



# SMM MILLIONS

ROCKSTARD112

# FOREWARD

Tell me, what comes to your mind when you think of platforms like Instagram, TikTok, Spotify, YouTube, and Facebook. Think about it for a second. Instagram has over 2 billion monthly active users and is dubbed the most influential app of our generation. TikTok is closing in on 2 billion MAUs. YouTube? Closing in on 3 billion MAUs.

When I think of social media platforms like Instagram, I see a goldmine that most people fail to see! What differentiates me from most other players in this space is that I specialize in building long-term, automated, scalable, and sustainable online businesses. I like to build businesses that generate a guaranteed income, month after month, for years - without me having to do much once the business is up and running.

While within this e-book I keep referring to 'Instagram' as a way to showcase examples and explain points, all the models and tips below can apply to all social platforms, be it TikTok, YouTube, Spotify, or others!

# INTRO

I started my journey in SMM back in 2017. Since then I've set up several online SMM retail businesses, processed 100,000+ orders, and done over \$7m in revenue across my sites, all with SMM.

Over the years, I've learned a lot about how to make the most of the SMM industry, and today, I'm going to pull back the curtain a little bit and showcase to you the INSANE world of SMM retail within this free e-book.

Snapshot of my merchant for the year 2022.

**3.71M** AED

Total revenue

Including all captured payments

**3.13M** AED

Net revenue

Total revenue minus refunds and net disputes

# THE PATH

You see, not every business is the same. Some businesses are smart, and others, well, not so much. Building a smart business is what most entrepreneurs in the Social Media Marketing industry **fail to do**.

When I started my journey in SMM, I wanted to build something that can, one day, turn into a cash cow. Something that generates me revenue, month after month, year after year, without much input from my end.

Here are a few questions that I want you to ask yourself when considering any kind of business in SMM.

- Can I be doing this when I'm 40?
- Can I retire on the basis of this business?
- Will this business run long enough for me to pay for my kid's college education?
- Is the business model directly proportional to the amount of time I put in?
- Can this business generate a set income every month, for years to come?
- Can this business make me money while I'm asleep?
- Is this a model where every customer earned is a customer that continuously generates recurring revenue?

You see, perspectives can change quickly when you start asking such questions. :)

When I look at the various ways people make money in SMM, I analyze it with the above questions in mind. And, what I find is, most people are spending their precious time chasing quick money, rather than **building** something that is truly sustainable.

# SUSTAINABILITY

To me, a business is 'sustainable' and 'scalable' if it meets the below set of requirements.

**FIRST** - the service that I provide to the customers, should be repetitive in nature. I'd rather have a business where I have 1000 customers paying \$49.99 month after month, year after year than do flips that generate \$10,000 one month, and \$500 the next.

Remember the question we asked earlier? 'Can this business generate a set income every month, month after month?' That is a crucial question for me. I can't be earning \$20k in January and making \$200 in February. It's not something that I can rely on.

Time spent on finding a customer should result in the customer potentially generating you income for years to come. For me, this is a big must-have.

**SECOND** - does the business model require the input of your personal time in order to service a customer once you convert them? You see, I'd rather have a business that, once set up, does not require me to interfere in order to complete the delivery of the service to the customer. This is to meet the question, 'Can the business operate without you?'

A quick example would be selling filters and presets for Instagram. You make them once, and every sale you make moving forward requires no input from your end. Your customers make a purchase, your e-commerce platform emails them a digital download link. That's about it. Of course, this is just an example and not something that we are going to focus on.

**THIRD** - how diversified is my risk profile? Does this business run on a 'trick' or a 'hack' that can be patched overnight and render my business useless? Does my business rely on a select few 'plugs' that, if, go out of business, can, in turn, put me out of business? Am I building a 'brand'? **Am I building a loyal fan base of customers who'd buy anything I sell them to?**

Is this a business where the majority of my time is spent putting out fires rather than working on creative ways to scale the business? This goes to answer questions like, 'Can I retire from this business', and 'Can I be doing this when I'm 40?'



# THE IDEA

Alright, enough talking, let's get to it already!

If you haven't guessed already, we are going to be talking about SMM retail. A business model where you sell Instagram (or any other platform) likes, views, followers, impressions, story views, comments, and similar services to end-users.

In other words, you have an online website where you have these services that customers can buy or subscribe to.

I'd like you to take a quick break and visit the websites below and navigate through them -

<https://buzzoid.com/>

<https://stormlikes.com/>

<https://www.instafollowers.co/>

Note: None of the above are my sites.

