

THE WORLD'S GREATEST ONLINE BUSINESS MODEL FOR TRUE, PASSIVE INCOME

By Jason Fladlien

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The World's Greatest Online Business Model For True, Passive Income

By Jason Fladlien

I've seen several online "gold rushes" first hand. I didn't just mine the gold, either. I sold shovels and made a lot of people wealthy.

Every seller of every get-rich opportunity has a compelling reason to buy *their* course.

- "no experience needed"
- "start for next to nothing"
- "see immediate results"

Those claims are lies 99% of the time.

In the rare instance such an opportunity appears, it usually doesn't last long.

I got more first glimpses to the "holy grail" of online profits in 2012. I discovered, tested and perfected a simple approach—first for myself, then for *thousands* of others.

As the success stories came pouring in, I thought...

***SIGH* FINALLY**

My name is Jason Fladlien.

I built my first website in 1996. I used PayPal in 2003, right after Elon Musk sold it to eBay.

I made videos on YouTube before Google owned it. I built one of the first-ever commercial fan pages on Facebook, and practically printed money with mobile before the web was even responsive.

The year Kindle debuted, I published more new eBooks than almost anyone.

Most important! I also taught others to do what I was doing.

Here are just *some* of the way I created “from scratch” millionaires

- Facebook
- Google SEO
- Local business marketing
- Ecommerce
- Copywriting
- Webinars
- Article marketing
- Text messaging
- Mobile marketing
- Publishing
- Software
- Affiliate marketing
- Membership sites
- WordPress
- Information marketing

Anybody can claim best; easiest; most effective.

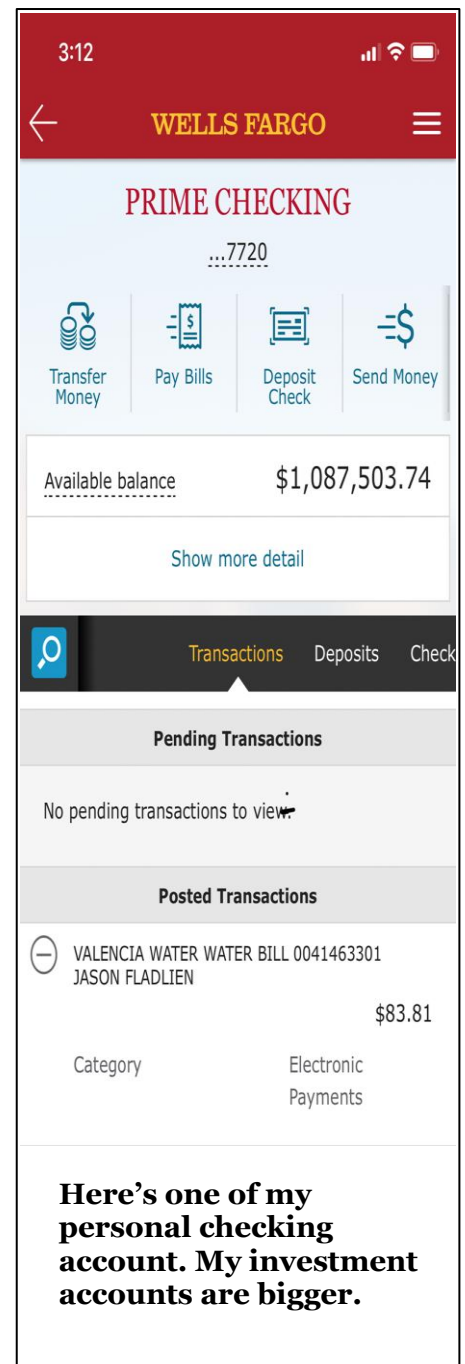
Blah.

These “gurus” speak not of what they know.

I have been on the bleeding edge more times than I can count. I pull no punches.

Most *how to make money online* stuff fails for 99% of the people who buy it.

Why?



It's incomplete; ineffective; takes too long; cost too much; doesn't last.

Most of all, it doesn't make the world better.

When it comes to making money online, there are only *two* things I would ever feel comfortable selling to you, my mom, or my three beautiful children.

The Second Greatest Online Business Model

...is selling how-to.

If you could solve someone's major life problem in exchange for \$50, \$100, or even \$500... isn't that a good deal?

Do this for tens of thousands, and you get rich while making the world a better place.

