# Ed Lawrence

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Title:   |  |  | | --- | --- | | I tracked sales from 350,000,000 YouTube views, you should know this Body:   |  | | --- | | Hey YouTubepreneurs,  [**(Listen to the email here)**](https://underdog.krtra.com/c/1osDTecNLuCp/12bL)  Have you ever wondered if your channel is losing money because you’re investing time in the wrong things?  A few months ago, we launched [**RevTrack**](https://underdog.krtra.com/c/iSn7gKG1dkXc/12bL) software that tracks leads and sales from YouTube videos.  Since then, we’ve tracked over 350,000,000 views and now have some eye-opening data about what's making money.  Here are 4 things the data is telling me that I think might help you spend more time on what actually generates $$$.  *(Special RevTrack Offer At Bottom Of Email)*      **Discovery #1:**  If all your videos performed like your top 25% do for sales, your revenue per view would more than triple.  **What that means:**  If you’re not identifying which videos are earning the most per view and repeating what’s working,  you’re potentially growing your business three times slower.    **Discovery #2:**  Link clicks are the most important metric.  We found that even a small increase in click-through rate can dramatically grow your revenue,  without changing your offer at all.  For example:  If your average video has a 0.13% click-through rate, and you increase it to 0.59%, you could 4.5× your revenue from the same views.  What to do:   * Say your CTA before 40% of the video (not just at the end) * Put your link in the first 2 lines of the description and pin it in the comments. * Try curiosity-based lead-ins like: “Grab the free toolkit” inside the video.     **Discovery #3:**  Taking the average of all sales made from YouTube, the average order value was quite low, just $22.80.  If you’re selling something low-ticket, I recommend raising your price for a few weeks just to see what happens.    If you're feeling brave, double it.  I encourage all of my clients to test this, and it often works out very well.    **Discovery #4:**  The average video earns $4.92 per 1,000 views  but the top 5% earn over $132.  These top-performing videos tend to have:   1. Laser-targeted content 2. High-converting CTAs 3. Aligned offers (their offer solves the same problem as their videos)     **My main takeaway**  I’ve got a lot more to pull from this data, but my biggest takeaway so far is that too many people are neglecting calls to actions in their videos.    And when you look at what separates the top 5% from everyone else, it’s crystal clear:  You should be doubling down on CTAs and creating higher-ticket offers to bring up your average order value too.   See you next week,  Ed  P.S Use code "special20" to get 20% off a [**yearly Rev Track plan (Valid for 24 hours)**](https://underdog.krtra.com/c/iSn7gKG1dkXc/12bL)  P.P.S. Want to work with me? I’ll be opening a few more spaces in July. [**Click the link**](https://underdog.krtra.com/c/n8tpsVPJiBa4/12bL) below to join the waitlist and get notified before anyone else. | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | [**Unsubscribe**](https://underdog.krtra.com/u/3bxd7/peXR/12bL) **|** [**Edit your details**](https://underdog.krtra.com/u/3bxd7/peXR/12bL)  Film Booth Shared Desk, Shams Business Center,Sharjah Media City Free Zone, Al Messaned, Sharjah Ash Shariqah [Sharjah] ------ United Arab Emirates  Title: Copy This Video, It Made $240,000 In 90 Days Body:   |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  | | --- | --- | | |  | | --- | | Hey YouTubepreneurs  [**(Listen to the audio version of the email here)**](https://underdog.krtra.com/c/GMoEz2JX71oQ/12bL)  It doesn't matter if you’re trying to make your first $10k or your next $1,000,000, there's one video you need to make that can turn viewers into buyers like nothing else.   Today, I’m going to break down what it is and how it generated me $240k from one video in 90 days, so you can use it too.      **How** [**This**](https://www.youtube.com/watch?v=u7l4_eTAp7o&t) **Video Generated $240,000 in 90 Days**   Have you ever thought that the work you put into your sales and marketing might actually be what’s holding it back?   The longer I’ve been in the game, the more I believe that to be true.   Traditionally, we’re told that to generate sales and leads, we need to do something like this:   1. Make a lengthy webinar or deep-dive lead magnet 2. Pitch your offer in it 3. Drive as many people to the sign-up page so they can watch it   The thing is, the math don’t math. Because let’s say:   * 1,000 people go to your sign-up page and 50% of those actually sign up to attend/watch (500 people remain) * Then 30% of those people actually watch (150 people remain) * Then 10% of those people convert (15 new clients) * (Data based on average benchmarks)   15 new clients is no joke. BUT what if, instead of hiding that killer piece of content, you posted it to YouTube instead and removed all the friction that caused 850 of the people who signed up not to watch?   That’s the decision I made and it generated:   * $240,000 in 90 days * 2,000+ emails * 130,000 views   But not only did it grow my following and bank balance, it helped bring in  tonnes of new people who then went on to watch other videos that generated more income too, so its impact was exponential.   Don’t get me wrong, webinars and gated deep dives are very effective. But does it not make sense to try this first?  Because your webinar won’t post itself all over the internet like YouTube will.      **How to Make Your Own Big Money Video**   Have you ever signed up for the free version of a software, and then instantly upgraded to the paid version because you loved it?   When I was trying to come up with my idea, I asked myself: “What’s the best information I can give?”   I realized it was locked inside my program.   So I thought: “What if I just made this video the most basic free version of it, like the software companies do?”   I called it “Exactly how to go from $0–$1,000,000 on YouTube” and then just laid out my process and the steps to get there.   At each new step, I gave 1–3 very simple action points, and then moved on to the next.   The key here is the word “simple.”   When I see people attempt deep dives, they often make them too overwhelming for the viewers with too much info.    The second you do that, your video and sales get wrecked.   Really, you want to get as many people to the end so they think three things:   1. “This was so good I should have paid for it” 2. “How do I work with this person?” 3. “That was actually much simpler than I thought it might be”   So if you have a program, course, or service that’s a system you’ve built to help people get results, just lay it out in the video and then:     1. Plan the steps that take the viewer from where they are now to where they want to be. 2. Give 1–3 simple, actionable steps from each 3. Put in a strong call to action     **Don’t Make My Dumb Mistake**   When I ran the numbers, I lost out on at least 2,000 more emails and I didn’t want to think about how much income, because I made two mistakes:   I didn’t promote my email list until minute 19. It should have been in the first 90 seconds for optimum emails.  I didn’t pitch my offer at all!  If I did it again, I think I’d have gone the whole nine yards with a section devoted to showing the viewers how I get my clients' results using the system and then ask them to apply.  Even just a simple:  “Hey, if you want to work with me and my team to build this for yourself, check out the link below”   Would have made a big difference.   [**I'd highly recommend you watch the video.**](https://www.youtube.com/watch?v=u7l4_eTAp7o&t)   Not just because you’re in my funnel, and I’m trying to make sure you see my highest-converting content by any means necessary...   …but because you’ll learn a lot AND get some real inspiration on how to make your own.   – Ed   P.S. If you have an offer, and you want my full-fat proven system that’ll help you generate more sales, views, and leads, [**click here to learn more.**](https://underdog.krtra.com/c/wzmGTk7D0nZa/12bL) | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  | | --- | --- | --- | --- | --- | | |  |  |  |  | | --- | --- | --- | --- | | [**Unsubscribe**](https://underdog.krtra.com/u/3bxd7/r27D/12bL) **|** [**Edit your details**](https://underdog.krtra.com/u/3bxd7/r27D/12bL)  Film Booth Shared Desk, Shams Business Center,Sharjah Media City Free Zone, Al Messaned, Sharjah Ash Shariqah [Sharjah] ------ United Arab Emirates | |  | | --- | |  | | Powered By Kartra | | |   - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - | |   Title: Follow This Roadmap To Go From 0-$1,000,000 On YouTube Body:   |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  | | --- | --- | | |  | | --- | | Hey YouTubepreneurs,  [**Listen to the audio version of the email here.**](https://underdog.krtra.com/c/izQgCPZOcEa4/12bL)  Ever wondered if you're focusing on the right things to generate sales, views, and leads on YouTube?  Most people are not, so today I’m giving you a roadmap that pinpoints where to focus your skills based on different stages of your own journey, so you can go from $0–$1,000,000 earned faster.  **Getting 0–100 Views Per Video? Do this:**  When I started making videos, everything felt so hard. The camera had confusing buttons, the editing software made no sense, and I had no idea where to put a light.  On top of that, I was told I needed to post 3 times a week and make thumbnails and titles people wanted to click on.  It just felt impossible to do it all at once.  **Where to focus:**  At this stage in your journey, focus on building a simple content production system, one you can practice over and over again until the practical side of making videos starts to feel faster and easier.  When you get to this position, it will free up a tonne of time, and then you can move on to the more advanced things like strategy, titles, writing, and sales funnels.  **Metrics of success:**  At this stage, you can’t use views as a success indicator because you’re going to be a complete beginner. It's very unlikely you’ll get many, and it'll crush motivation.  Really, you want to look at the speed of production and feeling more confident on camera as your ultimate indicators of progress and success.          **Getting 100–1,000 Views Per Video? Do This**  I went from $0–$1,000,000 on YouTube doing nothing but what I’m about to show you.  At this stage, you’re over the very basics. You have built a small return viewership, and that means we can start to generate some sales + emails.  But don’t build a big sales funnel (unless you already have one in place).  All I did was this:   1. Make videos 2. Drive people to an email sign-up 3. Send a welcome email + a call to action to my program in it   That’s it, and it worked!!  Most people are going to tell you to make something complex, but YouTube videos warm people up so much that they don't need as much marketing to convert.  It makes sense to build a minimal viable sales funnel first before we give ourselves more work.  **But what if that doesn't get new emails or sales?**  Try this next:   * Make a lead magnet (to get more people signing up to the email) * Make a 3–5 automated email nurture campaign like this:     Day 1: Welcome email  Day 3: Value email + soft CTA  Day 5: Case study (to show off how awesome your offer is)  Day 7: Promo (to promote your offer)  Day 9: Urgency promo (try giving them a limited-time special offer)  Then, in as many videos as you can, promote your email in the first 90 seconds. It'll feed evergreen leads into your simple system.  **Your metrics for success:**  1. Sales  If you start to see sales coming in from YouTube, your simple system is working already.    2. Email sign-ups  Look at this video below; it's the biggest views “flop” I've had in years, but it got the most emails I've ever had in the same time period too.    Seeing as every email goes into my sales system, I’m not crying about this.  At this stage, you want to see regular email sign-ups so that you know you’re getting people into the simple funnel.  3. Views  We still want to grow a following, and we still want to bring viewers back so we can warm them up.  So, keep working on the content quality, making your videos, so good people want to buy them, and refining your strategy, and you’ll get to the next level where things get interesting.          **Getting 1,000–3,000 Views Per Video, Do This:**  When I started to get more regular views, the money followed, but only because my simple funnel was working.  Now you want to work out if yours is too.  **Where to focus**  Look at:  What % of the people who click your links converted to emails (we want 40%+).  What % of the people who visit your sales page converted to clients (we want 1–5%, depending on the offer)  If the % is low, you now know where to focus your efforts next.  **Your metrics for success:**  1. More consistent sales  3,000 views per video is no joke. With a well-optimised offer + funnel, you can see more consistent sales. (So long as your videos are next level too.)    2. Email  Same as before, we want to see this list building.  3. Views  Same as before, we want to get to the next level.      **3,000–10,000 Views Per Video? Do This**  I took my earnings from YouTube from $1,000/mth-$400k+/mth in 3 years because I realized what I’m about to show you.   