

## **Drop Servicing: How I got started towards making over \$10,000/month consistently in less than ONE year. Lots of valuable lessons... AMA**

Hi Guys,

I started a small social media marketing business around a year ago and I wanted to share with you my journey. All the way from making nothing in the beginning up to a steady income of over \$10,000 a month. It's not all profit as I will explain but it's been superb so far and my best month was \$14,000+.

**\*\*This is not some get rich quick nonsense but it is a great way to learn some useful skills, while simultaneously helping peoples' businesses. You get to learn vital skills that are not taught in any school – entrepreneurship, sales, buyer psychology, communication and so on. It takes a lot of work and commitment – just want to be realistic from the beginning. My hope is that you get some sort of value out of this.\*\***

### **Why do I post here?**

It is my belief that so many young people today have the abilities to succeed. But due to various reasons, they feel dragged down and remain mediocre.

My hope is to inspire you to get started and to share with you some challenges I faced as a new entrepreneur, so you can learn from my mistakes and save yourself precious time.

With that said, let's jump into it. Let me know what you think in the end.

### **Backstory**

Like the majority of us, I grew up with no direction whatsoever. I got the usual advice of “go to school, get a good job, save your money and one day you'll retire rich”.

Guess what? I believed it. I studied hard in school, got the best grades and I managed to land myself a job as a game designer.

The job was quite cool actually. I got to design games, create avatars, set numbers for levelling characters in games, price in-game items. It was pretty fun overall.

The only problem was that the pay check was peanuts. I felt I was getting paid WAY less than I was worth. To top that off, my boss was a jerk.

“So, this is it?”, I thought to myself.

Eventually, I got so tired from having my boss constantly breathing down my neck. That I started to hate going to work. Suddenly, I no longer enjoyed designing games.

My life had become a total routine. Every day from Monday to Friday having that to deal with that annoying creature. Then I'd drink my sorrows away on the weekend, wake up at noon on Sunday after a wild Saturday night of endless drinking and partying. And spend the rest of Sunday dreading Monday.

For me, Sunday was actually the most painful day of the week because I knew I had to do it all over again starting Monday. It was a vicious cycle.

Here's the thing.

I knew I wanted to make money. I knew I wanted out of that job. To have enough money that I wouldn't need to deal with bosses that I hated. I just didn't know how to make money by myself without dealing with all the crap all day long. Sitting in that horrendous traffic. You know, living the mediocre 9-5 life earning a pimple of a pay check.

I thought about it constantly, "There's got to be a way to make money". I had read about making passive money multiple times online and I dreamed of being able to do that one day. I just didn't know how, or if it even existed.

Then one day, I got fired from my job. It had got so bad I was barely even productive at that point. Oh well...

I was free! Now I can start my own business and achieve financial freedom! Or so I thought...

Guess what I did for a whole month?

Nothing except go to the gym, play video games all day and hit the bars at night to meet girls.

Finally, I realised that if I didn't figure it out, I would have to end up getting another job that I hated.

So I got to work researching online about how to make money. I had never successfully made money online before and I had no idea where to start. I tried affiliate marketing on Instagram for a month and failed miserably. What I learned was that my marketing was crap.

So I ended up doing a Udemy course to learn how to do social media marketing and ads. I dedicated an entire month to learning. Turns out, I actually enjoyed it and decided to give it a go.

### **My early beginnings with social media marketing**

Months 2-3: Equipped with my new skills, my quest started with UpWork. It was ruthless. I spent 3 months on there but most clients were d\*cks. After one client changed his mind for the 11<sup>th</sup> time on a \$80 ad campaign, I quit.

Months 3-5: Next up, I decided to approach some people I knew to do some social media marketing for their small business. They had little cash flow and could only afford to pay me little. They weren't getting much results so I felt I couldn't really charge much.

Months 5+: At this point, I had got a part-time job working with a notary that my father knew. He had recently started his own practice and was looking to get more clients. So I offered to help promote his professional services on social media, on the side, for the mighty one-time fee of \$500 (Yep, still clueless).

