

Bestselling Author of **THE UNCHAINED MAN**

BIG INCOME

FROM LITTLE WORK

How to Make At Least \$7000 A Month In
Your Own Business From Anywhere In
The World On Less Than 30 Hours A Week

Caleb Jones

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Chapter 1

HIGH LOCATION-INDEPENDENT INCOME ON JUST A FEW HOURS A WEEK

I'll never forget the day I finally made a six-figure income.

I was only 27 years old. I ran a profit-and-loss statement covering the last 12 months in my small business, and the net profit figure was right there, staring at me like a big smiley face. I still remember the exact number: \$102,342.

It was the culmination of a 10-year goal I had set when I was 18, that of a real six-figure income by age 28. And here it was, an entire year ahead of schedule.

I danced around my office like a goofball. The elation I felt was hard to describe.

Little did I know how wrong I was.

I didn't understand at that moment that *true* financial success is not about making a specific amount of money. It's not even about making lots of money. Rather, it's about *how the money is made*.

Let's say I offered you a business – for free – that was guaranteed to make you \$500,000 a year in income. You'd probably take it, right?

Then what if I informed you that the business required you to work 60-70 hours a week for the rest of your life, including weekends and evenings? If you ever worked less than 60 hours a week, you'd lose all that income.

What if I also said you were never allowed to move from your current city, forever, for any reason? If you *ever* moved from your city to anywhere else for any reason, you'd instantly lose that income. If you even left town for more than *a week or two per year*, you'd lose all (or most) of that income.

Some people would still take that business, but I have a feeling you probably wouldn't. You probably understand what I didn't understand back when I was a young man dancing around my office.

I was making a six-figure income as a guy in his twenties, which was pretty cool. The problem was that the business I was working required me to work around 60 hours a week every week. It was also a location-dependent business. The income was 100% tied to the city in which I lived, meaning that if I wanted that income, I was forced to stay there.

I liked having a good income. But I didn't want to bust my ass for the rest of my life working for it. I saw my dad do that, and I clearly didn't want to go down that same road.

I also wanted to travel and see the world. I wanted to be able to go to Japan, Argentina, or Italy and stay there for several weeks, if not months, whenever I wanted! With my current business, I wasn't able to leave town for more than a week, and even if I did, I lost income when I did it.

I was making money, but the price to make that money was too high. I was a slave to my business instead of the other way around.

After a few years of floundering with my new high-income but low-freedom lifestyle, I decided to make some big changes in how I ran my businesses. Within just a few years, I was:

- Making 400% more money (multiple six figures)
- Working 50% fewer hours in a typical week
- Making 90% (and later 100%) **location-independent income**, meaning I could be anywhere in the world I wanted, stay there for as long as I wanted, and the money would keep coming in
- Experiencing virtually no stress during the hours I *did* work
- Able to scale my businesses without having to work any harder or put in any more hours per week.

It was a massive transformation. I went from a standard business to an Alpha 2.0 Business.



The Alpha 2.0 Business

You're reading this, which means you've taken the first step on a journey it took me over twenty years to figure out on my own: namely, how to make at least \$6500 a month (a lot more if you want it) working anywhere in the world, setting your own schedule, and traveling wherever you want – with no employees, no hassle, and doing something you actually enjoy – and that you can maintain this income *on 15-30 hours per week*.

In my 20-plus years as a business consultant (I've worked with thousands of people from Fortune 500 companies to non-profits and churches to mom-and-pop start-ups), I've found that even the most successful business owners often trade profit for lifestyle. They make more money, but at the cost of actually enjoying life – too much stress, too many employees, and too many hours. It sucks. You don't want your life to suck.

In this book, I'm going to show you the structure I've used to create three Alpha 2.0 Businesses, each of which achieves the goals laid out above, all contributing to a lifestyle free from the stress and aggravation of a nine-to-five job or a traditional “normal” business.

This structure works even if you've never owned a business! I'll show you how to get started, how to pick a niche, how to define your product, service, or the information you're going to sell, how to market it, and how to structure your business for maximum profitability with the lowest number of hours worked. Also, we'll ensure 100% of your income is location-independent so you're never locked in to not being able to travel, take time off, or move.

This is not a get-rich-quick scheme. You will put some time and effort into this. It may take one to three years before you reach your goals. But boy, is it worth it!

I'm excited to teach you what I've learned, and I've learned a lot. I started in business at the age of 24 and reached a six-figure income within three years. I've also done a lot of stupid shit and lost money. I'm going to teach you how to *not* do that.

Let's get started!

Chapter 2

WHAT AN ALPHA 2.0 BUSINESS WILL DO FOR YOU

Most people start a business because they want to make money. That's Objective #1, and there's nothing wrong with that. It's my first objective too.

The beauty of the Alpha 2.0 Business is that it achieves that objective, but it provides other benefits as well, things like enhancing your lifestyle while working less, having the freedom of mobility, and providing the security of multiple revenue streams.

Let's look at each of these benefits in more depth:

1. MONEY

You're going to make an income of at least \$75,000 a year. That's net income after all expenses, pre-tax, in U.S. dollars. If you live outside the U.S., there's no need to Google a currency converter – just imagine a lifestyle equivalent to an American making \$75,000 in your country. It'll vary depending on where you live.

There's a very specific reason for that number, which I'll tell you about later. You can make more – much more. As I've mentioned, I have three Alpha 2.0 Businesses, so my income is in the multi-six figures. I have friends who are making a million dollars a year or more using this structure – \$75,000 per year is the low bar.

2. MORE FREE TIME

It's not just about making money. It's also about lifestyle. As a business consultant for over 20 years, I know first-hand that most business owners work long-ass hours. Sure, they make more money, but at what cost to their lifestyle? They might as well have a nine-to-five job.



With an Alpha 2.0 Business, you'll spend time and effort getting it set up, and there'll be a certain amount of regular maintenance to your business, but you'll wind up making *more* money in *less* time.

This concept isn't new. From Michael Gerber's "The E-Myth" in the late 80s to Tim Ferriss's "The 4-Hour Workweek" to Brian Tracy's "Focal Point" program (which I participated in), the idea of building a business that enhances your bank account and your lifestyle while providing more free time has been thoroughly explored. In this book, I'm going to teach you how the unique Alpha 2.0 Business structure can accomplish this while keeping 100% of your income *location-independent*.

3. MOBILITY

Mobility is freedom. One of the goals I set for myself – and met – a long time ago was to be able to travel anywhere in the world and stay there for as long as I wanted (even weeks or months) without worrying about any dip in income. The Alpha 2.0 Business structure is completely location-independent. If you don't like the city, state, or even country you're in, you can just move. In most cases, all you need is an internet connection, and in some cases, not even that! One of my companies is completely offline – there's not even a website for it! We'll cover those types of businesses as well.

If you love where you live and never want to move, that's great! But don't you want the freedom to vacation wherever you want, whenever you want, and for as long as you want? Go on long trips for as long as you want without having to worry about money? And what if you change your mind years down the road and *do* decide to move out of your city, state, province, or even country? Wouldn't you like the freedom to make that choice? Because with most businesses, you don't have that freedom.

4. SECURITY

I have some friends who owned their own companies and got wiped out in the crash of 2008 or in the COVID-19 pandemic crisis. Many of them had to go out and get jobs. Their wives were pissed! This happened because they had all their eggs in the same basket.

With the Alpha 2.0 Business structure, you'll have multiple streams of income from multiple and diversified markets. There may be times when one stream dries up a little; that's why you have multiple streams. If you have multiple companies (and you should – we'll talk about that later), then you have many more streams from which to draw. That's security!

It's all about diversification. I'll show you how it works.

There are some business models that provide *some* of the benefits of an Alpha 2.0 Business. There are very few that provide *all* of them.



Chapter 3

THE ALPHA 2.0 BUSINESS STRUCTURE

A few years back, when I published one of my other books, [The Ultimate Online Dating Manual](#), I showed an example of a really effective online dating profile I was using at the time. There were guys who actually copied and pasted the text from this example into their own profiles, verbatim or close to it. It confused the women they messaged or swiped on the dating sites. The profile text they had copied from me didn't match their pictures or their personality.

