

# NEWS LETTER

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**Shaun Clark**

Co-Founder

 **HighLevel**



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# How a Totally Bonkers Idea Made \$20,000 in One Day (And Sold for \$85,000)

Sometimes, the best business ideas are the ones that sound completely absurd. Take ShipYourEnemiesGlitter.com, for example. Australian entrepreneur Mathew Carpenter had a wild idea: sell envelopes full of glitter to people who wanted to send an irritating surprise to their enemies. The price? Just \$10 AUD per glitter-filled envelope.

Sounds crazy, right? But here's the kicker-this bizarre idea went viral almost overnight, with over 2,000 orders in the first day alone, generating more than \$20,000 AUD in sales. Carpenter was overwhelmed by the demand and had to process hundreds of glitter-filled envelopes within hours.

The story doesn't stop there. After the website exploded in popularity, Carpenter sold the business for \$85,000 USD. Talk about turning a quirky idea into a profitable venture!

So, what can we learn from this glitter bomb of a business?

1. **Crazy Ideas Can Catch Fire:** Sometimes, the most unexpected concepts grab people's attention. A simple, ridiculous idea-sending glitter to annoy your enemies-taps into humor and emotion, making it a shareable, memorable experience.
2. **Humor Sells:** People love a good laugh, and humor has a way of making people act impulsively. The comedic value of a glitter explosion in an enemy's face was just the kind of outrageous concept that ignites social media.
3. **The Power of Virality:** Even an off-the-wall concept can go viral with the right marketing. Once the orders started rolling in, the website generated massive media attention, turning it into a buzzworthy sensation.
4. **Timing Is Everything:** Carpenter took advantage of the growing trend of unconventional online business models, turning a playful idea into a profitable venture.
5. **Sell and Exit:** Sometimes, a quick exit is the smartest move. Carpenter cashed out for \$85,000 after making his viral success, proving that even strange ideas can be sold for a hefty profit.

So, next time you're brainstorming business ideas, don't be afraid to let your imagination run wild. Who knows? The next big thing could be as simple as sending a little sparkle to annoy someone-and make a fortune doing it. Just remember to embrace the crazy and maybe-just maybe-it'll pay off.





# ***RESOURCES AND NEWS***

## **Kiva Offers Interest-Free Microloans to U.S. Small Businesses**

The nonprofit Kiva, a peer-to-peer lender, offers 0% interest microloans ranging from \$1,000 to \$15,000 for small businesses in the US without requiring a minimum credit score. Borrowers must demonstrate social capital by raising funds from friends and family before accessing Kiva's network of two million lenders.

<https://www.cnn.com/select/kiva-small-business-loan-review/>

Outside the U.S.? Head over to Tracxn.com for a comprehensive list of 792 Microfinance companies (sign-up required to access the full list).

[https://tracxn.com/d/sectors/microfinance/\\_T2i4p6o3qVWaMNwQlfzssZn76/hZlgi-wcunEHHDsk/companies#t-1-esaf](https://tracxn.com/d/sectors/microfinance/_T2i4p6o3qVWaMNwQlfzssZn76/hZlgi-wcunEHHDsk/companies#t-1-esaf)

## OpenAI Enhances ChatGPT Memory

Enhancements to ChatGPT's memory allow the AI to personalize its responses further by referencing all previous conversations. The update includes new settings to control memory and chat history.

<https://mashable.com/article/openai-chatgpt-memory-update>



## Instagram News for Online Marketers

- **Algorithm Boosts for Smaller Creators & Original Content:** Instagram confirmed four big ranking changes to level the playing field. The algorithm now gives more distribution to smaller creators, favors original content in recommendations over reposts, labels reposted content with credit to the original creator, and removes aggregator accounts from the recommendations feed. For marketers, this means original posts (not recycled from elsewhere) and partnerships with up-and-coming creators may see improved reach.
- **“Lockable” Posts/Reels (Exclusive Content):** In April, Instagram began testing locked Reels that require a secret code to view. For example, a creator can post a Reel hidden behind a hint like “my dog’s name,” which loyal fans can unlock. This feature is meant to boost engagement and offer exclusive content to dedicated followers – brands could use it for scavenger-hunt style promotions or early product reveals.





# How Richard Branson's '*Stupid*' Idea Became a Billion-Dollar Empire

One of the most famous examples of a seemingly "stupid" decision that turned into massive success comes from **Richard Branson** and the creation of **Virgin Records**.

In the early 1970s, Branson had no experience in the music industry. He was running a mail-order record business and a small record store, but he was nowhere near an expert in the field. He didn't have much money and his business was pretty small, but he made a bold and seemingly foolish move—he decided to start his own record label.

## The "stupid" part?

At the time, record labels were highly competitive and controlled by a few huge players. Starting a new label without any connections or a reputation seemed like a terrible idea.

He was also not a music industry insider and had no direct knowledge of how to manage artists or produce albums.

But instead of going down the conventional route, Branson just made things happen in the way that worked for him.

## The massive success?

Virgin Records went on to sign The Sex Pistols, one of the most famous punk bands in history. Despite initial skepticism from the music industry, Branson's Virgin Records became hugely successful.

The label expanded into other areas, eventually leading to the creation of the Virgin Group, which has since grown into a multi-billion-dollar conglomerate spanning industries like air travel, telecoms, health, and space exploration.

## The lesson here?

Sometimes, being an outsider or doing something that seems "stupid" can lead to massive success. Branson's lack of industry experience was actually an asset, because it allowed him to think outside the box, take risks, and defy industry norms.

By not overthinking things, he created a brand that not only disrupted the music industry but also transformed the way business was done in other sectors.

So, if you're unsure whether a seemingly dumb idea could work, remember Richard Branson - sometimes doing something "stupid" is exactly what the world needs.

# 10 Beginner Friendly Affiliate Networks



These networks are all beginner-friendly, with each offering unique strengths tailored to different marketing goals.

## 1. Amazon Associates

Amazon Associates is one of the most popular and beginner-friendly affiliate networks. With millions of products to promote, it's easy to get started, and you can earn commissions on everything from electronics to books. The program is free to join and doesn't require approval to get started. However, commissions are relatively low (usually between 1% and 10%), so it's ideal for beginners looking for simplicity rather than high-ticket sales.

Best For: Beginners with no niche restrictions and those who want to promote a wide variety of products.

## 2. ShareASale

ShareASale is a huge affiliate network with over 4,000 merchants offering a wide variety of products and services to promote. The platform is user-friendly and provides tons of options, making it a great choice for beginners. You'll find programs in almost every niche, including retail, finance, and technology. ShareASale offers clear reporting and tools to track your performance, which makes it easy to manage.

Best For: Beginners who want a wide range of niches and products to promote.

## 3. CJ Affiliate (formerly Commission Junction)

CJ Affiliate is one of the oldest and most trusted affiliate marketing networks. It connects affiliates with big brands, such as Expedia, Adobe, and many more. The platform provides detailed tracking, reporting, and payment options. CJ Affiliate also offers personalized support, which can be helpful for beginners. While approval for some programs can take time, the platform's large selection of affiliates and strong reputation make it worth considering.

Best For: Beginners who are looking for trusted brands and detailed analytics.

## 4. Rakuten Advertising

Rakuten is another major affiliate network that's easy for beginners to use. It offers a variety of products and services to promote, including big brands like Walmart and Best Buy. Rakuten provides affiliates with a simple dashboard, payment tracking, and support for beginners. It's known for its high-quality merchants, though its selection is smaller than some other networks.

Best For: Beginners looking for a reputable network with trusted, high-quality brands.

## 5. ClickBank

ClickBank is one of the leading affiliate networks for digital products. It's known for having high commissions (often ranging from 50% to 75%) and an easy-to-use platform for beginners. ClickBank also provides a large selection of digital products like eBooks, courses, and software, so you can focus on promoting products with high-profit margins.





## **6. FlexOffers**

FlexOffers is a user-friendly affiliate network that offers a wide variety of niches to explore. It has thousands of advertisers, ranging from small businesses to large corporations. FlexOffers provides flexible payment options and real-time reporting, making it easy to track your performance. It's particularly great for beginners because it's straightforward to use and offers a helpful affiliate support team.

**Best For:** Beginners who want a variety of niche options and easy-to-use tools.

## **7. Impact**

Impact is a robust affiliate network known for its easy-to-use platform and helpful tools. It supports a wide range of verticals, including retail, technology, and financial services. For beginners, Impact offers educational resources and tools that simplify the affiliate process. The network also has a reputation for excellent customer support, which is great for newcomers needing assistance.

**Best For:** Beginners who value a clean interface and strong support system.

## **8. Awin**

Awin is a global affiliate marketing network with a large and diverse range of products and services to promote. It offers competitive commissions and works with major brands in sectors such as fashion, finance, and travel. The platform is beginner-friendly and provides great educational resources, including guides and tutorials, to help new affiliates get started. One downside is that Awin requires a small sign-up fee (usually around \$5), but the broad range of opportunities justifies the cost for many.