If you want to earn big money from views, you need to charge more than $19 for something.  Don't get me wrong, I’ve launched hundreds of low-ticket offers and have seen $10k generated in just a few days from them, BUT for long-term, consistent big income, we need to make sure you have an offer charging $1,000s.  **Where to focus:**    Start talking to your viewers to establish their biggest pain point.  The bigger the pain, the more you can charge.  Then you can start to plan out a high-ticket solution to their biggest problems, or bundle your low-ticket offerings together into something more substantial.    What we want to see is a result like this:    The goal is that every time you post a video, a big juicy payment hits your bank because you have a simple optimized funnel working hard for you.    **Your metrics for success:**   * Maintaining a consistent income. * Building something larger to take your income to the next level.       **Getting 10,000 Views Plus Per Video? Do This**  You're now at a similar views level to myself, and this amount of views per video enabled me to make $3,500,000 in only 12 months.  But how?  Well, at this stage, you want to simplify things again. If you have multiple offers, we really just want one high-ticket offer we can go all in on, rather than a complex product suite.    Then, everything you do drives people back to this offer.  Your daily routine should look like this:   * Morning – Making YouTube content * Afternoon – Working on the product     You just want to make your product as good as you can, so you get lots of results you can then put in your videos and marketing to drive more people to your offer.    This is the secret to hitting $1,000,000.    Of course, there are many ways to do this, but this is the exact system I used myself and have helped others get results, as you can see below too.  Ed  P.S If you’d like my help to do the same, [**click this link to learn more.**](https://underdog.krtra.com/c/8pgBIUyJmw9c/12bL)              P.S If you’d like my help to do the same, [**click this link to learn more.**](https://underdog.krtra.com/c/8pgBIUyJmw9c/12bL) | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  | | --- | --- | --- | --- | --- | | |  |  |  |  | | --- | --- | --- | --- | | [**Unsubscribe**](https://underdog.krtra.com/u/3bxd7/kbj8/12bL) **|** [**Edit your details**](https://underdog.krtra.com/u/3bxd7/kbj8/12bL)  Film Booth Shared Desk, Shams Business Center,Sharjah Media City Free Zone, Al Messaned, Sharjah Ash Shariqah [Sharjah] ------ United Arab Emirates | |  | | --- | |  | | Powered By Kartra | | |   - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - | | | |  | | --- | |  | | Powered By Kartra | | |   - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - |   Title: If youre finding YouTube hard, do this Body:  Get unlimited motivation   ‌ ‌ ‌ ‌ ‌ ‌ ‌ ‌ ‌ ‌ ‌ ‌ ‌   |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  | | --- | --- | | |  | | --- | | Hey YouTubepreneurs,  [**Listen to the podcast version here.**](https://underdog.krtra.com/c/V6zFkobceqZa/12bL)  Do you ever feel like growing a business or YouTube channel isn’t worth the effort?  That was me for most of April. I had zero motivation, but this past week it came flooding back.  Today I want to share 5 ways I got my mojo back so you can keep striving for your goals no matter how tough it gets.    **1. Communication**    One of the reasons people lose motivation is because they see low views or slow sales and go "it's not working”.  This is why I think everyone should create a simple system to capture their client wins.  When they share the results you helped them get, your motivation will instantly explode.  This was the main reason my motivation turned around recently.  In a 7-day period, I got messages from my clients saying they had  1. Launched a new offer and made $20k  2. Launched a new offer and made $37k  3. Launched a new offer and made $8k  4. Followed my system and made $10k in just over a week.  *(Ill put the rest of the proof at the bottom)*      How could you not want more of that!  So when someone signs up for your course or service, email them:  "Hey, we're here to support you through the good times and the tough ones. If you experience a win, please share it with me. It truly keeps me motivated!"  One of the first videos in my program covers this because, without people letting me know about the wins, it's VERY hard to keep going.  (We’ll open more spaces May 26th. [**Click here to join the wait list.)**](https://underdog.krtra.com/c/CGPeZkTafvlF/12bL)    **2. Managable goals**    Have you ever felt overwhelmed by a huge goal you've set yourself?  Recently, I faced the daunting task of upgrading a large part of my program.  Just thinking about how much work stood between me and the finish line completely drained my motivation.  So, here's what I did instead.  I stopped focusing on the entire project and set much smaller weekly goals, like finishing just ONE video over the course of the week, and it made all the difference.   For you, that might mean instead of saying, "I'll post every week for a year," you commit to posting weekly for just one month first.  Or rather than trying to make the perfect video, you set a goal of improving your thumbnails and titles for the next four videos.  Breaking big goals into smaller tasks makes everything feel achievable and keeps motivation high.    **3. Look how far you've come**  On last week's [**livestream**](https://underdog.krtra.com/c/Zmr19iLetydT/12bL), I shared my YouTube earnings over the last 5 years.  One month in 2021, I made $1,000/month from my channel.  Fast-forward three years and I hit $60,000/month.  Fast-forward another 2 years, and I was making 8x more again!  Looking back reminded me how far I’d come and fired me up, so if you're lacking motivation, go back 18 months, and your progress should motivate you a ton.    **4. Roll with the punches**    In July 2023, I hit a motivational low.  I was working alone on a massive project, living in Airbnbs in a new country and spending 95% of my time isolated.    At one point, I even told a friend, “As soon as I hit my retirement goal, I’m done.”    But one day, my motivation returned for what seemed like no reason at all.  Recently, when my drive crashed again, I reminded myself  that these dips never last long, so just keep going because low points have an expiration date.    **5. Reward yourself**    Do you ever celebrate your own wins?  I've never rewarded myself for anything and that was a mistake.  I think if I’d had some kind of big reward like “if you make X this year you can do Y” it would have helped me stay motivated through the tougher times and removed any “shame” from spending the money on it when I finally achieved that goal.  (Saying that, I did buy the most expensive electric toothbrush I could when I hit my last milestone, but maybe go bigger.)  Usually the email ends at this point, but I want to share a few more things.      **Get More Views & Save Time With An Epic Bank Of YouTube Titles**  Your YouTube title determines whether people will click on your video or not.    And if nobody clicks on your video, you won’t get any views or sales, and you’ll have wasted all that time making your video.    That’s why I’ve been loving this title generator that helps me:    - Brainstorm different angles to find the perfect title  - Use proven psychology to get my audience’s attention and get them to click  - Save time while growing my channel    [**You can check it out here:**](https://underdog.krtra.com/c/SxIrVoRJQdCp/12bL)      **This Wednesday's Live Channel Reviews**  This week's live stream will be reviewing more channels. [Submit yours here](https://underdog.krtra.com/c/ctAvlEMuP5Xc/12bL).    **The YouTube Growth System**  We’ll be opening a few more spaces May 26th. I'm currently working on more updates and the result keeps getting better. Very excited to welcome more businesses in. [**Join the wait list here.**](https://underdog.krtra.com/c/CGPeZkTafvlF/12bL) | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  | | --- | --- | --- | --- | --- | | |  |  |  |  | | --- | --- | --- | --- | | [**Unsubscribe**](https://underdog.krtra.com/u/3bxd7/gPGd/12bL) **|** [**Edit your details**](https://underdog.krtra.com/u/3bxd7/gPGd/12bL)  Film Booth Shared Desk, Shams Business Center,Sharjah Media City Free Zone, Al Messaned, Sharjah Ash Shariqah [Sharjah] ------ United Arab Emirates | |  | | --- | |  | | Powered By Kartra | | |   - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - | |   Title: This ignored YouTube metric could make you more money Body:   |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  | | --- | --- | | |  | | --- | | Hey YouTubepreneurs   [**Listen to the podcast version here.**](https://underdog.krtra.com/c/HzW2JSrhLkrK/12bL) ​​​​​​  Have you ever wondered how long your viewers watch you BEFORE they become a buyer?   I’ve  been tracking this and what I discovered has made a massive difference to my channel strategy,  so today I'm going to show you.   1. Why this metric matters a lot 2. How to turn viewers into buyers faster 3. How to work this metric out for yourself    I'll also be doing a free channel/offer review on a live stream Wednesday. You [**can submit it here.**](https://underdog.krtra.com/c/QaX15nZOlFYf/12bL)  **You need to understand the "viewer cycle".**    When you discover a new channel, what do you do? Watch one video and then return to every video for years?  No, it's very likely that you have a problem that the channel helps you solve, so you binge a few videos, come back for a few weeks, then you get to a point where “you have what you need” and you stop returning as often, until you don't come back at all.  I call this the “viewer cycle”.    **Why does the viewer cycle matter?**    Viewers are going to be in one of 3 categories.   1. People just starting to explore 2. People actively seeking a solution now 3. People ready to purchase from you     What that means is, your channel needs to make sure it turns those “new people” into “ready to purchases” as fast as it can.  Because if your average viewer takes 6 months to convert into a buyer, then it means your content or sales system isn't doing a good enough job of warming them up.    Also, most of your viewers will have “flaked” by then too.  I mean, think about it, how many channels do you watch on a regular basis 6 months after discovering them?    So knowing your viewers' cycle matters, because it's going to tell you where to focus to make sure you warm viewers up faster.    Then, when you know that number, you can put a plan together.    **How do you know how long viewers have been watching for before they buy?**    This is really simple, just ask them.    Put it on your sign-up or post sign-up form.  When you have enough of them filled out, you’ll start to have a good idea of how well optimized your channel is for sales.    You can also track how long between the first time someone clicked on your product below a video and how long it took them to sign up using [**RevTrack.**](https://underdog.krtra.com/c/zYlrc50yqFZa/12bL)    **How to turn viewers into buyers faster**  When you have this data, here are some things you can do to get viewers warmed up faster.    **1. Create one killer piece of conversion content**    Forget views, make a video that is designed to blow your viewers away so they get to the end and go “how do I work with this person?”    Traditionally, people have done this with webinars, but you can do it on YouTube with a deep dive.  You then point your new video's end screens at it.  (If you want to see what I’ve been doing to generate sales, [**click this)**](https://www.youtube.com/watch?v=5jbAAeX02kQ&t)    **2. Post more often**    I don’t like this option, BUT there is evidence to suggest that at a certain point, showing up multiple times a week will help you convert more viewers.    The issue is, it's not that sustainable.    **3. Drive them to your email**    Making sure every video has a link to your email is critical.    You can send more value to these prospects when they sign up, meaning you can warm them up faster.  There's more you can do which I’ll cover in a video on the channel soon, but have a think about this metric, it might just uncover the real reason you're not making the sales you desire.    See you next week   Ed  P.S If you missed my free live training showing you how to double your YouTube sales in 90 days, you [**can watch it back here.**](https://www.youtube.com/watch?v=5jbAAeX02kQ&t)    P.P.S I closed admissions to my program a few days ago. If you’d like to find out when spaces open before anyone else, [**click this link**](https://underdog.krtra.com/c/s9RhHEj8qtdT/12bL) and add yourself to the wait list. | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  | | --- | --- | --- | --- | --- | | |  |  |  |  | | --- | --- | --- | --- | | [**Unsubscribe**](https://underdog.krtra.com/u/3bxd7/pjE0/12bL) **|** [**Edit your details**](https://underdog.krtra.com/u/3bxd7/pjE0/12bL)  Film Booth Shared Desk, Shams Business Center,Sharjah Media City Free Zone, Al Messaned, Sharjah Ash Shariqah [Sharjah] ------ United Arab Emirates | |  | | --- | |  | | Powered By Kartra | | |   - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - | |   Title: How To Actually Generate Sales On YouTube |

