

BUILD • BRAND • RUN

INCOME IN A BOX

YOUR BUSINESS. PACKAGED.

THE COMPLETE BLUEPRINT

8 Modules • Launch Checklist • Swipe File • Template Reference • Glossary

No income is guaranteed. See the disclaimer on the final page.

INCOMEINABOX.COM

WELCOME

There Is No Income In The Box

That's an odd thing to open a product called Income In A Box with, so let's get it out of the way properly. There is a **business system** in the box. Whether it produces income depends entirely on what you do with it, and we're not going to pretend otherwise at any point in these pages.

What the box genuinely removes is the part that kills most attempts: the setup. The plan, the page structures, the email sequences and the branding files are already built. That's typically the six weeks in which enthusiasm quietly dies, and getting past it is worth real money even though it isn't glamorous.

The Honest Sequence Of Events

Here's what actually happens to most people who decide to start something online, and it has almost nothing to do with ability:

- Week one: enormous energy. Reading, note-taking, three tabs of tool comparisons.
- Week two: still choosing tools. The offer is still a vague idea rather than a written sentence.
- Week three: building a page. It doesn't look right. Rebuild it.
- Week four: it still doesn't look right. Something urgent happens at work.
- Week six: the folder is still there. Nobody has ever seen the page. Conclusion: *I'm not disciplined enough for this.*

That conclusion is wrong, and it's expensive, because people carry it into the next attempt. The actual failure was that four weeks went into construction and none went into contact with a real customer.

What Pre-Built Does And Doesn't Fix

It fixes: the blank page, the tool paralysis, the rebuild loop, the empty email draft, and the not-knowing-what-order-to-do-things-in.

It doesn't fix: not having chosen a niche, not sending any traffic, not answering your customers, or expecting the thing to run without you. Those remain entirely yours, and they're the parts that decide whether anything works.

How The Blueprint Is Organised

Eight modules, then five appendices:

- **Module 1 — What Done-For-You Honestly Means.** Scope, expectations, and the three rules.
- **Module 2 — Quick Start: Live In Seven Days.** The shortest honest path to something public.
- **Module 3 — Foundation.** The offer, the audience, the price. Nothing else until this is written.
- **Module 4 — Traffic & Funnels.** One method, the templates installed, a schedule you can keep.
- **Module 5 — The Follow-Up Sequences.** What the emails do, and how to edit them without breaking them.
- **Module 6 — Sales & Scale.** What to add once something works, and what not to.
- **Module 7 — Your Four Numbers.** The weekly read that tells you which part to fix.
- **Module 8 — When It Stalls.** Troubleshooting. Most people arrive here in week three.

If you're impatient, read Module 2 and start. Module 1 will still be here on day four.

MODULE 1

What Done-For-You Honestly Means

Short module. It exists so that nothing later surprises you, and so you can decide now whether this is the right purchase.

The Scope Line

Done for you	Done by you
The step-by-step plan and its order	Choosing your niche and audience
Six funnel page structures	Writing the words that go in them
Three written email sequences	Editing them to fit your offer
Branding guidance and layout files	Applying your own name and look
The workbook and checklists	Actually filling them in
What to measure and how often	Sending the traffic
	Answering customers and honouring refunds

If the right-hand column looks like more than you expected, that's the honest picture and it's better to see it now. Nothing in this industry sells you a business that runs itself, whatever the sales page implied.

The Three Rules

Rule 1 — Finish Module 3 Before Anything Else

One written offer sentence and one price. Everyone wants to skip ahead to the pretty part — the pages, the branding — and it is genuinely the most common way this fails. A funnel pointed at a vague offer converts nobody, and you'll blame the funnel.

Rule 2 — One Of Everything

One offer, one traffic method, one funnel. Not because variety is bad, but because you can't diagnose a system with five moving parts. When something works you won't know why; when it fails you won't know what to change.

Rule 3 — Ship Plain

The page goes live when it's finished, not when it's beautiful. Design is far down the list of reasons people don't buy, and "not live" is at the top of it.

A Word About Money

You will need a small ongoing spend — a domain, a page host or builder, and an email service. All have inexpensive options and Module 4 covers choosing them. Work out that figure before you start rather than discovering it in week two.

