



E-MU\$\$LE



setting up shop
in the online fitness world

{tips from a maniac}

Table of contents

[Understanding The system](#)

[Marketing Strategies from the Pros](#)

[Monetization methods](#)

[How Do I Become Original?](#)

[You Must Have a Web Site](#)

[Driving Traffic To Your Website](#)

[Evaluate Your Skills and Sell them](#)

[Solve as many problems as you can and people will
come](#)

[Building your image](#)

[The Guy with the Product wins](#)

[How To Troll With Style](#)

[To make money, you have to sell something](#)

[Use Every Single Skill You Have to Your Advantage](#)

[Turning Dust into Gold: Developing an Eye for
Undervalued Assets](#)

[Summary of the Plan](#)

A chapter before the chapters

I don't consider myself a fitness guru, although due to the nature of the website NattyOrNot.com I may look like one in the eyes of some. That was never my goal. The site was born out of pure frustration and outrage towards the industry. It was an expression of how mad I was at the world. Becoming a fitness guru? That was never my intention.

I have always seen gurus as well marketed crooks.

When I hear the term "guru" I think of all the "How to Get Rich Quick" books written by underpaid ghost writers, marketed by filthy orange liars and pumped by the corrupt media.

I've been in the muscle game long enough to know how the little brains of the fitness gurus operate.

I know how they make their money.

I know what they are. I know what they are not.

I know their strengths. I know their weaknesses.

I know all there is to know because my life has been marked by the online fitness world forever.

I am not a guru. I am a maniac.

The goal of this e-pamphlet is to show you what it takes to set up shop in the online fitness without transforming into a sleazy son of a bitch.

Let's begin.

Chapter 1

Understanding the System

The fitness industry is not a complex system to comprehend and yet there are many educated humanoids, I call them smart idiots, who constantly fall for the same old cheap tricks. I am talking about the skinny fat “professors” with diplomas who take notes when fitness gurus talk, hoping that the newly acquired “knowledge” will remove the unfed puppy grimace from their faces.

When I was 15 or 16 years old my doctor told me to buy me some protein powder (a bottle with half-naked thong warriors on the label) in order to get a massive back and fix my posture. He didn't tell me to eat more eggs and fish. He told me to buy powder. And, baby, please, don't even try to call my doctor illiterate. He may be a fatso swine but is a retired brain surgeon nevertheless. He used to open people's brains in his youth, which explains why he is so crazy today. He's seen real madness in its entirety.

Back then, I had absolutely no idea what protein powder is. But the way he presented it to me made me feel like it's something superman eats on a regular basis. I had to have it. Therefore, I went to the supermarket to look for some. At the time, I was extremely ignorant and didn't even know that this anabolic magic dust lives only in pharmacies and health stores. I still remember the crazy eyes of the seller.

“I have no idea what protein powder is, sir,” said a confused Mary Poppins lookalike.

Why was my doctor, an educated man, so deeply convinced that this powder had the power to give me the lats of a squirrel?

Simple. He was a victim of mind control achieved through skilled advertisement.

Pro marketing is a very powerful thing.

It goes into your head, presses the right buttons and makes you a slave to impulses and base level thinking.

If you want to get ahead in the fitness industry, you have to understand principles like that and use them to your advantage. You cannot be a good cop without knowing the tricks of the criminals, can you?

Sure, some may say that this is a manipulative tactic, but as I have written before – you are already a human – an imperfect creature. You can't always be honest and pure. You can't play the game of the human world without some blood on your hands. Sometimes being good and doing the right thing actually equals being weak and doing the wrong thing. Thus, don't expect to ever get ahead just by being good. More often than not you have to be the bad honest guy to win.

The Place of the Fitness Guru in the Modern World

“Why do people go to gurus, asked Harry TheBicepsFlexKilla”

Why do you think, dummy? To learn how to boil eggs?

No. We go to those guys to find an answer to the inherent madness on this Earth.

We have a problem, and we want an expert's opinion on the topic. Gurus are supposed to be problem solvers. Many poor souls even treat fitness gurus as gatekeepers of a better universe.

We think they have the key to a world full of muscles, sex appeal, alpha status and overall happiness.

This is why the world loves fitness gurus so much.

Your boss may be a demanding exploiter.

Your friends may be gold diggers and back stabbers.

Your president may be a corrupt sack of lard, but your guru...

Your guru is your **savior**.

He is the guy that will *supposedly* help you move to another domain where everything is possible. At that safe place covered in muscles, you are going to be protected from everything.

You will finally be free from the spell of this world where everyone hates you and wants to eat your heart.

You are going to be liberated from the virus called regular life.

In short, gurus fill a very special void in the empty life of the modern humanoid.

The Mastermind

Every successful guru in any field is a mastermind, an evil genius, a wizard, a master shrink who knows his clients better than they know themselves. It takes a lifetime to perfect this quality. Every checkpoint along the way takes you to the next level.

The Brain of the Muscle Beggars

Muscle beggars want two things – bigger muscles (preferably arms) and six pack abs.

If you can give them a piece of their dream, they will be yours forever.

However, that does not mean that you should join the mainstream movement and spam the world with scammy big arms and six-pack abs routines. People are getting tired of this tactic.

Besides, sacrificing your integrity so easily is not needed.

There is another approach, which is less mainstream but deserves more respect.

It's called: **Finding the Magic Card**

Do you know the game Starcraft? It is a game that has eaten many hours of my life, but at least it thought me something important – any unit can be strong in the right context, and since humans are units – each of us has to find a context to be strong.

Without a magic card, you will remain an average player forever.

You have to locate it and blow the head of the crowd with it. Anyone who tells you otherwise is a liar and/or an also-ran.

This where a lot of people make another crucial mistake – overthinking.

Many confused die-hard zombies aspire to become the most unique creatures on the planet. This usually results in the birth of an unhealthy amount of hipsters trying to hack the world by bringing a typewriter to StarBucks. There's no need for that. We are all humans, and while we are different, we share many identical qualities. You don't have to transform into a unicorn in order to find your magic gun.

You just have to listen to your processor (heart + brain) and take it from there.

Your magic gun is like your voice.

There isn't a single person in the world that sounds like you. This is what we are trying to do here. **Find your fitness voice and make sure it's heard.** Don't try to be special. Try to be your best you.

It will work.

It always does because no one in this whole world will ever be better than your best self. I hope you catch the drift.

However, being pure and honest is not enough. This is what the good guys who think the world owes them something do and never get ahead. In order to win and earn money (yes, money) you need a more down to Earth strategy. You need a cold-blooded marketing plan. You can't fight your enemies with just bravery, can you? You need both – a good strategy and weapons.

This is where many people fail because they think the words above present dishonest tactics. Baby, it's not so simple. You have to understand that this life is a battle. Yes, sometimes we help each other, but at the end of the day, we spend most of our time in a free for all mode. We fight. Understand that and stop trying to be a saint.

Chapter 2

Marketing Strategies from the Pros

When I started reading about training, Dragondoor.com was one of the most popular lifting websites. I found it through the blog of a girl who had become a lot stronger than the average teenager. She was performing 8-10 pull-ups and 10-12 dips in a row with ease. I wanted to be like her.

Dragondoor.com introduced me to the popular guy Pavel Tsatsouline who is also known as the *Evil* Russian. [Give me a break!!]

The guy and his team had a genius marketing plan – they were selling “special Soviet tactics” to the “lazy Americans”. Tsatsouline was marketed as the guy who turns lazy, spoiled first world boys into mad machines with the help of kettlebells and deadlifts. Some of his methods were/are solid, but the Soviet hype was undoubtedly a crucial part of the driving force.

This well-thought-out marketing approach worked very well. People got hooked because there is a large group of westerners who still believe that the western world is made out of homosexual warriors, whereas former Soviet men are fighting grizzly bears every morning. You may know that's baloney, but the crowd still believes it.

Another mainstream fitness marketing plan that got my attention during my early years as a muscle apprentice was the so-called Hollywood physique, which is simply a rebranded version of the shredded six-pack abs look.

The look of *shredded* six-pack abs appeals to the modern crowd more than anything. Moreover, humanoids really want to get as close as possible to the Hollywood personages on the big screen, and since this type training allegedly provides a similar opportunity – it is still considered the bomb.

When I was a sad, little muscle beggar, I failed to completely decode why similar tactics are so effective, but now I know.

Short version: We (the humanoids) are weak and stupid.

Long version: Keep reading.

Understanding the brain of Your Audience

The brain has a left and right hemisphere.

The left hemisphere is the calculator in your brain. It's the computer responsible for your rational decisions.

It's the part of your brain that makes you say:

“She is pretty but also high-maintenance. I don't want my wallet to get to a single-digit body fat in a month.”

Some say that many men are left brain dominant. Maybe that was true back in the day, but we live in a different era – the era of the sensitive brah wearing Gucci.

At the same time, the right brain is the controller of your artistic qualities and intuition. It's the angel guiding you without giving you many explanations. You don't calculate anything. You just do without asking why or how. This part of your brain is the piano in your head.

Guess, what?

To appeal to your audience, you need to attack both – the left and right hemisphere. It's a two-prong attack that's really hard to execute, but the effort is worth it because it will earn you the largest amount of fans and sales.

