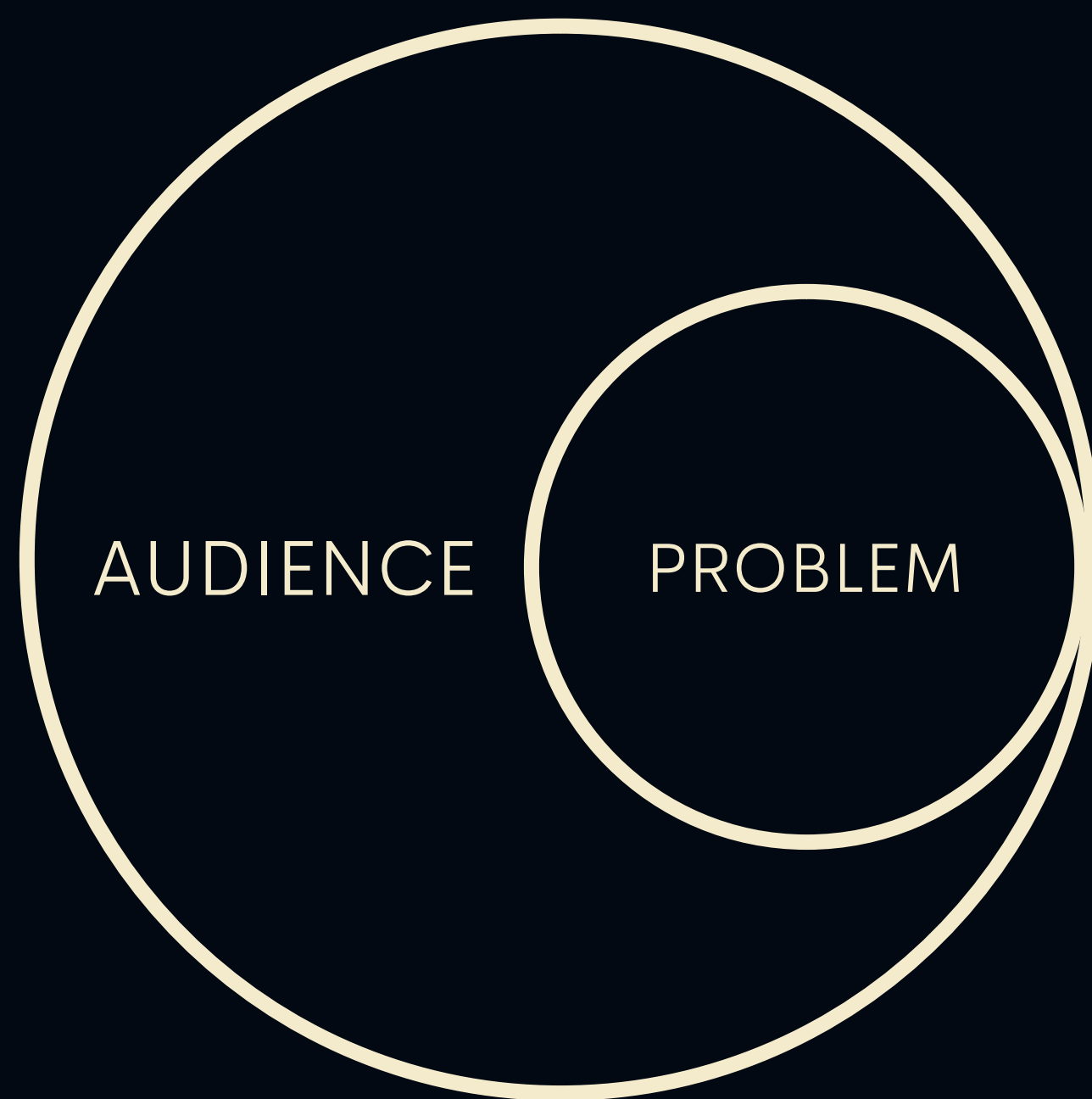


Step 1

Find a group of people with a particular problem



curationlabs.co

**Many think making
money is about finding a
'Breakthrough idea.'**

Not true.

You just need to find a
problem.

