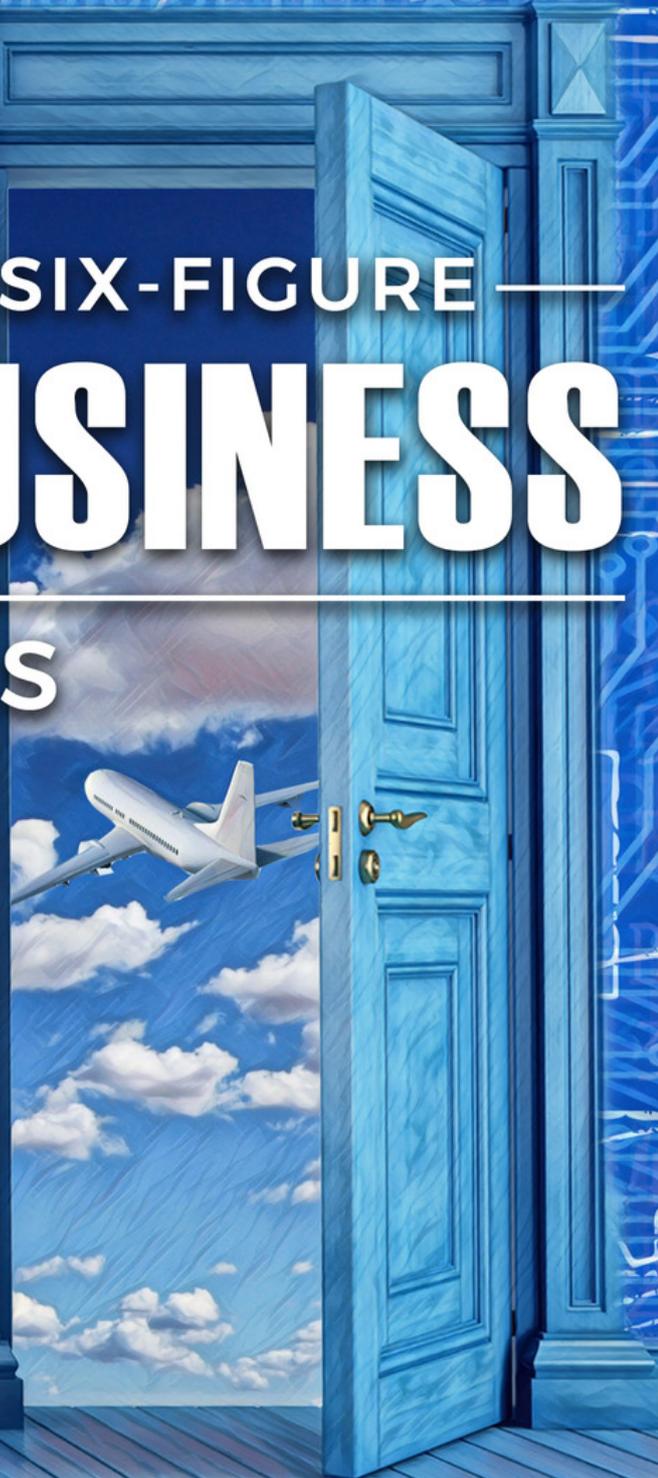


— 19 SUCCESSFUL SIX-FIGURE —

# ONLINE BUSINESS

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## IDEAS



# GETTING STARTED

*"The secret of getting ahead is getting started."*

*-Mark Twain*

When I started my first Blogspot blog back in 2008, I just wanted to keep in touch with friends and family.

I thought that to be able to make money on the internet, you had to either be a developer or a scammer. I certainly never would have imagined that today I'd be making 100% of my income online, giving me the freedom to live anywhere in the world.

I want you to be able to do the same.

In this guide, I've assembled a list of 19 successful online businesses each worth a minimum of six figures, and in some cases a lot more.

There are many paths to getting to six figures. This list has been purposely selected to represent a range of business models and monetization strategies.

The founders in this guide are people I've come across in my journey by chance, either directly or indirectly. What they all have in common is that they just took action, using their knowledge, skills, interests and opportunities to begin creating without knowing exactly where things would go.

Some of these websites and businesses might surprise you with in simplicity. On the other hand, some may appear overly complex or intimidating at first. Don't worry, they would have to me as well.

What's important to realize is that they've each ended up in their current forms through **a series of gradual upgrades**.

Each site started out as their own version 1.0, and if you stick around to the end, I'll show you what some of them looked like.

One of the businesses on the list is currently valued at more than \$250 million—see if you can guess which one it is.

Let's dive right in and see what a six-figure online business looks like today.