Below is an analysis of the marketing strategies used by other popular online fitness gurus.

They all follow this technique knowingly or unknowingly.

Mark Rippetoe, author of Starting Strength

Rippetoe is the guy who resurrected the squats & milk method 7 or 9 years ago. He didn't invent anything. He simply rebranded an old method, gave it a special flavor and put it in the right context where it could sell.

According to Rippetoe and his bulking science, you can get big and strong by transforming yourself in a milk processor. I don't know what the current version of Starting Strength says, but the one I read a few years ago claimed that one can outsmart everyone and get almost steroidlike results by drinking a gallon of milk a day.

Sounds lame, but many decided to follow this method and became bulking cadets filled with lactose. People were convinced that milk is truly anabolic, especially when you combine it with barbell leg bends better known as barbell squats.

Unfortunately, or not, milk is just a food, and to be honest, not the best choice when it comes to muscle gains. Milk comes from female cows and therefore represents an estrogen bomb. As you hopefully know, extra female hormones are not the key to transforming yourself from a sensitive brah into a man with coconut testicles.

Moreover, a gallon of milk a day makes life unnecessarily hard. There's a reason why a taxi driver would never follow this diet and you know it all too well. Bulking turns you into an unloading machine... so to speak. Some say that milk comes with a massive amount of IGF-1, which is supposedly a muscle building wizard, but the content is not high enough to stimulate any visible results that would make you smile when you flex your biceps in front of the mirror. The important question here is why did so many people follow this plan even though it's rather childish and stupid?

Easy.

They expected out of this world results.

Many poor brahs were convinced that this is a way to hack life and become a real man. The deal was simple – you lift hard for three months, suck a cow's titty for a few months and get huge. It didn't work. Back in 2011 or 2012, Rippetoe posted the results of his muscle building formula. He performed an experiment with a guy named Zack Evetts.

Zack got fat as hell, and yet there were people on the forums classifying him as a muscular and "useful human being."

In reality, this was one of those the emperor has no clothes situations. The fat gut was obvious, but the fanboys refused to acknowledge Zack's newly acquired fatso swine status because if he was fat, they were fat too.

The project had gotten so deeply into their heads that they didn't want to admit the failure before their eyes. The hype was clouding their judgement a little too much.

The macho method

Obviously, I don't know whether this was Rippetoe's plan all along, but it happened anyway. The macho aura of Rippetoe and his squat or die attitude really appeal to the general public made out of brahs looking to get swole. Most males who are likely to join a gym have never had a strong male figure in their lives.

That's a fact of life that Freud would be happy to confirm. Rippetoe and his low bar squat became the fathers of many boys raised by single soccer moms looking for their "real" Chi.

When Rip uses his cowboy voice to state that the leg press is a homoerotic activity, the hunger for manliness in sensitive brahs increases tremendously. This is a direct attack on the right brain hemisphere. Obviously, an exercise cannot be gay unless you attribute similar qualities to it. The only thing that can make an exercise gay is your attitude. What's harder? A set of widow makers on the leg press or light squats? Never forget that even the biggest man can put on female clothes.

The prize talking to the left brain hemisphere is obvious too – muscle, strength and pride achieved through hard work on the basic barbell exercises.

This method works and will continue to work until the end of times. Each year it becomes even more effective because we still live in the era of the metrosexual eunuch.

StrongLifts 5x5

StrongLifts is a routine extremely similar to Starting Strength. The differences are so small that I personally consider them twin brothers. However, there's a slight variation. The so-called creator of the program, Mehdi, is not Mark Rippetoe.

He was too young to project a dad figure and relied on another approach – the magic of 5x5.

He presented 5x5 routines as the backbone behind the success of Arnold and Regg Park – two highly appreciated icons in the muscle world that would have succeeded with or without 5x5's alleged magic.

This created a very specific hallucination in the brain of the naive brahs looking for a cure for life through the construction of thicker muscle fibers.

Everything else was followed the path laid out by Starting Strength.

Michael Matthews from Muscle For Life

Michael is one of those guys who rely on the Hollywood look to captivate the brain of his followers. His website is extremely new age and the photos are state of the art Photoshop wonders that would catch the eye of a horny grandmother five forests away from the screen. I don't know about you, but when I am there, I feel like I am inside an iPhone. It's too trendy for my taste.

But guess, what? Dreams sell and the best way to make your clients dream is to allow them to live in a world where the magic happens through HD photography and editing. The right brain loves soft sex photos, does it not?

Most people would fight day and night to achieve the physiques presented on the site. The majority of the muscle apprentices in the world don't want to be just big. They want to be lean killers present in the wet dreams of the whole neighborhood.

By the looks of it, the site is supposed to offer just that – a slayer's physique.

The Hodge Twins

The Hodge Twins' are right brain brahs. Their true strength is comedy. Do they offer amazing training advice? Not really. It's bro science at its finest. But their followers couldn't care less and like the non-stop sexual jokes.

I personally find the twins narcissistic, repetitive and annoying, but millions of other people believe otherwise, watch their videos and buy their T-shirts.

However, there's more to the success of those guys than just laughter – they have good physiques too. This makes their message even stronger because your mind associates their advice with potential otherworldly muscular gains.

Gymnastic bodies

I was online when Coach Sommer posted his first article on DragonDoor.com.

He was able to captivate the whole community thanks to the physique of modern gymnasts.

Sommer's work was revolutionary at the time. His followers were convinced that he had something incredible to offer – a world unknown to the average lifter dating only mainstream girls like the bench press. This is why he was able to gather a massive amount of fans and followers.

Of course, it didn't take me long to understand there was way too much buildup, and people were not really thinking straight. Too much hype is never justified.

Nevertheless, this particular success story is an example how useful it is to showcase your unique skills and jump off the page so much that your competition hates you.

The whole bait was completed by the magnificent gymnastic skills presented by Sommer. People wanted to have them. This fiery desire gave birth to a horde of bodyweight fanboys asking daddy how to do iron cross, mana, planche, front lever and many other movements.

T-Nation – Those guys are my favorite. They are the poster boys for the mainstream online fitness industry. They use all the tricks in the book to make their clients feel in muscle heaven. The website has a very specific sexual glow to it. There are plenty of bikini photos that make you feel like a panty sniffer. Moreover, 99.9% of the male photos showcase thong warriors who have achieved their muscle mass through relentless pinning of synthetic hormones in their shaved glutes.

This method has obviously worked really well. The millionaires in the industry have been following it right from the start for a reason.

Bodyweight guys/Bars Brahs

Who would have thought that there will be guys making a lot of money by doing push-ups, pull-ups and muscle-ups on the local monkey bars? Yet, here they are.

How did that happen?

Innovation? Not really. Bodyweight exercises have been here forever. To understand how old they are, find a hundred-year-old tree. Those exercises are older than the great-great-grandfather of that tree. What made them special was the packaging. You can think of them as a really old song remixed according to modern urban requirements.

By the way, this is one of the best recipes for growth – putting something old in a modern box.

How do the bar brahs attract a crowd?

They present a package sensitive brahs would die for – a shredded body. I can tell you with certainty that most people out there would rather look like a bar brah than a squat fatso. Even hardcore permabulkers admit to this truth when they cry themselves to sleep after missing a squat PR.

Another factor that contributed heavily to the success of the bodyweight guys is that you don't have to buy anything to join the brotherhood. You can just go to the local park and do what they are doing. Special equipment is not needed

And in case you are wondering how they are making money I will tell you – through YouTube (think of the annoying nonsense ads before the videos), affiliate marketing (promotion of other people's products), books, **seminars**...etc.

CT Fletcher

CT Fletcher is an interesting person to study. His YouTube channels had an unseen before growth thanks to a few special tactics I am about to reveal.

Big Arms – The guy's arms are his best feature, and since lifting people love that body part the most, they get hooked. Many arm fetishists watch his videos just to contemplate the magnificent dancelike flexing of his biceps and triceps.

Drama – CT Fletcher created some serious drama around him by exploiting his permabulking past. Legend has it that he was a powerlifting champion breaking records naturally thanks to the power of McDonald's food, but then something happened, his health reported bankruptcy, and he fell in a hole. Then, he experienced a Rocky type of catharsis, got out of and reclaimed his superhuman status.

I guess some parts of the story are true (not the natural part, of course), but it's also obvious, unless you are under 15 years of age, that most of it is pure marketing based on the **drama** approach.

Do you know why people love the Rocky movies so much?

Because the films show how a total loser can turn into a champion.

Since most people are at the bottom, similar stories appeal to them. The directors know this very well and continue to create movies where outsiders play the leading role. I understand why. This method works and will continue to work for a really long time.

Professional editing

The videos of CT Fletcher come with professional editing, storytelling lighting and music that can penetrate hearts. CT's clips are simply on another level compared to the production of other fitness warriors filming themselves with toys and laundry in the background.

When a video is well-made and dramatic, it will always receive more views even if the content is questionable.

Hasn't Hollywood been following the same principles since its creation?

Becoming Part of the Inner Circle

It doesn't take a Tesla reincarnation to figure out that just like the self-proclaimed financial experts on TV, the fitness gurus also have an inner circle where the members squeeze their bananas.

