

“From Brick-and-Mortar to Laptop Lifestyle: How I Built a Recurring Income Business That Pays Me Every Week”

Introduction:

“Why I Wrote This Guide (And Why You’re Probably Here Too)”

If you’re reading this, chances are you’re a local business owner, online coach, or service provider who’s working hard... but not getting the freedom you were promised.

You’re not lazy.

You’re not unfocused.

You’ve just been following a broken model.

I know this because I’ve lived it.

For years, I chased big clients, one-off payments, and unpredictable launches.

I burned out running a body shop.

I lost sleep running Facebook ads for everyone from chiropractors to care homes.

I started businesses that worked — until they didn’t.

I kept jumping from strategy to strategy, thinking *“Maybe this is the one.”*

Then one day it hit me:

“I don’t need another high-ticket client...

I need a system that pays me *every single week*, without chaos.”

That moment changed everything.

Fast forward: I’ve now made over £1 million online, with 70% of that driven by recurring weekly revenue.

I’ve coached hundreds of business owners.

I've built an agency, a coaching brand, a property business — and I've also burned many things to the ground to start fresh.

And in this short guide, I want to give you the shortcut I wish I had.

Not theory. Not hype.

Just a real-world playbook to escape the feast-or-famine rollercoaster and finally build a business that gives you time, income, and location freedom.

This isn't about scaling to £100k months (unless you want that).

When I had my local business, I was trapped and it was only when I went online that I started to have a better life.

This is about stacking simple wins — weekly — until your life looks like the one you've been dreaming about.

Ready?

Chapter 1: My Story — From Body Shop Burnout to £1M in Online Sales

Let me rewind quickly.

I started as a DJ.

Back then, I didn't realise it — but I was already building a personal brand.

People wore my t-shirts.

I built an audience on forums (pre-social media), and got booked across the UK.

But it wasn't a business — it was a hustle.

Then came my first proper “business”: a car body repair shop.

I had no idea how to fix cars.

But my brother convinced me I could do it — I had a degree in business, after all.

What followed were seven of the hardest years of my life.

I hired staff. I rented a unit.

And for the first three years, I made almost nothing.

At one point, I had bailiffs at the door and was living off £500 a month.

At this time, my mum ended up having a liver transplant,
she literally had only a couple of days to live and luckily we found a donor ...

As you can imagine...

this was a very hard time in my life, as I had to travel every day to Peterborough
Cambridge Adenbrooks hospital.

I had no systems in business and I was all over the place, mentally exhausted.

Its these hard moments that make you who you are...

That First business taught me how to sell.

It taught me how to market.

It taught me how to survive.

Then in 2013, I met a mentor (Oli Bilson) who showed me Google Ads.

That was the lightbulb moment — marketing could bring in leads consistently.

I scaled the business. Eventually, I sold it.

Then came the next wave...

Property investing.

Amazon FBA.

A digital agency.

Coaching.

And then... burnout. Again.

My dad had a stroke.

I lost all my clients.

I was back to zero.

But this time, I had skills.

I knew how to run ads.

I knew how to build offers.

And I knew how to make people buy.

So I rebuilt — differently.

Instead of high-ticket or done-for-you retainers, I focused on one thing:

Monthly Recurring first and then after Weekly recurring income.

Predictable.

Simple.

Scalable.

That's when everything changed.

I built a £30k/month business with weekly payments and 4-hour workdays.

I travelled. I DJed. I helped other business owners do the same.

And now I'm sharing it with you.

Because if you're tired of chasing clients, burning out, or waiting for the "right launch" —

I want to show you another way.



Chapter 2: Why High-Ticket Models Alone Will Keep You on a Hamster Wheel

We've been sold a dream:

"Charge more and work less."

But here's the truth...

High-ticket offers are powerful — but they're also volatile.

You can go from £10k one month to £0 the next.

You spend weeks selling... and then weeks delivering.

Your calendar fills with calls. And your mind fills with stress.

I know — I did it for years.

I sold £3k, £5k, even £8k packages.

But every month felt like starting from scratch.

Even with success, I never felt safe.

I was always one refund or one slow week away from panic mode.

Then I made one simple shift:

Instead of £5k once...

I aimed for £200/week × 10 clients = £2k/week = £8k/month

With zero sales calls and no big launches.

And I could breathe again.

Because when you stack weekly payments, you create:

- Stability – You know what's coming in every Monday.
- Leverage – You're not chained to your phone or calendar.
- Retention – Clients stick around when the experience is simple and valuable.

Think about it:

You don't need 100 new customers.

You need 10 clients paying you weekly, on autopilot.

And that's what this guide is here to help you build.