I'm telling you this because much of what you'll learn in this chapter will need to be tailored to fit *you* – namely, your own goals, skills, and circumstances. Many of the principles will apply to everyone, but many of the details are up to you. I'll show you specific examples of how I've done it later in the book, but your situation will obviously be different from mine.

The Three Core Aspects of the Alpha 2.0 Business Structure

Your Alpha 2.0 Business will be structured differently than what you're probably accustomed to. Here are the three aspects of this overall structure.

1. You're going to have two to four location-independent companies.

I know what you're saying. "Two to four? I don't even know how to start *one*!" Don't worry. It's all a matter of time management and system optimization, which we'll talk about later. As I mentioned in the previous chapter, you'll spend a lot of time and effort into getting these set up the first time around, but you won't set them all up at the same time. Once they're going, you'll just be maintaining them, which is not nearly as time-consuming.



Running two to four different companies gives you the diversity, security, and income you need and still gives you lots of free time. The objective is to work fewer than 30 hours per week once your businesses are set up.

2. Your companies will be diversified.

Your companies will sell different products, services, or information to people or companies *in completely different markets that have absolutely nothing to do with one other.*

For example, let's say a real estate professional owns a commercial real estate company, a mortgage company, and also trains people in real estate. He has three companies, which is great, but if the real estate market goes bust, *he's completely screwed.* All three of his companies rely on one specific market.

He'd be better off having one company devoted to real estate with each of those companies mentioned above as separate revenue streams from that single company. Then he should start another company selling something completely different to a completely different market, like selling medical equipment to dentists, coaching services to art galleries, or ebooks on training your beagle. *That's diversification. Now he's secure.*

I own three Alpha 2.0 Businesses. My first is business consulting. I sell time management and productivity consulting services primarily to small and medium-sized companies, although I've worked with large companies and corporations too. My niches, which we'll talk more about later, are the construction, sports, and biotech industries.

My second business is an online one where I teach freedom-focused lifestyle design for men called Alpha Male 2.0. It encapsulates location-independent entrepreneurship, dating, and relationship advice for men. My niche for this business is unmarried men age 25-45.

My third business is where I sell marketing services to computer consulting companies. My niche is smaller computer consulting companies in the U.S., although soon, I'm expanding this company into Asia.

As you can see, these are all completely different businesses, selling completely different things to completely different markets that have absolutely nothing to do with one other. All of these companies have multiple revenue streams (see below). All of them are location-independent. I don't have to physically go anywhere to maintain income from any of these companies.

They're also extremely diversified. If the bottom fell out of one particular industry, I'd have two totally different markets to take up the slack. You'll also notice that two businesses are B2B (selling to businesses), but one of them is B2C (selling to consumers). One of them is a purely online company, one of them is a purely offline company, and one of them is a hybrid.

I did all of this on purpose. I want my multiple Alpha 2.0 Businesses to be as different as humanly possible. This ensures my long-term financial security as well as a stable income.

3. Each company must have multiple streams of income.

You don't want each company to be selling just one product or service. You want to be selling five or 10 or 20. The more revenue streams you have, the more money you'll make *and* the less you'll have to work to maintain your income.

At the time of this writing, I have 14 different revenue streams from my three Alpha 2.0 Businesses. That makes me a very happy boy.

Cash Flow

So far, we've been talking about money that's coming in. What about the money that's going out? Let's talk about business expenses, taxes, and lifestyle.

- Business expenses
 - The average net profit of the average corporation in America is 6.5%, which means that 93.5% of all their revenue is going to expenses. When you're a corporation making billions every



year, 6.5% is still a shitload of money. But you're probably not a multi-billion-dollar corporation.

- The average net profit for my Alpha 2.0 companies is **93%**. Much better! I'll tell you later where the other 7% goes.
- Taxes
 - You need to pay taxes. They'll throw you in jail if you don't.
 - I wrote an article a while back (just Google "Caleb Jones Blog Americans Highest Taxes" if you want to read it) in which I talked about what Americans pay each year in taxes – not just income and property taxes, but sales taxes, excise taxes, and many others that are basically "unseen." The average American pays between 51% and 73% of their total income each year to taxes of one form or another. It's insane. Europe, Canada, Australia, and other Western nations aren't much better off (or are worse).
 - On the other hand, the direct taxes for my Alpha 2.0 businesses stands at 14%. That's a 14% tax on a 93% profit. (For many years, that tax rate was around 7-8%, but my income grew, so my base percentage also grew.) The key is to keep it all above-board and legal.
 - Speaking of which...

Corporate Business Structures

I'm about to give you examples within the United States, but most countries offer similar or even identical systems. If you live outside the U.S., just use your country's equivalents of these structures. Have an accountant or business attorney assist you if needed.

Generally speaking, there are four basic types of legal business structures:

- Sole Proprietorship (also known as DBA, "Doing Business As")
- Partnership



- LLC (Limited Liability Company)
- Corporation

Partnerships and corporations don't meet the requirements for an Alpha 2.0 Business (see Chapter Five), so we're going to talk about DBAs and LLCs.

- Sole Proprietorship (DBA)
 - This is the simplest and the one I recommend when you're just starting out – until you've reached about \$2500 in monthly net income. You can pay around \$30 (which may vary, depending upon your region), get a license, and open a bank account in the name of your new business, all using your own Social Security number and taxed exactly the same as personal income. And you'll only be filling one tax return each year. It's very simple and inexpensive.
 - The major downside to a DBA is that there's no separation between you and your business. If somebody sues your company and wins, they can get your house. You also pay a 15% self-employment tax, which really sucks.
- LLC
 - Once you hit around \$2500 per month in net pre-tax income, you should form an LLC, which is kind of like a "baby" corporation. It can cost you a couple of hundred bucks, but it's worth it. You'll have to file two tax returns, but you'll also have what's called a "corporate veil" – total separation between your personal assets and those of your company. There are exceptions (called "piercing the corporate veil"), but all in all, you're much safer with an LLC, and the tax savings can be enormous if you also file an "S Election."
 - One thing to bear in mind is that until you get really big, you can have all of your Alpha 2.0 Businesses under the umbrella of one legal business structure. I did this for years with my



three companies, until they got so big that, for tax purposes, it was more profitable to separate them.

Chapter 4

LAYING OUT YOUR BUSINESS PLAN

This chapter isn't going to be about a "business plan" such as you'd prepare if you were looking for investors. There are entire books about that stuff and none of that is relevant to an Alpha 2.0 Business. This chapter is more about setting goals for your businesses, planning the different phases, and time management.

They're all related, and they all help answer that "How can I start two to four companies if I've never started *one*?" question. Another question I often get is, "How long before I get the money?" This chapter will answer that one too.

The Four Phases

The key to managing and building multiple small companies is the four phases. Every one of your businesses is always in one of these four phases or states. By managing which companies are in these phases, you can maximize your income while minimizing your time investment.

Building Phase

This is where you come up with the idea for your business, figure out what niche you want to market to, set a monthly income goal, get the business up and running, and start making sales. If you don't have a clue what you want to sell, what service you want to provide, or what niche you want to market to, we'll talk about all that later.

Your monthly income goal can be whatever you want it to be. Older guys, or those who are used to higher wages, usually set higher goals. Younger or working-class guys often start lower. It doesn't matter. With the Alpha 2.0 Business structure, you'll probably exceed this goal anyway unless you set it ridiculously high.

This will be the phase where you'll put your time and energy into building the new business and reaching your first goal. Each of your businesses will go through this phase, but the first one will be by far



the toughest. After that, you've got your DBA or LLC and much of your business infrastructure already in place.

Time management is easier for the first phase of your first business, as that's all you'll be working on. It gets a little trickier once you start your second (or third or fourth) business, but it's still pretty simple.