And the obvious one, said plainly: don't fund this with money you can't afford to lose, and don't borrow to do it. Nothing in this guide is financial advice.

MODULE 1 — YOUR STARTING POSITION	
Hours per week I can genuinely give:	
Monthly budget for tools:	
The niche I'm leaning toward:	
What would make me quit, and my plan for it:	

MODULE 2

Quick Start: Live In Seven Days

Seven days to something public. Deliberately rough. Do not improve anything this week — improvement is what week two is for.

Day	Task	Time	Output
1	Write the offer sentence (Module 3)	60–90 min	One written sentence + a price
2	Buy the domain, set up hosting + email tool	60 min	Three accounts, one bill
3	Install funnel template 1, add your branding	90 min	A page that exists
4	Write the page words using the Module 3 order	60 min	A page that says something
5	Load follow-up sequence 1, edit the details	60 min	Emails that will actually send
6	Publish. Test the whole path yourself.	45 min	A live, working funnel
7	Choose one traffic method, fill the calendar	30 min	A schedule you'll keep

Day 6 Is The Real Milestone

Test the path yourself, end to end, as though you were a stranger. Click the button. Complete the opt-in. Check the email arrives. Buy your own product if the processor allows a test. An astonishing number of funnels are live and broken, and the owner finds out weeks later.

What Not To Do This Week

- Don't change the template layout. Change words and colours only.
- Don't write a second email sequence. One is enough to be live.
- Don't buy any tool that isn't a domain, a host, or an email service.
- Don't check any numbers. Seven days of data is noise and will make you change something at random.
- Don't tell yourself it needs to look better before anyone sees it. That's the trap this whole product exists to get you past.

If day 7 ends with a live funnel and a schedule, you've done something most buyers of products like this never do. That's not flattery, it's the actual bar.

MODULE 3

Foundation — The Offer

Most of the leverage in the entire build is here, and it's the module people rush. Don't.

The One-Sentence Offer

I help [specific person] to [specific outcome] by [specific method], so they can [what that unlocks].

It's finished when a stranger can hear it once and repeat it back accurately. Not impressively — accurately. If they ask a clarifying question, keep working.

Where First Drafts Fail

- **The person is a category.** "Small business owners" isn't a person. "Independent driving instructors who still take bookings by phone" is.
- **The outcome is abstract.** "Grow your business" can't be pictured. "Fill next month's diary" can.
- **No method.** Without it you sound like everyone else and there's no reason to choose you.
- **It's about you.** If it's mostly your credentials, rewrite it about their situation.

Your Real Competitor

It isn't the other sellers. It's **doing nothing** — free, easy, and requiring no decision. Your page has to beat inertia before it beats a competitor, which means answering "why now, and why not just carry on as I am" rather than "why me".

Pricing Without Agonising

Pick a price you'd be comfortable saying out loud to a friend, and move on. Price is easy to change later and terrible to stall on now. You cannot reason your way to the right price with zero customers — you find it by having some.

Proof When You Have None

Everyone starts with no testimonials. What you can honestly offer instead: a precise description of the problem that shows you understand it, a clear explanation of your method, and a guarantee that moves the risk to you. Never invent a result you haven't produced — besides being dishonest, invented proof is the fastest route to refunds, chargebacks and a processor asking questions.

MODULE 3 — YOUR OFFER

I help (specific person):	
To (specific outcome):	
By (specific method):	
So they can (what it unlocks):	
Launch price:	
Why not just do nothing?	

MODULE 4

Traffic & Funnels

Attention in, and the path it lands on. The templates handle the second half; the first half is entirely a scheduling problem.

The Honest-Hours Test

Before choosing a method, write down the minutes you can give on a *bad* day. Not a good one. The method has to fit inside that number, because bad days decide whether the schedule survives.

Method	Time	Money	Speed of signal	Best when
Short-form video	High	None	Slow	You have time, not budget
Written content	Medium	None	Slow	You'd rather write than film
Paid traffic	Low	High	Fast	You have budget to learn with
Direct outreach	Medium	None	Fast	You know exactly who to talk to

Choosing Without Overthinking

- Under 30 minutes a day and no budget? Direct outreach. It's the only free method with fast signal.
- Have budget and want to learn quickly? Paid traffic tells you in days what content tells you in months — at the cost of money you may lose while learning.
- Comfortable on camera? Short-form compounds better than anything here, but be honest that the first stretch produces very little.
- Dread being on camera? Don't pick it out of guilt. A method you avoid produces nothing.

