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THE CONFESSIONS OF AN  
**INTERNET  
HUSTLER<sub>2.0</sub>**

## INTRODUCTION:

# What is Success?

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Success is a word that carries a different weight depending on who you ask. For some, it's money and fame; for others, it's peace, freedom, or love. But at its core, success is simple: it's the achievement of the goals you set out for yourself. The goals that mean something to you.

For years, I chased what success looked like to others. I wanted the shiny cars, the big checks, the respect that comes from people whispering your name when you walk into a room. I thought if I could get those things, I'd feel successful. Spoiler alert: that's not how it works.

Success isn't something you stumble upon overnight. It's earned—slowly, painfully, deliberately. You have to stack skills, stack wins, and stack failures. You have to keep pushing forward when it's easier to stop. You have to make the choice, every day, to be someone different than you were yesterday.

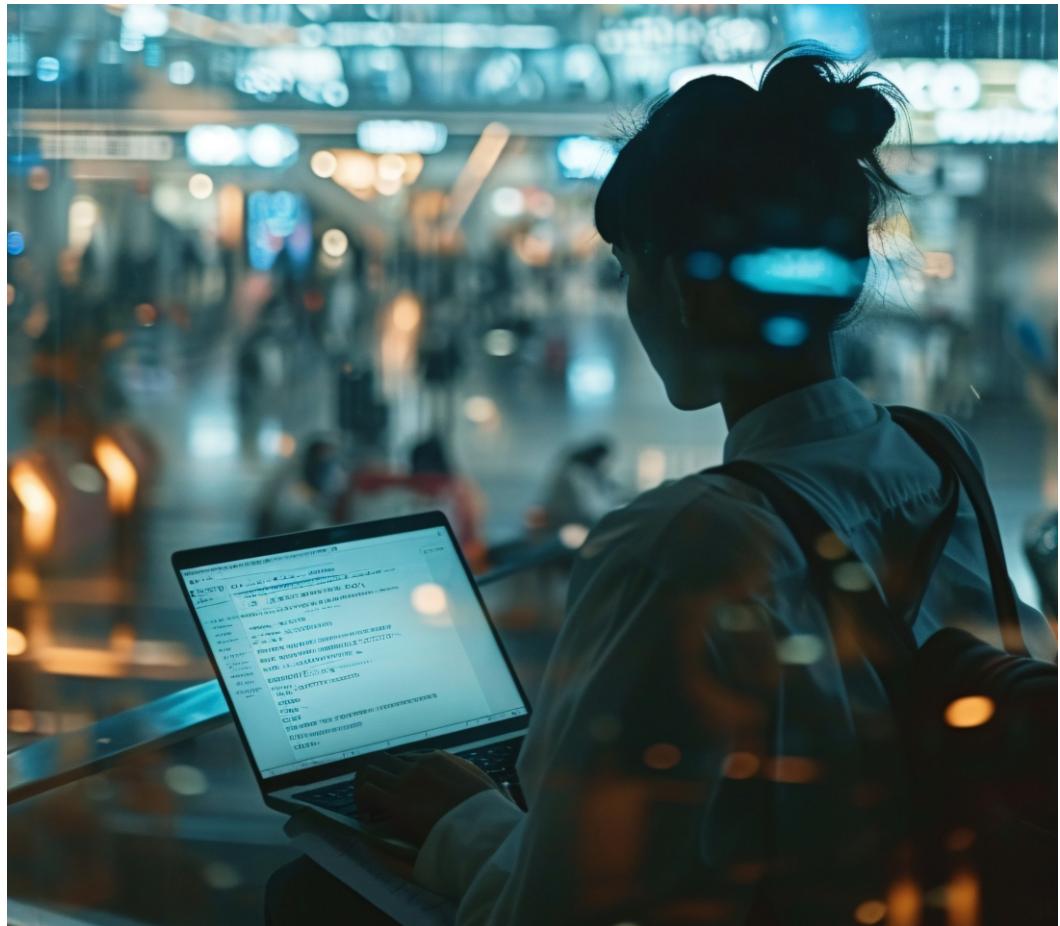
This book is about my path—the mistakes, the victories, and everything in-between. I didn't wake up one day as the guy you see now. I started as a kid from Queens, NY, who didn't have much except a determination to figure things out. I wasn't born with a silver spoon, a perfect plan, or even a clear direction. But I knew I wanted more.

I didn't know it at the time, but every step I took was stacking toward something greater. From building MySpace pages for friends to creating games to impress girls, I was unknowingly crafting skills that would set me up for my first real win—my first \$10K online. But it wasn't just about the money. It was about proving to myself that I could do this. That I could set a goal, put in the work, and see the results.