They promote each other's books, tweet each other's tweets, like each other's post on Facebook and ultimately charge the same crowd. In fact, one of the proven ways to build your name up in the fitness industry is to get promoted by an already established fitness cult.

This is what Rippetoe did with Crossfit. Watch the earliest Rippetoe videos on YouTube. They are usually taking place in CrossFit facilities. Later, he ended his collaboration with CrossFit. I can't tell you exactly why, but he left after his name was already out there.

Coach Sommer from Gymnastic bodies did the same with DragonDoor.com. He promoted himself through the DragonDoor platform, gathered an audience, and later took his fanboys to his own shop – a logical move when your goal is total control, bigger revenue and growth.

What's the common denominator here?

All gurus promise you a physical reward/product while also elevating your spirit to another level. While on the surface they all seem honest and kind, there's always a little trick with questionable moral that pushes the car forward. Without that important element, everything would either stop or completely disappear.

If you want to call yourself a truly honest person, you have to make sure that this little trick is not taking things too far.

Some will say that it is possible to completely remove it, but it's not.

What do people expect from fitness gurus?

Muscle Mass

Bigger muscles are the primary goal of most lifters. No matter what they say, people are after the muscle. The functional brahs don't make an exception.

For this reason alone, your services will have to somehow facilitate production of muscle mass. You don't have to promise your clients enormous gains. In fact, offering miracles would be detrimental to your goal because you would be lying to your customers. Your promises have to be as real as possible. Don't be just another steroid user manipulating the crowd. Your honesty will pay for itself in the long run.

Example techniques you can add to your repertoire:

Muscle activation – when most noobs start training they can barely tell the difference between a biceps and a triceps. You have to explain it to them. You have to teach them which muscle is supposed to work during a certain exercise. You have to introduce your clients to their muscles so to speak.

My post on how to activate your lats during pull-ups is one of my most popular articles to this day. Most people simply don't know they have lats.

If you can teach people how to activate their muscles during certain movements, you will become their hero for a long time.

Leanness

I was introduced to Mark Rippetoe through a comment.

The comment said:

I thought I could bench until I saw Rippetoe.

I thought I could squat until I saw Rippetoe.

I thought I could deadlift until I saw Rippetoe.

When I read that comment I immediately looked for Rippetoe on YouTube.

Can you guess what my initial reaction was?

I thought: What can this fat gut teach me about fitness?

I am sorry, but that's truth. It came out of me naturally. You can call me a brainwash idiot, but that's what happened. I am sure that millions of other people have had the same experience, and while Rippetoe can get away with it for various reasons, most people can't. Your clients will not be willing to take advice from a guy who has man boobs and looks pregnant. People want to have the lean look. Some will say that having six-pack abs is the gay's choice, but that's not entirely true. You know what's gay? Gay is when you have an army of fatsos who gather around the squat rack and inspect each other's hip drive if you know what I mean.

Therefore, if you maintain some decent form of leanness, you will be far ahead of your competition.

If Rippetoe gets shredded, he will break the Internet. I am serious. He will get so much attention from the whole lifting world that his books will be on the first page of Amazon for months.

Moreover, girls love leanness even if they say otherwise. If you see a pretty girl with a fatso, it's not thanks to his gut, it's thanks to his trust fund. That's the truth. The only truth and nothing but the truth. Of course, you may occasionally meet a female in self-denial claiming that she likes man with curves, but that is usually the result of mental sickness and daddy issues rather than true desire coming from the heart and the vagina.

Also, you should never forget that natural bodybuilders rarely look impressive in clothes. Most natties (people who do not inject themselves with anabolics) are rather small brahs who don't look like they lift. But when they remove their clothes, they attract some attention because people are not used to leanness. We live in a world where having a 2 pack under the right lightning is considered spider-man level of shreds.

Skills

Unfortunately, or not, getting big and shredded is not always possible when you are a natural lifter. In fact, it's impossible.

Thus, many get bored and quit because they can't see the point in going to sweaty warehouses to lift iron and put it back down while sharing oxygen with a bunch of weirdos who behave like they are training for the Olympics.

How do you talk to the hearts of those guys? How do you prevent them from quitting?

You give them an alternative payment. You show them another product they may like.

This is where skills come very handy.

If you know how to develop attractive physical skills, you need to show your clients how it's done.

The most obvious example would, of course, be bodyweight drills. Deep inside every man there is a little spider-man that needs to shine. Back in the day, I communicated with someone who was doing CrossFit because the girls in his entourage were loving his bodyweight prowess. He knew CrossFit is nothing but well marketed mixture of stupidity designed for narcissistic retards, but he did it anyway because he was getting something out of it. "Bitches love this handstand stuff..." were his exact words. I guess he is right. Bitches love their Tarzans.

Chapter 3

Monetization methods

There are three main ways to make cash as an online muscle artist.

1. Sell your services

You can make a lot of money selling your expertise to people.

If you are an expert in a field, inform people that you have the key.

However, don't be greedy. I've seen some alleged experts demand USD 50 for a simple meal plan that's half a page long. That's not expertise. That's greed and bad business planning.

The downside of selling your services is that this business plan may interfere with your other duties. Clients may call you at odd hours of the day and torture your soul.

Never forget that when people pay you, they feel like they own you.

In their minds, you are making millions with the money they give you.

What can I say?

We are living in a world where the buyer is more important than the seller.

Most clients have turned into spoiled creatures that only know one thing – how to complain and demand more.

2. Advertise

This is a touchy subject. Advertisement is a fast way to make money, but it comes at a price. Unless you are promoting your own product, you are promoting that of another person. In a sense, you are allowing external parties to sell goods through you in exchange for a very small commission. That could work very well, but represents the bottom of the food chain because you have less control over your income. You don't choose the price.

In addition to that, some ads are borderline scams. That's why I advise people to use this method only at the beginning or if cash is required badly. If you are a rich brah, you can afford to remain ad free while building your store inventory with better products. This will provide better user experience and protect your future brand. However, most people aren't rich and cannot afford to work for free for three or four years before making a dime. Some advertising can fix this issue. Did you forget? You can't play the game without having some blood on your hands from time to time. All money is marked and dirty.

A problem occurs when already established names are promoting garbage products. When you are starving, you have the right to do less honest jobs, but when you are famous and rich there's no excuse, and yet we see the faces of millionaire celebrities on all kinds of garbage products such as chips and cola.

3. Selling your own products

This is the top of the food chain... on paper. By selling your own products and services, you have total control. This is what the rich big boys do. This is what the true ballers do in order to become superstars.

Of course, this does not mean that every single person offering a book or a set of gymnastic rings on his web-site is rich.

But the good sides of this method are not limited to money.

There's more – **total control**. You are the motherfucking general in charge.

When you are selling your own stuff, you determine everything – the price and the nature of product.

You can examine every unit and make sure that it corresponds to your moral code and standards.

Furthermore, you don't pay commissions unless, of course, you have affiliates selling your products.

Each time you sell something, your enterprise gets paid immediately. You don't have to wait for Google or another program to "review" your sales and pay you 40 days later.

Selling your own products is the ultimate goal. It is the real-deal.

The day I offered A Hater's Synthesis for sale was one of the happiest days in my entire life.

I have not experienced a similar feeling before. I had created something that people were interested in. The deal seemed honest. I gave my readers a piece of me, and they paid me for it. I wasn't doing work for anybody else. I received money for being me and working. This made me feel special and much happier than advertising other people's good.

I felt accepted and appreciated for something I had put together without much external help. I wish you the same, but be prepared to work for it a little harder than you think it will be necessary. The only regret I have is that I didn't do it earlier.

What services should I use to receive payments?

It depends on the monetization method. If you are showing ads, you will have to select a method offered by the company you are working for. For example, YouTube guys work for Google and receive their money through Western Union or directly into their bank accounts.

However, if you are going to sell your own products, you will have to rely on a payment processing company.

All payment processing companies take a decent commission from each sale, but that's hardly a surprise since the world is a massive business. For example, if you sell a product for USD 5.65, USD 0.50 to 0.70 will go to the company processing your payments. Then, you may lose even more money when you convert the payments into another currency because the conversion rates are always outrageous.

I use e-Junkie, Gumroad and Paypal to sell my digital products.

E-Junkie is not loved by everyone, but I like it a lot. They don't take a commission for each sale – just USD 5 dollar a month. However, they work with PayPal which takes a percentage from each transaction (2.9% + 0.30 cents).

I don't like PayPal in many regards, but the alternatives are not much better to be honest. The good side of using PayPal is that most people are familiar with it.

Gumroad is very similar to e-Junkie except that it has a fresher design and takes a commission for each sale. I use it because it offers an option to receive payments directly from cards such as MasterCard.

What about BitCoin?

BitCoin is a joke for the most part. It's not a real currency – just a scam pumped by the media. I prefer to receive real money, not digital code.

However, some of your clients may want to remain super anonymous. In that case, you could consider offering BitCoin payments as well.

What about donations?

Donations are fine but only for a short period of time. I had a donation button on the site for a year and didn't receive much. In 12 months I collected about 250 dollars, which is a lot more than nothing but obviously not a real income. The ironic part is that 75 of those 250 dollars came from one person. Yes, I received a 75-dollar donation once.

