



Lazy Cash Manifesto Case Study

Welcome to the Lazy Cash Manifesto Study.

This is a case study of an actual website that I created and promoted using the method I'm about to reveal in this case study.

I am going to show you everything from A to Z, no stone left unturned.

I'll show you the website that I made, how I picked the niche, how I created the product myself, how I picked which Youtube video to post my comments on, the comment itself, the number of upvotes I purchased, how many sales I've made so far with this product alone and what I plan to do next with it.

In short, get ready to be blown away!

Feel free to follow this case study to model your own Lazy Cash Manifesto campaign. But I'd encourage you to be creative and come up with your own angle rather than blatantly copy pasting what's in here.

Without further delay...

Let's get right into it! :)

Talk soon,



Osman Safdar
[Digital Profit Labs](http://www.DigitalProfitLabs.com)

Niche Selection

For this case study, the niche I targeted was self-help. More specifically, “Procrastination”.

Self-help, in case you don’t know, is an evergreen industry. This is a niche that will never be saturated. There’s also a huge demand for this niche. I mean, just look at the number of self-help books, seminars and courses being released every year! It’s crazy.

I always had an interest in self-help books. I have a mini library at my home with all kinds of self help and how-to books. So I thought why not go for this niche, as I am already familiar with it you know.

At the time when I was experimenting with this method, I was doing a lot of readings on procrastination. It was a topic that I was heavily invested in during the time. I was doing my own mini research kinda thing, in order to get my rid of procrastination.

That’s when it occurred to me, that I can actually create a product on “How to get rid of procrastination” and sell it online!

That’s how the idea for this product was born.

The product is just an ebook - that’s it - that I sell for \$27 under the pen name “John Isaac”. It doesn’t have to be a long ebook. This ebook that I wrote is just 35 pages long I guess.

Even though I wrote the ebook myself, there’s no reason you have to do the same. So if you don’t want to create the product yourself, here’s a few things you can do:

1. Buy a PLR and rebrand it
2. Outsource your product creation on Fiverr
3. Compile a bunch of articles on your topic and rewrite them using this software “Speed Rewriter”.

Speed Rewriter is an amazing web based software that allows you to quickly rewrite stuff, so that the content is unique and original.

It's different and simpler than anything else in the market so do check it out. I highly recommend investing in this tool (very cheap) and keep it in your arsenal. I'm sure once you start using it, you'll want to use it on more of your projects.

[Click here to check out Speed Rewriter software.](#)

So there you go, this is how I picked up my niche for this case study.

Checking Niche Demand

Once you've chosen your niche, you gotta check whether there's demand for this niche or not.

Because why would you want to go for a niche that has no demand? No demand means no traffic. No traffic means no sales.

So how did I measure the demand?


Simple.

I did a quick dirty little research on Youtube. Took me less than 5 minutes to see whether this niche was worth going after.


Here are the exact steps I took:

1. I purchased and installed [VidSpyPro](#) Google Chrome extension.
2. Then I went over to Youtube.com and did a search for "Overcome procrastination". Here are the search results:

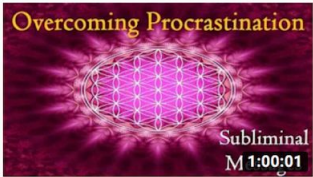
overcome procrastination




How to Overcome Procrastination | Brian Tracy
 Brian Tracy • 344K views • 2 years ago
 In today's video, I'll share 5 strategies you can use to overcome procrastination, even if you consider yourself to be a ...
246 views yesterday
 1,724 views last 7 days
 533 comments




Self Worth Theory: The Key to Understanding & Overcoming Procrastination | Nic Voge | TEDxPrincetonU
 TEDx Talks • 16K views • 1 year ago
 Nearly 80% of college students report that procrastination is a significant issue for them. Procrastination is not a matter of mere ...
122 views yesterday
 853 views last 7 days
 19 comments