And that's what I want you to take away from this book: Success is within your reach, but only if you're willing to earn it. Your circumstances don't define your future—your actions do. In the following chapters, I'll share the stories of how I got here. I'll talk about the girl who unknowingly introduced me to coding, the near-death experience that changed my outlook forever, and the day I discovered the tools and frameworks that made wealth-building possible. Each chapter comes with a lesson—a principle that I learned the hard way so you don't have to.

This isn't just a book about hustling or making money online. It's about believing in your vision, betting on yourself, and understanding that every little win matters.

So let's get started. Success is waiting—and your journey begins now.



# Chapter 1:

# Code for the Girl

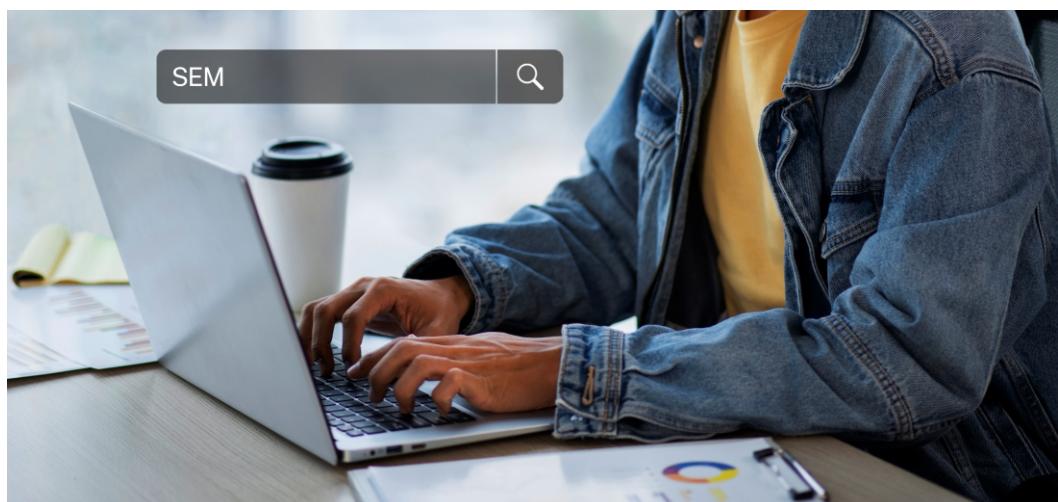
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We all have that one person who pushed us to be better—whether they meant to or not. For me, it was a girl. Not just any girl, though. She was the smartest person I had ever met, and I was completely infatuated.

This was back in 10th grade. She was brilliant, she was focused, and, to be honest, she wasn't impressed by much. I noticed early on that she seemed to respect people who could keep up with her intellectually—the ones who knew the answers in class, the ones who went the extra mile. So, when I found myself sitting next to her in an elective C++ programming class, I made a decision: I would be the guy she noticed.

Let me tell you—I had no idea what I was signing up for. C++ wasn't some easy class you could coast through. It was coding. Real coding. At first, I was lost. I barely understood what was happening, and the only reason I didn't drop the class was her. I didn't want to give up in front of her. So, instead, I went all in.

I started staying up late, teaching myself everything I could about coding. I read books, I scoured the internet for answers, and I practiced—over and over again. Every assignment became a competition in my mind. I wasn't competing against her; I was competing for her respect. And the craziest part? It started working.



She would come to me with questions—her. The smartest person in the room was asking me for help. That lit a fire under me like nothing else. I felt like I was on top of the world. But the real turning point came with our final project.

The assignment was simple: build a basic program using everything we had learned. Most of the class planned to hand in calculators or simple quizzes. I decided to build a game—and not just any game. I called it Makman, a mixbetween Pac-Man and Mario. In the game, you controlled a little character who had to navigate obstacles to save a princess from the “evil cheerleaders.” (Yeah, I was 15. The plot wasn’t exactly subtle.)

For a week straight, I stayed up all night working on that game. I lived on snacks and adrenaline. I wasn’t just trying to pass the class—I was trying to blow her mind. By the time I presented it, I had created something way beyond what was required. The whole class laughed at the “evil cheerleaders” storyline, and she... well, she was flattered and maybe a little embarrassed.

Did I win her over? Not exactly. But here’s what I did get: I became a coder. That week of obsessing over my project taught me more than any textbook ever could. I learned how to solve problems. I learned how to push myself. And I learned that if you aim to overdeliver, even for the wrong reasons, you’ll still get results that matter.

## Teaching Moment:

**Excellence is Magnetic.** I didn’t become great at coding because I wanted to code. I became great because I wanted to impress someone. But excellence—regardless of the motivation behind it—will always attract attention and create opportunities.

## Takeaway:

Sometimes the wrong reasons lead you to the right results. Whatever drives you, lean into it. Obsess over it. Build skills intentionally, because you never know when those skills will become the foundation for your future success.