Maintenance Mode

This is when you do the bare minimum to maintain the current income in your business. You don't try to grow or improve the business at all, focusing instead on your other businesses. But you still put just enough time in to make sure the business keeps spinning and continues to provide its current income.

You only put a business in Maintenance Mode once it's making a certain amount of money and all the infrastructure (web sites, outsourcing, financial systems, etc.) is in place and working.

Typically, a business in Maintenance Mode only takes about 5-10 hours a week to manage, possibly less. That's why this is a good phase during which to start your second (or third or fourth) company.

Optimization Phase

This is where you take one of your existing profitable businesses and maximize the profit and sales you're making *from your existing customer base*. It's when you do things like:

- Improve your products and services
- Create new products and services for your current customers
- Fine-tune your current sales processes (such as websites and shopping carts for online businesses or sales scripts and ad copy for offline businesses)
- Eliminate waste
- Streamline operations



- Outsource functions
- And so on

This phase can take as much or as little time per week as you want, depending on how much work you want to put into it.

You can dramatically increase your income during the Optimization Phase. When I put my online Alpha Male 2.0 business through its Optimization Phase, the income from that business *more than quadrupled* even though some of the organic traffic to the websites went *down* – all because of optimization, and all while my other two businesses were in maintenance mode, taking very little of my time, but still making me money.

Scaling Phase

While the Optimization Phase is about increasing profitability in your company from its current customer base, the Scaling Phase is about *increasing the size of your customer base*. This is where you spend all your time and energy (apart from what's required to maintain your other businesses) in new marketing efforts. Whether you go the “free marketing” or “paid marketing” route (both of which we'll also talk about later), this can also be pretty time-consuming, which is, again, where time management comes in. Ideally, you're only going to be building, optimizing, or scaling a single business at a time. The rest will be in Maintenance Mode.

Can you build one business while optimizing another and scaling yet another? Of course. But a big part of the Alpha 2.0 system is about creating more free time, not eliminating it.

Managing the Phases

Your objective is to take each of your two to four Alpha 2.0 Businesses through the Building Phase, Maintenance Mode, and Optimization Phase, one at a time, one after the next.

First, you start your first business, put it in the Building Phase, and set a monthly income goal. Once you have hit that monthly income goal



three months in a row, you can put that business in Maintenance Mode and start your second business (which will then be in the Building Phase).

You'll find that with each subsequent business, the time needed to reach your first monthly income goal gets shorter and shorter. That's partly because you have much more of the groundwork laid and partly because you'll know what the hell you're doing.

By the time your second, third, or fourth businesses reach their monthly income goal, you've got a decision to make: you can either go back to the Building Phase for an additional new business, or you can begin the Optimization Phase for one of the older ones.

The goal is to have the Optimization Phase completed in all of your businesses (at least two, but no more than four). At that point, you can choose to put one of them through the Scaling Phase, but that's not required, because once you have two to four businesses that have all been Optimized, you'll likely be making over \$100,000 a year. The Scaling Phase is only if you want to hit the *big* money, which is up to you. You might instead decide to put all of your companies into Maintenance Mode and then go relax on a beach somewhere. It's completely up to you.

How Long Does All This Take?

As a general rule, if you're starting totally from scratch with no experience and no money to invest in marketing, it can take six to 18 months to reach your first monthly goal with your first business. The second one takes less – the third, even less than that. So reaching \$75,000+ per year may take three to five years if starting from absolute zero. Or less. Or more. It all depends on how much you put into it and what your goals are.

Three to five years may *seem* like a long time right now, but it's not. Let's say it takes five years (which it probably won't). Take your current age and add five. Now you're that age, and now you're enjoying a high income on less than 30 hours a week that is 100% location independent, diversified, and solid for the rest of your life. Is that a good deal? Yeah.



And it's not like you won't be making money as you get closer to your goals. You just won't be making as much. It's all gradual. The thing is, once you reach that goal – once you've got two to four businesses built, optimized, and *maybe* scaled – you've pretty much got a virtually guaranteed income for life just maintaining them.

That sounds like a good investment to me.



Chapter 5

ALPHA 2.0 BUSINESS REQUIREMENTS

There are eight requirements for an Alpha 2.0 Business. That doesn't mean you can't have a successful business that *doesn't* meet these requirements; it just means it won't be an Alpha 2.0 Business.

I touched briefly on this list in my book [The Unchained Man](#). Unlike much of this book, which provides guidelines meant to be adapted to your individual situation, these requirements are *mandatory*.

All of these requirements are *equally* important, so they are not listed in any particular order.

Location Independent

When deciding on your offering (what you're going to sell and to what niche), ask yourself this question: "Will this require me to be in a specific geographic location on a regular basis?" If the answer is yes, it's not an Alpha 2.0 Business.

This doesn't mean you won't have to be in a specific place *some* of the time. If you're a paid public speaker, for example, you'll be getting paid to go to various places and speak to the public. You just won't be required to go to the same place on a regular basis.

You may have a specialty or skill that is typically not location-independent, such as being a doctor. If you have a traditional medical practice, that won't be an Alpha 2.0 Business. However, if you become a location-independent doctor, by (for example) providing services to your patients remotely, or if you become a medical consultant or author... *that's* Alpha 2.0!

Flexible Schedule

A flexible schedule is a major contributor to overall well-being. This goes hand in hand with being location independent, although you *can* be



location independent and still have to be online working at specific times throughout the week. That's not flexible. Not being flexible sucks.

Again, this doesn't mean you *never* have to adhere to a schedule – I schedule meetings all the time, both virtual and face-to-face. I just do it on *my* schedule when *I* choose.

Many business owners, because they're not location-independent and they have to stick to some sort of schedule, are really no better off than a paid employee. Often, they have to work harder and longer. That's not Alpha 2.0.

Your business *must* allow you to work whenever you want. If you are forced to adhere to some kind of regular work schedule, it is not Alpha 2.0-compatible.

Less Than 30 Hours Per Week

As I mentioned in the last chapter, during the Building, Optimization, and Scaling phases of your business, you may put in some long hours, even more than forty hours a week. This requirement simply means that once your businesses are all in maintenance mode, you'll only work more than 30 hours a week if you *want* to. I could maintain my entire business empire with a multi-six-figure income working just 15 hours per week if I chose to do so. Given a little time, you can do this too.

No Employees

As a long-time business consultant, I've been told time and time again by business owners how much of their time is spent dicking around with employees. I've heard owners complain that 40, 50, even 60% of their time is spent on payroll, hiring, firing, and supervising hourly or salaried workers. Firing them can be an even costlier pain in the ass. If you live in some countries in Europe, it can be almost impossible. It's not much better here in the U.S., where there are lawyers lining up to take the cases of employees who suck wanting to sue their bosses for firing them (for sucking). It sucks.

Instead of employees, you simply outsource.



The Alpha 2.0 Business structure is employee-resistant. This one tends to confuse people. “How can do all this by yourself?” they ask.

I don’t. I have plenty of help – currently, I work with a staff of 17 people. None of them are on payroll. They’re all contract workers. It works very well, it takes me less time to manage the businesses, and exposes me to far less legal hassle.

You cannot have any salaried or hourly employees in any of your businesses. Instead, use contractors, outside companies, virtual assistants, and interns.

100% Owned by You

This is the reason I didn’t talk about partnerships earlier. Those aren’t 100% owned by you. When you give up any portion of interest in your company, you’re giving up flexibility, stability, and security. You’re opening up the door to a hundred nightmare scenarios, many of which I’ve seen first-hand as a business consultant, when you take on a partner. I’ve seen businesses go under because one partner gets divorced and his ex gets his share of the company in the settlement.

I’m not saying there aren’t some successful partnerships out here. I’m just saying they’re not Alpha 2.0.

Little to No Paperwork

Paper (and paperwork) causes work and overhead. You don’t want any.

Unless you do a lot of government work, paper is mostly pointless. I’ve been paperless since 2010. I used to have file cabinets full of folders and files. Now it all fits in one tiny drawer, and that’s mostly government shit. Any other paper that comes into my office is scanned (if needed) and then quickly shredded.