Oh, if only it were that simple.

You need a truly *one-of-a-kind* solution combined with a powerful sales message to do well in the information business.

The upside is the profit margins are insane. Sell a \$5,000 product, and you get to keep almost every dollar of that.

But There Are Serious Tradeoffs

First, you're always in the spotlight. When I speak at conferences, I can't even pee in peace.

God forbid I take a few minutes to talk to someone in the halls without it ending up looking like this:



Second, it's hard to scale. Ever heard the phrase the riches are in the niches? So true.

The narrower you focus your solutions, the more money you can make... *in the short term.*

It's easy to catch fish in small ponds... until there are no more fish. Then you need to find a new pond.

An information business is not a lifestyle business... it's a life business.

You do it to make a direct impact and positively help thousands of people.

I've worked with Tony Robbins, and though he's worth hundreds of millions of dollars... he also goes harder than anyone I know. Because he's doesn't see it as "work."

He's getting paid to speak, inspire, and change the world.



It's a great model, but it's not for everyone.

Which leads us to...

The Single Greatest Online Opportunity

Cheese graters don't change lives.

Cutting boards. Digital scales. Meat thermometers. I've sold them all. Each time I made a sale, I put a few bucks in my pocket.

More important than what I sell... it's *where* I sell.



1) Amazon does *all* the fulfillment.

Where else can you ship to half of the US in 2 days or less... FOR FREE?

Amazon has warehouses within 20 miles of 45% of the population. Keep your garage and basement space. Your products go directly from the manufacturer to Amazon to the customer.

I've sold products on Amazon that I've never touched. *More on that shortly.*

2) Amazon is the most trusted online brand in the world.

Customers will trust you simply *because* your product is on Amazon. In fact, over half the products sold on Amazon come from people like you.

3) Consumer convenience.

Amazon provides one-click purchasing for 350 million credit cards Amazon holds the patent on one-click purchasing too, meaning no other online retailer can use it.

But forget *clicking* - Amazon also leads the world in zero-click purchasing.

“Alexa, buy dog shampoo.”

The easiest and most trusted place to shop online is Amazon. *By a landslide.*

4) It's worldwide.

Amazon has customers in over 180 countries and you can sell to *every one* of them from *anywhere*.

In short:

Amazon is the biggest store on earth.

Over half of internet product searches start on Amazon. And you can get rich just making the products you sell on Amazon easy to find and buy. Hint: there are certain products you can sell that customers are *already* looking for.

I have an upcoming free webclass where I'll show you how to get your first Amazon business over \$10,000/month in less than 45 days.

Sign up for it at:

[Register Now](#)

I have an interesting question for you...

How Much Money Do You Need, Anyway?

We're about to enter some dark financial times, before this happened:

Jobless claims leap record 6.6 million at end of March as coronavirus triggers mass layoffs

Published: April 2, 2020 at 1:45 p.m. ET

Even pre-coronavirus, things were going downhill.

Give your 6-year-old niece \$20 for her birthday, and she instantly becomes worth more than 1/4th of Americans.

People aren't just broke these days... they're underwater.

Rolexes and Porsches are cool, but what would truly be life-changing for you? I'd guess it's some of the following...

Peace Of Mind

Imagine just buying a new car when your old one breaks down, without losing a second of sleep over it.

Financial stress is the number one cause of divorce. 41% of couples who have consumer debt say that they argue about money and it's what they argue about the most.

How much better could you get along with your loved ones if money were no longer a concern?

Choice

Most people hate what they do for a living, but quitting isn't an option. No job = no health insurance.

Isn't it a miserable existence to spend more than half your waking life doing something you hate... just to have access to basic medical care?

Few people get to decide exactly where they want to live and raise a family.

I grew up in a hell hole called Muscatine, Iowa. Nobody *chooses* to live there. Yet few ever escape, as one big factory (HNI Corporation) employees about 25% of the town.

It might be miserable, but at least you have a job!

Travel

Most people die having seen less than 1% of the world. Where would you love to visit, but can't currently afford to?

I got married in Hawaii and paid for all 14 plane tickets to bring family and friends out.

You can't describe a sunrise at Mt. Haleakala - you have to experience it.

What would truly be life changing for you?

What could you do with an extra \$3,000 per month, if it meant working only 2-5 hours a week to get it? Especially considering you can easily multiple it.

