

"Who the hell do you think you are to say these things to me"

- Anonymous Feedback

THE
**BEGINNER'S
ADVANTAGE**
REPORT

THE BRUTALLY HONEST GUIDE TO
MAKING YOUR FIRST \$10,000 ONLINE
(FROM SOMEONE WHO'S ACTUALLY DONE IT)

DEAN HOLLAND

Six months ago, I disappeared.

No social media posts.

No ads.

No product launches.

Nothing.

I've generated many millions in sales online and helped more beginners get unstuck and start making money than practically anyone else in this industry.

But for the first time in over 16 years, I seriously questioned whether I wanted to keep teaching, coaching and supporting others in the world of making money online.

Not because I don't love helping people.

But because I no longer liked what I was seeing

This industry is broken.

It's filled with hype, half-truths, and empty promises.

And I wasn't sure if I wanted to keep being part of an industry that had drifted so far from what it was supposed to be.

But I can't stand by and watch it happen anymore.

My people, the everyday folk spending time and money at the computer trying to create a better life for themselves are being taken for fools, so I'm here to put an end to it.

You've been told over and over again how easy it is to make vast amounts of money online, yet it hasn't happened has it?

Worse still, you're absolutely clueless about why.

That is about to change.

What you're about to discover on the pages ahead is a raw unfiltered truth very few dare speak

It won't be an easy read.

But if you want to make your first \$10,000 and more online, this short report will be the difference between spending years of your life stuck losing or achieving life altering success.

Get ready to have everything you thought you knew about this game flipped on its head.

So, let's not waste time and get straight to some **truth talk...**

I doubt anyone's told you this before, but **you might not actually be cut out for this game of making money online.**

You've been told it's "Get rich quick."

But it'll almost certainly take longer than you want it to.

You've been told it's easy.

But **it'll be tougher than you'd like.**

You've been told you can work when you want and live life on your own terms.

But in the beginning, you'll likely **work more than you ever have** in order to get that freedom.

And here's the part no one says out loud:

This money-making adventure may well break you down before it builds you up.

It will stretch you so far out of your comfort zone that you'll question if you even want financial freedom.

You'll face the brutal reality of business which requires putting in time, effort, energy and money before you even start to make any.

However...

If you are willing to endure the short-term pain, face the discomfort, push through the resistance, keep showing up when 99% would quit and do the damn work...

You won't just change your bank balance.

You'll become the greatest possible version of yourself and change yours and your family's lives forever.

Think you have what it takes?

My promise to you is that by the end of this report you'll be able to answer that question for yourself.

You'll understand exactly why things haven't worked out for you so far (Along with pretty much everyone else trying!)

You'll know what it actually takes to go from zero to making your first \$10,000 and more online, even if you're a complete beginner today.

And if after reading this report in the next 30 minutes you decide not to quit on your dreams, I'll point you in the direction of what to do next... **If you're brave enough to do it.**

And fair warning, I don't hold back. If you're easily offended, this won't be for you.

Still reading?

Good!

Shut the door, buckle up and let's dive in

PART ONE

THE BULL AND THE BEAST

Every one of us has two sides to our personality.

I don't care who you are. Whether you're just starting out or already making moves, these two forces exist within you.

One side I call the "**bull**"

The other, the "**beast**"

And whichever one you let run the show will determine your future.

Let's start with the bull.

For the avoidance of doubt, the bull is the force inside you that speaks nothing but sweet-sounding bullsh*t.

It's the voice of comfort.

Of fear.

Of procrastination.

Of excuses.

It's the side of you that wants everything to be easy, but resists doing anything hard.

It's the voice that says:

"I'm too tired."

"Maybe I'll do it tomorrow..."

"There must be an easier way..."

We've all heard it.

Hell, I've been ruled by that voice more times than I'd like to admit.

Let me give you an example...

After turning 40 I made the decision to take my health far more seriously.

As a result, I train a lot. I go to the gym at least four times a week and play badminton three times a week.

But some days, I'm lying on the sofa, tired, sore, comfortable... watching something on TV or scrolling on my phone.

And then my inner bull voice speaks up.

"I don't feel like going today. It's been a tough week. I've earned a rest. I'll go tomorrow. I need a break."

