

## The Million Dollar Business Idea



Ryan Moran

\*This guide may be distributed freely.

[RyansReview.com](http://RyansReview.com)

## 12 Month Millionaire Explained

Within [12 Month Millionaire](#), there are a countless number of home run strategies that one can implement in order to make a full time income from home. Because it can often be frustrating to be unaware of what a website's members' area contains, this guide is a textual breakdown of just a few of the strategies that are taught within the program. Keep in mind, though, that the program has many tips that are just as effective as those which are broken down in this mini guide. After reading through this proposed business model, you should be able to assess whether or not [12 Month Millionaire](#) is a program that will help you to reach your goals.

As with any make money program, there are a few points that it attempts to drive home. Among these is the idea that the most successful business are those that bring their customers back month after month on autopilot. If you can create a business that attracts customers and keeps them returning every month and paying you for services, you will be able to do very well for yourself.

### » Question:

If you are starting a business, which would you rather have: a product that earned you \$100 one time, or a product that brought in \$50 a month, every month forever?

The answer to this is an obvious one. If you were able to bring in the

## 12 Month Millionaire Explained

same number of customers into each scenario, charging a monthly fee is many times more profitable. Consider the breakdown of both scenarios:

Example One: Assume \$100 is profited from each sale, and you are able to attract 100 new customers each month.

January Revenue =  $\$100 \times 100 = \$10,000$  (not bad)

February Revenue =  $\$100 \times 100 = \$10,000$

March Revenue =  $\$100 \times 100 = \$10,000$

Are you seeing a pattern here? In order to make the same amount of money on a consistent basis, you'd have to attract just as many customers each successive month.

Example Two: Assume \$50 per month is profited from each sale, and 100 new customers are attracted each month.

January Revenue =  $\$50 \times 100 = \$5,000$

February Revenue =  $\$50 \times 200$  (100 customers each month) =  $\$10,000$

March Revenue =  $\$50 \times 300 = \$15,000$

April Revenue =  $\$50 \times 400 = \$20,000$

Which looks better to you? Obviously, over time, it is better to attract customers on a monthly basis than to simply sell a product outright. This is why [12 Month Millionaire](#) stresses this point over and over.

- Question: How, then, do you get customers returning on a regular basis?

There are two ways to solve this question. The first is in selling physical products that are consumed on a monthly basis. One of the examples used in [12 Month Millionaire](#) is Proactiv Solutions. This popular acne product retails for \$29.95. However, if you enroll in their monthly billing program, it only costs \$19.95. This apparent \$10 discount exists in order to encourage the user to get into the monthly program. By enticing a user to enroll on a monthly basis, it receives a customer for an extended period of time. Therefore, it will earn more revenue per customer than if it had simply sold the product outright.

The other way, the preferred way by those looking to make money on the internet, is to create a product with recurring content. Therefore, instead of creating a \$30 product about “Natural Ways to Keep Your Dog Healthy,” one may create a monthly program that releases a new “hot tip” about the subject each week. In other words, the information is released over a period of time, keeping the customer interested and keeps them as a paying user. In addition, some customers actually learn more as information is released over a period of time, increasing user experience.

This phenomenon is important in affiliate marketing, as well.

- » Question: As an affiliate, would you rather receive one lump commission, or recurring commissions on a monthly basis?

Obviously, you would rather receive money each month. This principle holds true to all affiliates, and it takes no additional work to promote a monthly program than to promote an ebook. If you are an affiliate of a program, it makes sense to promote programs that pay commissions on a monthly basis as well as other programs.

Therefore, it is more attractive for affiliates to be paid monthly. As a result, affiliates for membership sites (that is, those with recurring billing) will likely be more actively promoting the program, meaning in a higher number of sales for the vendor. This is another reason why creating a membership site is infinitely more profitable than selling a product outright.

## The Million Dollar Idea

The following idea is revealed early on in [12 Month Millionaire](#), and I was so impressed by the strategy that I applied it immediately. It is one that combines both ways to generate monthly customers. The process looks like this:

1. Sell a physical product to an end user.
2. When the product is sold, include a sales letter in the packaging that promises to reveal the suppliers that you use to get the product at a lower price.
3. Create membership site that reveals your suppliers, and charge a monthly fee.
4. Continue to add content to the membership site in order to keep your existing customers paying every single month.

Take note that you do not have to have your own physical product to sell. Instead, you can [drop ship](#) the items to your end users and still sell a membership to your site that reveals the suppliers that you used. In other words, you are selling products to consumers, but offering them the opportunity to get them straight from your suppliers at a discounted price. What will it cost them to learn of your suppliers? They just have to join your monthly billing membership site.

Not sure how to go about this step? [See more about drop shipping.](#)

This method is effective for a few reasons. First, you don't have to “invent” anything. You simply can [drop ship](#) items that you find (which can be profitable on its own) and make even more money on the backend when people sign up for your wholesale site.

Imagine ordering a computer and receiving a flyer with it that says, “Learn where I purchase all my electronics 50% off retail and sell them for insane profits!” Do you think that that would attract new customers? You bet it would!

The second reason this is so profitable is because it's recurring, as we've discussed. As long as you continue to provide new suppliers and/or content, your customers will continue to pay you on a monthly basis.

By implementing this strategy, you can amass a large list of monthly customers in a very short amount of time. Best of all, this process can be repeated over and over in any number of niches.

## Final Thoughts

These types of strategies are not necessarily easy. Some of them take some serious thought. However, they are extremely profitable. As stated, this is not the easy man's way to a million dollars. Instead, this is a business model that is executable and hold a lot of earning potential.

These are just some of the things that are discussed in [12 Month Millionaire](#). There are a plethora of business ideas and tips that will transform your current business or give you the confidence to move mountains and make big dollars on the internet. You'll see that [12 Month Millionaire](#) has an emphasis on internet businesses, so they are ideas that you can implement from home.

Few products have had the effect on my business that [12 Month Millionaire](#) has. After listening to just one hour of the audio, I had many ideas racing through my brain that I plan to implement to transform my business. I recommend [12 Month Millionaire](#) to anyone with a current work from home business, and even those looking to test the waters who have no idea how to get started. I challenge you to take the program up on its money back guarantee and give it a whirl.

For more about [12 Month Millionaire](#), see [RyansReview.com](#).