

How to become a direct response millionaire using the S.O.S method

In April of 2017, I officially sold my share of a supplement business and became a multimillionaire for the first time in my life.

On that day, I received a bank wire for \$3.7 million dollars.

So at the age of 33, I was officially a multi-millionaire.

Which was nice...



I always wanted to be a millionaire. And to do my own thing. So this was a huge milestone for me.

However, it took me a good amount of time to become a millionaire.

Why?

Because I really didn't know what I was doing. I was just learning as I went along. I didn't have a proven blueprint for how to become a millionaire through direct response.

And I believe if I had that, it could have cut the time in half for me to get there.

So in this report, that's what I'm gonna share with you.

The exact process I used to become a multi-millionaire through direct response marketing.

I'll show you what worked (and what didn't work). And I'll show you how you can become a DR millionaire if you follow my playbook.

One thing to note - this is not a "get rich quick" plan. You're not going to become a millionaire in a month. Or even a year.

It took me 13 years to do it.

But if I knew what I know now (and what I'm going to share with you in this report), I think I could have done it a lot faster.

So that's why I'm sharing this with you...

Sound good?

Alright, let's dig in...

If I had to sum-up how I became a millionaire, I would say I followed the S.O.S. method.

What is the SOS method?

It's a little acronym I created that stands for skill-offer-scale.

That's the 10,000 foot view of what I did...

- I learned a very valuable skill (copywriting)
- I created my own offer (ebooks, supplements)
- I scaled my offer and I scaled my wealth (more on this in a second)

That's what the SOS method is about.

It's a proven way to make a lot of money.

I did it. And so did many others in direct response like Chris Haddad, Allen Baler, Stefan Georgi, Emily Lark, Mike Geary, Craig Clemens and more.

So the method is proven to work...

And it all starts with Step 1 - Having a money-making skill.



The SOS Method

Step 1 - Hone your money-making skill

Here's my thoughts on developing a money-making skill....

1. You need to either be good at copywriting or media buying if you want to make a lot of money in direct response.

Why?

Cause making sales is the most important part of the business.

And if you don't know how to drive traffic, or how to write copy, what are you really bringing to the table?

Not much.

This is why the SKILL has to come first. There's no way around this.

If you launch an offer without having a good understanding of copywriting or media buying you will end up failing.

I see it all the time.

But the people who have an actual skill (like writing copy or media buying) do well...

For example, Jeremy Reeves who's in our Copy Accelerator mastermind launched his first supplement offer (Peak Bioboost) last year. It took off right out of the gate, and is now doing over a million a month in sales.

Jeremy was successful very quickly because he already had all the skills needed. Not only did he write copy for 7+ years, but he was also the marketing director at Danette May's supplement company for 2.5 years.

So he had the skills necessary to launch an offer.

Your first step is to get the SKILL.

2. Focus on ONE skill until you're damn good at it

Probably the biggest mistake I made early in my career was hopping from one idea to another. One month I'd be into SEO, the next I would try blogging, and then a few months later I would try to learn PPC.

This was a massive mistake. And it was why I floundered so much the first couple of years.

If I had dedicated myself to ONE thing, I would have progressed so much faster.

As an example, Tanner Henkel and Alec Rosa are two guys that I mentored in copywriting back in 2018. Neither one of them had ever written copy (or even knew what copywriting was).

I told them I would teach them email copy if they promised to follow my instructions, and not go off and do other things.

So for 4 months they wrote 3 emails per day. They didn't do anything else but email copy. And within 4-5 months they were both good enough to take on their first client.

Within 12 months, Tanner was making over \$10k a month. And Alec was making \$7k-\$8k per month. Both of these guys were successful WAYYY faster than I was. Why? Because they focused on ONE thing.

So stay focused on one thing.

3. Having a mentor will get you results 2-3x faster

When I was 23 and starting out, I was pig-headed and thought I didn't need anyone's help. I thought I could figure it out on my own.

I saw everyone talking about "getting a coach" and dismissed it. It all seemed like a scam to sell coaching to me.

But alas, I was the one who missed out because of this. Cause I struggled big time in those early years.

The first few years I was lucky to make \$25k a year. And it took me a good 6 years before I started hitting 6-figures consistently.

