

# PLATFORM-PROOF PROFIT\$

HOW TO MONETIZE YOUR YOUTUBE OR TIKTOK CHANNEL  
WITHOUT PLATFORM PAYOUTS IN 7 DAYS



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# Platform-Proof Profits

## How to Monetize Your YouTube or TikTok Channel Without Platform Payouts in 7 Days

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# Chapter 1 Introduction: The Platform Payout Trap

## The Problem

I hate the YouTube Partner Program, the TikTok Shop and the TikTok Creativity Program. These programs have been sold and built as the perfect way for creators and everyday people who just want to make money to monetize their content. But it's a lie. It's a trap designed to keep you jumping on the content hamster wheel with no end in sight.

Let me give you a few statistics. Did you know that YouTube has over 51 million channels, but only 4 million channels are monetized through the YouTube Partner Program? That's less than 8%. Did you also know that TikTok has less than 2% of creators qualifying for the Creativity Fund, and those creators earn an average of just two to four cents per 1,000 views? The result is that these large platforms, which generate billions of dollars monthly, are making money hand over fist and giving us creators nothing but scraps. Ironically, these platforms would be nothing without the creators—yet we've been sold a bill of goods.

We've been told that the YouTube Partner Program, the TikTok Shop, and the TikTok Creativity Funds are the best way to monetize our content, but that's a lie.

Another issue I have with monetizing through these platforms is the arbitrary numbers they assign. For example, to be monetized with the YouTube Partner Program right now, you need 4,000 watch hours and 1,000 subscribers. That number can and has changed multiple times in the past. Back in the day, you had to make at least a 10-minute video, but now it's down to 8 minutes to monetize on YouTube. TikTok is no better. To be part of the Creativity Fund, as of now, you need 10,000 followers or subscribers. If you want to join the TikTok Shop, that number is vague. At one point, it was 2,000 followers. Now I think it's 5,000. This further illustrates the point that creators are at the mercy of these platforms. Without the creator, there would be no platform.

Another problem I have with these platforms is that our income, our potential earnings, depend on ever-changing algorithms. There are stories—fables, even—of people who join the TikTok Creativity Fund only to have their views suppressed afterward. It's said that every month, after a certain period, the views dry up. It makes me very uncomfortable to have my entire business depend on the platform.

As someone who has been creating content on YouTube for some time, I know these platforms are extremely volatile. They're heavily algorithm-based. Let me give you some examples of the volatility that happens just on YouTube. In Q4, marketers have more money to spend because they're trying to meet their quotas and income goals. They'll spend more money on advertising, which means creators in the YouTube Partner Program earn more. But, like clockwork, marketers reduce their ad spend when the new year starts, which heavily impacts the amount of money creators earn.

In addition, CPMs (cost per 1,000 impressions) and RPMs (revenue per 1,000 impressions) can vary by video and by where the videos are watched. For example, someone viewing your content in the United States often yields a higher CPM than someone in a developing nation like India or Pakistan. No disrespect to India or Pakistan, but that's just how it shakes out. I've had some videos earn a \$90 CPM while others on the exact same channel earn just \$10 CPM.

Relying heavily on these external factors is extremely frustrating and stressful. You don't want your business or your income to depend on something you can't control. TikTok is even worse. If we look at the TikTok Shop, most people who participate do so as affiliates. They recommend products, and if someone buys, they earn a commission.

I have a number of issues with the TikTok Shop. Number one: your entire business is built on the volatility of TikTok. There have been rumblings that TikTok might go away. If it disappears tomorrow, your entire business model disappears as well. We also know that TikTok can be incredibly finicky. Sometimes you have views; sometimes you don't. It can feel random, and you don't want your business dependent on randomness.

Another issue with the TikTok Shop is that most people promote the same products, making it very hard to differentiate yourself. Perhaps the biggest issue is that we don't get access to the customer data. If someone buys a digital product from me directly, I know their name, email, and lifetime value. I know how much they've spent with me, and I can sell them more stuff for weeks, months, or even years to come. If you sell a product through the TikTok Shop, you have no idea who bought it. That means you start from zero every month.

I also don't like that people selling on TikTok Shop resemble the Home Shopping Network—just a stream of individuals pushing products they have no real interest or knowledge in. They see a viral video and copy it word for word with the same product.

This leads me to another problem: everyone is promoting the same 10 products using the exact video structure. It's almost impossible to stand out. Another sour point is that TikTok can randomly assign you a 24-point violation. If your account hits a 24.5 violation, you lose the ability to sell or promote products with the TikTok Shop. Your account could close literally overnight.

We've also seen instances of people downloading videos and re-uploading them as their own. In reality, that shouldn't be allowed, but TikTok doesn't care. They only care about the revenue they can make from another product being sold.

That is why I am making this book: to free all content creators from dependence on this platform. Getting paid by the platform should be icing on the cake, an afterthought—something that, when the direct deposit hits your account, you might use to go out to eat or buy groceries. We are not going to use it as our sole or primary source of income.

This leads me to the promise...

## The Promise

After reading this book, you will have the ability to monetize your social media following—regardless of its size—without worrying about the YouTube Partner Program, the TikTok Creativity Fund, or the TikTok Shop. The entire purpose of this book is to equip you with the tools and proven strategies needed to monetize your content on your own terms.

Once you finish, you won't worry about algorithms, nor will you feel pressured to create the same type of content as everyone else. You won't need to appeal to the broadest possible audience, and you won't be stuck on a never-ending content hamster wheel. Instead, you'll be able to build a real online business, earning money 24 hours a day, 7 days a week. The frustration of algorithms working against you will fade, as will the disappointment of fluctuating earnings and people copying your content.

Within these pages, you'll find step-by-step, proven strategies to create content that reaches your target audience and multiple methods to monetize it. You will achieve stability in your business and never again have to rely on uncertain platform payouts.

The purpose of this book is to open your eyes to a whole new world—one where you run a real business. Real companies don't worry about platforms; they don't depend on third parties to fund their operations. Instead, they collect data on their audience, know each person's value, and build long-term relationships. After reading this book, you will have all the tools you need to build a genuine, profitable, and stress-free business.

## The Big Idea:

Before we dive into the “how,” I want to give you a broad overview of what we’re going to accomplish in this book. We are no longer going to chase vanity metrics, nor will we focus on algorithms. Instead, we’re going to create content that resonates with our target audience—content that motivates them to take action and that we can then monetize.

Our primary focus will be on three key areas: clicks, leads, and sales. Throughout this book, I'll lay out the exact steps you need to take to achieve those three goals. At the end of the day, you could have a million views on a single video, but if no one is buying from you and you don't have access to their customer data, none of it really matters. Those views would be empty and useless, with no long-term impact on your business.

On the other hand, if you create strategic content, even one piece can generate income and revenue for weeks, months, and even years. Later in this book, I'll explain exactly how to create what we call “evergreen” content—content that continues to pay off and remain relevant well into the future.

## Action Step

Before we continue, I want to offer a word of caution. If you're just getting started, pick one platform and commit to becoming an expert on that platform. If you're brand new and have fewer than 5,000 followers, trying to be everywhere at once is a huge mistake. Instead, focus on one platform—whether that's social media or YouTube—and commit to mastering it.

All too often, new creators struggle because they've been told they need to be everywhere. In reality, you don't. YouTube receives over 20 billion monthly visits, TikTok has 2 billion monthly visits, and platforms like Instagram, LinkedIn, and Twitter also have billions of visits combined. You don't need to appear on every platform to make your first \$100. Instead, pick the platform where you spend most of your time. If you're always scrolling through TikTok, commit to understanding TikTok inside and out. If you discovered me through YouTube and spend most of your time there, commit to mastering YouTube.

It's important to realize that each platform behaves a bit differently. YouTube, for example, has been around for a long time. Its algorithm is like a well-oiled machine with a solid understanding of what works and what doesn't. On the other hand, TikTok and other social media platforms are changing more rapidly. They update their algorithms more frequently, and trending content often influences what gets seen.

Before we dive deeper, I also want to emphasize that the strategies in this book will work across all social media platforms. I have the most experience with YouTube and TikTok, so that's where we'll primarily focus, but these methods apply to Instagram, LinkedIn, Twitter, and any other platform—now and in the future.

Remember: we want to create content and sell products to people. We're not trying to trick the algorithm or manipulate it. We're not even trying to appeal to it. I'll cover this in greater detail later, but most creators fail because they're making content for the algorithm, not the viewer. When you create content that engages the viewer—invoking an emotion or compelling them to take action—the algorithm takes notice on its own. Always create content with the viewer in mind, and don't worry about the algorithm at all.

Also, throughout this book, I will ask you to take a stand and make decisions. Many new content creators and online business owners struggle because they're indecisive or afraid of making the wrong choice. The great thing about content creation and social media is that we can adapt and change quickly. Still, I encourage you to be decisive and act promptly.

The first decision I want you to make is to commit to choosing one monetization strategy and testing it this week. The second decision is to choose the platform you will start with. Remember, there's no wrong answer here—except doing nothing. Once you've decided on your monetization strategy and platform, post a comment inside our private community.

Being part of a community gives you a sense of ownership and accountability. It provides motivation, encouragement, and the push you might need to achieve both short-term and long-



term success. So, the first step is to decide on one monetization strategy, choose one platform, and share your decision inside the community.

Next, we'll dive into choosing your monetization path. I'm excited about these three paths because I have extensive experience with each, and all of them are proven to work.

## Supplemental Resources

At the end of each chapter, you'll find supplemental resources designed to help you gain further clarity and grow your online business. These resources are available inside our private community, which I strongly encourage you to join.

To access these materials and connect with like-minded entrepreneurs, visit:

[platformproofprofits.com/community](https://platformproofprofits.com/community)

In addition to the information you've just read, you can access the following resource inside our private community:

- **Goal-Setting & Roadmap Template:**  
A worksheet designed to help you clarify your monetization goals and milestones, ensuring that you can get started quickly and stay on track.

## Chapter 2. The Foundation: Choosing Your Monetization Path

In this chapter, we will explore several different monetization opportunities for your business. If you're just getting started, there are three primary methods I highly recommend considering. We'll discuss the strengths and weaknesses of each, and by the end of this chapter, you'll be encouraged to choose one path to focus on exclusively.

The three options are:

1. **Affiliate Marketing**
2. **Selling Tiny Digital Products**
3. **Creating a Membership**

Before we begin, I want to emphasize that you should pick only one of these methods to start with and commit fully to it. Each option can be successful, but you'll see the best results if you give it your full attention and effort.

Let's dive into the world of affiliate marketing first.

## 3 Proven Monetization Methods:

### Affiliate marketing

Affiliate marketing has been around since the early days of the internet. At its core, affiliate marketing is simply recommending or selling other people's products and services. What you may not realize is that it's currently a \$17 billion industry, and it's expected to keep growing.

One of the biggest misconceptions about affiliate marketing is that you have to buy a course and then turn around and promote that same course. But did you know there are over 12,000 affiliate programs out there? Everyone from Amazon to Walmart, Target, Best Buy, Hulu, and even I have an affiliate program. Affiliate marketing is a lot like asking a friend for a recommendation. For example, if you're thinking about seeing Movie A, you might ask your friend what they think. If your friend says, "Don't waste your time on Movie A—go see Movie B instead," and you follow their recommendation and enjoy Movie B, that's essentially how affiliate marketing works.

In affiliate marketing, there are three parties involved:

1. **The Consumer:** The person with a problem who is looking for a solution.
2. **The Product Owner:** The person or company that created the product or service that solves the consumer's problem.
3. **The Affiliate Marketer (That's Us):** We create content to help consumers answer their questions or solve their problems, ultimately guiding them toward a product or service.

Consumers often don't trust big-box stores or large brands outright because they know these stores want to sell them something. The consumer has questions and wants impartial information before making a buying decision. That's where we, as affiliates, step in. When someone searches online for "best microphones for beginners" or "best computers for college students," we create content that appears in their search results, helping them make an informed buying decision.