There are only two things stopping you: (1) The Opportunity and (2) Your Why.

“Give me a place to stand, and a lever long enough, and I will move the world. ”

— Archimedes

The right why *is* your lever.

My why came from tragedy.

I fell out of a tree when I was 8 and tore open my right hand. Yet, I felt alright. I wasn't even crying... until my dad saw me.

I expected him to comfort me. Instead, he screamed at me: “You can't get hurt on a Sunday. We can't afford to go to the emergency room.”

The 8 stitches I came home with wasn't the worst scar I suffered that day.

I also made a plan. When I grew up, I would first make enough to take care of myself. Then enough to take care of someone I loved. Then enough to care of *everyone* I loved.

Years ago, I retired my mom. Prior to that, she was making next to nothing working at a steel mill, getting sexually harassed on a near-daily basis.

Listen, I have plenty of bling, too. Dream home. Nice cars. Fancy art by Dali, Van Gogh and Chagall.



The Secret To Getting Rich

It's there *where* first, then the how. And the where is Amazon. Check it:

A fifth of professional Amazon merchants sell more than \$1 million a year – double the share from last year

Nineteen percent of these merchants grossed more than \$1 million in sales, up from 10 percent last year.

By **Rani Molla** and **Jason Del Rey** | May 23, 2018, 4:02pm EDT

I've spent hundreds of hours figuring out how in 2020, I can make it so anyone who is serious about making money online can do so with Amazon.

Success first starts with understanding *this*...

The Buy Box

Customers think all or at least products they buy off Amazon are sold by Amazon. Not true. Only the products that say this are sold direct by Amazon:



More likely when you shop on Amazon you'll see something like this:



This product is merely fulfilled by Amazon but sold by a third party - in this case the seller is named "DEGOL". In this case DEGOL is the only one who sales this product on Amazon, likely because they are a *private label seller*.

Great model. I've made many millionaires teaching this approach. It's just not the approach I think best suited for the 2020 coronavirus world we now live in.

Most likely, if you really look at an Amazon listing closely, you'll see something like this:



This means there are 8 sellers who are selling the *exact* same product. But only one gets the “buy box”, which means that when a customer just clicks buy now, whoever is in the buy box gets the sale.

If you aren’t in the buy box, you might as well not exist.

So how does Amazon determine who, out of all the potential sellers of a product, to put in a buy box?

If all else is equal, they rotate them between each seller. But things are never equal. For this particular product, even though there are 8 sellers, there are only two of them who share the buy box.

In other words, this is a product that sells about 25 units a day. Two sellers make 12 of these sales while the other 6 sellers *fight* over the one remaining sell for the day.

Want to know how exactly how to pick the right products so you can win the buy box and immediately make profits?

And better yet, know exactly down to nearly the penny how much money you’ll make selling those products? If so, sign up for my free upcoming web class here:

[Register Now](#)

What I love about Amazon is you can look at nearly any product and know immediately how much money you would make if you were to sell that product.

How so? Well, most of the data you need, Amazon just flat out tells you.

Best Seller Rank

If you go to any product listing on Amazon, you'll see a Product Details section that looks like this:



Most important to note is the Amazon Best Sellers Rank, which for this product is 16,365 in the category of Health & Household.

Best seller rank is a number you can trust because Amazon itself is giving it to you. Even better, the number is updated *every single hour*. So when I took this screen shot, this was the 16,365 best selling product in the last hour within its category.

Is that good? It depends.

In this case, using a free tool we can translate Best Sellers Rank into number of monthly sales:


Estimated Number of Sales per Month

840

Best Seller's Rank Number?

16365

Amazon Marketplace?

 United States of America

Amazon Product Category?

Health & Household

Calculate sales!

Note: I'll tell you how to find this free tool if you attend my upcoming live web class [Register Now](#) - I can't share it with you here because I have to show you something about it first before it will all make sense.

