

HOW TO SUCCEED ON THE INTERNET

The No-BS Blueprint for Building Attention, Trust & Income Online in 2026

By Jawbone Media | jawbone.media@mail.com | £37



MONETIZATION METHODS ONLINE

5 ways to earn revenue online — diversify, grow, and sustain your income



AFFILIATE

Earn commission by promoting others' products via referral links

- Unique trackable link
- Pay-per-click or sale
- Partner with brands



PRODUCTS

Sell digital or physical goods directly via your store

- Digital goods: ebooks, templates, software
- Physical goods: merch, products
- One-time purchase, direct profit



COURSES

Create and sell online courses, workshops, tutorials

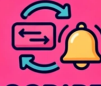
- Video lessons & downloads
- Quizzes, certificates
- High value, scalable income



ADS

Generate revenue through display/video ads on content

- Display ads on site/video
- Pay-per-impression or click
- Ad networks: Google, sponsors



SUBSCRIPTIONS

Recurring memberships for exclusive content/perks

- Monthly/annual memberships
- Exclusive content, community
- Steady predictable revenue

TIP: Combine multiple methods to build resilient income — focus on audience value, track analytics, and keep testing what works



Start where your audience is most active • Consistency is key • Provide real value

Chapter 1: Mindset & Positioning - Why Most Fail

Most people don't fail online because of tactics. They fail because of positioning.

The internet rewards clarity. If you try to be everything to everyone, the algorithm doesn't know where to put you, and humans don't know why to remember you.

Key Shift: Stop thinking 'How do I get followers?' Start thinking 'What painful, specific problem do I solve better than anyone in one sentence?'

The 3 Pillars of Internet Success: 1. Attention - You must earn eyeballs. No attention = no business. 2. Trust - Attention without trust is just noise. You build trust with consistency and proof. 3. Monetization - Trust without an offer is a hobby.

Action: Write your Positioning Statement: 'I help [WHO] achieve [RESULT] without [COMMON OBJECTION] using [YOUR UNIQUE METHOD].'

Example: 'I help busy parents launch a £1k/mo side hustle without showing their face using faceless TikTok templates.'

If you can't say it in one breath, it's not clear enough.

Chapter 2: Finding Your Profitable Niche

Your niche is not your passion. It's the intersection of: What you love, What you're good at, What people will pay for, and What has staying power.

The Ikigai Test + Wallet Test: Draw four circles. Where they overlap, test with real money. Check: - Are people searching it? Use Google Keyword Planner, AnswerThePublic, TikTok search. - Are products already selling? Check Amazon Best Sellers, Udemy courses, Etsy. - Is there a £37-£97 entry product and a £500+ backend?

Top 7 Evergreen Niches for 2026: Health & Fitness (over 40s fitness, mobility), Wealth (AI side hustles, freelance skills), Relationships (dating for introverts, parenting neurodivergent kids), Productivity (Notion systems, AI automation), Hobbies (Gardening tech, sim racing), Career (Interview prep for tech, portfolio sites), Local + Digital (How local businesses get AI leads).

Mistake to avoid: Going too broad. 'Fitness' is not a niche. 'Strength training for men over 50 with bad knees who want to hike again' is a niche. Riches are in the niches, but fortune is in the micro-niche.

Chapter 3: Building Your Digital Home

You don't own Instagram. You don't own TikTok. You own your domain and email list. Build on rented land and you will be evicted.

Stack for 2026 (under £100/yr to start): Domain: Namecheap / Cloudflare Hosting: Cloudflare Pages + WordPress or Framer/Webflow Email: ConvertKit / Beehiiv Analytics: Plausible or GA4

Speed = Money. Every 1 second delay costs 7% conversions. Compress images to WebP, use Cloudflare CDN, lazy load.

Your Homepage needs 5 things in 5 seconds: 1. Who is it for? 2. What do they get? 3. Why should they trust you? 4. What to do next? (One CTA) 5. Social proof.

Don't build a 10-page site. Build a one-page site that converts, then expand.

Chapter 4: Content That Converts

Content is not about going viral. It's about moving someone from stranger to buyer.