When we join an affiliate program (such as Amazon's), we receive a unique affiliate link. Whenever someone clicks our link and makes a purchase, we earn a commission. The commission rate can vary widely, depending on the product, service, or company. Some commissions might be as low as a few cents, while others can be hundreds or even thousands of dollars. There are also recurring affiliate programs that pay monthly as long as the customer remains subscribed.

The great thing about affiliate marketing is that you can partner with well-known brands. You don't have to worry about customer service, shipping, or handling returns. You just create content. However, there are a few drawbacks to consider:

- **Low Commissions:** Some affiliate programs, like Amazon's, have relatively low commission rates. For example, if someone buys a \$10 product and your commission is 5%, you only earn \$0.50.
- **Lack of Control:** You're dependent on the affiliate program or network. They can change their commission structure at any time, impacting your earnings.
- **Delayed Payouts:** You won't get paid right away. Payouts might be 30, 45, 60, or even 90 days after the sale. Companies want to ensure everything is legitimate before they pay out. They may also have minimum payout thresholds, so you might have to wait longer if you haven't earned enough to meet that minimum.

When I first started, I began with affiliate marketing. The first product I ever promoted was Bluehost, a web hosting platform. Every sale earned me a \$65 commission. I watched a YouTube video from a well-known guru who suggested becoming a Bluehost affiliate and then answering questions on a site called Quora. Quora is a question-and-answer platform where users ask questions and other users provide answers.

I followed the advice: I answered a bunch of questions and inserted my affiliate links. Little did I know, this violated Quora's terms of service since they don't allow affiliate links in answers. I posted about four or five answers at work. A few hours later, I received an email from Quora stating my answers were removed. Feeling dejected, I went about the rest of my day.

By the time I got home, I'd received two more emails notifying me that someone had clicked my affiliate link and made a purchase. Within 12 hours of starting affiliate marketing, I'd earned my first commissions—\$130 total. However, I didn't get paid immediately. As I mentioned, there's often a waiting period before you receive your payout, which can be frustrating if you're depending on that money.

Despite these challenges, affiliate marketing is a great place to start if you're completely new. All you have to do is create content. You don't have to come up with product ideas, handle shipping, or deal with customer service. This allows you to focus on one aspect of the business at a time.

To give you an idea of the earning potential, let's say you want to make \$1,000 per month. Suppose you promote a \$100 product that pays a 30% commission. That's \$30 per sale. If you get three sales per day, that's \$90 per day, which adds up to \$2,700 per month. Even fewer sales could get you to \$1,000 a month.

Now that we've covered the basics of affiliate marketing—its pros, cons, and how it works—let's move on to the next monetization method: tiny digital products. We'll discuss their benefits, drawbacks, and how to get started.

## Tiny Digital Products

Another great place to start is with digital products. Digital products are anything you create on a computer and deliver over the internet. This can include templates, journals, planners, cheat

sheets, checklists, workbooks, workshops—essentially anything that doesn't require physical shipping.

There are several benefits to creating and selling tiny digital products:

1. **Instant Payments:** As soon as someone buys a digital product from you, the money goes into your Stripe, PayPal, or whichever payment processor you use. You can then immediately access and spend it.
2. **Full Ownership:** The product is yours. It solves a specific problem and helps you connect with your target audience. This also paves the way for earning more on the back end, a topic we'll discuss later.
3. **Quick Creation:** Digital products can be created quickly. For example, you can have one ready in as little as three days. If done right, these products will help you build a deeper connection with your audience.

According to some reports, digital product sales are expected to hit \$331 billion by 2027, and you can create a digital product for virtually any niche. Here are a few examples:

- **Fitness Niche:** A meal-prep planner or a "Couch to 5K" 30-day challenge.
- **Woodworking Niche:** Templates or guides to help someone create their first project.

What I especially like about tiny digital products is that they solve a very specific problem. They're small, can be completed quickly, and help your target audience achieve a result faster or more easily than other available solutions.

### Drawbacks of Digital Products

While digital products have many advantages, there are a few drawbacks:

1. **Customer Service:** You'll need to deal with unhappy customers and issue refunds when necessary. Sometimes, you may need to jump on a call to troubleshoot a complaint.
2. **Product Validation:** The first digital product you create may not connect with your audience. You might be in love with it, but if it doesn't solve a problem people care about, it won't sell.
3. **Time Investment:** Creating digital products often takes more time. You need to develop the product, create a sales page, and set up an email follow-up sequence. Compared to affiliate marketing, this can feel like it takes forever.
4. **Brand Impact:** If enough people are dissatisfied with your product, it can hurt your personal brand and business reputation.

### Getting Started With Digital Products

To get started, first identify your niche—your interest, hobby, passion, or profession. It could be something you enjoy doing or learning about or something your family is involved in.

Next, write down all the problems your target audience faces. The more specific you can be, the better. On one side of the page, list their problems; on the other side, brainstorm digital product ideas that solve those problems.

**Example:** Let's say you're in the wedding niche. Common problems include:

- Planning the perfect wedding under \$5,000
- Creating save-the-date cards
- Designing invitations
- Figuring out the honeymoon
- Finding the right photographer

For each of these problems, you could create a tiny digital product. For example, to solve the budget issue, you could create a wedding budget calculator or a wedding budget planner. For invitations, you could sell invitations or save-the-date templates. You could even create a complete wedding planner checklist that outlines every step over a four-month period.

This same logic applies to all sorts of niches—good or bad problems, like having a baby or planning a funeral. Identify the problems and create solutions.

Once you have a problem and a solution, you can use a tool like Canva to create your digital product. If you're not design-savvy, you can hire a freelancer to help you. After creating the product, build a sales page highlighting the problem, the solution you're offering, and how your product bridges that gap.

You can use free tools like Gumroad to list and sell your product, though free tools may limit the amount of customer data you receive. The more information you have on your customers, the easier it is to sell them additional products later.

### **Pricing Your Digital Product**

Your first digital product is like the front door to your business. It introduces your audience to what you can offer. Because of this, it should be priced low enough to be an impulse buy—somewhere between \$7 and \$49. At this price point, your audience won't need to think twice or consult others; they'll see the value and buy.

For example, a TikToker could earn \$500 per month by selling a 10-page meal prep guide for \$10 each. At \$10, it's a low-risk purchase for the buyer, and just 50 sales would bring in \$500.

Now that we've covered tiny digital products let's move on to another way to earn a recurring income: memberships.

## **Memberships**

Another great way to monetize your TikTok or YouTube following is by offering monthly memberships. I love monthly memberships for several reasons. First, they enable you to help your viewers or customers solve ongoing problems. If someone needs help over a longer period, a monthly membership lets you provide continuous support and guidance.

A second advantage of monthly memberships is that you earn recurring revenue. Unlike affiliate marketing and digital products—where you start from zero at the beginning of each month—

memberships provide stable, predictable income. As long as the subscriber remains a member, you earn from them every month. For example, if your goal is to make \$3,000 per month, you won't have to wonder how to start at zero every month because your membership fees generate ongoing cash flow.

The best way to set up a monthly membership is to identify a long-term problem that your target audience faces. This approach can work in any niche. For instance, I once offered a membership at \$7 per month to help people earn their first \$1,000 in affiliate marketing. I provided a core course for members to follow, additional planners and templates to guide them, and two monthly coaching calls where members could ask questions and receive personalized feedback.

How you structure your membership is entirely up to you. Some creators host a live Q&A once a month, while others run a monthly workshop or simply answer submitted questions via video. Your membership could be low-ticket, mid-ticket, or high-ticket, depending on the complexity of the problem you solve.

- **Low-Ticket Membership (\$7–\$27/month):** Usually addresses a smaller problem, like making a beginner's income goal.
- **Mid-Ticket Membership (\$49–\$99/month):** Helps solve a more complex problem, such as scaling from \$1,000 to \$3,000 per month. This often involves more advanced strategies like email marketing and building systems.
- **High-Ticket Membership (\$99+/month):** Tackles large-scale problems, such as helping established businesses reach \$1 million per month. These memberships might include done-for-you services or personalized automation and systems.

The math is simple. If you have 100 subscribers paying you \$10 per month, that's \$1,000 in recurring revenue. While you'll need to address churn (members leaving the program), as long as you continue to provide value, you can scale your recurring revenue steadily.

Now that we've discussed three monetization opportunities—affiliate marketing, digital products, and memberships—it's time to take action.

## Action Step:

As I mentioned in the previous section, many people struggle simply because they don't take action. They spend too much time overthinking, overcomplicating, and worrying about what could go wrong. What I want you to do right now, today, is take five minutes and decide which monetization path you're going to start with.

As I've outlined, each path—affiliate marketing, digital products, and memberships—has its pros and cons. There is no right or wrong answer. Let's recap:

### Affiliate Marketing:

- **Pros:** Partner with trusted brands; create content around products or services you recommend; no worries about shipping or customer service.
- **Cons:** Delayed payouts (up to 90 days); minimum thresholds before you're paid; dealing with potential returns.

### **Digital Products:**

- **Pros:** You create a product once and sell it repeatedly; instant payments (money goes directly into your Stripe or PayPal account) can be created quickly.
- **Cons:** You handle customer service and returns; you need to ensure your product is relevant and valuable to your audience.

### **Memberships:**

- **Pros:** Recurring monthly revenue; once someone is a member, you get paid every month until they cancel.
- **Cons:** It can be challenging to start (especially if you only have one or two members at the beginning); it may require ongoing engagement and additional fees or setup.

Right now, I want you to choose one path and commit to it for the next three to six months. Don't let this decision take more than five or ten minutes. Once you've decided—affiliate marketing, digital products, or memberships—post your choice in our community, along with two or three reasons why you chose that option. Doing this will help you gain clarity, stay accountable, and move toward success.

In the next chapter, “The YouTube Monetization Method,” we'll discuss the opportunities YouTube presents. With billions of users worldwide, YouTube offers incredible potential for earning money.

### **A Quick Note About the Upcoming Chapters:**

If you've decided to go all-in on YouTube, continue on to Chapter 3. However, if you feel that TikTok is more your style, skip ahead to Chapter 4, where we'll discuss the TikTok monetization method. See you there!

## **Supplemental Resources**

At the end of each chapter, you'll find supplemental resources designed to help you gain further clarity and grow your online business. These resources are available inside our private community, which I strongly encourage you to join.

To access these materials and connect with like-minded entrepreneurs, visit:

[platformproofprofits.com/community](https://platformproofprofits.com/community)

In addition to the information you've just read, you can access the following resource inside our private community:

- **Platform Setup Checklist:**

A step-by-step list for optimizing a YouTube channel or TikTok account for monetization (profile setup, branding, keyword research, etc.).

## Chapter 3 The YouTube Monetization Method

YouTube is the video-sharing platform that started it all. According to SimilarWeb.com, YouTube receives 28 billion visits per month. Most people visit YouTube on a desktop computer and, on average, spend almost 21 minutes on the platform. When visitors go to YouTube, they typically view 10 or 11 different pages. In addition, YouTube is the second-largest search engine in the world, behind only Google—and both YouTube and Google are owned by the same company.

Google is where people turn when they have a known problem and are searching for a solution. I'll address TikTok's differences later, but for now, understand that YouTube's power lies in its function as a search engine. Users arrive on YouTube with a clear problem in mind, actively looking for a solution. We can leverage this by creating content that provides answers and, in turn, puts money in our pockets.

In this section, we'll explore the "YouTube Monetization Method." By now, you should have chosen your monetization path—affiliate marketing, digital products, or memberships—and we'll discuss how each fits into YouTube monetization.

For the most part, I'll focus on long-form YouTube content rather than YouTube Shorts. Shorts operate under a different set of rules, which we'll cover in supplemental materials.

Another significant benefit of YouTube is that you can include clickable links in your video descriptions. There's no limit to how many links you can add, and there are no major restrictions. You can even tailor links to the specific video topic, making it incredibly powerful for monetization.

Let's dive into how to monetize through YouTube, starting with affiliate marketing.

### Affiliate Marketing

Here's a question for you: What's the first thing someone does when they want to buy a product but aren't sure if it's the right one for them? They go to YouTube. They'll type in the product's name along with words like "review," "unboxing," or "first impression." That's where the beauty of affiliate marketing comes in. We can create content that appears right in front of people who already know their problem and believe they've found the solution—they just want to confirm it's the best option.