**Best For:** Beginners looking for a global network with a broad range of brands.

## **9. eBay Partner Network**

eBay's affiliate program offers a simple and straightforward way for beginners to earn commissions by promoting items listed on eBay. With millions of products on the platform, you can easily find items in nearly every niche. eBay Partner Network also provides tools for affiliate tracking and reporting, making it easy to optimize your performance.

**Best For:** Beginners who want to promote a variety of products with a trusted brand.

## **10. Lead Stack Media**

Lead Stack Media is a lead generation affiliate network that focuses primarily on performance marketing. It's a solid option for beginners who want to promote services or products that generate leads. The network offers campaigns in niches like health, finance, and insurance. Lead Stack Media is known for offering higher payouts on successful leads, making it an appealing choice for those in the performance marketing space.

**Best For:** Beginners interested in performance-based marketing and lead generation.



*(Listen up - If you ever wanted to start your own Facebook or Twitter, this might be your chance of a lifetime.)*

## Is This the Next Big Opportunity in Social Media? Building IRL Networks for Real-Life Change

Loneliness is an epidemic that's only getting worse, especially when people go through major life changes. Whether it's moving to a new city, navigating a divorce, adjusting to sobriety, or entering parenthood, the need for meaningful connections is stronger than ever.

Unfortunately, most of the existing apps treat connection like a dating game, leaving people craving real friendships in times of vulnerability. However, there's a major opportunity in creating IRL (in real life) social networks that focus on these life transitions.

### **The Big Opportunity: Targeting Life Transitions**

Loneliness spikes during major life changes, and this is the gap that startups need to target. TimeLeft has already proven that IRL connections during vulnerable transitions can be a highly successful business model. Their concept is simple yet effective: Bringing strangers together for dinner every Wednesday in major cities.

It may sound like a cute idea on the surface, but here's the kicker—they scaled from \$1 million in annual recurring revenue (ARR) to \$10 million ARR in just 14 months.

### **Why TimeLeft is Succeeding**

The secret to TimeLeft's rapid success lies in identifying key life transitions that trigger loneliness, such as:

- Divorce
- Parenthood
- Sobriety
- Relocation to a new city

These transitions create real, urgent needs for social connection, but current platforms like dating apps or general social media can feel inappropriate or even counterproductive.

For instance, dating apps might not offer the right environment for someone going through a breakup or trying to make new friends in a new city.

People crave community, not superficial connections.







## **The Core Problem: Lack of Real, Authentic Community During Life Transitions**

When people go through life changes, they often crave authentic community, but they don't have many options beyond generic platforms. The key problem here is that most existing networks treat connection like a transaction, especially with dating apps. These services encourage connections based on surface-level traits, often making users feel isolated or misunderstood.

What's missing is a way to connect people during times when they are most vulnerable, without it feeling forced or transactional. People need friends who understand their specific circumstances—they're not just looking for someone to chat with, they need real, relatable connections.

### **The Opportunity: Bringing People Together IRL**

Here's where the real opportunity lies: Building services or networks that intentionally bring people offline, especially during these vulnerable life transitions. The goal is not just digital engagement, but real, face-to-face interaction. Structured IRL events where people can connect in a meaningful, authentic way are crucial.

#### **Imagine these scenarios:**

- **Dinner clubs for new parents** looking for camaraderie and advice from others who are going through the same sleepless nights.
- **Activity groups for recent divorcees** who want to break the isolation and meet people who understand the struggle.
- **IRL social networks for city newcomers**, offering a place for them to meet friends in their new environment without the awkwardness of using random apps.
- **Digital detox apps** that encourage people to step away from their phones and engage with real life, fostering deeper, more meaningful connections.

The sweet spot lies in creating structured environments where relationships form naturally, without the awkwardness of forced networking.

### **Market Landscape: The Need for Transition-Focused Social Networks**

#### **The Pain Point**

Life transitions create a 3- to 6-month window where people crave authentic community but are turned off by “networking” apps that feel too broad or impersonal.

Think about people starting a new job, moving to a new city, or dealing with an emotional life event—they want to connect with others, but don't want to be sold to.

#### **The Market Size**

Approximately 40% of American adults report experiencing loneliness sometimes, usually, or all the time. That's a massive, untapped market of people seeking connection. As society continues to undergo rapid change, the need for niche, transition-based social networks is growing.



## White Space

Currently, there are no dominant players in what we're calling "transition tech." TimeLeft is the first on scene, but there is plenty of opportunity for others to join and even dominate this niche.

Most (current) solutions are either too broad (like Facebook Groups) or too stigmatized (like dating apps).

The gap in the market is clear: Services that specifically cater to people going through transitions, offering real-life connections rather than virtual ones.

## Revenue Potential

There's a great potential to monetize this idea through:

- **Monthly memberships (\$25-\$50/month)** for ongoing access to events or group chats.
- **Event-based fees**, where users pay to attend specific events or dinner clubs.
- **Sponsorships from brands** targeting specific life stages (e.g., new parents, career changers, sober living).

The revenue model could be built around community-first interactions while also tapping into brand sponsorships that target these transitional moments.

## How to Build This

If you're considering launching an IRL social network for life transitions, here's a step-by-step guide:

1. **Select a Transition Moment to Focus On:** Choose a specific life transition, such as new parents, career changers, or those in recovery. Understand their unique needs and challenges.
2. **Talk to Your Target Market:** Interview 50+ people going through your chosen transition to better understand their pain points, needs, and how they're currently addressing their loneliness or desire for connection.
3. **Start High-Touch, IRL-First:** Launch with structured, real-life events-like 2-hour dinners or activity groups with trained facilitators. Make sure there are clear conversation prompts and a consistent rhythm to the events (e.g., "First Wednesday Dinners" or "Friday Fitness for Divorcees").
4. **Build a Digital Community First:** Before developing a full-fledged app, use platforms like WhatsApp or Telegram to build a community. Start with smaller, localized groups, and track engagement rates. Aim for 40% weekly active participants in your groups.
5. **Test Pricing Models:** Try three price points to see what works best:
  - Freemium: Access to basic events and content.
  - Premium (\$49/month): Unlimited access to events and special features.
  - White-Glove (\$199/month): Personalized matchmaking or one-on-one support for members.

## Human Connection is the New Currency





## The Secret Formula to Monetizing a New YouTube Channel in Weeks (Not Months!)

So, you've launched your YouTube channel, but the thought of waiting months to start making money feels like watching paint dry. What if you could hack the system and turn your channel into a revenue machine within weeks instead?

The truth is, most creators are playing the long game, but you don't have to. There's a faster, smarter way to get monetized, even before you hit 1,000 subscribers. Think of it as a quest, where the right moves unlock income streams sooner than you ever thought possible.

Here's the secret formula to monetizing your YouTube channel in record time-and yes, it works even if you're starting from scratch.

### Step 1: Pick a Monetization-Friendly Niche

Some niches make money faster than others. If your goal is to get paid quickly, choose a niche with built-in monetization potential.

#### Best Fast-Monetizing Niches:

- Personal Finance & Investing - High-paying affiliate offers
- Tech Reviews & Tutorials - Easy sponsorships & affiliate sales
- AI & Software Tools - Recurring commissions from software
- Health & Wellness - Digital product & course opportunities
- Online Business & Side Hustles - High-demand services & digital products

**Pro Tip:** Pick a niche that solves a problem and has products/services you can promote immediately (not just waiting on ad revenue).

### Step 2: Skip the 'Viral' Strategy & Focus on Searchable Content

Many new YouTubers try to go viral-but virality is unpredictable. Instead, focus on searchable content (SEO-driven videos) so people can find you consistently.

#### How to Find Profitable Topics Fast:

1. **Use YouTube Autocomplete** – Type your niche into the search bar and note the suggested phrases.



2. **Check AnswerThePublic** – See what people are searching for in your niche.

3. **Analyze Competitor Videos** – Find successful videos, then make yours better, clearer, or updated.

4. **Use Free SEO Tools** – TubeBuddy and VidIQ help you find low-competition keywords.

**Example:** Instead of making a broad video like “Best AI Tools”, niche it down to “Best AI Tools for Small Business Owners”. This targets people ready to take action, which means higher engagement and more sales.

### **Step 3: Monetize Before You Hit 1,000 Subscribers**

You don’t have to wait for YouTube AdSense (1,000 subs + 4,000 watch hours) to start making money. In fact, you can monetize from Day 1 with:

#### **Affiliate Marketing (Fastest Way to Earn)**

- Find products/services related to your niche (Amazon, Impact, PartnerStack, ShareASale).
- Drop affiliate links in your video description and pinned comment.
- Create tutorials, reviews, or comparison videos that naturally encourage people to buy.

Example: If you’re reviewing software, offer a discount link and show how it works. Many programs offer high-paying commissions (\$50-\$500 per sale).