Today, I don't have a donation link on the web-site. I think that if you are offering paid services, donations should be off the table. Once you do that, you will stop feeling like a beggar. It's a nice feeling.

Moreover, people are much more likely to pay you when you are offering them something in return.

I know that many bloggers feel like the free content on their websites is enough, but it isn't. If people can get something for free, most will not pay you anything.

People simply don't like to pay even when they receive obvious value in return. Unfortunately, or not, that's true even for people who have a lot of money.

Chapter 4

How Do I Become Original?

I am not the most original person on the planet, but I've been called "original" many times in my life.

Is this deserved? Partially.

I like to say that every person on this Earth is nothing but **a combination of many copies.**

But guess what? That makes us original. After all, we can't all be inventors and mad scientists.

I have a very simple formula for creating originality:

All you have to do to be original is link two elements that have never been linked before.

Think of the whole process as writing a song.

What's a song?

A combination of notes that sound good together. When we hear a popular tune, we say – "That's genius."

But what makes the song special?

The sounds forming any song have always been here. The piano has always been able to produce them. The element that gives life to the piece and makes it an emotional bomb is the composer, the master strategist, the person linking together the building blocks in way they have never been connected before.

And that's what you have to do in order to produce original stuff.

You have to link together pieces that sound good together.

You don't have to invent them.

They have already been invented for you by God and given to us through knowledge (Satan).

All you have to do is come up with a melody.

It doesn't matter whether it's a 5 note melody or a 20 note melody. All that matters is that the notes sound good together. This is a really hard process, but you will be surprised how far you can go if you wake up and try every single day.

Is the fitness industry any different? No. All the notes and letters are present. All you have to do is connect them to write YOUR song. You don't have to invent special exercises or unheard before routines. Your job is not to be an inventor. Your job is to compose and orchestrate.

For example, I can tell you that if you come up with a legit routine that can help a person reach a milestone like 100 push-ups, 20 pull-ups, 10 muscle-ups, a 3 times bodyweight deadlift or something similar people will be interested in it. Those exercises have been here forever, and yet the hype never dies. People want to hear new songs about those movements all the time. Give them one. Make your fans dance.

A good example would be Mark Rippetoe and Mehdi from StrongLifts 5x5. Did those guys do anything original? They did create something special, but the core of their work was here before them. The exercises and the rep range they promote could be traced to back the pyramids. Rippetoe and Mehdi just marketed the barbell lifts to the unaware crowd. Those two barbell wizards were able to restore the link between the barbell and the average person. This is where their originality ended. The rest was marketing, marketing, marketing, marketing and then some more marketing.

If you truly analyze the actions of every single fitness guru out there, you will realize that very few of them actually show strong originality. Most are simply following the trends.

That may work for some, but just to be safe I advise you to add more. I've been on this Earth long enough to know that it always takes more to achieve something. The requirements in the mainstream manuals are never complete.

Add more to your repertoire. Do the extra steps.

Conclusion

Sometimes all you need to get a hit song is change a single note in order to make your melody sound otherworldly. I am not joking. I've heard of similar incidents. I like to call notes like that heart notes – without them the whole composition collapses because your it fails to penetrate through the emotional firewalls of the audience.

However, having a hit song is not the whole job. There's more.

Once the song is written, it has to be polished. Therefore, the producer/composer has to send it to the mixing engineer who will dress it in designer clothes.

You have to do the same. You have to take your original plan and polish it until it looks as slick as it gets. The slicker it looks the better. Still, you should never sacrifice honesty for fancy clothes.

Chapter 5

You Must Have a Web Site

We live in a digital era. What do you see when you look around in the bus? People sucked deep into a world that's only 3-5 inches large. You have to be in that world. When people look at their phones, they have to be looking at you. That's why you **MUST** have a website attractive enough to captivate your audience. This is not a step that can be avoided. It's as important as being original.

But there's more value to building your personal web space. Think of your web-site as online real estate – an apartment, a house. This is very important.

You don't want your blog to be on tumblr.com, blogspot, wordpress.org or any other free zone.

You don't want to lease or rent anything.

You have to be the owner, the landlord, the guy whose name is on the contract.

This is the only way to be in total control and own your content.

This principle is especially important to realize if you are a YouTube guy. Who knows? Maybe YouTube will exist until the end of times. Maybe it will go bankrupt after 10 years. Maybe your channels will be removed for no apparent reason tomorrow? What would you do then? Exactly. That's why you must have a website where you upload your videos instead of just embedding them by posting a YouTube code.

The big companies don't see you as an asset.

You may have 500,000 subscribers, but that won't stop the corporate killers from removing your channels if something demands it. What do they have to lose? Every day billions of people upload videos on YouTube. It's not like the company is going to lose much from the death of your YouTube character. For you, however, it will be a big hit. You will lose the means needed to communicate with the audience you have built. You will lose your enterprise.

This is why you need to build a personal website and back up hell out of it, because sooner or later, there will be a storm day.

The same is true for social media.

People are constantly uploading images, writing poems, tweeting, making gifs...instead of adding that content to their own websites. What are you? A PC drone working for Facebook? Don't give social media more than it deserves. Abuse it, don't let it abuse you. They are not doing anything for free. Why are you supposed to upload content there for free? Why are you supposed to be grateful for the opportunity they give you? Learn to fly little bird.

Never ever upload gold (super important original info) on your social media. Don't give your work to the CIA just like that. Don't write novels there. Save your products for your own platform, your house, your museum, your library. Use social media simply as a way to hint at others what's coming.

Now, let's build that web-site.

1. Choose a domain name that can ensure perpetual growth.

In the past, it was fashionable to make small sites containing only a few web pages and promote them. Those were the so-called niche websites. More often than not the pages were showing ads promoting overpriced nonsense products that felt like a robbery once you'd passed through the paying process. Those sites were/are easy to recognize by just looking at their domain name.

Example: how-to-cure-tennis-elbow-fast-and-easy.com;

Guess, what? Those sites are total trash without potential. They are like a one-night stand... even worse.

Don't play that game.

When you are choosing your domain name, DREAM BIG.

Choose a name that gives your site a chance to grow for years to come. Don't limit yourself to something too specific. Be original, but also be practical.

Fuck sites that end at .net, .info...

Make sure that your web-site ends with .COM. Everything else is a joke. One of the worst things you can do is choose a website that ends at .net or .info just because the .com is taken. It may work for some of the big boys, but you don't have time to experiment. Choose a domain name that ends with .com. It will make your site look better. Also, people trust .com more. It may be a subconscious thing but who cares.

Another mistake people make (I also did it) is avoiding to register a domain all together. This is a common practice for lazy nerds who think they are hacking life by registering their website at blogger or wordpress.org. That doesn't work either. You don't want "blogspot" or "wordpress" in the domain name of your website. I can understand why an amateur who is not serious about money would do it, but you are not supposed to be one. Don't buy waffles for a few weeks and pay the 5-15 dollars a year to have your own domain.

2. Choose the nature of your site – information, pictures, videos?

There are three types of sites – information bombs, image bombs, and a combination of both.

I guess the last one would generate the sickest amount of views and respect, but it's not always possible when you are running a one man show.

For example, NattyOrNot.com is an information bomb. I have written about 700 post for the site, and while some of them are not nearly as good as I would like them to be today, we are still talking about a truly massive amount of info that cannot be ignored by any search engine in this fucking universe.

Other people, however, would probably find writing harder and would have decent success with videos and pictures.

Assess your situation and write a plan of attack.

What are you about?

What's your site about?

What products do you want to sell?

What's your message?

What's your audience?

How are you helping people?

Note: The answers to those questions will change as your site matures.

3. Forget about static websites

A big mistake that people unfamiliar with the web community often do is purchasing software that builds site templates for you. Those sites are usually generic nonsense written in html. That will not allow your site to grow. You need a dynamic PHP site with a content management system. Let your grandfather lose time with programs like DreamWeaver and WYSIWYG type of fossils.

I recommend Wordpress as your PHP system because it has a great community behind it and support, but it's not mandatory. However, if you are a beginner, it's probably the best choice. Run away from Joomla and Drupal unless you are an experienced programmer.

4. Don't be satisfied with generic looks

Relying on the standard Wordpress themes is perfectly fine, but to make them stand out, you have to tweak them. If you don't, people will know you are a lazy boy because your site will look like the page of a bingo club.

5. Write a blog

You need to have a blog even if you don't think you have to. When people visit your web-site they want to know what you are up to. Moreover, having a blog automatically adds more content to your web-site and improves your rankings in search engines. Each blog post will progressively increase the traffic to your web-site.

6. Never upload low level "brah in the WC" type of images

Far too many people are uploading all kinds of base level consciousness images. This is especially true for the fitness industry. There are plenty of bathroom selfies taken in front of toilet paper castles serving as a background. Don't do that. The visitors of your website and your clients will appreciate the gesture. Put more effort in your images. Don't just take a selfie in the WC and call it art. It's laziness and shows a massive lack of style and afterthought.

7. Choose the language of your website wisely.

For some people, the only websites that make money are written in English because the U.S. has the strongest economy and on paper an English website will make you the most money. That's not true. You have to choose the language of your website according to your target audience. If it's local, write it in your own language. If it is international, a website in English will give you the largest audience.