Body:

Free live training

 ‌ ‌ ‌ ‌ ‌ ‌ ‌ ‌ ‌ ‌ ‌ ‌ ‌

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | |  | | --- | | Hey YouTubepreneurs    Are you tired of making videos that don't generate consistent sales or leads?  I was convinced there was a better way to fix this problem other than just making video after video hoping for some kind of traction.  So at the start of this year, I went on a 90-day mission to try and uncover a simpler, quicker, and more reliable way to make videos that could grow a business.   What I discovered flipped everything I thought I knew about YouTube upside-down and made me realize how damaging most of the common advice businesses are following is.   In fact, this new strategy generated me $1,300,000 in just 3 months, with one video alone pulling in over $220,000!!!!  Because of this, I now believe every business is wasting time and energy making videos that will never pay them back.    That's why, on April 30th at 11:15 am ET, I’m hosting a free LIVE session to show you:    ✅ The new, proven way to create a simple evergreen sales system on YouTube  ✅ How I doubled my sales in 90 days doing the opposite of conventional YouTube strategies  ✅ How to optimize every video you make to generate consistent sales and leads    I’ll hold a Q&A for anyone who registers for the event after too.   If you’d like to join, [**click this link to register.**](https://underdog.krtra.com/c/u4eORwXNo7Cp/12bL)    Can’t wait to share this with you.    Ed    PS You’re probably thinking, “what’s Ed trying to sell us?”  and you’re right to think like that.  The reason everything changed for me in 2025 was because I started using software to track the sales my videos made.    So at the end of the training, I'll offer anyone who wants to use my software a chunky discount so they can use the system I'll teach them.  If you don’t want it, just take the millions of dollars' worth of free advice. You will not leave this event thinking about YouTube in the same way. | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  | | --- | --- | --- | --- | --- | | |  |  |  |  | | --- | --- | --- | --- | | [**Unsubscribe**](https://underdog.krtra.com/u/3bxd7/pDbx/12bL) **|** [**Edit your details**](https://underdog.krtra.com/u/3bxd7/pDbx/12bL)  Film Booth Shared Desk, Shams Business Center,Sharjah Media City Free Zone, Al Messaned, Sharjah Ash Shariqah [Sharjah] ------ United Arab Emirates | |  | | --- | |  | | Powered By Kartra | | |   - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - | |

Title:

## The Easiest Way to Grow A YouTube Channel

Body:

Stop overthinking it

 ‌ ‌ ‌ ‌ ‌ ‌ ‌ ‌ ‌ ‌ ‌ ‌ ‌

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | |  | | --- | | Hey YouTubepreneurs,  [**🎤 Listen to the podcast version here**](https://underdog.krtra.com/c/zgXVsTkbZ2Za/12bL)  If your videos aren’t bringing in consistent views or sales, it’s probably because you’re making life way harder than it needs to be.  So today, I’m going to show you the laziest YouTube strategy on the planet, one I’ve been using for years that blows up channels and businesses.  Here’s how it works:  **Viewers don’t want “new,” they want “safe,” then “new.”**  But what does that mean?  Well, when someone discovers your channel, it usually starts with them clicking on a single video that solves a problem they care about.  If that video delivers a ton of value, they’ll check out a few more of your videos and maybe hit subscribe.  The thing is, they won’t return until your next video shows up on their homepage, and when it does, they’ll ask themselves a few things:  “Is this something I care about?”  “Is this more interesting to me than other videos?”  “Can I trust this creator's not going to waste my time?”  If the answer is no, your video will flop.  **So what should you do?**  Always take the lazy option first, like this.    A screenshot of a video  AI-generated content may be incorrect. Can you see how often I do the same thing over and over? In terms of "innovative" packaging, my channel has never been so boring.   The thing is, every time you stray away from what brought viewers to your channel originally, you risk a flop, because viewers click on a safe bet.  The trick is to give them what they want in the packaging, but then deliver the information in a way that feels new inside the video so they get "safe" then "new".    **Do this for your next video.**  Before you waste hours searching for new ideas, ask yourself the first question I always ask before making any video:  “What can I repeat that already worked?”    This turns ideation into a 10-minute exercise and gives your content a better chance of getting clicked. My packing time that was once hours of work is now minutes, and it's growing my business faster than evert too!  In between these “safe bets”, try new formats, but you will almost always find they are flops.    **Run this quick test:**  If you had a video flop, compare it to your best-performing videos (the ones that built your audience) and ask yourself:  “Is this video in line with the reason viewers came to the channel in the first place?”  You’ll probably find the answer is no. So be lazy and repeat what worked.  See you next week!  P.S. I’m opening up spaces for my program to the [**waitlist**](https://underdog.krtra.com/c/YaWMwVrHB7lF/12bL) tomorrow. If you’d like to work with my team and me, click the link to join and get early access. | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  | | --- | --- | --- | --- | --- | | |  |  |  |  | | --- | --- | --- | --- | | [**Unsubscribe**](https://underdog.krtra.com/u/3bxd7/rXGv/12bL) **|** [**Edit your details**](https://underdog.krtra.com/u/3bxd7/rXGv/12bL)  Film Booth Shared Desk, Shams Business Center,Sharjah Media City Free Zone, Al Messaned, Sharjah Ash Shariqah [Sharjah] ------ United Arab Emirates | |  | | --- | |  | | Powered By Kartra | | |   - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - | |

Title:

## Why I don't care about YouTube retention graphs

Body:

I dont make money from YouTube

 ‌ ‌ ‌ ‌ ‌ ‌ ‌ ‌ ‌ ‌ ‌ ‌ ‌

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | |  | | --- | | Hey YouTubepreneurs,  [**🎧 Listen to the podcast version of the email here**](https://underdog.krtra.com/c/BZ17KLTtwoZa/12bL)  Ever seen a retention graph like that before?  A graph on a black background  AI-generated content may be incorrect.  It’s from one of my old videos on Film Booth, but even though you're told you want to get “good retention” like that, I don’t really care about it anymore.  So today I’ll show you why, and what businesses should care about instead.  P.S. I’m starting a new series of reviews on the channel. [**Submit your channel here + your biggest problem,**](https://underdog.krtra.com/c/8rK3FYJhNplF/12bL) and I'll do my best to fix them in a video.     **Why I don't care about retention anymore**  Years ago, my videos were optimized so that your best friend’s grandmother and his little sister would get to the end.  Now, though, I optimize for sales and leads and I want my content to work as a filter so only the right people get to the end.   Also, if I do this over and over, and the "right people" send YouTube signals of satisfaction, it's going to push the videos to more people like them, even if the wrong people trash the graph.  Meaning I’m trying to “optimize” who my content gets pushed to as well as who it drives to my business.  (It's working)  To do this, in the intros I often say words that call out my avatar and put off everyone else. Like “sales,” “products,” or “leads.” which will trash that graph.     **Do I even look at the graph anymore?**  Yes I do,  but in a different way.  If there is a drop, I first ask myself:  “Is that because I went too deep for the people I don’t want to attract?”  “Is that because I used words or talked about something only my perfect avatar cares about that repels everyone else”?  Then I ask if I paid something off early or used a boring story, or ordered my video the wrong way.    For businesses, you have to keep in mind WHO is watching when you look at this data otherwise you'll optimize for views, not conversions.  I also do this:  When I doubled my upload schedule for a few weeks, I found the same flat spot showed up again and again when doing something in a video.   That told me exactly what to do more of. I did, and the comments clearly loved it too. but if i see drops outside of that, I'm not losing sleep.    **What I track more than anything else now**  The YouTube Studio was built to help you get more views,  not the right viewers who buy your stuff.  So now I only really care about this data.   1. How many people converted to emails  2. How many people converted to my lead magnets  3. How many people joined my wait list  4. How many people bought?  And I know all of that because my software tracks it.  It makes sense right?  If you make more of what gets you more views, you get more views.    If you make more of what gets you more conversions, you get more conversions.  See you next week.   Ed    P.S We have 10 founder spaces left for my tracking software. [**Grab one here**](https://underdog.krtra.com/c/MOXetVc4HRdT/12bL) and get 50% off the yearly package. | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  | | --- | --- | --- | --- | --- | | |  |  |  |  | | --- | --- | --- | --- | | [**Unsubscribe**](https://underdog.krtra.com/u/3bxd7/kOGE/12bL) **|** [**Edit your details**](https://underdog.krtra.com/u/3bxd7/kOGE/12bL)  Film Booth Shared Desk, Shams Business Center,Sharjah Media City Free Zone, Al Messaned, Sharjah Ash Shariqah [Sharjah] ------ United Arab Emirates | |  | | --- | |  | | Powered By Kartra | | |   - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - | |

Title:

## I'm a YouTuber, but 90% of My Income is From THIS (and it's not ads)

Body:   
I dont make money from YouTube

 ‌ ‌ ‌ ‌ ‌ ‌ ‌ ‌ ‌ ‌ ‌ ‌ ‌

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | |  | | --- | | Hey YouTubepreneurs,  [Listen to the podcast email here](https://underdog.krtra.com/c/ZgTcNles47oQ/12bL)  Want to hear something crazy?  Even though people might call me a “YouTuber,” over 90% of my income this year hasn’t come from the platform. It comes from email instead.    So today, I’m going to show you exactly how to write emails, because I wish I’d started doing this a lot sooner.  **Step 1: The Idea**  I have two different ways of coming up with ideas:  **Option 1:** I pick a video idea I’m thinking about making. (If it gets a strong reception, I’ll turn it into a video.)  **Option 2:** I think about what I learned in the last 7 days or what problems my clients came up against, and choose that as a topic.  **Step 2: The Headline**  I often try out a potential video title as my email headline. If the open rates are good, it can be a sign to then use it on the channel, too.  **Step 3: Writing the Content**  If you really struggle to write, just use this framework:  1. This good/bad thing happened to me.  2. Here’s what I learned and how you can get the same result/solve the problem.  For instance, in the email you’re reading right now:  **This thing happened to me:** I make most of my money from email.  **Here’s what I learned:** This is my proven email writing system  If you’re a gardening channel, it could be:  **This thing happened to me:** Slugs ate my lettuce.  **Here’s what I learned:** I did this to stop it from happening again.  So just think about one good or bad thing that happened and then share what you learned to solve it (or replicate it). You don’t have to do much more.  **Step 4: The Edit**  I used to spend more time editing than writing because it’s critical to remove fluff and confusion.  But now I've built myself an AI bot and trained it on my writing system so that it gives me feedback. This has slashed my writing time.  It comes up with new headlines too. (like todays)  But before you go thinking my emails are AI, they aren’t. It’s just like having a writing coach who points out areas you could refine.  **Step 5: Recording the Audio**  At the top of every email, I include a link to the audio recording. Again, this is not AI it’s me presenting it. Try it out if you've not.   I noticed many of my clients prefer to listen, so even though it doesn’t look like it gets many clicks, it’s been amazing for business.  *(I’m starting to think I need to do an audio-only podcast because it’s been so powerful.)*  **Step 6: Post**  I post every Monday at 10 a.m. ET because that’s when my target market is awake. There’s not much more to it.  **The Secret Sauce**  If you want this to work for you, email can’t be an afterthought. You need to make your emails so good that people don’t even care about the headline, they open it because it’s from you.    But all you need to do is what I've just showed you, so its not as hard as you might think.   Trust me, it’s worth the time.   Ed  P.S I opened up a few more spaces for my program. We've sold out most already but if you want to apply, [**here's the link to learn more.**](https://underdog.krtra.com/c/DMvT4abXSorK/12bL) | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  | | --- | --- | --- | --- | --- | | |  |  |  |  | | --- | --- | --- | --- | | [**Unsubscribe**](https://underdog.krtra.com/u/3bxd7/rMMO/12bL) **|** [**Edit your details**](https://underdog.krtra.com/u/3bxd7/rMMO/12bL)  Film Booth Shared Desk, Shams Business Center,Sharjah Media City Free Zone, Al Messaned, Sharjah Ash Shariqah [Sharjah] ------ United Arab Emirates | |  | | --- | |  | | Powered By Kartra | | |   - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - | |

# Justin Welsh

Titel:

## I almost made a terrible mistake last week.

Body:   
Last week, I considered automating something that keeps me connected to my readers.

Here’s what happened:

I was going through the responses to The Saturday Solopreneur, and I had more kind reactions from readers than usual. Folks who said the newsletter was meaningful to them, or just wrote in to tell me that they started a business after reading my content. I try my best to reply to meaningful messages from readers, but responding takes a lot of time, and I was getting ready to travel, so time was a bit tight.

So, I started doing some research on how other creators and writers handle a situation like this. It turns out that a lot of people build canned “positive replies” as Gmail templates and then use those to respond. And of course, that would be much more efficient than writing back to everyone from scratch.

But as I thought about it, it just didn’t feel right. Replying to people sharing *real* gratitude with a copy-paste message seemed like a terribly inauthentic thing to do. I realized that when you optimize the most human parts of your business, you risk removing the very reason people connect with you in the first place.

And in this new world where AI is everywhere, I’m appreciating (more than ever) the little slices of human connection.

Don’t automate everything

The internet loves automation. Everywhere I look, someone’s offering some sort of automation to “10x” whatever it is you’re trying to do.

And don't get me wrong, a lot of automation works really well. I use content scheduling software, email automation, and Zapier to do some of the mundane work in my business. These tools are great at handling the boring stuff, so I can focus on what matters.

But I realize there’s a fine line between helpful automation and soul-sucking systemization.

I know someone who built a high-revenue course business using AI to automate everything from sales and onboarding to “personal check-ins.” He told me he doesn’t even know if his course is actually helping people; he just sees the revenue number going up.

And while revenue is increasing in the short term, he runs the risk of optimizing himself into disconnection.

Some things are worth doing the hard way

I can’t reply to every single message I get. But when someone shares a breakthrough after taking one of my courses or reading something I published, I try to respond. Not because it’s scalable, but because these connections are valuable to both of us.

And honestly, I still can’t believe so many people care to read what I write. The fact that anyone would take the time to both read my content *and* write me back is pretty incredible. I still feel that way after six years of doing this stuff.