#### **Digital Products (E-books, Templates, Mini-Courses)**

- Sell simple, low-cost digital products related to your niche (use Gumroad, Podia, or Etsy).
- Mention your product naturally in every video: “Grab my free guide below!”
- Use lead magnets (free resources) to build an email list and upsell later

Example: A YouTube fitness channel could sell a “7-Day Meal Plan” for \$10 and make \$500+ per month with just 50 sales.

#### **Sponsorships (Even with Small Channels)**

- Many brands pay small creators (\$50-\$500 per video) if their audience is highly targeted.
- Reach out to relevant brands directly with a simple pitch:
  - o Who you are
  - o Your audience
  - o Why their product fits
  - o What you offer (video mention, dedicated review, etc.)

Example: A tech YouTuber can reach out to smaller software companies that need exposure. They often pay faster and more than big brands.





#### **Step 4: Get Your First 1,000 Subscribers FAST**

The faster you grow your channel, the sooner you unlock YouTube monetization (AdSense, Super Chats, Memberships). Here's how to get to 1,000 subs quickly:

##### **1. Use Shorts for Fast Growth**

- Post 3-5 Shorts per week - YouTube prioritizes them in the algorithm.
- Repurpose content from long videos (use CapCut, Descript, or Pictory).
- Drive viewers to your main videos using pinned comments and descriptions.

##### **2. Optimize Every Video for Maximum Watch Time**

- Hook viewers in the first 5 seconds (avoid slow intros).
- Use a "mini-cliffhanger" at the start ("Wait until the end to see my #1 tip!").
- Make fast edits, remove fluff - Keep people watching longer.

##### **3. Promote Your Videos the Smart Way**

- Facebook Groups & Reddit - Find communities that need your content.
- Pinterest - Create 5-10 pins per video (Pinterest SEO lasts months).
- Twitter & LinkedIn - Great for business, finance, and tech niches.

Pro Tip: Always ask for engagement ("*Click 'Like' if you found this helpful!*"). More engagement = higher ranking in search results.

#### **Step 5: Automate & Scale for Consistent Income**

Once your channel gains traction, you can spend less time while making more money.

##### **Batch Create & Schedule Content**

- Film & edit 4-6 videos at a time to stay ahead.
- Use YouTube scheduling to stay consistent without daily effort.

##### **Repurpose Your Content Across Platforms**

- Turn videos into blog posts for additional revenue.
- Clip highlights for Instagram Reels & TikTok to drive traffic.

##### **Hire Help to Scale Faster**

- Video editors (\$10-\$30 on Fiverr/Upwork)
- Thumbnail designers (Thumbnails impact CTR massively)
- SEO experts (If outsourcing, ensure they focus on searchable, long-term topics).

Example: A faceless YouTube channel making \$1,000/month reinvests \$300 into hiring a video editor—this lets the creator scale faster without extra work.



### Key Takeaways for Rapid Monetization

- **Consistent Uploads:** Maintain a regular posting schedule to build viewer trust and retention.
- **Niche Targeting:** Focus on a specific niche to attract a dedicated and engaged audience.
- **SEO Optimization:** Utilize keywords and tags effectively to enhance discoverability.
- **Quality Content:** Invest in good production values to enhance viewer experience.
- **Community Interaction:** Engage with your audience through comments, polls, and feedback to build a loyal community.

By implementing these strategies, you can accelerate your channel's growth and achieve monetization more quickly.

### Bottom Line: Fast YouTube Monetization Is 100% Possible

You don't need to wait months to start making money on YouTube. By...

- Choosing a monetization-friendly niche
- Focusing on searchable content
- Using affiliate marketing & digital products from Day 1
- Growing quickly with Shorts & engagement strategies
- Automating & outsourcing when possible

You can monetize within weeks-not months. The key is starting now, staying consistent, and optimizing your strategy as you grow.

Ready to make your first \$1,000 on YouTube? Pick one monetization method and start today.





# Shaun Clark

## Interview



### Editor:

Today we're excited to have Shaun Clark with us. He's the co-founder behind **HighLevel**, a groundbreaking platform that revolutionises how agencies handle marketing automation and customer relationships. Shaun has leveraged his deep understanding of the needs of marketing agencies to craft solutions that streamline client management and drive growth. Shaun, it's great to meet you.

### Shaun Clark:

Yeah, likewise. Thanks for having me here.

### Editor:

Could you maybe start by sharing the story behind the founding of HighLevel and the vision that drives it?

### Shaun Clark:

Sure, yeah. Myself and my co-founders, we've always wanted to help small businesses and early on we probably like a lot of people started to build a product in a way that we felt like would help small businesses the best. And we very quickly found that a lot of the small businesses we talked to, they would sort of say weird things to us. So they would sort of say, "Oh, this looks great, but we just don't have time to implement it." And that was a very confusing statement initially because we didn't understand how we could build something someone would think would help them but wouldn't bother to want to use it. But I guess all of us know that if we go to the gym more often, we'll probably be healthier, and yet we still don't do it. So it's definitely a human thing. But what we were lucky in is that early on we discovered that if you really want to help the small business, you need to help the people helping the small business and those turn out to be the agencies.

And so we pivoted our product very early on and said, "We're not going to sell to small businesses at all, because really at the end of the day, they need the outcomes of the tools, but they are not going to be the users of the tools." And so we focused on helping enable agencies to take these tools out to market, and we created a business model around it where they can make money. And honestly, that is the whole business that we're in today, which is we really make tools for professionals and we work hard to help those people do the best they can on behalf of their clients. So we're now finally helping the small businesses at a very large scale, but doing so I think in a much better way than we originally started.



**Editor:**

Your growth has been exponential. Everyone you talk to at the moment seems to be talking about HighLevel. For anybody who's maybe not come across the platform before, maybe you could just tell us a little bit about it and also the advantages of using HighLevel.

**Shaun Clark:**

Yeah, I mean we're now the second-largest sales and marketing platform in the world, but the reason why most people don't come across us is again, back to the agency concept. One of the things that we saw early on was a lot of agencies would buy tools off the shelf and or tell their clients to go buy them, and then they would pour their heart and soul into these tools to make them work, and then the client would wake up one day and fire them for it. And what we discovered was going on here is that because the tool was cheaper generally, and because the small business had no idea what really went into making it work, they had this illusion that somehow the tool was doing all the work. And so early on we allowed our customers to white label our products specifically to get away from this idea.

And we always thought, well, worst case scenario, if they do decide to fire you, at least you can continue to sell them the platform. And now that's significantly evolved now and we've realised that that actually makes a lot more money for agencies than selling services ever did and it's radically more scalable than services. But all that to say, it certainly helped the agencies retain their clients. But today it also makes it so that if you are staring right at us, you might not even know that we're there. But if you think about any sales and marketing platform on planet Earth, we have every single one of those tools all in one spot. And because we're sort of agency-focused, we also have it broken out, we call it multi-tenant enabled. But the simple idea is that as an agency you can move seamlessly in and out between hundreds or thousands of clients' accounts if that's what you have. And the clients can also log in, but they're only going to see their accounts. So it's a very sort of multimodal system from that perspective.

**Editor:**

And who would you say, who were in your crosshairs? When you were devising HighLevel, who did you want to target? Which businesses?





**Shaun Clark:**

You'll be surprised to find we have no master plans. So what we've realised early on is that the best thing we can do is get close to our customer, listen to them and follow them. And having done so now at 3 million customers and climbing, we are helping everyone and their mother. So everybody from the local plumber to the biggest Fortune 500 companies, big influencers, course creators, you name it, the platform is vast. That's probably the best descriptor for it.

But we are good product and engineering people. That's something we feel like is in our wheelhouse. We're not great marketers, we're terrible sales people. There are many things we're terrible at, but we're great product and engineering folks. So the platform now serves a huge variety of businesses. There's really probably not a business out there that we don't serve. And mostly, again, because of the agencies, an agency could have ... You could be a local agency and serve 20 different types of businesses, you could be a specialised agency and go deep into a niche, but we fundamentally ... Or niche, depending on who you are. But now because of the platform, we're able to serve all those folks.

**Editor:**

You mentioned white labelling as well. How much of a game changer has that been to your business?