A group of people with:

- An unsatisfied desire
- A constant fear
- An unbearable frustration
- An unmet goal

**If you can find that,
you're half your way
toward a profitable
business.**

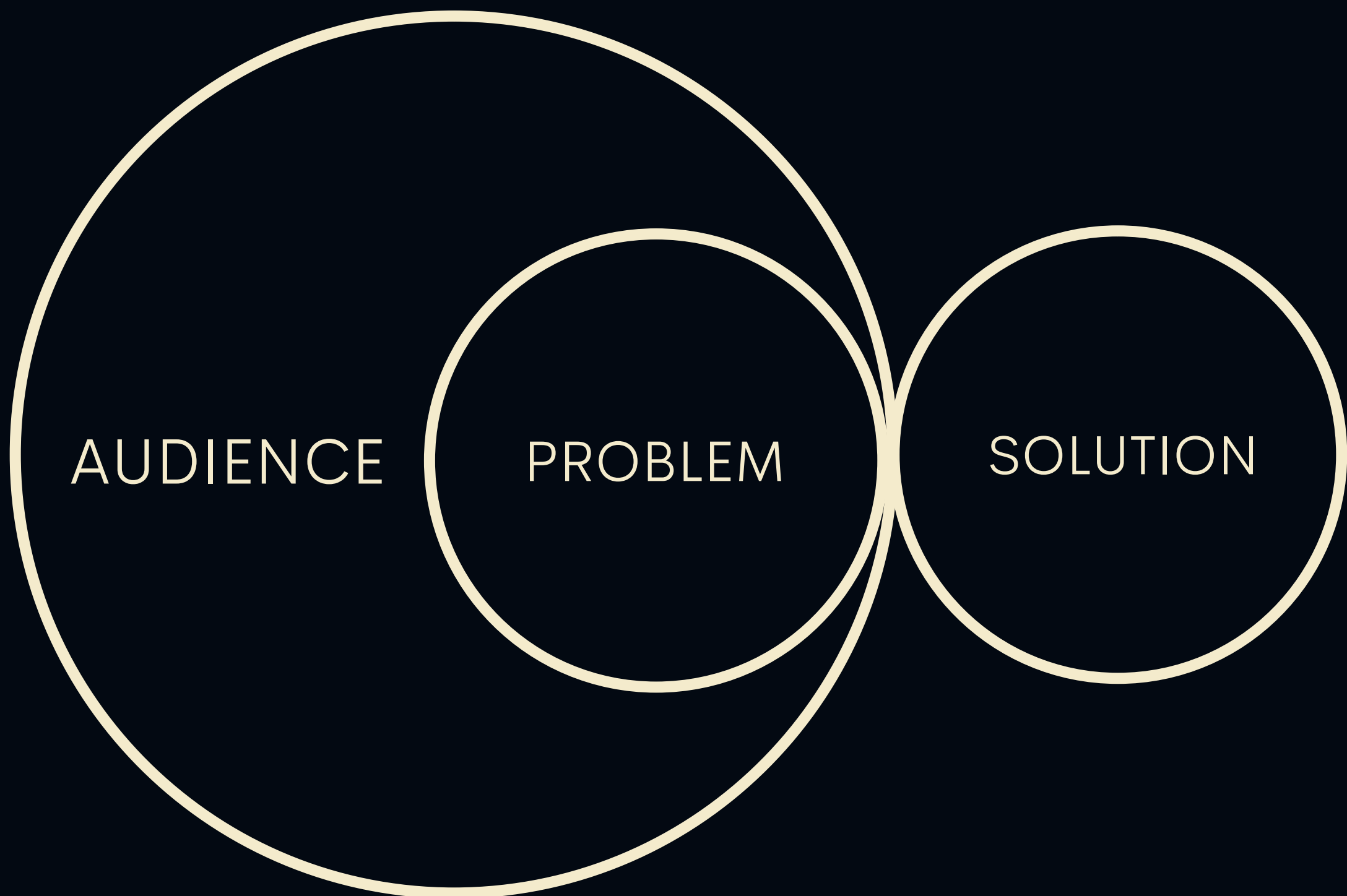
Instead of waiting for
inspiration in the shower, pay
attention to the problems
surrounding your circle.

Remember, your income is proportional to the size of the problem you're able to solve.

The bigger the problem, the bigger the reward.

Step 2

Design a solution



Once you've identified the problem, come up with a solution.

This can be a product, a service, a piece of advice... anything that helps your target audience get from point A to point B.

Keep it simple.

What's the bare minimum you need to get the job done?

Removing complexity and distractions will help you reach your goal faster.