Overcoming Procrastination - Get Things Done | Subliminal Messages Binaural Beats
 Vortex Success • 500K views • 3 years ago
 Overcome procrastination subliminal meditation and Binaural Beats. Download MP3 version at ...
388 views yesterday
 2,715 views last 7 days
 532 comments



The ONLY way to stop procrastinating | Mel Robbins
 Mel Robbins • 82K views • 6 months ago
 If you keep finding yourself stuck in that loop of stress and avoiding the things you know you need to do, WATCH THIS. I give you ...
214 views yesterday
 1,499 views last 7 days
 111 comments



How I Beat Procrastination | Robin Sharma
 Robin Sharma • 1.2M views • 6 years ago
 In this video I share some insider tactics on beating procrastination and getting big things done. It's time to destroy distractions and ...
426 views yesterday
 2,982 views last 7 days



Inside the mind of a master procrastinator | Tim Urban
 TED • 18M views • 2 years ago
 Tim Urban knows that procrastination doesn't make sense, but he's never been able to shake his habit of waiting until the last ...
28,645 views yesterday
 200,514 views last 7 days
 34987 comments

3. With the help of [VidSpyPro](#), I could easily see the number of views yesterday (in red) and the number of comments (in grey) on each video.
4. I noticed there's a video with **28,645 views yesterday!** This is a clear indication that thousands of people were viewing this video on a daily basis. So if there's a video with thousands of daily views, it's definitely a winner. I knew I could use this video to promote my product.

So by using the [VidSpyPro](#) plugin, I was instantly able to see whether there are videos with a high number of daily views for my niche.

And the answer was yes.

And so I proceeded with my project.

If you're an internet marketer or you're aspiring to be one, I highly recommend you have [VidSpyPro](#) in your arsenal. It's such a time saver.

Without this plugin, it would have taken me several hours to compile the data and go through everything manually. Not only would it be dead boring to do so, it would also kill my enthusiasm and I would've stopped doing it all together.

That's why I decided to [buy VidSpyPro](#), because you know, time is money. And the faster you can do stuff, the more money you make.

By the way, all these tools that I'm recommending you guys are the ones I use in my own marketing, every single day. As an internet marketer, know that tools are your best friend. They are indispensable.

And most of these tools/plugins that I use just cost a low one-time fee. So I don't pay for them on a monthly basis. Which is great coz it means it saves you a ton of money in the long run.

Website

So I picked the niche and I made sure that the niche had lots of demand.

Great.

Next I registered this domain for the website: ProcrastinationEliminationMethod.com

I chose this domain name because with this domain, it would be dead easy to rank my site on Google for the keyword “Procrastination elimination method by John Isaac”.

Why would it be easy to rank for this keyword?

Because it has ZERO search volume!

An exact-match domain for a zero search volume keyword is absolutely easy to rank on Google. Actually, there’s nothing much to do. Just build a site on the exact-match domain and make sure to use your keyword a couple times on your web page (including the page title and description) and then once your site gets indexed by Google, it will already be on the 1st position.

Note: I use NameCheap for domain registrations and for web hosting, I use DigitalOcean.

Anyways, the website is live, you can visit the site and see how it looks now.

As you can see, it’s a stupid single page website with no bells and whistles.

The Simplest, Fastest Way To End Your Procrastination Today

What People Are Saying About 'Procrastination
Elimination Method'

***I've already followed the
steps to rid myself of a major
block in my life***

"I'm so glad that I downloaded
this book. A quick, practical
read, it feels like the author is
sitting right next to you,
excitedly telling you everything
he's learned. I've already
followed the steps to rid myself
of a major block in my life. I
wholeheartedly recommend it."

- Lainey K.

***"The change I'm seeing in
myself is phenomenal!"***

"The Procrastination Elimination
Method is a highly effective way
to starting taking action and
kick laziness in the butt. It starts
producing positive, life altering
changes which effectively help
in being an achiever.

The change I'm seeing in
myself is phenomenal!"