Now compare that to my friends Tanner and Alec who I just told you about - and they were making 6-figures within a year. That's what focusing on one thing and having a mentor/coach can do for you.

I'll give ya another example...

Back in 2014 I hired David Deutsch as my copy coach. It was a huge investment for me at the time. \$25,000 for the year. I was scared to death to do it. But I eventually jumped in feet first.

Before working with David, the most money I had made in a year was \$220k (which is nothing to sneeze at). But I wanted more. Over the next few years my income went from \$220k -> \$700k -> \$2.2 million.

Why did my income jump so much? Simple, my copy got a lot better. And the offers I was writing for were converting on cold traffic. So that \$25k investment I made with David had a massive ROI. It was worth every penny I paid.

That's the power of having a mentor or a coach. You will make a LOT more money, and save yourself a ton of time if you learn from someone who's already done what you want to do.

4. Your only goal early-on with your skill is to learn what works and what doesn't work

There is nothing more valuable to a new copywriter or a new media buyer than learning what works and what doesn't work.

Here's what I mean by that...

Let's say you run Facebook ads for a company that sells guitar lessons.

If you're writing 2-3 ads per day, and constantly testing them, you will very quickly discover what works and what doesn't. Maybe it's an emotional story about someone who struggled with guitar, and now he's great at it. Maybe it's a contrarian angle of why most guitar training is wrong, and here's the right way to do it.

The more ads you run, the more data you'll have. And this is what is really valuable. Because you'll start to see patterns. You'll start to see what works over and over again (and what doesn't work).

I want to make this really clear...

This is the MOST important thing you can learn when starting out.

Cause once you know what works (and what doesn't) then you can go off and do your own thing.

In fact, if you have the chance to learn from someone for a year and all you're getting is the data and seeing what is working (ads, sales pages, emails etc...), I would argue that's much more valuable than getting paid.

Figuring out what works and what doesn't work is the hardest part of direct response.

So if you can figure it out freelancing, or by working in-house for a company, then you're basically getting paid to learn how to run a business (which is great for you).

So whether you're buying traffic, or writing copy your #1 goal should be to learn what works and what doesn't work.

5. Once you have the basics of your skill (either copywriting or media buying), then get really good at it

Depending on how fast you progress at copy, this might take you 3 years.

Or it might take you 5 years.

You can make a lot of money, and live the life you want, simply by being a copywriter or a media buyer.

Scott Mills, who is a Copy Accelerator member, makes around \$20k-\$25k per month as a freelance copywriter. This is wayyy more than he used to make as a pastor. He gets to sit at home in his sweatpants writing, and makes a damn good living doing it (and he's only been writing for about 3 years).

Ben Marcoux (another Copy Accelerator member) does both media buying and copy for clients. He just had his first \$50k month last month.

So you can make great money doing this. And realistically wind up a direct response millionaire simply from writing copy or buying traffic.

So that's my recommendations when it comes to getting your "skill" honed in.

To summarize...

1. You need to either be good at copywriting or media buying if you want to make a lot of money in direct response.
2. Focus on ONE skill until you're damn good at it
3. Having a mentor will get you results 2-3x faster
4. Your only goal early-on with your skill is to learn what works and what doesn't work
5. Once you have the basics of your skill (either copywriting or media buying), then get really good at it

So that's the blueprint for getting good at copywriting or media buying.

If you want to know the best places to get started for copywriting and media buying, I would suggest the following...

Copywriting - Stefan Georgi's [RMBC course](#) is by far the best copywriting course I've been through. I see it used everyday with the copywriters in our mastermind, and it flat out works. He covers everything from sales pages to emails to upsells to ads. If you're looking to be a good copywriter, start with his course -> [RMBC copywriting course](#)

Media Buying - Justin Brooks has a great training program for media buyers (FB, Google, Youtube etc...). I know a number of people who have been through Ad Skills and they rave about it. That would be my first suggestion if you want to become a great media buyer. -> [AdSkills](#)

Alright let's continue on with the second step in the SOS method...

The SOS Method

Step 2 - Creating Your Own Offer

I currently coach over 220 copywriters and entrepreneurs in our Copy Accelerator program.

So I've seen a lot of copywriters launch their own offers.

