

ShoeMoney PlayBook Chapter 1- Intro

Hello, everybody. My name is Jeremy Schoemaker and you probably know me better as Shoemoney, which is a moniker I've picked up online. Actually I had the moniker since I was pretty young. Actually Shoemoney comes from when I was very young I always wanted to be a rich superhero and then later, very influenced by rap music, my friends dubbed me Shoemoney.

So years ago I started working on a book. The book was originally titled Shoemoney's Skills to Pay the Bills. And I started writing it as I was learning things. Long story short, eight years later the book is still a work in progress. At one point in time I had a pretty high end author - or a publishing house approach me who wanted to publish it. They changed the - by the way, I've got some notes up here because it's pretty lengthy. And really this video series is basically the book that I wanted to put together for you.

So the first thing that I want to instill in you is I really want you to pay attention and get the most out of this. Have a piece of paper ready throughout this series. Really prepare for it. Have an open mind. Kind of clear your mind. Get - close Twitter, close Facebook, anything that's going to distract you because you're probably going to have a lot of ideas and notes and whatnot. Really, this is eight years of my experience and all that stuff.

Another thing is I really strongly believe in the gestalt protocol, which means that I'm not going to sit here and talk to you about theories or what you should do or stuff like that. I'm going to do what they call experience share. And throughout me teaching you all of these steps I'm going to share with you my own stories on why I feel this way, right? I'm not going to talk to you about some crazy freakin' theory.

So the book really was - you know - [PAUSE] - also in this video series I have nothing to sell you and I would tell anyone, if you're just curious about making money online or you're just curious about starting a company online, you don't have to buy anything. You really don't have to buy anything. If anything, get something that's going to help you with productivity.

I highly recommend the book Getting Things Done. It's very inexpensive. It's probably like 15 bucks, if. And for me, again, using the gestalt protocol it's been extremely valuable. And I listen to it on audio probably every two weeks. So that was - that's really what I think is essential for someone is more of a productivity, how to stay focused and things like that, because if you're like me you've got ideas coming out of your ass. You don't need any more ideas. And that's what's

the book is all about. It's how to – and I'll just share with you kind of the chapters behind it.

Now, I've made notes and this isn't a big production thing because I didn't want to incur a lot of cost putting this together. I just have a lot of ideas and I feel I'm a much better oral communicator than writing a book, you know? And I want this to kind of be somewhat timeless because I think a lot of the stuff that I've developed – and there's no – let's just be honest. There's no book for people like us, right? I mean there's no – there's no school. They don't teach you this in college, you know, so I've kind of put together some basic guidelines for building a successful online company. So those – I just want to share this with you and that's what this is about.

So what I'm going to go over in this series of videos is basically everything from the conception of an idea, right – how do you know when to go forward? I go over our kind of internal litmus test that we use here, which this has been developed over many years. A lot of experiences have led me to that. I'm going to go about the launch – how do you launch a company? And I'm not talking about a product launch. I'm talking about launching a real business, a real company on the internet. And this could be – whether or not it's a site for affiliate stuff – I mean it could be an info product. It could be anything.

But this is more about teaching you how to build a long-term business. And if you've followed my success, you see that we've built many long-term stuff, my first one being NextPimp. In 2003 I started that site. The site produced many millions of dollars in revenue. Eventually I sold that site. In 2000 – let's see – 2006, started a site called AuctionAds – I believe it was 2006 – and within four months I sold that site. It was doing about two million in revenue when I sold it. The price that we sold it for is undisclosed, so sorry, can't share that with you.

2008, I had a site Fighters dot com which we sold in 2009. And [INAUDIBLE 0:05:19.0 sounds like: Fresh Air Report] launched 2010, recently sold that. And then – jeez – we've had – we just launched Link Control, which isn't really going the way I want to but it's kind of cool that I'm sharing with you all these steps and companies because I'm actively doing some right now.

So the next phase would be the monetization phase and that – I'm going to cover each form of monetization. I'm going to cover everything, just basically any possible way you can make money online. I've done – I mean every which way. I've found out how to monetize each of these properties. And so I'm going to go through every layer of that with you.

In another step of this I'm going to talk about marketing. You know, how do you get free marketing? How do you get low-hanging fruit? And all of this, I mean I –

I started doing these things with no money whatsoever. So again, you don't have to buy anything. I'm going to talk to you about where to get the best bang for your buck, stuff like that.

And then ongoing management of your company, once you've got it going, because again, if you are like me you've got all these ideas and all this crazy stuff. But the one thing I've found is once I've launched a successful company and it's going gangbusters, I really suck at the ongoing management of it and keeping it successful, which is why I've sold all these companies. And some people would look at some of these companies and their run rates and say I can't believe you sold that. It was making - you got robbed and all this stuff.

Well, maybe. But I had other ideas and I wanted to take that money and roll it into them. But those are things that I've learned from. And what I've learned is - the biggest part I've learned is when you should sell a company, how to put people in to manage them, other stuff like that. And I look forward to sharing that part with you as well.

So that's basically the premise of this video series. I went from unemployment to making - to having tens of millions of dollars in revenue in no time. And that's the one thing about our time right now. And this is the big thing that I want to instill in you.

We have an opportunity right now that may never come along in our lifetime again. It's an opportunity as big as in the 1900's, you know, the early 1900's when they had what they called the robber barons where there were people who learned how to take advantage of the time and really acquire a tremendous amount of wealth. Like I say, I barely graduated high school. I was on employment when I started, tens of thousands of dollars in credit card debt.

And I basically stumbled onto a niche which became very profitable. And I learned from all those experiences. I've done - I've probably tried to launch 25, 30 different companies and from that I've gotten a ton of experience some would call failures. But I don't. I call them experiences, because I only go on from there and learn. And that's - a lot of that is contained in this video series.

So as you go through it, get all that crap out of your mind. Quit buying products and follow through, take notes, and I hope you enjoy it. And also, feel free to ask questions. Down below you should - we should have a comment thing. This is video one so I'm not sure what it's going to look like yet. But, you know, this series as it comes together, I'm going to be releasing it slowly. So the more questions you have, the better it'll shape it.

So thanks for watching. I really appreciate it and appreciate you supporting my blog and all that stuff. If you're not already on my mailing list go to Shoemoney Newsletter dot com. I'll give you a ton of free stuff I've developed over the years. Like I said, I've really been very fortunate and I'm happy to kind of [INAUDIBLE 0:09:11.4 sounds like: pay a bit] forward and share with you guys. So, I'll see you soon.