Let me give you a real-life example of how affiliate marketing has worked for me on YouTube. My very first YouTube channel was called "The Security Camera Guy," where I made a five-minute video showing users step-by-step how to install a Ring Video Doorbell without a pre-



existing doorbell. It wasn't a fancy production, but it generated thousands of dollars in commissions because I included my affiliate link in the video's description. That single video has accumulated over 250,000 views, all on a channel with fewer than 2,000 subscribers.

Another example comes from a different channel of mine called "Web Hosting Rewind." I created a tutorial video on that channel showing people how to start a blog. Even though that channel has fewer than 3,000 subscribers, it has directly helped me earn commissions through the Bluehost affiliate program.

In this section, we'll go over how to get started with step-by-step affiliate marketing on YouTube. I'm assuming at this point that you've already chosen your niche and are ready to move forward. Let's begin.

### **Step 1: Pick a Relevant Product**

Choose a product or service that aligns with your niche. For example, if my niche is helping people start a YouTube channel, one essential item beginners need is a microphone. Over the years, I've purchased several microphones—like the Blue Yeti X, the Blue Snowball, and my current Warm Audio WA-47 Junior. By having these products on hand, I can show them on camera, demonstrating how to use them or comparing their features.

### **Do You Need to Own the Product?**

While owning the product can lend credibility, it's not strictly necessary. If you have the product and can show it in your videos, viewers are more likely to trust your opinion. If not, you can still create valuable content by compiling information from reputable sources, user reviews, or official product specs. Just understand that building credibility without firsthand experience may require more effort and a more thorough presentation of your research.

## **Finding affiliate programs**

The next step is to find affiliate programs to join. As an affiliate marketer, you'll connect with different affiliate programs that give you a special URL, known as an affiliate link. You'll place this link in your YouTube video descriptions to earn commissions.

### **Ways to Find Affiliate Programs**

#### **1. Direct Manufacturer Search:**

Type the name of the product's manufacturer followed by "affiliate program" into Google. For example, if you want to promote Warm Audio products, search "Warm Audio affiliate program." If the manufacturer runs its own affiliate program, you can apply directly.

#### **2. Store Websites:**

Visit your favorite online stores and scroll down to the bottom of their website. Look for links that say "Affiliate Program," "Become an Affiliate," or "Partner With Us." For example, at the bottom of Amazon's homepage, you'll find "Partner With Us," which leads you to [affiliate-program.amazon.com](https://affiliate-program.amazon.com), where you can sign up for their affiliate program.

### 3. **General Google Searches:**

If you're promoting a type of product (like microphones), type "[Your Niche or Product] + affiliate program" into Google. For example, "microphone affiliate programs" or "music affiliate programs." You'll often find lists compiled by other marketers that suggest various affiliate programs you can join.

Remember, you're not exclusive to one company, so you can apply to multiple programs within the same niche.

### **Affiliate Programs vs. Affiliate Networks**

It's important to distinguish between affiliate programs and affiliate networks. An affiliate network is a middleman between you (the affiliate marketer) and multiple affiliate programs. If a company uses an affiliate network, you must first join that network before applying to the individual program within it.

While we won't dive deep into the pros and cons of affiliate networks here, know that they can streamline your efforts by allowing you to apply to and manage multiple affiliate programs in one place. You can also get paid by different programs at the same time, all from a single network.

### **Applying to Affiliate Programs**

Apply to as many affiliate programs as possible because some may reject you. Many application forms ask something like, "Why should our company partner with you as an affiliate?" To improve your chances of acceptance, clearly outline your plan.

For example, you might say:

"My plan is to start a YouTube channel dedicated to reviewing and comparing products in [Your Niche]. I'll upload three videos per week focusing on [Type of Content] and include honest reviews and tutorials highlighting your product's features. By doing this, I'll present your product to a targeted audience genuinely interested in [Niche Topic], thus increasing your brand exposure and potential sales."

Be as thorough and detailed as possible. Companies want affiliates who will positively represent their brand. If they don't accept you right away, don't worry—you can always reapply later. Also, don't let the application process delay your content creation. Whether you're accepted or not, continue making videos.

### **Next Steps**

Now that you know how to find affiliate programs and apply to them, let's move on to creating videos that attract the right audience and convert viewers into buyers.

### **Creating Videos That Sell (Without Being Salesy)**

One of the hardest concepts for new affiliate marketers—and for beginners just starting to make money online—is creating videos that drive sales without sounding "salesy." Often, people ask

me, “Austin, I’m not earning any affiliate commissions. Can you look at my profile and tell me what I’m doing wrong?” What I usually find is that their videos aren’t solving any problems, and worse yet, they feel like straight-up sales pitches. Every third word is “buy,” “for sale,” or “go purchase this.”

Most people love to buy things. We spend all day dreaming about what we could purchase next. But we hate feeling sold to. We cringe or roll our eyes when we see ads pushing us to buy. We want to believe we’re in control when we make a purchase—that it’s our decision. Unfortunately, new content creators and affiliate marketers often create videos that scream “buy!” over and over again.

In this section, I want to give you several ideas for the types of videos you should create if you want to make money. Most importantly, your videos need to solve a problem and help someone go from knowing less to knowing more. Later in this book (in Chapter 5), we’ll cover how to make good videos, but for now, let’s talk about the types of videos you should (and shouldn’t) make when you’re just starting out with affiliate marketing, YouTube, and content creation.

### **What Not to Do First**

When I started on YouTube, I made every mistake possible. One of my biggest mistakes was trying to compete with massive channels right out of the gate. I saw big YouTubers getting tens or even hundreds of thousands of views with “how-to” videos like “How to Start a YouTube Channel” or “How to Make Money Online.” These topics are extremely competitive and not ideal for a new YouTuber.

Instead, I believe you should create videos that target what’s known as the “bottom of the funnel,” where the viewer is closest to making a purchase. Let me explain: If someone searches “how to fall in love,” they’re probably far from taking action. They’re looking for general advice, broad tips, or “listicles” like “10 Ways to Fall in Love Fast.” That’s top-of-funnel content—viewers aren’t ready to buy anything yet.

### **The Buyer’s Journey**

When someone watches a YouTube video, three things can happen:

1. They ask for more information and move further down the funnel.
2. They realize their problem isn’t that urgent and decide to come back later—or not at all.
3. They make a purchase (if they’re at the bottom of the funnel).

If viewers are searching “how to do X,” they’re probably at the top of the funnel, not ready to buy. They might just be browsing for ideas. But if someone searches for a specific product or service by name, they’re much closer to buying. They’ve identified their problem, found a potential solution, and now they want to confirm it’s the right choice.

For example, if someone searches for a “WA-47 Junior microphone,” they’ve already pinpointed the product they think will solve their problem. They just want to ensure it’s the right mic for them. That’s where you come in—right at the bottom of the funnel.

## Types of Videos to Create First

### 1. **Product-Focused Videos:**

- “[Product Name] Review”
- “[Product Name] Unboxing”
- “[Product Name] First Impressions”
- “[Product Name] 6-Month Review”
- “Don’t Buy [Product Name] Until You Watch This”
- “[Product Name] Best Features”
- “[Product Name] Best Settings”

2. Starting with product-focused videos puts you right in front of viewers who are ready to buy. Once you earn your first commissions, you’ll gain confidence and proof of concept, which is crucial.

### 3. **Comparison Videos:**

After you’ve made product-focused content, start creating “X vs. Y” comparison videos. For example:

- “WA-47 Junior vs. [Competitor Microphone]”

4. Take advantage of YouTube’s search bar. Type in your product name followed by “vs” and see what YouTube suggests. Those suggestions are video topics that people are already searching for, so there’s proven demand.

### 5. **“Best X for Y” and “Best X Under \$Y” Videos:**

If you ever run out of product-focused and comparison ideas, you can create “best” videos:

- “Best Streaming Microphones for YouTube”
- “Best Microphones for Podcasting”
- “Best Microphones Under \$200”
- “Best XLR Microphones Under \$500”

6. In these cases, viewers know their problem and the general solution—they just need to confirm which product fits their needs and budget.

By focusing on these types of videos, you’re targeting people who are far more likely to buy. At this point, you should have at least 30 video ideas, which should keep you busy and increase your odds of making commissions.

## Next Steps

After creating your videos, the final step is to optimize your video descriptions with your affiliate links and relevant information. In the following section, we’ll cover how to properly optimize those descriptions to help you earn commissions.

## Optimizing Video Descriptions

Optimizing your video descriptions essentially means adding your affiliate links and including a clear call-to-action (CTA). For example, if you’re promoting a microphone, you could say something like:

**“Need better audio? Check out this microphone!”**

Then, include your affiliate link.

I like using “if/then” statements. For instance:

**“If you want crystal-clear audio for your YouTube videos, then try this microphone:”**

[affiliate link]

A strong CTA is crucial because if you don’t tell your viewers what to do, most won’t take action on their own. Also, as I mentioned earlier, you can add multiple affiliate links to different products in your description based on the video’s content. However, I recommend starting with just one product or service at first so you can get up and running as quickly as possible.

Now that we’ve covered affiliate marketing on YouTube let’s move on to the next monetization method: digital products.

## Digital Products

Digital products follow a similar path to affiliate marketing, with one key difference: you’re creating the product you’ll sell to your audience. There are a few ways to approach this, but the simplest is to find a product or solution that directly addresses a problem your target audience faces.

As mentioned in a previous chapter, start by listing all of your audience’s problems. For example, if you’re in the wedding niche, one common issue might be helping couples plan the perfect wedding under a certain budget. Maybe you focus on a specific aspect—like creating save-the-date invitations—to help them achieve a result faster and more efficiently.

### Step 1: Identify the Problem

Look at the questions your target audience is asking on YouTube and in the comment sections. From this research, pick one common, pressing problem and craft a solution for it in the form of a digital product.

If, for example, you find that many people struggle with creating save-the-date cards, you might decide to offer pre-made save-the-date templates. Your templates solve a problem by helping couples quickly and easily produce professional-looking invites.

### Step 2: Create the Product

Use tools like Canva or Photoshop to design your digital product. In this example, you’d create a variety of save-the-date templates that couples can download and customize. Once your product is ready, you need a platform to host and sell it. Simple options include Gumroad for a quick setup or a more complete marketing software like G-Bolt Systems (which includes a 45-day free trial if you purchased this book) to follow up with customers and manage your sales funnel.

### **Step 3: Attract Your Audience With Content**

Next, create YouTube content that aligns with your product. If you're selling save-the-date templates, you might create videos like:

- "How to Make Save-the-Date Templates in Canva"
- "How to Create Save-the-Date Invitations for Free"
- "5 Tips for Designing the Perfect Save-the-Date"

Remember, people will pay you if you save them time, help them save money, earn more, or avoid frustration. Even if you show them how to solve the problem themselves, many will prefer to buy your ready-made solution if it saves them effort.

### **Step 4: Use a Strong Call-to-Action (CTA)**

At the end of your tutorial video, include a clear CTA:

"If you don't have the time, skill, or desire to create your own save-the-date templates, I've got you covered! Check out the first link in the description to grab 10 pre-made templates you can download and customize today."

Make sure the link in your video description takes viewers directly to your sales page, where they can buy your product.

### **Pricing Your Digital Product**

Price your first digital product between \$7 and \$49. This range makes it an impulse buy—viewers won't need to think too hard or consult anyone else before purchasing. Once they buy from you and see that you can solve their problems, you earn their trust and increase the potential for additional, higher-value sales later.

### **Long-Term Opportunities**

Just because a customer only spends \$7 now doesn't mean that's their lifetime value (LTV). By solving one problem, you earn trust and credibility. Later, you can offer other digital products, affiliate recommendations, or even done-for-you services. For instance, if they also struggle with wedding budgeting or finding a honeymoon destination, you could recommend affiliate partners like Booking.com or sell them additional resources.

In short, creating and selling a small, inexpensive digital product is a powerful way to build trust, establish your brand, and pave the way for larger, long-term earnings—just like with affiliate marketing.