8. Have a YouTube channel (optional)

Having a web site is a must, having a YouTube channel isn't. Nevertheless, the fitness community on YouTube is rather big and you may benefit from participating. Personally, I don't want to be just another guy uploading squat workouts and meals on the Internet, but I can see why people are doing it.

Chapter 6

Driving Traffic to Your Website

Driving traffic to a website is not as complicated as people think. The whole process can be explained in one sentence: **come up with a great idea and build a ton of content around it.**

I am not one of those wonder boys who can write a viral post after viral post every day. That has happened to me only once, and I have written over 2, 000 online pages since the creation of the fucking Internet.

There are two crucial elements when it comes to traffic – ideas and content. Everything else is secondary.

The idea of a project is the seed. Without an idea you have nothing. A good idea equals potential extraterrestrial growth. A bad idea can also work, but it requires more work and offers less guarantees. You can work really hard on something, but if it's flawed from the start, you're not going to capitalize on it as much as possible.

What's a good idea?

This is where your magic must shine. You don't need a groundbreaking revelation to create something meaningful. All you need is the special note I mentioned earlier. Once you have that (or at least you think that you have it), it's time to build your house, and that can be done only with the help of building blocks – your content.

A long time ago, I watched a lecture of a programming guru.

Two quotes from the speech are still inside my head.

The first one is: **“Even good ideas long work.”**

The second one is: “Even bad ideas can succeed if you work two times more than the guys with the good idea.”

It's true. Just watch the contrarian indicators around you – many have good ideas but give up too soon expecting to win the battle in one afternoon. It will not happen. You need to put in the work. It will not happen fast! Be prepared for a long struggle. There may be some wizards out there claiming to know a better approach, but I come from the working class and don't trust them. The only thing that has ever brought me progress is working in the right direction for a long time.

Should I promote my website with paid advertisement?

It depends. If you have the budget, you may benefit from a promotion.

An example of a master promoter would be Mike Chang – the guy who made millions thanks to a marketing dream team behind him.

Chang and his six-pack abs quick routines infested the Internet so hard that I still have nightmares full with banners telling me that the Chinese have discovered a secret way to build muscle. To me, similar marketing is a joke, but it works nevertheless. But let's face it, if you have the budget of Mike Chang and his team of marketing experts, you probably wouldn't be reading this book dedicated to the little guys out there who only have a piggy bank.

Most people don't have extra money to spend on advertisement.

In that case, your content is your advertisement. If you have decent content, people looking for similar information will find you, usually through Google. It's a slow process, but you will not have to pay extra. Besides, I can tell you with certainty that if your clients come from Google and stay on your page – you are on the right track. This means that you have their attention, and you can think of yourself as a performer on the street who is able to steal the attention of the people streaming around. You have an audience now enjoy it.

Another way to put your name out there is to do some networking and initiate joint ventures. You can start looking for websites that are willing to promote you. You may have to pay for every link with money, a commission from your sales or a free post. This method is good but only if you can find affiliates that correspond to the nature of your web-site.

Forget about shortcuts and special bot tactics

Many people rely on gimmick tactics such as spam to increase the traffic to their channel. In fact, even some of the big names do it. But as you know, we are not them. The rich online mu\$\$le hustlers have an army of spammers in 4th world countries. The workers are paid just enough not to die fast and spend their days pasting urls and comments on YouTube linking to sales pages of malicious fitness programs that will supposedly make you the man you were meant to be. Unless you are one of them, you have no business spamming. Instead of pasting baloney comments, you should be creating content (writing, recording videos, taking photos, reading, planning). A well-written post is worth way more than 100 spam comments. It lives forever. Comments are dead in a week.

The same stays true for e-mail spam. Forget about it. It's a total waste of time unless you want your site/person/business to be brought down to the level of the penis enlargement e-mails

flooding the recycle bins of this world. Don't download e-mails lists. Don't spam! Don't spam! Don't spam!

What about backlinks?

Fuck backlinks. The only backlinks that matter are those coming from people interested in your content and valuable sites promoting your work. Don't waste time searching for a way to increase the backlinks to your web-site with the help of Black Hat methods. It's a losing battle and an ancient tactic that no longer works.

Endurance and patience is where it's at.

No matter what the wannabe positive "thinkers" say, you can't get from 1 to 10 without passing through 2, 3, 4, 5, 6, 7, 8 and 9.

You don't expect your hair to be visibly longer tomorrow, do you?

But if you don't cut it for the next three months, you will one day wake up and see a tree on your head. This is how growth happens. At first, there's nothing, but each additional element leads to something noticeable.

Today, your web page may not have a single visitor. But if you write 10 posts worth something, the next month it will have 20 visitors. Then, you will do the same for a few more weeks and get 50 visitors a day. That's how growth happens. Everything else are lies coming from the Yes House crowded with people who believe that everything grows from 1 to 10 in an instant – a process that exists only in the mentally deficient heads of the over-positive wannabes.

Should I just flood the internet with content?

I would be a liar if I tell that more posts do not equal more views. Our goal, however, is not to create a sweatshop for articles.

At first, you can put a little more emphasis on quantity in order to get noticed, but you can't play this game forever. You will always lose in the end because there is an army of poorly paid workers who write non-stop for the big sites out there.

You can't out-write them.

So, what do you do?

You become **special**.

You give life to your work.

You add details the robots cannot add to their tasteless production because they don't love their work. To them, it's just a survival job.

To you – it has to become an art eventually.

When you add personality and heart to your content, people will come because many are tired of buying stuff made in China. The clients are starting to demand higher quality. They want style. They want to see a bigger idea. And that's what you have to give them.

Once you have your name out there, it's time to tighten the quality control and reduce the quantity. That's what I did with nattyornot.com. At first, I was a writing machine. I couldn't sleep at night if I hadn't written a post for the site. Upon reaching **d-r-a-i-n-e-d b-r-a-i-n** status, I switched to the other approach – quality over quantity. Some of my new posts take me between 3-10 days to write. I love uploading less frequently because this method allows me to rethink what I am writing and makes it more valuable. Each extra day gives me more time to analyze the topic and remove the inaccuracies. Consequently, the value of my posts increases.

The same holds true for videos. Initially, you may allow yourself to record videos that are not high-quality production, but sooner or later you will benefit from quantity reduction and quality increase.

Show the world something they can't see.

If I can give you just one advice how to draw attention to your work/web-site, this would be it.

As the famous quote says:

“You have to look where everyone is looking and yet see something no one can.”

This is the magic moment when the two pieces unite, and you crack the code.

This is the moment when you finally receive the spotlight.

Building an e-mail list

First off, let me explain what an e-mail list is.

It's a list containing the e-mails of people interested in your content. Through it you can send electronic newsletters to your audience directly.

E-mail lists were an industry standard before Facebook, Twitter and the rest of the social media became the primary intermediaries between online content creators and the audience.

However, e-mail lists are still not dead.

Why?

E-mail lists allow you to communicate with your audience directly. You are not dependent on external services. Sending newsletters is a tête-à-tête conversation with your people.

It's also a cool tool to keep your traffic up in case Google's Penguins and Pandas (algorithm updates) decide to fuck with you.

Over the last year, I lost 2, 500 – 3, 000 visitors a day after some mysterious Google update. It's was a global thing and many other sites were hit as well. This is when I had a wake-up call and started focusing even more on building an e-mail list. It took me a long time to understand this. In fact, I didn't have a subscription form on my website for a long time because I didn't want to look like a spam king. I thought that e-mail lists are for people overseas trying to sell me Viagra and other sex pills.

This is not the case...if you do it right.

An e-mail list is not supposed to be abused. No matter how much people love your web-site, they will soon get annoyed with daily updates. I personally send e-mails to my subscribers very rarely. I don't want to annoy them unless I really have something important to offer such as a new product or a killer post.

How do I build my e-mail list?

You must have a subscription form on your web-site.

A subscription form allows the visitor to enter an e-mail and subscribe to your newsletter. The form you rely on should be fairly visible, large and easy to read. You want to make the process as simple as possible for your audience.

However, don't expect to get a lot of subscribers right away. This is not YouTube. People don't subscribe through e-mail as often because it's harder. All it takes to subscribe to someone on YouTube is press a button, provided that you are already in your Google account. In our case, however, the reader has to do more – enter his name, e-mail and then click an activation link in a confirmation letter.

There are three primary ways to get more subscribers:

- Increase the overall traffic to your website and design beautiful subscription forms.
- Offer a free e-book or service to every subscriber. This will boost your subscribers into the orbit because people love presents.
- Pop-ups

Are pop-ups annoying? Hell, yeah!

Are they spammy? Hell, yeah!

Do they make your website look like a scam page? Hell, yeah!

Are they effective? Hell, yeah.

You can hate pop-ups as much as you want. They still work.

A cool way to reduce the annoyance caused by pop-ups is to use a simple technique called – exit intent.

This is a special pop-up that appears once a visitor of a web-site is about to close your page. Wordpress has a few plugins that will do that for you.

This is a great strategy that won't annoy your visitors as much while still giving you more subscribers.

Nevertheless, the free e-book or service remains the best option of the three. It's the gold standard.

