

"The Robert Plank Show"



Episode #075

[Make Money On The Internet](#) [Starting From Scratch Using Fiverr](#)

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We just came out with a new course ([Profit Dashboard](#)) that shows you how to make money from thin air, which is a pretty common promise in internet marketing, but this is how to make money without a book, without a website of your own, without a list, without products, without a blog, without affiliates, without an affiliate program. The traffic is built in. There are no startup costs.

I have different courses such as [Income Machine](#). That one show you how to create online sales funnel, make an opt-in page, make a sales page, make a membership site. That's one way to make money. Maybe you do have that set up, but it takes a few steps and there's some waiting.

Another course is [DropshipCEO.com](#) which shows you how to make money selling physical products on Amazon, whether you buy them at retail stores or you get your own product made. That's a great way to make money, but there are startup costs. We've been on the search for years to find the ultimate newbie shortcut, the ultimate way to generate a few thousand bucks a month, to generate a few hundred bucks a month from just an hour a day without having to put too much money in.

Catchphrase of the Week

Don't think so much. Start doing. You can always rearrange and course correct later. When we think too far ahead, we psych ourselves out. We think, "I'm going to make this book, make this product, and I'm thinking in the future, and it just made 10,000 sales in a day." You get excited, but then, there's no reason to actually put out that product and make that money because you've already imagined that you've made 10,000 sales a day, or on the flip side, you say, "I'm really afraid to put out this blog post of this product because what if everyone hates it? What if everyone refunds?"

In your head, you've already imagined the worst case scenario, and now, you're discouraged from even taking any kind of action. It's a cliché, but don't think so much and start doing.

Think about what you would do if you were desperate for money. I don't know if you are right now or if you're on that way or you're completely fine, but just imagine just for a second. Don't dwell on it, but what if you were hard up for money?

Now that you've thought about that, do some version of that on a smaller scale so you don't actually have to get into that desperate place. Think about what you'd do if you were desperate for money. Do some version of that on a smaller scale so you don't actually have to become desperate. Even if your business is going great, maybe you just got hit with a huge tax bill.

Some internet marketers claim to make millions and millions of dollars, and then they send an email saying, "I owe \$10,000 in taxes, and I'm running a discount sale to make that \$10,000." I'm doing the math, thinking, "If you're making the number of millions of dollars you're claiming, then you'd make \$10,000 in a day or two, so wouldn't that pay your taxes?" Even if things are going great, they might not always end ... There's always a set of problems in front of you which is a good thing.

As an entrepreneur, you should love solving problems, and you should love trying to figure out ways to crack the code and get around, or push through to the next milestone or the plateau, and we're going to

talk about that today if you keep an open mind. If you're already making a bunch of money, isn't an extra grand a month helpful? I think it is, even if it's for you, if it's to keep someone else in your household busy, get them off your back, whatever, or even for fun.

That's something else we're going to dive in today is that even if you're making a bunch of money, it's always fun to generate new money or to build a new business from scratch and just to see how fast and how big you can do it. Everyone can do this even if you're bored, goofing around, looking for startup money for your business, or starting a business that you get it templated and systematized and perfected, and then you can hand it off to that dumb nephew of yours or that kid of yours who wants a hand out for college or wants to save for a new car.

You can say, "You know what? Instead of me buying you a car or paying you money for a car, I built up this business here, and I want you to just continue it, and then you can put in your one hour a week or one hour a day, and you can buy your own dang car using what I've shown you."

Revolutionary War Colonel William Prescott said, "An obstacle is often a stepping stone." Employees, people who love to work hourly wages and can't wait for Friday and dread Monday and are just making someone else rich, they hate obstacles. They hit an obstacle, and they're completely dead in the water, completely dumbfounded, confused, completely at a stop, and you probably get angry. You probably use that obstacle as a way to push harder or find your way around it. That's what we're going to be talking about today is how to find your way around these obstacles in your way.

Any amount of money, any amount of extra money you can generate, helps.

Marketer of the Week: Daniel Hall from DanielHallPresents.com

Daniel Hall is in my top 25 favorite marketers. His brand Real Fast Audio Books, Real Fast Comic Books, and he's similar to me, Robert Plank, and my business partner, Lance Tamashiro.

We put out courses that are not just necessarily how to publish a book on Amazon, but our own start to finish system on how to do it. [Profit Dashboard](#) is our complete system with all the nooks and crannies of what we've figured out through trial and error, the things that are and aren't important, what to ignore. That's what he does too.

The great thing about this guy, Daniel Hall is he's really good about doing these things called joint ventures. I always be better in that department, but just to make sure that we're all on the same page, you can't go it alone.

You make money from people who have a need, who find you, and the money they are paying you to satisfy that need is cheaper than the thing that they get out of it. Think about that. We have our course called [Profit Dashboard](#), and it shows the system that so far, Lance Tamashiro has used to make over \$19,000 from one hour a day, and that I've used to make about \$2,900 from about 10 minutes a day on Fiverr. If I sell that to you for 97 bucks or 47 bucks, isn't that worth it? Isn't that the kind of thing where if ...