## **Memberships**

Memberships will follow a process similar to digital products. The first step is deciding where you'll host your membership. You can use platforms like Patreon, Buy Me a Coffee, G-Bolt Systems, or even a private Facebook group. It doesn't really matter which platform you choose as long as you have a dedicated space for your community to gather.

Next, decide what will be included in your membership. This could be exclusive content, live Q&A sessions, or access to unique resources. One strategy I recommend is to rotate your resources periodically rather than making them all available at once. This rotation gives members a reason to stay, ensuring that there's always something fresh and valuable awaiting them.

The final step in building your membership is determining a price. As mentioned in previous chapters, price your membership according to the scale of the problem you're solving:

- **Small Problem:** Low monthly fee (e.g., \$7–\$10/month if you're helping someone earn their first \$1,000 online).
- **Medium Problem:** Mid-range monthly fee (e.g., \$49–\$99/month if you're helping them earn \$5,000 per month).
- **Large Problem:** High-ticket monthly fee (e.g., \$99+/month if you're helping six-figure earners reach \$1 million per year).

Once you've outlined your membership offer, the next step is to create content centered around your audience's problems. Just like with affiliate marketing and digital products, identify the specific issues your audience is facing. If you're in the wedding niche, for example, members might struggle to plan the perfect wedding.

However, consider the nature of the niche. If your membership addresses a one-time event, like a wedding, members may leave once their event has passed. Ideally, choose a problem or topic with ongoing relevance. For example, if you're in the woodworking niche, you can release new woodworking plans each month, giving members a continuous reason to stay subscribed.

Just like before, include a link in your YouTube video descriptions that directs viewers to a sales page for your membership. A strong sales page identifies the specific pain points your audience faces and explains how your membership provides an ongoing solution.

Once they click the link, prospective members reach your order form, make a purchase, and (ideally) gain immediate access to the membership area. Some platforms, like G-Bolt Systems, automate this process, instantly granting access. With platforms like Facebook, you may need a more manual process. Automation is preferable so that new members can start exploring and benefiting from your membership right away. If there's a delay, their excitement may fade, and they could consider asking for a refund.

### **Action Item:**

Today, I encourage you to take action. If you're leaning toward a membership model, choose your platform, outline the benefits you'll offer, set a preliminary price point, and start brainstorming the initial content you'll provide. By taking these steps now, you'll build on the momentum you've created and move one step closer to launching a successful membership.

## Action Step

At the end of this chapter, I want you to start writing down video ideas. The types of video ideas you come up with should be based on the monetization opportunity you chose:

- **Affiliate Marketing:** Write down video ideas focused on the product or service you plan to promote.
- **Digital Products:** Identify the problem your digital product solves, then find related topics people are searching for. Your video ideas should be tailored to address these problems and direct viewers toward your product.
- **Memberships:** Look at the ongoing problem your membership solves. Your video ideas should connect your solution to common issues your target audience is searching for.

It's often easier to begin with affiliate marketing because you can start with products people are already looking up. If you choose digital products or memberships, you might need to do a bit more research, but that's okay. The most important thing is taking action.

Once you have at least five video ideas, post them in our private community. If you need help brainstorming, let the community know. We're here to support you and help you succeed.

Remember, the key to success isn't just absorbing information—it's about applying what you learn. So go ahead, write down a few video ideas, and then move on to the next chapter, where we'll dive into the TikTok method.

## Supplemental Resources

At the end of each chapter, you'll find supplemental resources designed to help you gain further clarity and grow your online business. These resources are available inside our private community, which I strongly encourage you to join.

To access these materials and connect with like-minded entrepreneurs, visit:

[platformproofprofits.com/community](https://platformproofprofits.com/community)

In addition to the information you've just read, you can access the following resource inside our private community:

- **Monetization Selection Template:**  
A chart to evaluate affiliate marketing, digital products, and memberships against personal goals, resources, and audience needs.

## Chapter 4: The TikTok Monetization Method

TikTok changed the game—there's no way around it. Before TikTok, everyone was competing to create long-form, horizontal videos of at least 8 minutes in length to gain traction on platforms



like YouTube. Then TikTok came along and broke the mold. In this chapter, we're going to talk about how TikTok disrupted the video-sharing landscape, how you can take advantage of its features, and how to apply these principles to other social media platforms that use vertical videos.

*(Note: At the time of writing, TikTok is rumored to be banned on January 19th, but it has not been banned yet. I don't worry about things I can't control. Even if TikTok were banned, you could apply these methods to Instagram Reels, Facebook Reels, or YouTube Shorts.)*

According to SimilarWeb, TikTok receives 2.254 billion visits per month. Users spend an average of 4 minutes on the platform and visit about 5 pages per session. TikTok surpasses Twitter in view counts, has slightly fewer views than Reddit, and trails Instagram by about 3 billion monthly visits. Even so, it's an incredibly powerful and profitable platform when used correctly. In this section, we'll discuss how to do just that.

### **TikTok vs. YouTube: Key Differences**

One of the biggest differences between TikTok and YouTube is how users find content. As mentioned in the previous section, YouTube users typically arrive with a known problem and actively seek a solution. This puts them at the "bottom of the funnel," closer to making a purchase.

TikTok users, on the other hand, generally don't search for specific solutions. They're looking for entertainment or an escape. The TikTok algorithm continuously tests and learns from user engagement. It shows a random assortment of content to gauge what people interact with—what they watch, share, like, and comment on—and then serves them more of that type of content.

Many people get frustrated with TikTok because it's no longer as easy to go viral as it once was. They blame the algorithm, claiming it hates them or that they're "shadowbanned." In reality, the algorithm doesn't care about you personally. It sees you as a series of zeros and ones. Its sole purpose is to keep users on the platform as long as possible by serving content that elicits an emotional response.

### **Three Types of TikTok Content**

I typically create three types of content on TikTok:

1. **Virality Content:** Content designed to leverage existing viral trends to capture a broad audience.
2. **Expertise Content:** Content that shows off your knowledge and authority in a particular niche.
3. **Community-Building Content:** Content that directly interacts with your audience, answering their questions and building trust.

The last two (expertise and community-building) are designed to make money by establishing credibility and fostering connections. The virality content gets you in front of new people who might be interested in what you're selling but don't yet know they have a problem or need your solution.

## **Viral Content Strategy**

Going viral on purpose is challenging. Often, viral videos are a fluke. But as a marketer, I prefer to "piggyback" off content that has already gone viral. On TikTok, you can do this by:

- Stitches
- Duets
- Video green screens

My favorite strategy is to video green screen the first 5–7 seconds of a viral video. This way, I can use the hook that worked before and add my own spin.

### **Here's the Process:**

1. **Configure Your Algorithm:**

Go to the search bar in TikTok and type in keywords related to your niche (e.g., "how to monetize TikTok," "TikTok shop," "TikTok creativity fund"). This signals to TikTok that you're interested in this niche, and it will start showing you relevant content on your "For You" page.

2. **Scroll With Intent:**

Don't mindlessly scroll. Look for videos in your niche with 5,000 or more likes. Copy the link and download the watermark-free video using a site like the Snaptick app.

3. **Create a Video Green Screen:**

Use the first 5–7 seconds of the viral video as the background (this is the hook that already worked). Then pause and add your own negative or emotionally charged hook (e.g., "This is too slow," "This is stupid simple," "This will never work") to invoke curiosity and drama. After the hook, share valuable information that relates to your niche.

4. **Increase Engagement:**

Add a call-to-action like, "Comment 'monetize' if you want to learn how to monetize TikTok without the TikTok Shop!" Engagement signals the algorithm to show your video to more people.

## **Expertise Videos**

Expertise videos won't typically go viral, but they'll help convert the new viewers you attract with your viral-style content. If you showed a quick, dramatic method in your viral video, you can now follow up with a more in-depth tutorial. People who interacted with your first video will see this one, allowing you to build trust and authority.

When crafting your expertise videos, think about the pain points, goals, dreams, and fears of your target audience. You can even use AI tools to create a customer avatar and generate

rhetorical questions that resonate deeply with your viewers. Use these as hooks to draw them in and then provide solutions to their problems.

## **Community-Building Videos**

Community-building videos are a powerful way to earn trust. Respond to questions left by viewers. Users on the internet don't expect influencers or content creators to reply, let alone with a video response. Doing so builds a personal connection, not just with the person who asked the question but with anyone who sees your response.

For example, when someone subscribes, I sometimes create a short video thanking them personally. Such a small gesture can create a lasting impression and foster goodwill. This approach turns casual viewers into loyal fans—and loyal fans are more likely to buy from you.

## **How Many Videos Per Day?**

Content creation is a skill. Just like Kobe Bryant or Michael Jordan improved their basketball skills by taking thousands of shots a day, you need practice. The more videos you create, the better you'll get at hooking viewers, telling stories, and making offers.

I recommend starting with at least 3 videos per day. For instance:

- 1 Viral-Style Video
- 1 Expertise Video
- 1 Community-Building Video

You can adjust this ratio as needed, but the more you post, the faster you'll improve.

## **Turning Views into Cash**

To make money, add a link in your TikTok bio. This link can lead to an affiliate product, a digital product, or a membership. In the past, many recommended offering a free lead magnet in exchange for an email, but I no longer believe this is the best approach.

Your content itself is your lead magnet. Don't give away even more free stuff. Instead, direct users straight to an offer. If they buy once, they're likely to buy again if you deliver value. This strategy builds a list of buyers, not just random subscribers, and buyers are far more valuable.

So, create content, build trust, and then guide viewers to your paid solutions. Whether it's a \$7 digital product or a monthly membership, the key is to provide value and solve problems quickly and effectively.

## **Next Steps**

In the next section, we'll cover the action step I want you to take for TikTok. Until then, start brainstorming video ideas based on the three content types (viral, expertise, community) and

consider what product or service you'll link to in your bio. Your content will be the spark, and your offer will be the fuel that turns viewers into customers.

## Action Step

### 1. **Configure Your Feed:**

Spend 15–20 minutes actively searching for content related to your niche. In the TikTok search bar, type in keywords or phrases that are relevant to what you want to be known for. When videos appear:

- Like them.
- Leave a comment of at least five words.
- Save each video.

2. This activity signals to TikTok's algorithm that you're interested in this niche. After doing this for 15–30 minutes, close the app.

### 3. **Check Your Feed Again:**

When you reopen TikTok, you should start seeing more videos related to your niche. Now, it's time to scroll with intent.

### 4. **Identify Viral Content to Piggyback:**

As you scroll, look for videos with 5,000 or more likes in your niche. When you find one:

- Copy the video's link.
- Paste it into your notes app or a Word document.

5. We'll use this content later to create a video following the viral piggybacking method described in the previous section.

### **Bonus Action Step:**

Begin listing the pain points, goals, dreams, desires, and the fears your target audience may be thinking but is hesitant to express. You can use ChatGPT or another AI tool to help you. For example, try this prompt:

“Act as an expert in biopsychology. Our niche is [Your Niche]. Please create a customer avatar for this niche, including 10 each of the following: pain points, goals, dreams, challenges, desires, and things they're thinking but are afraid to say out loud.”

Save this information in a Google Doc. It will serve as a powerful resource for generating content ideas to showcase your expertise.

## **Coming Up: Chapter 5 – Creating Videos That Convert**

In Chapter 5, we'll dive deeper into creating videos that convert viewers into customers. We'll talk more about why the algorithm doesn't matter as much as you think, and we'll introduce the Hook-Story-Offer framework, a universal approach to making effective video content.

### **Don't Forget:**

- Post your action items in our private community.
- Engage with other members for feedback and support.
- Remember, staying accountable and active in the community is one of the best ways to achieve your goals of making money with YouTube and social media.

See you soon in Chapter 5!

## Supplemental Resources

At the end of each chapter, you'll find supplemental resources designed to help you gain further clarity and grow your online business. These resources are available inside our private community, which I strongly encourage you to join.

To access these materials and connect with like-minded entrepreneurs, visit:

[platformproofprofits.com/community](https://platformproofprofits.com/community)

In addition to the information you've just read, you can access the following resource inside our private community:

- **Content Idea Brainstorm Worksheet:**  
Prompts to generate 30+ content ideas tailored to the chosen niche and monetization method.

