

2011:

year

of

the

hustle

HUSTLE YOUR WAY TO THE TOP

**\$0 to \$1,500/Month in 2 Weeks:
How Andrew B. Started Earning More
On The Side and Quit His Job**

BY RAMIT SETHI

.....
EARN MORE CASE STUDY
.....

2

CASE STUDY: FROM \$0 TO \$1,500/MONTH IN 2 WEEKS

Today, a case study on how *I Will Teach You To Be Rich* reader Andrew unlocked his first \$18,000 in side income by investing in himself and OVER-DELIVERING to his client.

In today's exercise, think big:

What kind of a) investment and b) implementation would it take to unlock the next \$10,000 for you?

Today, you'll get:

- **A detailed audio case study with Andrew:** how he choreographed a highly detailed and sophisticated execution that converted a customer's problem into recurring revenue
- **A video of the food he delivered to me** (including subtle details he used to convey value).
- **The actual emails between us** — including the rapid prototyping to develop before & after versions of his marketing material

IN OTHER WORDS, HE DIDN'T JUST GET IN MY HEAD. HE OVER-DELIVERED.

EARN MORE CASE STUDY

3

It's not just about sitting and reading theories on getting in your customer's head. When you deliver your service — whether it's project management, technical writing, or even babysitting — you have to over-deliver an extraordinary product.

That's why Andrew can charge me so much.

That's why I'm giving you this material free — and why my full Earn1k course is a premium course, not some \$97 ebook.

And that's how you can make your first \$1,000/month — and then escalate from there.

* * *

Andrew did one thing that we haven't covered yet this week: He successfully built the bridge between strategies and implementation, and got me to pay him \$750 a month for doing it. How?

This interview breaks it down step-by-step...

EARN MORE CASE STUDY

4

1. INTERVIEW: HOW TO IMPRESS A HIGH-VALUE CLIENT AND GET PAID



[Audio download](#)

INTRO

0:00 What do you do for your day job?

0:48 How have you started earning money on the side?

INVESTING IN YOURSELF

1:20 Let's back up...tell us about Boot Camp. Why would you pay?
2:12 Deciding to invest

3:50 Now, how'd you come up with this idea?

HOW YOU STARTED IT OFF

4:27 What did you do first (email, etc)?

6:19 How'd you end up making food?

8:35 Then what?

LEARNING ABOUT CUSTOMERS

9:20 How do you get inside customer's heads?

12:57 Fears, hopes, goals

EARN MORE CASE STUDY

5

15:39 Lowering rates and choosing scale

19:24 What I'm selling or what you need

21:57 How do you target customers? It seems like a lot of people could do this, but NOBODY does.

23:46 Thoughts on Earn1k

VIDEO: WHAT AM I PAYING FOR?

[Click here to watch the video](#)



.....
EARN MORE CASE STUDY
.....

6

3. ACTUAL BACK-AND-FORTH EMAIL CONSULTING SESSION

The initial email Andrew sent me:

Ramit,

If you want to learn how to cook I can absolutely help you excel. Give me ninety minutes and you will learn how to (and) make 3 dishes from prep to plate. In 3 weeks I'm convinced I can teach you how to cook an app, entree and dessert for 2 with minimal day-of effort and maximum night-of "effect".

This month I'll buy the ingredients and if by Christmas you like your new skill set we can talk about setting something up for 2010.

I'll send you 3 lesson ideas by Thursday.

Let me know if you are available Friday at 6PM to have a brief conversation about your reaction to the lesson plans.

-Andrew

I laughed and told him I didn't care about learning, I wanted someone to cook for me.

EARN MORE CASE STUDY

7

Andrew said he would bring over food that Sunday for me to try.

Then I decided to help him market the service to other people (because the more customers he gets, the cheaper it is for me).

Below are the actual emails where I help him re-shape his service to be more customer-focused. The emails are real — no editing — so please excuse the typos.

This is the first draft of a “sales letter” that Andrew sent over. Notice how it’s all about Andrew, not the client.

RAMIT’S EATS

Tired of wasting time deciding what to eat? Can’t figure out what to cook at home? Love spicy food and hate that restaurants never turn it to 11? If this is you, than Ramit’s Eats is what you need.

What is Ramit’s Eats?

- Ramit’s Eats is a Home Meal Replacement (HMR) service. Members receive approximately 20 portions of hand-crafted and wickedly spicy entrees & accompaniments each week, delivered to their front door.
- Ramit’s Eats is not a personal chef service — personal chefs

8

EARN MORE CASE STUDY

cook in your home and buy groceries just for you. With Ramit's Eats you save money by throwing down together with Ramit to save on food and labor costs.

- Ramit's Eats is local to San Francisco, taking advantage of bay area produce and protein when appropriate and cost-effective.

What choices are available?