Some went well, and they made a lot of dough (like Conor Boyland who did \$1.2 million in sales in his first year). While others ignored my advice, and their offers are struggling to convert.

So in this section I'm going to lay out exactly what you should do to launch your first offer.

1. You need at least \$15,000+ in savings that you're willing to spend on testing traffic with your new offer

Before you even pick your niche, or create your product, you first need to have some money that you can spend on traffic.

I've seen way too many new offer owners not realize this. And once they get their product completed, copy written and funnel created, they don't have any money to test traffic.

Their only hope is to beg affiliates to mail for them.

Well that's not a good strategy.

If you're intent on creating a real business that can scale and turn you into a DR millionaire, then you need money to buy traffic.

I recommend having at least \$15k set aside for this. If you can set aside more, even better.

But whatever you do, don't launch an offer if you don't have the money to set aside for traffic. Just keep writing copy, or being a media buyer until you build up the savings.

2. Pick your niche

There's a lot of proven niches out there.

My suggestion is always to follow the "rule of 3" when it comes to picking a niche. Which means you should pick something that you...

- Enjoy
- Will allow you to make money
- You understand

For example...

Let's say you decide to create a weight loss offer.

Is this something that interests you? Do you want to write about it, and talk about it for the next 5 years? If not then you probably shouldn't do it.

You want to find something you really enjoy talking/writing about.

In terms of proven niches, here are a few I would look at...

Health
Fitness
Financial investments
Make money/business
Dating/relationships
Survival/Prepper/Tactical
Hobby niches - golf, guitar, guns etc...
Language learning
Personal development

There are obviously more niches than this, but this makes up the majority of the big ones.

And then each niche has hundreds of sub-niches (which is what you want to be in).

So let's look at an example of the sub-niches in health...

- Weight loss
- Weight loss after 40
- Thyroid health
- Diabetes/blood sugar
- Prostate issues
- Back pain/joint pain
- Memory loss
- Heart health
- Testosterone
- Anti-aging
- Look younger/feel younger
- Muscle building for men
- Gut health
- Acid reflux

There's obviously a lot more subniches than this...

But you get the point.

You can build an entire business (a huge one) out of a sub-niche.

My friend Jesse Cannone has a \$40 million business in the pain relief niche.

I know a guy who sells testosterone supplements to older men, and he's doing close to \$18 million a year.

So all of these sub-niches are still very big.

Your goal should be to create an offer in a sub-niche.

Why?

Well it's a LOT harder to compete in the general weight loss category than it is to compete in the prostate health niche.

The more niched down you are, the easier it is for the person to say "this is for me".

And that's what you want.

So again to sum up picking a niche - you want to find a niche that you enjoy, that can make money, and that you understand.

If you love reading the Wall Street Journal every morning, and hanging out on Reddit Finance, then maybe an investing or financial offer would be up your alley.

If that kind of thing has no appeal to you, then I highly suggest you pick a different niche - something you're actually interested in.

Make sense?

Alright, so let's say you have your niche chosen now...

Next step when it comes to the offer is figuring out what is already selling well in your niche.

3. How to know exactly what you should sell

What I'm about to tell you is probably the biggest kept secret in direct response. It's a shortcut to putting out an offer that crushes.

Here it is...

Find the top 5 offers in your niche and break down exactly what they're selling, how they're selling it and their entire funnel.

There is no better way to create an offer than to model what is already working. Why? Because the market has spoken with their wallets.

And if hundreds of people a day are buying a dating ebook for \$39, then whatever that marketer is doing is connecting with people.

The proof is in the pudding as they say.

I can't stress this enough. I see so many marketers create offers and they skip this step, but it's the most valuable thing you can do.

It shows you exactly what the market is responding to. And shows you how you should set up your offer.

So let's look at an example...

Conor Boyland who's in our Copy Accelerator mastermind, launched his men's dating offer back in 2020. Before doing it, he broke down the top VSL's for all of the men's dating offers over the years.

He noticed a common theme in the VSL's for the men's dating niche. The promise of the VSL's wasn't about how to approach a woman, get her number or take her home.

The main promise was "get women to chase you".

And usually that promise was coupled with some type of easy thing you can say to a woman (3 questions or something similar).