## Chapter 5. Creating Videos That Convert

In this chapter, we're going to discuss the algorithm—and why it doesn't matter as much as you might think. I touched on this topic in the TikTok section, but I want to make it crystal clear for anyone who may have missed it.

Later in this chapter, we'll dive into the Hook-Story-Offer framework, a powerful strategy you can use on both TikTok and YouTube. Be sure to read this section carefully, take notes, and most importantly, put what you learn into practice.

### Why the Algorithm Doesn't Matter

If I've said it once, I've said it a thousand times: **stop worrying about the bleeping algorithm.** The algorithm doesn't hate you, and it's not out to get you. It doesn't care about you at all. It sees every creator as a series of zeros and ones. It doesn't wake up in the morning, and it decides to sabotage Alice's channel. In fact, it doesn't wake up or go to sleep—ever.

New content creators often get caught up in trying to appease the algorithm. That's the wrong approach. If you're constantly trying to please an AI or "game" the system, you'll fail in the long run because you'll spend all your time chasing tactics and trends, never building a solid foundation.

Instead, focus on appealing to your audience. As I mentioned in the TikTok chapter, create content for the real person on the other side of the screen. If you know your target avatar—the one specific person you’re trying to help—you can create content that genuinely resonates. When you do that, the algorithm takes note. It sees people engaging (liking, commenting, sharing, saving) and recognizes your video as valuable. That’s how you get on the algorithm’s “good side.”

### **Create Content for One Person**

One common mistake is addressing your audience as a large group: “Hey, you guys,” “Hey, friends,” “Hey, besties.” Instead, imagine you’re speaking to one person—your target avatar. Give this person a name. Understand what they know, what they don’t know, and what they need help with. Then, create content that meets them exactly where they are.

Use words like “you,” “we,” and “us.” Avoid “I” whenever possible, especially early on when you have fewer than 50,000 followers. Nobody cares about you yet; they care about how you can solve their problems. Once you’ve proven that you can help, they’ll start caring about you as a person.

### **Invoke an Emotion**

To truly trigger the algorithm, invoke an emotion. Whether it’s happiness, sadness, anger, frustration, or curiosity, content that elicits an emotional response prompts action from viewers. That action could be a like, comment, share, save, or subscribe. Any engagement signals the algorithm that your content is worth showing to more people.

### **Don’t Resort to “Rage Bait”**

There’s a difference between invoking emotion and manipulating it. Some creators resort to “rage bait”—intentionally making viewers angry to spur engagement. While this might work in the short term, it’s not a sustainable strategy if you want to build a profitable, trustworthy brand. Aim for genuine emotional connections rather than cheap tricks.

### **In Summary**

The algorithm doesn’t care about you personally. It only cares about what keeps viewers engaged. If your content helps your target viewer solve a problem, learn something new, or feel understood, they’ll engage. The algorithm will notice and push your content to more people. If the next group of viewers also engages, the cycle continues, and your reach expands.

This principle applies whether you’re using TikTok or YouTube. Provide value, speak to one person, and stir their emotions in an authentic way.

### **Coming Up Next:**

In the next section, we’ll discuss the Hook-Story-Offer framework—a tried-and-true formula for creating compelling content that works for both short-form platforms like TikTok and long-form content like YouTube.

# The Framework: Hook → Story → Offer

Every piece of content you create should follow the **Hook-Story-Offer** framework. In this section, we'll explore each element in depth so you can create engaging videos every time.

**This framework applies to both short-form and long-form content.** For short-form content like TikTok, you only need a single hook, a brief story, and an offer (call to action). For long-form content like YouTube videos, you'll likely have multiple hooks and stories throughout the video.

Here's how it breaks down:

- **Short-Form Content (e.g., TikTok):**
  - **Hook:** Grab attention immediately.
  - **Story:** Quickly explain or demonstrate what you promised in the hook.
  - **Offer:** Present a clear call to action at the end.
- **Long-Form Content (e.g., YouTube):**
  - **Hook #1:** Your title and thumbnail. This is what gets people to click on your video.
  - **Story #1:** The first 30-60 seconds that deliver on the initial promise and re-engage the viewer.
  - **Additional Hooks and Stories:** Every minute or two, you'll "re-hook" your audience to keep them watching. You might say something like, "Later in this video, I'll share the secret formula..."—this creates another hook (or "open loop") for viewers to anticipate.
  - **Offers Throughout:** Insert calls to action at various points. On YouTube, an "offer" might be teasing future content in the same video, prompting viewers to stick around. Think of it as "opening and closing loops," a tactic often used in storytelling.

## Opening and Closing Loops:

A useful analogy is how soap operas work. Each episode starts by paying off a previous cliffhanger (closing a loop) and then teases a new mystery or scenario by the end (opening another loop). This pattern keeps viewers coming back.

You'll do something similar in your YouTube videos:

- At the start, address the question or cliffhanger you posed in the title or thumbnail.
- As the video progresses, hint at more information coming later (opening a loop).
- Then close that loop by eventually delivering what you promised.
- This cycle repeats throughout the video to maintain viewer engagement and extend watch time.

## Short-Form Simplicity:

On TikTok and other short-form platforms, you don't need multiple loops or hooks. One well-

crafted hook, a concise story, and a clear offer are often enough. Soon, I'll give you an example of a hook, story, and offer so you can see exactly what I mean.

## Hook

The hook is what reels in your target audience and keeps them watching. On TikTok, you generally have only 3–5 seconds to grab their attention. This could be something engaging, thought-provoking, or unexpected. On YouTube, your hook is both your title and thumbnail, as well as the first 30 seconds of your video.

Many new creators assume the hook is just about what you say, but it's both audio and visual. For example, on YouTube, your title and thumbnail form the first part of your hook. In the actual video, you might show quick cuts, intriguing visuals, or surprising elements to maintain attention. On TikTok, it could be something as simple as an unexpected object, a startling question, or on-screen text that challenges the viewer's assumptions.

**Remember:** The entire purpose of the hook is to get people to keep watching. A hook can also serve as a filter—it repels viewers who aren't in your target audience, which is good. You want to attract the right people and deter those who aren't interested. When it comes to monetizing, not everyone is your ideal customer, so a strong hook helps refine your audience.

### Examples of Hooks:

- “Everyone tells you what to do, but no one shows you how.”
- “How to make \$1,000 in a day without spending a dime on ads.”
- “The richest man in the world you’ve never heard of...”
- “Did you know that you can make money with Target without working for Target?”

Another powerful hook technique is combining what your audience already knows with something they don't. For instance, if there's a trending topic like “drones,” you can say: “Here are three ways these random drones everyone's talking about could put more money in your pocket.”

Asking rhetorical questions and using negative keywords can also be effective. On YouTube, sometimes just restating the video's topic in a direct, no-nonsense way can work as a hook. For example:

“In this video, I'm going to show you, step-by-step, how to make \$100 per day without spending a dime on ads.”

Remember, hooks that work for one niche might not work for another, and what works today might not be as effective next season. Spend time studying what hooks are effective in your niche. Look for small- to medium-sized creators (10,000 to 50,000 views on their videos) in your field because they've likely honed their hooks recently and know what resonates with a growing audience.



## In Summary:

- Hooks are crucial. Without a good hook, your audience won't stick around long enough to see the rest of your content.
- On TikTok, you have 3–5 seconds. On YouTube, you have about 30 seconds.
- Your hook can be both visual and auditory.
- Hooks should attract the right people and repel the wrong ones.
- Study successful hooks in your niche and experiment.

Next, we'll discuss the "story" element and how to tell a great story that builds trust and credibility with your audience.

## Story

Once you've hooked your audience, it's time to deliver on the promise you made. The story portion of your video should "pay off" the hook. If you teased a "10-second trick that saved me \$1,000 last month," you must show that trick or explain how you saved the money.

The easiest way to do this on social media is by telling a story—one that highlights a transformation. Let me share an example:

### Example:

In one of my most popular TikTok videos, my hook was:

**"How kids breaking into homes helped me make six figures per year."**

This is a strong hook, combining a negative element (kids breaking into homes) with a positive outcome (earning six figures). In the story, I explained that when I moved into a new subdivision, I noticed a group of teenagers going in and out of unfinished homes late at night. Concerned, I researched security cameras and realized there wasn't much information online about video doorbells (they were still relatively new).

I decided to share what I learned by creating a blog and a YouTube channel called "The Security Camera Guy." Over time, a single video on that channel earned over 200,000 views. The transformation here was that I went from someone who knew nothing about security cameras to someone sharing valuable information—and making money in the process. The moral of the story is you don't have to be an expert; you just need to be one step ahead of your audience and willing to share what you've learned.

## Story Length and Format

- **Short-Form Content (e.g., TikTok):**  
Keep the story concise. Since you have limited time, focus on the key points—problem, solution, transformation—without unnecessary details.
- **Long-Form Content (e.g., YouTube):**  
You can go deeper, add multiple mini-stories, or use listicles and step-by-step guides.

Just remember not to bore your audience. Stories should be engaging and purposeful, building trust and credibility.

### **Different Ways to Tell a Story:**

1. **Listicles:**

For example, a TikTok video titled “5 Ways to Monetize TikTok Without the TikTok Shop” could quickly list methods, sharing a mini-transformation with each tip.

2. **Step-by-Step Guides:**

Walk viewers through a process, showing them how to solve a problem. Intertwine anecdotes or short stories to keep it relatable.

3. **Borrowed Stories:**

If you lack personal examples, you can reference success stories you’ve found elsewhere, such as news articles or case studies in your niche. Be transparent and ensure the story is credible.

### **Build Trust and Credibility**

Above all, your story must deliver on your hook. If it doesn’t, viewers will feel misled. Over time, this erodes trust and credibility. Without trust, people won’t buy from you, which undermines your goal of monetizing your content. Always make sure your story is relevant and provides real value.

### **Coming Up Next: Calls to Action (CTA)**

In the next section, we’ll discuss when, where, and how to use calls to action in every one of your videos. CTAs are crucial for guiding your audience to take the next step, whether that’s subscribing, clicking a link, or making a purchase.

### **Offer (Call To Action)**

The final element of the Hook-Story-Offer framework is the **offer**, also known as the call to action (CTA). Every video you create should include at least one clear CTA. Without it, your audience may not know what to do next, and you’ll miss out on opportunities to guide them toward your desired outcome—whether that’s following you, sharing your content, or making a purchase.

### **Types of Calls to Action:**

1. **Simple Follow Requests:**

- “Follow for more” is a straightforward CTA.
- Try using an “if/then” statement: “If you want to learn more ways to monetize your social media, then follow for more.”

2. These statements are versatile and work for multiple niches.

3. **Instruct Them to Share:**

Remind viewers that if they found your content helpful, they should share it with a friend. Shares are a powerful signal to the algorithm that your content is valuable, leading to more reach.

4. **Ask Open-Ended Questions:**

Encourage your audience to respond with full sentences, not just “yes” or “no.” This generates more meaningful engagement. For example:

- “What’s the last skincare routine you tried that actually worked?”
- “What’s the biggest challenge you’ve faced when starting a side hustle?”

5. Longer comments indicate more meaningful engagement and send a positive signal to the algorithm.

6. **Ask Them to Save the Video:**

Prompt viewers to save your content for future reference. Saying something like, “Save this video for later,” early on can boost engagement and improve ranking.

7. **Promote Your Links and Offers:**

For affiliate marketing, digital products, or memberships, direct viewers to click a link in your bio or description. For example:

- “If you want to learn more about this camera, click the first link in the description.”
- “If you want to discover how to monetize your social media profile step-by-step, check out my live workshop linked below.”
- “If you’re looking for a supportive community to help you achieve your goals, join my membership program. The link’s in the description.”

**Why a CTA Is Essential:**

Without a clear next step, most viewers won’t take action. By instructing them to follow, comment, share, save, or click a link, you’re guiding them toward deeper engagement. This not only helps you achieve your goals but also provides your audience with more value.

**Coming Up Next:**

In the next section, I’ll give you a few action steps to ensure you’re making the most of this book’s lessons. Stay tuned!