At the time of writing, this is a product selling about 840 units per month at a price point of \$99 per unit. **In other words, this product is making a total of \$83,160 in sales per month.**

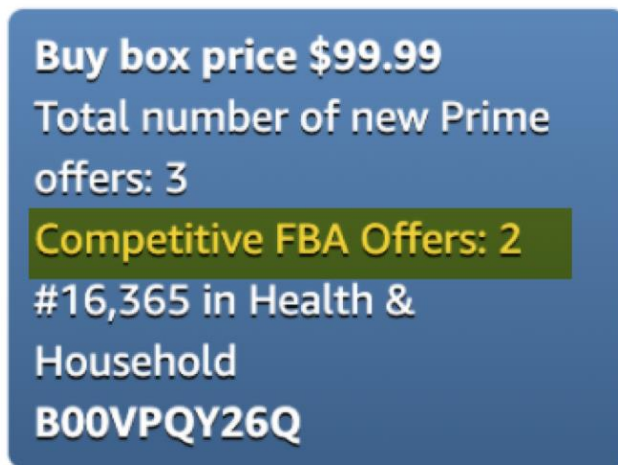
But don't get too excited yet. We haven't removed the expenses, such as cost of goods sold, Amazon's fee to do the fulfillment, etc.

Let me give you a simple rule of thumb when starting, which I call the rule of 15%. At the end of the day, you almost always do *at least* 15% profit margins when starting in this Amazon business.

Over time, you'll do better as you become more established and learn to shave pennies off here and there. Starting out though, 15% is more than good enough. So in this case, if we took monthly sales of \$83,160 times 15%, this product is shooting off \$12,474 in pure net profit, month in, month out. Awesome!

But that doesn't quite tell the whole story. There is more than one seller who sells this product on Amazon. In fact, there are 3 total sellers, but only 2 we will share the buy box with.

Here's how I know that:



Note: I'll tell you more about this free web browser app if you attend my upcoming live web class [Register Now](#) - only when you see it in action will it "click" for you.

Since we will be the third seller sharing the buy box now, we simply take total profits (\$12,474) divided amongst three sellers and get your expected monthly profit if you were to sell this product:

\$4,158 per month in NET PROFIT at least. Probably More.

There are literally thousands of such products available right now, and if you follow the right formula, you can crush it.

Using the formula I'll share with you, just 421 customers sold \$510,397,441 of product on Amazon.

Want to learn the full ins and outs of this formula for free? Sign up here:

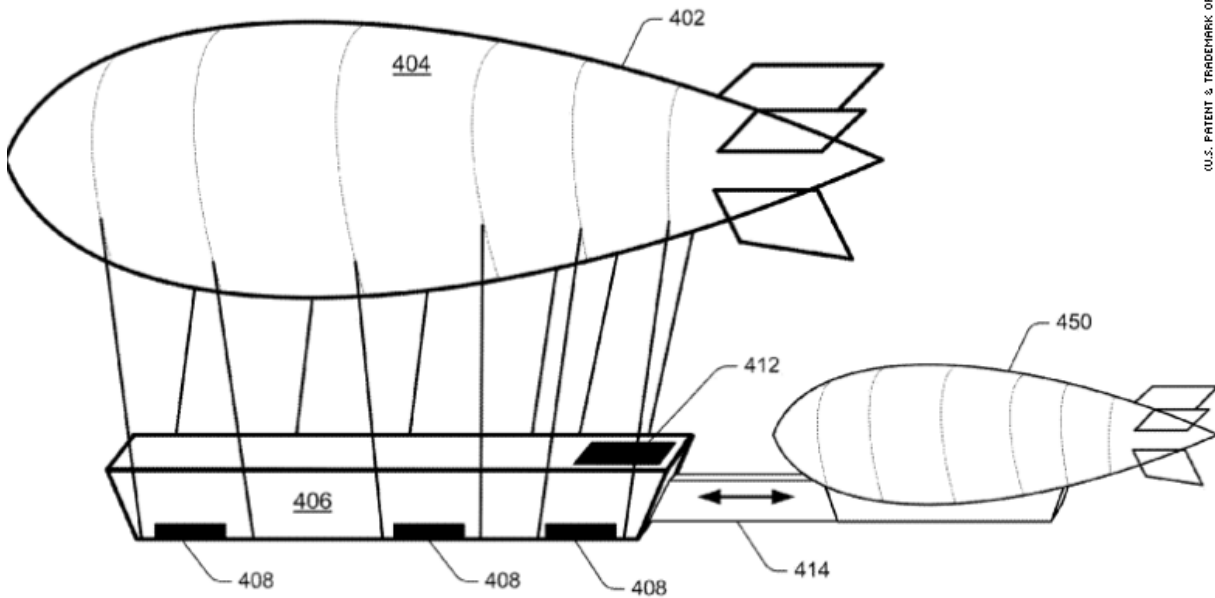
[Register Now](#)

Why Amazon Needs You

In 2017, on Christmas eve, a customer ordered an item finder and key finder on Amazon at 8:52 pm and had it in his hands by 9:05 pm.[#] *13-minute delivery.*

Bacon-flavored floss, 55-gallon drums of lube, edible insects, and \$100,000+ Patek Philippe watches; you can buy any of these on Amazon right now.