**Shaun Clark:**

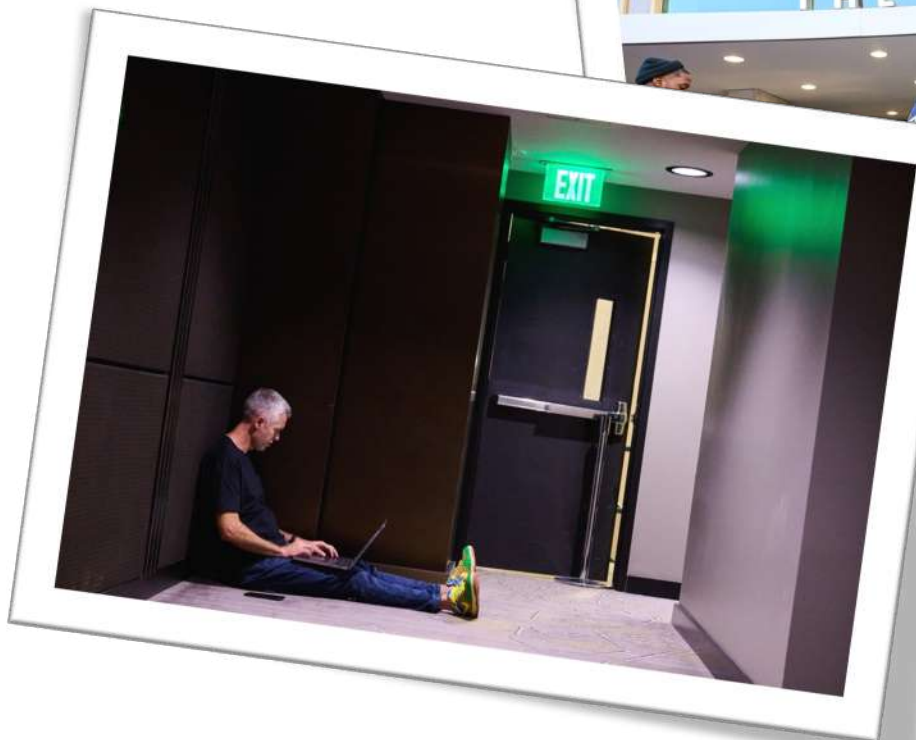
Massive, because again, it really spoke to the need that we saw in the market, which is agencies were not getting the respect that they deserved for the work that they were doing. And honestly, the other bit, really sad part was that when they would lose the customer, the platform that the agency had brought forward would retain them because software is incredibly sticky. And we thought that was entirely unfair. And if anything, we also then as we pulled that string, I think we realised that many of the largest CRMs on the planet were getting a bucket load of customers for agencies knowingly or unknowingly in many cases. And we sort of took the challenge of, well, how can we not only change that narrative, but also how can we help the agencies make money?

And so now agencies are able to white label and resell the platform. And what we've done is we've turned agencies into de facto software companies and given them the same margins the software companies were enjoying before.

Many of our customers either have agency services as an add-on to that now, some of them give them up entirely, some of them seamlessly interweave it. But either way, it's radically changed the game for them because they have almost no churn and they have super high margins on the software side...



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If you're building an audience and monetizing your expertise by teaching others, here's a reality check: packaging and selling information the same way you did a few years ago may no longer cut it. The game has changed-and if you want to keep playing (and winning), you'll need to adapt.

### **The Slow Decline of Information Sales**

Back in 2020, online course sales surged. The pandemic had people stuck at home, looking for ways to learn new skills, launch side hustles, and better themselves. But as the world opened back up, demand dipped-and the industry started to shift.

Course fatigue set in. Consumers became overwhelmed by too much content and too little progress. Across the board, completion rates fell to just 5-15%, with some dipping as low as 3%. People weren't finishing what they paid for, and they started questioning the value of what they were buying.

### **Why Selling Info Isn't Enough Anymore**

The truth? Information is no longer scarce. YouTube, blogs, newsletters, and social media are overflowing with how-to content-much of it free and surprisingly high quality. When your audience can learn "how to start a business" or "how to use ChatGPT" in a 12-minute video, the bar for paid content is higher than ever.

That doesn't mean people aren't buying-it means they're buying for different reasons.

### **The Shift: From Information to Implementation**

Today, people aren't just looking for knowledge - they're looking for outcomes. They want:

- Step-by-step guidance
- Accountability
- Personalization
- Community
- Support when they get stuck

In short, they want implementation help. They don't want more information. They want results.

And that's where your opportunity lies.

### **How to Adapt and Thrive**

If you still love the idea of teaching, don't worry - you absolutely can still build a profitable business. But your offer needs to go beyond just "teaching." Here's how:

- Add implementation frameworks. Templates, action plans, swipe files - anything that makes it easier to apply what you're teaching.
- Layer in support. Live Q&As, office hours, Slack or Discord communities, or even AI-powered coaching tools.
- Offer accountability. Weekly check-ins, goal tracking tools, or progress dashboards can keep your audience engaged and moving forward.
- Focus on transformation. Instead of promising "information," promise a clear before-and-after story. Sell the outcome, not the content.

# **Selling Knowledge is So Yesterday - How to Offer What People Really Want**



## The New Model: From Information to Activation

If you want to win in today's market, here's how to pivot:

### 1. Shrink the Gap Between Idea and Action

Instead of a 12-module mega-course, offer a 90-minute implementation session. Or a 5-day challenge with one task per day. Micro-action is the new macro-impact.

Example: Instead of "The Complete Guide to Freelance Writing," run a one-hour workshop titled, "Send Your First Cold Pitch Today."

### 2. Build Products Around a Result, Not a Curriculum

You're not selling videos. You're selling transformation. Sell the finish line, then reverse-engineer the fastest way to get your customer there.

Example: Don't sell "10 hours of sales training." Sell "How to Book 5 Sales Calls This Week Without Ads."

### 3. Add Accountability and Feedback Loops

Live Q&As, private Slack groups, check-in emails, or even progress-tracking dashboards can dramatically increase completion rates. A little friction in the right direction helps.

Example: Add a weekly check-in form that reminds buyers to complete that week's action—and lets them brag a little about their results.

### 4. Inject Speed + Simplicity

You're not building a university. You're building a shortcut. Your customers are tired. Make things quick, clear, and actionable.

Example: Instead of a 30-page workbook, offer a 1-page checklist or swipe file they can use instantly.

### 5. Price for Results, Not Length

You don't get paid for how long your product is—you get paid for how fast it works. Implementation-focused offers command higher prices because they deliver more value faster.

Example: People will happily pay \$500 for a single result they get in a week, rather than \$99 for 100 hours of passive video content they'll never watch.

### Bonus Tip: Sell Like a Coach, Not a Teacher

People don't need more lectures. They need momentum. Frame your offer like a coach would: "Let's get you across the finish line." Make it feel like support, not schooling.

### Bottom Line

Selling information isn't dead. But selling information alone—without support, structure, or results-driven delivery—won't get you very far in 2025. If you want to stand out, charge premium prices, and actually help people succeed, focus on implementation. That's where the real value lives now.





# How Your Foot (*in the Door*) Turns Cold Leads into Loyal Customers

Ever had someone ask you for a tiny favor, and before you knew it, you were knee-deep in commitment? Maybe a friend asked if you could help them move “just a few boxes”—only to find yourself hauling an entire apartment’s worth of furniture six hours later.

Congratulations! You just fell victim to the Foot-in-the-Door Technique—a sneaky but highly effective psychological principle that gets people to say “yes” to bigger requests by starting with something small.

And guess what? You can use this exact strategy in your online marketing to turn cold leads into loyal customers who keep buying from you.

## **What Is the Foot-in-the-Door Technique (And Why Does It Work)?**

The Foot-in-the-Door Technique is a classic psychological trick where getting someone to agree to a small request first makes them more likely to agree to a bigger request later.

This works because people like to stay consistent with their past behavior. Once they say “yes” to something minor, their brain nudges them to keep saying yes—because changing their stance would create internal conflict.

This principle was first proven in a classic 1966 study where researchers asked homeowners to place a small “Drive Safely” sticker on their window. A few weeks later, those same homeowners were way more likely to agree to putting up a giant (ugly) “Drive Safely” billboard in their yard compared to those who weren’t asked to display the small sticker first.

So, how does this apply to marketing? Simple. You start with a tiny, low-commitment “yes” - and build it into a bigger sale.

## **How to Use the Foot-in-the-Door Technique in Online Marketing**

### **1. Get Them to Say “Yes” with a Micro-Commitment**

Most marketers make the mistake of asking for too much, too soon. Imagine walking up to a stranger and saying, “Hey, marry me?” You’d get rejected immediately (or, best case scenario, they’d call security).

Instead, you start with a tiny, easy request—one that doesn’t require any real effort or risk.

#### **Example: Email List Building**

Bad approach:

*“Subscribe to my newsletter and receive weekly updates!” (Too vague, zero urgency.)*



Better approach:

*"Grab my free 3-step guide to doubling your Instagram followers—just enter your email!"*

See the difference? The second version gives them a clear, low-risk reason to say yes—and once they do, they're far more likely to open your emails, engage with your content, and eventually buy from you.

## **2. Offer a Low-Commitment Freebie Before Selling Anything**

If you're trying to sell a \$997 coaching package to someone who's never heard of you, you're pushing them too fast. Instead, use the Foot-in-the-Door Technique by offering a small, free product first.

### **Example: Selling a Course**

Bad approach:

*"Buy my \$997 coaching package on social media growth!"*

Better approach:

*"Watch my free 10-minute training on how I gained 100,000 followers—no sign-up required!"*

Now, they've invested time in your content, making them far more likely to take the next step and buy from you.

## **3. Use Small Purchases to Build Up to Bigger Sales**

Once someone has spent even a tiny amount of money with you, they're psychologically more comfortable spending more.