## Action Step

First and foremost, I want to commend you for making it this far into the book. Many people buy a book, start reading, and then get distracted or give up, claiming it won’t work. But you’ve stuck with it. You’ve shown commitment to trying, testing, and seeing what will work for you. Congratulations on taking this seriously.

**Action Step:**

Now that we’ve covered the Hook-Story-Offer framework, I want you to take action:

1. **Hooks:**

Come up with 5 hook ideas for your chosen platform (TikTok or YouTube).

## 2. **Calls to Action (CTAs):**

Generate 10 different CTAs. These can be as simple as:

- “Save this video for later.”
- “If you want to [achieve X], then [do Y].”
- “Share this video with a friend.”
- “Repost this video to help someone else.”

Once you’ve completed these action steps, post them in our community. By doing so, you might inspire others to create their own hooks and CTAs. Likewise, seeing their ideas might spark new inspiration for you. Who knows—I might even see something new and use it in my niche!

These action steps are designed to help you get the most out of this book, so be sure to follow through.

### **Coming Up Next:**

In the next chapter, we’ll dive deep into how to make your first \$100 using the methods outlined in this book. See you soon!

## Supplemental Resources

At the end of each chapter, you’ll find supplemental resources designed to help you gain further clarity and grow your online business. These resources are available inside our private community, which I strongly encourage you to join.

To access these materials and connect with like-minded entrepreneurs, visit:

[platformproofprofits.com/community](https://platformproofprofits.com/community)

In addition to the information you’ve just read, you can access the following resource inside our private community:

- **Content Idea Brainstorm Worksheet:**

H-S-O Video Script Template: A fill-in-the-blank script template to plan short videos.

## Chapter 6: Fast-Track to Your First \$100

Now, we’ve reached the fun part—making our first \$100! This is something I’m truly excited about because it means you can finally start seeing a financial return on all the hard work you’ve put in so far. In the upcoming sections of this chapter, I’m going to provide a roadmap to help you earn your first \$100 using YouTube or TikTok. I’ll also include brief sections covering affiliate marketing, digital products, and memberships.

It’s an exciting milestone because we’re shifting from planning to earning. By now, you should have decided which platform (YouTube or TikTok) you’re focusing on and chosen your monetization method (affiliate marketing, digital products, or memberships). Depending on the

decisions you made in earlier chapters, you can jump directly to the corresponding section to get started right away.

That said, I still recommend reading all the sections, as each will contain valuable insights. But if you're eager to begin and want the most direct path to earning your first \$100, skip ahead to the section that matches your chosen platform and monetization model.

## Making your first \$100 with TikTok

The process for making your first \$100 on TikTok can vary slightly depending on your follower count. If you have **1,000 or more followers**, you can place a link in your bio directing viewers to whichever monetization method you've chosen. However, if you have **fewer than 1,000 followers**, you'll need to take an additional step:

1. Add your Instagram account to your TikTok bio.
2. In your calls to action, encourage people to **DM you on Instagram** or **follow you on Instagram**, where you can immediately add a link in your bio.

Once you decide which approach to take, you'll be well on your way to earning your first \$100 on TikTok. In the following subsections, I'll show you how to reach your goal using **affiliate marketing**, **digital products**, or **memberships**.

### Profile Setup

Before diving into monetization, make sure your profile is set up to attract the right audience.

1. **Profile Picture**
  - Use a **close-up photo of your face**.
  - It doesn't need to be professionally taken, but it should be clear and focused on you.
  - Avoid pictures of you holding a fish, wearing sunglasses with your dog, or anything that doesn't represent you in a welcoming way. If you want a fun account for non-monetized content, that's fine—but it shouldn't be your main profile for business.
2. **Profile Bio**
  - You have about **80 characters** to describe who you are and how you help people.
  - Clearly state what you do and the benefit your audience receives. For example: **"I help [audience] do [X] so they can [Y]."**
  - If space permits, include a brief call to action (CTA) directing people to your offer.
  - Example: **"I help women learn investing so they can retire comfortably. ↓**

**Check the link!"**

- This gives people a clear reason to follow you and explore your content.

By setting up your profile in this way, you'll make a strong first impression and encourage visitors to take the next step—whether that's following, messaging, or clicking on your link.

## Affiliate Marketing

If you've chosen **affiliate marketing** as your monetization method, here's the step-by-step process to help you earn your first \$100:

### 1. Choose Your Niche

- A niche is simply the area where you'll focus your content.
- Make sure it's something you're genuinely interested in or have some knowledge about.

### 2. Pick One Affiliate Program

- Ideally, select a program that pays **at least \$25 per sale**.
- Once you've identified the program, pinpoint the exact audience that needs this product or service.

### 3. Create Content to Solve Their Problems

- Produce content aimed at **helping** your target audience overcome challenges related to the product or service you're promoting.
- Focus on three types of content (as previously discussed):
- **Attention-Seeking Content:**
  - Piggyback on already-viral trends or topics to draw attention.
  - Use hooks that capture viewer interest quickly.
- **Expertise Content:**
  - Address the **symptoms** of your audience's underlying issues.
  - Identify their **pain points, goals, dreams, challenges, and desires**, especially those they might be afraid to say out loud.
  - Convert these into **rhetorical questions** to spark engagement and show you understand their struggles.
- **Community-Building Content:**
  - Respond to questions and comments from your audience.
  - Offer genuine help and insight to build trust and rapport.

### 4. Publish Three Videos Per Day

- Aim for at least **one video per content category** each day.
- This helps you attract new viewers, showcase your expertise, and nurture your community.

### 5. Add Your Affiliate Link

- Place your **affiliate link** in your bio.
- This setup allows you to start earning commissions as soon as possible since viewers can easily click through to make a purchase.

By following these steps—choosing your niche, selecting a well-paying affiliate program, producing three types of content daily, and ensuring your affiliate link is visible—you'll position yourself for a quick path to your first \$100.

## Digital Products

If you've chosen **digital products** as your monetization method, here's what to do step by step:

### 1. Choose Your Niche

- As before, start by identifying a specific niche where you'll focus your content.

### 2. Identify a Specific Problem

- Write down **5–10 problems** your target audience faces.
- Next to each problem, note a potential solution that could be delivered as a digital product (e.g., planner, workbook, eBook, journal, etc.).
- Pick **one** of these problems to solve first—a narrow, specific issue your audience urgently wants to address.

### 3. Outline & Create Your Product

- Draft an outline of how you'll solve this specific problem in a concise format.
- Create the product itself. You can do this using free tools like [Canva](#) and [Gumroad](#).
- Alternatively, if you have a budget, you can hire someone on [Fiverr](#) to create the digital product for you.
- For a more robust setup, use [G-Bolt Systems](#) (with a 45-day trial) to build your sales funnel. Note that you'll need to purchase a domain name, which boosts credibility and branding.

### 4. Set a 3-Day Creation Deadline

- **Day 1 (Friday):** Finalize your outline and begin creating the product.
- **Day 2 (Saturday):** Finish creating the digital product.
- **Day 3 (Sunday):** Build your sales page (on Gumroad, G-Bolt, etc.).
- This time frame prevents “scope creep” and ensures you don't stall by making your product too large or complicated.

### 5. Price Your Tiny Digital Product

- For your **first** product, charge between **\$5 and \$49**.
- A lower price point encourages impulse buys. You can **adjust the price** as you gain traction.

### 6. Promote Your Product

- Once your product is ready, place **the link in your bio**.
- Use the **three types of content** you learned earlier to drive awareness and traffic:
  1. **Viral/Attention Content** – Piggyback on trends or popular formats to pull in new viewers.
  2. **Expertise Content** – Address pain points, goals, and desires of your audience, creating a connection through shared struggles or aspirations.
  3. **Community-Building Content** – Answer questions, respond to comments, and build trust.

### 7. Assess Your Results

- You could see your **first sale within a week or two** if you consistently post content and drive people to your product.

- If you're not seeing sales within a month, consider **pivoting** or revising your digital product idea.

By following these steps, you'll be in a great position to earn your first \$100 (and beyond) with digital products. The key is **consistency** in content creation, coupled with a clear, narrow product that solves a **real** problem for your niche.

## Membership

If you've chosen a **recurring monthly membership** as your monetization method, here's what to do step by step:

### 1. Choose a Platform

- You can host your membership on a **free** Facebook group, **Patreon** (free to start), **G-Bolt Systems** (which offers membership features), or **School** (one of the newer platforms).
- Pick **one** platform, and don't get caught up searching for endless tool options.

### 2. Plan Your Membership Content

- Make a list of all the **planners, templates, guides, worksheets**, and other resources you want to include.
- Clearly define the **specific goal** you'll help your members achieve.
- Decide what content you'll **rotate in and out** each month to keep things fresh.
- Determine if you'll offer **live Q&A sessions, recorded Q&A, workshops**, or **trainings**, and how frequently.

### 3. Create Your Sales Page

- If you're using **G-Bolt Systems**, you can build your sales page there and link it to your membership.
- If you opt for a **Facebook group**, you still need a basic sales page or form to collect payment details. You'll then **manually** add new members to the Facebook group.

### 4. Drive Traffic With Content

- As with digital products, **content creation** is key to getting people to click your link.
- You'll likely know if your membership is successful within a week or two based on initial sign-ups.

### 5. Pricing Your Membership

- If you're solving a **smaller problem** (e.g., "How to get more views on TikTok"), you might charge **\$7–\$17/month**.
- If you're solving a **bigger problem** (e.g., "How to earn \$5,000/month from TikTok"), you can charge **\$49 or more**.
- Consider offering a **discount** for the first 50 members to encourage early sign-ups.

### 6. Engage & Retain Members

- The **community** aspect is crucial for keeping members subscribed.



- Encourage engagement through **questions, polls, and member interactions**.
- Have a clear plan for **how often** you'll show up and interact (e.g., multiple posts per day, daily check-ins, weekly Q&A). Members should feel supported and confident you'll address their issues promptly.

By following these steps—choosing a platform, planning your membership content, creating a sales page, driving traffic, and fostering a supportive community—you'll be on your way to earning your first \$100 (and more) through a recurring monthly membership.

## Making your first \$100 With YouTube

In this section, we'll cover how you can make your first \$100 on YouTube, whether through affiliate marketing, digital products, or memberships. While YouTube may be slightly easier from a content creation perspective (longer videos allow you to go deeper), it can also be more competitive because many creators are already established.

### Frequency & Quality

- **Aim to post at least three videos per week.**
- More videos generally mean faster growth, but **balance** is key: Poor-quality videos won't help you.
- **Show up on camera** whenever possible. People connect better with real faces and voices than with AI-generated visuals.
- Don't worry about how you look or sound; focus on **providing helpful content** that resonates with viewers.

## Affiliate Marketing

If you've chosen **affiliate marketing**, here's the process for getting your first \$100:

1. **Pick Your Niche**
  - By now, you should already have a defined niche (e.g., makeup, fitness, tech).
  - Within that niche, identify products or services your audience needs to achieve their goals.
2. **Select 3–5 Products or Services**
  - Ideally, choose **newly released** or lesser-known items to reduce competition.
  - Examples: makeup brushes, specific foundations, cameras, etc.
3. **Plan Content Around Each Product**
  - **Review videos**
  - **Unboxing**
  - **First impressions**
  - **X number of months later** ("Is it still a good product?")
  - **Best features**
  - **Comparisons** (e.g., Product X vs. Product Y)

- **Best X for Y** (“Best Foundation for Oily Skin”)
- **Best X Under \$Y** (“Best Brushes Under \$20”)
- 4. Start with **product-focused videos** because they attract viewers who are “bottom of the funnel” and ready to buy.
- 5. **Obtain & Place Your Affiliate Links**
  - **Apply to relevant affiliate programs** for the products you’re reviewing.
  - Once approved, **put your affiliate link in each video’s description.**
  - Note that affiliate programs will ask how you plan to promote their products. Be explicit and professional in your application.

By focusing on product-based, bottom-of-the-funnel content and clearly placing your affiliate links in video descriptions, you’ll be positioned to earn your first \$100 relatively quickly.