Installing The Templates

The six structures cover an opt-in page, a sales page, a checkout, a thank-you page, an upsell and a delivery page. Use them in that order and change only two things on the first pass: the words and the branding. Layout changes are how a one-evening job becomes a three-week job.

The Four-Week Rule

Every traffic method looks broken for longer than feels reasonable. Set a review date four weeks out, write it down, and refuse to reconsider before it. Deciding a method has failed on day nine is how people end up having tried six methods and built nothing.

MODULE 4 — YOUR TRAFFIC PLAN	
Honest minutes on a bad day:	
Method chosen:	
Days and times, written out:	
Review date (no reconsidering before this):	

MODULE 5

The Follow-Up Sequences

Three written sequences ship with the box. This module explains what each one is doing, so you can edit them without accidentally removing the part that works.

What Each Sequence Is For

Sequence	Triggered when	Job
Welcome (5 emails)	Someone joins your list	Set expectations, build a little trust, make one offer
Nurture (7 emails)	Welcome finishes, no purchase	Be useful, stay present, offer again differently
Post-purchase (4 emails)	Someone buys	Reduce refunds, get them using it, ask for feedback

How To Edit Without Breaking Them

- **Change the specifics, keep the skeleton.** Each email has a job; if you rewrite it into a different job, the sequence stops making sense.
- **Keep the one-idea rule.** Every email does one thing. Merging two emails to "save time" reliably reduces response.
- **Keep the gaps.** The spacing between emails is part of the design. Sending all five in two days reads as pressure.
- **Don't remove the unsubscribe link.** Aside from being legally required in the UK, EU, US and most other places, a list of people who can't leave is a worse list.
- **Do remove anything you can't stand behind.** If a line overpromises for your product, cut it. Your name is on it.

The Post-Purchase One Matters Most

It's the sequence people skip and the one with the clearest effect. Someone who opens the product in the first three days is dramatically less likely to ask for a refund than someone who files it and forgets. Those four emails exist to get them in the door.

Compliance, Briefly

You need consent to email people, an unsubscribe link in every message, a real postal address in the footer, and honest subject lines. The rules differ by country — UK GDPR and PECR, the EU's GDPR, CAN-SPAM in the US

— and it is your responsibility to meet the ones that apply to you. The templates are written to be compatible with all three, but check rather than assume.

MODULE 6

Sales & Scale

Only read this once something is genuinely working. Applying it early is the most reliable way to break a thing that was about to succeed.

The Precondition

A funnel that has been live for at least a month, with traffic running on schedule, and numbers that are stable rather than sporadic. If your results swing wildly week to week you don't have a system yet — you have a series of coincidences, and multiplying a coincidence gets you nothing.

What To Add, In Order

One at a time, with a full month between each:

- **More of the same traffic.** Cheapest scaling there is. Same method, higher frequency or spend.
- **An upsell to existing buyers.** You already have their attention and their card details; a related second thing is far easier than a first thing to new people.
- **Something recurring.** Turning a one-off into something a customer can continue, so you're not starting from zero each month.
- **Delegation.** Hand over the most repetitive part first — usually part of traffic. Never delegate the offer.
- **A second traffic method.** Last, not first, and only when the first is boringly reliable.

What Not To Add Yet

- A second offer to a *different* audience. That's a new business, not scaling.
- A rebrand. It feels like progress and changes nothing in the machine.
- More tools. Every tool added before it's needed becomes a maintenance cost.
- A team, before you can describe your own process in writing.

On Recurring Revenue

It's steadier than one-off sales, but it isn't passive and it isn't automatic. Someone has to keep earning the renewal, and that someone is you until the process is documented well enough to hand over. Treat it as a structure that reduces churn of effort, not as money that arrives on its own.

MODULE 6 — SCALING READINESS

Weeks the funnel has been live:

Are my numbers stable or sporadic?