If every dating offer that works is doing something like this, don't you think that's a sign you should do the same? Yep.

Do not ignore this! If people are forking over their money to buy a product every single day, that's a sign that this is what the market wants.

And your marketing/product should always be about what THEY want (not what you want for them). That's an important point.

Too many offer owners try to sell what they think the market should want. Big mistake. You have to sell them what they actually want.

So when you go and create your own offer, you'll want to model the top 5 offers in your niche.

This doesn't mean you copy the VSL word for word. That's not what I'm saying.

But if the main promise of their VSL is to get women to chase you, then yours should be the same. And if they open their VSL with an emotional story of a guy who never had any luck with women, and all his buddies were making fun of him, then you should open with an emotional story as well.

And if their first upsell is a \$97 info product that gives the guys “done for you” lines to say to women, then your product should be pretty similar.

What you’re shooting for is creating a product that’s like 80% similar to what’s on the market - and then improving the other 20% of it.

But you absolutely want to study what the offers that are working are doing.

There is NO quicker way to put out a winning offer than to model what is already working in your niche.

Alright, so after you do your research on the top 5 offers in your niche, the next step is to create your product.

4. Create a digital product for your first product (stay away from physical products)

For your first offer, I highly recommend doing a digital product (like an ebook or a course). Why?

Because when you have physical products there’s 5x the work with inventory, shipping, returns (and also paying for inventory upfront).

It’s a lot more to manage. And a lot more of an investment.

You can move to physical products down the line once you have a hang of it, but to start I highly recommend starting with a digital product.

I started with digital. So did Allen Baler. So did Mike Geary. So did Eben Pagan.

It’s just a lot easier. You already have enough to worry about when it comes to the sales page, upsells and ads. You don’t need anymore to worry about shipping, inventory and all that.

So keep it simple and focus on a digital product to start.

5. Launch with the minimum viable funnel

After you've done your research on the top 5 offers in your niche, it's time to launch your own funnel.

I recommend keeping it simple and doing a MVF (minimum viable funnel).

Your goal here is simply to get something up and see how it converts.

So that means you create...

- ads
- sales page
- checkout page
- one upsell

That's all you're going to start with.

Cause your goal is simply to see how well things convert.

Maybe the sales page will suck and not do well. Maybe it does great, but your upsell isn't converting.

You can only find this out by testing it and running traffic to it.

Don't complicate this and have a bunch of bump sells, downsells, backend sales. You don't need any of that yet.

You just need to get your offer launched and see how it does.

So do the minimum viable funnel you can to do that (described above).

Now once you have your funnel created, this next step is crucial...

6. You should focus on ONE traffic source only

One of the biggest mistakes new offer owners make is trying to make Youtube, Facebook and email traffic work all at the same time.

This is bound to fail.

All of the biggest direct response players got to where they are today by focusing on one traffic source (VShred, Agora, Golden Hippo, Credit Secrets etc)

And here's why...

To get good at buying traffic, you have to learn the nuances of each traffic source. You have to learn what works on it and what doesn't.

So if you're trying to make native, Youtube and Facebook work at the same time, you will fail miserably.

Your goal right out of the gate should be to scale one offer to 100 sales a day on one traffic source. That's it.

And then once you do that, you can either double down on your traffic source that's working, or you can expand to another source.

But to start, pick one traffic source that you know is working for your competitors. And work on scaling that to 100 buyers per day.

Summary of creating an offer

Alright so let's sum up what we just went over (the second part of the SOS method).

1. Have at least \$15k in savings to buy traffic with before you create your own offer
2. Pick your niche
3. Study the top 5 offers in your niche religiously
4. Start with a digital product
5. Launch with a minimum viable funnel
6. Focus on one traffic source until you hit 100 sales a day

That's the "offer" part of the SOS method.

I can tell you from experience that owning your own offer can seriously catapult your income.

When my income went from \$220k -> \$700k -> \$2.2 million, it did so because I had my own offers. If I was simply writing copy for others, it wouldn't have gone up so much.

Having your own offer gets you out of the "hours for dollars" hamster wheel.

And you can start making money while you sleep. Which is nice.

However, it also comes with more responsibility (both in terms of the business and the money you're making).

