



Forward

I originally wrote the first release of [The Pizza Plan](#) back in 2008.

The concept for the book back then was a bit unconventional. You see, back then in online business, people never thought about setting up budgets. Their business plans went something like this...

Get online...Throw money at an opportunity. If it didn't work out, rinse and repeat!

There was so much money being made in the mid to late 2000's in online business, but it was still the wild west.

No sense of responsibility when it came to setting and sticking to a budget.

So along comes this guy with a crazy story (and we will dive into it much more in this book)!

I took the limited income I was making as working at a local pizza shop and put \$75 each month away to invest in my online business.

I focused on the evergreen products that I knew I would need no matter what happened in my online business.

No hype, no fluff and absolutely NO going after the latest greatest shiny object that seemed to pop up each and every month in the online marketing world.

And it was tough!

Everyone seemed to have the 'must have launch' this week or next and you were bombarded with offers, JV opportunities and every promise you could imagine...

Get rich! In 30 days or less!

Of course, I can't even name one product during the 'good

ol' days' of online marketing that I use to this day...

But do you know what I still use? A decade plus later?

My evergreen tools!

My autoresponder! My tracking tools! My educational hub!

Crazy right? The 'boring' products and services that no one really got too excited about, are the ones I STILL to this day, faithfully, pay my monthly membership fees too!

And that is the DNA of The Pizza Plan!

Setting up the tools you will use as much in 10 years from now, as you will be using today!

Without the hype. Without the fluff.

Building solid residual income streams from recommending to others the products and services, you use today...

I'm so excited to revisit The Pizza Plan in this updated and brand-new book. And while a lot of the same lessons will be here in this version, expect an even MORE affordable 'plan' with powerful strategies and lessons on how to maximize your budget...

So that your business with thrive in 10 years from now just as much as it will today :)

Let's roll up our sleeves and get to work!

Jon G. Olson

Chapter 1 - The Evergreen Products

"You are going to be RICH beyond your wildest imagination!"
- Online Marketing Guru

"All you need to do is join this program and pay me \$497 an hour and I'll show you the way!"

Take this fictitious 'Marketing Guru' and add it to the latest opportunity you have dove into and I'm sure you have heard that speech or something similar!

Online business!

This is the promised land. The industry where everyday people can jump online and with a little bit of elbow grease, achieve massive success.

Of course, it all costs some insane amount and to make matters worse, the program that is being pitched to you this month.... Will be old news next month when the next latest, greatest shows up!

It's not that these programs are schemes or scams, but marketers understand that generally, people in this industry have the attention span of goldfish. And will gravitate towards the next shiny object because they believe...

It's the missing piece they need to be a success!

So we get into this vicious cycle of....

Sign up to this program, promote it for a while and hope that we strike it rich.... Well a month has gone by and we're still not rich but THANKFULLY Mr. Or Mrs. Online Marketing Guru has a brand new program to pitch you THIS month.....

Here's a few facts about online business and online marketing in general:

One - Marketers KNOW that we always want to be involved in the latest and greatest. So product launches, with all the hype and hoopla will be coming across our desks...Regularly!

Two - If we get into the cycle of buying each new program on a monthly basis, we end up spending a LOT more than we need to and to be brutally honest, most of the programs you can do without.

Three - Evergreen products are still the BEST return on your investment because of how they are designed to help YOUR business grow!

So what is an Evergreen marketing product?

An Autoresponder - The email management tool that will be used as much in a decade from now, as you use it today. Your MAILING LIST is your bread and butter and it's never up for debate! Programs will come and go all the time, but your mailing list stays with you forever!

A Tracking / Analytics Tool - Marketing online can get very pricey if you aren't on top of how much things cost. And staying 'in the know' of what is working, where it's working and how it's working...With end up not only saving you money, but actually make you more money in the process!

A Marketing Hub / Educational Platform - Community is king online. And when you plug into a vibrant and active community of like-minded entrepreneurs, you are setting yourself up for big time success. Combine it with constant education to stay on top of the trends and new tech in the industry and you are in great shape for success and growth!

Hosting - One of the tools you are told you need when it comes to online business is a personal blog. And there are many options for this, but self-hosting your own blog is so important! And you'll need a place to host your content and that's where hosting comes into play.