The ONE thing I'm adding next:

The date I'll review it:

MODULE 7

Your Four Numbers

Once a week, on one page, ten minutes. The purpose isn't to know everything — it's to know which part to touch next.

#	Number	What it tells you	If it's the weak one
1	People who saw it	Whether traffic is running	Increase frequency, not method
2	People who clicked	Whether the hook matches	Rewrite the opening line
3	People who opted in	Whether the page works	Rewrite the problem paragraph
4	People who bought	Whether the offer lands	Revisit Module 3, not the design

Why Only Four

Analytics tools offer hundreds of metrics and nearly all of them are somewhere to hide. Four numbers fit on a line, take ten minutes, and are enough to find your weakest stage — which is the entire job.

Weekly, Not Daily

Daily checking produces anxiety and random changes. One day is noise; a week is a reading. Pick a day, put it in the calendar, and don't look in between.

The One-Change Rule

After each weekly reading, change exactly one thing, in the stage the numbers point at. If you change two and things improve, you've learned nothing and will carry the useless change forever.

When Everything Is Near Zero

Normal in month one and not a verdict. It almost always means traffic hasn't run long enough. The fix is frequency and patience, not a redesign. Resist concluding the offer is wrong — you don't yet have enough traffic to have learned that.

MODULE 7 — THIS WEEK

Week ending:	
1. Saw it:	
2. Clicked:	
3. Opted in:	
4. Bought:	
Weakest stage:	
The ONE change I'm making:	

MODULE 8

When It Stalls

Find the symptom, make one change, keep going. Do not restart.

"Nobody is seeing it"

Count the traffic sessions you actually completed in the last fortnight against the ones you planned. In most cases that gap is the entire answer. If the sessions genuinely happened and the review date has passed, extend the runway rather than switching — switching resets the clock and you'll be back here in a month.

"They see it but don't click"

The hook is about you rather than their problem, or it doesn't match the offer. Rewrite the first line so it names the situation the reader is in. Keep everything else.

"They click but don't opt in"

Usually the page's problem paragraph. If the reader doesn't feel accurately described in the first few lines, nothing below gets read. Rewrite it using words a real person actually said to you. Occasionally it's competing buttons — remove all but one.

"They opt in but don't buy"

Go back to Module 3. This is nearly always an offer problem wearing a funnel costume. Check the sentence still passes the stranger test, and check the price hasn't quietly drifted away from what the thing actually is.

"They buy but they refund"

The page promised something the product doesn't deliver. The wrong fix is making the guarantee harder to claim — that turns refunds into chargebacks, and chargebacks into a processor problem. The right fix is softening the promise or strengthening the delivery. Also check the post-purchase sequence is actually running.

"It works but I've stopped"

Common and rarely discussed. The commitment was built around a good week rather than a bad one. Halve it rather than abandoning it — a smaller loop that keeps running beats a bigger one that stopped.

Symptom	Most likely stage	First thing to change
Nobody sees it	Traffic	Frequency, not method
Sees, doesn't click	The hook	The opening line
Clicks, doesn't opt in	The page	The problem paragraph
Opts in, doesn't buy	The offer (Module 3)	The sentence and the price
Buys, refunds	Promise vs delivery	Soften the promise or improve the product
You stopped	The commitment	Halve it

APPENDIX A

The Launch Checklist

Everything that must be true before you send a single visitor. Print it. Tick it. An hour here saves a fortnight of wondering why nothing converted.

Offer

- The one-sentence offer is written down, not just in my head
- Someone who doesn't know my business repeated it back accurately
- The price is set and appears on the page
- I can answer "why not just do nothing" in one sentence

Pages

- Opt-in page loads on a phone without horizontal scrolling
- Sales page has exactly one action, repeated, not three competing ones
- Checkout works — I completed a real or test transaction myself
- Thank-you page tells the buyer exactly what happens next
- Delivery page or email actually delivers the product

Email

- Welcome sequence loaded, edited, and scheduled with the original gaps
- Post-purchase sequence loaded and triggered by a real purchase
- Unsubscribe link present in every email
- Postal address in the footer
- I sent myself through the whole sequence and it read correctly

Legal & admin

- Terms, privacy and refund policy pages exist and are linked
- Earnings disclaimer present and honest
- Payment processor connected and receiving into an account I control

- I know what my refund process is and can honour it within 30 days
- Contact email is monitored, not a black hole

Tracking

- I know where I'll read each of the four numbers
- The weekly review is in my calendar as a repeating event
- The numbers sheet is printed or open somewhere I'll see it

The single most commonly skipped item on this page is testing your own checkout. Do not skip it.