-Blake



## 01 WHEREVER WRITER | [whereverwriter.com](https://whereverwriter.com)

This niche blog has a simple business model: attract travelers with detailed destination guides, packing lists, and gear reviews and monetize by recommending quality products. Recently sold for six figures.

**Founder:** Amy Rigby

**Target Audience:** Travelers and digital nomads

**Monetization:** Affiliate partnerships

**Platform:** Wordpress

**Main Traffic Sources:** Organic search, Pinterest

**Version 1.0:** Simple blog with SEO optimized articles

## 02 PUNCHLINE COPY | [punchlinecopy.com](https://punchlinecopy.com)

Lianna took her copywriting conversion skills and mixed them with her knowledge of humor and psychology to create a wildly successful freelance business.

**Founder:** Lianna Patch

**Target Audience:** Busy entrepreneurs

**Monetization:** Services

**Platform:** Wordpress

**Main Traffic Sources:** Organic search, referrals

**Version 1.0:** Several freelance client relationships

## 03 ESPRESSO ENGLISH | [espressoenglish.net](https://espressoenglish.net)

A no frills English language teaching website that attracts millions of users each year from all around the world who are looking to learn or improve their English.

**Founder:** Shayna Oliveira

**Target Audience:** ESL learners

**Monetization:** Online courses, ebooks

**Platform:** Wordpress

**Main Traffic Source:** Search

**Version 1.0:** Basic Wordpress blog



## 04 KINOBODY | [kinobody.com](https://kinobody.com)

What started as personal YouTube channel and simple blog has turned into an 8-figure revenue business with an army of followers on social media.

**Founder:** Greg O'Gallagher

**Target Audience:** Dudes who want chiseled bodies

**Monetization:** Courses, e-books, physical products, supplements

**Platforms:** Wordpress, Woocommerce, Teachable

**Main Traffic Sources:** Organic search, paid ads, YouTube, Facebook

**Version 1.0:** Simple blog and YouTube videos with free fitness ebook download

## 05 MEOWINGTONS | [meowingtons.com](https://meowingtons.com)

Meowingtons is a simple cat-themed gift store that does seven figures in revenue using the dropshipping model. They don't store or pay for any inventory up front.

**Founder:** Emma Bassiri

**Target Audience:** Cat lovers

**Monetization:** Physical products

**Platform:** Shopify

**Main Traffic Sources:** Organic search, paid ads, Facebook

**Version 1.0:** Simple online shop and Tumblr articles

## 06 UKULELE TRICKS | [ukuleletricks.com](https://ukuleletricks.com)

A business built around the founder's passion of playing ukulele, this site attracts 150,000 visitors every month through its SEO optimized blog content.

**Founder:** Brett McQueen

**Target Audience:** Aspiring ukulele players

**Monetization:** Online courses

**Platform:** Wordpress

**Main Traffic Source:** Organic search

**Version 1.0:** Simple blog with SEO optimized articles



07

## SUCCULENTS AND SUNSHINE

[succulentsandsunshine.com](https://succulentsandsunshine.com)

This site proves that you can never go too niche. Cassidy took her love for tiny desert plants and turned it into a profitable online business.

**Founder:** Cassidy Tuttle

**Target Audience:** Succulent enthusiasts

**Monetization:** Online courses, e-books, affiliate partnerships

**Platforms:** Wordpress, Woocommerce

**Main Traffic Sources:** Organic search, Pinterest

**Version 1.0:** Simple blog with SEO optimized articles

08

## THE POINTS GUY

[thepointsguy.com](https://thepointsguy.com)

A blog all about airline points and credit cards that attracts 7 million visitors a month. Owner Brian Kelly quit his job at Morgan Stanley and sold the rights to the site within just two years.

**Founder:** Brian Kelly

**Target Audience:** Travel hackers

**Monetization:** Affiliate partnerships

**Platform:** Wordpress

**Main Traffic Sources:** Organic search, Facebook

**Version 1.0:** Simple blog with highly detailed walkthrough articles

09

## OUTDOOR GEAR LAB

[outdoorgearlab.com](https://outdoorgearlab.com)

This niche site publishes high quality reviews about outdoor gear and earns commissions through making recommendations.

**Founder:** Chris McNamara

**Target Audience:** Outdoor enthusiasts

**Monetization:** Affiliate partnerships

**Platform:** Wordpress

**Main Traffic Source:** Organic search

**Version 1.0:** Simple blog with SEO optimized articles



## 10 WANDERER BRACELETS | [wandererbracelets.com](http://wandererbracelets.com)

While traveling in Bali, Ben Katzaman stumbled upon local artisans selling handcrafted bracelets and had an idea for a business. He built it to scale from day one.