Chapter 3: Define the Freedom You Want

Everyone talks about “freedom” — but what does that actually mean for you?

When I was stuck in my agency burnout cycle, I thought freedom meant £30k/month.

But then I hit it — and I was still stressed, still glued to my laptop, still chasing results.

That's when I realised:

You don't want money for the number.
You want money for what it allows you to do.

For some people, freedom is working from their laptop in Bali.

For others, it's picking up their kids from school every day.

For me, it was three things:

- Waking up without an alarm
- Working 4 hours a day, max
- Taking spontaneous trips to DJ, travel, or just reset

And you know what made that possible?

Not a course. Not a mastermind.

But one simple decision:

I would only build offers that gave me recurring income without burning my calendar.

Once that intention was clear, everything else became easier:

- I said no to projects that looked “sexy” but drained me.
- I simplified my funnel — one core offer, one weekly payment.
- I got my time back... and finally started living.

Now I want you to get clear on what freedom actually means to you.

Here's a quick exercise to do right now:

Define Your “Freedom Day”

1. What time do you wake up?
2. What do your mornings look like?
3. Do you check Slack and emails first thing — or go for a walk or journal?
4. Where are you working from? A café in Lisbon? A home office with sunlight?
5. Who are you helping? How many hours are you “on” per day?
6. How much money are you making each month? Each week?
7. What do your evenings look like? Family time, gym, Netflix, music?

Write this out like a journal entry.

Make it feel real.

Because until you define it, you’ll keep building someone else’s version of success.

Small Win:

Write your “Freedom Day” and stick it to your wall.

That’s your North Star.

Every offer you build, every system you design, should point toward that life.

Chapter 4: Identify Your High-Leverage Offer

You've defined your Freedom Day.

Now let's reverse engineer how to fund it — without trading time for money or burning out on big launches.

This starts with one question:

“What could I get paid for *every single week*... that doesn't rely on me being on a call every day?”

This is where most business owners get stuck.

They know how to coach, consult, or deliver a service — but they don't know how to turn that into a recurring offer.

Let me simplify it for you.

You don't need to build a course, start a membership, or record 97 videos.

You need one thing:

A high-leverage offer that solves a real problem on repeat.

What Makes an Offer High-Leverage?

It ticks at least 3 of these boxes:

- It solves an ongoing problem (not a one-time fix)
- It delivers value weekly — either through content, access, or results
- It doesn't require you to show up live every time
- It stacks clients without adding stress

For me, it looked like this:

- Weekly group coaching (1 call, many clients)

- Access to my ad templates + funnel systems
- Email support for implementation
- £49/week recurring — with a £1 trial to reduce resistance

That's it.

I didn't overcomplicate it.

I didn't build out a full backend before launching.

I just packaged what I was already doing — and made it weekly.

Start With One Simple Stackable Offer

You don't need 3 products. You need 1 offer that's:

- Simple to deliver
- Easy to buy
- Solves a painful, profitable problem

Use this mini prompt to uncover yours:

"I help [who] go from [pain] to [result] using [method].
It costs [£/week] and includes [what's delivered weekly]."

Example:

"I help online coaches go from inconsistent clients to 5–10 leads/week using Facebook Ads + nurture systems. It's £49/week and includes weekly group calls, ad templates, and support."

Another:

“I help local business owners move online with a simple funnel that brings in weekly leads. £99/week. Includes setup, coaching, and accountability.”

Small Win:

Fill in your own version of the above prompt.

Keep it messy. It's okay if it's not perfect — the goal is to get your idea out of your head and onto the page.

“I help [] go from [] to [] using [].
It costs £[]/week and includes [].”

Stick this on your desk.

This is your freedom offer — and it's the foundation of everything we build next.

Chapter 5: Build the System That Brings Leads to You

If you've ever felt like your business disappears when you stop posting...

Or you get to the end of the month and panic because there's no new sales coming in...

You don't have a business.

You have a treadmill.

And the only way off that treadmill is this:

Build a system that brings in leads while you sleep.

This was the game-changer for me.

Back when I ran an agency, I was doing everything manually:

- Posting content daily

- Jumping on calls
- Manually following up with leads
- Hoping referrals would come in

It worked... until life happened.

When my dad had a stroke, everything stopped.

Clients dropped. Income vanished.

I had no system.

That pain taught me the most important business lesson I've ever learned:

“A real business doesn't rely on your energy. It runs on systems.”

So I built one.

The Core Funnel I Use (That You Can Too)

You don't need a fancy 15-step funnel with 9 upsells.