Yours will start your own, but if you pay 47 bucks to find out how to make a lot more than that, then that is very useful to you. Then also, if I sell a bunch of those \$47 copies, then, I win as well. There's this thing called an "abundance mindset" where it's not like just because you paid money to someone that you lose and they win, everybody can win together. Long story short, Daniel Hall, great with joint ventures, and whenever me and Lance talk to this guy, the usual thing when you talk to marketers, they say always, "You do something together. Make a product together." Then usually, nothing happens with it.

Many times, people wanting to "joint venture" with me only see dollar signs in their eyes. They say, "Robert Plank has a following, blog, products, a list. I'd love it if he sent an email and made me some money." Instead, we need to both win.

My response for the past years and years probably about ten years now, my response is, "You want to do something together, let's record an interview. Let's get you on my podcast. Let me get on your podcast." That's a good first step.

That's like going on a first date with someone. That's the first step. This guy Daniel Hall, we'll talk to him and we'll say, "Let's figure out a webinar swap. Let's figure out where I can host a webinar for you. I can tell my subscribers about you, get it all filled up."

"Hop on and give your presentation, pitch your product with my affiliate link. That way, we can track of how much money I've made you, and then you can pay me my paycheck, and then later on in the month, then we schedule the opposite of that." Where he host a webinar session, I give him the copy and paste emails. He gets his audience excited about me showing up for about a week or two prior to a

live webinar. I show up for an hour, show my presentation, do my little pitch, and then that link sells my product with his affiliate link. We can see how many sales have generated, and then, once all the sales have come in, pay him his commission.

It might seem a little like there's a few unnecessary steps there, but that's the best thing I've ever found to do is you find someone, meet someone. You want to do something with them. Instead of just jumping in, first, get them on an interview, and then do these things called webinar swaps where you host them, and then they host you. The great thing about this Daniel Hall dude is that we'll talk, and we'll get three webinar swaps each scheduled out for the whole entire year. We'll talk to him on January or February, and we'll say, "What do you got going on?" We'll tell him, "All right. I've got this one product about selling on Amazon."

He'll say, "Great. Tell me about it." I'll tell him about it for a minute or two, give him a little pitch, a little spiel. Then I'll say, "I've got an opening on April 10th."

We'll figure out a time, put it on the calendar. Then he'll say, "I've got a product about how to put out an audio book." We'll say, "All right. Let's schedule you on April 17th." We'll just do that for a couple of months spaced apart and just get it on the calendar, and the end result is that you have a fully booked calendar, and that every week, you end up doing something new.

You can't sustain your business on promoting a completely new person every day or every week, but every now and then is huge because we all neglect the building of our list. That's for sure the slowest going part of building your business is when you promise say a list of 10,000 subscribers to a hundred thousand. It's easy to do things like increase your conversion on your webpage, increase your prices, but doubling your list is difficult in this day and age, so don't overlook joint ventures because if you do a good joint venture, you get a couple thousand buyers, not just subscribers.

Imagine the kind of ad spend it would take on Facebook, on Bing, on Google AdWords to get thousands and thousands of buyers. You probably have to sink thousands of dollars or tens of thousands of dollars, and take a hit, and actually lose money on each sale, but then you do this thing called a webinar swap or a joint venture, or a podcast interview. You get a few thousand buying subscribers that you didn't even have to pay for. That is huge.

Daniel Hall from [Daniel Hall Presents](#). That's something for you to think about is if there's someone you really like, get them on an interview, fill them out, and then schedule two or three webinar swaps if you have that many products. If you don't, heck. What the heck is wrong with scheduling a webinar? Promoting something in March, and then schedule another one in June for the same dang product, you'll capture more buyers every time.

Small Payments Add Up Over Time

We're going to talk today, and we are talking today about [Fiverr.com](https://www.fiverr.com). I'll walk you through the process, but let's think about this plan for a second here. Many people psych themselves out. Maybe you're psyching yourself out about you're not making enough money to really satisfy you, but then, the next step is still not enough. Isn't that a scary place to be?

Let's say that your current level of income is between zero and let's say \$3,000 a month. The reason why I say this is because I've been job-free for seven years, and that's about what my day job paid me. There were little things like retirements and health insurance, but 3,000 bucks a month is about what it probably costs to stay in the family bare bones. To pay rent or mortgage, insurances, food, gas, cars. Easily adds up 3,000 bucks a month.

You say, "My goal is 10,000." When I started, I thought, "If I could hit 10,000, then I have all the money in the world." It turns out, you get there and it's still not that much money. I wrote down zero to 3,000, 10,000, and I say, "What if I showed you how to make 4,000?" Just somewhere in the middle.