- Elisabeth Wassenaar

***"Best book on
procrastination"***

"I have spent a lot of money on
book and courses that promise
to help you over
procrastination. But this book
by John Isaac is by far the best
one. Best money I've spent in
2018. 2 thumbs up to John to
this effort."

- Aima Sebastian

Regular Price: \$37 Today: \$27



powered by [Wondershare PDFElement](#)



**How Would It Feel If You No Longer Had Any
Resistance Between 'Thinking' and 'Taking
Action'?**

You know that feeling right?

When you know you have to or want to do
something but you'd rather do something else?

You have a great idea that you want to work on...

...and you've been thinking and mentally planning
about it for a long time, but when the time comes to
taking action...

... You find yourself struggling with getting started.

Then instead of doing the actual work, you'd start
writing down more thoughts and plans on the
notepad... which temporarily gives you the feeling
of being busy and working...

... But deep down you know all too well that you're
just avoiding doing the actual work.

Ha!

That's what I've been doing the last several years
of my life.

Be it weight loss, job, writing, my online business...
or even the mundane daily tasks.

I procrastinated

This is how the website looked at the time of this writing. I used InstaBuilder to create this site.

Don't worry, you don't need to buy InstaBuilder.

I secured the developer licence for InstaBuilder so basically I can give you a copy for free :) You're welcome.

Just shoot me an email and I'll send you the InstaBuilder installation file and the developer licence key with instructions on how to install it.

Now, Instabuilder is very easy to use and very user-friendly. You'll get the hang of it in no time.

There are some excellent videos on Youtube that show how to use Instabuilder.

If you still get stuck with something, shoot me a message and we'll see what to do.

As for the 'Buy Now' buttons, I use WarriorPlus to set up the payment link and buttons. It's linked with my PayPal account and it handles all the payment and product delivery. [Edit: I no longer use WarriorPlus for this website, I have switched to GetDPD.com - an excellent shopping cart solution]

There are several videos on Youtube that can show you how to set up WarriorPlus.

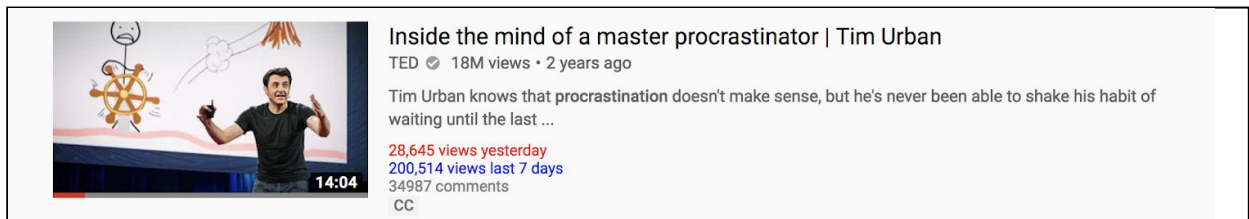
If you'd like me to set it up for you, I charge a nominal fee for \$30 to set up your Warrior Plus account and link the payment buttons on your website. If you're interested in getting this service, just shoot me an email and I'll get right back to you.

Youtube Comments

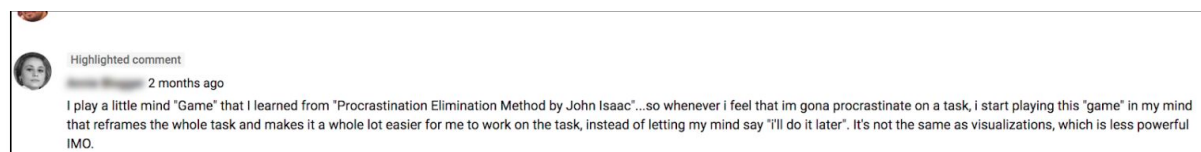
My website was ready.

Now was the time to start promoting it.

With the help of [VidSpyPro](#), I picked this video to post my comment on:



Here's the comment I posted:



That's it.