Chapter 7

Evaluate all your skills and sell them

If you can do something cool, make sure the crowd knows about it.

It could be something as simple as 50 push-ups in a row.

A set of 50 push-ups may not seem super impressive on paper, but most people can't do 30 push-ups that don't look like bananas let alone 50.

If you have a routine that can help the average World of Warcraft addict who exercises only in the virtual reality, present it to your audience. You will be surprised how many people will relate to your story. WoW is a popular game after all.

Not long ago, I posted an article explaining the method I used to reach a 41 kg / 90 lbs weighted chin-up for one miserable repetition. Initially, I was a little ashamed to upload the post because I thought that the crowd of fitness maniacs out there has been accustomed to seeing much more impressive feats coming from stronger brahs lifting double or more. I thought that no one would be interested and yet many were. Some even asked whether my chin-up was done naturally.

If you want to succeed, you have to take pride in your accomplishments no matter how many people in the world are better than you. Whenever you achieve something, show it to the world. Those in need will appreciate it. Hiding in a hole is never an option. Turn each win into content.

Let me tell you a short story.

A long time ago, I was at a skateboarding event. For some magical reason, nothing was working out for me that day. I wanted to take my skateboard, break it into a million pieces and hide deep underground. A guy part of the crowd saw my miserable attempts and said: "Brah, you can't ride. You are bad at this. Give up." I replied with: "Show me how to ride then." His response was: "I can't ride either, but you are still bad." This is the mentality of most people. They think you have to be super good at something in order to go outside and teach. It's not true. All you have to do is show your progress.

Bottom line: Everything that you achieve should be added in the bonus book. No exceptions. Zero.

How can I make my clients/fans/followers/stalkers trust me?

There is only one way that I know of.

Just be as honest as possible but not more honest than necessary.

You have to understand that not every person that visits your website or writes you an e-mail for consultation likes you. You will certainly meet and talk to many great people who will help you grow, but the majority of the visitors will be individuals who simply want something from you and couldn't care less what your work is truly worth. They are parasites who want to squeeze your juice and drink it for free. Once they are done, they download another movie and move on.

What happens when you win the lottery? Your phone starts ringing. What happens when you lose your job? The phone turns into a brick.

People are only interested in you when you can offer them something.

What does that mean?

It means that you must protect your own ground. I already told you: the game called The Human World is played in a free for all mode. You must respect your clients, but you don't have to become their little bitch. You don't always have to prove them something. Learn to say: "No." If you can't do that, you will be eaten sooner or later.

Chapter 8

Solve as many problems as you can and people will come

99% of the searches on Google are made by people looking for a way to solve a dilemma. That's why you have to become a problem solver if you want to receive attention from the crowd. The more problems you can solve, or at least analyze in detail, the more useful you are in this human world based on leeching off of others.

However, it's not that simple. And that's why I have prepared a plan for you.

Think of your work as a trilogy.

The first part to solving a problem is realizing there is one.

The second part to solving a problem is analyzing it in detail.

The third part is building solutions and following them.

This was the structure I followed for the book A Hater's Synthesis, and even though I hate saying good words about my projects, I think it worked just fine for my level of skills because it makes the project more complete.

Have a mission and grow

Many people ask me: "Why did you stop doing as many reviews of fake natties?"

I stopped because I have already presented the information needed to figure out whether someone is natural or not. The model is already out there. The formula is clear. You just have to think and apply it.

But there's also another more profound reason for the smaller amount of reviews.

I just didn't want the site to be a catalogue of men in thongs. I wanted it to be bigger than the fitness industry. I wanted it to evolve.

When I named the site nattyornot.com I was thinking only of the fitness industry, but today, I also apply the natty or not principles to the whole world. I wanted people to know that.

When you think about it, the fake natties of this world are just a side effect of the system.

Their behavior is dictated by the current condition of this world.

The expansion of the site corresponds to my path. The lies in the fitness world were just the beginning of a journey in the world of deception. They led me to a long research outside of the muscle world.

You should be prepared to let your project grow or change with you.

Don't limit yourself to one thing just because the crowd expects you to. Show them that there's more to the world. This will add style to your work that the copy pasters will fail to present because they are too focused on the tangible stuff. Besides, we all know that everything is connected anyway. Why not connect the dots for the public?

Never forget that you are more than fitness. There's more to your personality than push-ups and pull-ups. Why not talk about it? Is this a crime?

You need to show the world the domino effect because many refuse to see it.

Chapter 9

Building your image

Even if you don't want to be a brand, you're a brand. It's just the nature of game you are playing. In order to succeed, you have to manage that brand with style and professionalism. Some people call this part selling out, but it's no entirely correct. There are honest brands too.

You need to carefully elaborate the image you want to present to your audience.

There is no need to show people a side of you that would hurt your brand. Many naive teens trying to be saints will say that this is a misleading tactic, but it's not. It's a tactic that saves you from the world out there. As long as you don't lie to people to lure them into buying something, I don't see a problem with it. It's better to be selective with what you showcase because both – your fans and enemies are part of the same audience.

On the flipside, sometimes people show too little of them. That could also be a mistake. You know yourself, but your readers don't know who you are. It's your job to show them. It's your job show them what you are made of and to do that you need to create a good image.

This is where many people start to lie and abuse Photoshop.

This is where the fakeness takes over the realness.

The goal is NOT to create a fake character.

The goal is to get dressed.

You don't have to strip for your audience, you just have to wear presentable clothes and show the world that you care.

You are not a sales person trying to promote some garbage that doesn't work to a sensitive emo kid crushed by the unfair world. You are simply creating a package that looks presentable and in accordance with your class and goals.

Show Your Struggle

Certificates may be obligatory in many fields, but online fitness isn't one of them.

Your stories and struggle are way more important than a paper saying you can do something.

This step is not about bro hugs either.

It's about showing others that you've earned your right to teach.

And you don't earn your right to teach without passing through the meat grinder.

Your audience will listen only when you show your scars of war.

The struggles you have met on your path to success are what classifies you as an authority.

You cannot teach others how to play the game until you have played it yourself so many times that you are no longer surprised by anything.

Unfortunately, or not, showing your struggle is not enough.

You have to succeed from time to time. Otherwise, you are just showing people how many times you have failed to achieve your goals.

People don't want to see struggle without success.

People don't like dramas without a happy ending no matter what they say.

The little optimist in us has to be fed one way or another.

Receiving success after your struggle is your reward.

Showing it to other people could be your money printer if you do it right.

I know you will.

Chapter 10

The Guy with the Product Wins

Many capable individuals are too inert, unaware and uninterested to build a business in the fitness sector. I've seen people in the gym who have the required experience and knowledge to be successful in the online muscle world but are too lazy to finish a single project and build something meaningful.

That's problematic. If you are not willing to create a platform solving other people's dramas in this field, you are not going to receive rewards such as money, fulfillment and respect. Your place will be easily replaced by less talented individuals like me simply because we do the work.

To succeed, you have to transform your knowledge and skills into a useful product or service that can be sold.

It's simple.

The guy with the product wins.

The guy with experience but without a product complains in the local cafeteria like a little bitch.

For example, a confused male teen or a young adult whose sexual interaction is limited to penetration of sex dolls ordered from China in a "discrete package" may not have the experience required to write a book on how to pick up girls and become the ultimate sex-beast, but he can simply use the information available on the Internet and play the role of a real player in order to hook others.

At the same time, a real player who has truly mastered the art of baby making will receive absolutely nothing for his efforts if he doesn't have a product to sell.

Is this moral? Not really. It's fake. I just want to give you an example how important it is to do the work and come up with something.

This actually reminds me of another topic – the art of teaching.

Many people are afraid to teach others because of low self-esteem.

"Do I have the right to teach if my life isn't absolutely perfect," says Harry.

The answer is yes. You don't have to be perfect to teach others something. Remember? You just have to struggle and find some success.

People say that Nikola Tesla died a virgin. Guess what!? This doesn't matter because he wasn't teaching others how to become pussy slayers. He wasn't writing books on how to have electrifying sex. It wasn't his field. He was a genius in a different industry.

Bottom line: Be real but also do the work and produce, produce, produce.

Chapter 11

How to Troll with Style

One of the ways to get popular is to master the art of trolling.

Yes, trolling is an art form. I can't say that it's a modern art because it's been on the planet for centuries, but the internet has given it an interesting spin.

In short, trolling is information that causes hyperventilation in others if the right receptors are hit.

It could be a small text, a video, or sometimes even a single word. The length does not matter.

What matters is that it pushes the right button.

Trolling can be explained in a few simple steps.

Step 1: Analysis

Since you are trying to put a stick in the wheels of the machine, you first have to know how the mechanism works.

You have to analyze it and look at it from various angles.

You have to know the sensitive points that can trigger meltdowns and massive anger in others.

You have to become a master shrink that knows how the brains of his adversaries operate.

You cannot skip this step.

Without knowledge of the system, you don't know where to strike.

Step 2: Placing the dynamite

At this stage, you are building your rocket a.k.a. the means to deliver the pain.

If you don't calculate everything right, nothing will work.

You need a big rocket to cause controversy.

Below are a few examples of rockets that often work.