- As of January, 2010 there will be one set menu each week. This menu will include 3 entrees with various side dishes and snacks.
- The entrees are currently non-negotiable. Whatever Ramit wants to eat is what Ramit's Eats eaters will eat.
- Side dishes are customizable on a case-by-case basis. Brown rice instead of white? Bananas instead of blackberries? You got it.
- Additional items, preferences, quantity changes and other nitpicky details will be considered but potentially subject to additional cost.

EARN MORE CASE STUDY

How much will it cost?

\$250/week for:

- 3 Entrees – 4 servings each.
- 2 Snacks -4-8 servings each (customizable).
- Containers (each holding 1-2 servings), clearly labeled with storage and heating instructions.
- Delivery
- Tech Support

Sample Menu

Entrees

4 Servings – Keema Matar w/ Rice (Ground Lamb w/ Peas)

4 Servings – Tom Kha Gai (Coconut Milk Soup w/ Chicken)

4 Servings – Kung Pao Chicken w/ Rice (Spicy Chicken w/ Peanuts)

Snacks

8 Servings – Habanero Salsa w/ Chips

4 Servings – Mixed fruit (Blackberries, Strawberries, Raspberries)

I have food allergies, can you accommodate me?

If the allergy involves leaving an ingredient out it will be much easier to work around than one that requires a substitution (gluten-free etc). This will be discussed on an individual basis.

10

.....
EARN MORE CASE STUDY
.....

What if I go out of town/lose all my teeth/break my refrigerator?

48 hour notice is required to avoid being charged for that week's delivery.

Cancellation of the Ramit's Eats service is immediate and does not have any hidden, recurring, invisible or contractual obligations to continue payments of any kind. Ramit might, however, yell at you and like you a little bit less. Just sayin'.

*http://www.sfgate.com/cgi-bin/blogs/mbauer/detail?entry_id=48105

My feedback to help Andrew make his offer more customer-focused. Notice how the advice is focused on helping him GET IN HIS CUSTOMERS' HEADS. How much do you think this one email is worth to Andrew?

ok this is good.

-needs to be more focused on the recipients — e.g., not too sales-y, but get in their heads.

-going out = buy drinks = tax = etc

- this is delivered to your house, tupperware, you dont have to return anything – just eat and that's it

EARN MORE CASE STUDY

11

- healthy, one more thing you DONT Have to think about

THEN, only then, do you mention process/logistics/the restrictions:

- delivered evrey sunday in tupperware/guide to eating/blah

- 3 entrees/week for variety (insert sample menu). the menu below is too confusing, it requires me to work to figure out when i would eat something. i dont want to work so i wont do it, meaning you will not get me as a customer. instead, do Monday – blah. Tuesday – blah. and remember to lead with “Thai coconut soup” not Tom Kha because, again, i dont want to work

- perfect to take to lunch, warm up....make it seem like it's REAL in their lives

- to keep simple, we'll go off ramit's guidelines. ramit likes ethnic foods (describe). if you dont like these, this prob isnt for you

- customizable side notes – we all like snacks, here are a few that would be great. 'peanut bytter/celery, blah blah' – customize these and i can come up withsometing for you

- strongly suggest you require a 1-month trial, otherwise you are in big

12

EARN MORE CASE STUDY

trouble if people cancel

- position it as trying it out for ONE month. see if you like it

why use this

- want to eat healthier / more convenient

- willing to pay for convenience, but also want value

- like spicy ethnic food

- price:- 'most people in SF are currently spending [insert from mint on eating out]. you need to show that \$1,000/month is not that much when you compare to how much they already spent. it's only incrementally more and lets them relax, be home, invite people over, eat healthily, not overspend on drinks/taxi blah

-Ramit

Andrew's revised sales offer:

RAMIT'S EATS

Tired of wasting time deciding what to eat? Can't figure out what to

EARN MORE CASE STUDY

cook at home? Love spicy food and hate that restaurants never turn it to 11? If this is you, than Ramit's Eats is what you need.

What is Ramit's Eats?

- Ramit's Eats is a Home Meal Replacement (HMR) service. Members receive approximately 20 portions of hand-crafted and wickedly spicy entrees & accompaniments each week, delivered to their front door.
- Ramit's Eats is not a personal chef service — personal chefs cook in your home and buy groceries just for you. With Ramit's Eats you save money by throwing down together with Ramit to save on food and labor costs.
- Ramit's Eats is local to San Francisco, taking advantage of bay area produce and protein when appropriate and cost-effective.

What choices are available?

- As of January, 2010 there will be one set menu each week. This menu will include 3 entrees with various side dishes and snacks.
- The entrees are currently non-negotiable. Whatever Ramit wants to eat is what Ramit's Eats eaters will eat.
- Side dishes are customizable on a case-by-case basis. Brown

.....

EARN MORE CASE STUDY

.....

rice instead of white? Bananas instead of blackberries? You got it.