Notes:

A few points worth mentioning:

- I created a new channel on Youtube to use for this project.
- I uploaded a few videos to make my channel look legit.
- I waited a few days before starting to post the comments, so that it looks natural.
- I regularly like and subscribe to random channels and videos, again to make everything look natural.
- Many people make this mistake... they tell readers to search for their product name in Google... as in *"I forgot what the website is, just search in Google maybe?"*. DON'T DO THIS. It looks scammy! People search for everything on

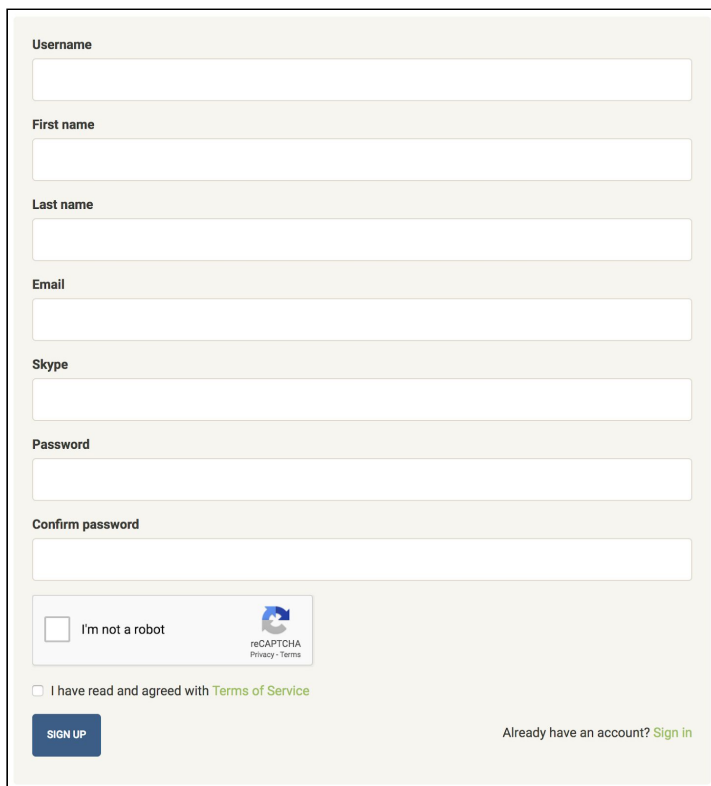
Google by default! There's no need to hammer this in your comments. Leave it upon the comment readers to decide to search for the product name on Google. Your product website should show up on the 1st position of Google search results anyways.

Comment Upvotes

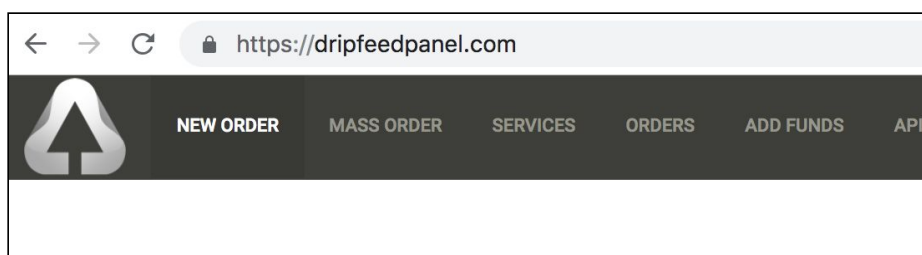
To rank my comment to the top 5, I purchased 900 comment upvotes from <https://dripfeedpanel.com>. It cost me less than \$5.

So here's what I did:

1. Registered for a free account on <https://dripfeedpanel.com/signup>

A screenshot of the registration form on DripFeedPanel.com. The form is light beige with white input fields. It includes fields for Username, First name, Last name, Email, Skype, Password, and Confirm password. Below the password fields is a reCAPTCHA widget with the text 'I'm not a robot' and a checkbox. Underneath the reCAPTCHA is a checkbox for 'I have read and agreed with Terms of Service'. At the bottom left is a blue 'SIGN UP' button, and at the bottom right is a link that says 'Already have an account? Sign in'.