# THE PRODUCT

Selling likes, views, and comments for a few bucks? That's BORING. Is that what your 'blueprint' is about? Really? Millions in revenue from services that are worth a few dollars? You've got to be KIDDING ME!

Well, this is what most people get wrong about SMM retail. If that is what your mindset is, it couldn't be further from the truth.

We are not selling likes and followers.

**We are selling dopamine.** We are selling a drug. We are selling social proof.

You see, understanding the 'inner' game is super important.

Think about it for a second. Why do people spend thousands of dollars on cosmetic surgeries? To feel 'better' about themselves. Why do people spend a couple of hundred dollars on knock-off brand name products? For the 'clout' that it brings to them (even if fake). And, the list goes on and on.

And for this same reason, if you play your cards right, you'll find customers that will spend thousands with you month after month. It's the 'social proof' that they are buying. It's the 'feel better' pill that they are buying from you. That's how you need to think of this.



People pay \$20,000 for verification just for the 'social proof'. It's for clout. It's to showcase the 'perfect life'. The high life. It's to showcase they are 'important'.

Now, how many people can afford to pay \$20,000 for verification, and that too, risk it by paying a random guy on the internet? Not that many. And, even if you do land such a customer, you'd not know for sure if you can deliver the service. And, even if you do get them verified, they just might lose the tick, can't they?

Don't get me wrong, I know people who've made MILLIONS from verification badges too. But, to me, it's a game of cat and mouse. Not sustainable at all.

Now, think of this, how many people would GLADLY pay you \$49.99 for a monthly subscription to get likes, views, comments, or followers? Millions! Millions of people can **afford** and will be happy to pay you \$49.99 for a subscription to maintain their 'clout' and to get their dopamine rush.

As someone who's been doing this for 5+ years, I can tell you, this business is as lucrative as it gets. Most people have no idea of the potential SMM has, and think of it as just a side hustle. Well, let me show you what happens behind the scenes.



Below is one of my top customers at my primary SMM retail business. They have placed 1000+ orders in a span of 2 years. And they have generated \$63,051 in revenue for me. But, wait, that's just revenue, what about actual profits? Well, you'll be blown away.

80-99% profit margins is what SMM services typically have. We'll discuss more on this more in the blueprint.

So, I land a customer on my website **once**, and in the last 2 years, they have continuously generated my business a profit of \$2627 per month, for every month. Isn't that just beautiful? No, not yet.

Here is what makes this beautiful:

I have no involvement in the delivery of the service to the customer. Everything is automated.

In other words, even when I'm asleep, people come to my site, they buy, and they get the delivery - and well, I wake up a richer man every morning.

| Order Count | Amount      |
|-------------|-------------|
| 1069        | \$63,051.31 |

Below are two of my highest-valued clients. They come to my website every few months, they drop a load of cash, and they go! Best part?

I barely hear from them. And yes, we are talking about likes, views, followers, and comments - these aren't PR services or rare username claims or anything of that sort where I have to input TIME and ENERGY to deliver.

There is ZERO work from my end to deliver the service, it's 100% AUTOMATED.

My top client has placed just 28 orders in the last 3 years. They own several accounts on Instagram and buy subscriptions for all their accounts, at once, every few months. In the last 3 years, my top client has generated my business a profit of close to \$10,000 per month, every month.

Again, remember, I got this client **once**, and they were hooked. I didn't have to do anything more beyond the first contact in order for me to have them keep buying my services.

| Order Count | Amount       |
|-------------|--------------|
| 28          | \$355,399.90 |
| 23          | \$107,819.06 |

From make-up artists to established universities, you'd be SURPRISED at how many people want to pay for SMM services in order to maintain their 'social image'. There most likely isn't an industry I don't have a client from.

Mommy Bloggers, Real Estate Agents, Dental Clinics, Car Garages, Barber Shops, Bloggers, Personal Profiles, Interior Design Agencies, Models, Plastic Surgeons, Universities, Celebrities, Politicians - you name it. Everyone is a client when it comes to SMM, and everyone can **afford it**.

I have a real estate agency from New York, an online school from Sweden, and a plastic surgeon from Brazil - all of which are buying subscriptions worth \$100+ month after month. Why? Because it helps their social media 'image'.

You probably have a lot of questions at this point. But, I'll assume one of the biggest ones is this -

*People already know about fake likes and followers, this isn't 2012 when no one knew. Nowadays, EVERYONE knows, and they can smell it from a mile away. No one's going to buy these services. What do you have to say about that?*

Well, again, having done over \$7m in this business, I can tell you that you couldn't be more wrong. Instagram has 2 BILLION monthly active users. You're seriously telling me you can't get 1000 customers to pay you \$20 to \$200 per month even IF the services are fake and sourced from panels?