If I listen to it, I don't go. I stay comfortable.

As a consequence, I make no progress.

But then there's the other voice.

The **BEAST!**

The beast doesn't care how you feel.

The beast doesn't wait for motivation.

The beast hears all those excuses and does it anyway.

It's the side of you that shows up even when it's inconvenient.

When it's uncomfortable.

When you don't feel like it, but you do it anyway.

That's the beast.

And if you want to win in life, the beast is the side that has to take over.

It's no different in business.

The bull says:

"I don't think I'm smart enough to do this..."

"Who am I to post this?"

"I feel like an imposter..."

"I'll start once I'm more confident..."

"I just need to learn a bit more..."

And so, the content doesn't get posted.

The course never gets finished.

The emails never get sent.

The offers never get promoted.

The money never gets made.

And you stay stuck, all because you listened to the wrong voice.

Here's the truth:

Making money online isn't rocket science.

Yes, there are skills to learn.

Yes, it takes time.

Yes, it takes effort.

And yes, it's going to be brutally challenging at times.

But *what* to do is simple enough.

At its core it's this:

Traffic + Offers = \$\$\$

That's the formula. That's how money is made online.

But the hard part isn't what to do.

The hard part is becoming the person who actually does it.

The person who doesn't wait for perfect.

Who doesn't give in to fear.

Who doesn't let self-doubt steer the ship.

Who doesn't keep changing direction because something else seems easier or more appealing.

Most people never become that person because they let the bull run the show.

And here's the thing...

The bull is not weak.

The bull is powerful. Loud. Convincing.

But its power doesn't come from truth, it comes from repetition.

Every time you've been let down. Every time you've given up. Every time you've delayed, avoided, or distracted yourself...

You've unknowingly trained the bull to become the dominant force in your life.

And now it's in charge.

Not because it's stronger, but because it's been listened to more.

But the beast is still there.

It's never left you. You just stopped listening.

Remember when you first discovered the world of online business?

When you saw the opportunity, the potential, the freedom?

You felt alive. You got excited. Motivated. Hungry.

You binge-watched videos. You stayed up late learning. You imagined what life could look like if you pulled it off.

That's the beast showing up.

That fire, that focus, that drive... That's your inner beast!

But over time, the progress is slower than you expected.

The results don't come as quickly as you hoped.

You hit walls. You make mistakes. You start second-guessing everything.

And little by little, the bull gets louder.

The beast gets quieter.

Until one day, you don't even recognize who's running the show anymore.

But now you do.

And here's the truth...

Whichever one you feed will win.

This is not a battle of strength. It's a battle of training.

If you keep giving in to the bull, it will keep taking over.

But if you start choosing the beast, even in small ways, you begin to change everything.

So, the next time you feel tired, lazy, discouraged, overwhelmed, or afraid...

Recognize it.

That's the bull.

And you don't have to listen to it anymore.

Because the life you want is very much possible, but only if you let the beast lead the way.

You're reading this for a reason, something inside you wants more.

Wants to break out of this cycle and tap into the side of you that's capable of so much more.

We all have both the bull and the beast inside us.

And right now, I can almost hear the whispers of your inner bull piping up:

"Close the report..."

"Perhaps this isn't for you..."

"Maybe you're not cut out for this..."

Don't let it win.

Train the beast. Feed the beast. Become the beast.

Your future depends on it.

PART TWO

EXPOSING THE INDUSTRY

You're not meant to know what I'm about to share.

The industry has done a brilliant job of keeping this hidden from beginner "outsiders."

I won't win any friends by exposing this. But it needs to be said.

Once you understand what's really going on behind the scenes, you'll know why things haven't worked out for you yet. And you'll be equipped to make smarter, stronger decisions that can change everything in your life.

You're about to uncover one of the best-kept secrets in the online business world. And yes, it might make you angry at first.

But as they say, the truth will set you free.

Let's start with something obvious. If someone has a coaching program, course, or solution to sell, they need you to believe their offer is the answer to your problems.

To do that, there's an entire playbook of tactics they can use.

In the wrong hands, these tactics manipulate people into buying things that aren't in their best interest. (Ever seen *The Wolf of Wall Street*?)

But in the right hands, they're used to help people make the right decision and get the help they genuinely need.