## Chapter 2:

# MySpace, Xanga, and Hit by a Car

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In the mid-2000s, having a MySpace or Xanga page wasn't optional. It was your identity. MySpace was the ultimate flex. Your music playlist, your custom colors, your "Top 8" friends—everything was about showing the best version of yourself. Meanwhile, Xanga was where people spilled their guts online, posting diary-style entries for anyone to see. Back then, these platforms were more than websites; they were status symbols.

For me, MySpace and Xanga became something else entirely: a business. At first, I was just playing around. I had always been curious about tech, and I figured out how to customize my own page with cool backgrounds, animations, and embedded music. My friends noticed. Then their friends noticed. Before long, people started asking me to "trick out" their pages too. It was simple: They wanted to stand out. I had the skills to make it happen.

At first, I didn't charge anything. It was fun, and I liked being the guy people came to. But soon enough, I realized there was money in this. Some people offered to pay me \$20, then \$50, and sometimes even \$100 for a fully customized page.

That's when it clicked: People were willing to pay for a unique digital presence. I didn't know it at the time, but this was my first lesson in the power of providing value.

I didn't call it "freelance work" or "web design." I was just a kid making MySpace pages. But looking back, I was learning skills that would become the foundation for everything I do now: how to identify a need, offer a solution, and charge for it.

That was my first taste of making money online. It felt good. Really good. I was no longer just another kid trying to figure out life—I was someone with a skill. But life has a way of throwing curveballs, and one of mine came out of nowhere, quite literally.

It was summer. I was outside with my friends, playing one of those neighborhood water fights where everyone's soaked, running through the streets without a care in the world. It was fun—until it wasn't.

I remember hearing the screech of tires. I turned just in time to see a car barreling toward me. Before I could react, it hit me. Hard. The next few seconds felt like an eternity. Everything slowed down. I remember lying there in the street, the sun glaring down on me, my friends yelling, the sound of the car speeding away. A hit-and-run.

They say your life flashes before your eyes in moments like that. It's true. I saw everything—my childhood, my family, my friends. But I also saw something else: two versions of my future. One was dark, a path of failure and regret, where I stayed stuck in the same place, living a life that didn't amount to much. The other path was different. It was filled with light, success, and abundance. I didn't see the details, but I knew one thing for certain: If I wanted to walk that second path, I had to change my life.

I couldn't stay where I was. I had to get out of Queens, NY. I had to leave my parents' house. I had to create a new future for myself. That accident wasn't just awake-up call—it was a vision of what could be. I knew then and there that I had to take action, or I'd end up on the wrong side of that fork in the road.

## Teaching Moment:

**Clarity From Chaos:** Sometimes life throws you into chaos to force you to see things clearly. In my case, a near-death experience gave me the vision I needed to pursue something greater.

## Takeaway:

Adversity can reveal your purpose. When life shakes you to your core, don't ignore it. Pay attention to the lessons and the vision it brings. The hardest moments often point us toward the best versions of ourselves.

That day changed everything for me. I stopped thinking small and started believing I could build something bigger. I didn't know *how* yet, but I knew I had to start—and that was enough.

## Chapter 3:

# Stepping at the Robotics Mansion

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In high school, I wasn't just a tech guy—I was also on the Step Team. For those who don't know, stepping is part dance, part rhythm, and part performance. We'd stomp, clap, and move in perfect sync, creating beats with nothing but our bodies. The energy was electric, and being part of it made me feel alive.

One day, our team got invited to perform at a local robotics competition. It was a weird pairing, right? A Step Team at a robotics event? At first, we didn't understand what we were even doing there, but we went anyway. For us, any chance to perform was a chance to prove we were the best.

The room was filled with kids from other schools, all wearing shirts with logos, wires, and circuit boards scattered on tables. I'll be honest—back then, I didn't think much of "robotics kids." They were the ones who sat quietly in class, scribbling notes and solving problems that made my head hurt. To us, they were the super nerds, not a regular cool nerd like me lol. But in that moment, performing in front of them, I started noticing something: These kids were different. They were building real things—robots that moved, picked up objects, and competed in ways I couldn't fully understand.



I felt out of place, like I'd accidentally stumbled into someone else's world. Still, we killed our performance. The crowd cheered, clapped, and a few of those robotics kids even joined in on the fun. That's when it happened. After the show, a girl from the robotics team—beautiful, confident, and totally different from anyone I'd ever talked to—came up to me. She smiled and said, "You guys were amazing. You should come to the after-party."

An after-party? With robotics kids? I wasn't sure what to expect, but I was curious. Plus, let's be real—when a beautiful girl invites you somewhere, you say yes. So, a group of us hopped on the train and followed her directions to the "house" where the party was happening. What I didn't know was that we weren't heading to a house—at least not the kind I was used to.