I take a similar approach to this newsletter. It’s written from scratch each week, and I don’t A/B-test subject lines; I simply choose what I think best represents the writing. Sometimes the emails flop, and sometimes they land. I’m okay with both outcomes.

The human parts of my business aren’t inefficiencies. They’re features.

Choose your trade-offs wisely

I’ve seen folks automate their way into businesses they barely recognize. They started out helping real people, solving real problems. Then they “scaled,” and now they don’t know if their work still matters.

Systems replaced connection, and metrics replaced mission.

That’s the cost of automating everything.

Don’t get me wrong. Not everything needs a manual touch. But I’m trying my best to be intentional about what stays human:

* I automate course delivery, but reply to student wins.
* I use content schedulers, but write the posts myself.
* I systemize operations, but keep the creative work messy and real.

A good blend between manual work and automated work keeps you close to the business and close to your readers and customers.

The best question you can ask

Before building a new system, ask yourself this:

***“Am I eliminating friction? Or removing the human touch?”***

If it’s friction, automate it.

If it’s the human touch, take a pause.

Because your business, no matter what it is, doesn’t need to be a flawless machine. It needs to stay alive. That means keeping the parts that give you energy, and letting go of the ones that drain it.

Some conversations are worth having. Some messes are worth keeping. And some things should stay delightfully, inefficiently human.

The fun part of managing your own business is that you get to decide. And you have the opportunity to be totally intentional about how to set things up!

And that’s all for today.

See you next Saturday.

**P.S.**If you're interested in building an online business that lets you stay connected to your customers while automating the mundane and boring parts of your business, consider my flagship course, [​The Creator MBA​](https://learn.justinwelsh.me/creator-mba).

It's 111 lessons behind the scenes of building an online business from $0 to 8 figures in revenue over the last 5.5 years.

[​**Start watching it today.**](https://learn.justinwelsh.me/creator-mba)

Title:

## An idea nobody wants.

Body:   
Want to know the best way to waste time AND hurt your feelings in the process?

Build something nobody wants.

I see this all the time. A solopreneur gets excited about an idea, dives in, spends time and energy tweaking and polishing, and then launches to crickets.

The silence is heartbreaking. And it’s not just demoralizing. It’s expensive! Particularly when you're working on your own, and time is your most valuable resource.

The problem with typical validation advice

"Talk to 50 customers.”

"Launch an MVP, and iterate."

Typical idea-validation advice works best for startups with cash, teams, and time. And since you’re reading this newsletter, I’ll imagine you don’t have those luxuries at your disposal.

So it’s extremely important to know if your idea is worth building, before you invest any serious time and energy (and your feelings) into the project.

You need a simple, ruthless filter that kills bad ideas *before you get going.*

So here it is. A filter you can use to validate your ideas, starting now.

The four-question filter test

First thing’s first: I want you to use this *before* you build anything.

And if you can't answer "yes" to these four questions, kill your idea and move on. The key here is to be totally honest with yourself. If you’re not honest, this won’t work.

**Q1: Are people already paying for something similar?**

Look for money, not interest. Comments like "great idea!" don't count. Stripe receipts do.

* Browse Gumroad for similar digital products
* Look at successful paid Substack newsletters
* Find digital courses that are selling, or a profitable SaaS in your niche.

In the beginning, it probably pays *not* to innovate. Instead, piggyback on proven demand.

**Q2: Do you have access to an audience who wants this?**

The question shouldn’t be, "Could I maybe run ads to reach people?" That's speculation.

The question is, "Do I have 500 people I could pitch this to tomorrow?"

Consider your email list, social media followers, community members, network, and so on. Do you have a channel you actually control and can get results from? If you have to build an audience first, you're adding months (or more likely, years) to your timeline.

**Q3: Can you explain the transformation you offer in one sentence?**

"This helps you go from [undesired state] to [desired state]."

If it takes a paragraph to explain exactly what your product or service does for customers, the idea isn't ready. People don't buy complexity. People buy clarity.

Your grandmother should be able to understand what problem you're solving and why someone would pay for it.

**Q4: Can you build a functional version in a weekend?**

Not the final, polished product. But something you can actually ship and sell.

An e-book, a mini-course, a Notion template, a consultation offer, or a simple tool. If your minimum viable version takes three months to build, it's probably too risky for a solopreneur.

Speed is your friend. When you’re testing out an idea, be quick and nimble.

How the filtering process plays out in reality

Here's what this filter catches:

Idea A: A "Revolutionary" SaaS Product

***Are people already paying for something similar?***

* Maybe — A similar SaaS exists, but I can’t tell if they’re profitable.

***Do you have access to an audience who wants this?***

* No — I'd need to build an audience from scratch.

***Can you explain the transformation you offer in one sentence?***

* No — it takes a few paragraphs to really explain.

***Can you build a functional version in a weekend?***

* No — The SaaS I’m interested in takes months to build an MVP.

Idea B: A Simple Service

***Are people already paying for something similar?***

* Yes — several people have a similar service that makes money

***Do you have access to an audience who wants this?***

* Yes — your existing audience asks about your process

***Can you explain the transformation you offer in one sentence?***

* Yes — It takes customers from point A to point B easily

***Can you build a functional version in a weekend?***

* Yes — I can spin up a landing page and a Stripe “buy” button today

See the difference running these two example ideas through our filter? One fails and one passes easily. Just imagine the hours that could be poured into that SaaS idea, with the odds of success stacked against the solopreneur.

What if your idea doesn't pass the filter test?

Kill it early. Save your resources for projects that have a fighting chance.

Or tweak your idea until it passes the filter test.

Sometimes a good idea just needs to be reformatted or sharpened in a slightly different direction. Maybe your audience is not the right fit, or your transformation isn't clear enough. Or maybe you're trying to build something too complex.

Good ideas become great when they get hyper-focused. So play with your idea and run the filter test again after you make changes. Or adjust your idea in a way where the answers become an easy “yes.”

This experiment should get you thinking creatively and asking yourself good questions you may not have considered before. This can be really fun and potentially relieving. Realizing you should simplify an idea can feel like a breath of fresh air and get you motivated all over again, in my experience anyway.

The bottom line

Most of us don't need more ideas. We need a way to filter out the duds fast.

This little test is a simple experiment for solopreneurs who can't afford to waste time on ideas that were never going to work in the first place.

But I want you to keep this in mind: Your goal isn't to “never fail.”

It's to fail fast and cheap, so you can learn, and then spend your energy on ideas that have a chance to succeed.

So, don't just build. Validate first.

Because the most expensive mistake you can make as a solopreneur isn't building the wrong thing. It's building the wrong thing for months before you realize nobody wants it.

And that’s all for today.

See you next Saturday.

**P.S.** If you're looking for more processes for evaluating ideas, or how to take your idea to market successfully with social media + email marketing, I pull back the curtain on my entire marketing system inside of [The Creator MBA](https://learn.justinwelsh.me/creator-mba).

Title:

## My complete $10M journey (all 23 steps)

Body:

A few weeks ago, my business passed $10M in total revenue, five years and nine months after launching.

Of course, I never expected this success.

Like it was yesterday, I remember starting out with a big mortgage in Los Angeles and feeling scared to death. Then COVID started, and I thought that choosing to start my own business could have been a major mistake.

But I was determined to figure things out. So, I’ve spent the last six years studying people I admire, writing, tinkering, talking to customers, going through data, and taking wild stabs in the dark. I’ve gotten a lot of things wrong and a few things right.

My journey to this milestone unfolded like this:

* 29 months to my first $1M
* 9 months to hit $2M
* 6 months to hit $3M
* 5 months to hit $4M
* 4 months to hit $5M and $6M (same week)
* 3 months to hit $7M
* 3 months to hit $8M
* 5 months to hit $9M
* 6 months to hit $10M

This was achieved through 100% organic social posting on LinkedIn, X/Twitter, and Instagram, writing my newsletter, and with SEO. I never ran any paid ads.

My profit margin is roughly 89% today. It started closer to 99%. But as I've added software, outsourced some work (like website redesign and personalization/segmentation), and started traveling for work, my margins have dropped a bit.

90% margins aren’t attainable in nearly any other type of business. But they’re very realistic for a solopreneur, and that’s one thing that makes this line of work special.

I get so many questions about my journey, from people in all walks of life. So today I’m sharing how this all happened and the most important things I learned along the way to $10M in revenue.

I want you to keep in mind that guides like this aren’t meant to be followed to a tee. Every journey is different, and if you tried to recreate mine, you may not have the same luck or timing.

That said, this is what I did, in the order I did it.

Step 1: Created lots of noise

When I started, I looked at attention as my friend. I wrote content every day, before I even had a business, just to find my voice.

I started on LinkedIn, talking about building a SaaS unicorn as the CRO. No strategy or plan, just consistent posting about what I knew and learned.

The key here isn't perfection. It's volume. You need to create enough content to find your voice and see what resonates.

A group of men looking at a computer

AI-generated content may be incorrect.

Step 2: Found the signal in the noise

Inside all that noise was signal. Sometimes I bombed, and sometimes I struck a chord.

I paid attention to what resonated, and I doubled down on that stuff. This allowed me to understand what people cared about. So I kept writing and talking about it.