People say "That's not enough. I'm not even going to try it because what's the point? It's not my goal of 10,000." Yes, but if you figured out how to change 2,000 a month and the 4,000, you're going to discover that if you do a handful of different things, some Fiverr, some Amazon, some webinar swaps, some things actually work really well. Who cares if you have all these little \$500 a month income streams if they add up to your final goal, keeping in mind that you can always streamline later.

Let's just say that in the next month, you really put the pedal to the metal and you put out fillers for things like webinar swaps and things like that, or you send out postcards to customers or call customers.

That first month is growing pains, but can't you outsource that to someone else later once you've perfected it? Maybe it's your job to be the scientist or the experimenter and try different things to make more money. Once you found those things, then you can hand it off to someone, but you have to get through the growing pains.

You have to even for a month or two take some real action and do real things that make real money and grow your business, but don't focus on your hourly wage, and don't even focus too much on the monthly income because you're still on the growing phase.

Once you're in the established phase and you're trying to figure out what to cut out, then look at your income, but in the growing phase, do anything. Complete things. Four Daily Tasks is crucial for this. Complete four things: one ten-minute task, then three 40-minute tasks. If that's too much, do whatever you have time for.

Even if you are limited on time, complete four things today. If one of your tasks is to read a book, then finish chapter one of that book. If you're going to write a blog post, then finish that blog post. Maybe you get into the point where you can go back and revise it later, but get something completed. Don't do everything in half measures anymore, half quantities. That's not going to get you anywhere.

Make the Money, Scale It Up, Then Figure Out the "Time" Management

First, make the money at any cost. Figure out a way to make a hundred dollars of any kind. If you have to write a sales letter for someone for a hundred bucks, do it. If you have to record a video for someone for a hundred bucks, do it.

Who cares if in this initial growing phase, if it's only a dollar or two per hour? If you haven't made a hundred bucks online, you've got to make that first a hundred bucks online by any means necessary. That's the first step. Now, the next step is to scale it to make more money. If you haven't yet made a thousand dollars total online, then do it.

The first time I ever saw a thousand bucks in my PayPal account was where I spent the summer. I was 17 years old. I spent the summer programming a PHP script, a plugin for a couple other marketers. They launched it. Made eight grand on the first day.

My cut of that was \$2,000, and they mailed me a check every month, so I got the check. Put it right in the bank, so it didn't hit my PayPal account. When I first saw a thousand bucks on my PayPal account was, what we did was someone bought the software plugin. On the download page, it said, "Thanks for buying this plugin. If you want the creator of the plugin to install this on your website, then here's the link to buy that." I believe it was \$75 to install this software on one of five known web hosts.

For example, if you ever heard of [Hostgator](#), GoDaddy, BlueHost, these are places where you can host your website. It was 75 bucks, but then, if it was on another host, so if you've heard a web host such as DreamHost, then it would be a hundred dollars. Either way, 75 or a hundred bucks for literally what was five minutes of work for me. Someone would pay either 75 or a hundred, fill out a form. I'd get it. I get the money. I get a email like a contact form type of message, and I would see it come in.

I'll drop what I was doing. I would fire up my FTP program to transfer some files if you know what that is. I'd upload some files. I'd edit literally one text file, and then there we go. It would literally take me five minutes, and that was the first time, I was 17 years old that I saw a thousand bucks in PayPal.

If I was thinking at the time about my hourly rate, it still would be pretty good, but at that time, I was like, "Let me just get some money coming in." That's what you need to be thinking about. The final and third step here is to then scale it back so it doesn't take over your life. Only then, once you've got past this thousand dollar barrier, you can figure out how to make a hundred bucks to a thousand bucks per hour or some variation of that, but I see people get a little too snooty and snotty, and they don't even want to go through the transitional phase even though they might have been knocked out, even though their websites might have stopped making money because they relied on article marketing traffic for too many years, or they relied on joint venture partners who are no longer around.

Maybe it's time to go back to attending conferences and live events, go back to promoting other people to get their attention, go back to making some phone calls, send them some emails, send them some Facebook messages, but they don't want to put in a little bit of time that they'll actually get back later on, because the goal here is to live life on your own terms where no one tells you what to do so you can do what you want. That's what I like to do.

I like to run my own blog. I shut off comments a long time ago. I open them sometimes, but I like to just be able to say what I want to say. I'll host a webinar which is a live streaming event. I show my screen. I say what I want to say, and I'm done.

I do it on the time I want. Other people show up. I do it a short or as long as I want. I say what I want, promote what I want at the end. I got this podcast.

I say what I want. I go as long as I want. I'd love if we talked for only 10, 20 minutes, but I'll go for 40 minutes or an hour. We've run live events. I've got my own books on Amazon. I say this not to brag, but I want you to have the same thing, so do whatever you want, but do something. Not just do something, but finish something, and not just finish something, but stop thinking so much.

It's a cliché, but you can't think so much because too much thinking will just burn you out. You'll either fall into the trap of overhyping yourself up and having this dream world where you made all these fake sales or you will talk yourself out of doing something because you have a nightmare world of getting a bunch of refunds, everyone hates you, and no bought from you. We need to put something out there, and then course correct.