- Additional items, preferences, quantity changes and other nit-picky details will be considered but potentially subject to additional cost.

How much will it cost?

\$250 / week for:

- 3 Entrees – 4 servings each (1 serving for lunch, 2 for dinner).
- 2-3 Snacks – 4-8 servings each.
- Containers (each holding 1-2 servings), clearly labeled with storage and heating instructions.
- Delivery to your location of choice in San Francisco.

Sample Menu – Assuming 1 Portion for Lunch and 2 for Dinner

- Sunday Dinner: Coconut Milk Soup
- Monday Lunch: Kung Pao Chicken
- Monday Dinner: Lamb with Peas
- Tuesday Lunch: Coconut Milk Soup
- Tuesday Dinner: Kung Pao Chicken

.....

EARN MORE CASE STUDY

.....

- Wednesday Lunch: Lamb with Peas
- Thursday Lunch: Coconut Milk Soup
- Thursday Dinner: Kung Pao Chicken
- Friday Dinner: Lamb with Peas

Snacks

- Chips w/ Habanero Salsa
- Celery w/ Peanut Butter & Raisins (Ants on a Log)
- Prepared Fresh Fruit

I have food allergies, can you accommodate me?

If the allergy involves leaving an ingredient out it will be much easier to work around than one that requires a substitution (gluten-free etc). This will be discussed on an individual basis.

Is there a minimum order period?

Ramit's Eats strongly suggests that each customer participate in a one month trial period. Ramit's Eats includes a complimentary consultation on food preferences, snack choices, delivery times and other individualized options. In order to offer this service we must ask our customers to try at least a month of meals.

*http://www.sfgate.com/cgi-bin/blogs/mbauer/detail?entry_id=48105

.....
EARN MORE CASE STUDY
.....

My feedback, where I get in the customer's head and show you what they REALLY care about.

Getting a LOT better.

3 suggestions:

“Ramit’s Eats strongly suggests that each customer participate in a one month trial period. Ramit’s Eats includes a complimentary consultation on food preferences, snack choices, delivery times and other individualized options. In order to offer this service we must ask our customers to try at least a month of meals.”

do this instead, something like this:

Should I do this?

1. How much are you already spending eating out on unhealthy food?
How much do invisible costs like taxis, drinks, and tips cost?

Here’s what we suggest: TRY this for a month. If it’s a good fit, stick with it (cancel any time). If it’s not, you did a quick 1-month trial and learned about your eating habits.

2. For the Mon/Tues/Wed menu, mix in the snacks to the week. Also, add “Eat out” to a couple days so people don’t see so much repetition.

.....

EARN MORE CASE STUDY

.....

3. i really like the first part about imagining a kitchen stocked. play this up more throughout. sunday nights, tired, forget the disgusting can, open a home-cooked meal. you can actually invite people over, etc etc. social, warm, save on money, HEALTHY, best of all...YOUR MIND IS FREE TO FOCUS ON OTHER THINGS IN YOUR LIFE

4. (sorry i forgot this) never use *, it makes people suspicious. just link to it from the text

The final sales offer, **available at this link**. Notice how this really resonates with his client by getting in their head.

THIS WEEK'S HOMEWORK

Before I coached Andrew, he did not have any customers, worked at a “meh” job, and did not make money on the side. The month he provided this service to me, he was making \$1,500 over his regular income, and he was just getting started.

Put yourself in his shoes. Where would Andrew be in 3 months? Where would he be in 6 months? What about in a year?

18

EARN MORE CASE STUDY

Even if he does NOTHING to scale up his business, and just keeps going at his current rate, in one year he will have made \$18,000 on the side.

If he works in even just a few simple strategies to increase his business or raise his rates, how much more do you think he could make?

\$25,000? \$40,000? More?

What would it take for him to unlock that extra tens of thousands of dollars? Would it be worth it to learn how?

EXERCISE: ANSWER THE FOLLOWING...

1. You've been thinking about your freelance idea to earn money on the side. How WERE you going to deliver it? And after reading today's lesson on over-delivering, how are you now going to OVER-DELIVER to your client? Be specific.
2. Andrew invested in my book, Scrooge, and multi-hundred dollar Boot Camp WITHOUT knowing what the exact return would be — he analyzed it, decided it would be worth it, and took a leap of faith.

If you HAD to spend \$500 on self improvement, how would you spend it? Provide real world examples of what you'd invest in — and what it would get you.

19

EARN MORE CASE STUDY

If you had to spend \$1,000 on self improvement, what would you spend it on?
Why?

If you had to spend \$5,000 on self improvement, what would you spend it on?
Why?

Most people never think about investing in themselves at these levels. Today, as you leave your comment below, you'll see why it matters.

“The first project...\$3,100. The second one... \$15,140. I don’t think I’ve ever quoted prices this high or made sales this easily in the past!”

—Richard Garand, Earn1k Alumn