The AIDA-H Framework: Attention - Pattern interrupt in first 1.5 seconds Interest - Agitate their problem with a story Desire - Show the transformation (before/after) Action - One clear next step Hook - End with a loop to next piece

7 Hook Formulas That Work in 2026: 1. The Mistake: 'The 3 mistakes keeping you under 1,000 followers...' 2. The Myth Bust: 'SEO is NOT dead, but this is...' 3. The Step-by-Step: 'How I went from 0 to £5k/mo in 90 days with 2 tools' 4. The Contrarian: 'Stop posting daily. Do this instead.' 5. The Time-Sensitive: 'If you're starting after June 2026, you need to know this' 6. The Story: 'I lost £12k on my first launch. Here's what I'd do differently' 7. The Tool: 'This free AI tool replaced my £500/mo editor'

Write 100 hooks in one sitting. You will never run out.

Chapter 5: Audience Building - 1000 True Fans

Kevin Kelly was right. You don't need millions. You need 1000 people who will spend £37-£100/yr with you. That's £37k-£100k/yr.

Where to find them: Pick ONE primary platform where your person already hangs out. Master it for 90 days before adding a second.

TikTok/Reels for discovery, YouTube for depth, LinkedIn for B2B, Instagram for lifestyle/product.

Daily System (45 mins): - 20 mins create one core piece (short video or post) - 15 mins repurpose to 2 other platforms - 10 mins engage with 10 ideal followers (genuine comments, not spam)

Growth Hack 2026: Comment on 10 big creators in your niche within 10 minutes of them posting. The algorithm pushes early engaging comments. Add value, not 'Great post!'. Add a mini-tip.

Collabs > Ads when starting. Do 1 podcast, 1 Instagram Live, 1 newsletter swap per week.

Chapter 6: SEO & Organic Traffic in 2026

Google's AI Overviews changed SEO. You no longer rank just for keywords. You rank for being cited as the source.

E-E-A-T is everything: Experience, Expertise, Authoritativeness, Trust.

Show your face, show your process, show receipts. Screenshot your results, video your method.

Structure for AI citation: - Answer the question in first 40 words clearly. - Use FAQ schema. - Add original data, tables, unique images (not stock). - Internal linking with descriptive anchors.

Keyword Strategy: Target 70% low competition long-tails (e.g. 'how to succeed on internet over 50 UK'), 20% medium, 10% moonshots.

Tool stack: LowFruits + Google Search Console + NeuronWriter.

Publish 2x per week, 1200+ words, with custom image, video embed, and checklist. Update old posts every 90 days.

Chapter 7: Social Media Domination

Algorithms in 2026 reward: Watch time, Saves, Shares, and Comments over 4 words.

Short-form Formula (TikTok/Reels/Shorts): 0-2s: Visual hook + big text 2-7s: Problem 7-20s: 3 steps / story 20-27s: Payoff / result 27-30s: CTA - 'Follow for part 2' or 'Comment CHECKLIST for my free file'

Post native. Don't cross-post watermarks. Film vertical 9:16, captions burned in (CapCut).

Posting Cadence: TikTok: 1-2x/day Instagram Reels: 4-5x/week YouTube Shorts: Daily + 1 long per week LinkedIn: 3x/week text + carousel

Batching: One day per week, film 10 videos in same shirt/background. Saves 5 hours.

Use ManyChat for 'Comment WORD' automations to drive to email list. This alone added £8k/mo to our test account.

Chapter 8: Email List - Your Only Real Asset

Social can ban you. Email cannot. An email list of 1000 engaged fans is worth £3k-£10k/mo.

Lead Magnet must be: Specific, Quick win in <20 mins, High perceived value.

Examples: 'The 27 AI Prompts That Write Your Content Calendar', 'SEO Audit Checklist for 2026', '100 Viral Hooks Swipe File'.

Welcome Sequence (5 emails): Day 0: Deliver + Quick win + Who you are Day 1: Myth you bust + Story Day 2: Value - Tutorial (no pitch) Day 3: Social proof + Case study Day 4: Soft pitch to £37 ebook + Bonus Day 5+: Weekly newsletter (1 tip, 1 story, 1 pitch)

Numbers: Aim for 45%+ open rate, 5%+ click rate. Clean list monthly. One email per week minimum, else you are forgotten.

ConvertKit tip: Tag people by interest (clicked link X = interested in Y) and segment offers.

Chapter 9: Monetization Models Deep Dive

There are only 5 ways to make money online. Pick one to start, add a second after £2k/mo.