- say the things your competition is not willing to say;
- point out obvious flaws in the system and provide hardcore evidence;
- defend someone attacked by the whole world like Hitler;
- attack someone loved by many people like the pope;

Example:

In the past, I made many people mad by saying that 99.9% of their fitness idols are more than likely fake nannies who inject tons of hormones in every single day. Obviously, I didn't have a scientific proof, but I had enough info to make people question things.

Step 3: Dress your trolling in honesty

If you can't back your trolling claims with some evidence, you are an amateur troll who will enjoy a short career and fame that will die quickly after an IP ban.

The goal of trolling is not to steal the attention span of people for a short period of time.

The goal is to show them something they've never seen before.

The goal is to change their path of life for the better.

Only then you can consider yourself an advanced or even a master troll.

However, learning how to troll ends here.

Becoming a troll is a lifestyle, not a college diploma. You never earn your right to stop learning.

Here's another example of trolling:

Not long ago, I read an article on a web-site called unrogue.com (the site is currently down), entitled *How to Die and Start Living*.

Obviously, that's a troll/click bait title because once you are dead, you are dead. The author of the post was talking about a different kind of death – the one of the ego. This represents a topic I have been interested in for years. I liked the article and didn't feel tricked or lied to. That's what trolling with style is.

We are not trying to replicate some cosmo approved nonsense in order to generate cheap views.

The goal is to show a detail of the picture the world has never seen.

Chapter 12

To make money, you have to sell something

Whenever you are making money, you are selling something.

Some sell their time.

Some sell their products.

Some sell their time and products.

Some even sell their soul.

Bottom line: You can't make money (an invention of the human world) without giving something away.

Determining the product and/or service you are going to sell is crucial. This is a hard thing to do. On one hand, you don't want to be one of those scam artists who sell everything from cock rings to useless protein dust. On the other, you want to make money and be rewarded for the work you are doing.

Physical goods

Selling physical goods can be great if you can find a decent product at a low price that you can later amplify.

However, don't be greedy! Don't expect to find a rotten barbell, buy it for a dollar and sell it for 100. That's not going to work. You need to find a quality product with a low price. This is basically mission impossible for the most part unless you have access to a manufacturing facility.

A major downside to this method is that you will need a solid initial investment capital to begin. Moreover, selling physical products is much harder than selling digital ones. In the past, I've sold items (mainly wrist watches) on online platforms including Ebay, and the amount of work needed to satisfy the customer was incredible. During that period, I learned that most people are simply too spoiled. On many occasions, the customer was requesting refund for no reason.

A guy bought a watch from me, wore it for two months, wrote a complaint for no reason (the watch was working), and eBay forced me to refund him. Many buyers on eBay have no absolutely no shame.

This is why the smart power sellers on eBay are always trying to build their own site/platform. That way you have more control and don't have to pay 13%+ commission to the powerful duo eBay & PayPal.

Another option is to make the product yourself.

Back in the day, I knew a skateboarder who bought a hydraulic press to make boards. The guy had decent business sense and was not afraid of physical work. He started selling boards to confused and spoiled teens. I can't tell you whether he is retired on an island right now, but he definitely made some money with this strategy.

In the past, I wanted to make gymnastic rings and sell them on my first web-site. My plan failed because I couldn't afford to buy the equipment needed to manufacture the rings.

Alternatively, you can also work as an affiliate and sell the products of other people.

This method does not require an investment capital, but will make you less money because you will receive only a small commission from each sale.

Another variable that you have to consider are shipping and export prices.

For example, if your site is written in English, most of your visitors will be from North America, UK and Australia. But what if you live in South Korea? That could be a problem because shipping to the U.S. may drive the price of your product so high that you are no longer competitive. Ebay and the endless amount of Chinese sellers spamming the world with cheap products are not helping the situation either.

Information/books

This is my method of choice because I love to write. It's a painful process but I am already addicted to it. I feel great when I have a finished post.

You don't have to be a phenomenal writer to sell well in the fitness world. People who buy fitness books are not interested in complicated sentences and deep metaphors, which is what traditional readers appreciate. Fitness brahs just want the info delivered to their brains as fast as possible. If you can add a few cock and pussy jokes here and there, your readers will appreciate the effort greatly.

Another bonus to selling books is that you don't need a particularly large investment capital. You may have to pay someone to make you a cover and edit your work, but at the end of the day you won't have to take loans to finish your manuscript.

Moreover, the digital world allows you to sell an infinite amount of copies. 1 digital copy will cost you as much as 1 billion. Every single dollar could be considered profit unless you are splitting the money with publishers and co-authors.

Services

Selling your services could be a very profitable venture. There are fitness gurus who sell the same meal plan to their clients for outrageous sums – USD 5, 000. Of course, one could speculate that this “meal plan” also comes with a steroid cycle and free phone consultations, but who knows for sure.

There are three ways to sell your services.

- Work with clients directly – this could be a good option, but I honestly don't want to look at fatsos all day long. Prosecute me if you want, but this is me.
- Phone calls

Ten years ago, I was convinced that anyone who wants me to pay for a phone call is a greedy piece of fucking shit that should be removed from the face of the Earth. That changed (just a little) a few months ago when I read a cool post from someone offering this service. I was willing to call this person and ask him a few philosophical questions, but the price was outrageous – 150 dollars for 15 minutes? What the hell is that? Am I paying for a phone call with Obama?

- Seminars

Many fitness gurus are overpriced preachers traveling the world. They organize events where they meet with fans and repeat what's already written in their books. This service is called a seminar and can generate a lot of money, but is saved only for the big boys who already have a horde of fanboys behind their backs. Sometimes the prices are extremely high and the gurus make a few thousands for 2 days of sitting and talking.

Chapter 13

Use Every Single Skill You Have to Your Advantage

You have to exploit every ability you have to ensure the success of your project.

At first, your other skills may seem unrelated to training, but you can always make a connection if you are willing to think out of the box.

For example, many years ago, I watched a video clip of the popular skater Rodney Mullen – the inventor of many fundamentals tricks in the sport. He did a handstand on his skateboard. That image stood with me because I had never seen anything like it. He combined two elements that had never been combined before.

Why not try to do the same?

Here's an example.

Let's say that for whatever reason you are interested in picking locks. Believe it or not, that skill can be beneficial in the world of fitness. You can make a video of you picking a lock while doing a wall squat for example. I can tell you with certainty that this version of the video will receive more attention and comments compared to other generic clips.

If you have paid for something with blood and struggle, it always keeps its worth.

The Fitness Market Is Oversaturated.

Is there a place for me?

Yes, the fitness market is oversaturated. It's oversaturated with morons too lazy to write a script and clean the traces of porn addiction in the background.

There are two main groups of fitness guys – professional thong warriors who may or may not be using the power of the fake nattiness to make money and confused teens who record vlog videos in their parents' bedroom with their pants pulled up all the way into their asses.

In order to surpass those guys, you have to offer something different. You have to try harder.

This master plan will allow you to stand out and make a claim in the industry. Don't be afraid of your competition. If you launch your project today, in two years 90% of the guys who started with you will be long gone.

When I launched my first web-site, a negative voice in my head told me that the project will fail because there's already plenty of information on training.

I thought that no one will care, but I was wrong. I had visitors even though my posts were terrible and obviously written by a pimple teen with pink cheeks. However, once I reached a decent post count more and more people started coming to my web-site. I'd shown them that I care.

How? The texts I had written were covered in honesty and exposing deep problems. Technically, I wasn't offering solutions back then because I thought that everything is a lost cause, but people were interested nevertheless.

If you think about it, the whole Internet is oversaturated with all kinds of web-sites, and yet new pages keep on coming and succeeding.

Besides, supersaturation is not always a negative trend. It shows that people are interested in this segment. That interest keeps the market alive and makes you money.

The Goal Is to Have an Audience

In order to make your website or blog look genuine, you have to accept the fact that some people are not going to like you at all. Sensitive souls who think they are destined for extraterrestrial greatness cannot handle any criticism. I used to be like those people, and it was not uncommon to get very angry and emotional during Internet fights.

After passing through the furnace, I realized the obvious:

Your fans keep you alive, but your haters help you grow.

A hater, in the true sense of the word, is someone who has an eye for the detail.

People hate real haters because haters see your mistakes and expose them. They are the ones hitting you on the weak side to test you. Without them, growth will stop. Therefore, haters are required and essential for progress.

If we were all in perfect relations, we would never dare to criticize each other. Similar policy will ultimately end in complete stagnation. That's why your doors have to be partially opened to haters and their criticism. Turn your critics into slaves and vulnerabilities testers. They are nothing but people showing you your weaknesses. Without them you cannot go forward and

take your work to the next level. A project built with the help of Yes Men is not worth as much as a project that receives a fair share of criticism and hatred from the community.

When I created my first site, it was terrible. My English was exceptionally bad partly because I am not a native speaker, partly because I simply didn't care. But the haters/critics/concerned readers, made sure I knew. I had to improve. I had to step my game up. Unfortunately, it took me many years to realize this.

Chapter 14

Turning Dust into Gold: Developing an Eye for Undervalued Assets

One of the ways to create value in this world is to turn dust into gold.

Many modern songs are nothing but remixed old classics. Producers/composers take samples and either use them directly in their songs or replay them while adding additional notes here and there.

