



I gained over 1,000,000 followers in 1 year and I make over \$100,000 a month from my personal brand.

Here's what I would do if I started from scratch again:

1. Choose a word or phrase to become associated with

Every creator business needs a premise – a differentiated perspective on an idea.

- Alex Hormozi: Business
- Codie Sanchez: Boring businesses
- Dave Nick: Online business
- Nick Huber: Sweaty startups
- Brené Brown: Vulnerability
- Ryan Holiday: Stoicism

When you are associated with a specific word, phrase, idea, or movement, that connection spreads.

As it spreads, it gets stronger.

That association is what builds the audience – and a very targeted audience at that.

2. Create a free email-based course

Every creator should use email as part of their strategy.

Email-based courses are incredible lead magnets.

They also build a relationship with both 1.) the reader and 2.) their inbox.

A well-written, multi-day email course that serves the reader AND positions you as a credible authority on your premise is invaluable.



3. Choose a Discovery Platform

Discovery Platforms have a mechanism for connecting NEW consumers to your content (social media, YouTube, etc).

Relationship platforms are distribution you own (in our case, email).

First decide: Do you want to focus on video or writing?

If writing:

- X
- LinkedIn
- Threads

If video:

- Instagram
- TikTok
- YouTube Shorts
- YouTube long-form

Choose ONE platform to start (e.g. X) and experiment with cross-posting to the other platforms in that same medium (e.g. LinkedIn).

Trying to do BOTH writing and video is like trying to become world-class at playing two unrelated sports.

4. Align your digital footprint with your premise

Whatever discovery platform(s) you choose, design your profiles to speak to your premise.

Your profile should tell people:

- What you talk about
- Why they should care
- Why you're legitimate and trustworthy

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5. Study, study, study

Whether you're starting from zero or already have experience in your niche, become one of the most knowledgeable people IN THE WORLD on that subject.

The better you know a subject, the more unique, insightful, and compelling your work.

So you should read – a LOT.

6. Go HARD on your discovery platform

Become a student of the best accounts on that platform. Figure out why they are successful and model after them.

Turn on notifications for big accounts in your niche to become visible (and appreciated) by being an early value-add in their replies.

Publish daily and comment even more.

Remember, this is easier if you focus on ONE platform.

7. Direct social followers to your free email course

Append every post with a Call To Action to subscribe to your free email course.

This is a slow drip, but it's consistent.

And every subscriber counts!

8. Start writing an evergreen, long-form newsletter

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It's time to start writing consistently to those people who subscribed to your email-based course.

The problem with short-form content is that it doesn't KEEP working for you once it's published...

But evergreen, long-form content does.

Start by sharing summaries of what YOU are learning from your studying.

Save people time by condensing a large amount of information into a small amount of information.

9. Listen to your intuition

After a while, you'll become one of the most knowledgeable people on your topic.

A voice in the back of your head will start connecting dots and even disagreeing with other voices in the space.

This is a sign that you're becoming an independent thinker – and this is what real businesses are built on.

Start crystalizing those unique opinions and sharing them in your writing.

10. Start offering 1:1 consulting

Your subscribers will look at you as more knowledgeable than them.

Offer hourly 1:1 consulting to your readers – start at \$100/hr and add a booking link to your email signature.

Increase the price \$100/hr every 10 bookings.

11. Cross-promote with other newsletters

The best way to get new subscribers is to put your newsletter in front of other newsletter subscribers.

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Cross-promote with other related newsletters or purchase paid advertisements in them.

12. Roll out newsletter sponsorship

It's pretty common to get ~\$30 per CPM (\$30 per 1,000 subscribers) in newsletter sponsorship.

At 10,000 subscribers, that's \$300 per newsletter advertisement which is \$1200-1500 per month!

This can really add up.

13. Create a signature product

Through your email replies and consulting calls, you will identify patterns in the problems your audience has.

Create a unique experience that both:

- 1.) solves a real problem
- 2.) is aligned with your premise

Not only will you start generating revenue, but a GREAT signature product will also reinforce your overall brand (e.g. Building A Second Brain, Write Of Passage, Part-Time YouTuber Academy, etc.)