And there are more, but for the sake of keeping things

SUPER simple when it comes to the Pizza Plan, we'll stick to the basics and no brainers when it comes to evergreen products.

So exactly why are these called 'evergreen'?

Think about this....

Building a contact list and subscriber list is tough work. And when you choose an autoresponder to manage your email lists, you are invested in that program.

Why?

Have you ever tried to move one email list to another program? Not only is it very difficult to manage, but there are also laws in place now when it comes to email marketing that requires lists to be confirmed multiple times when they are moved.

This is a headache!

So when you set up and invest time in building your list on your chosen email marketing platform...You tend to stick with them for years and years!

Or how about your tracking and analytics tool?

You have spent 6 months tracking hundreds if not thousands of links all around the internet. And then you decide to change it up and pick the next 'latest greatest' analytics tool...

Good luck finding all those links you have every where and changing them to your new service....

And let's not even talk about hosting.... **What a nightmare!**

Or investing your time and energy into a community and the years you have spent building relationships with other members?

Are you just going to throw it all away and decide to go elsewhere?

So the concept is this....

You get into these evergreen products and services because you NEED them in your business each and every day and they never go out of style.

On top of that, once you start paying for them each and every month, it's money you KNOW you will budget into for next month, and so on and so on...

This is going to set us up for big results when we focus our monthly budget on tools we will use as much in a year from now, as we will today...

Plus....

Referring people to these evergreen products means we get to set up solid affiliates under us that won't 'come and go' each and every month.

We'll discuss this strategy in a future chapter but for now, let's dive into each of the evergreen products that will be in your 'Plan'...

Chapter 2 - The Autoresponder

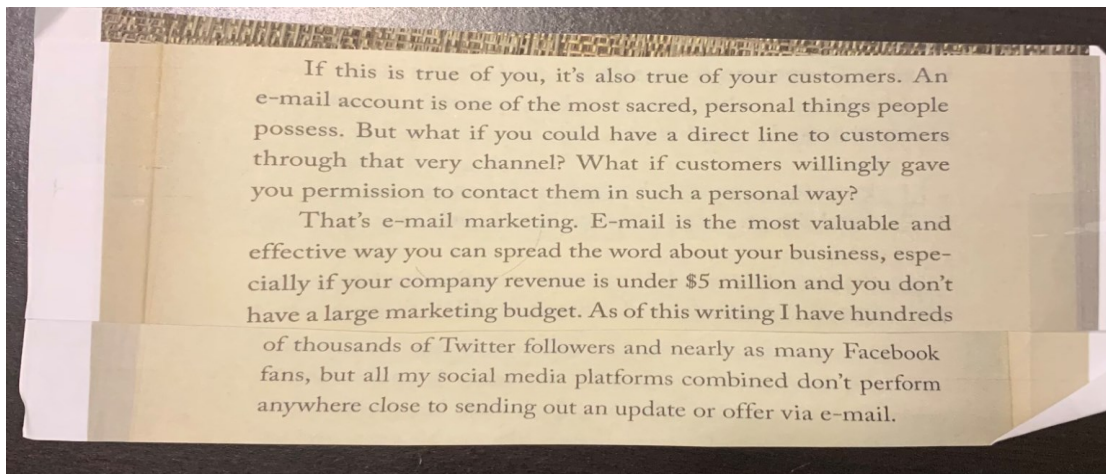
Note: While I do recommend [TrafficWave](#) for all your email marketing needs, this chapter highlights the importance of using an autoresponder, not so much WHICH one you choose to invest into. But for our budget, The Pizza Plan will use the TrafficWave example and its associated costs.

So I'm sure you have heard this speech before...

"The money's in the list!"

It's like, the broken record of all broken records in online business.

And rightfully so, here's a little clip from Donald Miller's best-selling book "StoryBrand Marketing";



Did you catch that last bit?

"...but all my social media platforms combined don't perform anywhere close to sending out an update or offer via email..."

Here's what it comes down to....

Email marketing has stood the test of time for over 20 years in the online marketing space, and will stand the test of time for another 20 years.

Fads will come and go, but your CONTACT list is your bread

and butter.

To hammer home this point just that much more, let me share with you a personal story when it comes to how important your customer / subscriber list is...

I started 'taking my business serious' about 20 years ago from the time of this writing. And one of the things I learned from the start was how important it was to hire a professional accountant when it came to doing your taxes....