I spent a TON of time working on crafting the most eye-catching ads, fine tuning the targeting and assessing all the analytics. Guess what? It worked! We were getting plenty of leads. Some people would email, others would call us to set an appointment.

After seeing the results that I managed to get for the notary, I asked him what price would he have been glad to pay for the exact same work I did, to a professional marketing agency. His answer was \$2,000 per month. Oops.

Following that, I quickly realised most of what I had been doing was wrong. I had not been operating like a real business. I didn't know how to sell nor how to justify such a high price. I wanted to set up my own website, have consistent leads coming in and be the person running the business, rather than the one doing all the work.

So I opted to change my strategy.

I wanted to be able to charge those higher prices. My dream of making passive income was still alive. However, I did realise that passive income takes time and that at the beginning, it takes hard work to build momentum.

There is a way you can get a lot of work done and spend less time doing it but only if you did this one thing.

Before I dive into it, think about this:

How many hours do you and I have in our day? 24. If you sleep 8 hours, you are left with 16.

That's not a lot. Even if you were a robot and worked all those 16 hours, there would be a limit to how much work you can get done. So let's say you're left with 14 hours dedicated to working.

What if there was a way where you could have 48 hours in one day? Or 64? Instead of 24 hours?

You would be able to make 2x, 3x much more money, right?

But no one has 64 hours in a day.

Look, if each person has 14 hours a day available to work. Then two persons have 28, three persons have 42 and so on.

Can you see where I am going here?

You see, it's not money that is in shortage. It's time. So why wouldn't you take advantage of other peoples' time? By having them do the work for you.

After all, that is why every company hires employees. They do it to make more money, not out of generosity. When my productivity dropped at the job I had, guess what? They fired me because I wasn't profitable to them.

**Here is how I make \$10,000+ per month with drop servicing**

**[SHOW ANY RESULTS IF YOU WANT IN THIS SECTION]**

Thanks to my newfound knowledge and some costly mistakes...

I came up with a new strategy, which meant I basically had to start over.

Overall, I knew that if I could get results for the notary – I could replicate that with more businesses. This small success made me thirsty for more.

But how could I get more work from clients consistently and be able to get them all top quality

results?

I knew I had two pieces of the puzzle to solve. The first was, finding a way to get consistent leads and converting them into sales. The second, delegating all the work by outsourcing the services to employees and collecting the profit.

Here is a breakdown of how I solved this puzzle.

The first step I took was going to the internet. I typed what I wanted to read about in Google search and quickly discovered a term called 'drop servicing'. I had never heard of it before.

But I learned that it was the exact same thing that I was looking to do. It's actually very simple to understand. You get to act as a middleman between a buyer and a seller for a service. So, if I receive \$1,000 for a service I provide and I outsource the work for \$600 – I get to keep a profit of \$400.

“Okay, sounds cool. But how on earth can I get leads consistently?”

I didn't want to do personal visits to local businesses. I certainly didn't fancy making cold calls and getting yelled at. Even though I would have been willing to do it if necessary.

Then I had a realisation.

“Hey, why don't I use my own social media marketing skills to get leads for myself? Yes, that will work!”

Now I was excited!

“But wait, I am going to need a website to send those leads to and convert them into sales”.

Now I was stuck. Apart from having knowledge of social media marketing, I had zero tech skills and knowledge of how to build a website. Let alone a website related to this new concept I had just discovered, drop servicing.

So, take a guess what I tried to do?

I jumped on YouTube to start learning how to build websites. Of course, I wanted to have the best website out there. My motto has always been: go big or go home.

I was making a LOT of mistakes and constantly getting frustrated trying to learn how to build a drop servicing website.

I would literally spend hours trying to figure out how to get an image in the exact place I wanted it to be on the website. Then I figured I would need to learn some code to do it. Again, more hours having to play around trying to design what I needed while actually getting nowhere.