Aligned to Your Goals and Mission

This book is not about setting goals or figuring out your Mission. I cover that in the book [The Unchained Man](#).

That being said, your Alpha 2.0 Business shouldn't go against what you believe in. If you're deeply religious, you don't want to market books on divorce. If you're a pacifist, you don't want to sell guns.

This is pretty simple stuff. We know in our hearts and our guts when something goes against our morals or natural inclinations. Your Alpha 2.0 Business shouldn't go against either. Money's important, but you want peace of mind as well.

1. **\$75,000 a Year Minimum Income.** I told you at the beginning of this book that there was a specific reason I chose \$75,000 a year as a benchmark minimum. There have been numerous studies done that have shown that \$75,000 per year in income (or its monetary/lifestyle equivalent) is the minimum for happiness for most people. A minimum of \$75,000 annually makes people happier than those who make less. Obviously, there are other people who would be happier with incomes higher than \$75,000 (I am one of these people), but \$75,000 is the minimum.

A recurring theme you may notice throughout this book is that *this really isn't that difficult*. You really don't have to be a rocket scientist or brain surgeon to make the Alpha 2.0 structure work for you.

Chapter 6

SETTING UP PASSIVE INCOME

Passive or “residual” income is money that your business generates while you sit on your ass. It’s kind of like buying stocks or bonds or real estate, except that instead of investing money, you’ve invested your time. But once that time is invested, you reap the rewards with very little additional effort for the rest of your life.

There’s a lot of confusion regarding exactly what passive income is. When discussing business income, most passive income is *partially* passive rather than *completely* passive. Here’s what I mean.

If you buy a government bond, the interest you receive on that bond is 100% passive. You literally don’t need to do anything to earn that money.

Now let’s say you purchase some rental real estate, get some renters in there, and have a property that cash flows every month (meaning there is a profit in the amount of money you make every month on the rent, minus all expenses). This creates passive income, but is it 100% passive? No. You have to manage the unit, manage the renters, process the paperwork, fix toilets, find new renters when they move out, and so on. Some work is required. That means this income is perhaps 70% passive instead of 100%.

You could hire a property manager to do most of that work, but you still have to spend *some* of your time managing that property (and the property manager!) yourself, making the income perhaps 90% passive, maybe even 95%.

So while the bond investment is *fully* passive, the rental real estate is *partially* passive. Most passive income in business is partially passive.

Of my three Alpha 2.0 Businesses, two of them generate a good deal of partially passive income. One doesn’t generate any at all. Let me show you how passive income plays a role (or doesn’t) in each one. This will give you a clearer understanding of what I’m talking about and help you factor in the passive income potential of your business or service.



In my business consulting practice, which, as I said earlier, was my first ticket to a six-figure income – it doesn't generate any passive income at all. Why? Because my consulting is a service I personally administer – I get paid for services rendered and *only* for services rendered. Are there exceptions? Sure. Sometimes I'll get hired to consult and be paid a monthly retainer. Some months I won't have to consult with the company at all, but I'll still get paid. A lot of attorneys do this kind of thing. For consulting, it's much more of an exception rather than a rule. But I make a lot of money consulting, so the lack of residual income isn't an issue for me, at least at this time.

In my online Alpha Male 2.0 business, I have many different income streams. Of all those streams, pretty much the only one that provides zero percent passive income is the coaching. That's a lot like consulting. With the rest, I create the work, put the work out there, then collect the money for as long as people continue to buy. Once I create a book or an online course (which is a decent amount of up-front work), I make money on that item forever (or at least a very long time) with minimal work, and sometimes even minimal marketing. However, I can't do *zero* work. I have to keep putting out free content and maintain my presence on the internet (blogging, social media, podcasts, videos, etc.), so it's not 100% passive.

However, if I suddenly retired tomorrow and vanished off the internet completely, would my sales immediately go to zero? Oh no. I would continue to get paid at least five figures a month from those income streams for months or even years before there started to be a decline. But eventually, a decline *would* come, and perhaps even go to zero someday. Therefore, while that income isn't 100% passive, it certainly isn't zero percent either. It's probably 50-60% passive.

My computer consultant marketing company is a beautiful example of a partially passive income. In that business, my staff and I work hard for a new client for about six weeks, then I sit back, do almost nothing, and collect a monthly commission for *two years!* Another great aspect of this business is that about 95% of that work I do during that six-week period is outsourced. We'll talk more about outsourcing later.



Building a company with a good residual income isn't a requirement for an Alpha 2.0 Business, but it's definitely something to keep in mind as you're designing your business. The more residual income (or even partially residual income) you can build, the better.



Chapter 7

IT'S ABOUT THE NICHE, NOT THE WIDGET

This chapter is about the least fun but most important component of your Alpha 2.0 Business: finding your niche. Once you've discovered your niche, the rest is pretty easy.

Your Niche

First, let's talk about what I mean by "niche." Let's say you've got two attorneys: a business attorney, and a business attorney who focuses only on mergers and acquisitions. That's his niche. Which one will make more money? You may think it would be the former – he'll have the larger pool of potential clients.

You'd be wrong.

I can tell you from experience that the attorney who specializes in mergers and acquisitions will make more money *and* work fewer hours than the one who bills himself as simply a "business attorney." He's more specialized. He's got a more specific niche.

Now let's throw in an attorney who specializes in mergers and acquisitions but limits his clientele to only grocery store chains. He's narrowed his niche. Again, he'll make more money than the attorney whose niche is mergers and acquisitions for just anyone. They *both* make more money than the general business attorney.

The Narrower the Niche, the Better

Say you're a fitness junkie and want to create and sell an online fitness course. If you market yourself to *everyone* who wants to get fit, you're going to get killed – unless you've got millions of dollars to sink into marketing, which you probably don't.

But let's say, just as an example, that you customize and market your fitness course only to divorced Asian men over fifty. Seriously. People like



to feel special, to feel like your product or service is geared just to *them*. And you'd be surprised how many divorced Asian men over fifty there are who want to get fit. Corner the market with your Alpha 2.0 Business. Find not just a niche, but a niche *within* a niche. They call that "micro-niching."

My Blackdragon/Alpha Male 2.0 business is geared toward men, but toward a very specific subset: unmarried men aged 25-45 who want to date and/or have relationships but don't require absolute traditional sexual monogamy.

"Men" is not a niche. Way too broad. "Men aged 25-45" is also not a niche. That's a demographic. It's better than just "men," but still not a not a niche.

"*Unmarried* men aged 25-45" is much better. Still not quite a niche, but better.

"Unmarried men aged 25-45 who want to date and/or have relationships but don't require absolute traditional sexual monogamy" is a niche. I can walk right into that niche and start making money very, very quickly.

I can even micro-niche there, and I have. I have products for men in that niche who are *also* over age 35 and divorced. And so on.

When I started that business in 2009, my niche was online dating. Back then, online dating was new and small enough to be a niche. As more and more people started offering books and advice on online dating, and as the practice became more mainstream, it became less and less of a niche. Today, it's not a niche at all. Instead, it's an *industry*, like cars or restaurants. Industries are not niches. They're too broad.

So I adapted and narrowed to areas like non-monogamous dating and older men who want to date much younger women. The narrower my niches, the more money I make, and the easier it is to make it.

I do the same thing in all my Alpha 2.0 Businesses. My marketing company's niche is on-site computer consulting firms. My consulting company's niches are the biotech and commercial construction industries. (I'm cheating a little there; those aren't niches, but *industries*. My consulting business is my oldest one by far, and I didn't understand



these concepts way back when I started it. In a year or two, I will either micro-niche my consulting company or just stop consulting altogether. It's a little too broad.)

The more you niche:

- The more money you will make
- The more you can charge for your products and services
- The easier your sales will be
- The easier it is to target your audience (via marketing, sales, advertising, etc.)
- The faster you will be perceived as an expert
- The fewer hours you'll have to work

Some people worry that if they niche, there won't be enough people or companies to sell to. This is a fundamentally irrational fear that flies in the face of basic facts and mathematics. There are 7.6 billion people on the planet. Even the *tiniest* niches you can possibly find will have at least 500,000 to 1 million people. What percentage of these people need to buy from you to make at least \$75,000 per year? Answer: a tiny fraction of one percent.