So I'm off to meet with my new accountant and we're setting up my business and bringing over the assets that the 'company' will own going forward.

Guess what the first thing was that he asked for?

It wasn't the company car. The computer. The furniture. The office space.

Nope, it was my customer list!

That was the number 1 asset he wanted for me to declare when setting up the company.

So if accountants are BULLISH on your customer lists...It's evident that they are a pretty big deal!

So building your list is CRITICAL for success in your online business!

Remember what I mentioned in the previous chapter too...Building up your customer list in one email management platform like an autoresponder and then 6 months down the road deciding to switch up shop...Is very rare!

Sure it can happen, but it's just a headache that most entrepreneurs try to avoid like the plague.

So our first 'ingredient' in the Pizza Plan is:

Our autoresponder!

Again, you are free to choose which program is best fitted for your needs, but we have been using [TrafficWave](#) for years and years now.

In fact, this program is decades old and quite established. Which is paramount for it's sender score (a.k.a. *The ability for it to actually get email into your subscribers' inbox!*)

So you get a solid autoresponder with all the bells and whistles you will need for years of effective email marketing but get ready for the best part....

TrafficWave is **only \$17.95 a month** for unlimited subscribers and unlimited autoresponder lists.

Now....If you know anything about autoresponders and email marketing, you are more than likely seeing if we forgot a decimal place in that price...

Unlimited subscribers is almost unheard of in the autoresponder world, and some marketers I know are HAPPILY paying hundreds, if not thousands of dollars a month for their service.

But the first ingredient in the Pizza Plan only costs you \$17.95 a month!

So to recap:

- *Our first ingredient is the autoresponder because, building a list is paramount to a successful online business!*
- *Most marketers don't come and go when it comes to setting up an autoresponder, they will stay the course and remain a paying customer for years and years!*
- *TrafficWave is only \$17.95 a month for a superior email management service with amazing deliverability and performance!*

Now that we have the first ingredient into the mix....

Let's see what else we need to get the Plan rolling!

Chapter 3 - The Tracking / Analytics Tool

It's story time again...

Back when The Pizza Plan was first published, I spent a lot of time on the road. It was such an exciting time in online marketing because there were marketing seminars being held across America that I wanted to attend....

So instead of flying, I drove. I know, I know.... What a time waster!

But anyways, at one of the events I was at a speaker was doing his presentation on.... *Tracking and analytics*.

And something he said stuck with me forever!

I'm paraphrasing but it went like this:

"Track absolutely everything! No matter if you think it's obsolete or not, you may miss out on a sale that can change your life if you are not tracking everything you do online!"

It changed how I thought of analytics forever!

I was so worried that if I wasn't on top of everything, I spent money or time on advertising online, I could miss out on the sale I had been waiting for!

So I started tracking all my marketing....

If I sent an email, I tracked it!

If I promoted something on a website, I tracked it!

I knew how much traffic I was getting from where, at what time of the day, heck I even knew the country they were visiting my website from...

But most importantly.... I saw when the traffic converted into a sale or subscriber!

Now the 'art' and science of tracking is a whole other book that can be written, so I'm not going to go over the intricacies of tracking.... I'm just going to scream on top of the mountain tops that you....

Need to be tracking your results online!

And sure, you have options....

You can set up some Google Analytics for free. And get more information than you possibly could imagine...But you may need a Phd in computer science to decipher it all and actually benefit from all the data you bring in.

Or you can use a straightforward, easy to use and master service like [Pelytics](#). Which gives you ALL the information you will need to know...

What works, what converts and where to focus your precious marketing dollars!

Why Pelytics?

Two reasons...

One - It's SUPER easy to use! They have a very easy to learn dashboard that gives you all the data you will need to effectively track all your marketing efforts online.

Two - It's....Crazy cheap! We're talking 15 bucks a month! And yes again, you can use Google Analytics if you have that Phd in computer science but for the rest of us...We like affordable and easy to use ;)

And [once you dive into Pelytics](#) and tracking in general you will be able to discover:

What your open rates are with every email you send. What headlines work the best and which days of the week you seem to get more people opening your emails.

What your click through rates are, not only in email marketing but on specific advertisements such as splash pages and banners.

What your conversion rates are! This is the NUGGET of all nuggets! Learn what is actually converting into sales and new subscribers!