Here's what I use to this day — the same system that took me from £2k/month to £30k/month in recurring:

1. Facebook/Instagram Ad
 - Emotional hook + credibility + clear promise
 - Leads to a £1 trial or free download
2. Lead Magnet or Offer Page
 - Either a downloadable guide (like this one) or a low-ticket trial
 - Builds trust and gets a micro-commitment

3. Email Follow-Up + Social Content

- Daily or weekly stories, wins, lessons
- Builds connection and moves people toward your core offer

4. Main Weekly Offer

- £49–£200/week recurring
- Positioned as the “freedom solution,” not just a product

That’s it.

No endless DM convos.

No sales calls.

No pushy webinars.

Just a simple machine that runs 24/7 — while you coach, travel, or unplug.

Mindset Shift: You Don’t Need to Go Viral

One of the biggest lies online is that you need a big audience to win.

I built my first £10k/month recurring offer with less than 2,000 followers and an email list of under 1,000.

You don’t need millions of views. You need a message that moves the right people.

Remember:

Consistency beats charisma.
Systems beat stress.

Your Mission for This Chapter

Start sketching out your system — even if it's rough.

- What kind of ad or post could grab your audience emotionally?
- What simple offer can you drive traffic to?
- What do your follow-up emails say?
- How can you deliver weekly value without going live daily?

Write this down on paper or in a Google Doc. Keep it simple. One offer. One funnel.

Small Win:

Open a blank document and map out:

1. Your Hook (what problem are you solving?)
2. Your Offer (weekly recurring)
3. Your Delivery (how they get value each week)
4. Your Traffic Plan (ads, content, referrals)

This is your Freedom Funnel.

Next, we'll dive into the content side: how to create posts and emails that build trust and convert — without being online all day.

Chapter 6: Create Content That Converts Quietly

Here's a truth I learned the hard way:

You don't need to post every day.

You just need the *right* content — that builds trust and sells without screaming.

Back in my early coaching days, I thought I had to post 3 times a day just to stay relevant.

Tips. Tricks. Tactics.

And none of it converted.

Then I discovered something that changed everything:

People don't buy because of how smart you sound.

They buy because they feel understood.

So I stopped posting for likes.

And I started writing like I was talking to one person: the tired, overworked business owner I used to be.

The Content Trifecta: Story, Shift, CTA

Every piece of content I post now fits this framework:

1. Story — Share a real moment, challenge, win, or lesson
→ “I remember the day I hit £25k in a month... and still felt broke.”

→ “I was at the beach with my laptop, and it hit me...”

2. Shift — Challenge a belief or offer a new perspective

→ “Freedom isn’t made in launches. It’s built in subscriptions.”

→ “You don’t need more leads. You need a system.”

3. CTA — Invite action (comment, message, click, or reflect)

→ “Comment ‘stack’ and I’ll send you the behind-the-scenes funnel.”

→ “Want to see the system I use? Click below for the £1 trial.”

What to Write Each Week (Even With a Tiny List)

You don’t need daily content.

Start with this 3-day rhythm:

- Monday: Myth Buster
Challenge a belief they hold about business, scaling, or freedom
“Charging more isn’t freedom if you lose your weekends.”
- Wednesday: Client or Personal Win
Share a short story of someone who got results — even if that person is you
“When I switched to £49/week, I made more and worked less.”
- Friday: Behind the Stack
Give a peek behind the curtain — what’s working in your system, life, mindset
“This automation alone saved me 6 hours this week. Here’s how...”

You can post these on Facebook, LinkedIn, or email them to your list.

Don’t overthink.

Just talk to real people with real problems — and give them real hope.

The Goal of Your Content

Content should do one of three things:

1. Build belief – Show them there's a better way
2. Build desire – Make them want the lifestyle and results you've created
3. Build trust – Prove that you've walked the path and can guide them

That's it.

You don't need to be everywhere.

You just need to be in their mind often enough to become the obvious next step.



Small Win:

Pick one story from your journey (even a small one), and write a post using this format:

- Story (what happened?)
- Shift (what did it teach you?)
- CTA (what should they do now?)

Post it. Send it to your email list. Share it in your Facebook group.

Watch who responds. Those are your next buyers.

Chapter 7: How I Used £1/Day Ads to Build a 6-Figure Recurring Business

When people think of Facebook Ads, they usually think of two things:

1. “It’s expensive.”
2. “I don’t know if it’ll work.”

And that’s fair — I used to burn hundreds every week running ads for clients who had no backend system.

But when I switched from chasing leads to building recurring revenue, my ads finally clicked.

Because I wasn’t just buying clicks...

I was buying weekly income — from just £1/day.