The same goes for B2B businesses. I know a guy who sells to a small niche of 125 companies (though they are reasonably big companies). He makes \$400,000 a year with 100% location-independent income.

Don't ever worry that your niche is too small. I've never seen a niche that was too small to make money.

Find Your Niche *First*

There's a reason I'm talking about niches before we discuss exactly what you'll be *selling*. About 95% of people starting a new business begin with what product or service they're going to market, *then* determine a niche (if at all). This is backward. Find your niche first – *who* you're marketing to – then figure out *what* you're going to sell them.

That is what we're going to talk about next.



Chapter 8

DETERMINING WHAT TO SELL

This is the fun part, but it's a lot *more* fun (and easier and more profitable) if you've determined your niche first. It doesn't have to be etched in stone at this point, at least not yet, but the closer you are to having your niche figured out, the better.

Your Three Choices

When it comes right down to it, every business (whether an Alpha 2.0 Business or not) sells one of three things: **products**, **services**, or **information**. Try to think of anything you spend money on that doesn't fall into one of these categories.

We'll talk about the pros and cons of each in a minute, but here's something you may not have thought about: our personalities are naturally geared toward one of these areas. Just as there are cat people and dog people, there are information people, service people, and product people. You may not know exactly which one you are at this moment, but hopefully, the information in this book will make it clearer to you.

For instance, I'm an information guy. I always have been. I've always loved to write, both as an artistic form of expression (fiction) and because I like providing information (nonfiction). I like teaching people things they didn't know before. There's good money in that.

This isn't to say that you're *only* an information, service, or product person. Some people like both cats *and* dogs. I'm primarily an information guy, but, as the success of my Alpha 2.0 consulting and marketing businesses demonstrates, I'm a pretty good service type too. Diversification (which we discussed earlier) is a good way to explore your different sides.

There are upsides and downsides to each of these types, and **no single one is better than another**. It's all a matter of *how they fit you and your objectives*.



Before we get into the pros and cons of each, we need to discuss one core concept first.

Margins

“Margin” or “profit margin” is the difference between your cost as the business owner and the selling price of your offering. If you sell something for a 12% markup, that’s a low margin and you shouldn’t sell that thing. If you sell something at a 400%, 900%, or 2,000% markup, that’s a fantastic margin. The higher the margins are in what you sell (regardless of whether it’s a product, service, or information), the less hard you’ll have to work to hit your income goals. All three of my Alpha 2.0 Businesses sell things that are ridiculously high margin (consulting, online information products, and marketing services) often at literally *thousands of percent* difference between what it costs me to produce or do and in what I get paid.

Your objective is to sell as high a margin product, service, or information as you possibly can. Most businesses are pretty low-margin. It’s very hard to hit the high income fast when selling low-margin stuff.

Products

This means you are selling tangible objects – computers, lipstick, oranges, it doesn’t matter.

Your options when selling products are whether you want to:

1. Create/invent your own products
2. Sell someone else’s products
3. Sell a *good* or a *commodity*, meaning something that is not produced by humans, such as coal or raspberries.

The problem with selling goods/commodities is that the margins are usually too low, so I generally don’t recommend those for Alpha 2.0 Businesses (though there are very rare exceptions).

That leaves creating your own products or selling someone else’s. Both of these are fine. It’s usually much easier to sell something that

already exists, though I have seen many success stories of guys who have come up with their own product ideas and made money with them, even very simple ideas, like a fancy felt bag for Dungeons and Dragons dice.

As with every Alpha 2.0 Business offering, the niche is crucial. Tim Ferriss, years ago, ran several contests for entrepreneurs to see who could develop the best “4-Hour Work Week” (the title of his best-selling book) business. One of the winners was a pair of hippie types in San Francisco who designed and created (in their apartment) a faux-bamboo rainforest-friendly iPad cover. They made *shitloads* of money.

Back in the 90s, I met a guy who was making almost a million dollars a year selling gold testers to paranoid “end of the world” gold investor types who always thought the people selling them gold were trying to rip them off. As always, niche, niche, niche. Please don’t try to sell your product to “anyone” or “everyone.”

The major advantage of selling products is that it’s all marketing. Once you create and automate a marketing system that works, you just sit back and collect the money. It’s for this reason that products have the highest passive income potential of the three offering options.

The major disadvantage is that whether you’re selling your own stuff or someone else’s, your profit margin is usually going to be *much* lower than selling services or information. That’s why finding the right niche is so important and why high margins are key. Make sure the products you’re selling are at least a 3:1 margin, though a 10:1 margin is much better. As always, the narrower the niche, the more you can charge.

Services

Selling a service means you actually *do* something for your customers or clients (or outsource the doing to someone else you pay).

Unlike selling products, providing a service – such as consulting, coaching, hosting seminars and workshops, building websites or writing articles, providing technical or financial services, and so on – has a very high profit margin. It’s sometimes not as high as selling information (though there are exceptions to this), as there are expenses in actually providing the service, but still very high.



Where providing a service beats selling information is in how quickly you get to the money. Often, you get paid before you even do the work. Worst case, you get paid in full as soon as you've done the work. This is much faster than if you have to spend four months and hours on end writing a book at zero income before you can sell the damn thing. As I mentioned regarding my consulting business, I was able to go from zero to real money in a very short period of time as a young man. And don't forget – the narrower your niche, the more money you can charge.

The great “con” of selling a service is that *you have to do it*. If you spend four months writing a book, that part is done forever. Once you sell a product, that sale is over, and now you can go do something else. But once you sell a service, now you have to go do that thing you sold. If you're creative, you outsource 100% of the service work to people you pay, but now you have to pay these people and monitor them. I love consulting, and it makes me very good money, but it does commit me to a lot of time.

Information

Any time you're selling knowledge or enlightenment – whether it's ebooks, traditional print books, paid podcasts, online or real-life courses, CDs/DVDs (yes, they still sell those!), writing newsletters, etc. – you're in the information business.

The biggest “pro” to selling information is the *extremely* high profit margin, especially when compared to selling products and even when selling most services. With information – particularly that which is delivered digitally – your profit margin percentage will literally be in the thousands of percent.

For example, I sell ebooks for around \$67. My only cost of sale is around \$3 for the credit card charge. That's about a 22x margin or 2100%(!). I also sell online courses that are over \$1,000; now the margins get truly mind-blowing.

I know a guy who writes a newsletter six times a year. It's for a highly specialized niche in a very lucrative field (the oil industry), and he sells a one-year subscription for \$3,000. As he's already built up his base through

some of the marketing techniques we'll talk about later, his only "expense" (if you can call it that) is the time it takes him to write the newsletters.

One of my favorite stories – from the mid-to-late 90s, back when the internet was new – is about a guy who figured out how to keep squirrels out of your bird feeder. He wrote a little ebook about how he did it and sold it, I think, for five bucks. I believe he made \$140,000 in less than a year just from the sale of that silly little ebook. He had information, and he had a niche.

The biggest "con" to selling information is that it *can* take a lot of time to write all this stuff – newsletters, books, writing and recording videos and audios, and so on. My biggest book, [The Unchained Man](#), took me two and a half years to write. Most of my Blackdragon dating books took four to six months of daily writing.

There are ways to cut that time investment, like outsourcing and creative re-purposing (and niching!) of stuff that's already out there (and there are ways to do this without plagiarizing – which is a bad thing). This cuts down on your profit margin some but can still keep it high enough to make it worth it. I outsource on occasion, but not very often. Like I said, I really like writing.



Chapter 9

MARKETING

The most important aspect of your Alpha 2.0 Business is – by far – marketing. It's not your niche or what you're selling. It's not how well you futz with your website or the quality of your offering. Those things are all important, but marketing is more important than all of them.