Split testing results.... A / B split testing is crucial to find out which of your ads are pulling in the better results...

And so much more!

Tracking may not be the most exciting part of online business, but I guarantee you will be jumping for joy when you start uncovering what is working and where in your marketing.

So to recap:

- *Tracking is a MUST for effective online marketing and advertising. This is our second ingredient in the Pizza Plan!*
- *It must also be easy to use and manage. A program like Pelytics keeps everything in front of you and easy to learn and master.*
- *And it must be affordable...At only \$15 a month, [Pelytics](#) is a no brainer!*

Chapter 4 - The Marketing Hub

Community is king!

And one of the things you will learn quickly in your online journey is that without an awesome group of people around you, every day, it'll become tedious and feel like nothing but an uphill climb.

Some people may debate the 'need' for a marketing hub / community or even labelling it an evergreen product, but for me...It's one of the must haves in any online business journey.

Let's explain why...

So when I say 'marketing hub' it's much more than that.

It's home base!

It's your community and essentially your online family. It's where you grow and share with others your success and failures.

People WANT to see you succeed and do this without any demand of reciprocity. That's right...People genuinely want to see you WIN and that's what is so important about being involved in a community that focuses on professional growth and....

Continuing education!

Here's why this is important when choosing a community to dive into.

This industry changes RAPIDLY!

For example, when I first got started online the thought of 'crypto currency' wasn't in anyone's radar at all.

Now (at the time of this writing) crypto is being adopted

into all aspects of online businesses. So it's important that the marketing hub / community that you are a part of has their ear to the street when it comes to new technology and strategies.

Or how about pop-up ads.... When I first wrote The Pizza Plan, they were all the rage.... Now they are nothing but a nuisance.

Is your community keeping you up to date with new technology or even more important, maturing to stop using technology that's a decade old in marketing?

And this is where [ClickTrackProfit](#) comes in!

What is ClickTrackProfit?

Think of ClickTrackProfit (or *CTP as it's known*) as your one stop shop for all your online marketing education and training.

But what makes CTP so remarkable is the community inside of it!

It's filled with entrepreneurs that don't just talk the talk...They actually walk the walk and are striving to be better each and every day.

And they do it...**Together!**

Not only do these kinds of online communities teach you everything from email marketing to personal branding, but it's also even started to dive into crypto currency training and how to leverage it for your online business.

And that's just the tip of the iceberg!

But again, like with the past 2 ingredients.... CTP is just a recommendation and what's the most important take away from this chapter is that....

You PLUG into a community of like-minded entrepreneurs that

will help you grow each and every day!

Without beating a dead horse TOO much here...I cannot stress to you the importance of being a part of a supportive community during your adventures in online business.

Because here's what happens....

You get REALLY excited when you first join an opportunity. You dive into the training and learn all you can about it.

Things are looking great!

But then a few weeks pass and well...You haven't struck it rich yet.

That's ok, you tell yourself, maybe I just need to try a little bit harder.... So you keep pushing but around week 3 or 4, the excitement has disappeared.

Now you start questioning yourself....

Did you make the right decision?

Is this going to pay off?

Did I get scammed?

And here's where being a part of a community comes into play!

A community supports you. It encourages you to continue learning all you can, but also to not give up at the first sign of a hurdle.

Building an online business takes time and effort, and if you are going to give up after a few weeks.... This is what a community can help you with...

Pull you back in and get you fired up :)

That's why it's such a vital ingredient to building a solid foundation of evergreen products for your Plan!

So to recap:

- *Building an online business is a LOT more rewarding when you are a part of a supportive community.*
- *Online education NEVER stops when it comes to entrepreneurship. We always need to be learning new skills and stop using the non-effective ones of the past.*
- *A community training and marketing hub like [ClickTrackProfit](#) is the perfect place to call home and at only around \$20 a month, it's a vital piece to your plan!*

Chapter 5 - Hosting

This might be the Captain Obvious of all Captain Obvious tips....

But you might wanna think about getting some hosting for your business ;)

O.K. Here's the nitty gritty of this ingredient for your Pizza Plan. We aren't talking about a dedicated server with a few hundred dollars a month attached to its price tag.

Honestly, you aren't going to need that kind of server power for what I am suggesting you get hosting for.

We're talking blog hosting here!

And here's why.....