The weeks just dragged on and on. I was still frustrated and the website I had 'designed' was horrible. I knew all this wasted time could have been used on getting clients, making myself some sales and growing my business.

So, I started looking for solutions online again when I stumbled on a site that specifically designed websites in the drop servicing niche.

“What?”

I had zero idea that there were people who can build websites that focus on just one particular niche out there. Drop servicing.

Not knowing what to expect, I reached out to these guys who offered to build me a site specifically for my own social media marketing drop servicing business.

They took the time to understand my business and design a stellar site for me and to my surprise, it wasn't as costly as I thought it would be.

All I paid them was around \$900 – hell, I can make that amount with just one client for one month's work. They also gave me my own logo (cool) and showed me some techniques I had never used before to boost sales, all for free. That was the real game-changer for me.

If only I had taken that approach from the start... Hiring someone to design my website straight away instead of toiling away trying to build my own website for weeks (while really getting nowhere). I would have made 10X more money. Because I could have used that time to get clients instead of feeling frustrated trying to learn web development.

The reason I'm sharing this with you is to understand how valuable time is. You see, every day that goes by is a day we can never recover. On the other hand, you can always recover and get a chance to make money again. Time is really our most scarce and valuable resource.

Now I had a killer site that I could send leads to from my own social media ads. If they didn't convert straight away (most don't, completely normal) I could collect the visitors' data and retarget them with more ads. Sounds pretty cool, right? I had solved the first piece of the puzzle – getting consistent leads.

Now comes the second piece of the puzzle. How can I handle all these new sales without doing the actual work myself? This is where drop servicing comes in.

I went ahead and listed an ad on Fiverr.com, where you can buy services for a relatively cheap price. This is where I was looking to hire social media marketers. It took me just 15 minutes to write and post a job request on Fiverr and I received dozens of messages from applicants interested in my work.

Due to the amount of applications, I closed down the request in less than a day. I eventually picked two of them. The great thing about Fiverr is that you don't have to pay out a salary but rather give the freelancers a percentage of what you earn for every job.

Now I had two guys responsible for my services. If any one decides to leave, I have many more applications in my inbox so I can quickly find a replacement.

I did have to create a system to make this work. Every morning, I would email a zip file to my freelancer's email address with crystal clear instructions. The freelancer had 18 hours to get the work done.

Each project for every specific client had marketing targets that needed to be achieved to ensure the client gets results. For instance, the client and myself would agree on monthly and quarterly targets. To hit these targets, one needs a specific set of actions to take place on a daily basis.

I would lay these out and communicate them to my freelancers on a daily basis, who would go ahead and implement the instructions as part of their day's work.

With that said, most of my day's work involved sending out these emails in the morning and a couple of hours laying out the plans to achieve the clients' targets. My main focus was on growing the business and getting my clients results. While leaving the actual dirty work to be handled by my employees.

Eventually, when I started getting myself additional clients and making more income. It was time to raise the quality even further.

Now I wanted my own employees to work for me full-time. So I listed an ad on Craigslist where I hired an additional two employees initially, to replace the two freelancers. Right now, I have four employees working for me in total.

### **The #1 Rule You Need to Know To Eliminate 90% of Your Business Troubles**

During this time, I was building up my income but I was still learning about business.

So I would go on the internet and read self improvement blogs and articles. Related to business, management, sales. Anything I needed to learn to help me make more money.

Then I came across a rule, a principle you must follow in your business and your life.

It was this: The worst number is one. Never have just one, always have two of something.

I started following this rule and applying it to my business. Did you notice I initially hired two persons instead of just one when I advertised on Craigslist? This is the reason why.

For every service that I sell, now I have two persons working on it. The concept is you need to have at least two people who can do the same job. If one of them cannot work on a certain day, I will have another one handle the whole work.

Another thing I did was have my employees sign an agreement and send it to me. Stating that if they want to leave, they must notify me 2 weeks prior to quitting.

Can you see how my mindset changed when I started treating what I was doing like a real business?