You Need Better Time Management

We call this [Four Daily Tasks](#). I have a free group for you to join which is at [FourDailyTasks.com/group](#). This is a group on Facebook where we post literally the four things we're going to complete that day. It seems simple because it is, but it works. At the beginning of the day, you list the four most important things you have to do. One is a ten-minute "gimmie", and then 40-minute, and then that's it.

If you say, "I've got 20 different things" ... you're not going to get 20 things done today. Even if you are, you could chunk up those tasks. If you have a bunch of say social media to do or a bunch of little jobs, maybe you can lump them all together into one of your ten-minute or one of your 40-minute tasks, but that way, you're just done. You say the four things you're going to do. You do them. Go back and see if you finish them.

If you have better time management, new opportunities and worlds could open up for you. For example, what if you provided a coaching bonus? Someone bought from you for 17 bucks, 97 bucks, and you said in exchange, "After you buy from me, buy this product, I'll actually talk with you on the phone." That might be scary at first, but imagine what else you could get your customers to buy or get them to always now open up your emails because you talk to them. Now, you stand out. We use a tool for this called [TimeTrade.com](#). What if you sent a personal postcard to someone who bought from you or someone who even attended your webinar? Someone bought a \$17 eBook from you, and then a couple days later, they got a postcard in the mail.

When does that ever happen to you? Almost never. Even these marketers who claim that they're all about customer relations and social media, I never hear from them, and so we use a tool called [WP Kunaki](#) and [DoubleAgentCards.com](#). That is a service called SendOutCards.

The first one, [WP Kunaki](#) allows you to install this WordPress plugin in your membership sites. If you don't know about membership sites, just join [IncomeMachine.com](#). Someone joins the membership site free, monthly, paid, whatever. A pop-up appears, and they can enter in their mailing address, and many of our customers do. I get notifications all day long from people entering in their mailing address.

An email for a sale comes in, and I'll sometimes write a quick postcard. I'll say, "Thanks for joining. Here's the member's area. Here's another URL to join." Mail it out.

George H.W. Bush mailed four handwritten postcards per day. If a President of the United States has time for that, so do you. My business partner, [Lance Tamashiro](#), picks up the phone if he happens to see one of these notifications coming in because it collects mailing address and a phone number. Picks up the phone and calls.

A few weeks ago, someone bought a product from us. Maybe it was [Backup Creator](#). I'm not sure. Lance picked up the phone and called, and the customer said, "I was waiting for your call because you've talked about it your podcast." He said, "I'm expecting some brownies in the mail."

[DoubleAgentCards.com](#) allows you to send a greeting card, gift basket, or brownies. We'll send \$7 brownies to customers. We'll use our [WP Kunaki](#) plugin to collect their mailing address. At first glance, you might already be talking yourself out of calling someone on the phone or sending postcards. But if you did it, it would be a heck of a lot easier to hang on to customers and to grow your business, and it's only a few minutes a day. Let's keep that in mind is that the things that we're going to talk about today, don't worry. We'll get to Fiverr in a couple of minutes, but it's all about a few minutes a day.

What could you put in for just a few minutes a day just like ten-minute little tasks out of your Four Daily Tasks? Do a little extra that most marketers won't do. I'm not saying you need to start put again 12 or 18 hours a day, but could you just send some simple thank you emails, thank you postcards, thank you phone calls, and things like that? Just call some customers or some prospects. Do that little touch just so that they know what you're doing.

Marketer Joe Lavery creates ten fake marketers names, and runs ads to get people on five or ten fake name email lists. When it came time to promote a product, all five or ten email for the same thing, so it would have this effect of a "syndicate" where everyone is talking about the same thing. I wouldn't really go that far, but my business partner, Lance Tamashiro and I, we like to coordinate our marketing.

We'll both talk for one week about webinars. We'll have a podcast that week about webinars. We'll both have this podcast on the same subject, so we'll have this effect on a smaller scale of more than one person. Even though we are business partners, we don't make it a secret of that. We don't have fake names or anything like that, but during that week, we're both talking about the same thing. Next question, "What if you asked questions from your email subscribers?"

Let's say you're selling a course about how to publish a book. What if you send an email, and either, it was like something you blasted right away or it was on an automatic sequence? What if you asked your email subscribers, "Where can I see your book?", or "Where are you stuck with your book?" What if you

just sent some questions to your subscribers? Everyone always talks about "We'll have a launch sequence and have an email saying this, saying this, saying this", but what if one of your emails actually asked something and asked them to reply?

I'm not saying send them to a survey, but I have them actually type in a one-word or a short one sentence response, and you just got the responses. Maybe you replied and maybe you didn't, but what if you did just that little extra bit of effort? This all revolves around the idea of the appointment-based business. This clicked with me when I started ... I would just go to a few high profile marketer's houses, homes, and just see them operate.