2. Then I clicked on 'New Order'



3. From the Category drop down menu, I selected 'YouTube Video Comments Likes/Dislikes'

Category

👉 YouTube :- [Video / Comment Likes and Dislikes]

Service

- From the Service menu, I selected 'YouTube Comment Likes'

[Note: DripFeedPanel increased their prices lately. Right now this service costs \$7.60/1000 comments. But I've since then found another service provider with much better prices > www.JustAnotherPanel.com]

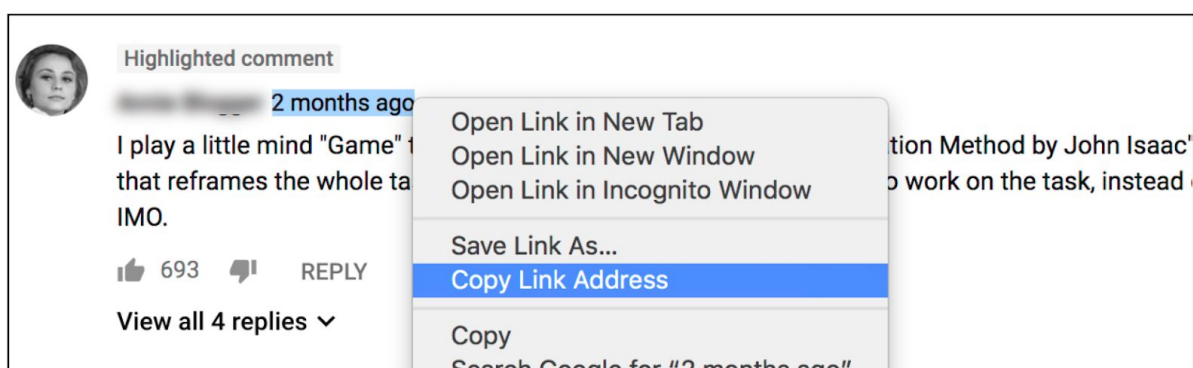
Service

👑 YouTube Comment Likes [Upvote] [20k Max] ⚡ ⭐ — \$5.00

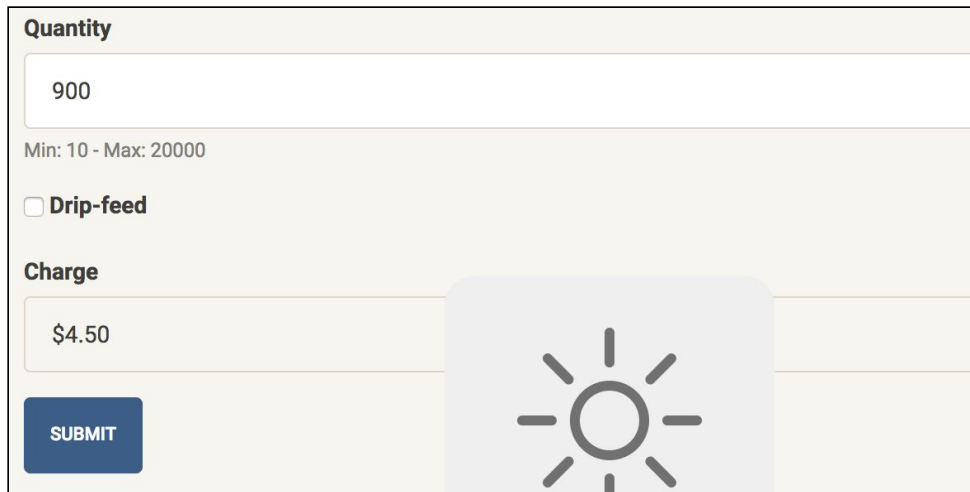
Description

Starting: Instant-12hrs
Lifetime Refill Guarantee
1k Speed Per Day
Minimum: 10
Maximum: 20,000
* For comment link, please do copy the comment time of it posted by right clicking and copy link url from there.*

- In the link field, I copy/pasted my Youtube comment link. To do this, you need to right-click on your comment's timestamp and paste that link over here.