Pay attention to your metrics. Not vanity metrics, but engagement metrics. What makes people comment, share, and reach out to you with questions?

Step 3: Built a service business

My experience building SaaS was resonating, so I created more content about that.

Founders sent me DMs asking questions, and I responded to every single one. Once I had some prospects in my funnel, I started offering consulting.

This step is really important, IMO. Your first business should be a high-touch, high-value service, because you’ll learn so much about your market from talking to customers. Plus, you generate immediate cash flow.

A person sitting at a table

AI-generated content may be incorrect.

Step 4: Found my ideal customer

Inside your customer base are more signals. What’s the sweet spot between the customers you love and those who love you?

Mine was early-stage SMB SaaS founders in healthcare, a space I was experienced in and loved. So they became my ideal customer.

Don't skip this step. The riches are in the niches, and you can't niche down until you know who you serve best.

Step 5: Doubled my rates

With a well-defined niche, some happy customers, and testimonials, I doubled my rates.

I created content targeting my ideal customers, and that led to more conversations with prospects who were more likely to be a perfect fit. I started declining work opportunities with companies outside my niche.

Higher rates = better clients = better results = even higher rates.

Step 6: Reduced my time

With newly doubled rates, I could have worked the same hours and made twice as much. But, instead, I chose to work half the time and make the same. This was one of the better decisions I made during my journey, because I used the extra time to figure out how to scale income that was more automated. My goal had always been to stop trading time for money.

This is the mindset shift that changes everything: optimize for time, not just money.

Step 7: Kept my eyes and ears open

Here’s when something interesting happened. In an effort to discover common problems I could productize, I started rereading my LinkedIn DMs.

I had repetitive questions about SaaS sales, but my inbox was also jammed with questions about LinkedIn itself.

Your customers will tell you what to build next. You just have to listen.

Step 8: Tested a hypothesis

By this time I’d grown to 21K followers on LinkedIn, and people wanted to know how I did that.

I had an idea that showing people how I used LinkedIn might be an easy info product I could create and sell. So I made a short course called *The LinkedIn Playbook* and put it up for sale $50 and wrote posts about it.

This first product was casual in every sense. No high production value, just sharing what I’d learned as if I were chatting with a friend over a beer.

Don't overthink your first product. Test quickly and cheaply.

Step 9: Made my first product money

I put *The LinkedIn Playbook* for sale on Gumroad on April 16th, 2020, and in the first month, I made $10,482. I was completely shocked.

I now had my first digital product, but it was in a totally different niche than my service business. Honestly, this confused me. And I know this happens to so many people.

Confusion is normal when you're building. Follow what customers are willing to pay for!

A screenshot of a computer

AI-generated content may be incorrect.

Step 10: Ran with what was working

Over the next 15 months, *The LinkedIn Playbook* brought in $75K. I wrote about audience building on LinkedIn and found other ways to land consulting clients, like networking with VCs, attending events like SaaStr, and writing guest posts on other consultant blogs.

Even though it felt confusing, I continued to run with it.

When something works, don't question it too much. Run in two different directions if you have to. Sometimes your experiments will show you the correct path.

Step 11: Tripled down

*The LinkedIn Playbook* was a fast and casual production, and I was itching to improve the product. So I rebuilt the course, called it [*The LinkedIn Operating System*](https://learn.justinwelsh.me/linkedin), and experimented with a 3x to 4x price increase.

The earlier $50 price was my "trust tripwire." I charged $50, delivered 100x the value, and built trust with a loyal customer base.

Price low to build trust, then raise prices as you deliver results.

Step 12: Marketed aggressively

With 100% of my LinkedIn content focused on audience growth and a product directly related to that content, sales took off.

My previous course grossed $75k in 15 months. The second version grossed $186k in 3 months.

When your content and product align perfectly, marketing gets a lot easier. And when you go “all in” in one direction, revenue explodes.

Step 13: Built an army of affiliates

At the halfway point of the course, people are encouraged to leave a testimonial and sign up for my affiliate program. I built the same automation at the conclusion of the course.

I now have 3,247 affiliates that have generated $600K in revenue.

Your best customers can be your best marketers. So make it easy for them to promote your work.

Step 14: Built a community

As sales picked up, my interest in consulting faded. I was selling $2k per day in info products and wanted to run with that.

I opened a private community for creators and charged $199 for an annual membership. Those who completed my course were prompted to join the community.

Communities are powerful, but they require constant attention. If you’re considering creating a community, be sure you're ready for the commitment.

Step 15: Made a difficult decision

I loved my community, but realized that it wasn’t working well with my schedule. It was a $15k MRR business, but I felt like I had to be on Slack 24/7.

That wasn't the life I wanted to build. So, 15 months after starting it, I closed it down. I know for sure that was the right thing to do.

Sometimes the right business decision can feel wrong. Trust your instincts about what kind of life you want.

Step 16: Reinvested my time

With way more free time, I decided to start writing on Twitter. Using what I knew about growing on LinkedIn, I was able to hit 480k followers in less than 2.5 years.

This provided a new channel to build more stuff.

Skills transfer across platforms. Use what you've learned in new contexts.

Step 17: Created a second digital course

After growing fast on Twitter, I was doing a podcast with Dickie Bush and Nicolas Cole, showing their audience my system for creating content. The people on the call seemed amazed by the simple process I’d created for myself.

A screenshot of a computer

AI-generated content may be incorrect.

That led to the creation of my second course, [*The Content Operating System*](https://learn.justinwelsh.me/content).

Your existing audience will tell you what they want to learn next. Pay attention!

Step 18: Added monthly recurring revenue (MRR)

I noticed that each week, I was spending time creating content templates for myself. What if my audience wanted those, too?

I tested this idea as a $9 upsell on each of my courses, and I named it [The Monthly Templates](https://www.justinwelsh.me/monthly-templates).

Eight months later, The Monthly Templates had 2,584 subscribers. $23.2K in MRR from something I was already doing for myself. I simply shared it with other people for a small monthly cost.

The best products solve problems you're already solving for yourself.

Step 19: Started a newsletter

With 10,000+ students and Monthly Templates subscribers, I had a bunch of email addresses I wasn’t really sending anything to. So, in January of 2022, I launched this newsletter, *The Saturday Solopreneur.* I wanted to deliver one piece of actionable advice every Saturday that could be read in 4 minutes or less. *(Sorry, this one is a little longer)*

In 40 months, I've grown *The Saturday Solopreneur* readership to 185K subscribers while pruning the list regularly. Thank you for reading!

Newsletters are relationship-building machines. Consistency matters more than perfection.

Step 20: Added sponsorships

With over 185K *TSS* readers, I can charge for each issue to be sponsored. I sell two slots per issue [for $2,500 each](https://www.justinwelsh.me/sponsorship). So each weekly newsletter earns me $5,000, and sponsors get their brand in front of hundreds of thousands of engaged readers.

Build the audience first, monetize second. The sponsorship money follows the attention.

Step 21: Built a new flagship product

In 2023, I started working on [The Creator MBA](https://learn.justinwelsh.me/creator-mba). It’s 111 lessons and 19 hours of instructional video to help creators build online businesses.

But when it came to promoting and marketing this new product, I wanted to do something different than I had done before. So I reached out to a friend who’s an expert in personalized online product launches. This delayed the release of my new product by about six months, but I knew it would be worth it.

Your flagship product should be your best work. Don't rush it.

Step 22: Created a personalized launch plan

With help from Brennan Dunn, I put together an 18-week, personalized launch plan.

When [The Creator MBA](https://learn.justinwelsh.me/creator-mba) launched on January 16th, 2024, it sold $1.6M in six days. All the work and personalization paid off.

Big launches require big preparation. The work happens before the launch, not during.

Step 23: Rebuilt what I love

As I neared $10M in revenue, I was itching to focus on creative writing. So I recently started writing a [Substack called Unsubscribe](http://theunsubscribed.co/). Along with my itch to write creatively, I was also missing the person-to-person connection that I used to get working with smart, interesting, motivated people. So I decided to simultaneously launch a membership with the Substack.

[The Unsubscribe Membership](http://jointheunsubscribed.co/) includes real-time chat, live weekly Q&A, monthly workshops, and in-person networking events. Since launching, it's quietly become a $19K MRR business in about one month.

A screenshot of a computer

AI-generated content may be incorrect.

Never stop experimenting. The best businesses evolve with your interests.

The Bottom Line

Here's what my business revenue looks like today:

* Products: $6.75M
* Consulting: $1.17M
* Sponsorships: $795k
* Subscriptions: $695k
* Community: $630k

A few important notes:

* I no longer do anything SaaS-related
* I don't run any paid ads
* I don't have any employees.
* My wife helps me a lot, an outsourced VA answers customer service tickets, and I partner with people when needed (like Brennan).

This newsletter issue might make the path look easy, but it wasn’t. It took six years, 5K+ pieces of content, and many worried days and sleepless nights.

And I think it’s important to remember that I'm an outlier. The creator game is one of the toughest ways to make a living. But if you're going to try, you have to maintain a long-game mentality:

1. Start a side project
2. Build it to 60% or 70% of your salary
3. Then go all in

These 23 steps aren't a guarantee, and your path will surely be different. But many of these principles translate to any creator situation. So take what you find useful, and discard the rest. Pay attention to signals, follow the paid customers, build what people need, and stay consistent.