## Digital Products

If you’ve chosen **digital products**, follow these steps:

1. **Identify Your Niche & Problems**
  - Narrow down **specific problems** your audience faces.
  - Aim for the “bottom of the funnel.” For instance, if someone searches for a specific product or technique, they’re closer to buying a solution.
2. **Create a Tiny Digital Product**
  - Use a **3-day schedule**:
    - **Day 1 (Friday)**: Outline and begin creating.
    - **Day 2 (Saturday)**: Finish creating.
    - **Day 3 (Sunday)**: Build your sales page.
  - Keep it **small** and **specific** (e.g., an eBook, a planner, or a specialized workbook).
3. **Post Bottom-of-the-Funnel Videos**
  - Similar to affiliate marketing, but instead of directing viewers to an affiliate link, **direct them to your digital product sales page.**
  - Example: “If you want a done-for-you Instagram Stories Template, click the link in the description.”
4. **Price Between \$5 and \$49**
  - Lower prices encourage impulse buys. You can increase the price later once you build credibility.
5. **Add Your Sales Page Link**
  - Place the link **in each video’s description** to maximize conversions.

With consistent “bottom-of-the-funnel” YouTube videos driving traffic to your digital product sales page, you can earn your first \$100 in a week or two if your product resonates with viewers.

## Membership

For a **recurring monthly membership** on YouTube:

1. **Choose Your Niche & Specific Problem**
  - Decide precisely **what** transformation you're offering (e.g., monthly makeup tutorials, group coaching, ongoing support).
2. **Plan Your Membership Content**
  - **Planners, templates, guides, worksheets**—anything with **high perceived value** but relatively low time to produce.
  - Decide on **live Q&A sessions, recorded workshops**, or other forms of member interaction.
  - **Encourage community** among members so they stay subscribed.
3. **Determine Your Pricing**
  - **Small problem:** \$7–\$15/month
  - **Medium problem:** \$27–\$99/month
  - **Bigger problem:** \$100+/month
  - Offer a **discount** for the first 50 members to spark initial sign-ups.
4. **Create Your Sales Page & Link It**
  - Whether you use a **private Facebook group, Patreon**, or a platform like **G-Bolt** or **School**, you'll need a **clear sales page**.
  - Place the link in your **video descriptions**.
5. **Engage Your Community**
  - Post regularly, answer questions, and create an environment where **members connect** with each other.
  - The best way to maintain recurring revenue is through **active engagement** that makes members feel supported.

By consistently creating YouTube videos around the problem your membership solves, linking to your membership offer, and fostering a supportive community, you'll be on track to earn your first \$100 from recurring monthly fees.

## Final Tips

- **Consistency is key.** Whether you're doing affiliate marketing, selling digital products, or running a membership, steady content creation is essential.
- **Focus on your audience's needs.** Provide real value, solve real problems, and you'll attract paying customers.
- **Use clear calls to action.** Don't forget to instruct viewers to click your links, subscribe, or join your membership.

By following these guidelines, you'll greatly increase your chances of making your first \$100 on YouTube—no matter which monetization path you choose.

## Supplemental Resources

At the end of each chapter, you'll find supplemental resources designed to help you gain further clarity and grow your online business. These resources are available inside our private community, which I strongly encourage you to join.

To access these materials and connect with like-minded entrepreneurs, visit:

[platformproofprofits.com/community](https://platformproofprofits.com/community)

In addition to the information you've just read, you can access the following resource inside our private community:

- **Action Plan Worksheet:**  
Step-by-step timeline and daily/weekly action items to reach the first \$100 mark.

## Chapter 7: Scaling Your Income

**Congratulations!** You've made your first \$100 from YouTube or TikTok, and you might be wondering, "What's next? How do I go from \$100 to \$1,000?" In this section, I'll share simple steps you can take to scale your online business well beyond \$100. But first, let's pause and acknowledge your achievement. Many people never earn their first \$100 online, and even fewer scale beyond that. So, congrats on joining an exclusive club—keep working hard, and I'll guide you toward your first \$1,000 and beyond.

### The Nature of Scaling

In general, **scaling** is about doing the same effective things consistently over time. It's about being persistent and adaptable in the face of changing environments, customer sentiment, and market trends. Your audience's needs and preferences may shift like a pendulum, but if you can recognize and respond to these shifts, scaling won't be a problem.

In this section, I'll offer various tips that should stand the test of time, regardless of where your customers are on that pendulum.

### Quick Note

Not all of these tips will apply to everyone, and some may not make sense for your unique situation. However, I guarantee at least one or two will resonate with you and your business model. Also, be sure to check out the supplemental materials for additional ideas as they arise.

## Create a digital product

If you're doing **affiliate marketing** or **memberships**, one powerful strategy to scale is to **create a small digital product** and sell it on the front end. By doing so, you can collect valuable customer information—namely, names and emails. Having this data allows you to:

1. **Promote More Products & Services:**

Whether you're an affiliate or you run a membership site, you can reach out to the same customers multiple times with new offers.

2. **Gather Customer Feedback:**

Once you have an email list, you can survey your audience, learn about their challenges, and create (or promote) better products that meet their needs.

### How It Works

1. **Identify a Specific Problem:**

Find a narrow, urgent pain point your audience faces.

2. **Create a Tiny Digital Product:**

- Price it at around \$5–\$49.
- Keep it laser-focused on solving one particular problem so people see immediate value.

3. **Recommend Related Products & Services:**

- Inside your digital product, you can include affiliate links to more in-depth solutions or advanced tools.
- Alternatively, you could pitch your membership community for those who want ongoing support.

4. **Build Your Email List:**

- Whenever someone buys your digital product, collect their name and email address.
- This list becomes a valuable asset for future promotions and product launches.

If you'd like a **step-by-step** guide to creating and selling your first digital product, check out the **Digital Products** chapter in this book. It walks you through exactly how to go from idea to launch so you can quickly start generating revenue and grow your email list at the same time.

## Add upsells to your current digital product

Another great opportunity to increase revenue—if you're already selling a digital product—is to add **order bumps** and **upsells**. This strategy boosts your average order value and can help you scale from, say, \$100 per month to \$1,000 or even \$500 per day.

### What Is an Order Bump?

An **order bump** is a special offer you present on the initial checkout page—before the customer completes their purchase. It's typically a low-priced add-on that:

- Helps the customer achieve results faster or more easily.
- Naturally, it complements the main offer.

**Example:**

If you have a mini-course on “How to Get More Views on TikTok,” your order bump could be “50 Done-for-You Hooks” or a pack of TikTok templates. This extra resource makes it easier for your customers to implement what they learn from your course.

## Upsells

An **upsell** is something customers see after they've already made their initial purchase. The logic here is that it's easier to get a second “yes” once someone has already said “yes” the first time.

**How It Works:**

1. Customer buys your main product.
2. They're immediately taken to a page that says, “Wait, here's another way to enhance your results!”
3. The second offer addresses a **related but more advanced problem**.

**Example:**

- Main product: A workbook on “How to Get More Views on TikTok.”
- Upsell: A course on “How to Convert TikTok Views into Sales.”

Once your audience starts getting more views, their next challenge might be monetization. By providing an upsell that solves the **next** problem, you keep meeting their needs.

## Downsell

A **downsell** follows if someone declines the upsell offer. It's usually a similar product or offer at a **lower price** or with fewer features.

**Example:**

- Upsell: A \$99 course on monetizing TikTok.
- Downsell: A “lite” version of the course for \$49.

## How Many Upsells?

Some people use two or more upsells. However, when you're just starting out, focus on perfecting your **main digital product**. Once you see consistent sales, you can add an order bump and then consider one or two upsells. Any more than two can overwhelm your customers.

**Key Takeaway:** If you want to **scale** your online business—whether you aim for an extra \$1,000 a month or \$500 a day—**add strategic upsells**. They're one of the easiest ways to boost your revenue without having to acquire brand-new customers.

## Add a value ladder

In addition to adding order bumps and upsells, you can implement a **value ladder** in your business. Many people assume that the tiny digital product you create first is where you'll make the most of your money. However, the reality is that **higher-priced offers**, which provide more support and deeper engagement, often generate your biggest profits.

### What Is a Value Ladder?

Imagine a series of steps, each offering more help—or “value”—to your customer. As you move them up the ladder, you can charge higher prices because you're solving bigger problems or providing more personalized assistance.

*(Below this paragraph, you might include a simple drawing showing each step of the ladder, from the initial “tiny offer” to increasingly higher-priced offers.)*

#### 1. Step 1 (DIY / Tiny Offer)

- A low-cost, do-it-yourself solution (e.g., a digital product like TikTok hook templates or scripts).
- Price range: \$5–\$49.
- Customers learn a skill or technique on their own.

#### 2. Step 2 (Done-With-You / Course + Minimal Support)

- A course or mini-course that offers more guidance, possibly with a **community or limited coaching**.
- Price range: \$50–\$297 (or more, depending on your niche).
- Customers still handle most of the work but get some feedback or light support.

#### 3. Step 3 (Done-With-You Plus / Membership + Community)

- A more in-depth membership or recurring program that includes **expanded support**—live Q&A sessions, detailed workshops, a supportive community, and more.
- Price range: \$27–\$99/month or higher (depending on complexity and the value provided).

#### 4. Step 4 (Done-For-You / Premium Service)

- A **one-on-one or hands-on service** where you help implement the solution.
- Price range: \$500–\$5,000 (or more, depending on your niche and clientele).
- Your customers get to “shortcut” the DIY learning curve because you're setting things up for them or providing direct, highly specialized assistance.

## Example: Value Ladder for “Getting More Views on TikTok”

1. **Tiny Offer (DIY)**
  - Templates or hooks you can use in TikTok videos—price it at \$10.
  - Basic level, user does all the work.
2. **Mini Course (Done-With-You)**
  - A simple course teaching how to structure and optimize TikTok content.
  - Includes minimal Q&A or community support—priced at \$50–\$100.
3. **Membership + Community (Done-With-You Plus)**
  - A full course on **turning TikTok views into a revenue-generating business**, plus a **monthly membership** with Q&A sessions, workshops, and a thriving community.
  - Charge \$27–\$99/month or a higher one-time fee.
4. **Private Coaching or Done-For-You Service (Premium)**
  - One-on-one sessions or a complete, custom setup where you personally help them structure their entire business around TikTok.
  - Price: \$500–\$2,000 or more, depending on how hands-on you’ll be.

## Your Next Steps

1. **Brainstorm Value Ladder Ideas**
  - Think about the **different levels** of help you could offer, from minimal support to hands-on guidance.
  - Each step of the ladder addresses a bigger problem or provides more extensive help.
2. **Use AI for Inspiration**
  - If you’re stuck, you can prompt an AI tool (like ChatGPT) to help generate ideas for each rung of your ladder.
  - Example prompt: *“Act as an expert [in your niche]. Suggest a four-step value ladder, starting with a \$5–\$49 DIY product and scaling up to a \$1,000+ done-for-you offer.”*
3. **Implement Over Time**
  - You don’t have to set up every part of your value ladder today.
  - Start with your tiny digital product, make sales, and then add the next step as you gain momentum.

Remember, the more help you offer, the more you can charge. By planning a thoughtful value ladder, you’ll serve customers at every level—while maximizing your revenue potential.

## Becoming More Efficient with Systems and Automation

One of the best things you can do for yourself and your business is to **multiply your efforts** without having to spend additional time doing so. Here are a few strategies to help you do just that:



## 1. Batch Creation

Instead of creating and uploading your content one piece at a time, dedicate a specific block of time—like a few hours or a single day—to produce multiple pieces of content all at once.

### Example:

1. **Friday:** Write outlines or scripts for your upcoming videos.
2. **Saturday:** Record all of your videos in one session—don't stop to edit between takes. Just let your camera run.
3. **Sunday:** Edit each recorded segment into individual videos.

By batching your content, you won't feel like you're constantly on the "content hamster wheel." You'll also stay in a **creative flow**, which typically yields better results.

- **TikTok Example:** In an hour of dedicated filming, you could record enough raw footage to create **30 short videos**.
- **YouTube Example:** Script your videos on Friday, record them on Saturday, and edit them throughout the week.