6. In the Quantity box, I entered 900.
7. And then I clicked on "Submit".



The image shows a web form with a light beige background. At the top, the word "Quantity" is written in bold. Below it is a text input field containing the number "900". Underneath the input field, the text "Min: 10 - Max: 20000" is displayed. Below this, there is a checkbox labeled "Drip-feed" which is currently unchecked. Further down, the word "Charge" is written in bold. Below it is a text input field containing "\$4.50". At the bottom left of the form is a blue button with the word "SUBMIT" in white capital letters. To the right of the "SUBMIT" button is a large, light gray rounded rectangle containing a black sun icon with rays.

In a few hours, I got 900+ likes/upvotes on my comment and my comment ranked in the top 5 position :)

So simple.

Sales & Future Plans

So far, I've made close to ~~\$2,000~~ over \$3000 in sales with this one product, using nothing but YouTube comments!

(WarriorPlus products screenshot))

	Procrastination Elimination Method	4023 / 5779	126/161	22	1%	\$0.08	\$14.77	\$324.99
	Procrastination Elimination Method	9392 / 12658	996/1297	95	1%	\$0.27	\$26.39	\$2,506.95

I had a few more sales on the new shopping cart shopping cart that I'm now using... the total now is just a little north of \$3000.

I tested a few different pricing points with this. First I tried with \$37, then I switched to \$17 and then finally I settled for \$27.

I got the most sales with a \$27 price point.

I could have tried and sent all the traffic coming from Youtube comments to a squeeze page, to build an email list. But I wanted to keep things simple for this case study so I sent all the traffic straight up to the sales page instead.... Which as you can see, is working quite well ;)

Next plan: I'll be selling the whole site on Flippa. I haven't decided when to do that yet though. The site is making me a good side-income on a monthly basis, and I am kinda liking that.

But a few months down the line, I definitely intend to sell this website.

Conclusion

There you go guys.

Everything laid out for you on the plate :)

I hope you enjoyed this case study and I hope you'll put it to practical use.

Once again, please try not to copy my exact website and comments :D Be unique and creative and stand out on your own.

If you think you need personal one to one help, send me an email at admin@productsupport.pro and we can get started with my personal coaching. It's not going to be cheap but it will definitely speed up your journey to success.

Talk soon,



- Osman Safdar

More Cool Products

by Digital Profit Labs

- [Easy Domain Profits](https://digitalprofitlabs.com/easy-domain-profits/): <https://digitalprofitlabs.com/easy-domain-profits/>

Finally the easiest way to sell domain names online without the headaches of Flippa, SEDO, Afternic or any of those complicated domain marketplaces! Simple straight-forward system any newbie can apply!

- [Domain Millionaire](https://digitalprofitlabs.com/domain-millionaire-sales-page/):

<https://digitalprofitlabs.com/domain-millionaire-sales-page/>

Domain Millionaire is a step by step guide on how to create a full-time income buying & selling domain names. It gives you exact specific steps to become a successful domainer. The book is perfect for people looking to start a side hustle with limited investment & no prior experiences.

- [Wp Smart Traffic](https://digitalprofitlabs.com/wp-smart-traffic/): <https://digitalprofitlabs.com/wp-smart-traffic/>

Use Three Powerful Strategies To Boost Your Website Retention and Get Up To 80% Of Your Lost Traffic Back!

- [Lean Profit Machine](https://digitalprofitlabs.com/leanprofitmachine/): <https://digitalprofitlabs.com/leanprofitmachine/>

Running A Successful Home Business Doesn't Have To Be Difficult... Discover 7 Powerful Secrets To Improve Your Efficiency And Explode Your Profits!

- [Wp List Explosion](https://digitalprofitlabs.com/wplistexplosionfe/): <https://digitalprofitlabs.com/wplistexplosionfe/>

Use This Psychological "Trick" To Get More Email Subscribers and Make More Money Online!