APPENDIX B

The Offer Swipe File

Twelve worked one-sentence offers across different niches. None of these are your offer — they're here so you can see the shape. Notice how specific the *person* is in every one.

I help **independent driving instructors who still take bookings by phone to fill next month's diary** by **setting up a one-page online booking flow**, so they stop losing pupils to voicemail.

I help **first-time landlords with a single property to screen tenants without guessing** by **using a fixed six-question process**, so they stop relying on gut feel.

I help **freelance illustrators under thirty thousand a year to raise their rates without losing clients** by **restructuring how quotes are presented**, so they work fewer, better jobs.

I help **parents of newly diagnosed coeliac children to plan a week of safe meals in an hour** by **using a rotating base-recipe system**, so mealtimes stop being a research project.

I help **small gyms with under two hundred members to cut cancellations** by **installing a structured first-ninety-days member journey**, so retention stops depending on the owner's memory.

I help **bookkeepers who still bill hourly to move to fixed monthly fees** by **repackaging existing services into three tiers**, so income stops depending on hours logged.

I help **self-published fiction authors with one book out to build a reader list** by **adding a single back-of-book funnel**, so book two doesn't launch to silence.

I help **tradespeople who hate quoting to send quotes the same day** by **using a template and a fixed pricing table**, so jobs stop going to whoever replied first.

I help **community choir organisers to fill rehearsals** by **running a simple local outreach cycle**, so numbers stop dropping every term.

I help **career changers over forty-five to get interviews in a new field** by **rewriting experience as transferable evidence**, so age stops reading as a mismatch.

I help **Etsy sellers stuck under fifty sales to get consistent traffic** by **fixing listing structure before touching ads**, so spend isn't wasted on a broken listing.

I help **church admin volunteers to halve their weekly admin** by **consolidating scattered spreadsheets into one system**, so the job stops burning people out.

Every one of these could be sharper. That's deliberate — they're at the standard to aim for on launch, not a standard designed to intimidate you.

YOUR TURN	
Draft 1:	
Draft 2 (more specific person):	
Draft 3 (more specific outcome):	
Final:	

APPENDIX C

Funnel Template Reference

What each of the six templates is for, what goes on it, and the one mistake people make with it.

Template 1 — Opt-In Page

Job: One promise, one field, one button. Its only job is to trade something small and genuinely useful for an email address.

Common mistake: Adding a second call to action. It halves the response and the page stops having a job.

Template 2 — Sales Page

Job: The long one. Problem, why the obvious approaches haven't worked, your method, what they get, price, guarantee, one action.

Common mistake: Starting with your credentials. Start with their problem, described precisely enough that they feel recognised.

Template 3 — Checkout

Job: Fewest possible fields, price stated plainly, guarantee restated, no navigation to click away with.

Common mistake: Surprise costs at the last step. It's the single biggest cause of abandoned checkouts.

Template 4 — Thank You

Job: Confirms the purchase, says exactly what happens next and when, and sets one expectation for the first email.

Common mistake: Leaving it blank or generic. A vague thank-you page generates support emails you'll have to answer.

Template 5 — Upsell

Job: One related offer, presented once, easy to decline without feeling stupid.

Common mistake: Making the decline link tiny or shameful. It converts slightly better and costs you goodwill and refunds.

Template 6 — Delivery

Job: Everything they bought, on one page, nothing drip-fed unless there's a real reason.

Common mistake: Hiding things behind 'unlocks in 7 days' when there's no pedagogical reason. It reads as withholding.

APPENDIX D

One Build, Start To Finish

A composite worked example, assembled from the kinds of situations this product was built around. Names and details are illustrative. No figures appear, for the same reason none appear anywhere else in this blueprint.

The Starting Point

Call her Bev. Works four days a week, has a bookkeeping background, and has twice started "something online" and abandoned it during setup. Both times she got as far as a half-built page and no offer.

