

# 21 STEPS

*to Launching a Profitable  
Online Business*

# 21 STEPS

## *to Launching a Profitable Online Business*

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*What if I told you it is possible to create a stable and scalable business with the right mindset, a website, a small email list, and a \$50 product?*

If that sounds too easy to be true, you're right. There's more to it than throwing a website together and sending out positive vibes.

But there is a proven process anyone can learn.

It's just 21 simple steps, and it works – I know because I've been doing it for the past nine years.

Let's cut through the confusion, eradicate all the disjointed advice out there, and give you a clear (foolproof) path to freedom.



### How do I know this?

Because I've been down this path before ...

My name is Jon Nastor, and I started building businesses and creating products over 15 years ago and don't plan on stopping any time soon.

In 2010, after two painful years of struggling to build something profitable online, I cracked the code and moved online full-time.

During the past eight years, I've traveled the world with my family, and launched 10+ businesses and products – some failed miserably and others continue to exceed my loftiest expectations.

Today, I am the founder and host of [Hack the Entrepreneur](#) and [The Showrunner](#), and the creator of [The Roadmap to Freedom](#) and [Showlist.io](#). My words often appear in publications including [Entrepreneur](#), [Copyblogger](#), and [Foundr](#).

**I like my businesses the same way I like my music: fast and independent.**

**Build yours today with The Roadmap to Freedom.**

# *The Math of* **FREEDOM**

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*I know what you're thinking: "Only a \$50 product?!?  
How am I going to build a decent income from that?!"*

*Here's how: it's called the Math of Freedom.*

Let's do the math together.

How much do you want to earn in the next 90 days?

\$500? Great. Create a \$50 product and sell just 10.

\$1,500? Nice. Sell 30.

\$5,000? Now we're talking. Sell 100 of them.

*Are you beginning to understand how this works?*

Remember, your products are going to be for sale seven days a week, 365 days a year — while you work, study, sleep, and spend time with your family.

# 21 STEPS *to Launching a Profitable Online Business*

- 1 *Start at the End: Set Your Goals*
- 2 *Mindset: Start Thinking Like an Entrepreneur*
- 3 *Idea Generation: Where to Look*
- 4 *Rank and Validate Your Ideas*
- 5 *Define Your Customer's Needs, Problems, and Fears*
- 6 *Choose Your Idea*
- 7 *Build a High-Converting, Functional Website*
- 8 *Create the 4 Essential Pages Every Website Needs*
- 9 *Create One Lead Magnet (That Solves One Specific Problem)*
- 10 *Set Up Your Email Provider*
- 11 *Write a 3-part Email 'Welcome Series' to Entertain, Educate, and Solve that Problem*
- 12 *Begin Attracting Traffic to Your Site (By Creating Content)*
- 13 *Go Wide (With Strategic Content) and Drive More Traffic*
- 14 *Get 250 Email Subscribers on Your List*
- 15 *Build a Tiny Product That Solves ONE Specific Problem for Your Audience at \$50*
- 16 *Create Your Offer (and Bonuses)*
- 17 *Write and Set Up Your Simple Sales Page*
- 18 *Write 5-Part Email Launch Sequence*
- 19 *Launch Your Tiny Product*
- 20 *Make Sales!*
- 21 *Improve, Tweak, and Start Again*

**GET THE EXACT PROCESSES I'VE OPTIMIZED AND DOCUMENTED OVER THE PAST NINE YEARS IN:**

Hack the Entrepreneur's   
**Roadmap to Freedom**  
**CLICK HERE TO LEARN MORE!**

# Welcome to **THE ROADMAP TO FREEDOM:**

The Roadmap consists of **six individual courses** categorized into three phases. The Roadmap leaves **no question unanswered**, no step unproven, and **nowhere for you to get lost** on your journey.

## CLARITY + CONFIDENCE

**COURSE 1**    **How to Think Like an Entrepreneur:**  
*Tearing off the Shackles, Removing Doubt, and Creating Fearlessly*

**COURSE 2**    **Idea From Scratch:**  
*Banish the Confusion, Validate with Confidence, and Execute Your Vision*

## AUDIENCE + AUTOMATION

**COURSE 3**    **Your Digital ATM:**  
*Turn Your Website into a Sales Machine, Build Trust, and Stand Out in Your Market*

**COURSE 4**    **Audience From Scratch:**  
*Find Your People, Compound Your Impact, and Go Big*

## MAKE + MONETIZE

**COURSE 5**    **The Tiny Product System:**  
*How to Turn Your Idea into an Offer*

**COURSE 6**    **21 Days to Launch:**  
*Pulling Back the Curtain, Overcoming Fears, and Making Sales*

**ARE YOU READY TO FIND A PROFITABLE  
IDEA AND TURN IT INTO A SCALABLE  
INCOME? IT'S YOUR TURN.**

Hack the Entrepreneur's   
**Roadmap to Freedom**  
**CLICK HERE TO GET STARTED TODAY!**