A big thing I have trained affiliates on for years and years are what I call the '2 B's'.

We covered the first B in 'Ingredient #1' with our autoresponder...**BUILD** your mailing list.

But what about the second B?

That stands for **BUILD** your **BRAND**!

And for the past decade or so, there is no better way to build your personal brand than with social media and your personal blog!

Here's why:

Online marketing is notorious for **PUSHING** offers to people.

Promote this, market that...Push a sale, make a sale!

It's always in your face and to be honest, sometimes it

feels a little dirty, especially when you are just starting out.

Story time....

Here's a direct message I got through Facebook just a few days ago, where the PUSH mentality was alive and well...

Ask yourself this simple question...

Would you EVER do business with someone like this that wants to PUSH a product on you, before even getting to know you?

Thank you for befriending me here at Facebook!

I have a good story for you!

I now operate my 25-year old trial lawyer business part-time and my 10-year old marketing business part-time because I love being able to do both!

My marketing team and I have been promoting the It Works Global company and its products since 2012 when our previous company, Vitamark, merged with It Works Global!

We now have 3 products (out of 50 plus) that are producing some great weight loss results for some of our customers: Skinny Brew coffee and TFX and Slimming Gummies!

For example, my friend, Jade, lost 60 pounds with our Skinny Brew coffee product and with our TFX

Literally....This is the first message I got from a new 'friend' that added me on Facebook...

Now what if this 'marketer' used a blog to promote their business?

And they did it by:

1. Creating content about their product over time!
2. Sharing the results they have achieved with everyday examples and proof of being a product of their product.
3. Developed the relationship with people through PULLING them into their content and engaging with them as they left comments and questions.

You see.... You can 'promote' ANYTHING you want online so much more effectively when you spend the time to develop a personal brand through social media and most importantly...

Blogging!

And there are plenty of ways you can go about that, but for the 'ingredient' we're covering now, you are going to need some web hosting...

Or more specifically, some blog [hosting](#).

And the best part about hosting a blog, is that it's VERY affordable.

But going back to some examples from a few chapters back....

How much of a headache would it be, for you to spend the time to develop your blog on your webhost of choice...And then change hosts in a few months because you just felt like...A change of scenery?

It usually doesn't happen!

Which means once you start paying for a host, you tend to stay with them for years and years.

Fun fact, the hosting company I use, I've been with.... Almost since the first publication of The Pizza Plan.

Well over a decade, I pay my server bill religiously and on time.

Every. Single. Month!

Can you see why:

- *Hosting a blog is SO important to building your personal brand and getting better results but also....*
- *Something you pay for (and your affiliates will pay for) month after month for years!*

So for ingredient #4, we're throwing in some HOSTING to our mix.

And I recommend, like I did in the previous publication of The Pizza Plan - [HostGator](#)!

And what we're talking about for a monthly cost for stable and reliable hosting is around \$10 or less dollars a month.

With hosting, you get a bigger discount and lower costs if you buy your hosting packages a year at a time.

However we'll go with the monthly fee at [HostGator](#) for WordPress blog hosting and that's \$10 a month.

Still, VERY affordable for a tool and service you will use each and everyday years to come!

And here we are...Let's recap:

Ingredient #1 - The autoresponder @ \$17.95 per month

Ingredient #2 - The tracker @ \$15 per month

Ingredient #3 - The marketing hub @ \$20 per month

Ingredient #4 - Hosting @ \$10 per month

Total monthly costs: \$62.95 per month

This is what you should budget into your plans for each and every month at minimum.

Now let me throw a BIG disclaimer out...This is AT MINIMUM.

Because business is crazy and sometimes, costs pop up....

You may need some graphics done, and while it's not a monthly fee, it's good to have that in mind that there may be some extra costs here and there.

Maybe you need some customer programming done, anticipate that cost.

Again, while these are fees and costs that might pop up, it's not a monthly cost.... But there are unforeseen costs with running a business.

Also, you may want to budget in some advertising costs too.

Again, no real guaranteed monthly fee, but you can anticipate...You guessed it...Costs to pop up!

But The Pizza Plan is your core.

It's your non-negotiables! The evergreen products that you are using as much in a year from now, as you are using today.

None of these 'ingredients' fall out of season. Building your contact list will be as important in a year from now, as it is today...

Same goes for tracking your results, building, and learning with a community and of course, your hosting.