Thank you for being a part of this incredible journey with me. I never imagined so many people would care what I have to say, and I’m thankful every day that I get to write for a job. I love doing this, and I appreciate you reading.

That’s all for today.

See you next Saturday.

Title:

## Ambition is overrated.

Body:

I’ve been thinking a lot about ambition lately.

Because I started noticing how often everyone talks about “more.” And now I can’t unsee it. More followers, more products, another launch, more revenue. And on it goes.

It’s no surprise that everybody focuses on more. Ambition is the one virtue everyone celebrates in business. We’re inundated with content about hustling more, scaling faster, and never being satisfied with our results. The hustlers are leaning against sports cars and boarding private planes, and more = better is the universal signal.

But I’m starting to realize unchecked ambition creates a lot more misery than happiness.

The problem with endless ambition

Most business advice suggests continual growth. Your revenue should always be increasing. Grow your audience. Don’t leave money on the table. Sell more. DO more!

But from my vantage point, most entrepreneurs who chase growth at all costs end up with businesses they hate managing and miserable lives at home. They started businesses because they wanted freedom, but ended up creating high-stress prisons they can’t escape from.

Now, to be fair, I don’t think the problem is ambition itself. Ambition makes the world go around, and improving it all the time. I think the problem is ambition without boundaries or the core belief that “enough” doesn’t exist. That more is somehow always better.

Because if you always think more is better, there will always be [​a gap between where you are today and where you think you should be​](https://www.theunsubscribed.co/p/the-good-old-days). And living in that gap is not sustainable…or not for long, anyway.

I spent a lot of time living in the gap, and I look back on those years as missed opportunities. I could have (and should have) chilled out a bit more and enjoyed the fruits of my labor, instead of stressing for more. I didn’t stop to smell the flowers, and I can’t get that time back.

Warning signs of toxic ambition

Here are some pretty clear indicators that your ambition needs some taming:

* You can’t enjoy wins because you’re fixated on the next goal.
* You feel guilty taking time off, even when you’re exhausted.
* You measure your worth primarily by money.
* You think you’ll “start living” after you reach your next target.

If you’re nodding your head to these, you’re going to eventually burn out. And before you do, you’ll probably damage some relationships and go through periods of profound emptiness.

How do I know this?

*How do you think?*

The money and happiness disconnect

Studies estimate that 80 to 90% of spending goes toward things that have little to no impact on happiness.

Most people are ambitious because they want more money. Then we get the money and spend it on shit that doesn’t really make us happy. And there we are, feeling like we have to keep earning the money so we can keep buying the stuff that isn’t doing what we hoped it would.

It’s a scary cycle. And everywhere I look, people are stuck in it.

But studies tell us, time and again, that once we can cover our necessities and have some savings in the bank, more money just doesn’t make us that much happier. It’s a fact that most people know, but choose to ignore.

So we stay on that ambition treadmill, pushing for more anyway.

I see this all of the time. People hit their income goals and [​immediately set new ones​](https://www.theunsubscribed.co/p/step-off-the-track). They don’t even pause to enjoy what they’ve built.

Finding “enough”

With a lot of introspection and just being tired in general, I’ve changed my mind about ambition.

Put simply, I want less of it.

The exercise that transformed my thinking was defining my “enough: the financial point where I decided to focus on life quality instead of work and money. My ”enough” number doesn’t mean I’ve stopped being ambitious. I just have a different purpose now, beyond monetary accumulation.

And when I sat down to calculate it, I was surprised that my “enough” number was much lower than what I’d been pushing toward (an ever-changing goal post).

If you want to step off the endless ambition treadmill, take a stab at your own enough:

1. Calculate your real lifestyle costs, *without any status spending*. You have to get real about what actually makes you happy vs. what you spend to impress other people. Honesty is key here because you want to know how much you need to earn in order to feel safe and comfortable.
2. You also want to identify your non-negotiables. What parts of your life do you refuse to sacrifice for business growth?
3. Now, examine which parts of your business energize you and what drains you. Ideally, you design work that maximizes activities you enjoy and minimizes doing stuff you hate.
4. And lastly, stop comparing your business to others who probably have completely different values and circumstances than you do.

When you strip away unnecessary spending, you arrive at a monetary target that is your enough. And if you can earn your enough, satisfying your non-negotiables and doing work that energizes you, then you have a recipe for satisfaction.

Satisfaction. An elusive concept, hiding in plain sight.

Ways to keep work sustainable

I’m not trying to say you shouldn’t be ambitious. I’m just suggesting a more intentional approach with clear boundaries.

* Working hours that leave space for other parts of life.
* Keeping revenue steady instead of always aiming to increase it.
* Limiting what you’re building so you can deliver without burning out.
* Saying no to opportunities that would make your business bigger but your life smaller.

Remember, sustainability is about optimizing for overall life satisfaction instead of just business growth.

The bottom line

Without any ambition, we wouldn’t start businesses, do meaningful work, or push through the difficult challenges that come with entrepreneurship.

But the problem comes when ambition has no end game. When the pursuit itself becomes the purpose rather than simply helping you build a better life.

The happiness we’re searching for rarely comes from bigger numbers. It comes from doing work that’s aligned with our values and having space for relationships and experiences that give our lives meaning.

So, what’s your enough? And how would your business and life change if you honored your enough, instead of chasing more and moving the goal posts?

Maybe the most ambitious decision you can make is to stop being so ambitious.

And that’s all for today.

See you next Saturday.

**P.S.** If you're looking for a group of entrepreneurs to connect and build with, check out my private membership of entrepreneurs called [​Unsubscribe​](https://jointheunsubscribed.co/).

We recently had Daniel Vassallo come in and give a workshop on an Introduction to Small Bets, his strategy that led to selling his community for $3.6M. We also had former SPI Media CEO Matt Gartland talk about new ways to nurture revenue.

In June, we have multi-7-figure entrepreneur Dan Koe teaching us how to use AI more efficiently in life and business, Justin Moore on crafting sponsorship pitches no brand will ignore, and Tobi Oluwole on reverse engineering the life you want.

And if you're in London or San Francisco, we have our first social events as well!

Title:

## Creator vs. Operator

Body:

I had an interesting call with an online entrepreneur the other day. This guy’s been working in his space for four years, and he just crossed $350K in annual revenue. He’s got a lot going for him: a loyal audience, three successful products, and steady income growth.

Sounds like a dream until you look under the hood.

This guy [booked a call with me](https://intro.co/justinwelsh) because he’s drowning in operational chaos. And working as a one-man show, he was desperate for some guidance. His customer support emails were piling up, delivery systems were unreliable, and he has no process for creating the social media content that fuels his business.

He’s making more money than ever, but he came to me feeling stressed out by his situation.

It didn’t take long for me to understand what the problem was here. He’s still working like a creator in a business that desperately needs an operator.

Two different minds

After seven years of building my online businesses, I've noticed an important difference between creative entrepreneurs who succeed and those who get stuck.

The most successful people aren't just creators or operators. They figure out how to be both.

The problem is that, naturally, most people will lean heavily toward one side and ignore the other.

Creators live for the spark. They chase new ideas, build audiences, create compelling content, and spend time designing. They're driven by expression and impact. Their strength is creating content that resonates.

Operators live for the system. They optimize processes, track metrics, and build infrastructure that makes everything flow smoothly. They're driven by efficiency and scale. Their strength is making things work without needing constant attention.

Neither approach is wrong. But ignoring the other side can kill your business and your sanity.

The creator who doesn’t build systems ends up with a $350K mess on their hands. They have great revenue, incredible stress, and constant fires to put out.

The operator who doesn’t create ends up with a $50K ceiling. They’ve got perfect systems, but no pipeline. They’re nearly invisible online.

This call reminded me of conversations with a dozen other people. The details are always a little different, but the underlying problem is the same. Smart people building businesses that stall because they aren’t aware of their natural shortcomings.

The real problem

What gets you to $100K won't get you to $500K.

In the beginning, the creator’s energy is everything. You need that creative juice to stand out, build an audience, and develop your voice. The systems can wait because you haven’t reached critical mass yet.

But around $250K, the game starts to change. Suddenly, you're spending more time putting out little fires than creating content. Every new product or service makes your business more complex. And every new sale creates more support tickets.

This is where most creators hit the wall.

They know something needs to change, but they don't know what. So they do what creators do. They create more: New products, new content, and new ideas.

But more creation without better operations just accelerates the downward spiral.

Finding your balance

I’ve watched excellent creator friends spend months trying to transform into a pure operator. Reading books about systems. Building elaborate workflows. Optimizing everything.

They usually hate it. And it doesn’t typically work.

Here's what actually works:

Start by being honest about what you're actually good at and what you truly enjoy working on. Would you rather spend your time creating content or building useful systems?

There's no wrong answer here, but it’s important to know where you stand.

When you figure this out, set aside a little time to improve on the other side. And keep in mind, you don’t need to become a master. If you're a creator, find one day a week to improve your systems. If you're an operator, schedule a day for creative writing.

Next, zoom out and make sure your business is designed around your strengths while covering your weaknesses. If it isn’t, solve the problem. Here's what that might look like:

* Partnering with someone who complements your core skills
* Hiring someone to cover your areas of weakness
* Building automation to handle the stuff you hate doing
* Staying intentionally small to match your natural style

For example, I outsourced my web design, built automations to handle all of my product delivery, and have stayed small and lean so I don’t have to manage anyone. My creator brain stays happy while systems and automation handle the repetitive stuff. It’s certainly not perfect, but it’s sustainable.