### **Example: Tripwire Offers**

Bad approach:

*"Join my \$500 mastermind group!" (Too much, too soon.)*

Better approach:

*"Unlock my \$7 mini-course on growing your email list in 24 hours!"*

Why does this work? Because once someone spends \$7 with you, they've already "broken the seal." They're now a paying customer—making them way more likely to say yes when you offer them a \$97, \$297, or even \$1,000 product down the line.

## **4. Get Website Visitors to Engage Before Asking for the Sale**

If a visitor lands on your website and the first thing they see is "BUY NOW", they'll likely bounce because they're not emotionally invested yet.

Instead, use a small engagement request to get them to interact with your brand before you hit them with a sales pitch.

### **Example: Selling E-commerce Products**

Bad approach:

*"Get this premium skincare set for \$99!"*

Better approach:

*"Take our quick 30-second skincare quiz to find your perfect match!"*

Now, the visitor invests time answering the quiz, creating a sense of commitment. By the time they see the \$99 product recommendation, they're already mentally prepared to buy.





## 5. Leverage “Yes” Stacks in Your Sales Funnel

Once someone has said “yes” to a small action, keep the momentum going by stacking follow-up requests in a natural, logical way.

### Example: A Perfect Sales Funnel

1. They download a freebie (small “yes”).
2. They join a webinar (slightly bigger “yes”).
3. They buy a \$27 digital product (getting comfortable spending money).
4. They upgrade to a \$97 course (they’ve already bought from you before, so this feels natural).
5. They join your \$497 membership program (this now feels like the next logical step).

By moving them step by step, each “yes” reinforces their decision to keep saying yes.

### Why the Foot-in-the-Door Technique Works So Well

This technique is powerful because it:

- Reduces resistance – People are more likely to say yes when the request feels tiny and effortless.
- Creates consistency – Once people start engaging with your brand, they’re psychologically invested in continuing.
- Turns leads into buyers – Someone who takes one small action is far more likely to buy from you later.

### Your Next Move: Put This to Work in Your Business

Now that you understand how this works, here’s what you need to do:

1. Identify your “small win” request – What’s the easiest, lowest-commitment way to get someone to say yes to you?
2. Make it irresistible – Frame it as a no-brainer, using curiosity and value.
3. Stack the next logical step – Once they say yes, lead them into the next offer naturally.

You don’t have to convince people to take massive action right away. **Just get them to take one small step—because once they do, the big wins come naturally.**

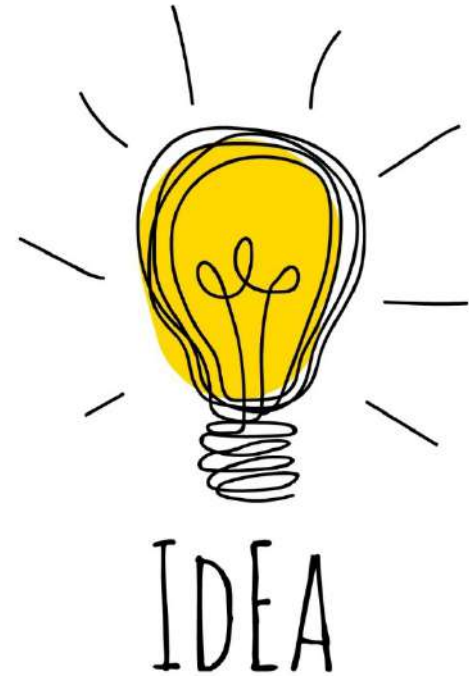
Now, go get your foot in the door—because that’s where the real money is waiting.



## Reddit Adds Partner Collaboration Feature to Ads Manager for Seamless Campaigns

Reddit has introduced a new partner collaboration feature in its Ads Manager, allowing advertisers to grant third-party access to manage or collaborate on ad campaigns. Through the Partners page in Reddit Business Manager, marketers can share profiles, credit lines, and more to work alongside brands on co-branded campaigns.

<https://www.socialmediatoday.com/news/reddit-adds-collaborator-options-ads-manager/745096/>



## Latest Facebook Updates For Online Marketers

- **Transition from Fact-Checking:** Meta replaced its third-party fact-checking program with "Community Notes," a crowdsourced approach allowing users to add context to posts. Community Notes apply to organic content, including influencers' sponsored posts and brands' unpromoted content. Paid advertisements are excluded from this system.
- **New Campaign Types:** Meta introduced Advantage+ leads campaigns, building on the success of Advantage+ sales campaigns. These automated ad campaigns utilize machine learning to target audiences with higher conversion potential, streamlining lead generation efforts. Also, Meta removed detailed targeting exclusions from all ad campaigns. This change affects parameters like age, gender, or postcode exclusions, broadening ad reach but requiring marketers to refine targeting strategies to maintain campaign effectiveness.





# How a Bare-Bones Website Turned Headlines Into Millions: The Drudge Report Case Study

What if I told you that one of the highest-earning websites on the internet looks like it was built in 1995 and never updated? Because, well... it was.

No flashy graphics. No social media feeds. No fancy branding. Just black text, white background, and millions of dollars in ad revenue.

Welcome to the world of **DrudgeReport.com**-where simplicity reigns supreme, and the traffic (and cash) just keeps rolling in. If you think you need cutting-edge design, high-tech features, or a team of content creators to make serious money online, this case study is about to flip your perspective upside down.

Let's break down how this minimalist news aggregator pulls in over \$1.2 million a month-and what new online entrepreneurs can learn from its success.

## What the Heck Is the Drudge Report?

If you're under 30 and haven't been following political news for the past two decades, you might be asking, What exactly is DrudgeReport.com?

It's a news aggregation site-basically, a one-page buffet of links to the day's biggest headlines. Founded in 1995 by Matt Drudge, the site skyrocketed to fame after breaking the Monica Lewinsky scandal, proving that the internet could rival traditional media when it came to news reporting.

Here's what makes it unique:

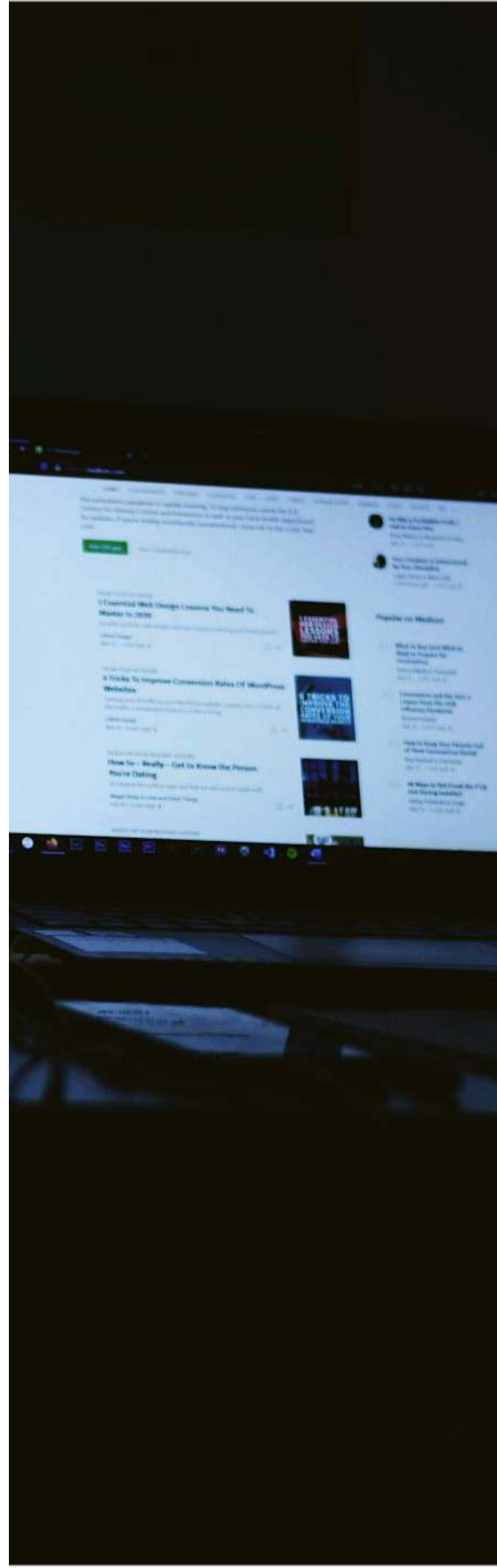
- **It has looked the same for nearly 30 years.** Seriously, it's like stepping into a time machine.
- **It doesn't produce original content.** It just curates links from other sources.
- **It gets insane traffic.** Despite its lack of bells and whistles, millions of people visit every single day.

So, how does a website that hasn't changed since the '90s make more money in a month than most people do in a lifetime?

Let's dive in.

## The Traffic Machine: How DrudgeReport Pulls In Millions of Visitors

DrudgeReport.com doesn't rely on social media trends, viral videos, or fancy SEO tricks to bring in traffic. Instead, it has built an audience that shows up every single day, out of habit.