The most successful ones would have a schedule. They'd sit at the computer and go, "I'm going to do this, this, this", and usually, they involve presentations or webinars or meetings, but they would just show up to these things and just knock them all out. As opposed to the unsuccessful ones who just get up at seven in the morning, click around and do it until lunch time, come back, click around until dinner, and they literally not even know what they did that day. It's better to have appointments, things on a schedule. Could you run your entire internet business in just one hour a day?

You probably could if you stopped Facebook, emails, customer support, and maybe even had someone else do that once you got a handle of it. Guess what? You still have that time. You still have time to play on the phone, to check email, to check Facebook, but what if the time you did that, that was your non-computer time, that was not your business time? What if your business was just an hour a day or so, or maybe less?

You would have to have a better schedule, a better system. You might need a day planner or a calendar, and you know what? I don't have kids, but if you have had kids that have grown up or if you do have kids now, don't you need to schedule anyway? Why don't you treat your online business the way that you treat your family because guess what? That's what supports your family.

Fiverr: A Silly But Repeatable Income

Let me tell you about this place called Fiverr. Don't laugh. Many internet marketers know about Fiverr. If you don't, it's at [Fiverr.com](https://www.fiverr.com). Go ahead and get an account set up because you're going to need it when you join our [Profit Dashboard](#) course.

The shtick, the uniqueness of Fiverr is that this is a place where you can go and hire someone to do something for five dollars. I'm on the homepage of Fiverr right now, and I'm looking at ... People will do an impersonation of the President. They'll make a whiteboard video. They'll write you a blog post. They'll make a video of them dancing. They'll design a t-shirt for you.

All these people do things that cost five dollars. My first thought was, "I'm going to hire some people to do some things, and I'm going to hire people to record videos for us, to write songs for us because there are songs about membership sites that are on my YouTube and things like that." My favorite Fiverr gig was I hired someone who called our customers.

It was as we were about to do a live event, so this is getting back to the idea of I was desperate to fill some seats. I didn't want to go to an empty seminar we were hosting. I put together a list of our top 150 customers, who listened to us, who love us, all that stuff. Because of [WP Kunaki](#), I had not just their mailing address, but their phone number that they voluntarily supplied. I gave this Fiverr worker a spreadsheet. She charged me \$1 per phone call. For \$5, she'd make five phone calls. I hired her for over \$100 dollars.

This spreadsheet listed some rows. "Here's the person's name. Here's the person's phone number, and the instructions were I want you to call them and say that you're calling. On behalf of Robert Plank and Lance Tamashiro, they have an offline event coming up in Salt Lake City on this weekend. Can you come?"

I made the instructions simple and short, and I said, "If they can't come, can you ask the reason why and write it down on the spreadsheet for us so we can see? If they can come, also write that down and let us know, and then give them the link, the URL to [ProductUniversity.com](#)." If they had any other questions, they can answer them because they don't know anything else. If they had any questions, we would say "Email Robert and Lance their help desk at support@doubleagentmarketing.com."

That's a really good example of a Fiverr gig where this person like talking on the phone and really chatty, and if you think about it, five bucks for five phone calls, these one minute phone calls. I hired this person for over a hundred bucks, and she literally got it all done in an afternoon, and in probably a couple hours.

If you figure with some other phone numbers, people didn't pick up and she left the same information on the voicemail. Some people picked up, but then, the phone call can't last longer than a couple of minutes because there's nothing else to talk about. She doesn't know anything else about the Robert and Lance business. That person is no longer selling them Fiverr. Who knows why, but that's the cool thing about Fiverr too is you can get on, you can try out all different things you're going to provide, and then pause or delete gigs if you don't want them.

You can do things like write an article or record an audio or record a video, or even click a button or run some software. At first glance, you might say, "I'm not going to record a live action video with a green screen for five bucks." You hardly ever pay just five dollars on the site called Fiverr. The person I hired to make those phone calls for us, I've paid her over a hundred bucks, and when I go and if I search even like ... I don't know if green screen video.

I'm on the site right now, but if I look at if someone has a video that I want them to make or if I just search video like news video, I want someone to make like a news-looking video, okay, so I'm hovering over, and one person has done it over a thousand times. The problem is that five dollars only gets me a 40-word video spoken out. I provide the script. He speaks out 40 words. Now, I personally talk at a 152 words per minute even speaking slowly. By that math, five bucks would get me a 20-second video, so there's no way I would even have enough to say.

Usually, if I hire the person for a video, I'd go and I'd say, "If I want to have let's say a two-minute video, that's about 300 words", so I'd probably hire about eight gigs worth. Basically, you post a job, and that's called a gig. Right now, I'm looking at somebody who will record a video for me, and that is called his gig.

If I paid him just five bucks, I would be hiring him for one gig, but if I had eight times his 40-word increments, now I'm paying him for eight gigs. That means that I'm paying him 40 bucks. I go to this person's page, and the delivery time is ten days. Now, I say, "I need to make this video, but I have to wait a week and a half."