**Founder:** Ben Katzaman

**Target Audience:** Wanderlust-stricken adventurers

**Monetization:** Physical products

**Platform:** Shopify

**Main Traffic Sources:** Organic search, paid ads, Pinterest, Facebook

**Version 1.0:** Shopify store, product photos

## 11 DIY VIDEO GUY | [diyvideoschool.com](http://diyvideoschool.com)

A simple site based around the owner's skillset, DIY Video Guy sells courses about how to create better videos. It was set up as a business and monetized right from the get go.

**Founder:** Caleb Wojcik

**Target Audience:** Aspiring video creators

**Monetization:** Online courses

**Platform:** Wordpress, Teachable

**Main Traffic Sources:** YouTube

**Version 1.0:** Free tutorials

## 12 HEADSPACE | [headspace.com](http://headspace.com)

The smash hit meditation app is now used by more than 11 million people, but Headspace started out in 2010 on a separate domain as a simple blog with lessons, articles and videos about meditation.

**Founder:** Andy Puddicombe and Richard Pierson

**Target Audience:** Meditation hobbyists

**Monetization:** Subscription

**Platform:** iOS, Android

**Main Traffic Source:** Organic search, paid ads, referrals

**Version 1.0:** Small events, simple blog with meditation tips



## 13 AURAGIN | [auraginhealth.com](http://auraginhealth.com)

Started by two expats living in South Korea, Auragin is a high quality ginseng product sourced locally and sold in the States.

**Founders:** Chris Chung and James Duffy

**Target Audience:** Health geeks

**Monetization:** Physical products

**Platform:** Shopify, Amazon FBA

**Main Traffic Sources:** Paid ads, Amazon

**Version 1.0:** Amazon store and a test order

## 14 SIMPLE GREEN SMOOTHIES | [simplegreensmoothies.com](http://simplegreensmoothies.com)

What started out as a green smoothie Instagram account and blog back in 2012 has now blown up into a massive online movement.

**Founders:** Jen Hansard and Jadah Sellner

**Target Audience:** Green smoothie addicts

**Monetization:** Online courses, books, ebooks, affiliate partnerships

**Platform:** Wordpress

**Main Traffic Sources:** Organic search

**Version 1.0:** Simple blog with SEO optimized articles, Instagram account

## 15 DESIGN PICKLE | [designpickle.com](http://designpickle.com)

A productized service for design work, Design Pickle was started by a single founder back in late 2014 for \$89 after he lost his job. Last year it did 10 million dollars in annual revenue.

**Founder:** Russ Perry

**Target Audience:** Busy entrepreneurs

**Monetization:** Subscription

**Platform:** Wordpress

**Main Traffic Source:** Organic search, paid ads, Facebook, LinkedIn

**Version 1.0:** Basic version of website, client servicing via email



## 16 HERE PUP | [herepup.com](http://herepup.com)

Recently sold for more than \$200,000, this site attracts users visitors through its detailed articles around niche topics related to dog training and pet care.

**Founder:** Perrin Carrel

**Target Audience:** Dog lovers

**Monetization:** Affiliate partnerships

**Platform:** Wordpress

**Main Traffic Sources:** Organic search

**Version 1.0:** Simple blog with SEO optimized articles

## 17 CHARISMA ON COMMAND | [charismaoncommand.com](http://charismaoncommand.com)

A great example of how to build a business on the back of YouTube, Charisma on Command monetizes video traffic by selling in-depth courses and services.

**Founders:** Charlie Houpert and Benjamin Altman

**Target Audience:** Busy entrepreneurs

**Monetization:** Online course

**Platform:** Wordpress

**Main Traffic Sources:** YouTube

**Version 1.0:** Simple YouTube videos with practical tips

## 18 GET THE GUY | [howtogettheguy.com](http://howtogettheguy.com)

A dating tips and training website for women that attracts hundreds of thousands of monthly visitors. Monetization through information products and trainings.

**Founder:** Matthew Hussey

**Target Audience:** Women looking for love

**Monetization:** Online programs, books, retreats

**Platform:** Wordpress

**Main Traffic Source:** YouTube

**Version 1.0:** Simple blog articles and YouTube videos answering common questions

19

**LEARN THAI FROM A WHITE GUY**| [learnthaifromawhiteguy.com](http://learnthaifromawhiteguy.com)

Brett started this site as a simple expat blog while he was living in Thailand, then later saw an opportunity to create a business around his ability to speak the language. The site now pulls in five figures a month.

