

# **HOW TO MAKE MONEY ONLINE (FOR ME AT LEAST)**

**TAVIS LOCHHEAD - FEB 2021**

# **AGENDA**

**Building Successful Products**

**Getting Customers**

**Going Outside Your Comfort Zone to Learn New Skills**

**Finding Work on Reddit (Seriously)**

# **WHO IS TAVIS?**

**10+ Years in Marketing**

**Founder of RecoRank**

**Startup Consultant**

**Banned from r/malefashionadvice**



# BUILDING SUCCESSFUL PRODUCTS



**Michael Seibel**

**Founder, twitch.tv**

**CEO, Y-Combinator**

# BUILDING SUCCESSFUL PRODUCTS

## **Identify a Real Problem Real People Have**

“I don't understand how you can have product-market fit and not a lot of people wanting your product. The two go hand-in-hand.” - Michael Seibel

## **Execute on Solving the Problem**

“I've seen every idea. Ideas are irrelevant. You are judged on execution, and the number 1 way to prove that you can execute is by executing.” - Michael Seibel



# BUILDING SUCCESSFUL PRODUCTS

Fake Steve Jobs

vs

Real Steve Jobs



# RECORANK EXAMPLE

**RecoRank** Search for a brand, category, product, feature... 

**Find tech that experts love (or hate)**  
We aggregate expert tech reviews to help make tech shopping easier

[Sign Up For Best-Rated Deals](#)

**Popular Categories**

-  Laptops
-  Headphones
-  Mobile Phones
-  Portable Speakers
-  Smartwatches
-  Fitness Trackers
-  Tablets
-  Cameras

**Best-Rated Amazon Deals**

**RecoRank** Search for a brand, category, product, feature... 

111 results found

Sort Rating: Best Filters 

[Headphones](#) 

**Sony WH-1000XM4**  
**94%** Average Expert Score (20 Reviews)  
Headphones > Over-Ear Headphones > Sony  
One-minute review By every possible metric, the Sony WH-1000XM4 is a wonderful pair of wireless noise-cancelling headphones. They deliver exactly what they...  
-- techradar.com

[Check Price](#)

**HiFiMan Deva**  
**91%** Average Expert Score (7 Reviews)  
Headphones > Over-Ear Headphones > HIFIMAN  
2020-09-01 · The HiFiMan Deva headphones deliver the detail you expect from planar magnetic drivers and can stream Bluetooth/hi-res audio with an add-on...  
-- pcmag.com

[Check Price](#)

**Audeze LCD-GX**  
**90%** Average Expert Score (7 Reviews)  
Headphones > Over-Ear Headphones > Audeze  
2020-07-02 · The \$900 Audeze LCD-GX is the most expensive gaming headset we've tested, with the best audio quality we've heard in the category. MSRP \$899....

# WHAT PROBLEM DOES THIS SOLVE?

Google search for "best phone" showing a video thumbnail from Mrwhosetheboss and a TechRadar article.

YouTube search for "best phone" showing a video by Mrwhosetheboss and a video by NBC News.

Reddit search for "best phone" showing a post from DiplomatikEmunetey asking about 2020 flagships.