I look at his what are called his upsells or his gig extras, and I see that there's a checkbox to get in only three days, instead of ten days. That's 50 bucks. I click on that, and now suddenly, for my two-word video, now I'm paying 90 bucks. Okay? Some interesting stuff here is that there's no bait-and-switch. It's not like a "I paid them", and then they piled on these things.

Once I customize the offer I want, I usually pay about a hundred bucks or 50 bucks on Fiverr. You also consider I'm looking at this guy's webpage. He had almost 1,100 reviews, and he has 44 orders in the queue basically. What that means is that he's been paid 44 times, and he has yet to deliver on those things he isn't paid to do. I don't know if those are five-dollar sales, but just from my looking around, I would estimate that, those are 50 to a hundred dollar sales.

He has \$2,000 to \$4,000 just sitting there, and when he gets around to it, once he put some pants on, he can just stand in front of the green screen, knocking them out one after another, and then collect this two grand or four grand. That is the dream. That is the life, especially because in this person's case, he loves doing video.

Let's not scare you. Chances are, you don't want to do video, but there are gigs I'm looking out where they'll hand out fliers, or they'll hold your sign on camera, or they'll translate words from Spanish to English, or they'll put together a resume or a cover letter, or they'll write a press release if you know how to use press release software, or they'll give you a content marketing schedule, or they'll erase the background in a graphic with Photoshop or they'll design a t-shirt.

There's probably something in that list of just something that you know how to do. Just list it and see what happens. Fiverr is whether people buy things for five dollars, but usually a lot more because of the upsells or with multiple gigs or if they check the box and they want it delivered quickly like in a day instead of ten days or 20 days. That's what Fiverr is. It's a place where people provide services.

It used to be a joke because it's only for five bucks, but now, people provide services, and sometimes I pay hundreds of dollars just from one single sale. What's really great about this marketplace called Fiverr is that it's all based on the ratings and the rankings. If you ever bought from eBay or something, bought an auction on eBay and someone has 8,000 reviews, you're like, "I really trust this person", or if you've ever taken a ride in that Uber car, isn't that kind of scary if a car pulls up and you just get in the car? Because of this app called Uber, everyone trusts each other to have this taxi service because you page your car from Uber.

The car shows up, and you trust the person not to get in because of this marketplace called Uber, the drivers have a background check, they're insured, and then other people have rated them, and other drivers have rated you as a passenger, and so it's all based on ratings and trust and all that. This is the online equivalent of all that is Fiverr because it's all based on ratings.

If you ever tried to hire someone off of say Craigslist or DigitalPoint, or even to a certain extent, a site called Upwork, some of these sites don't have the ratings dialed in, so you don't really know who you're getting. What's great about Fiverr is because it's all based on ratings and trust, all the sellers are really awesome, and if you as a seller are really awesome, then that will show in the rankings, and it'll be easier and easier to get more sales and to get bigger sales once you've proven yourself.

Fiverr is a marketplace where you can provide voice-overs, videos, transcriptions, article writing, or even if you don't really have any skills per say, if you have access to a piece of software, then you can charge for the ability to push the button and make the software output the results. If I search this site called [Fiverr](#) for "SEO Report"... there is software that you can give it a website, and it will tell you things like "Here's the keywords you're ranked for", "Here's who comes to your site", and things like that. Some of the software is 50 bucks. Some is 80 bucks a month, but if you get a couple of orders of this per month, it pays for itself or even makes money, and so I search "SEO report", and one guy I found has 378 reviews, so at least 378 people have bought from him.

Another guy has 4,156 reviews. At least, 4,000 people have bought from him, and he has a five dollar package and \$115 package. Literally, the order comes in. He asks for what's your URL. He types in the software which people either don't know exist or they don't know how to use, or they don't want to pay this monthly fee. They pay him one time, lends the report, gives them the report, done and done. No skills needed, and it can be done in just a few minutes.

Don't shy away from this little bitty income because it adds up, and who honestly ... Pardon my language, but who gives a crap if you're making five, ten, 20 bucks if it only takes you a minute or two to do? Like we said growing pains. Even if it gets to the point where you're like, "I have better things to do with my time", hand it off to a virtual assistant. Hand it off to a son, daughter, uncle, next door neighbor, whatever, but there's some easy money to be made. The steps here to do, it's a six-step process, first of all, join us at [Profit Dashboard](#) so we can show you how to navigate Fiverr. I'm talking to you right now, but it's better if you look at my screen and see it.

Step two is to choose a micro niche, and so what we call basically the job or service you'll be providing. I'm looking at the different categories. There's stuff like we said the "SEO Reports" which honestly I'm excited about.

Fiverr is it is goofy. But who cares? Figure out your micro niche. There's ones that look scary. There's ones where people will make jingles or music. That looks scary, especially if you don't know how to do that until if you go and you see what you'd actually pay. It's like \$200 for a jingle, so it is worth it.