**Founder:** Brett White

**Target Audience:** Thai language learners

**Monetization:** Online courses, e-books, coaching

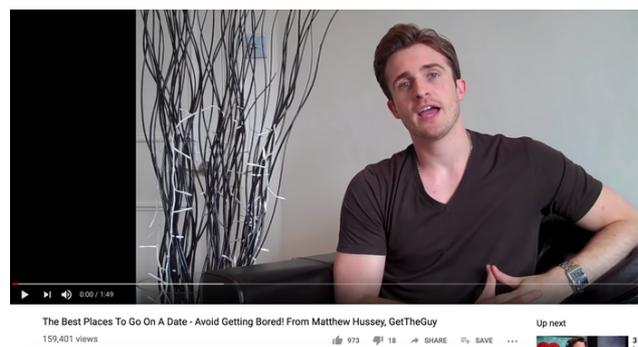
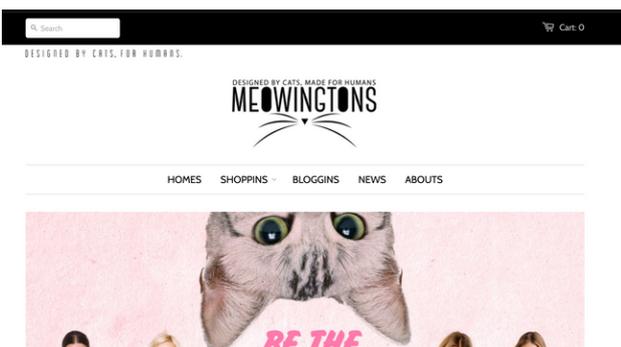
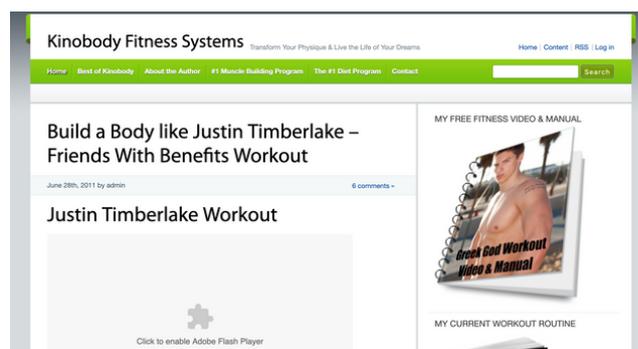
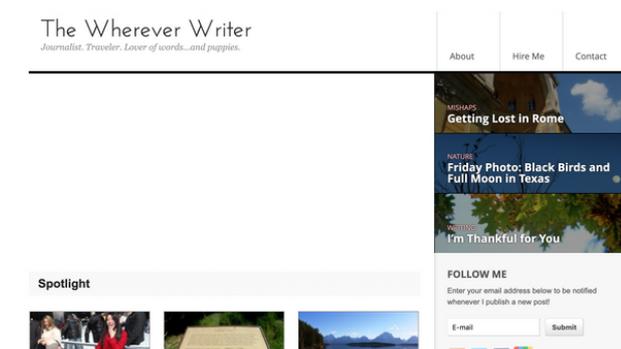
**Platform:** Wordpress

**Main Traffic Sources:** Organic search, paid ads

**Version 1.0:** Simple expat blog

## THE FIRST ITERATIONS

Thanks for sticking around. As promised, here are some screen grabs of the early iterations of the projects, long before the owners knew what they would go on to become. Remember, the key is in just getting started. Building a business is a process of trial and error, and the next steps make themselves apparent as you go along.





# SUCCULENTS & sunshine

HOME WHAT ARE SUCCULENTS? SUCCULENT CARE PROPAGATING SUCCULENTS BLOG

Welcome to Succulents and Sunshine! Our goal is to help you learn all about succulents so you can bring a little sunshine into your life.



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**The Points Guy**  
Planning Your Post Death

info@thepointsguy.com

Welcome

**Welcome!**  
The frequent flyer and loyalty point world is a multi-billion dollar business. It's estimated that there are more than 17,000,000,000,000 (yes, billion) points currently in circulation, with many more waiting to enter the world with each new flight, hotel stay or credit card purchase. These programs are extremely profitable for both the travel and credit card industries because they encourage people to spend more with the lure of free travel - and who doesn't love to travel?

The catch is that the programs are often riddled with convoluted rules that seem to change daily. These factors, along with those notorious "black-out dates," deter most people from truly harnessing their point wealth.

With years of research and determination, I've been able to travel the globe first class on an economy class budget. Now, I'd like to use my wealth of knowledge to help others recognize their true point potential.

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