Why Most Small Businesses Don't *Stay* in Business

Here's a question for you: "What is the number one reason small businesses fail?" If you answered, "Because they don't market enough," you're correct.

People don't like the idea of marketing. They think that it's basically just sales and that it's beneath them. "I've got a college degree. I've created this great product. I'm not going to do *sales* too."

You need to get over that. The world is full of men who are extremely intelligent and talented (far more so than me) who will never make more than an average income because they look down their noses at marketing and sales. You don't want to be one of these people. They suck.

Become a Marketing Expert

Well-known management consultant and author Peter Drucker said that marketing and innovation are the only two things that make you money – everything else is just a cost. You might be tempted to say that marketing is a cost as well, but you'd be wrong: marketing is an *investment*. It doesn't have to be an investment in money.

We've talked about the importance of setting goals. If you want to get from zero to big money fast, then one of your goals should be to become an expert in marketing. There are many books and sources of information out there that go into depth on the subject. Here, we're going to cover the basics.



3:1 Ratio

The 3:1 Ratio means that for every dollar you spend in your Alpha 2.0 Business on finance or operations, you want to spend three dollars on marketing. It's the same with the hours you spend since marketing is at least three times as important.

Marketing requires either *cash* or *time*. If you have limited funds, you'll need to put in the *time* to market using marketing techniques that don't cost any money (but still work – as long as you put in the time). If you have more money to spend, you can spend your money on marketing systems that require more money to be spent but less time.

Once you get familiar with marketing, it won't be so tough. The more you do it, the more you learn about it, the more comfortable you'll be. You *should* get comfortable. You'll be doing it a lot. I'm not a huge fan of marketing myself, but I've done it so much now that it's not nearly the chore it once was. Actually, like any challenge, it can be pretty exciting.

It'll also help to keep in mind that you're not marketing to the entire world. **You're only marketing to your niche.** Again, that's the beauty of a narrow, well-defined niche: it will help you determine who *not* to market to. Your niche may *live* all over the world, but they're just a tiny fraction of the population.

Marketing is how you get their money.

Risk Reversal

“Risk reversal” is a fancy way of saying “money-back guarantee.” Many people believe that if you offer a money-back guarantee, you're just inviting people to rip you off. Yes, there will be a few jerks who will do this. No matter what you sell or how you sell it, you're going to find a few bad apples.

My experience has been that the added business you'll get by advertising a “100% money-back guarantee!” will make it worth the small percentage of scammers. If offering a guarantee increases sales by 17% but creates 6% more refunds, who cares about that 6%? You've made 11% more money just by adding a few words to your website.



As one example, my Blackdragon dating books have the best guarantee in the dating industry: a *lifetime* guarantee. If you decide literally ten years from now that one of my books didn't do it for you, I'll give you your money back. Some people think that's crazy, but currently, the return rate on my books is 1.2%. For every *hundred books* I sell only *one person* asks for their money back. I make sure the information I'm selling is very high-quality and field-tested; this ensures a much lower refund rate.

As it's not uncommon for great money-back guarantees to increase sales by 20% or even more, that math works *hugely* in my favor.

For hard products, you're also risking the cost of return postage. Don't let that keep you from offering it. Again, the added sales you'll get from simply offering the money-back guarantee makes the cost risk well worth it.

It works a little differently when you're selling services. I can't very well do a month's worth of consulting for a company, then – ten years later when the market crashes – give them their money back.

Alan Weiss, a well-known author and consultant, put it like this: "I will guarantee my quality of work in that I will do what I say I will do."

I have a similar philosophy. If I'm consulting for a business, I'll be available when I say I'm available. I'll abide by deadlines. If I don't do that – if I don't get back to you, if I don't do what I promised, if I miss deadlines – of *course* you get your money back because I'm not doing my job. But other than that, I can't give you your money back once I've spent weeks working to improve your company because I can't control what your employees do or don't do. (Hey, if you want to make me CEO of your company with compensation to match, then we'll talk...)

So use your best judgment for your own Alpha 2.0 Business. You have to set parameters based upon what you do, but it's still a great idea to offer *some* sort of guarantee. It's almost always worth its weight in increased sales.



Chapter 10

TYPES OF MARKETING

While there are scores of ways to market your Alpha 2.0 Business, every one of them is either going to be *free* or *paid*. The free ones will almost always require more of your time. The paid ones, obviously, take more of your money and (usually) less of your time.

In addition, all marketing techniques are either *online* or *offline*. Both online and offline marketing methods work.

Therefore, there are four types of marketing: online free, online paid, offline free, and offline paid.

In the same way that you diversify your streams of income, you also want to diversify your marketing. You don't want to put all your eggs in one basket, but you also don't want to spread yourself too thin. Through researching your niche plus a little trial and error, you'll find the marketing methods that best fit your offering and your niche. Within a few years or so (maybe less), you should have three to five marketing methods you're executing that get consistent results for you.

Below are just a few examples of marketing methods that fall under the four overall types of marketing. This is all just tip-of-the-iceberg stuff:

Offline Free

- Cold calling
- Networking
- Referral systems
- Joint ventures
- Many others



Offline Paid

- Radio and TV ads
- Billboards
- Direct mail
- Many others

Online Free

- Blogs
- Free email newsletters
- Social media
- Many others

Online Paid

- SEO
- PPC (pay per click ads)
- Banner ads
- Many others

Free Info Drip

If your business is an online business, you need to provide your niche with a free “drip” of information. This means you are providing your niche free content that is of real value, meaning it can actually help them. It’s not advertising, and it’s not crap. It’s real info that can help them. And yes, you’re should give it away for free. You don’t have to give all of your information away for free, but you should give a lot of it away.

This should take the form of one of three things:



- A blog
- A free podcast
- Free videos (ideally on YouTube and/or Instagram)
- This is in addition to social media. The above three choices work well because likely you're good at one of three skills: writing (blog), talking (podcast), or speaking/performance (videos). Pick the one you think you'd do best and start cranking out information to your niche, mixing in advertising (offers) with your free info occasionally.

Direct Response vs. Branding Advertising

When you run ads or offers (even if on a free medium such as a blog), these ads are going to either be “branding ads” where you just want people to become familiar with your name or company, or “direct response ads” where you are asking the prospect to actually do something, like buy one of your products, subscribe to your email newsletter, or whatever.

Both of these are valid, but *always avoid spending money on branding advertising*. That's just for giant companies like Coca-Cola or Nike. Whenever spending money on ads, you need to only use direct response. It's a huge mistake many new entrepreneurs make – spending money on stupid branding advertising. You don't have enough money to waste on that stuff. (Wait until you become as big as Amazon, then feel free to buy all the branding ads you like.)

Copywriting

No matter what type of marketing you do, there's going to be some copywriting involved. Copywriting is simply the way you word your advertising or sales copy to get the maximum odds of a sale. It applies to snail mail letters, email newsletters, blogs, landing pages, social media ads, descriptions in YouTube videos, and anything else online or offline that is attempting to sell something or get the prospect to do something (like click a link, call a phone number, or submit an email address).



I really could write a whole book about this, and there are many good books on this topic, but for now, here are the things any piece of copywriting should include:

Headline

It's amazing how many advertisements I see without headlines. In less than seventeen words, you want to sum up your offering in a way that gets your audience's attention. You multiply your chances of success up to ten times with a good headline.

Credentials

Tell them why the hell they should listen to you.

Identify a Problem, Offer a Solution

Pretty much all marketing boils down to this. Your Alpha 2.0 Business, no matter what service, product, or information you sell, is a solution to your niche's problem.

Sense of Urgency

Give your customers a reason not to wait. People will procrastinate if given the chance. Don't give them the chance.

Risk Reversal

Any kind of money-back guarantee you offer should *always* be included.

Testimonials

This is *other* people telling them why the hell they should listen to you.



Call to Action

“Order now, damn it!” Don’t use those actual words, but that’s basically the idea. Tell them exactly what they need to do and how to do it.