Here's a snapshot of its insane traffic numbers:

- 109 million visits per month (as of early 2025).
- 65% of traffic comes directly - meaning people type in the URL and visit on autopilot.
- Average time on site: 23 minutes. That's longer than most people spend on their morning coffee.

Think about that for a second. Most websites beg for attention. They chase clicks, grind for search rankings, and dance around social media algorithms. DrudgeReport? It just sits there and lets millions of loyal readers flood in.

That's the power of becoming a habit.

### **Lesson for New Marketers: Build a Destination, Not Just a Website**

If you want long-term traffic that doesn't depend on paid ads or viral trends, you need to become part of people's daily routine.

Some ways to do this:

- Email newsletters that people actually look forward to (think Morning Brew or The Hustle).
- Curated content hubs that serve as the go-to resource in a niche.
- Communities where users return daily (forums, private groups, or interactive blogs).

When your audience remembers your brand and visits you regularly, you're no longer at the mercy of search engines or social media algorithms.

### **The Money Machine: How DrudgeReport Earns \$1.2 Million a Month**

Here's where things get really interesting.

Despite its no-frills appearance, DrudgeReport is an absolute cash cow. It earns millions every month—mostly through display ads.

How does that math work? Let's break it down:

- Pageviews per month: ~850 million.
- Estimated RPM (Revenue per 1,000 views): \$5 (a conservative guess).
- Total monthly revenue: At least \$1.2 million.

And because the site is just links, it has almost no operational costs. No big team. No expensive content creation. Just pure profit.

### **Lesson for New Marketers: You Don't Need Fancy to Be Profitable**

DrudgeReport proves that simplicity sells. You don't need an expensive, over-engineered website to make money.

Here's how you can apply this:

- Start small – Don't waste months perfecting your website. Get something basic up and focus on content and audience growth.





- Use simple monetization - Whether it's ads, sponsorships, or affiliate marketing, find an easy revenue stream that doesn't add complexity.
- Optimize for habit, not just one-time clicks - The more often people return, the more chances you have to monetize.

### **Key Takeaways: What You Can Learn from DrudgeReport.com**

#### **1. Simplicity Wins**

If a plain-text website from 1995 can make millions, your business doesn't need to be perfect to be profitable. Stop overcomplicating things and just launch.

#### **2. Build an Audience That Returns**

Most sites rely on viral traffic spikes that disappear overnight. DrudgeReport thrives because it's a habit. Find ways to get people to come back regularly-whether through an email list, a membership, or must-read content.

#### **3. Monetization Doesn't Have to Be Complicated**

You don't need to sell products, offer coaching, or have a course. If you can generate consistent traffic, something as simple as display ads can bring in serious money.

#### **4. Find a Content Model That Works for You**

DrudgeReport doesn't even create its own content-it curates. If you don't want to spend hours writing blog posts, you can still build a valuable site by aggregating, summarizing, or analyzing existing content.

#### **Your Next Move: Can You Build a "Drudge Report" of Your Own?**

DrudgeReport's model isn't just for news - it can be applied to almost any niche.

Imagine a site that:

- Curates the latest e-commerce trends for online sellers.
- Aggregates the hottest AI tools for marketers.
- Shares daily fitness & nutrition insights in a simple, digestible format.

You don't have to reinvent the wheel to build a profitable online business.

You just need to **find a niche, create a habit-forming content experience, and monetize through simple means.**

#### **So, what's your next move?**

- Can you build an audience that keeps coming back?
- Can you monetize in a simple, scalable way?
- Can you stop overthinking and launch something today?

The Drudge Report has been doing this for nearly 30 years, and it's still going strong. The only question left is: What are you waiting for?

# 5 SaaS Success Stories That Are Raking in Cash - Can You Copy Their Winning Formulas?

Have you ever wondered what it takes to build a profitable SaaS business—one that generates steady recurring revenue with minimal overhead?

These five companies cracked the code, turning simple ideas into serious monthly income. Some hit \$5,000 MRR in just days, while others scaled to \$40,000+ per month within a year—all by solving specific problems in creative ways.

Let's dive into what makes these businesses so successful—and more importantly, how you can apply the same strategies.

## 1. RepurposePie — \$5,000 MRR in 3 Days

RepurposePie takes Twitter content and automatically transforms it into videos for TikTok and YouTube Shorts. With social media algorithms prioritizing video over text, this tool bridges the gap between written content and video platforms.

### Why It's So Successful

- **Solves a Painful Problem** – Creators struggle to repurpose content across platforms. This makes it effortless.
- **Leverages an Exploding Trend** – Short-form video is the fastest-growing content format online.
- **Ultra-Specific Niche** – Instead of being a general video editor, it focuses on repurposing Twitter posts, which gives it an easy-to-market USP.

### Key Takeaway

Automation + trending content = a winning combo. What other time-consuming social media tasks could be automated for creators? LinkedIn to blog post? Podcast to YouTube Shorts?

## 2. FTTSignUp — \$5,000 MRR in 2 Months

FTTSignUp is a client acquisition tool for legal professionals. Lawyers and legal consultants often struggle with marketing—this SaaS helps them attract and convert leads.

### Why It's So Successful

- **Targeted a High-Value Market** – Legal services have high lifetime customer value, meaning law firms can afford premium tools that get them clients.
- **Fills a Marketing Gap** – Most law professionals aren't skilled in digital marketing, creating an opportunity for software to bridge the gap.
- **Fast Results** – Legal professionals need clients now, so a tool that speeds up the process is highly valuable.





### Key Takeaway

Find a professional niche that struggles with marketing or tech and create a tool to help them. This could work for real estate agents, therapists, fitness coaches, or consultants.

### 3. KeepTheScore - \$10,000 MRR

KeepTheScore is a real-time leaderboard and scoring tool for businesses, presentations, competitions, and live streaming. It allows users to display and track results in an engaging way.

#### Why It's So Successful

- **Interactive & Engaging** - Live leaderboards boost engagement, making them ideal for event hosts and online communities.
- **Simple to Use** - No complex setup, no advanced tech skills required-just input scores and share the link.
- **B2B & Consumer Demand** - Works for businesses, gaming communities, and event organizers, making it highly versatile.

### Key Takeaway

Live, interactive tools get shared more and become essential for group activities. What other real-time engagement tools could be built for influencers, educators, or business coaches?

### 4. UniconPlatform - \$16,000 MRR

UniconPlatform is an AI-powered website builder that makes it easy for startups and solo entrepreneurs to create websites without coding. It's a simpler alternative to Webflow or WordPress, offering a free tier and paid upgrades.

#### Why It's So Successful

- **AI-Driven Website Creation** - Removes the biggest pain point for non-technical entrepreneurs.
- **Freemium Model for Growth** - Offers a free plan that encourages upgrades, boosting long-term revenue.
- **Acquisition Potential** - Recently sold for \$800,000, proving that micro SaaS tools can turn into major assets.

### Key Takeaway

The "no-code" movement is booming. Think about ways to simplify complex tasks using AI or automation:

Drag-and-drop branding kits

Automated pitch deck builders

Instant landing page generators

### 5. SketchLogo AI — \$31,000 MRR in 4 Months

SketchLogo AI uses AI-powered design tools to transform simple sketches into professional-quality logos. Customers pay \$19 per month for access to instant, unique logo generation without hiring a designer.



Why It's So Successful:

- **AI-Powered Automation** - The tool eliminates the need for expensive graphic designers, providing instant value.
- **Subscription-Based Model** - Recurring revenue means predictable, stable income.
- **Low Customer Effort** - Users can generate a logo in minutes, making the product feel like an easy, no-risk investment.

#### Key Takeaway

If you can use AI to replace expensive, time-consuming tasks, you're tapping into a massive market. Marketers could replicate this approach in branding, video creation, content repurposing, or ad design.

#### Bonus! ExcelFormulaBot - \$40,000 MRR in a Year

ExcelFormulaBot helps users generate Excel formulas using AI-powered natural language processing. Instead of manually writing formulas, users describe what they want, and the bot generates the formula instantly.

Why It's So Successful

- **Huge Market Demand** - Excel is used by millions of professionals, but many struggle with formulas.
- **Incredibly Useful AI Application** - This tool saves time and frustration, making it an easy sell.
- **Built for B2B & Individuals** - Works for students, accountants, analysts, and entire organizations.

#### Key Takeaway

AI-powered assistants for specific work tasks are highly valuable.

What other common office struggles could AI help with?

Could you build an AI script generator, legal document assistant, or resume optimizer?