Here's the biggest shocker: Over 60% of my customers are small businesses. And they DO NOT buy my services to get 'clients'. **They already have clients.** It's just that they don't want an Instagram page with 2 likes per post, it looks SAD and gives potential customers a BAD impression of the business.

In fact, within the blueprint, we'll go over the type of customers to focus on for these services (individuals, businesses, and others) and the types not to focus on. This will save you years of worth of trial and error where you figure out what and what not to focus on.

# CONCLUSION

Here are a few key points to take away -

This is a service that is affordable to almost everyone, and there are 2 billion users on Instagram to whom you can sell to. When a service starts at \$2 and can scale to \$1000s of dollars worth of subscriptions, almost EVERYONE can afford it. That is the beauty of this game. And - this can apply to TikTok (a hot market for now), YouTube, and any other social media that you can think of.

This is a service that is **repetitive in nature**. Once you have a client hooked on your service, provided you give decent customer support, and deliver quality service, there is no reason they will ever stop using your service. And, within the blueprint, we'll go over the exact steps you need to take to hook your clients (layering, service IDs, and more)

The beauty of this service is that it compounds. After a certain period of time, you'd no longer have to hunt for new clients. Your recurring revenue will be enough to sustain your lifestyle and give you enough time/freedom to enjoy the finer things in life.

Again, this is fully automated. This isn't a PR service where it could take weeks or months to deliver to the client. This isn't a verification service where you can waste your energy landing clients that later get rejected, and going about trying your luck to land new clients every week.

This is a service where a customer makes a purchase and **gets an instant dopamine rush**, and it's all done on auto-pilot, while you make money while you sleep.

And once they get hooked, they'd buy from you time and time again, for years to come!

Here is something more important -

When you have services that start with \$1, people are SUPER easy to convert. And what ends up happening is that you build a HUGE customer base over a period of time. A list of emails and names of customers who KNOW your brand and know that they can trust you.

In short, you've BUILT a long-term brand. Doesn't matter if a new social media network rises up tomorrow, you can promote services for the same to your existing customers. And on and on it goes.

**And, with the above, the e-book ends.**

# MENTORSHIP

If this is something that interests you, DM me and I'll mentor you. My mentorship will take a deep dive into several topics including -

1. Inner workings of an SMM company, what to expect, and how to approach it
2. Understanding automation, SMM panels (which you probably already know of), types of panels (provider, reseller), service ID of panels that are used by top SMM sites, and how to build relations with these panels for exclusive pricing and services
3. Understanding site structures, UI, and checkout flow to maximize conversions and reduce cart abandonment
4. A look into layering reseller panels with your own controller panel (a technique that most start-ups in SMM fail to realize)
5. Types of customers that you should focus your energy on (backed by years of data) to scale at the speed of light
6. An overview of how to layer services to maximize customer retention so that they keep coming back for more
7. An overview of how to increase customer lifetime value via customer relations (the one thing that most people get wrong, and where the most profit lies)
8. An overview of how to drive traffic via content marketing, and all the tools that you can use to start generating organic traffic (that converts into buyers) within months
9. An overview of marketing (automated) tools that you can use to reach millions of potential customers on the fly (without spending tons on ads)
10. An overview of setting up a company, merchant account, bank account, handling disputes and refunds within SMM niche

And more (with tons of examples & case studies)



## FAQ -

- **Does this involve me managing 100s of Instagram accounts, making bots for Instagram API?**
- No. You do not need to create a single Instagram account. And no, you wouldn't have to create any Instagram bots either. Panels will handle that (we'll discuss about these in the mentorship)
- **Isn't this a risky service? Won't Instagram ban/shadow-ban customer accounts if they buy likes and followers?**
- Alright, give me your handle, and I'll send you 100,000 of the fakest and cheapest bots. Does that mean I'll get you banned? Of course not! This is a zero risk service.
- **What kind of know-how is required to run this business?**
- A basic understanding of online businesses will be great. If you have experience with WordPress that will ease the process. But, this is something that you can easily learn in a few days via YouTube videos.
- **Why would you give your blueprint away?**
- Again, there are billions of users on Social Media. You getting a few thousand customers won't take away from my share of the pie. There is plenty for everyone to enjoy. :)
- **Can this work with any other social media?**
- Yes, this blueprint can help you understand the structure (the behind-the-scenes workings) of an SMM website. You can use the same learnings for any social media including TikTok, YouTube, Spotify, LinkedIn and so on.