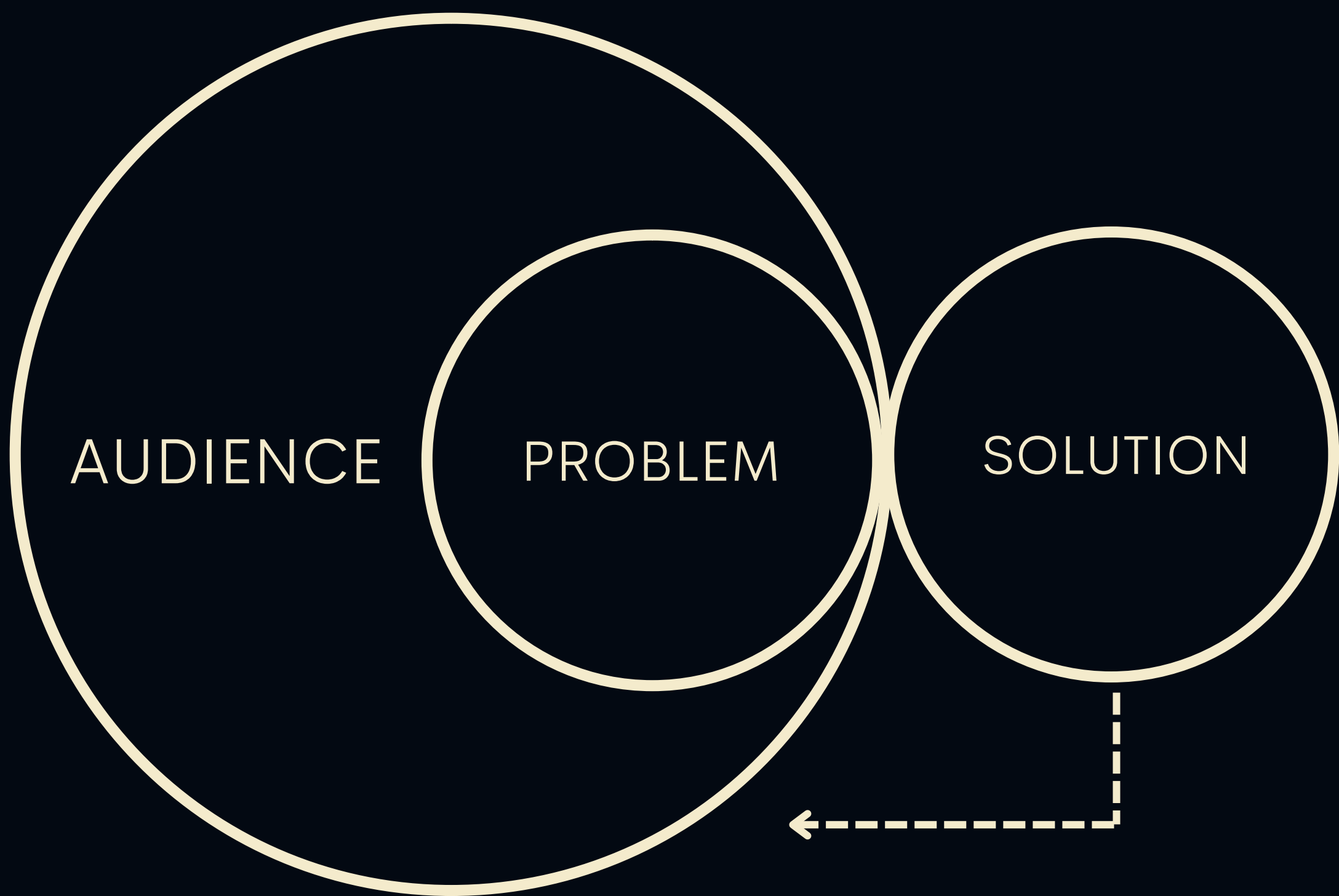
Keep it simple.

What's the bare minimum you need to get the job done?

Removing complexity and distractions will help you reach your goal faster.

Step 3

Put your solution in front of the people you found in step one



Once you design a solution to the problem you found, it's time to put that solution in front of the right people.

Here's where platforms like Twitter and LinkedIn come into play.