Believe it or not, you will have to play the *dust-into-gold* in order to stay relevant in the muscle game.

You will have to look for undervalued assets forgotten by the busy crowd. They are everywhere but it takes a lot of experience and effort to locate them, remove the dust, paint them, pack them and present them to the crowd once again.

Want an example? One word: kettlebells;

As the old saying goes – there's nothing new under the Sun.

Obviously, this strategy is the heart of the resale business. A lot of people are making sick money selling products thrown by others. Those who know what to look for go to thrift stores, buy products for a few dollars and sell them for a lot more. Of course, this approach can only work in a first world country because in poor states people rarely throw or donate valuable stuff. That's why most of the popular resellers reside in North America.

The re-branding/reselling principle can be applied to content creation for the Internet too.

Here's how it works.

First, you dig.

In my case, this means reading. I write a lot, but I also read a lot.

I've read so many blog posts and forum posts over the last ten years, that you would probably think I am crazy. But there is a reason for this madness. First, I want to learn. Second, I look for inspiration and a way to increase my knowledge in a specific area. This method has allowed me to produce more posts than ever.

So, what am I looking for?

Before all, I search for topics I have genuine interest in. If I find something useful, I will read it as many times as needed to understand it, analyze it and then flip it in a way that I can present to my audience.

Sometimes, I would read a short forum post, use its core idea and turn it into a long blog post while adding my ingredients to it. I call this method blog sampling.

Of course, some will call it stealing, but those would be the idiots who don't understand that every original person is nothing but a combination of other people's ideas linked in a unique way. That's it. No one is the source of the ultimate originality. Besides, many are doing the same thing without even realizing it. In their heads that unawareness makes them original.

Viral Videos Are for Losers

I was convinced that all it takes to become popular and bath in riches and bitches is one viral video or post.

I decided to commit.

I came up with a funny video in which I was showing the life of a video game addict. It took me a few weeks to make it because I had to buy a green screen and record everything myself. I did crazy stuff in the video like combining mentos and Coca-Cola to cause an explosion.

To be quite frank, it was funny and I still have it on my hard drive. In 20 years, I will probably play it to show people that getting smarter is not a myth – it can actually happen.

The video went viral a few months after its creation. It reached about 29,000 views which was a lot for me. Guess what happened next? Nothing. Guess who called me for a contract? No one. Guess how many people subscribed? 10.

Back then, I was surprised, but now everything is as clear as it gets. I was a naive idiot destined to fail. I simply didn't have a solid plan.

However, there is another way of going viral that actually works

I call it the real way. This is the moment when people learn about your services and appreciate them. You are not going to get 1 million views or something like that. The growth process will be slow, but it will also be real because there's actual value behind your work, not just Cosmo approved nonsense. People will be visiting your online shop not to witness your infantile behavior but to learn something and profit.

Chapter 15

Summary of the Plan

1. Suffering.

During this stage you are qualifying for the game, paying your dues or whatever you want to call it.

For some people, this part will happen naturally.

Let's face it – most individuals interested in creating a successful project in the fitness industry probably have some experience in the iron room.

This part of the plan cannot be skipped because it is the foundation and as such it never ends. There are different stages, but ultimately it continues forever.

2. Analyze the results

The second part is data analysis. What did you learn during the suffering stage?

What were your successes?

What were your failures?

What knowledge did you acquire?

What would it cost you to pass it on to your audience?

What problems did you solve?

Was it worth it?

3. Detecting problems

Once the draft of the analysis is done, you have to focus on every single problem you have encountered so far. Write them all down and add more as time goes on.

The more problems you have the better.

You can think of your problems as pay days.

Each problem is a salary.

4. Select the biggest problem

At this stage of the plan your job is to select the biggest problem of them all – the root of all evil. This problem will be your focus and the core of your master project. You should build your whole plan around it and expand through small problems connected to it.

5. Find solutions

Problems are worth more when they come with solutions.

A problem and its solutions complete each other like the night completes the day.

When you have the two, you have a winning combination.

However, this does not mean that problems alone don't deserve your focus. They do. There are many successful projects that focus solely on problems. Those would be the numerous conspiracy books that talk and talk about the bad in this world without offering a single way out.

"Maybe in the next book there will be a solution. Maybe in the next volume, he will show me the way."

Try next life, bro.

The book with the solutions usually doesn't come because it's not supposed to. But even if it comes, it's always incredibly biased and focused on a phony solution that could never work.

I am not a fan of this method, but it is effective.

6. Add the entertainment factor

You already have the formula for valuable content – you find a problem, possibly a solution, and present it to your audience. Bro, that is not enough. To win the crowd's attention, you need to do more. You need to entertain people.

You don't want to present dry information without style. Therefore, the true and complete formula is:

(problem + solution) x entertainment = growth

Once you are done with the dry part, add flavor to your work.

Show the world that you are not a robot.

To accomplish this task, you have to reevaluate every single skill you have. Write down everything you can do and abuse the hell out of your skills during the creation of your content. Don't be afraid if at first your work is a little cheesy or borderline shallow. At this point of the game, you are simply trying to find your style. It will take years to mature and take it to killer status. Everyone has to start somewhere.

Bonus tip:

There is another formula that can create even more growth:

**((problem + solution) x entertainment)) x Master Trolling
= Gold**

7. Create a platform for interaction

This step does not have to follow the previous one. You can begin right away. Make a website and/or a video channel (optional) and start building up your content.

8. Get paid

I am not the guy who will tell you to do everything for free. I've done my fair share of free and underpaid work over the years to know that it leads nowhere. The fact that you receive some income in return for your work does not mean that you are a phony, a greedy piece of shit or a sellout even though you can be more than certain that many will accuse you of being one.

When I presented my first book ever – A Hater's Synthesis – people called me a sellout right away. They didn't ask me what it took me to write it. They weren't with me during my long struggle. They weren't with me when I removed 20,000 words from the book because I thought it was garbage. They weren't next to me when I was torturing my mind to finish the book.

Ironically, I know for sure that the people calling me out would refuse to give their work for free without hesitation.

All I can say is: ignore those guys and move on.

You should expect similar attitude on the Internet where everything is supposed to be free even though it isn't.

9. Repeat until death, destruction of the Internet or destruction of the world

You have to repeat the above steps and keep producing content until you will feel like a mad octopus and an extension of your computer.

How long will it take?

I can't give an exact time frame. What I can tell you with certainty is that if you are on the right track, you will know it 3-12 months down the road. Some of you will be prodigies. In fact, I am certain that in 5 years some of you will be richer than I will ever be.

Unfortunately, or not, some of you will fail because this is the world we live in. Sometimes things don't work out for whatever reasons. Our only option is to, at least, try to fall forward when we fail.

Is it true that I will make money in my underwear?

While I am sleeping?

While I am inserting my penor in a void?

While the losers are doing their 9-to-5 slavery?

There is a false misconception that just because something is happening online, it's super easy. I blame the new age false positivism books for this. For some reason, many are convinced that all it takes to build a popular online platform are 4 hours of work a week.

THAT'S NOT TRUE.

It takes more. It takes so much work that by the end of the day you will want to vomit. Anyone who says otherwise is feeding you fairy tales.

And yes, if you work from home, you could qualify as someone making money in his underwear, but so what? Is counting money in your underwear your dream? I doubt it. It's the dream that the phony Internet marketers have inserted into your head with their spam, valueless websites.

Those guys will come to an end. Some of them are already dead anyway. Don't follow them into the grave.

You will have to remain a worker whether you want to or not.

I didn't promise you a way to get off the hamster wheel, did I?

There is no such thing as getting off the hamster wheel anyway.

This is the price you pay for being born into this world.

As long as you are alive, you fight. This much is clear. The goal, however, is to get closer to the pain you love. If this e-booklet has taken you closer to your dream even just a little bit, I consider my work here done.

Should I quit my slave job and do this instead?

I wouldn't leave a job I already have unless a future success plan is already in motion and showing results. I am not a guy who will tell you to quit your job and follow your dream no matter what. Most of the gurus who talk like that are liars and hypocrites trying to get your attention and excite you. In some situations, it may work, but who am I to tell you what's the right decision for your case?

I come from a working family, and that's why I have a really hard time trusting similar success stories.

In fact, I have hard time trusting anyone's story.

You should be the same.

Remember this: PEOPLE LIE. (Especially on the Internet).

By making themselves appear more successful than they are, the gurus are trying to get into your head. And since most people are gullible, the trick works.

Boy, were you born yesterday?

Do you still believe that all it takes to build multi-billion tech companies is a garage?

Do you still think the truly rich are rich because they work harder than you?

You only see what they want you to see.

The ultimate goal is to take the useful information and remove the phony packaging based on baloney marketing tactics, underlying sexuality and false machismo.

If it's time to quit your job, your heart and mind will know it. You won't have to ask strangers.

This is all I have to say.

Good luck with your future projects and thank you for the support.

Ah, I almost forgot.

When you finally have a successful online fitness platform, I want a link to my web-page.

Thank you.

Goodbye.

Copyright © 2016 by NattyOrNot.com

All rights reserved. This book or any portion thereof may not be reproduced or used in any manner whatsoever without the express written permission of the author except for the use of brief quotations.