The Secret Isn’t the Budget — It’s the Model

Here’s why most people lose money on ads:

- They run them to a high-ticket sales call funnel
- They rely on charismatic webinars or launches
- They have no follow-up, no nurture, no system

So they might get 1 client... and then nothing for weeks.

I flipped the model:

- £1–£5/day ads (build your email list)
- Straight to a low-friction offer (like a £1 trial or £47 workshop)
- Then into a weekly £49–£200 recurring coaching program

And guess what?

Even if it cost me £40 to get one customer...

That customer would pay me £200–£800/month for the next 3–6 months.

That's the magic of recurring.

Understand This: LTV > CPC

Most people obsess over clicks and cost-per-lead.

But I focus on one thing:

LTV — Lifetime Value.

Let's say:

- You spend £40 on ads
- You get one client
- That client pays you £49/week for 3 months

That's £588 in revenue — from a £40 investment.

Now imagine doing that 10x a month.

That's £5,880/month — from £400 in ad spend.

That's how I scaled without stress.

Because I knew every £1 I spent was backed by a system that stacked recurring payments.

Here's the Exact Ad Funnel I Use

1. Ad Creative

- Scroll-stopping hook (“I stopped taking sales calls — and made more money”)
- Story-driven copy (mention burnout, breakthrough, and weekly income)
- CTA to £1 trial or workshop

2. Landing Page

- Clear headline (“Build Your £200/Week Offer in One Afternoon”)
- Benefits-driven bullet points
- Trust-building elements (screenshot, testimonial, quick video)

3. Email Sequence

- 5–7 emails over 14 days
- Mix of story, belief-breaking, and offer details
- Invite to upgrade into the full weekly program

4. Retargeting Ads

- Use testimonial screenshots
- Quotes from your own story
- Link straight back to the trial/workshop

Small Win:

Calculate your average customer LTV (even if it's a guess):

1. How much does your average client pay you per month?
2. How long do they usually stay?
3. Multiply those numbers — that's your LTV.

Now divide your LTV by 10 — that's a safe amount you can spend per new lead and *still win*.

Example: £200/month × 3 months = £600 LTV

You can safely spend up to £60 to acquire one new client

This changes everything.

Now you can run low-budget ads with confidence — and scale when you're ready.



Chapter 8: Stack Your Freedom — One Client at a Time

By now, you've probably realised something powerful:

You don't need 100,000 followers.

You don't need a viral launch.

You don't even need to be the best in your industry.

You just need 5 to 15 people to pay you every single week.

That's it.

That's what creates freedom.

That's what gets you off the rollercoaster.

That's what allows you to travel, think clearly, and build a life you actually enjoy.

And you don't get there by grinding harder.

You get there by stacking one win at a time:

- One lead magnet
- One weekly offer
- One simple funnel
- One small ad budget
- One great client → who stays, pays, and refers others

When you focus on stacking instead of sprinting, business becomes calm.

Predictable. Peaceful. Profitable.

Shift Your Identity

The final piece of the puzzle is this:

Stop seeing yourself as a hustler...

Start seeing yourself as a Recurring Revenue Entrepreneur™.

You're not here to chase income.

You're here to build an engine.

You're not just a service provider.

You're a systems thinker.

You're not trying to escape work.

You're trying to build freedom through structure.

When I made that shift, everything changed.

My content improved.

My energy improved.

My income exploded.

And most importantly — I felt like myself again.

🚩 Your Freedom Formula Recap:

1. Get Clear on Your Freedom Day
What does success *actually* look like for you?
2. Craft a Weekly Offer
Simple, valuable, stackable. Solve one painful problem.
3. Build a Funnel That Runs Without You
Ads → Low-friction trial → Weekly program.
4. Use Content + Emails to Build Trust
You don't need more posts — just better ones.
5. Run Low-Budget Ads With High-LTV Offers
Let your system bring leads in while you rest, travel, or coach.
6. Stack Clients, Not Stress
Focus on retention, not reinvention.

💡 Final Small Win:

Pick a launch date for your weekly offer.
Even if it's rough. Even if it's messy.

Write it down:

“I'm launching my weekly offer on [DATE].”

Then post it publicly — even to just a few friends.

Declare it. Build it. Launch it.

Because your dream life isn't built in a day...

It's built by stacking freedom, one client at a time.

Make sure to join my Skool Group - in there I have a FREE Video Course that explains all of this in much more detail.

It's no fluff, straight to the point, just like this guide.

[Click here to Join Group](#)

By the way... if you want to check me out to see if I'm the real deal and not some fake online person...

make sure to go to my Facebook Profile,

you will be getting a lot of emails from me anyways, so im sure you will get to know me soon ;-)

[Click here](#)