And that's what we're gonna talk about in the third part of the SOS method, which is scaling.

Part 3 - The SOS Method

Scaling Your Money

Part 3 of the SOS method is all about scaling your money.

Which means scaling your offer...

And scaling your wealth (very important, but often overlooked).

Here's a few things I've learned about this that will be super helpful for you...

1. Your only focus in the first 1-2 years should be on making front-end sales.

So once your offer is up, your goal is to make sales with it. You want to bring in new buyers every single day. So if you can go from 0 -> 100 buyers every single day, that will be life changing for you.

With 100 buyers a day, you'll have a 30,000+ person email list in a year.

And a 30,000 person list will easily make you 6-7 figures in profit (possibly more if you sell high ticket stuff on the backend)

But in the beginning, your focus needs to be on front-end sales.

Not hiring...

Not operations...

Making sales. None of the other stuff like operations and customer service matter until you're making sales.

So all focus in those first 2 years should be on making front-end sales with your offer (so you can build your email list, which is the real money maker)

2. Learn how to run traffic yourself before handing it over to an agency

Most agencies are hit and miss with traffic. Some are great with certain offers, but they suck with others. Some just suck in general.

I highly encourage you to run your own traffic right out of the gate so that you can learn what works and what doesn't.

So let's say you're running Facebook traffic. You'll start to learn what targeting options work. You'll learn which ad angles work.

You'll have all kinds of ads and ideas that you can eventually hand over to an agency (or you can hire a media buyer in-house).

Most offer owners have this fairy tale in their head that they can just get the offer ready and then hand everything over to the agency. This is not how it works in real life.

So I highly recommend you learn your main traffic source, whatever that is. And then once you have it rolling, you can consider letting someone else run it.

3. Put the money you make back into buying more traffic

If your offer is working, and you're scaling, it would be really dumb to pull a bunch of money out of your business.

Offers don't work forever. Things change. So if your offer is doing well, then I'd highly encourage you to keep putting that money into the business and acquiring more customers.

The more customers you acquire, the more money you'll be able to make on the backend with your email list (this is where all the profit is made).

Your goal should be to acquire customers at breakeven or so (meaning you spend \$1000 on ads, and you bring in \$1000 in net revenue). This way you are getting a customer for FREE.

If you're profitable on your ads, even better. Some businesses even go negative to acquire customers because they're so good at making it up on the backend (Agora is a great example of this).

You'll be tempted to pull all your money out of the business and spend it, but I suggest you don't do it. Take out what you need to live on. And then keep buying more traffic.

4. Don't let your expenses increase at the same rate as your income

When I first started making 6-figures, I made the cardinal sin of letting my expenses increase a bunch. So my income was going up, but so were my expenses. I leased a \$55,000 Jeep. I moved into a nicer apartment. I spent hundreds of dollars on fancy dinners.

By the end of the year, I realized that I had not saved much money at all. My bank account was in the same spot it was in when I was making \$40k a year.

I've seen this happen to a lot of entrepreneurs. It's called "lifestyle creep". You start making more money, so you start spending more money as well.

Some entrepreneurs keep this up, and they're making \$500k or \$1 million a year, yet they still live month to month. Which is insane.

They're high income, but low net worth. If you want to be a millionaire, you can't live like this. Your expenses have to be a LOT lower than your income.

For example, I make anywhere between \$1 million - \$2 million a year right now. My expenses are somewhere around \$250k a year. That means everything else (outside of taxes) I am keeping. This allows me to save a bunch of money. And to build real wealth.

I know a lot of people who had “hot offers” that made millions, yet those people are not millionaires. Why? Because they didn’t know how to save money and invest that money. They just spent it.

Which leads me to my next point...

5. If you want to become a direct response millionaire, you need to be good at making money, keeping money and growing money

If you just know how to make money, you will not wind up a millionaire...

You also need to know how to keep more of it (savings, expenses, tax strategy)...

And you need to know how to grow it (investing).

Obviously this is a big topic, and it could be an entire book in itself.

But out of every dollar you make, you should be saving as much of it as possible and putting it into safe investments (I use index funds at Vanguard).