**Apple iPhone 11 Pro Max**  
92% Average Expert Score (16 Reviews)

Mobile Phones > Apple  
6.5" | 3500 mAh | 12+ MP | 2.65 GHz

**Samsung Galaxy S10 Plus**  
91% Average Expert Score (17 Reviews)

Mobile Phones > Samsung

# **GETTING CUSTOMERS**

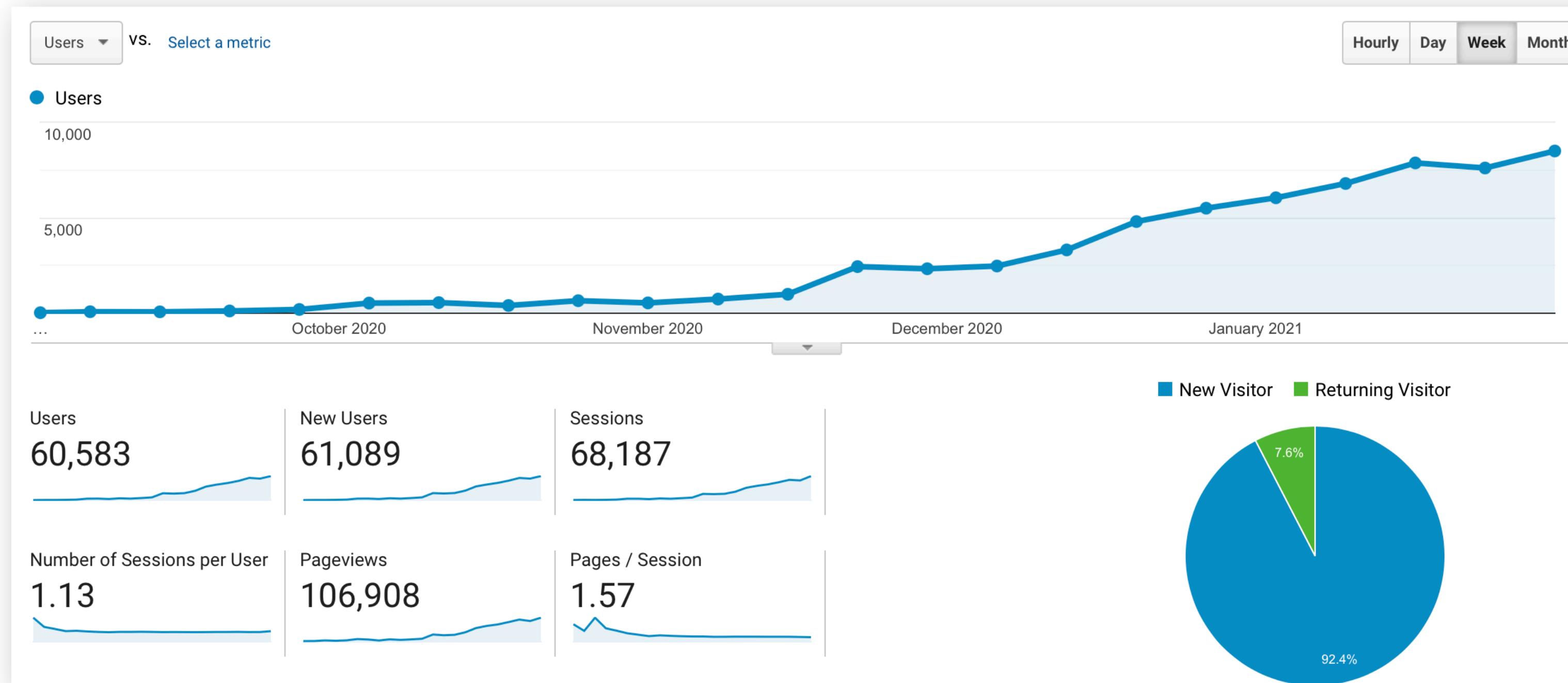
**There are a LOT of ways to get customers.**