### **Quick Recap**

I started with no knowledge of social media marketing. No idea of how to build, let alone run a business. Made a lot of mistakes but was always seeking wisdom and knowledge. Seeking to improve my game.

It took me some time to figure it out. What I focus on now is driving traffic to my own brand's website, collecting leads and then retargeting those leads with social media ads. I usually charge anywhere between 1-3K per month.

Although I make great money from managing these businesses' social media campaigns, it's thrilling to know that the value I add to these businesses is 10X what they pay and that they are satisfied with my work.

Still, I am in the early stages and know I can achieve much more.

So here is my humble, step-by-step advice on how to begin:

1. Take a course on Udemy, related to any service you see yourself potentially doing. There is so much to choose from. Pick one and get started on: <https://www.udemy.com>
2. Set yourself up as a real business from day one. Do it pro from the get go. Do not waste time playing around and 'pretending to be busy', reading emails, doing some paperwork or even building/trying to build your own website like I did. Your focus should be 100% on getting more business, more clients and more sales. Period. Get your own drop servicing website taken care of by professionals. These are the guys I personally worked with (non affiliate): <https://www.lazdropservice.com>
3. Next, you want to work on your business day in, day out. But never stop learning! I can't stress this enough. Dedicate most of your day to learning the key elements of running your own business – sales, managing employees, customer service, building long-term relationships with your existing clients, selling sold/unsold clients. Then I want you to dedicate at least one hour everyday to learning how you can improve these skills I just mentioned. This could be done by reading books, self improvement articles and so on.

### **So how do you build social media ads that get massive results?**

That's a great question.

Here is what you need to know... the most important thing is that your clients want sales. They don't want the fanciest looking ad, the coolest social media content being posted. Everything you do must be based on getting your client results.

That means every social media post, story, promotion, ad campaign, engagement with your audience. Everything must contribute to the overall goal.

Let's take the notary example.

Is the goal of social media advertising to teach people about notarial services? Or to share local news? Or to create the brightest looking ad? No.

The whole purpose is to get the viewer to either a) book an appointment; or b) contact the notary for more information about their services. Both of which lead to that person working with the notary and making the notary more money.

Everything that you do has to be based around this key concept. All else that doesn't contribute to the client's targets, should be discarded.

Once you realise that you are capable of getting your clients results. And you sell those results, the amount you can charge and the success you can achieve become limitless.

### **\*\*Quick Disclaimer\*\***

While I make \$10K+ a month in revenue consistently, I reinvest a lot of that money in the business itself (improving my website's design, customer service, refining my sales processes) and self improvement. Sometimes testing ads takes a bit longer to work until you find that ad that converts really well. Some things you have to revise and so on. While most of my employees do this stuff, I still need to monitor how things are going, along with our specific company's metrics.

I still live quite humbly and dedicate a ton of time to learning and self improvement.

This is an excellent way to learn entrepreneurship while you earn money. You have to learn to sell, outsource work, manage and so on. Everyday. This is how you learn, not by sitting on some school desk.

If you are searching for quick, easy money – sure you can get to that point with drop servicing. But you must be willing to put in the time and the work in the beginning.

The first step is commitment. This is really where most people get stuck. Until you invest time AND money in your business, then you are not yet committed. And if you don't have commitment, guess what happens? You will give up at the first hurdle. I learned that the hard way through my past failures in business prior to drop servicing.

The reality is if you don't invest time and money, you will never get an abundance of time and money in return. Seems like a paradox, but that's how it is.

That is why all those get rich quick schemes you see never seem to work. Because creating true passive income usually requires anywhere from 1-5 years of hard, hard work – consistently investing time and money towards achieving your grand vision.

So if you want to get started building your own drop servicing business, learning vital skills while making money. I wanted to let you know what it really takes before someone thinks this is some get rich quick plan.

Currently, I am focusing on scaling more and adding some more workers to the force. There is more I could talk about but this post is getting long.

Thank you so much for reading, I hope you got tremendous value out of this. I will answer any questions you might have in the comments below.