When we pulled up, I couldn't believe what I was seeing. It was a multi-story building in Manhattan, the kind of place you'd expect to see in a movie. I stood there, looking up, trying to wrap my head around it. The girl led us inside, and my jaw dropped. The entire building belonged to one man—the sponsor of the robotics team.

This wasn't just a house. It was a personal empire. Each floor was like its own space: an entertainment room with a giant projector, a kitchen bigger than my whole apartment, and views of the city skyline that looked straight out of a postcard. I had never seen anything like it in my life.

Eventually, I found myself face-to-face with the man who owned the place. I couldn't help myself—I had to know. I walked up to him and asked, "What do you do for a living?"

He smiled, calm and confident, and said something I've never forgotten: "This is what writing good code gets you."

That sentence hit me like a ton of bricks. Writing code? That's it? I knew what code was—I had been learning it in my C++ class. But the idea that writing code could get you this—a multi-story mansion in Manhattan—blew my mind.

At that moment, something shifted inside me. Up until then, coding had just been a way to impress a girl, a hobby I was good at. But hearing that man say those words made me realize something bigger: Coding wasn't just a skill. It was a path. A ticket to a life I didn't even know was possible.

I didn't catch his name. I never saw him again. But I never forgot what he said, and I never forgot what I saw. That building became a symbol for me, proof that success wasn't just for people on TV or in magazines. It was real. It was possible. And it was within my reach if I was willing to put in the work.

## Teaching Moment:

**Success Leaves Clues.** Sometimes, all it takes is seeing someone else's success to understand what's possible. Proximity to success changes your mindset. It expands your vision and shows you a version of yourself you didn't even know existed.

### Takeaway:

Exposure matters. If you want to achieve greatness, surround yourself with people who are doing what you want to do. Find mentors, seek out inspiration, and put yourself in environments where success is the norm. The more you see it, the more you believe it—and once you believe it, you can achieve it.

That night, standing in a mansion built on “writing good code,” I made a decision: I was going to learn everything I could about technology. I didn't know where it would lead, but I knew this—if writing code could build an empire, I was going to be the one building it.

## Chapter 4:

# The MLM & Cashflow Quadrant

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If you've ever ridden public transportation in New York, you know how random your day can get. One minute you're minding your business, and the next, someone's pitching you on the opportunity of a lifetime. That's exactly what happened to me one afternoon on the bus.

I was sitting there, headphones in, zoning out, when this guy sat next to me and started talking. He was well-dressed, confident, and enthusiastic—almost too enthusiastic. At first, I was just being polite, nodding along to his pitch. He was telling me about a company that sold everything from vitamins to household products. But what really caught my attention was when he said, "You can be your own boss and make thousands of dollars a month."

Now, I wasn't naive. Even back then, I knew the whole "be your own boss" thing was code for MLM—multi-level marketing. You know the type: recruit three people who recruit three people, and supposedly you're set for life. It sounded too good to be true, but something about the guy stuck with me. He wasn't just selling products—he was selling a vision. A vision of freedom, of breaking out of the 9- to-5 trap, of owning your future.



I wasn't sold on the MLM thing, but that conversation planted a seed in my mind. And before we got off the bus, he handed me two things that would change my life forever: a flyer about e-commerce and a copy of Rich Dad, Poor Dad by Robert Kiyosaki.

## Discovering E-Commerce and the Cashflow Quadrant

That night, I went home and devoured Rich Dad, Poor Dad in one sitting. It felt like someone had handed me a key to a door I didn't even know existed. Kiyosaki's ideas about money, assets, and the Cashflow Quadrant blew my mind.

If you're not familiar with the Cashflow Quadrant, let me break it down for you. Kiyosaki explained that there are four types of income earners:

1. **E (Employee):** Trades time for money. Works a job for someone else.
2. **S (Self-Employed):** Owns a job. Think freelancers, small business owners, and gig workers.
3. **B (Business Owner):** Owns a system. The system works for them, so they don't trade time for money.
4. **I (Investor):** Makes money work for them. Investments generate passive income.

I realized something right away: I was firmly stuck in the "E" quadrant. I didn't want to spend my whole life working for someone else, trading my time for a paycheck. I wanted to get to the B and I quadrants, where freedom was possible. But how?

That's where the flyer came in. It was about e-commerce, which at the time (this was 2005) was just starting to become a thing. Amazon wasn't the giant it is today. Shopify didn't exist yet. Most people were still trying to figure out what selling online even meant. But the flyer talked about how the future of business was online—and how anyone could make money from it.

That idea lit me up. I had been making money customizing MySpace and Xanga pages, so I already knew the internet was full of opportunities. But this was something different. This wasn't about trading time for money—it was about creating systems that worked for you. I didn't know how to do it yet, but I was hooked.