#### Final Thoughts: What Can You Build?

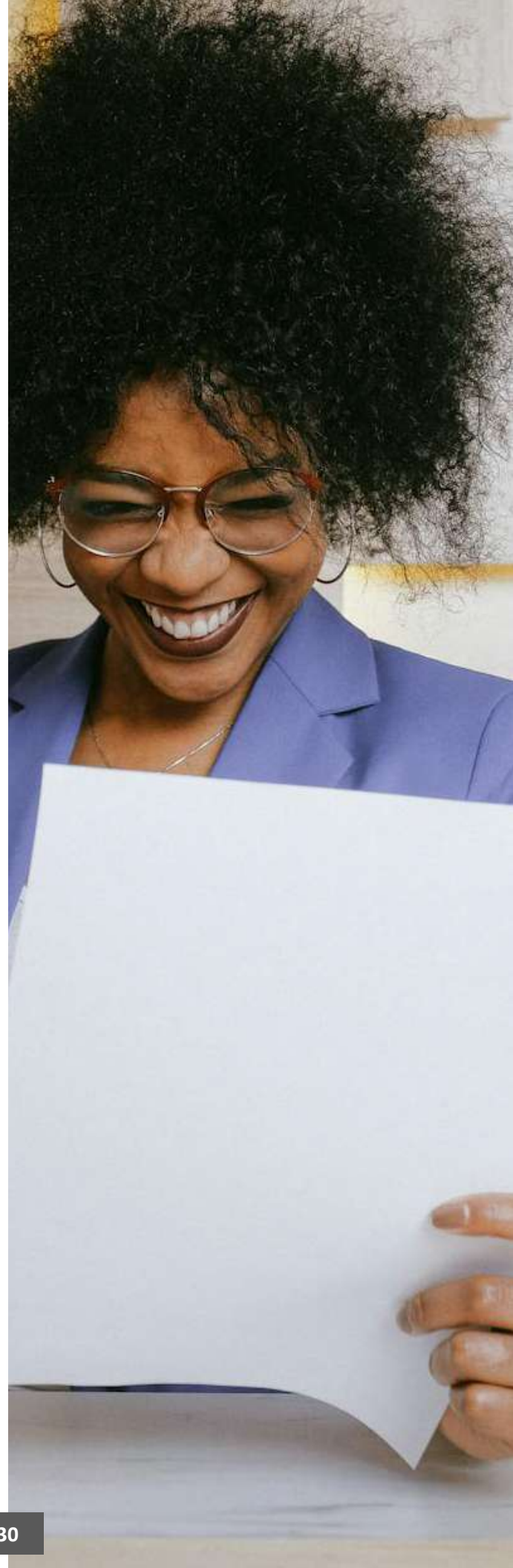
These SaaS businesses succeed because they solve real problems quickly. Here's what they all have in common:

- They use AI or automation to simplify a complex process.
- They target specific user pain points in profitable niches.
- They offer scalable subscription-based models for long-term revenue.

If you're a marketer, consider:

- What tasks frustrate your audience?
- What processes could be automated or simplified?
- What niche professionals lack the time or knowledge to market themselves?

These SaaS businesses started small and grew fast-and with the right idea, yours could too.





# THE **BIG** SECTION



# How to Build and Monetize AI Characters for Fun and Profit: A Step-by-Step Guide

## Are AI Characters the Digital Personalities You Never Knew You Needed?

Chatbots and digital influencers are just the tip of the iceberg. AI characters are taking over marketing in ways you probably haven't even imagined yet. These virtual personalities aren't just for customer service anymore—they're popping up across social media, e-commerce sites, and even in customer support.

First, we'll dive into **how you can use AI characters** to give your brand a serious marketing boost.

Then, we'll explore **real-life examples** of AI characters already shaking up the digital space.

Finally, we'll show you **how to build and monetize your own AI characters** for fun and profit.

Ready to unlock the potential of these digital personalities? Let's get started.

## How Can You Use AI Characters in Your Business?

### 1. Social Media Influencers

AI characters are increasingly becoming digital influencers on platforms like Instagram, TikTok, and YouTube. These virtual influencers aren't just posting pretty pictures—they interact with followers, share content, and promote brands with unique personalities and backstories. They're perfect for brands wanting to tap into niche audiences or avoid the unpredictability of human influencers.

### 2. Brand Ambassadors and Marketing

Why rely on a human brand ambassador when you can have a controllable, customizable AI character? Companies use AI characters as brand ambassadors to maintain consistency in their marketing campaigns. These characters can be molded to align perfectly with a brand's message, offering a stable, controlled representation in ads and across markets.

### 3. Entertainment and Storytelling

AI characters are all the rage in entertainment, from video games to VR and AR experiences. They act as companions, guides, or even the main characters in immersive, interactive environments. Plus, in the world of filmmaking and animation, AI characters can generate complex scenes, saving time and effort while still delivering high-quality visuals.

### 4. Customer Service and Chatbots

Need a reliable customer service rep? AI characters are perfect for the job. Acting as chatbots, they represent your brand in a human-like way, assisting customers with personalized responses and guidance. With natural language processing (NLP), these characters provide dynamic, engaging conversations that feel anything but robotic.

### 5. Virtual Companions

Some AI characters double as virtual companions, offering entertainment or emotional support. People interact with them in social apps, where the characters provide advice, simulate companionship, or just offer a friendly chat. It's a growing trend in digital companionship, and brands can tap into this for creating more personalized experiences.



## 6. Educational Tools

AI characters are also making waves in education. They can act as digital tutors, offering personalized learning experiences and adapting to students' needs. In virtual classrooms, these characters keep lessons engaging and interactive, making learning feel like a fun experience rather than a chore.

## 7. Therapeutic and Mental Health Support

In the mental health space, AI characters are stepping in as virtual therapists or emotional support companions. They provide coping strategies, check-ins, and a space for people to talk when they need it. While they're not a replacement for professionals, these AI characters are a valuable tool in supporting mental wellness.

## 8. Personalized Experiences in E-Commerce

Ever wish you had a personal shopping assistant? Well, now you can. In e-commerce, AI characters offer tailored shopping experiences by recommending products, guiding customers through the site, and even offering styling advice. It's a game-changer for boosting engagement and increasing conversions.

## 9. Marketing and Promotional Campaigns

AI characters are increasingly appearing in viral marketing campaigns, particularly in social media and video ads. These digital personas are often highly stylized and memorable, offering a unique experience that's perfect for capturing consumer interest. Brands can also leverage these characters in challenges or giveaways to create buzz.

## 10. Virtual Reality (VR) and Metaverse Avatars

In the world of VR and the metaverse, AI characters act as avatars for users. They can guide people through virtual environments, interact in games, or even represent the user's persona. These characters enhance the immersive experience, making virtual spaces more interactive and engaging.

## 11. Content Creation for Brands

AI characters aren't just about engagement—they can create content too. From videos and blogs to social media posts, AI characters can generate a steady stream of on-brand content. They act as spokespeople for your brand, narrating stories, presenting news, or driving content-heavy marketing strategies with ease.

## 12. Product Promotion through Virtual Shows or Events

Want to host a virtual event or product launch with a twist? AI characters can host these events, interacting with the audience in real-time. Whether it's showcasing a new product or introducing guest speakers, these digital hosts offer an immersive promotional experience that gets people excited and engaged.

## Real-Life Examples of AI Characters

AI characters aren't just theoretical; they're already making waves. Here are some already famous examples:

1. **Lil Miquela** - A virtual model and musician with over 3 million followers. She's collaborated with major brands like Prada and Calvin Klein.
2. **Shudu** - The first digital supermodel, known for working with high-end brands like Balmain and Fenty Beauty.
3. **Noonoouri** - A virtual influencer with an anime-inspired look, collaborating with Dior, Chanel, and Versace.

4. **Xinhua News AI Anchor** - The first AI news anchor, delivering news 24/7, showcasing how AI is being used in media and journalism.
5. **Sasha (Replika AI)** - A virtual companion from Replika, providing users with emotional support and conversation.
6. **Imma (OnlyFans)** - A virtual influencer from Japan who has gained popularity on platforms like OnlyFans, sharing her lifestyle and beauty tips.
7. **The HoloModels** - AI-generated holographic models used in fashion shows or retail environments to showcase clothing without physical models.
8. **Cortana (Halo)** - The well-known AI assistant in the video game Halo, offering advice and support to players.
9. **Sophia the Robot** - A humanoid AI robot that interacts with the public and advocates for AI discussions in tech and ethics.
10. **Kuki (Mitsuku)** - An AI chatbot that has won multiple awards for being one of the most human-like chatbots, engaging in meaningful conversation.

Creating your own AI character may seem like a big task, but with the right tools and strategy, it can elevate your brand's marketing and make your audience feel like they're interacting with something real—even if it's digital.

### Here's How to Build and Monetize AI Characters for Fun and Profit

If you're ready to dive into something fun, creative, and profitable, here's how you can go from experimenting with AI to turning it into a side income—or even a full-time business.

#### Step 1: Get Inspired and Start Experimenting

It all begins with curiosity. You may have seen AI-generated influencers on social media or stumbled upon AI-generated content online. It's captivating, right? But you don't have to be a social media guru or expert to get started. You just need to jump into the world of AI tools and start experimenting.

##### Your Action Step:

Start by browsing AI content on Instagram, TikTok, or YouTube. Watch tutorials and explore what others are doing with AI. This will help you understand what's working in the AI character space and spark some ideas. The goal is to start playing around with AI tools to build your own character.