There's stuff like people will convert files. That could be easy, convert a Word Document to PDF. Your grandma doesn't know how to do that, but you could do that. There's a user testing category which is

cool where basically, and I'm looking at one guy has been hired a thousand time, 420 times, 342 times, so someone can hire you. What you do is you click a button to record your screen. You can even use a free tool like [Screencast-O-Matic](#) for this, and someone is paying you for five minutes of testing.

Five bucks comes in, and you say "Show me the program to test or the website to test", and you record yourself saying "I'm loading this website. Here's how fast it loaded on my screen. Here's what I'm doing. I'm clicking on this. I'm going to that". They're just paying you just to see what the average person does with their software with their app, with their webpage.

Interesting. Five bucks for five minutes? That's a dollar a minute. I'll take it.

Someone sells a "content marketing schedule" for \$85. They send a calendar saying, "On day one, put out a press release. On day two, put out a video. On day three, put out a blog post. On day four, retweet it." An eight-week content marketing plan for 85 bucks. For a schedule.

Choose a micro niche, handing out fliers, that SEO thing, the content marketing thing, whatever day it is, and then, you post your gig or your job. In Profit Dashboard, we show you first of all how to identify the gigs that are really hot sellers because it's confusing if you haven't seen Fiverr at first, but if you know what exact things to look at, you can say, "Here's someone's gig that doesn't sell, so I'm not going to do that, but here are some that do sell", and you can dissect why they sold so much. Post your own gig and choose your pricing and choose how quickly you'll deliver it.

You can say "I'll provide you a voice-over, and it's one gig for every hundred words. I'll deliver it in 24 hours", or you could say, "I'm going to deliver this SEO report. Here's what you get in the report. I'll deliver it in seven days."

Technically, you can have all orders pile in, and every Friday just knock them all out. That way, it's just a one hour a week income stream for you, or you say, "For five dollars, I'll print 50 of your fliers and hand them out at the local university". Whatever. You post your gig or your job description, choose your pricing, and choose how quickly you will deliver it. Now, step four is to take some steps to get traffic coming to your gig.

This is where our [Profit Dashboard](#) course is so unique and special because let's be honest. There are courses about Fiverr, but they all say "Here's Fiverr. Here's how to list your stuff. We're done. Goodbye." You stop short of what I needed.

You post your job description, your gig, and then you got to get people to buy. There are a few actions, and it just takes a couple of minutes a day to get the sales flowing in every single day. Now, step five is to then check your orders, and then you just knock them all out in a few minutes. If you have good time management, you can do it all in 40 minutes or so if that. Once you performed whatever task it is like run the SEO report or take out the background and the image, then you deliver that completed work to the buyer.

Lance and I provide voice-overs. You don't have to do voice-overs, but that's just what we enjoy doing because I enjoy recording a podcast or speaking a few things out. I don't know how to do that SEO

software, but that's the next thing I'm going to be playing around with, but basically, voice-over job comes in.

Literally, a few days ago or a few weeks ago, a job came in for one sentence. Ten to fifteen words. I only had to record, "Go to such and such website today." That was \$15.

When I say \$15, that sucks, but for literally, not even a minute to see the order, click record, record it, deliver it. Crazy. A \$95 order came in maybe a week ago, and honestly, I timed it to see, "If about a hundred bucks comes in, what amount of time is it taking me to earn a hundred bucks? Does this mean I should give up on Fiverr or keep going or outsource it?" Ninety-five dollars took me about 42 minutes start to finish to see order, to read what it was.

I clicked the record button, and just literally spoke out word for word the script in front of me. Saved it. Sent it over. Boom. Done. Forty-two minutes. Ninety-five bucks.

What you do is up to you. We show you in [Profit Dashboard](#) a wide variety of gigs you can deliver if you have no skills and just want to run the software, if you have skills like you want to record audio or video or press releases or article writing or whatever. If you have good time management, you can line up all these orders and just do it in your little time block, and get it all chunked together. Then finally, step six is where you get rated and you rate your buyers.

At first, with anything online, it's not just going to all happen on the first day. I know that we all thought that "I'm going to make a website. I'm going to put it on there. As soon as I click Publish, tons of orders coming in." It's not like that. It's slow-going.

Fiverr wants you to prove yourself, like let's say if you became an Uber driver. You might sign up for the service before you provide a taxi transportation for other people. You get it all set up. You might only get one Uber ride per day or per week, but then once you do more and you have a better rating and you've shown you can handle the load, they give you more.

Just like on Fiverr, you might deliver this SEO report using the software. You might only get a sale a day or a sale every few days, but once you have this reputation built up, once someone comes to your gig page or gig listing and someone sees that you've delivered a hundred of these or a thousand of these, or even Fiverr sees you have a 4.9 star out of five rating, or a five out of five star rating, then they'll list you more and more often, and Fiverr has huge amounts of traffic

I'm looking at the gigs that I have. For the past 30 days, one of my gigs, they've given me 27,000 impressions. My business partner, Mr. Lance Tamashiro, he actually ... Let me check. Yes. Mr. Lance Tamashiro, he has seen over a million impressions on some of his gigs.

