# $14,500 a Month

# Case Study

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# Introduction.

I really like this…

...and I'm kind of proud of it too because this is a client of mine, who is definitely moving onto big things, all built on this method we devised.

It's a case study about a coaching client of mine who is making $14,500 per month… by allowing people to become successful!

# How it works.

So this is someone who was making a few thousand a month in the self-help niche and whose major interest is in the area of why some new business start ups are successful but most aren't.

She looked into this and found that the business niche, start up capital, location, age of business person, experience and a shedload of other things didn't actually seem to matter too much when it came to which businesses were successful and which folded.

What really seemed to matter in her opinion, was the attitude to rules that the business person as.

Now I'm a huge believer in doing something, then apologising if you 'get caught' rather than asking permission up front and being turned down.

So when she told me that she was convinced that the person who bent the rules was much more likely to succeed I was really interested and intrigued.

She said that typically the person who was less restrained by factors such as local legislation, popular ethics (one example she gave was someone who set up a competing shop next door to an existing one and put the existing one out of business)and not being worried about what other traders or even customers thought was more likely to succeed than someone who 'toed the line' and did everything by the book.

The really interesting part to this is that she told me she'd found a change in behaviour in people she knew personally who had started businesses and almost failed but then pulled back from the brink.

They learned to be less restrained by rules and ethics and take more chances, and adapted their behaviour accordingly!

You see where this is going yet?

See where the money is going to come from?

She created a whole product around 'freeing' yourself up from restraint by learning to think like a business person.

She wrote a book (to brand herself as an expert) created a course and offered personal consultations and coaching.

All offering to take people who were natural rule-followers and turn them in to people who thought like successful business owners.

I don't mean by becoming ruthless or nasty (although caring less about what others think of you was a key part in this), it was more about overcoming the built-in problem most of us have with stepping outside the rules.

It's about looking at rule breaking and risk taking from an objective perspective NOT as the socially conditioned school kid that most of us feel inside us when we might 'get into trouble' or have someone else disapprove of our actions.

I'm totally comfortable with this and think that if you want to be successful you have to bend the rules from time to time and not worry about it.

When I was first starting out I've certainly sent out cheques that were incorrectly made out or not signed to give me enough time to get the money together...

...or phoned a competitor pretending to be a potential customer in order to get a look at their pricing structure.

Anyway, my client is doing incredibly well teaching people how to move over from being a rule follower to a rule breaker.

She's got some cracking branding in place and I think she'll make a LOT of money from this.

Last time we spoke she was making over $14,000 a month from her products and (mostly) coaching program.

She says most of her clients are absolutely delighted with their new found 'thinking freedom' and almost always show an upturn in business or performance.

All for showing people the way to the 'dark side' eh? :)

# Conclusion.

I hope you found this short report useful, and it has opened up some possibilities for you on how to see more success online

I meet a lot of people who have got started marketing online but have found themselves building a flimsy, short term business with no proper foundation.

So many people, in fact, that I decided to do something about it…



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