## The Lesson I Learned

Looking back, that random bus ride gave me two of the most important lessons of my life.

1. **Lesson One:** Exposure to new ideas can change everything. I had never thought about e-commerce before that day. I had never heard of the Cashflow Quadrant or thought about money in terms of systems. But once I saw it, I couldn't unsee it.
2. **Lesson Two:** Not every opportunity is the right one—but there's always something to learn. MLMs weren't my thing, but I still walked away with knowledge that changed my life.

The truth is, most people will dismiss ideas that don't fit into their current worldview. They'll hear about e-commerce, or coding, or investing, and they'll shrug it off as "not for them." But the people who succeed are the ones who stay open-minded. They're the ones who look for the lesson, even when the opportunity itself isn't a perfect fit.

### Teaching Moment:

**Learn the Game Before You Play.** The world is full of opportunities, but you have to understand how the game works before you can win. The Cashflow Quadrant taught me that trading time for money would never lead to financial freedom. E-commerce showed me that the internet was the future. Those two ideas became the foundation of everything I built later.

### Takeaway:

Exposure creates awareness, and awareness creates opportunity. Be open to new ideas, even if they come from unexpected places. Sometimes the most random interactions—like a conversation on a bus—can lead to life-changing revelations. That bus ride didn't make me rich. But it gave me something far more valuable: a vision for what was possible. And once you see the possibilities, there's no going back.

## Chapter 5:

# Investing in Myself

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By 2005, I had caught the vision. I knew the internet was going to change everything. I knew e-commerce was the future. But here's the thing: Knowing something and knowing how to act on it are two different things. I had big dreams but no clear roadmap. So, I started doing what anyone hungry to learn would do: I invested in myself.

Between 2005 and 2011, I spent a total of \$27,000 on coaching programs, books, and courses. And let me tell you—it wasn't easy. I didn't have \$27K lying around. I was scraping together money from odd jobs, cutting back on everything I could, and sometimes going broke just to get access to the next program or book I thought would give me the edge.

Some of those courses were complete garbage. Snake-oil salesmen promising you'd "get rich quick" if you just followed their secret formula. But there were gems too—nuggets of wisdom that shifted how I saw the world, the internet, and business. I wasn't just learning skills; I was learning how to think. I was rewiring my brain to see opportunities where most people saw nothing.



## Discovering the Power of Web Design

During this time, I started to notice something: Every e-commerce success story I came across had one thing in common—a website. It sounds obvious now, but back then, most people didn't realize just how important a website was. Websites weren't as easy to build as they are today. Tools like Shopify and Squarespace didn't exist yet. If you wanted a website, you needed someone who could code.

That's when it hit me: I had a skill. I knew how to build websites. I had been teaching myself coding since high school, back when I was trying to impress that girl in my C++ class. I didn't think much of it at the time, but now I saw the value. Websites were the backbone of e-commerce, and every business that wanted to sell online needed one.

This realization was my first "Eureka Moment." I didn't need to reinvent the wheel or come up with the next big idea. I just needed to serve the people who were already building businesses. If e-commerce was the Gold Rush, then websites were the picks and shovels. And in any Gold Rush, the people selling picks and shovels make just as much money—if not more—than the miners.

## The Military, Rock Bottom, and Breakthroughs

Here's the part that most people don't talk about: Investing in yourself doesn't always pay off right away. By 2011, I was broke. I had joined the military to get some stability in my life, but even then, I was barely scraping by. I felt stuck. I had spent thousands of dollars learning about business, e-commerce, and personal development, but I wasn't making any real money. I started to wonder if I had wasted my time—and my money.

But then, one night, it all clicked. I don't remember what triggered it, but I remember sitting alone, thinking about everything I had learned. I realized I had been overcomplicating things. I didn't need to create some revolutionary product or figure out a million-dollar idea. I just needed to focus on what I already knew. I could build websites. And every single e-commerce business on the planet needed one.

It was so simple, and yet it felt like I had unlocked the biggest secret in the world. I had been looking for something new when the answer was right in front of me: Use the skills you already have to solve a foundational problem for other people. That night, I made a decision. I was going to start building websites for businesses. I didn't care how small the project was or how little they could pay me—I was going to put my skills to work.

## The Picks & Shovels Thesis

Here's the lesson I learned during those years: In every booming industry, there are two types of people.

1. The **Creators**: The ones chasing the big payoff. They're the ones starting e-commerce stores, launching products, and trying to hit it big.
2. The **Enablers**: The people who support the creators. They provide the tools, systems, and services that the creators need to succeed.

The "Picks & Shovels Thesis" comes from the Gold Rush era. During the Gold Rush, thousands of people flocked to California hoping to strike gold. Most of them failed. But the ones who sold the tools—the picks, shovels, and upplies—made a fortune. Why? Because they were solving a foundational problem. They weren't betting on a single miner's success; they were betting on the industry as a whole.