Huge numbers of people find him, and they're looking to buy. That's huge because let's say that Google gave you a million impressions of your ads. That's okay, but if someone is searching for the word "voiceover" on Google or the phrase "SEO report" on Google, who are they? Maybe they're looking to get a course about it. Maybe they're looking to buy the SEO software, but if someone is on Fiverr which

is a place where everyone provides services and they're searching for SEO report, we know for a fact they are looking to buy an SEO report from someone.

Getting a million impressions on something just from having it listed, that's a huge source of traffic.

Would you want to have all your marketing on Facebook? Maybe some of it, but the reason why Facebook is a huge draw people like to have, fan pages and Facebook groups is because everyone on Facebook, there's all kinds of activity there.

The reason why eBay is an awesome place to get listed is because of you're selling a lawnmower or if you're selling a book or something or like a car, if you made a webpage and you said RobertPlankCarForSale.com, who's going to come across that?, but you list it on eBay where there are already buyers looking, now, you're targeting the buyers. If you sell something, and let's say you manufacture your own kind of beach towel or your own shovel, and you say RobertPlankBeachTowels.com, who's going to come across that, but you list it on Amazon.com where people are looking to buy beach towels. Now, they'll come across mine. You understand now? If you can find these websites with huge amounts of traffic and buying traffic, then you can make a bunch of sales. That's why Fiverr is so awesome.

The six steps: join [Profit Dashboard](#), choose a micro niche like handing out fliers or something, post your gig or job description, get traffic to your gig, deliver your orders, and then get rated so that that way, it's easier to make more and more sales. Let's think about as we're winding down in today's call small increments that add up over time. All these silly little Fiverr sales sometimes for ten or 15 or 50 bucks, just that alone is silly. It would be pathetic if you only made a \$50 sale every month, but if you can get five or ten sales at a time, you just knock them all out in an hour, now you're making a few hundred bucks for one hour.

Closing Thoughts: Small Increments

Think about how much that would multiply per week, per month, and I think about the day job I quit seven years ago. It just seems silly because the month that I quit, I made over \$32,500. That's in marketing math where that's before taxes and PayPal fees and stuff like that, but 32 grand was mine, and then this little \$3,000 job was holding me back. This little \$3,000 a month job that was eight hours a day, but nine hours a day because you have the lunch break in the middle, and then there was commute time to and from work.

Nine or ten hours a day, a little dinky three grand a month, and I let that scare me into staying in that job for not too long, but just two or three years. Any amount of money can help. Your results are up to you.

Even if you're completely fine financially, wouldn't that help to add to the retirement account? Wouldn't that help to throw into the principle of your mortgage or just buy the car for kid number two or kid number three? Small increments add up. What if you read just one page of a book per day? Before bed, you said, "I'm not a real big reader, but I'm just going to read one page a day, one page a night before

bed." 365 pages per year, that's like two books a year, especially if some days, you end up reading five ten pages. Now, you might end up reading five, ten books a year.

What if you earned or saved an extra hundred bucks a day? You might say, "How can I save a hundred bucks a day? I don't even have it coming in." What if you join [Profit Dashboard](#), you put in an hour, and whatever money came in, you just put it in a separate bank account and just made it collect interest. Put it in a little baggy. Put it in the safe. That would really add up over time, especially if ... A hundred bucks a day is three grand a month.

It's \$36,000 a year. It's 720,000 in 20 years, and that's even before compound interest, mutual funds and stuff like that, and even if you're making money, maybe you're just like, "Maybe this Fiverr income is the money I'll save up to take care of my taxes, or maybe whatever money I'm make in Fiverr will be the vacation money." I don't know. It's up to you, but don't discount the little amounts that add up over time. What if you put in an extra ten minutes into your business every morning? Usually, you wake up at seven o'clock. Wake up at 6:50. Do ten minutes, and then go for a run and get the coffee. Just ten minutes a day is five hours a month or 60 hours per year.

There's some motivational stuff out there. The biggest classic is [Napoleon Hill's Think and Grow Rich](#). Out of all the little tidbits that are in there, it's all about imagination and having your goal. Every morning, you have a goal printed out. You read it out loud. Just stay on track.

Most people like Think and Grow Rich because it's all about the imagination, and then thinking about where you're going to be, but they forget about focus. Imagination is great, but imagination is what you need combined with focus so you know where you're headed. Most marketers talk themselves out of taking any action because they've imagined themselves doing it good or bad. Stop thinking. Just do. You can correct later, and let me know what you think of the members area of the course inside of [ProfitDashboard.com](#).

I know it's silly and funny, but any amount of money can help. This could just be a fun little experiment to see like we said if this can get you out of whatever financial pickle you're in or if you're doing great financially. I mean, just see what new thing you can build for fun, and even if we get to speak too much, you can always quit, go on vacation, or outsource it later. I'm Robert Plank from [ProfitDashboard.com](#) and tune in to the very next [Robert Plank Show on iTunes](#).