**Pick 1-2 (that suite your business) and do it really well.**

**Mix it up with short-term hits (announcements, events) and long-term plays (SEO, PPC, social).**

**Customers will also tell you how your product needs to improve. So get your product in front of customers ASAP.**

# RECORANK GROWTH CHANNELS



SEO

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**PR**

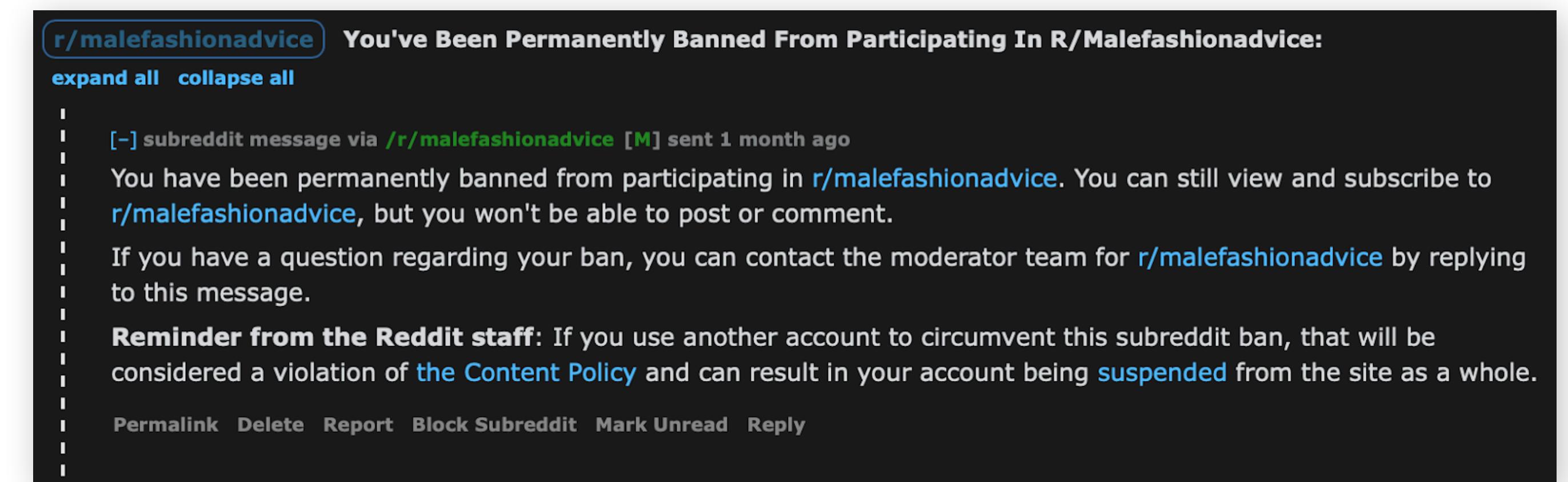
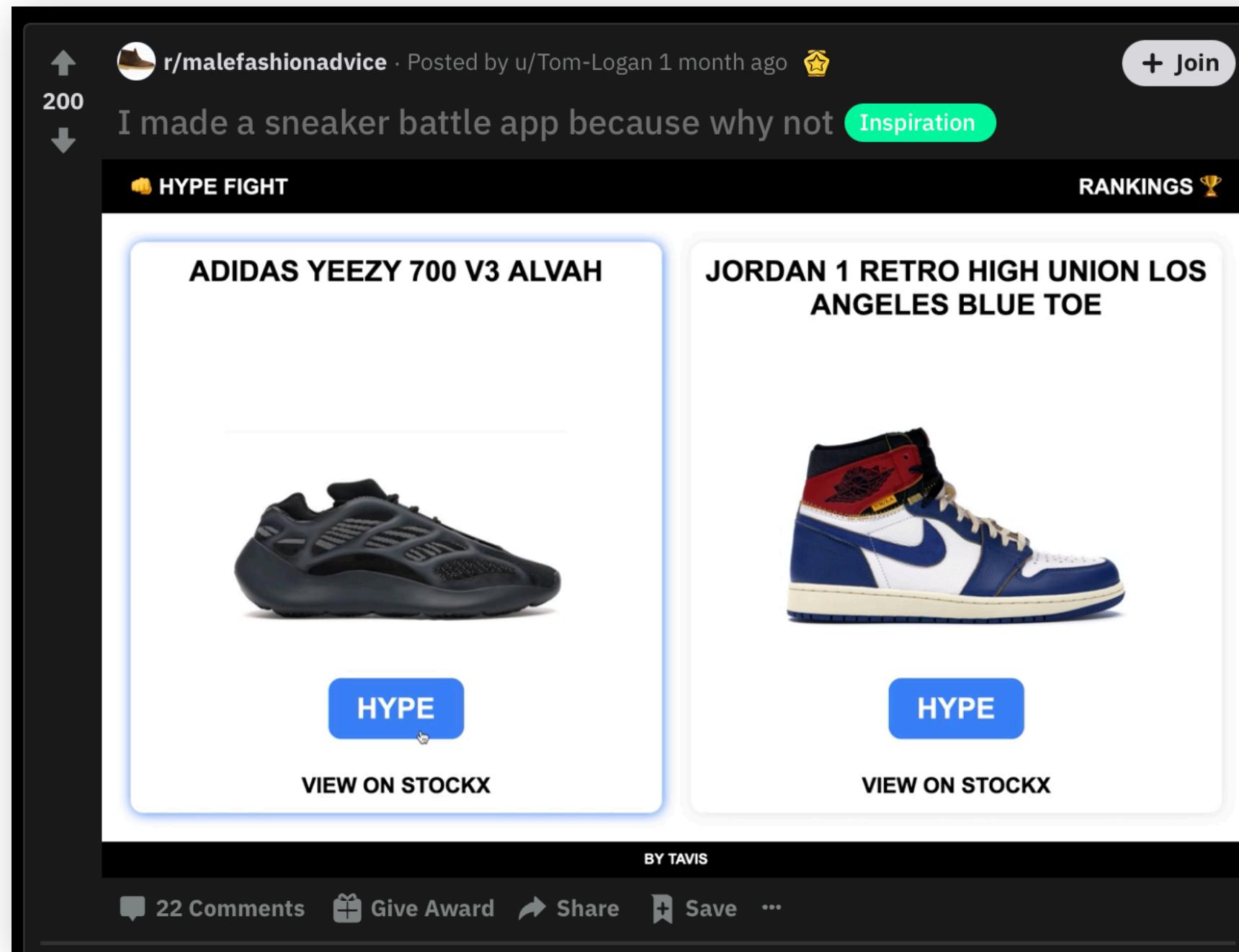
Lifewire logo and search icon. Article text:

Tavis Lochhead, manager of the review aggregator site [RecoRank](#), is also on the fence about buying a new phone. "I personally like to wait a few years before upgrading my phone," said Lockhead in an email interview. "If I bought an 11 earlier this year, I would personally hold off as the 11s are awesome but would also be quite envious of those with the 12."

COMMUNITIES

Posted by u/Tom-Logan 7 days ago  
93 I analyzed 1034 expert reviews to rank the best 67 Android phones  
Sharing some analysis I've been doing recently, in case anyone finds it interesting or valuable.

# TRIAL BY FIRE



# TOP 15 STARTUP USER ACQUISITION CHANNELS

1. SEO (after getting results with another acquisition channel). Worked for **84** founders
2. Marketplaces & Existing Platforms. Worked for **78** founders
3. Product Hunt. Worked for **78** founders
4. Reddit. Worked for **45** founders
5. Cold email outreach. Worked for **42** founders
6. "Powered by" marketing. Worked for **42** founders
7. Hacker News. Worked for **39** founders
8. Having an existing media brand. Worked for **39** founders
9. Using your own network. Worked for **37** founders
10. Google Ads (AdWords). Worked for **31** founders
11. Affiliate marketing. Worked for **30** founders
12. Niche communities. Worked for **30** founders
13. SEO (where founders started immediately). Worked for **29** founders
14. Twitter posting / engagement. Worked for **28** founders
15. Facebook groups. Worked for **28** founders

Source: <https://zerotousers.com/assets/pdfs/acq-channels.pdf>

# **GOING OUTSIDE YOUR COMFORT ZONE TO LEARN NEW SKILLS**

**Never stop learning.**

**See work as learning  
opportunities. Otherwise  
you'll hate it and get lazy.**

**Mentors can help you learn  
faster and stay focused.**

# FREELANCE ECONOMY IS BOOMING

In 2020, the US freelance economy increased by 22% and is now worth over \$1.2T

Freelancing increases earning potential (75% earn same or more)

Know your worth. ROI of most employees for companies is anywhere from 10:1 to 100:1



# FINDING WORK ON REDDIT (SERIOUSLY)

**r/forhire**

**USD currency**

**Try different angles**

**Portfolio helps**

 r/forhire · Posted by u/Tom-Logan 2 months ago

**[For Hire] Full Stack Marketer (Sales + Marketing + Programming)**

**For Hire**

Looking for someone who can do a bit of everything? I'm a seasoned marketer/programmer with 10+ years of experience wearing multiple hats at rapid-growth startups and global-leading companies (Cisco, eBay) alike.

I can help you with:

- Business development and account management
- Integrated marketing (SEO, PPC, content, events, PR, community engagement, email, and more)
- Website and web app development (Wordpress, Shopify, React)
- Building databases with web scraping and APIs

My portfolio can be found here: [tavis.cc](http://tavis.cc)

My rate is \$40-60/hr.

PM me to discuss your objectives and how I can help.

[tavislochhead@gmail.com](mailto:tavislochhead@gmail.com)

[twitter.com/tavislochhead](https://twitter.com/tavislochhead)

get me to 10 followers 🙏

[linkedin.com/in/tavislochhead](https://www.linkedin.com/in/tavislochhead)

[recorank.com](https://recorank.com)

[tavis.cc](https://tavis.cc)