You can always, of course, hire a freelancer to do your copywriting for you. If you go that route, at least now you know enough about it to know if they’re doing it right.



Chapter 11

BUILDING AN ONLINE BUSINESS

As I mentioned earlier, you can build an *online* Alpha 2.0 Business or an *offline* Alpha 2.0 business. One isn't any better than the other, and there are pros and cons to each. As you build your two to four Alpha 2.0 Businesses, ideally, some should be offline, and some should be online to ensure long-term diversification and security. In this chapter, I will discuss the online business option, and I'll cover offline businesses in the next chapter.

What Traffic Is and How You Get It

You probably already know the first part. No, it's not cars driving by your house. It's people all over the world (within your targeted niche) coming to your website. Getting them there isn't easy – you have to impress your niche and build credibility, and when they get to your website, you have to make their visit pay off.

The best way to get people to your site to buy stuff is to give them free stuff via your Free Info Drip – a blog, podcast, or videos (reading, listening, or watching), in addition to all social media platforms relevant to your niche, ideally.

You're going to have to give it to them regularly over a period of time. You'll use a combination of your Drip, social media (I'll get more specific on that below), forum/group contributions, advertising, and backlinks (links to your website on pages of other websites within your niche – these are very important) to promote your website.

But before you do any of that, you have to build your website.

What Kind of Website Should I Build?

You have quite a few options, some free, some cheap, some not-so-cheap. The more you spend, the more options you'll have. Most free website builders (like Wordpress, Weebly, Sitebuilder, and Squarespace)



have pretty simple drag-and-drop applications. If you know WordPress, that's kind of an industry standard. It's good for SEO (search engine optimization), and if you know it or want to learn it, I highly recommend it.

You also have the option of either letting your website builder host your site on their platform or purchasing your own domain name (from a place like GoDaddy) and then paying a hosting company to have your website on their servers (like Bluehost). These places often have website builders as well.

The advantage of hosting your website at the builder's page is that it's very simple and very cheap, often even free. The downside is that you don't have complete control, and many fancier technical options will be unavailable to you. Building the website yourself (or paying someone to do it) and then hosting it at a hosting company offers complete control and unlimited flexibility at the cost of complexity and some real money you'll have to spend.

You'll start off with a "brochure" site – it'll have information about you and your offering on the home page, with links to your videos/podcasts/blogs as well as your offering(s) (products, services, or information). This will be your "branding" page. This page can also act as a "squeeze page," where you'll be getting visitors to give you their email addresses – usually in exchange for something else you're going to give them for free, like ebook(s) or free training videos.

There are programs you can use, such as Aweber or MailChimp, that will automatically add their emails to your mailing list. Remember the importance of your mailing list: for every name you have on your well-managed list, you can count on anywhere from 10 cents to \$4.00 in monthly income. That adds up. If you've got just 5,000 names on your email list (which isn't very many), that means you can almost *guarantee* a monthly forever-income from that list of \$500-\$20,000 *per month* or more.

You'll also use it to get them to click on your sales page (or pages). We'll get to those below. Until you have multiple Alpha 2.0 Businesses with multiple niches, you can do everything from your brochure site. As you expand, you can add individual sites for each niche.



Sales Pages

Everything you're selling gets its own page. This is a page devoted only to that individual product, service, or information item you're selling – no other links, sidebars, menus, or distractions. The only thing they should be able to do from this page is buy.

You'll need to set up a shopping cart system. PayPal has a very basic and free one you can use. Other services like E-Junkie, ClickBank, and WooCommerce can also be used. For just a few bucks per month, they'll take the payments and deliver your digital goods to your customers. If you're only selling physical products, you can also just use Amazon or Shopify (though I would suggest you just start with Amazon if you're a complete beginner).

There are lots of choices, so just choose whichever best fits your situation.

Of course, you'll need a place to keep the money that comes in. PayPal is super easy to use and acts pretty much like any bank. Stripe is another popular option. I highly recommend either or both.

If you have more money to spend, there are specific sales page systems such as Leadpages and ClickFunnels, which are fantastic but cost a lot more. If it's in your budget, these are a good investment.

Upselling

When a visitor is on your sales page and they've clicked "Buy Now," you want to give

them an option to buy something else at a discount. This is upselling. It's Psychology 101: they've already shown their willingness to purchase, which means they're probably willing to purchase *more*. I didn't pay enough attention to this for too long and lost a lot of money because of it. Don't make the same mistake.

Be sure that your upsell offering is related to what they're already purchasing. When you go to McDonald's, they offer to "super-size" your order. They don't offer you a Happy Meal.



Social Media

Once you've built your website, you have to promote it. As I mentioned before, you can pay for advertising and work on getting backlinks, but one of your best free tools will be a strong social media presence. Facebook, Instagram, and Twitter are must-haves for most niches (but not all). LinkedIn is mandatory if you're selling to businesses. Snapchat and TikTok are mandatory if selling to younger people. If most of your target audience is women, use Pinterest as well.

The key to building a strong social media presence is *frequency* and *consistency*. You have to post something on the various platforms several times a week, if not daily, if not *several times per day*. Your goal is to find where your niche is hiding. Find Facebook groups within your niche and become an active member. Start your own Facebook group too.

Just like with your regular email newsletters, you need to contribute something of value to your audience – if you constantly hit them with nothing but advertising, they'll stop paying attention. Intersperse your ads with information (and even niche-based entertainment or humor), and they'll keep clicking and following.

There are programs like Hootsuite, Post Planner, and MeetEdgar, where you can schedule all of your posts on the different platforms from one place. Highly recommended.

Once your website's up and running and your promotions through social media, advertising, and backlinks are rolling full steam ahead, you'll start getting business. When you do, keep focusing on marketing and keeping a regular presence on social media, your Free Info Drip, and your email list. Once you get a few months of regular sales, it may be time to create your next product, information item, or service so you can expand your product line. Rinse and repeat until you get to your monthly income goal, and you can put your online business on Maintenance Mode or roll it into the Optimization Phase.



Chapter 12

BUILDING AN OFFLINE ALPHA 2.0 BUSINESS

My CCM business is just one example. There are hundreds of ways you can structure a location-independent offline company.

There was a guy about twenty years ago – he was a very skilled public speaker specializing in the residential real estate market. He sold toolkits (little packets containing a CD, DVD, and instructional pamphlets) on how real estate agents could double their income. He'd pick a city, set up a seminar, and market not only to real estate agencies but to those who provided products and services to those agencies. He'd offer the latter group sponsorships, then host the seminar free since these sponsors paid for the seminar room and all other expenses. He would also give the sponsors a hundred or so tickets they could hand out. This allowed him to fill the room, again, for free.

He would then conduct the seminar and sell his toolkit in the back of the room for several hundred dollars each (extremely high margin, since it only cost him around \$30 in costs per toolkit).

Result? He made a high six-figure income that was 100% location-independent by doing just 10-12 seminars a year – pure Alpha 2.0.

Marketing guru Jay Abraham talks of a guy who owned a small car wash. Not an Alpha 2.0 business at all. But one day, he came up with a sales script the car wash employees could use to upsell their customers a hot wax option. The guy had developed the script using testing and keeping track of the numbers. When he had a script that was shown to significantly increase the percentage of customers upgrading to hot wax, he licensed the script to car washes nation-wide for \$200 a month. He ended up making more money from licensing this script than he did from his actual car wash.

Totally offline, totally location independent, and another example of a business where, once the initial work was done, all the guy had to do was collect the money.



These are all examples of truly successful offline Alpha 2.0 businesses. Each of these can be copied almost exactly – just change the specifics to fit your own expertise.

Chapter 13

REMOVING YOURSELF FROM THE FLOW OF WORK

The more you can remove yourself from the flow of work, the closer you are to having an Alpha 2.0 Business. Remember, the objective is to *maintain your high income on less than 30 hours per week*. Here's how you do that.