Amazon doesn't want to sell its own version of every product; it's more interested in things like floating warehouses.



You help Amazon achieve its goal by always have product in stock.

It doesn't matter how weird or obscure the product may be. Amazon will take it, for each product is a step closer to global retail domination.

Amazon wants more than to be "just" bigger than the next 11 eCommerce sites combined. It wants to own *all* of retail.

Guess how you own the retail?

Capture the millennials.

The Real Scoop On Millennials

Confession time - I'm a millennial. My kind is the largest consumer generation in the US, and we're entering into our prime spending years.

Millennials consider Amazon the most trusted and relevant brand in the world

It's easy to dismiss millennials as entitled or selfish. Do so at your own peril. Millennials have been raised to be able to get *exactly* what they want.

For chrissakes, there are over 80,000 ways you can order your Starbucks' beverage!

Why Google Is Scared

Amazon and Google are frenemies.

To quote former Google CEO, Eric Schmidt:

**“Many people think our main competition is Bing or Yahoo.
But, really, our biggest search competitor is Amazon.”**

Amazon is also Google's biggest customer. Amazon spends more money on Google ads than the next competitor (Walmart) by over *fifteen million dollars per month!*

Every opportunity to make money online requires you to drive traffic to an offer. In this case, Amazon is driving the traffic for you, and they are better at it than you or I.

And the offers you're making aren't for your products. You don't need to know how to get reviews or rank those products on Amazon.

You just need to know how to approach the right brand owners with the right message. And how you start off winning right away is approaching those brand owners who sell weird, obscure products no one has ever heard of but somehow, somehow do really well on Amazon.

I'm talking products like these:



Roll over image to zoom in

**DG Collection (5lb Box Approx. 200-250 pens)
Assorted Retractable Ballpoint Pens Office Ink Pen
Supplies Big Bulk Lot**
by DG Collection
★★★★★ 401 ratings | 8 answered questions
Amazon's Choice for "misprint pens"

Was: \$41.98
Price: **\$39.99 & FREE Shipping.** [Details & FREE Returns](#)
You Save: **\$1.99 (5%)**

Available at a lower price from [other sellers](#) that may not offer free Prime shipping.

Size: **1 Pack**

- 5 pounds of pens, or approximately 200-250 pens. Quality retractable ball point pen variety, all retractable pen click ends. Smooth rubber grip, clips, Assorted color barrels with black ink point, comfortable, ergonomic.
- Ballpoint, mostly retractable black ink pens. Wholesale pens - great deal for writing / writers, business, college, high school; Multipurpose for home, office, work, art & drawings, teaching, journals, notebooks, documents and records. Perfect ballpoint pens for men and ballpoint pen for women.
- Plain/blank pens or company logo misprints. Perfect durable & reliable cool pen pack; Convenient for adult men & women, teens, kids boys & girls, students, teachers & educators, church supplies and more
- Great for stocking up at home school & the office
- Most pens approximately 6"L, fits in 8"x8"x8" box

Finding these types of products which are in demand by customers but aren't obvious to sellers is how this successful Amazon business was built:

Date	Sales breakdown	Product category	Fulfillment channel
Custom 04/26/2016 - 04/26/2018	Marketplace total	All product categories	Both (Amazon and seller)

Sales snapshot taken at April 26, 2018 10:13:02 AM PDT				
Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
487,407	551,667	\$10,726,103.07	1.13	\$22.01

Compare sales

This business was started on a credit card with a \$600 limit by two people in a small Kentucky town (population 9000) who had no prior experience selling any product online.

And while it has worked like a charm for them and for their 421 students who have sold over a half a billion dollars as a result...

They are missing something simple yet obvious... that you can capture and cash in. And I have a selfish motive for helping you do it, too, which I'll reveal on the free upcoming web class below.

[**Register Now**](#)

I'll see you on the web class.

-Jason Fladlien