Now let me show you one tactic in particular that I believe is responsible for an epidemic of beginners staying stuck.

Meet John.

John is a 46-year-old husband and father of two. He works hard, but the demands of his job mean he barely gets to see his family. He's missing out on precious moments, and deep down, he knows it.

One Friday night, after a brutal week at work, John thinks, "*There's got to be a better way.*" So, he turns to the internet.

What he finds blows his mind. People making thousands, even tens of thousands a month online. He's hooked. Every night, once the kids are in bed, John is up researching and learning until the early hours.

Eventually, overwhelmed but hopeful, he buys a course he saw recommended in an email. It's about dropshipping.

Shortly after, he's invited to a webinar by the course creator. He registers, shows up, and pays close attention.

The presenter explains why dropshipping is the only smart choice...

Why affiliate marketing doesn't work...

Why Amazon is dead...

Why creating your own products is a waste of time...

Every other path gets systematically destroyed.

By the end of the webinar, John believes dropshipping is the only viable path forward.

So, when the presenter offers a high-ticket dropshipping course, John feels like there's no other option.

Credit card in hand, he signs up.

Let's pause there.

Did you see what just happened?

In order to get John to say "yes," they didn't just pitch a product. They dismantled every other option. They made it feel like there was only one logical path left - the one they were selling.

And when that message is delivered well... Slick presentation, emotional storytelling, glowing testimonials... You feel like you'd be crazy not to buy.

Sound familiar?

It should.

Because that's how everyone is taught to sell.

Now that you know, think back to every sales page, every webinar, every pitch you've seen. You'll spot it instantly.

And before you think I'm pointing fingers, I'm not.

I've done it too. I've used that same strategy.

Not to deceive, but because I genuinely believed in what I was offering.

And when you know your offer can help someone, it's your responsibility to sell it with everything you've got.

So let me be clear: **The tactic itself isn't the issue.**

Here's the real issue.

Most experts only know how to teach one thing. The thing that worked for them. And in order to sell it, they tear down every other option... even if those other options might have been better suited to you.

Let's say you have three experts:

One teaches dropshipping.

One teaches affiliate marketing.

One teaches software.

All three paths work. All three experts are legitimate. All three programs get results.

But each one has a bias.

Each one will make you believe their way is the only way.

And this is where beginners get trapped.

Because the truth is, every path works. But **not every path works for every person.**

It's like medicine.

A drug might be incredibly effective, but that doesn't mean it's right for every patient.

Doctors don't prescribe based on symptoms alone. They look at the person, their body, their situation, and prescribe accordingly.

But in the online business world, that level of nuance is gone.

Everyone is treated the same.

It's a one size fits all approach.

"Oh, you want to make money online? This is the only program that will work for you."

And that, right there, is the problem.

Because even when the program is great...

Even when the support is world class...

Even when the strategy works...

Most people still fail.

Let me be blunt.

If 100 people join a truly exceptional program, why do only 1 or 2 succeed?

Is it because the other 98 are lazy?

Unmotivated?

Just not cut out for it?

Sure. That might be true for some.

But all of them?

Of course not.

Here's the deeper truth.

The path didn't fit them.

Maybe it didn't match their level of experience.

Maybe it clashed with their lifestyle or personality.

Maybe it didn't align with their goals.

And so, they struggled.

They doubted themselves.

They got discouraged.

They walked away.

And the industry let them believe they were the problem.

But what if they weren't?

What if the real problem was **misalignment**?

What if the path itself, even though it worked for others, just wasn't the right one for them?

Can you relate?

Have you ever joined a program others found success with, but you couldn't follow it?

Bought something, then realized you didn't have the time it required?

Tried a strategy that just didn't feel like you?

I know I've been there.

And it's happening to beginners everywhere because of this one size fits all epidemic.

But here's the good news...

When you're on the wrong path, the outcome is always the same. Frustration and failure.

But **when you're on the right path, everything changes.**

You start seeing wins.

You feel momentum.

You get excited again.

That's what I call your ***"profit path"***.

It's the path that's aligned with your experience, your lifestyle, your goals, and your personality.

Because when you find that path...

That's when the beast inside you wakes up.

That's when things finally start moving.

