

THE
MONEY MAKER
WORKBOOK

By Adi Soozin

What is a Money Maker?

Have you ever heard the phrase “make money while you sleep”? Certain types of businesses can ethically make you money irrespective of the amount of hours you work on the company.

The most common money makers seen today include:

- Owning franchises (note: this is not the same as actively managing a franchise you own)
- Owning real estate (tended to by a property manager)
- Selling digital assets such as :
 1. Courses,
 2. Books,
 3. Guides,
 4. Excel models,
 5. Memberships to communities &
 6. SaaS.

Do I want to create a Money Maker?

After all is said and done, there really are just two types of startups: money makers & glorified hobbies. Creating a money maker does not mean that you should not enjoy working on your startup, it simply means that you should look for a startup opportunity that makes you money irrespective of your schedule and avoid a startup endeavor where the amount you earn is directly proportional to the amount of time you work.

This guide was designed to help you filter through all of your business ideas to choose a money maker.

Phase 2

Find your money maker

If you answer “no” to any of the following, cross the business idea off of your list of ideas written on the previous page:

1. Can I automate sales?

Think of how Amazon, eBay & Shopify all allow business owners to sell products without standing behind a cash register. Can you set up your business so that new customers do not need to speak with a person, book a demo or get a walk through before they make a purchase?

Examples: Amazon, eBay & Carvana

2. Does this business model = recurring revenue?

Think: subscription boxes, monthly memberships & resources that need to be replenished frequently. Will your new business offer something people tend to purchase repeatedly month over month, year after year?

Examples: gym memberships, cell phone service, daily supplements & software licenses.

3. Can the business ignore my vacation schedule?

In my case, if I were to fill this out for MD9, the answer would be "no". While I do have many VAs helping out behind the scenes, clients pay \$1500 an hour to meet me, Adi Soozin. When I've tried to sell consulting calls with other marketing strategists that I personally trained, sales tanked.

Examples: drop-shipping, SaaS, owning a franchise & selling Udemy courses.

4. Is this a business where it is normal to ask for payment up front?

Think of businesses where you expect to pay for goods and services before you receive them.

Examples: the grocery store, Amazon & gym memberships.

5. Will I enjoy creating & owning this business?

Examples: I enjoy biohacking, gardening, 5 am workouts & daily ice baths. I'd do well with a new venture in any of these arenas because (1) human excitement is contagious, (2) humans

trust & (3) buy from businesses that are owned by humans who are passionate about the niche.

6. Do I have the skills, can I quickly learn the skills, or can I afford to hire people who have the skills to build out this business right now?
7. Does the prospect of launching a business like this, excite me?

Phase 3

Plan

Imagine scheduling a Sunday morning bike ride with a friend. Prior to the ride she invited you to join her for a 5 mile ride. You agreed, packed snacks & set aside time to complete a 5 mile bike ride.

27 miles later later, you've run out of food, water, energy and the ability to attend any of your other weekend plans. Your friend looks at you energetically wondering why you look tired, thirsty, hungry & annoyed.

She tells you the same thing she did at mile marker: 8, 12, 15 & 20. "We will reach an amazing destination if we just go a bit further." The last 4 times she said this, you believed her. This time you respond by pulling out your phone and booking an Uber ride back to your car (after a pit stop for food & water).

This is how many startups die before the ever make \$1.

Prospective founders are told "if you just do 2 more things you'll be set for life". They are told this lie at every other mile marker until they finally quit or realize they should start seeking advice from someone else.

Many startups never become companies that make even \$1 because the founder is completely burnt out by the time they finish setting up the business. In my experience this is because they are not properly briefed on what is needed to turn their idea into a company.

To stop you from wasting time & money on a rookie mistake such as: poor planning

due to misinformation, we are going to answer a few big questions so that you have a better idea of what, precisely needs to be built to create a final product you are proud of.

1. How will you automate sales?

- I will list my offer on a 3rd party marketplace (such as Amazon, eBay, AppSumo or Molo9's deal page)
- I will use an automated checkout system on my own website (Ex: Shopify, a series of plugins on WordPress, etc)
- Other _____

2. How will business make recurring revenue?

- I will sell subscriptions
- I will sell memberships
- I will sell resources that need to be replenished frequently
- I will sell access to information that changes frequently
- Other _____

3. How can I setup my support system / team so that the business can ignore my vacation schedule?

- I will have virtual assistants manage support tickets
- I will have a chat widget built to answer most questions so that only the urgent & unique ones come to my email inbox
- Other _____

4. How can I ask for payment up front?

- By selling the product, service, solution or access up front
- Other _____

5. What about creating & owning this business do I want to outsource? What is my budget for outsourcing each of these tasks?

Task	Budget

6. Which skills do I look forward to quickly learning to build out this business? How & where will I learn them? How much will it cost (time & money) to learn them?

Skill	Resource	Cost	Time needed

7. Which milestones will I celebrate & how will I celebrate them?

Milestone	Method of celebration



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