#### Step 2: Gather Your Tools (It's Simpler Than You Think)

You don't need an advanced technical setup to get started. With the right tools, you can create professional-looking AI characters. Here's the basic stack you'll need:

- **AI Image Generation Tools:** Use platforms like Stable Diffusion or Fooocus to generate AI characters. These tools can help you create unique images that serve as your character's visual representation.
- **Image Editing:** Once the AI generates images, you'll need tools like Photoshop or Topaz to clean up the rough edges (like weird hands and blurry eyes).
- **Content Creation:** For engaging captions, backstories, and responses, use ChatGPT or GPT-4 to craft creative content that brings your character to life.
- **Monetization Platforms:** To make money, use platforms like Patreon and Fanvue where you can offer exclusive content behind a paywall.



**Your Action Step:**

Get comfortable using AI tools and start generating images and creating captions for your first character. The key is experimenting with the tools until you get something that feels authentic and engaging.

**Step 3: Build Your Characters**

Now it's time to create your characters. Don't overcomplicate things-start simple. Give your characters names, personalities, and loose backstories. They don't need to be intricate; they just need to be interesting enough to keep people engaged.

**Your Action Step:**

Start with one character. Give them a unique personality and a backstory-something simple yet intriguing. You can always evolve the character later as your audience grows and engages with them.

**Step 4: Post Consistently**

Once your character is ready, it's time to start posting. Consistency is key. The more often you post, the more likely you are to build an audience. Focus on creating good visuals and captions that engage people. You don't need to be perfect from day one-just keep showing up and refining as you go.

**Your Action Step:**

Post regularly. Share your character's updates, backstories, and even interactions with fans. Don't obsess over perfection; just focus on being consistent and improving your content over time.

**Step 5: Monetize Your Characters**

The real money comes when you start offering exclusive content behind a paywall. People love having access to private content, whether it's a deeper look into your character's world or special perks. Platforms like Patreon and Fanvue let you offer membership tiers with exclusive content.

**Your Action Step:**

Once you have some content and engagement, set up a paid tier on Patreon or Fanvue. Offer exclusive content like personal chats, additional stories, or behind-the-scenes content that's only available to paying subscribers.

**Step 6: Track Your Earnings**

The best part? Watching your earnings roll in. You'll quickly realize that, as long as you maintain a steady stream of content and value, your characters can generate income on autopilot. Here's an example breakdown of how income can stack up:

- **Fanvue:** \$500-\$2,000+ a month, depending on the number of subscribers and the content you offer.
- **Patreon:** \$100-\$1,000+ per month if you have a solid, loyal following.

Your income potential will depend on how much effort you put into content creation and promotion, but once you get the ball rolling, it can snowball.

**Your Action Step:**

Monitor your earnings closely. Test different pricing tiers and types of content to find what resonates most with your audience. This will help you optimize your income streams and make adjustments based on what your audience values.

### Step 7: Keep Evolving

Success in the AI character space comes with constant experimentation and improvement. After your first few months, refine your content based on feedback. Use analytics from platforms like Patreon to see what's working and where you can improve.

#### Your Action Step:

Keep evolving your character and content. Add new elements to your characters' storylines, change up the content you offer, and experiment with different ways to engage your followers. The more you refine and adjust, the more you'll be able to scale.

### How to Scale and Make Even More

Once you've got the basics down, it's time to think about scaling your AI character business. Here are some tips for growth:

- **Collaborate with Other Creators:** Partner with other AI creators or influencers to cross-promote each other's characters and expand your reach.
- **Launch Merchandise:** If your characters become popular enough, you can create merchandise like t-shirts, posters, or even digital downloads.
- **Offer Premium Experiences:** You can offer private virtual meet-and-greets or personalized content for a premium price.

By diversifying your income streams, you can turn your AI characters into a sustainable, long-term business.

#### Your Action Step:

Start thinking about ways to scale your business. Whether it's through collaborations, merchandise, or premium services, find new ways to grow your brand and income.

### Thinking Outside the Bot: Unconventional Ways to Use AI Characters in Your Marketing

The possibilities with AI characters are endless, and you don't have to follow the rules. (What rules?) Here are a dozen ideas to get your creative juices flowing.

Whether you want to use AI characters for humor, personalization, or something completely offbeat, the key is to think outside the box and come up with your own unique style.

These unconventional methods are all about inspiring you to push the boundaries and create AI-driven experiences that will make your brand unforgettable.

#### 1. Create an AI Character That Talks in Emojis

Instead of the usual text-based communication, create an AI character that only speaks in emojis or uses them as the main form of communication. It's quirky, fun, and offers a unique way for customers to engage. This can work particularly well for social media campaigns or interactive customer service, making the conversation more lighthearted and attention-grabbing.

#### 2. Use AI Characters for "Live" Virtual Shopping Assistants

Take virtual shopping assistants to the next level by having AI characters attend "live" virtual shopping events. Your AI could simulate a personal shopping experience where it introduces new products, gives fashion tips, and even interacts with customers in a live-streamed environment-think of it as a virtual influencer guiding customers through an e-commerce store. This could create a sense of urgency and excitement around new products.



### **3. Create a "Persona Swap" Feature for Personalization**

Let users customize their AI character's persona to suit their tastes—from their tone of voice to their personality traits. Imagine an AI character that can be a "sarcastic shopkeeper" or a "motivational fitness coach," depending on what your customer wants at that moment. The more personalized the experience, the deeper the connection with the user.

### **4. Let AI Characters "Date" Your Customers**

It may sound strange, but AI-powered dating simulations or interactions (in a fun, light-hearted way) can actually increase engagement. Create an AI character that "dates" or chats with your audience in a playful, non-committal way. You could have the character comment on your audience's preferences and recommend products based on their "likes," creating a humorous, quirky brand experience.

### **5. Develop a Meme-Generating AI Character for Social Media**

Turn your AI character into a meme machine. Let the character automatically create memes based on trending topics, inside jokes, or specific customer interests. The character could react to user comments or situations with meme responses, making it a fun and highly shareable way to increase engagement and virality.

### **6. Create an AI Character That "Mimics" Competitors' Marketing Styles**

One unusual strategy is to create an AI character that mimics the style of competitors in a playful way. It could pretend to "borrow" the voice of a famous competitor's branding for a fun and cheeky campaign. This not only adds humor to your marketing but also sparks curiosity, making your brand feel like the clever "underdog."

### **7. Gamify Your AI Character Interactions**

Turn your AI character into an interactive game or quiz. Have users interact with the character to earn "points" or rewards that lead to discounts or exclusive content. This transforms a basic chatbot experience into an engaging, gamified experience where customers earn rewards by interacting with the character in creative ways.

### **8. Create an AI Character that Randomly Changes Personalities**

Imagine an AI character that has random personality shifts. One day, it's quirky and funny; the next day, it's serious and professional. This can create endless entertainment and keep users engaged. Users will keep coming back to see what side of the AI character they'll meet next!

### **9. Use AI to Create Fake Product Reviews**

Use AI characters to generate "over-the-top" fake reviews (that clearly aren't real but are hilariously exaggerated) for your products. The AI character could leave glowing, hyperbolic reviews that show off the product's "amazing" features, adding humor and engagement to your marketing. Just make sure your audience knows it's a joke so it doesn't backfire.

### **10. Create an AI Character That Offers "Bad Advice"**

This one is intentionally unhelpful, but in a fun way. Create an AI character that gives "bad advice" or over-the-top responses, followed by an explanation of how to actually use your product. For example, "Want to increase your sales? Just send everyone a singing dog video. Oh, wait—buy our software instead for actual results." It's silly, but it draws attention and sparks conversations.

### **11. AI-Generated "Troll" Campaigns**

Sometimes, a little bit of friendly trolling is the way to go. Create an AI character that mildly trolls your audience, like an over-the-top "tough-love" motivator. Maybe it makes sarcastic comments like, "Oh, so

you finally decided to start that business? How original." The humor and irony would make your audience laugh-and keep them coming back for more.

#### **12. Use AI Characters in Unexpected Spaces (Like in Email Signatures)**

Put your AI character in places you wouldn't expect, like your email signature. This turns every email into a chance to engage your audience. For example, your AI character could pop up with a friendly reminder to check out your latest offer or simply give a quirky "hello!" at the bottom of your emails.

While ideas like these may seem unconventional, embracing the strange side of AI can help you stand out and foster a deeper connection with your audience.

#### **The Bottom Line: Start Creating and Monetize Fast**

Building and monetizing AI characters doesn't have to be complicated. With the right tools, some creative thinking, and consistent effort, you can start generating income from AI-generated content in no time.

You don't need to be an expert in AI or design to succeed in this space-just be curious, experiment, and don't be afraid to fail. The more you create, the more you'll learn, and the more income you can make.

Get started today, and who knows? Your next AI character could be your ticket to a profitable side hustle-or even a full-time career.





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