A Turnkey Operation

Michael Gerber wrote a lot about this in his book *The E-Myth Revisited*. Your objective is to have a business that you can open anywhere in the world without having to be there. A turnkey operation is one that functions and profits almost completely independent of you. It takes some time to get it organized, but much of what you've done by this point – using what we've covered so far – is all part of it.

The Operations Manual

I'm not going to lie to you: this is a pain in the ass in the initial stages. It's exhaustive and time-consuming. But you absolutely must have an operations manual in order to have a turnkey business and in order to meet the goals you set forth as an Alpha 2.0 Business owner.

In fact, you need two – one for your “employees” (who will actually be contracted out – we'll cover that shortly) and one for yourself. The one you write for yourself will be much easier; it's more to remind you of stuff. The one you write to train others about your business is the tough one.

You have to thoroughly examine every minute of your business day. Every step along the way, ask yourself, “Will I ever need to do this again?” If the answer is yes, then ask, “Is it something I can outsource?” If the answer to that is also yes (and it will be at least 90% of the time), then the exact step-by-step procedure must be documented and go in



the operations manual for the help. It should be written so that a fourth grader could understand it. I'm serious.

If the answer to the second question is no, and you really, truly can't outsource it (or outsource it right now), which again, is very unlikely, then write it down in your personal manual (especially if it's something you do rarely enough that you know you might forget it).

Without an operations manual, you'll have to train every single person you contract individually, all the time. That's way too much effort for an Alpha 2.0 Business, and it's time that could be spent marketing and making more money.

There'll be updates along the way – one of your helpers may ask about something you hadn't covered, and systems and services you work with may change – but those will be minor compared to the pain in the ass of getting it all down the first time.

Your operations manual is much like when you brainstormed your niche: it can be tedious and time-consuming, but it's absolutely required and pays off big in the end! Once you've got it, your business almost runs itself!

Working with Sub-Contractors and Virtual Assistants

Everyone you pay to help with your Alpha 2.0 Business will be contracted out, and most will get 1099 tax forms (if you live in the U.S.). This includes any writers, marketers, virtual assistants, or whatever. They're not employees. Make sure it's spelled out – in writing – that they're being contracted. Make sure there can be no confusion about it. This is crucial on a number of levels – your responsibilities as an actual employer (tax-wise and otherwise) versus a business owner who contracts everything out are immense. Contracting allows you to claim a business expense that minimizes your taxes and various paperwork.

Your virtual assistants (basically the ones to whom you give your operations manuals) should be held accountable for their duties through some sort of regularly scheduled reports and updates. Don't count on people to always do their best unsupervised.



Chapter 14

OPTIMIZING YOUR INCOME

You have to make sure you are managing the financial side of your Alpha 2.0 Businesses, as well as your own time, to ensure you make the absolute maximum amount of money in the least amount of time.

Keeping Expenses Low

Apart from marketing, managing cash flow (the money coming in versus the money going out) is the most important element of your business. This escapes a lot of people. It escaped me just starting out: I thought I needed a big office, a bunch of fancy computer equipment, and business cards and fancy letterhead paper. I was stupid. Don't be stupid.

Almost any Alpha 2.0 Business can be done with a laptop and a phone. My entire business empire – three successful companies, a strong six-figure income, millions of readers, thousands upon thousands of customers – consists of a laptop and a phone. That's it. Don't spend a dime on a business expense you don't need, no matter how much money you make.

I've worked with companies in my consulting practice who complain about consultant fees while they literally have a \$12,000 sofa in their lobby and are paying executives ridiculous amounts of money to do almost nothing.

You don't want your money in your business – you want it in your bank account. You want it to go toward the lifestyle your Alpha 2.0 Business affords you. The temptation to splurge on unnecessary business expenses will be strong as you make more money.

Fight it.



Paying the Legal Minimum in Taxes

If you're a normal citizen in the Western world, you'll spend more of the money you make in your lifetime on taxes than you will on homes, cars, raising a family, or putting your kids through college. As an Alpha 2.0 Business owner, I know I'm paying the least in taxes and still keeping it legal.

I also said before that the Alpha 2.0 Business structure will require you to become a miniature marketing expert. You'll kind of need to become a miniature tax expert as well. Read every book you can find on business and taxes; check out the specifics of your state's or province's taxes for business owners. You'll have to grow your business quite a bit before you can hire an expensive tax lawyer for all that stuff. Accountants can help, but they won't give you all the cool legal loopholes you can take advantage of.

Don't try to get away with not paying your taxes. That's stupid. You may think that you don't make enough for the government to pay any attention, but the goal of your Alpha 2.0 Business is to make a ton of money. The more you make, the more likely you are to get audited. When they do that, they can find out all about those taxes you should have paid and add enough interest and penalties to make your life miserable. Pay your taxes.

Keep track of the numbers. This isn't just important for your marketing. Keep track of the percentage of your total income you're paying each year. That's the only way you can know how to make it less. Once the money starts rolling in, you can hire someone who's more of an expert. This will be one of the most important business relationships of your life.

Time Management for The Alpha 2.0 Business Owner

I'm a time management consultant. I've been doing it for over 15 years now. I devoted an entire chapter to the subject in my book, [The Unchained Man](#). Time management is crucial.

Think about it: The Alpha 2.0 Business structure requires multiple businesses, each with multiple streams of income. The goal is to operate these profitably in the minimum number of hours per week possible. That takes time management.

However, time management comes into play much earlier. It starts when you decide how many hours you're going to commit to your business from the very beginning when you've (probably) got a full-time job. You know that the hours you spend working on your new endeavor will take away from time you could spend with family or relaxing or just having fun. That decision is time management.

It comes into play when you start making money from your Alpha 2.0 Business and have to decide when it's time to quit your regular job, knowing that although you'll no longer have a guaranteed income, you'll be able to spend forty more hours a week helping your new company grow. That's time management, too.

Time management begins with having a schedule. Please tell me you have some kind of scheduling system. It's insane, the number of people who tell me they don't keep schedules. I don't know how they live like that, but it's a damn good bet they're not Alpha 2.0.

Most of the important things you'll be scheduling are with yourself. Treat yourself as your biggest and best client, because you are. The dating, the women, the hanging out with your buddies at the bar? If you've got business tasks scheduled, skip all those things and focus on your business first.

Make lists. Every single day. You should start and/or end your days working off a list. This is in addition to your schedule. The schedule gives you specific times – your list will be all the things you do between those times. There was a study that showed that simply working from a list every day can increase your productivity by 27%.

Work on your short-term goals (which themselves contribute to your medium- and long-term goals). Set goals not just for achievements (like making a thousand dollars this week) but for activity (like making thirty-five phone calls today). Set deadlines for yourself and stick to them.



It may seem that there's no spontaneity in any of this. That's because there isn't. Spontaneity is for all the free time you'll have once you've met and exceeded your Alpha 2.0 Business goals.

FOR MORE INFORMATION

If you want more detailed, step-by-step information on how to create your own Alpha 2.0 Business, go to calebjones.com. We have online courses that show you exactly how to do this, plus coaching programs where I can walk you through the process personally.

Specifically, we have the Alpha 2.0 Business course at locationibusiness.com which will show you exactly how to start your Alpha 2.0 Business. We also have my coaching and training program called the SMIC program at joinsmic.com, where you'll get access to hours of audio and video training plus coaching with me to help you in your business life.

The point is to get started. Take action. It's really not that difficult. And the lifestyle rewards are so amazing that you'll be surprised how good life can be.

~Caleb Jones



ABOUT THE AUTHOR

Caleb Jones is a business consultant, author, speaker, lifestyle expert for men, and world traveler. At age 24 he started his own consulting firm from scratch and reached the top 5% of his industry's earning level within three years. Over his 25+ year career he has worked with more than 300 companies large and small, including the Fortune 500. Caleb's articles have appeared in national publications such as National Public Accountant, Medical Economics Magazine, and many others. His blogs have over a million readers per year. He owns three companies and has written seven books which have sold hundreds of thousands of copies. He travels internationally most of the year and has visited over 70 cities and scores of countries all over the world. He has two children and lives with his wife.