And it can happen fast.

Until now, most people only found their profit path through sheer trial and error. They bounced from offer to offer, hoping to stumble across the one that sticks.

And when every expert is biased toward their own method, that journey gets expensive. In time, energy, and money.

But **that ends now.**

Because in the next chapter, I'm going to show you how you can find the path that's right for you.

Your perfect profit path.

Let's go.

PART THREE

YOUR PROFIT PATH

So now you know the truth.

You know why you've been struggling.

You know why most people fail.

And you know why even great programs don't always work.

It's not just about effort.

It's not just about desire.

It's about alignment.

And if the path doesn't fit, it doesn't matter how hard you try.
It won't work.

Which brings us to the question that really matters now...

What's the right path for you?

Not what worked for someone else. Not what sounds the most exciting. Not what a guru told you is the one and only way.

What's the path that matches your **strengths**, your **schedule**, your **personality** and your **goals**?

Because when you find that path, everything changes.

You stop stalling.

You stop doubting.

You stop guessing.

You start moving forward.

You start building momentum.

You start winning.

This is what I call your profit path.

It's not just a method or a model. It's the business path that's built for you.

And when you discover it, it unlocks the potential that's been sitting inside you all along.

I know, because that's exactly what happened to me.

From 2004 to 2008, I tried everything. I spent over \$60,000 chasing every shiny new opportunity that came my way. And I made absolutely nothing in return.

I didn't even make a single sale.

But in October 2008, someone helped me discover the path that was actually right for me.

Within five weeks, I started making money.

Nine months later, I quit my job.

And since then, I've made millions online and helped thousands of others.

The difference wasn't effort. I had been working just as hard in those early years.

The difference was that I had finally aligned myself with a business model that made sense for me.

My strengths. My schedule. My personality. My experience. My goals.

That was the shift. **The same shift you need to make now.**

But here's where I'm different from every other expert you've come across.

Most people online are only able to teach one business model. Not because they're trying to mislead you, but because that's the only path they've ever walked themselves.

They found what worked for them, and then they built an entire brand around it.

That creates a bias, and that's a problem for you.

Even the honest ones are still biased, because they can't help you outside the one thing they know. So, for better or for worse, they'll use those powers of persuasion to get you to join them in it.

I've taken a different path.

Over the last two decades, I've been involved in more ventures than I can count and built and scaled multiple businesses across a wide range of models, amassing many millions in sales.

Including:

Affiliate marketing.

Digital products.

Subscription and membership sites.

Services and coaching programs.

In-person events and masterminds.

Software tools.

Published physical books.

And even a women's skincare and cosmetics eCommerce company that I run with my wife.

There are very few paths I haven't walked myself.

And that's what gives me the unique ability to help you find and choose **the path that's right for you**, not just the one I happen to prefer.

I don't care which path you pick. I only care that it's the one that fits you best so you can actually win.

Selfishly, I want to help you make lots of money so not only do you want to keep working with me, but you have lots of money to do so (Hey, I said I'm honest!)

So the question now becomes...

How do you find your profit path?

There's a process for that. And once you understand it, you'll see why everything you've tried up until now hasn't worked and how different this new approach will be

There are five key steps to discover your perfect profit path:

Step 1: Shortlist All Viable Profit Paths

There are endless ways to make money online, but most of them are terrible options for someone starting out.

They're too complicated, too expensive, too slow, or too risky.

You don't need to know all the methods. You only need to know the ones that are simple enough to learn, proven, and viable for people starting from scratch.

That's what creates the profit path shortlist. The small group of business models that give you the best chance of winning right now.

Step 2: Understand the Truth About Each One

Once you have a shortlist of viable options, you need to understand each of those models in unbiased explicit detail.

That means understanding how they work, how they make money, what kind of work is involved, what the benefits are, and just as importantly, what the downsides are.

Some models are fast to start. Others take longer but can be more stable. Some are great for people who enjoy being in front of a camera. Others are perfect for people who want to stay behind the scenes.

You can't make a good decision unless you know what each path actually requires.

Step 3: Match the Models to YOU

Armed with all the unbiased details of each viable profit path, you need to compare those models against yourself.

That means looking at your current level of experience, your available time, your strengths, your interests, your personality, and your goals.