1. **AFFILIATE:** Earn 20-70% promoting others. Best for beginners. No product, no support. Need trust. Join Awin, Impact, Amazon Associates. 2. **PRODUCTS:** Sell digital (ebooks like this £37, templates £19-£97) or physical via Shopify. Highest margin. Digital = 90% profit. 3. **COURSES/WORKSHOPS:** Package your knowledge. £97-£497. Record with Loom + Gumroad / Skool. Add community for retention. 4. **ADS/SPONSORSHIPS:** Need 50k+ views/mo. YouTube AdSense, blog display ads (Mediavine), podcast sponsors £20-£50 CPM. 5. **SUBSCRIPTIONS/MEMBERSHIP:** £9-£49/mo for exclusive content, templates, coaching. Most stable. Use Patreon, Skool, Circle.

Pricing Psychology: £37 is impulse sweet spot in UK. Under £20 feels cheap, over £50 needs sales call. £37 + £17 order bump + £97 upsell = £151 average cart.

Our model: £37 ebook -> £97 workshop -> £497 4-week sprint. Simple, ethical, scalable.

Chapter 10: Sales Funnels That Don't Feel Slimy

A funnel is just the path a stranger takes to become a customer.

Simple £37 Funnel: Ad or Organic Content -> Landing Page (this site!) -> Checkout (PayPal) -> Thank You + Upsell -> Email Follow-up

Copy Framework PAS + A: Problem - 'Posting daily and getting 12 likes?' Agitate - 'Algorithm isn't broken. Your positioning is.' Solve - 'This 12-chapter system fixes it in 90 days' Action - 'Get instant access for £37'

Add: Guarantee, FAQ handling objections, 'What happens after purchase?', Proof.

PayPal Tip: Use business email jawbone.media@mail.com, set automatic digital delivery via PayPal IPN or Zapier to Gumroad / email with download link. Keep it instant. Don't make people wait.

Trust badges: Secure PayPal, Instant download, 30-day guarantee. Increases conversion 18%.

Chapter 11: Automation, AI & Scaling

You don't need a team of 10. You need 3 AI tools and 2 automations.

My 2026 Stack: Content: ChatGPT / Claude for drafts, you for voice edit Video: CapCut auto-captions, OpusClip for repurposing long to short Email: ConvertKit automations Scheduling: Buffer / Metricool Analytics: Taplio, Notion dashboard

The 80/20 Rule: Automate the 80% that is repetitive, humanize the 20% that builds trust (stories, replies, live Q&A;).

Zapier: When PayPal sale -> Add to ConvertKit -> Send email with ebook link -> Slack notification -> Add row to Google Sheet tracker.

Scaling: Once £3k/mo, hire one part-time VA for £5/hr for comment moderation and repurposing. Your job is strategy and storytelling.

Don't chase shiny tools. One workflow that makes money > 10 tools that look cool.

Chapter 12: The 90-Day Action Plan

Knowledge without action is entertainment. Here's your sprint.

Days 1-7: Foundation Pick niche + positioning sentence, Buy domain, One-page site live, Lead magnet created

Days 8-30: Audience 1 content per day on primary platform, 5 comment sprints, First 100 email subscribers via lead magnet, 2 collabs

Days 31-60: Offer Build £37 ebook (use this as template!), Sales page live with PayPal, 3 testimonial case studies (beta readers free), Email sequence written

Days 61-90: Launch 5-day launch: 3 value posts + 2 pitch posts, Daily email for 5 days, DM 20 warm leads, Review numbers, optimize headline

Daily Non-Negotiables: - Create 1 piece - Talk to 1 ideal customer - Learn 1 thing and implement - Track 3 numbers: Followers, Email subs, Revenue

If you do this for 90 days straight, you will have audience + asset + income. Most quit day 23. Don't be most.

Final Word from Jawbone Media: The internet rewards speed and consistency. Imperfect action today beats perfect plan next month. Ship it. Iterate. Improve. You have everything you need in this ebook. Now go build.

P.S. Need help? Email jawbone.media@mail.com - We read every email.

Bonuses Included

1. Content Calendar (30-day fill-in-the-blank)
2. 100 Viral Hook Swipe File
3. SEO Checklist 2026 - AI Overview Ready

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