



tony shepherd

“Ten Years As A Five Figure A Month Writer And Habitual Idea Scribbler In The Internet Marketing Niche”

By Tony Shepherd

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The first time I saw the potential of writing down my ideas for other people to read was when I offered an ebook to the small mailing list of people I'd gathered who liked my blog posts.

I had to send the 4,000 mailing out in batches of 100 through my AOL account which took an age because the bastards closed me out several times because they thought I was sending spam.

I suppose I was in a way. I was certainly abusing their TOS

But over the next few hours I took more than \$4,000 in sales of that ebook and that result changed my life.

I realised I could make a full-time living (a GOOD full-time living where I could earn more than a doctor or lawyer) by writing down my thoughts and ideas and offering them for sale to my mailing list of people who like to read my daily emails.

That's more or less been my stupidly simple business model for the past decade.

I've brought other ideas to life over time too...

With a business partner I've created and sold Wordpress plugins and themes, all ideas which came about with a pen and pad, scribbled over monthly lunchtime meetings.

And I'm still frequently hired by people as a consultant to help them with their own ideas and implementation.

But **everything** is about *ideas* and about writing those ideas down in an easy to understand and follow way.

*It all comes back to writing, because I'm basically a scribbler**

*(Although this 'scribbler' watched a client make \$400,000 from a *simple idea* not too long ago, which was nice)

The Embarrassing Truth

Recently I was asked about my business model.

The truth is a *bit* embarrassing... but I'm also quite proud of it:

I just write stuff and sell it. That's my business model

I don't do videos or podcasts much. I rarely Tweet and Facebook is used only as a convenient platform where I run a Private Group.

I've been savaged by social media 'experts' for not getting involved in that side of things, but balls to them, I do what I want.

I always wanted to be a writer. After some forays into the world of journalism, music and e-commerce I soon realised that *I'm happiest just writing stuff down and selling it online.*

So that's what I do.

And it pays a **lot** better than being a staff journo or freelance writer too.

For one thing you can choose your own topics and set your own prices.

The last course I wrote brought in \$11,000 in advance sales before I'd even written a single word.

I'm extremely grateful for that because it's a nice reflection of the trust my readers put in me. *Thanks chaps.*

And while I'm probably never going to become a billionaire working this way, that's fine with me.

Other marketers make more money, are better looking and have bigger wangs (well hopefully not the last one LOL) but that's totally cool.

*Because my lifestyle is about *only* working a couple of hours a day, family, friends, good times and simple living

*([You can read a post about that here if you're interested](#))

Is It Easy To Do?

Yeah it's fairly easy. Easier than digging roads or fighting fires for a living, that's for sure

The hardest part is sticking to your guns and doing what your gut tells you.

Many people will tell you that you're doing it (and 'it' can be pretty much anything) the wrong way.

But don't listen.

You have to find a way of doing things that suits your personality and your strengths while ignoring what my gran used to call 'the constant chattering of arseholes'

If you want to write but are scared of making videos or podcasts when it comes to promoting your work, then just *write*, and forget the stuff you don't like

If you're really into Facebook but don't like having face to face meetings then just **do that instead**, and stay safely behind your PC

I write because I like doing things I enjoy and I don't like feeling too uncomfortable.

Yes I know that we're supposed to 'grow' as people by pushing the envelope, but YOUR life YOUR *rules* right? :)

If you only produce content or services in a certain way then the people who like what you do and follow you *will get used to it* and happily access that type of content anyway.

You are you. So why not have a good time being you?

You can't emulate someone else successfully because **all you have** in this amazing technological age where pretty much ANYTHING can be replicated...

...are your thoughts and ideas.

They're the genuine article - the actual you.

All you have to figure out is a way to market them and that's not too hard despite what you might have been told.

If you want to know exactly how I do it, I teach everything right here ==>> [Flipping The Switch](#)

So I Can Just Write?

Obviously this report isn't just about being a writer.

It's about doing things on your own terms.

You could do this as a writer like me, or a YouTuber, blogger, reviewer, designer-maker, service provider, copywriter, coder or whatever you want.

But it IS about being dogmatic.

It's OK to only see things your way and insist on doing them as you want. In fact having that attitude will get you to success quicker than if you listen to the advice of other people.

Sure, choose to read and listen to the people who are doing things in a similar way to you because that will usually be very valuable, but on the whole, when a new approach comes along and 'everyone' seems to be doing it that way...

...RUN (don't walk) in the opposite direction.

Remember **it's your uniqueness that is your most saleable quality**. Your spouse/family/lover/kids/friends love you because you are YOU, not because you're trying to be a cheap imitation of someone else.

That's where your true power lies.

Full Circle Back To Me

So I write.

I use the Pages word processor on my MacBook Pro and convert most if not all of the content and ideas I create into PDF's

Then I sell the PDF's.

I write every day, starting at 6am which is my most productive time. By 10am I've had a few cups of coffee and

possibly a bacon butty (sandwich if you're not UK) and I'm about to finish for the day to feed the chickens and spend the rest of the time with my family.

That's really, genuinely it.

Again - **I just write stuff and sell it.**

The 'how' to sell it is the other part of the story of course but guess what?

I keep that simple too. Marketing is something else I do on my own terms.

I don't waste time doing things that I'm not comfortable with, and instead *concentrate on putting my stuff in front of people who will buy it without me needing to be pushy or salesy.*

So Here's My No-Strings Offer:

If anything I've said here has resonated with you and you want to know more then the good news is **I would like to help you.** No strings.

So drop me a line at TonyShepherd397@gmail.com and that message will come straight through to my inbox or my phone.

You'll get through to **me**, not a support assistant, bot or autoresponder. Just let me know if I can help and I will.

Please note I answer all emails personally so **It might take me a day or two to get back to you if it's a busy time**

But there is a quicker way for people who can relate to one of more the following phrases:



1. *If you know where you want to be but not how to get there*
2. *If you know that you have to do things on your own terms*
3. *If you know that you just need a simple plan to follow that can be applied to any skill, product, trade, hobby or service*
4. *If you know that time is running out and you finally need to make a change*
5. *If you know that life is too bloody short for being at someone else's beck and call*

Then do NOTHING MORE than take 3 minutes to READ THE PAGE at the 'continue' link below.

If you like what you see then I look forward to working with you :)

[Click Here To Continue](#)

Speak soon

A handwritten signature in black ink that reads "Tony Shepherd". The signature is stylized with a large, sweeping 'T' and a cursive 'S'.