Websites were the picks and shovels of the e-commerce Gold Rush. And I realized that if I focused on solving that problem, I wouldn't just be helping businesses—I'd be setting myself up for success too.

## Teaching Moment:

**Picks & Shovels Win the Gold Rush.** You don't have to be the next big innovator to win in business. Sometimes, the smartest move is to serve the people who are already innovating. If you can identify a foundational problem and solve it consistently, the money will follow.

## Takeaway:

Look for the “picks and shovels” in any industry you’re interested in. What are the tools, systems, or services that every business in that space needs? Master those, and you’ll never run out of opportunities.

By the time I had my Eureka Moment, I had spent six years—and \$27,000—investing in myself. But here’s what I realized: Every book, every course, and every failure was leading me to that breakthrough. Sometimes, you don’t see the dots connect until you look back. But trust me—they’re always connecting.

From that point forward, I stopped chasing shiny objects and started focusing on solving real problems. I didn’t know it yet, but I was laying the foundation for everything that would come next.

# Chapter 6:

# The First Funnel

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By 2011, I knew I had the skills to build websites, and I was starting to understand the broader game of e-commerce. But knowing something and putting it into action are two different things. I still hadn't seen the kind of success I was chasing. That's when I stumbled into something that would change everything: funnels.

At the time, I didn't even know that what I was building was a "funnel." I just wanted to sell something, make some money, and see if I could turn the internet into a real business. And what happened next would end up teaching me one of the most valuable lessons of my life.



## The Weight-Loss Funnel That Changed Everything

It started with a simple opportunity. Someone I knew mentioned a weight-loss product they were selling and told me I could make commissions if I promoted it too. At first, I brushed it off. I wasn't a fitness guy, and I had no idea how to sell weight-loss products. But then I started thinking: I knew how to create websites, I understood social media, and I was beginning to figure out this whole marketing thing. What if I could make it work?

The first thing I did was sit down and script a video. I knew the product's target audience was women who wanted quick weight-loss results, so I wrote a script that spoke directly to their pain points and desires. I didn't want the video to come off too "salesy," so I focused on providing value. The video was titled "**How to Lose 10 Pounds in 3 Days.**" It promised results, gave practical tips, and hinted at a product that could help them get there.

Now, I needed someone to star in the video. My wife, who has always been my biggest supporter, agreed to help. She was the face of the video, while I stayed behind the scenes handling the script and strategy. We shot the video, uploaded it to social media, and hoped for the best. What happened next blew our minds.

### Going Viral

The video took off. At first, it got a few hundred views, which was exciting. Then it hit thousands. Then tens of thousands. Before we knew it, "**How to Lose 10 Pounds in 3 Days**" had over a million views. Back in 2011, that was unheard of.

Viral videos weren't as common as they are now, and we couldn't believe what we were seeing. But here's the thing: Views don't pay bills. Attention is great, but you have to know what to do with it. That's where the funnel came in.

## Building the Funnel

I didn't have a fancy system or software back then. I just used the tools I had. Here's how it worked:

1. **The Video (Traffic):** The viral video grabbed attention and sparked interest. It promised results—losing 10 pounds quickly—which got people curious and engaged.
2. **The Facebook Group (Community & Trust):** In the video, we encouraged viewers to join a private Facebook group where we shared more tips, advice, and challenges. The group became a community. People were asking questions, sharing their progress, and cheering each other on. Most importantly, they trusted us because we had already given them something valuable for free.
3. **The Product (Conversion):** Inside the Facebook group, we shared information about the weight-loss product we were promoting. We didn't spam people or shove it down their throats. Instead, we recommended it as a solution that could help them reach their goals faster. We also ran challenges in the group—like “Lose 5 Pounds This Week”—to keep people engaged and motivated.

It worked. People bought the product. A lot of people. In just a few months, that simple funnel made us our first \$10,000 in commissions.



## The Lesson I Learned

That funnel taught me something I'll never forget: **Traffic + Trust □ Sales.**

1. **Traffic** is attention. It's getting people to notice you. The viral video did that for us.
2. **Trust** is what happens when you provide value and build a relationship. The Facebook group turned viewers into a loyal community.
3. **Sales** happen when you connect the dots. We didn't sell a product—we solved a problem.

The funny thing is, I didn't even know I was building a "funnel" at the time. I was just figuring things out as I went. But looking back, I realized that this simple system—attention, community, and conversion—was the foundation of everything I would do moving forward.

### Teaching Moment:

**Traffic + Trust □ Sales.** Funnels simplify the buyer's journey. They take someone from "interested" to "engaged" to "ready to buy" by building trust and solving real problems.