This is how you make your money work for you. This is how you can make 6-figures in a year, and wind-up a multi-millionaire. Or making 7-figures a year, and you can retire early. It’s all about keeping more of your money, and growing that money.

The people I know that don’t pay attention to this are always chasing more money. They need next month’s paycheck to pay the bills this month.

That's a bad spot to be in.

That's why you have to be good in all 3 facets of money - making it, keeping it, and growing it.

Now I'll leave you with one last recommendation. This is one that I learned the hard way on my journey to being a direct response millionaire.

6. You have to build your business and your lifestyle TOGETHER

Back in 2016, my supplement company was firing on all cylinders. We were bringing in 700-1000 buyers everyday. And the business grew from \$7 million to \$23 million that year.

I took home \$2.2 million that year in income. Which was awesome. But I nearly destroyed myself doing it.

I was working 12 hours a day, 7 days a week. I never took a break. My whole life was work. I wasn't hanging out with friends. I wasn't dating. All my focus was on my business.

I thought I could keep this routine up forever. But I couldn't. By the end of 2016 I was so burnt out I was dreading waking up the next morning.

This is what happens when you don't build your business and your lifestyle together. You burn out. And it's not a matter of IF it will happen, only a matter of when.

You have to have balance in your life. You can't be a robot working 12 hours a day, 7 days a week forever. You can get away with it in the short term, but over the course of a year, three years, five years, you will fall apart. I can guarantee it.

It happened to me. It's happened to a number of my friends as well. We all learned the lesson the hard way. But you can avoid this if you're smart about it.

If you plan some balance into your life from the beginning, this won't happen. I know this is something most go-getters don't want to hear...

But you need to hear it. Cause you don't want to wind up a millionaire that is chained to their desk and is absolutely miserable. That's not why you're doing this.

Making a bunch of money is great - but you need to also prioritize your freedom and your happiness.

I currently work about 30 hours a week. I take a lot of time off. I hang out with friends. I go to dinner, the gym, and take vacations. This is all stuff I never did when I was grinding all day, everyday.

I can tell you from experience, my life today is a lot more enjoyable than it was back then.

Your business can't be the only thing in your life. I know it's easy to make that your focus. But if the only thing in your life is work, you will crash and burn.

So I highly recommend from the start that you have other things in your life.

And don't do the 12 hours a day, 7 days a week grind. You can make plenty of money - and still wind up a DR millionaire with balance in your life.

So let's recap what we just went over with part 3 - scaling.

1. Your only focus in the first 1-2 years should be on making sales
2. Learn how to run traffic yourself before handing it off
3. Put your money back into buying more traffic

4. Don't let your expenses increase at the same rate as your income
5. To be a millionaire, you need to be good at making money, keeping money and growing money
6. You have to build your business and your lifestyle together

So those are a few key points when it comes to scaling your offer and your wealth.

Now let's do a quick recap of the SOS method, and what your next steps should be...

Recap of the SOS method

The SOS method is a proven framework for becoming a direct response millionaire.

It worked for me.

And I've seen it work for a large number of my friends as well.

First you acquire a money-making skill (copywriting or media buying are my suggestions).

Next, once you have that skill and you're damn good at it, you create your first offer.

After you have your offer, you scale it (along with your wealth).

That's the whole method in a nutshell.

And like I said at the start, this is not a get-rich-overnight kind of thing. This will take time. It took me 13 years to do it. Although, I've seen others like my business partner, Stefan Georgi, do it in about 7 years.

Just know that becoming a DR millionaire is possible.

You don't need to come from a wealthy family.

You don't need to be book smart.

This is the one industry where simply understanding what compels people to buy will make you a lot of money.

So I urge you to go after your dreams.

And put in the work.

Also - if you liked this report, I highly encourage you to read my emails that I send out each day. They are similar to this. And since you opted in for this report you are now on my daily email list.

Feel free to respond to one of the emails and say hello (I like to meet my readers).

I hope this report gave you some insight and clarity into what it takes to be a direct response millionaire.

I would love nothing more than to see you get the money, freedom and happiness you deserve.

I'm rootin for ya...

- Justin

P.S. - if you want to be mentored by me for 2.5 days so you can get on the path to becoming a direct response millionaire, then I suggest you check this out [right here](#).