



**By Mike Vandergraaf**

# Get an offline revenue stream running handsfree within a week

**Mike Vandergraaf** is an online marketer trying to perfect the subtle art of 'Cut The Crap' marketing

You can get an idea of why he's doing what he's doing [by clicking HERE](#)

So, a couple of years ago I was down on my luck.

I'll spare you the details but I needed something easy and quick to get some money in my pocket.

So I took this offer from a friend who had a local business to do this thing for him, that he didn't have time for...

But what he really wanted done for his business.

This little revenue stream is so simple... it's crazy to think that with a little effort, you can get a nice little side income running and almost hands free.

Think about this. Every 'repeat customer' business... think hairdressers, nail salons, gyms, needs to keep in touch with its customers.

Many a time these entrepreneurs are far too busy to actively maintain some sort of email newsletter.

But there are two important factors at play here.

1. A repeat customer is more valuable than a new customer
2. A repeat customer is created by several interactions between the customer and the business

So, why don't more entrepreneurs use

something simple as an newsletter to keep in touch with their customers?

Well, most of them are too busy with the day to day hustle, that they don't have the time or simply don't know how to do it.

When I first started to write a newsletter for my friend I soon realized that he was not the only one who could benefit from what I was doing.

So I started to reach out to similar businesses (in different towns... I didn't want to help his competitors :)

And soon after that I was making 30+ newsletters.

Now, that seems like a lot of work... but it wasn't actually...

Because I curated content from already published articles, I didn't have to write anything myself.

I just used good content from already published articles and gave credit or linked to them in the newsletter.

And the second thing I did was that I loaded every ready newsletter up in an autoresponder.

All I had to do now, is when I had a new client, I had them start at the first autoresponder message.

I was still making 1 newsletter every 2 weeks... the new clients were just following along from newsletter 1 onwards.

Now, since then I moved on and stopped doing this, for one to keep things simple in my own business.

But this could easily be a nice little side income, or even a full time business.

And because it's so simple it isn't hard to even outsource this.

*Mike Vandergraaf*

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