Batching your content makes you more efficient, **prevents burnout**, and ensures you always have fresh material to publish.

## 2. Repurpose Content

If you're making short videos (e.g., for TikTok), you can **repurpose** them across various social media platforms. Instead of just posting on TikTok and calling it a day:

1. **Use AI software** to split or reformat your TikTok clips for other platforms (Instagram Reels, YouTube Shorts, Facebook Reels, etc.).
2. **Automate distribution:** Certain tools can automatically upload your videos to multiple platforms on a schedule.

### Why Repurposing Helps

- Even if a TikTok video only gets 200 views, placing it on five or six other platforms multiplies that reach.
- Over time, those smaller view counts on multiple platforms can add up significantly.

## 3. Automation & Tools

Explore **automation tools** that can streamline your workflow. For example:

- **Scheduling Apps:** Platforms like Buffer or Hootsuite can post your content automatically at optimal times.
- **AI Video Management:** Tools that automatically remove watermarks, edit clips, or even post them for you on various platforms.

- **Email Marketing:** If you have a list of buyers or a general email list, automate your email campaigns so that new subscribers instantly receive your best tips, offers, and updates.

Taking advantage of these systems will help you **work smarter, not harder**, and free up your time to focus on higher-level tasks—like creating more in-depth products, connecting with your community, or brainstorming new ways to grow your business.

### Additional Resources

Inside the community, you'll find a curated list of products and services that can help with **automation** and **efficiency**, ensuring you're not spending every waking moment creating, scheduling, and posting content.

## Increase Your Earnings by Adding Affiliate Links

A quick and easy way to make more money—without creating an entirely new product—is to **insert affiliate links** into your existing digital products or membership community. If you've already built a digital product or membership that solves a specific problem, chances are your audience could also benefit from related tools, accessories, or resources that help them achieve results faster or more easily.

### Example:

One of my first products, the “60-Second Business Blueprint,” was aimed at affiliate marketers struggling to get traffic on TikTok. By selling it for \$5, I helped people learn how to get more views and ultimately earn affiliate commissions. Inside that blueprint, I placed affiliate links to ClickFunnels, an online course, and other relevant tools. Because my audience already trusted me for credible advice, many clicked those links and made purchases, earning me additional commissions—without additional work.

### Why This Works

#### 1. Trust & Credibility

- Your audience already believes in you because they've bought your digital product or joined your membership.
- Inserting affiliate links to **relevant** tools feels natural and doesn't come across as “pushy.”

#### 2. Complementary Products

- If you're teaching a topic or solving a problem, there are likely **related products** that can enhance your customers' results.
- By recommending these accessories, you add **extra value** to your content or membership community.

#### 3. Minimal Extra Effort

- You don't have to create a new product or do more marketing; you're simply **optimizing** what you already have.

## Tips for Success

- **Keep It Relevant:**  
Only promote items that **naturally fit** within your niche. If you're in the makeup niche, it doesn't make sense to suddenly offer dog accessories. Misaligned recommendations can hurt trust and credibility.
- **Use a "Recommended Resources" Section:**
  - Add a dedicated page or section within your product or membership listing tools, software, and other products.
  - Make it clear these are your **top picks** based on experience or research.
- **Join Multiple Affiliate Programs:**  
Don't limit yourself to just one network or company. Look for **credible** programs that align with your audience's needs.

By adding relevant affiliate links to your existing digital products or memberships, you can **significantly increase** your revenue streams. This is one of the simplest ways to boost your earnings right away—just be sure your recommendations genuinely help your audience meet their goals.

## Supplemental Resources

At the end of each chapter, you'll find supplemental resources designed to help you gain further clarity and grow your online business. These resources are available inside our private community, which I strongly encourage you to join.

To access these materials and connect with like-minded entrepreneurs, visit:  
[platformproofprofits.com/community](https://platformproofprofits.com/community)

In addition to the information you've just read, you can access the following resource inside our private community:

- **Content Calendar Template:**  
A weekly calendar to schedule content releases.

## Chapter 8: "I Don't Have Time to Create Content"— Common Objection, Simple Solutions

Many people believe they have no time to create content—but in reality, **we make time for what we prioritize**. If you truly want to create content, you'll find the opportunity. Here are several ideas to help you fit content creation into a busy schedule:

### 1. Breaks & Lunch Hours

- **Short Breaks (10–15 minutes):**  
If you get a smoke break or downtime at work, use it to film one or two quick TikTok videos.
- **30-Minute Lunch Break:**  
Potentially record 3–4 short videos.
- **1-Hour Lunch Break:**  
You might film 6–8 videos in one go.

*(Tip: Batch your recordings, then edit and post them later.)*

## 2. Kids' Practices & Games

- If you're waiting at your child's sports practice, **avoid scrolling aimlessly** on social media.
- **Record content** from the sidelines or create quick videos in your car.

## 3. Household Chores

- **Folding laundry, doing dishes, or sorting mail** can double as quick filming opportunities.
- People might watch simply because you're doing something visually in the background.

## 4. Traffic & Commutes

- If you're **completely stopped** in rush hour traffic (and it's safe to do so!), you could record short videos.
- Always prioritize safety; do not film while actively driving.

## 5. Commercial Breaks & Streaming Services

- Modern streaming platforms (Hulu, Netflix, Peacock) now have **advertisements**.
- Instead of passively watching commercials, **film a quick video** or plan your next piece of content.

## 6. Before, During, & After Live Sports

- **Pregame, halftime, and postgame** are great moments to step away and film.
- Football, for example, has frequent breaks (timeouts, turnovers, commercial breaks) that could provide 1–2 minutes at a time.

## 7. Wake Up Earlier or Stay Up Later

- Gain **30 extra minutes** by waking up earlier or staying up later.
- **Replace** mindless TikTok scrolling with content creation.

## 8. Parent Pick-Up & Drop-Off

- Arrive at school pick-up or drop-off **early**—use this waiting time to record videos.
- If you see me filming in my car, it's usually during these moments.

## 9. Fast-Food Lines

- Waiting for your order at the drive-thru (e.g., Dunkin' Donuts) can take **3–5 minutes**—perfect for making a quick video.

## 10. “Create One for Every Five You Consume”

- If you catch yourself **scrolling aimlessly**, commit to creating **one piece of content for every five** videos you watch.
- Notice **trending topics** or ideas that pop up at least three times on your feed—then **record your own take**.

## Final Thought

The bottom line is: **Wherever you find yourself scrolling, you can be creating.** There's almost always a moment in your day when you're not actively engaged—take advantage of it. If you stay intentional, you'll consistently produce new content without feeling overwhelmed.

## Supplemental Resources

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To access these materials and connect with like-minded entrepreneurs, visit:

[platformproofprofits.com/community](https://platformproofprofits.com/community)

In addition to the information you've just read, you can access the following resource inside our private community:

- **“Identify Your Hidden Moments” Worksheet:**  
Pinpoint small pockets of time in their day when they can batch or quickly create content.

## Chapter 9: Struggling to Find Your Niche?

Here are a few ideas and suggestions to help you pinpoint the perfect niche:

1. Interests

- Ask yourself: “What am I interested in?” If you’re naturally curious about a topic, you’re more likely to stick with it.
- 2. Hobbies
  - If you enjoy **woodworking**, **cooking**, or **gardening**, any of these can be an amazing niche.
- 3. Passions
  - Consider things you’re **absolutely passionate** about. When you’re passionate, your enthusiasm translates to more engaging content.
- 4. Skills
  - Skills are vital and often evergreen. There’s always someone who wants to learn what you already know—whether it’s changing oil or troubleshooting a computer.
- 5. Job Function
  - Look at what you do at work. There are people who want to learn your job-related skills to get a better position or add to their resume.
- 6. Magazine Aisle
  - Visit your local bookstore or grocery store and explore the **magazine aisle**. Magazines are niches in print form. For example, “Weddings in Wisconsin,” “Destination Wedding,” “Bowhunting Weekly,” “Time,” “Basketball Card Monthly,” etc.
- 7. Family Interests
  - If your child loves **flag football**, you might be inspired to learn more about it and share your knowledge.
- 8. Recent Purchases
  - Everything you buy solves some problem—whether it’s practical or purely for leisure. Look at your recent Amazon or Walmart orders. Reverse-engineering those purchases may reveal a niche.
- 9. **Learning Something New**
  - If you’re currently **learning a new skill**, share that journey. You can help others who are just starting out.
- 10. Who Were You Five Years Ago?
  - Think back to a problem you solved in the past. Chances are, others are trying to solve that same problem right now.
- 11. Current Journey
  - If you’re **going through a new journey**, document and share it. People often relate to someone navigating the same process they’re going through.

Use these ideas as a springboard to discover a niche that resonates with you and appeals to a specific audience.

## Supplemental Resources

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To access these materials and connect with like-minded entrepreneurs, visit:  
[platformproofprofits.com/community](https://platformproofprofits.com/community)

In addition to the information you've just read, you can access the following resources inside our private community:

- **“Interests, Hobbies & Passions” Brainstorm Sheet:**  
List out everything they enjoy or feel passionate about so they can spot potential niches.

## Chapter 10: The Next Steps

First and foremost, **congratulations** on reaching the end of this book! You've just absorbed a wealth of information and countless actionable ideas to apply to your business. Most people never make it this far—they give up and say it's too hard or too challenging. But **not you**. You demonstrated the consistency and persistence to finish this entire book, and for that, I commend you and thank you. You put your trust and faith in me, investing your hard-earned money in these resources, and I am truly grateful.

### What's Next?

1. **Take Action:**  
The number one reason most people fail to see results is that they **never implement** the knowledge they gain. They read books, take courses, or attend workshops but stop short of acting on what they've learned. The **real value** comes from *execution*. By taking even one small step—like creating a piece of content—you'll discover what resonates with your target audience, learn more about algorithms and audience psychology, and move one step closer to achieving your goals.
2. **Seek Additional Help & Support (If Needed):**  
You now have the strategies—time to implement them with **support, accountability, and guidance**. This book aims to help you go from zero to your first \$100 or \$1,000 on YouTube or TikTok. However, if you're looking to **scale** your business to \$5,000 per month or more, I want to invite you to my **Group Coaching Program**.

### Introducing the Group Coaching Program

In this **group coaching**, I'll help you transform your initial monetized content into a **profitable content system**, covering topics like **automation, value ladders**, and strategies to **streamline your workflow** so you never feel trapped on the content hamster wheel.

**This program is for you if:**

- You're excited about the potential in front of you but feel overwhelmed or unsure how to implement consistently.

- You need a structured system and ongoing support to convert your early results into **predictable, scalable income**.

### Benefits of the Group Coaching Program

1. **Weekly Coaching Calls:**
  - Get step-by-step guidance every Wednesday on how to grow your income.
2. **Hot Seat Support:**
  - Receive personalized feedback to improve your content and strategy.
3. **Accountability:**
  - Track your weekly goals and action items with regular check-ins.
4. **Proven Systems & Templates:**
  - Access content calendars, automation tools, and other resources to implement faster.
5. **Private Community:**
  - Join a like-minded group of creators who share your goals and drive.

**Note:** Space is extremely limited. Because you've made it this far in the book, I'd like to personally invite you to join this opportunity.

### How to Join

If you're ready to **scale** your business to \$5,000+ per month, **here are two ways to take action:**

1. **Email:** Send a message to **support@alstongodbolt.com**  
Use the subject line "**Group Coaching**" and let me know you want to enroll.
2. **Direct Message:**  
Send a DM stating that you're ready to get started.

If the program is full, I may have to let you know there's no space at this time—but I encourage you to reach out if you're genuinely committed to taking your content creation from \$100 or \$1,000 to \$5,000+ per month.

### Thank You & Next Steps

Thank you again for trusting me with your journey. I'm excited to see where your new skills and determination will take you. Whether you choose to join the Group Coaching Program or continue implementing the strategies on your own, remember: **Action is what separates success from stagnation.**

I look forward to hearing about your progress and achievements. If you have any questions, don't hesitate to **reach out**. If you're ready to take your business to the next level, I'll see you in the **Group Coaching Program**!