After exploring this topic with my struggling customer, he agreed to dedicate his Fridays to operations. He’s going to start documenting processes. And I showed him how to set up a few simple automations and create reusable templates for customer service tickets. Nothing overly fancy. But these little tweaks will make big differences for this guy’s business and his mental health.

The bottom line

The creator-operator gap is real. But it's not impossible to overcome.

Successful businesses aren't built by pure creators or pure operators. They're built by people who understand both sides and design accordingly.

The good news is you don't have to become a different person. But you do have to acknowledge where you are naturally inclined to focus, and what your business needs at each stage.

Know what you're good at, and design your business to work with you, not against you.

Because your goal isn't to build the biggest business, but to build one that lets you do your best work without burning out.

And that's all for today.

See you next Saturday.

Title:

## The smartest people often fail the most.

Body:   
When it comes to building a business, being clueless might be your greatest asset.

And the people who "know what they're doing" are often the most handicapped.

Every day, I watch brilliant people with fancy degrees paralyze themselves with knowledge, while the person who doesn't know any better builds something useful.

Because in a world obsessed with expertise, your ignorance can be a secret weapon.

The Paralysis of Intelligence

Back at my old CRO job, I ran experiments all the time that proved this concept.

I'd pair an "industry expert" consultant with a less experienced employee from my sales team and watch them tackle a business problem together.

The consultants started by listing frameworks, citing case studies, referencing patterns from other companies, and outlining potential failure points. They’d build a case for why so many things *wouldn’t* work:

“I’ve seen that before at XYZ company. Didn’t work.”

“We tried that before and it wasn’t effective.”

And finally, my less experienced sales rep would muster the courage to speak up — "How about if we just try this?" — offering a solution so simple that it made everyone a little uncomfortable.

Until we implemented the simple ideas and saw good results.

See, the consultants generally seemed paralyzed by possibilities. And my sales reps, three years out of college, saw opportunities in plain sight.

This isn't about celebrating someone being naive. It's about recognizing that “expertise” often comes packaged with past information that adds too much friction to take good, old-fashioned action.

The Freedom of Not Knowing Better

When you don't know the "best marketing channels," you try a bunch of stuff to see what works.

When you don't know what's "realistic," you attempt to do big, bold things.

And sometimes, you win because you didn't know you were supposed to lose!

Take Airbnb, for example. Industry experts "knew" people would never let strangers sleep in their homes. Hotel execs laughed at the concept. Real estate professionals called it a liability nightmare. Safety experts predicted disaster.

But the founders weren't hospitality industry veterans. They were designers who needed to pay rent. They didn't know all the reasons their idea "couldn't work" — so they built it anyway and changed global travel forever in the process.

They didn't follow a playbook because they didn’t know any better.

They wrote a new one.

How to Weaponize Your Ignorance

So, how do you use your not-knowing as an advantage?

First, question what you believe to be certain. And when you catch yourself thinking "that's how it works," add the words "for now" or "for some people."

Second, break the rules on purpose. Pick the business "truth" you're most certain about, and do the opposite in your next project. At worst, you'll learn something valuable. At best, you'll discover an opportunity everyone else is missing.

Third, seek out people who don't know what you know. And when someone asks, "Why don't you just..." (like my old sales reps), instead of explaining why their idea won't work, ask yourself, "Actually, why don't I?"

And finally, remember that the greatest advantage of ignorance is simplicity. When you don't know about the complex solution, you probably arrive at a simple one. And simple almost always wins.

The Sweet Spot

Knowledge isn't your enemy. Certainty is.

The most successful people live in a state of "educated ignorance" — knowing enough to be dangerous, but remaining skeptical and curious enough to question conventional wisdom, and even their own experiences.

They've mastered the art of holding knowledge without being held by it.

The Bottom Line

Your ignorance isn't something to hide — it's something to leverage.

Most great innovations started with someone who didn't know enough to realize their idea was "impossible" or “crazy.”

So the next time you feel disadvantaged by everything you don’t know, remember: that empty space is where breakthroughs happen. That confusion is where creativity can blossom.

So don't rush to fill that opportunity with someone else's certainties.

And that's all for today.

See you next Saturday.

**P.S.**If you want to set yourself up for success with your online business, consider checking out [​​The Creator MBA​​](https://learn.justinwelsh.me/creator-mba). It's 111 steps, in logical order, that show you how to build both your audience and your business simultaneously, even if you're starting from zero.

Title:

## The hidden cost of being perfect

Body:

A few months ago, I caught myself in a familiar trap. There I was, spending an hour tinkering with an email subject line. I’d analyzed variations, scrutinized analytics from previous newsletters, and obsessed over every word.

I finally looked at the clock and laughed.

Because I knew the truth — all that “optimizing” probably wouldn't move the needle more than 1%.

And I wasn't just wasting time. I was optimizing for the wrong thing entirely.

The Optimization Trap

We're told to A/B test everything. Track every metric. Optimize every funnel step. Split test every headline. Hell, I've preached most of this stuff myself at some point or another.

*“If you're not optimizing, you're leaving money on the table!”*

But here's something less talked about:

**You've gotta leave *something* on the table.**

And if it's not money, it’ll be your time, your sanity, your relationships, or your health. Something always gets left behind (especially when money is the target).

Every hour you spend tweaking your landing page is an hour you're not spending on something else. And every minute spent testing button colors is a minute you're not creating something new.

As I reflect on my career as an entrepreneur, I remember this mistake repeated over and over again.

A friend of mine spent six months "optimizing" his course sales page. And he ended up improving his conversion rate by 2%. That translated to an extra $10,000 during his latest launch, which sounds great.

But during those six months, he could have created three new products, written 24 newsletters, launched a coaching program, or done anything else that would have earned him 10x that same revenue. So the opportunity cost was massive.

And that’s the same trap I found myself falling into with that subject line.

When Good Enough Beats Perfect

Thinking about this led me to run an experiment during my current sabbatical in France. I decided to spend less time on social media and watch what would happen. Less time commenting, responding, scrolling Twitter, making connections, etc.

The result? My revenue dropped about 3%.

But I gained back about ten hours a week! And I spent those hours pondering a new business idea, letting my mind wander, and having lunch with my wife in the world’s best food city.

It’s been refreshing, to say the least. And I've sorted out a new business idea that might make up for that 3% loss. Plus, I’m feeling better — recharged and excited to work on an exciting new thing.

Now don’t get me wrong here. I'm not suggesting you shouldn't optimize anything. And I’m not telling you to drop everything and pretend like nothing matters. Of course that would be silly.

But I am suggesting that you focus your energy and optimization efforts on things that really matter:

* Your core product that serves your customers
* Your main page that drives 80% of your revenue
* Your onboarding sequence that sets client expectations

But most things?

You'd be better off getting them to "good enough" and launched, than "perfect" and in a perpetual holding pattern.

The 80/20 Decision Framework

Here's how I try to decide what deserves my optimization time. And this is a thinking structure you can use too.

When you find yourself tinkering endlessly with a small detail:

1. Consider the real impact of making the improvement. Not the theoretical impact — the actual impact, based on your revenue numbers.
2. Estimate the real cost — including opportunity cost, mental energy, and time away from other projects (like your friends and family).
3. Now ask yourself: Does the impact absolutely dwarf the cost?

Here are some real-world examples to show you what I mean:

**Not Worth It:** Spending 20 hours to improve an email sequence that makes $1,500/month by 10%. That's a $150 monthly improvement. (Not worth 20 hours of your time)

**Consider Carefully:** Spending 20 hours to improve a coaching program that generates $8,000/month by 15%. That's a $1,200 monthly improvement. (But could that time be used to create something new instead?)

**Definitely Worth It:** Spending 20 hours to improve a landing page that generates $80,000/month by 5%. That's a $4,000 monthly improvement. (Now we're talking.)

Of course, these numbers will vary among different people and scenarios. But at least you have a framework here to help you make better decisions.

The Freedom of Good Enough

The beautiful part about embracing "good enough" is that your time is freed up to focus on what actually matters:

* Building more (or other) things
* Taking more creative risks
* Opening up more head space for exciting projects

I’m slowly but surely realizing that "good enough" usually is good enough.

Because at the end of the day, your customers care more about the value you provide than whether your button color is the right shade of blue. (Yes, I’m talking to myself here.)

**Your Challenge This Week:**

I want you to look at your current to-do list.

Identify one thing you've been trying to make perfect that could be "good enough" as it is now, and ship it.

Then use your freed-up time to create something new or do something different. For example, taking a walk outside is a helluva lot better than looking at a computer screen for one more minute (and it really gets the creative juices flowing).

Because perfect isn't just the enemy of good. It's the enemy of growth.

And that’s all for today.

See you next Saturday.

**P.S.** In the spirit of getting started and shipping, I’ve recently updated my free 21-day email course: [**Your First $1 Online Challenge.**](https://stan.store/justinwelsh/p/your-first-1-online-challenge)

I'm showing new entrepreneurs how to get their first proof of concept — their very first $1 (and maybe even more) online.

**‍**[**Join us here**](https://stan.store/justinwelsh/p/your-first-1-online-challenge) if you’re interested in finally getting started on that business you’ve been putting off!