### Takeaway:

The principles of marketing are timeless. Attention alone isn't enough. You need to build trust and guide people toward a solution they're willing to pay for. Funnels make this process simple, repeatable, and scalable.

That first funnel didn't just make me \$10K. It changed the way I thought about business. I realized that if I could grab attention, build trust, and solve problems, I could sell anything. I didn't need to reinvent the wheel—I just needed to follow the process. And trust me: The process works.

# Chapter 7: **Funnels Work Better Today**

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When I built my first funnel back in 2011, it was scrappy. I didn't have fancy software, automation tools, or AI. I had a viral video, a Facebook group, and a solid understanding of what people wanted. That simple system—traffic, trust, and conversion—made me \$10K, and it worked because I understood the principles.

Here's the thing: Those same principles still work today. In fact, they work better because we now have tools and technology that make building funnels easier, faster, and more effective than ever before.

If I had access to today's tools back then, I could've done in days what took me months to figure out. That's why I'm excited to walk you through how a modern funnel works—step by step—and show you how to build one for any business.

## **Why Funnels Work Better Today**

Let's talk about the evolution of the game. When I started, the funnel process looked like this:

1. Make a video that grabs attention.
2. Send people to a Facebook group.
3. Sell them a product. That's it. It worked, but it was manual. I had to post the content, manage the group, and follow up with people myself. Today, the tools are on another level. You can automate the entire process, reach millions of people with a click, and nurture relationships at scale.

Technology like AI, email automation, and social media platforms make it possible to build funnels that work 24/7—even while you sleep. If you're not using these tools, you're leaving money on the table.

# The Modern Funnel Blueprint

A funnel is just a system that moves people from curious to customer. Here's how to build a modern funnel that works for any business:

## Step 1: Lead Generation (Getting Traffic)

The first step is grabbing attention and generating leads—people who are interested in what you're offering. There are three main ways to do this:

1. **Content:** Create valuable, engaging content that speaks to your audience's problems. Use videos, blog posts, carousels, or podcasts to provide solutions and show your expertise.
  - **Tools to use:** Canva, ChatGPT for ideas, and Pictory for video repurposing.
2. **Ads:** Paid ads on platforms like Facebook, Instagram, TikTok, and YouTube allow you to get your message in front of the right audience instantly.
  - **Tools to use:** Facebook Ads Manager, TikTok Ads, or Google Ads with AI-powered targeting.
3. SEO (Search Engine Optimization): Optimize content to show up when people search for solutions on Google or YouTube. Focus on keywords your audience is already searching for.
  - **Tools to use:** Ahrefs, Ubersuggest, and Surfer SEO.

The goal here is simple: Get people to click. Whether it's an ad, a blog, or a social media post, you need to pull people into your world.



## Step 2: Nurturing (Building Trust)

Traffic gets people to notice you, but trust is what makes them stay. Once you've grabbed their attention, you need to nurture the relationship.

### Here's how to nurture your leads:

1. **Email Marketing:** Create automated email sequences that provide value and build a connection. Share tips, case studies, and stories that show you understand their problems. Use email to gently introduce your product or service.
  - **Tools to use:** MailChimp, ActiveCampaign, or ConvertKit.
2. **Community Building:** Build a space where your leads can connect with you and others. Facebook Groups, Discord servers, or Telegram channels work well for this. The more value you provide, the more trust you build.
  - **Tools to use:** Facebook Groups, Circle, or Mighty Networks.
3. **Personalization:** Use tools like AI to tailor messages and content to each lead. People want to feel seen, and personalization makes them more likely to buy.
  - **Tools to use:** HubSpot, ChatGPT for dynamic messaging, or AI-powered CRMs.

At this stage, your goal is to show up consistently and deliver value. The more you educate, entertain, and solve problems, the more trust you earn.

## Step 3: Conversion (Making the Sale)

Once you've built trust, it's time to convert your audience into paying customers. Here's how to do it:

- 1. Products & Offers:** Make sure your offer solves a real problem and is priced appropriately. This could be a physical product, a service, or a digital product like an eBook or course.
- 2. SLOs (Self-Liquidating Offers):** An SLO is a low-cost offer that pays for your ad spend while leading customers to higher-ticket products. For example, selling a \$37 guide that later upsells to a \$997 course.
- 3. Calls to Action (CTA):** Guide your audience to take the next step. Make it clear, easy, and urgent. Whether it's a "Buy Now" button or a booking link, don't leave them guessing.

At this stage, automation is your best friend. With tools like sales pages, automated follow-ups, and AI-powered recommendations, you can close sales without lifting a finger.

- **Tools to use:** Clickfunnels, Shopify, or ThriveCart for products and checkout.