**Thanks to these
platforms, you can
present your solution to
thousands of people...**

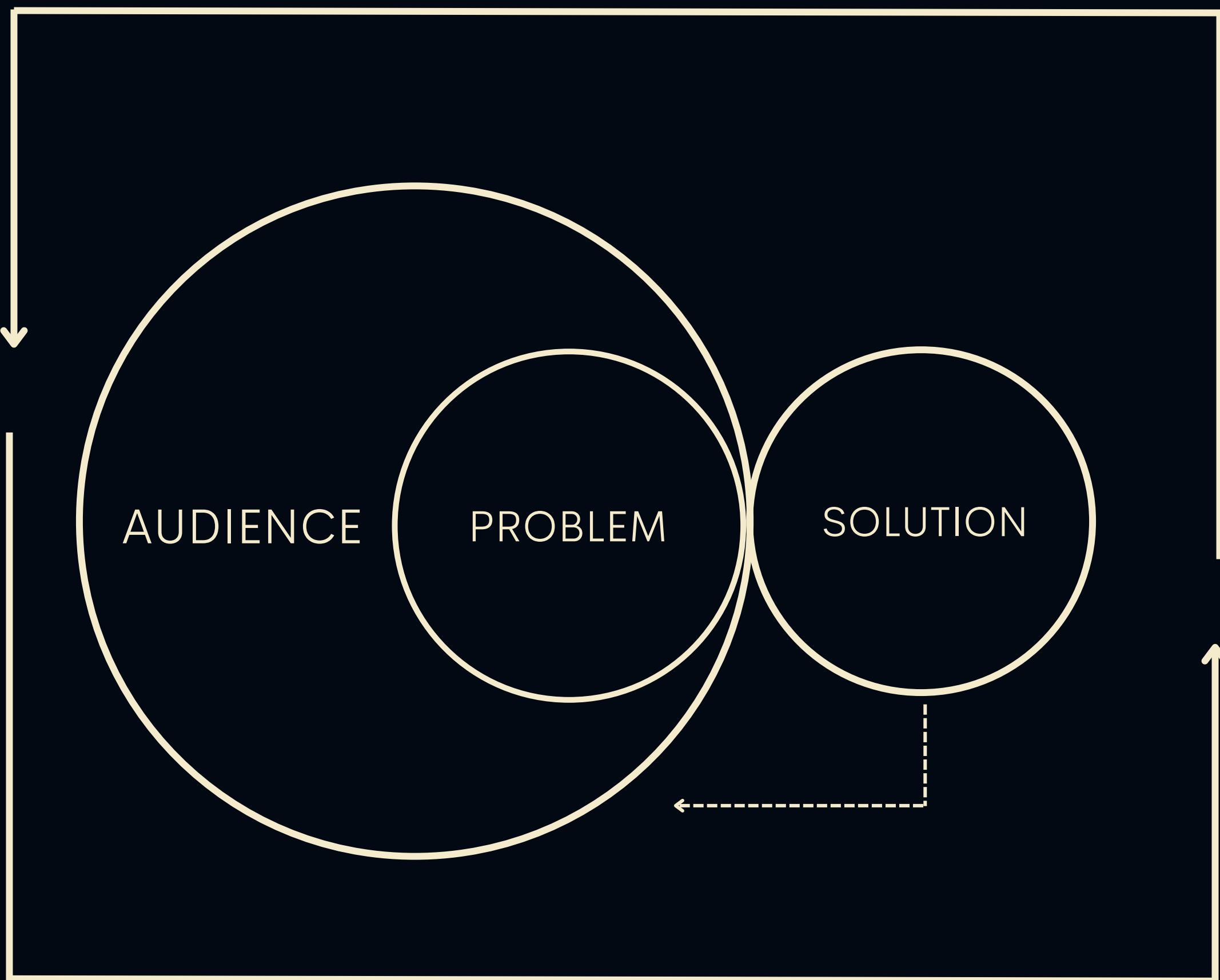
...even if you don't have deep
pockets.

**In the past 4 months
alone, my posts have
reached 7,5M+ people.**

When you present the right solution to the right people at the right time, selling becomes pretty straightforward.

Step 4

Iterate and optimize the process



Build a feedback loop.

It's all about knowing the people you serve and improving the process gradually.

Continue doing what works and stop doing what doesn't.

If you iterate the process long enough, you'll develop a solid system to attract prospects and turn them into clients/customers.

It's that simple.



Want more content like this?

I curate and distill the world's best information so you don't have to.

Follow me to never miss a post 