Week One — Live

She followed Module 2 literally. Day one produced a bad offer sentence. Day three produced a plain page using template 1 with her own colours. Day six she tested her own checkout and found the confirmation email wasn't sending — which she'd have discovered weeks later otherwise.

By day seven there was a live funnel and a schedule. Neither was impressive. Both existed, which was more than her two previous attempts combined.

Weeks Two To Four — Nothing Much

Direct outreach, three sessions a week, chosen because her honest-hours number was small and she had no budget she was willing to risk. Number one crept up. Numbers two, three and four stayed at or near zero.

This is the point where both previous attempts had ended. The four-week rule is what stopped it ending again — she'd written the review date down and wasn't allowed to reconsider before it.

Week Five — The First Real Change

The reading pointed at stage two: people were seeing it, almost nobody clicked. So she rewrote the opening line of her outreach message to name the situation rather than describe her service. One change, nothing else touched.

Weeks Six To Nine

Clicks improved. Opt-ins started. Then a fortnight where opt-ins happened and nobody bought, which sent her back to Module 3 — the offer sentence had drifted vague again and the price no longer matched what she was actually describing. She rewrote both.

Week nine produced the first sale.

What Actually Made The Difference

- She shipped a plain page in week one instead of a beautiful one in week six.
- She tested her own checkout and caught a broken email before it cost her anything.
- She wrote the review date down, which is the only reason she was still running in week five.
- One change per reading, so she knew what each change did.
- When sales stalled she went back to the offer rather than redesigning the page.
- She never restarted. Nine weeks of one build, not three builds of three weeks.

None of that is clever. All of it is unusual, because most people do the opposite of every line above — including the version of Bev who tried this twice before.

APPENDIX E

Numbers Sheet & Glossary

The Weekly Numbers Sheet

Print this. One row per week. Keep it somewhere you physically see it.

Week	Saw	Clicked	Opted in	Bought	Weakest stage	One change
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						

Glossary

The offer sentence

Your offer written so a stranger could repeat it back accurately.

The funnel

The path from first click to purchase. Six templates ship in the box.

Opt-in

Someone giving you their email address in exchange for something small.

The four numbers

Saw it, clicked, opted in, bought. Read weekly, never daily.

Honest hours

The minutes you can give on a bad day, not a good one.

The four-week rule

No judging a traffic method before the review date you set in advance.

The one-change rule

After each weekly reading, change exactly one thing.

Ship plain

Publish when it's finished, not when it's beautiful.

Runway

The agreed period before a method is allowed to be called a failure.

Restart

Abandoning the build and beginning again. The most expensive thing you can do.

Done-for-you

The setup is done. The running isn't. See Module 1.

Running Costs — Work This Out Before You Start

Three things you'll pay for monthly, plus one annual. Fill in your own figures using whatever providers you choose in Module 4, then total it. Knowing this number in week one is much better than discovering it in week three.

Item	What it's for	Provider chosen	Cost
Domain	Your web address		per year
Hosting / page builder	Where the funnel lives		per month
Email service	Sending the sequences		per month
Payment processor	Taking money (usually % per sale)		per sale
Total			

If that total is more than you're comfortable losing for three months with no return, either choose cheaper providers or wait. Both are reasonable decisions. Funding it with borrowed money is not.

The Build Log

One entry per month. After a year this is the most useful page in the blueprint, because it's the only record of what you already tried and what it did.

MONTH 1	
Dates:	
Traffic method run:	
Weakest stage this month:	
Changes made (one per week):	
What is measurably different:	

MONTH 2	
---------	--

Dates:	
Traffic method run:	
Weakest stage this month:	
Changes made (one per week):	
What is measurably different:	

FINALLY

One Last Honest Page

This box will not make you money on its own. Nothing you can buy will. What it does is remove the setup that ends most attempts, hand you a sequence to follow, and give you four numbers that tell you which part to fix.

That's a smaller promise than this industry usually makes, and it's the only one that survives contact with a real month. Get something live in week one, run the traffic on the days you wrote down, read the numbers weekly, change one thing at a time — and you'll be ahead of nearly everyone who bought something similar and read it instead of running it.

Open the box. Then do the work.

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