### Putting It All Together

Here's a simple example of a modern funnel:

- 1. Lead Generation:** Run a Facebook ad that promotes a free guide titled "*10 Ways to Lose 10 Pounds Without the Gym.*"
- 2. Nurturing:** When someone downloads the guide, they get an email sequence with tips, success stories, and an invitation to join a private Facebook group.
- 3. Conversion:** In the Facebook group, you run a "5-Day Weight-Loss Challenge" where you recommend a product or coaching service as the solution. The challenge builds trust and naturally leads to sales.

This isn't hypothetical. It's the same system I used in 2011 to make \$10K—only now, it's 100x easier with today's tools.

## Teaching Moment:

The principles of funnels haven't changed. Traffic, trust, and conversion are still the key to sales. What's changed is the technology. With AI, automation, and social media, you can build funnels faster, smarter, and at a much larger scale.

### Takeaway:

A modern funnel doesn't require a huge team or a big budget. With the right tools, anyone can build a system that generates traffic, builds trust, and converts leads into customers—on autopilot.

Funnels aren't magic. They're systems. And when you understand the system, you can use it to sell anything. Whether you're selling weight-loss products, digital courses, or consulting services, the process is the same.

So stop overcomplicating things. Start simple. Build your first funnel, automate as much as you can, and let the system do the work. Because in today's world, funnels don't just work—they work better than ever before.

# Chapter 8:

# Conclusion –

# The Success Formula

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At this point, you've walked with me through the journey—how a kid from Queens turned a random mix of skills, curiosity, and sheer determination into his first \$10K online. You've seen the late nights, the near-death wake-up calls, and the "Eureka Moments" that changed my trajectory forever. But this book isn't just about *me*. It's about what's possible for you.

Success isn't magic. It isn't luck. It's a formula. A formula that anyone—yes, anyone—can use to get results. And here it is:

$$(((C + M + SK) * DA) / O = R)$$

Let me break it down.

## **1. C Character**

Who you are at your core matters. Your character shapes your actions and decisions. It's the integrity to keep promises to yourself, the resilience to push through when things get hard, and the willingness to do what others won't. Without strong character, success won't stick.

## **2. M Mindset**

Your mind is your greatest asset—or your biggest limitation. A winning mindset means believing success is possible and refusing to settle for less. It's seeing challenges as opportunities and failures as lessons. If you can control your mindset, you can control your future.

## **3. SK Specialized Knowledge**

Skills pay the bills. In every chapter of this book, you saw me stacking skills—coding, design, marketing, funnels. Specialized knowledge is the tool that allows you to solve problems for others and get paid for it. The more you learn, the more you earn.

## **4. DA □ Directed Action**

Knowledge without action is worthless. Directed action means putting in the work, but not just any work—intentional, focused work that moves you closer to your goals. Every success I've had came from taking action, even when I wasn't sure of the outcome.

## **5. O □ Obstacles**

Obstacles are a constant. Life will throw challenges, setbacks, and failures at you—it's inevitable. But the Success Formula shows you that obstacles don't block results. They are part of the process. The smaller you make the impact of obstacles (through mindset and action), the greater your results will be.

## **6. R □ Results**

When you put it all together—character, mindset, specialized knowledge, directed action, and the ability to overcome obstacles—you get results. And results are what turn dreams into reality.

## **From MySpace Pages to Funnels That Made \$10K**

When I look back, every part of the Success Formula played a role in my journey:

- **Character:** Staying up late to finish my C++ game and refusing to quit when I didn't know what I was doing.
- **Mindset:** Seeing possibility after the hit-and-run accident instead of staying stuck in fear.
- **Specialized Knowledge:** Learning coding, design, and marketing. Teaching myself how to build funnels before I even knew what they were.
- **Directed Action:** Building MySpace pages, creating viral videos, and launching my first funnel step-by-step.
- **Overcoming Obstacles:** Investing \$27K in myself when I was broke. Pushing forward when things weren't working.

These principles didn't just get me my first \$10K—they've been the foundation for every success since then. And the truth is, they can do the same for you.

## Your Journey Starts Now

Here's what I want you to understand: You don't need to have everything figured out. I didn't. You don't need the perfect plan, perfect timing, or perfect resources. You just need to start.

Success is within your reach—if you're willing to earn it.

- Build your **character** by showing up every day.
- Strengthen your **mindset** by believing you can do this.
- Acquire **specialized knowledge** by learning skills that solve real problems.
- Take **directed action** by doing the work, step-by-step.
- Embrace the **obstacles** and let them shape you into someone stronger.

Do this, and the results will come. It's not if—it's when.

### The Takeaway:

This book started with a question: What is success? Now you know. Success isn't some distant dream reserved for the lucky few. It's a formula—one you can use to create the life you want.

I've shown you the roadmap. Now it's on you.

So take action. Start small. Build momentum. And remember: Every skill you learn, every obstacle you overcome, and every step you take is stacking toward something greater.

Success is waiting. Go earn it.