What are you willing to do? What are you not willing to do? What kind of income do you want?

Once you know that, you can start to identify one or two paths that fit you best.

Step 4: Build Your \$10K Game Plan

Once you've found that match, you need a plan to make money with it.

I call this your *10K Game Plan*.

It's the steps to go from zero to \$10,000 using your chosen profit path.

The strategy, the sequence, the actions. Not theory, but a real roadmap that you can follow.

Step 5: Commit And Take Daily Action

Now you've discovered your perfect profit path, it's time to get to work.

Money doesn't make itself, this is where you come in.

Grab your \$10K game plan and put at least 1 hour every day into doing it, aim to do more if you can to make faster progress.

I'm not telling you to commit to this one thing for the rest of your life, but you do need to stick at your profit path until you've made at least \$10,000

Once you've hit that first \$10K, then and only then should you consider pivoting, expanding, or switching gears.

Until then, stay the course.

Because when you've found your profit path, success isn't just possible... It becomes predictable.

There you have it, the 5 steps to take you from where you are now to making your first \$10,000 online and being fully equipped to keep scaling it:

Step 1: Shortlist All Viable Profit Paths

Step 2: Understand the Truth About Each One

Step 3: Match the Models to YOU

Step 4: Build Your \$10K Game Plan

Step 5: Commit And Take Daily Action

To end, let me show you how to shortcut your way there.

PART FOUR

SHORTCUT TO PROFIT

Congratulations.

Seriously, take a moment and let that land.

Most people never make it this far.

They download things like this with good intentions, maybe skim the first few pages, then get distracted, impatient, or bounce to the next thing.

They will never get results whilst they repeat those bad habits.

But not you.

You're still here.

You've read this report through to the end.

And whether you realize it or not, **that puts you in the small percentage of people who actually follow through.**

You've now seen what most people will never see.

You've uncovered what really holds beginners back.

You've discovered the truth behind how success actually works online.

And you've learned the five-step process to discover your perfect profit path and start your journey to \$10K and beyond.

That tells me something about you.

It tells me **you've got potential.**

The kind of potential that can lead to life-changing results... IF you do something with it

And that's exactly why I want to give you a chance to have me catapult you onto your profit path fast!

You see, while I've shown you the steps, the reality is, those steps still take time, effort, and a whole lot of trial and error if you try to figure it all out on your own.

Let's take a quick look at what's ahead if you choose to go solo from here...

You need to research all the different ways to make money online.

Figure out which models are actually viable for you.

Study the ins and outs of each one to weigh up the pros and cons.

Compare them to your lifestyle, personality, and goals.

Try to identify which one might fit.

Then attempt to map out your own \$10K game plan... and hope you've got it right.

And if you're willing to go that route, more power to you.

That's exactly what I did when I started.

It just took me four years, cost me over sixty grand, and nearly made me give up entirely.

Which is why **I'd like to offer you something better.**

A shortcut.

To spend half a day with me from the comfort of your own home and have me do all of this for you, live!

I'm hosting a live online experience called the Beginner's Advantage Masterclass, and **if you're ready to activate your "BEAST MODE"** ...I'd like to invite you to join me.

I'll break them down in explicit detail. Including how each profit path works, who it's right for, and who it's not.

You'll get unbiased insights from someone who's actually walked them all.

I'll help you match yourself with the profit path that fits your personality, strengths, lifestyle, and goals.

And you'll walk away with a proven \$10K game plan you can start implementing immediately.

This is NOT one of those pre-recorded trashy webinars.

It's live.

It's personal.

And **it's built to get you on your profit path fast!**

I've designed this Masterclass to be the shortcut I wish I had when I was starting out.

Not because you can't eventually figure it out without me, but because there's no good reason to waste months or years of costly trial and error when you don't have to.

If you've made it this far, you've already proven something important about yourself.

Now let me help you silence the “bull” and unleash your inner BEAST so you can turn your potential into real results.

Click the link below to get the details on the upcoming Beginner's Advantage Live Masterclass and purchase your ticket.

Hopefully there's still space to join us.

[Secure Your Ticket Here Now](#)

Let's find your profit path and get to work!

I'll see you there.

Dean Holland