But setting this 'plan' up helps you stay the course.

And in my opinion, this is one of the most important 'secrets' to building a successful online business.

As best-selling author Brian Tracy famously said....

"If you are planning on getting into a business, make sure you are there in a year from now as much as you are today!"

Such important advice, and when you set up a budget like The Pizza Plan, you KNOW what to expect when it comes to your evergreen costs.

But now let's take your 'plan' to another level...And show you how to not only recoup those costs, but start building a stable residual income that will last for years and years.....

Chapter 7 - The Growth Plan!

Here's the true power of The Pizza Plan...

We already know, it'll keep us on the straight and narrow. We know, no matter what each and every month, we will be paying out autoresponder, tracking, marketing hub and hosting fees...

These are the costs at MINIMUM we need to build a thriving and successful online business.

But let's take it a step further and never pay out of pocket again for these monthly fees.... PLUS start building a residual income that will last and GROW for years to come...

Once again.... It's story time!

Say Hi to.... Bob!

Bob is a brand-new entrepreneur that is VERY excited to get started building an online business. Bob hasn't learned of the Pizza Plan, so Bob is winging it when it comes to setting up a monthly budget and sticking to it.

Bob discovered Opportunity X, which promised the world...In 30 days or less of course!

Bob loves it!

The dream of being financially free in only 30 days!! Wow, what a dream that is...

So Bob dives in... Headfirst. He buys every offer Opportunity X has and gets through his first week with not much to show for it...But he's still excited.

Week 2 comes by, and Bob is getting a little concerned...Where are the results he asks himself daily now....?

Week 3...Bob is visibly frustrated!

Week 4 and Bob gives up....

Bob has fell victim to one of the most deadly forms of 'hype' in online business and marketing, that I call....

The Internet Marketing Vortex of Doom!



Bob joined the opportunity, gave it about a month...Canceled and then began the blame game...

Pointing fingers at Opportunity X and was about to raise hell on his social media accounts until....

Opportunity XYZ appeared.... So Bob joined it and the cycle repeats!

So how do we break out of the Vortex of Doom?

We do things a little bit different than Bob and we '+1' or in the case of The Pizza Plan....

We set up a monthly budget and focus on BUILDING residual income from the products we are using ourselves.

Here's how the magic happens....

We build the relationships with our networks through;

- Our autoresponder
- Our community
- Our personal brand (blog)

This helps us build long lasting and proper relationships with the people that are like minded.

We develop the list, the blog and we share with others...Our successes and failures. Here's the nugget, this takes time...But by plugging into a community like CTP we are encouraged to grow!

Now what happens, people start paying attention to what we are talking about because of the relationships that have been built and guess what you do?

You start recommending to them.... To follow The Pizza Plan!!!

And check this out:

Residual income from:

[TrafficWave](#) - \$6 a month for every new affiliate you bring in!

[Pelytics](#) - \$3 a month for every new affiliate you bring in!

[CTP](#) - Starts at \$1 a month but is tiered and can rise to \$10 a month for every affiliate you bring in.

[Hosting](#) - Varies, so consider this a bonus. The majority of the time will pay \$65 per signup until you have more than 6 signups per month.

But let's take a look at what happens....

Minimum monthly is \$10 a month in commissions from **1 affiliate** following you along the Pizza Plan...

Now that may not seem like a lot but remember this:

- *That's minimum, because your CTP affiliate commissions grows the more sales you bring in.*
- *Hosting will pay you \$65 or more one-time depending on your number of signups per month.*
- *And here's the biggest nugget.....Wait for it....*

People don't come and go when they get involved with residual income programs!

Let that sink in....

For every affiliate you introduce the Pizza Plan to, and they believe in the long-term growth and potential of their online business, you are at minimum getting almost 10 bucks a month from them....

For life!

Or at least for a decade or two ;)

This is the power and potential of The Pizza Plan realized!

You are becoming a product of your product.... While recommending to others, products and services they will actually use...Years from now.

And being paid in the process!

We're looking at about 7 people to do, exactly what you are doing to be in profit from your evergreen affiliate business...And then you can promote and build ANY business you like.

Because your foundation has been built!

And to me, that is something to get VERY excited about!

Let's get out there...And build our businesses with [The Pizza Plan](#) budget and evergreen affiliate products!