to come from. So you want to make sure to be able to sell that value. Now, a little bit of a recap talked about ecommerce, which is a scalable online business with potential for sustainable sales. You can scale ecommerce companies to the roof.*

0:46:15 Jason Drohn: *Consulting is where you leverage your expertise for financial stability, but you can't consult for a lot of people. You can't have 20, 30, 50,000 clients that you're consulting for because it dilutes your services. So there's a ceiling there. Coaching, same thing. There's a ceiling with coaching. You might be able to work with 15 or 20 clients, but after that you're going to be burnt out. So the only way to scale really is to hire more consultant or hire more coaches or consultants.*

0:46:45 Jason Drohn: *So there's a ceiling there. But it's a really nice, simple business model for you to start running with. We have blogging, so blogging is, it's lucrative income source. You have lots of different monetization strategies. You write blog posts once and then they bring you traffic forever. But it takes a long time to start generating revenue. Long time being four months, five months, six months, a year, two years, if ever.*

0:47:17 Jason Drohn: *Your blog might never make money. So it needs to almost start out as a passion project. And once it starts to pick up some traction and some audience, then you start to add some monetization elements. There's social media influence, YouTube, those influencer podcasting. It's again, it's about creating the content, experiencing the journey, and eventually, hopefully, something pops and people take notice and start to follow.*

0:47:46 Jason Drohn: *Digital products are probably one of the surest bets because you're able to set something up quickly without cost of goods sold ebook, a video course, a membership site, you're able to build that using AI. All of these you can build using AI, but the fulfillment of them isn't quite so. AI based digital product can be mostly AI. So you don't necessarily need a great deal of human capital to build this thing out. But the digital product, you set up a sales funnel to be able to sell it forever.*

0:48:21 Jason Drohn: *You don't have fulfillment. You're not tied to coaching or consulting a person and you're able to scale. So you're able to scale to 100,000, a million, 10 million. The disciplines are a little different at those levels, but you're able to scale without necessarily having to spend more time and then running online groups. Online groups are great, but they take a lot of time. So it really just depends on where you're at. From a time equals money standpoint.*

0:48:48 Jason Drohn: *If you have a little bit of time and you want to make a lot of money, digital products are probably where you want to be. If you want to. That's your greatest bang for your buck. Blogging, social media, YouTube, podcasting. You're going to be spending a lot of time in it, so the payoff isn't going to be as swift. But when there's a payoff, it's going to be a lot more drastic because you're building an audience at the same time.*

0:49:19 Jason Drohn: *So it's an interesting thing to think about and that's your homework for tonight, is to think through how you're going to use what you're going to learn in the next five days from an AI creation standpoint to make money with your thing. So affiliate marketing, Ecom coaching, consulting, digital products, all different ways that you can generate revenue online. There's one that is your favorite. Your homework tonight is to pick one that is your favorite.*

0:49:47 Jason Drohn: *Write it down. And tomorrow we are going to be learning how to prompt AI and we're going to be using that favorite, using your thing as a way to help to focus*

the brainstorming that AI is spitting out for us. So 10:00 a.m. Tomorrow is day three and we'll be going live. So I'll talk to you soon. Thanks, bye.