



The Lazy Millions Method

CASE STUDY BOOTCAMP

By Mike Romaine



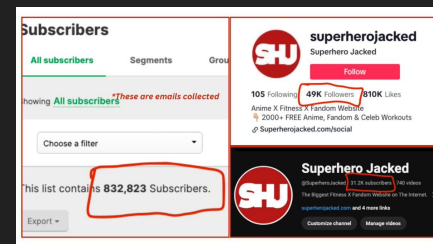
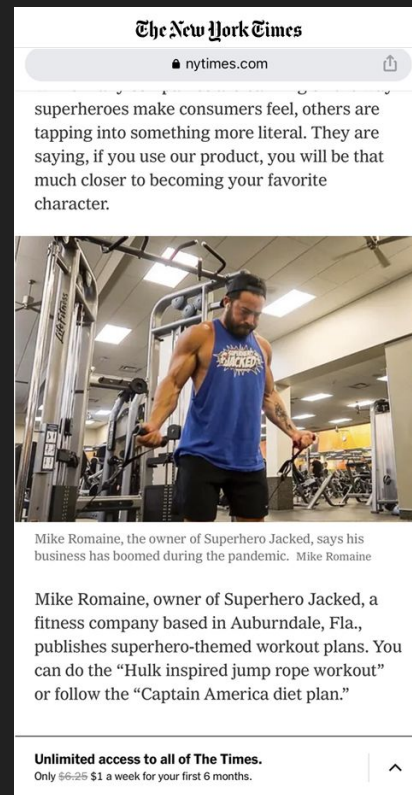
WHO THE LAZY MILLIONS METHOD IS FOR:

1. Feeling like there are **not enough hours in a day** to create the business and/or brand of your dreams...
2. **Overwhelmed** by the million things online business marketers and gurus tell you that you HAVE TO be doing.
3. **Tired** of hearing about the "24/7 GRIND" and "FIVE AM CLUB" and sure **there has to be a different way...**
4. **Sick** of hearing people tell you that **cold showers, meditation, & making your bed** are going to magically make you a rich...
5. Feeling like no matter what you try **you can't build authority or leverage** online.
6. If you've **started to lose the idea** that you can build a six figure freedom business online **without sacrificing time with your friends and family – or built into your current schedule.**

Your New Coach: Mike Romaine

Quick Stats Of A Lazy Digital Millionaire:

- Built Superhero Jacked while working full time, school full time, coaching Crossfit and personal training on the side.
- Scaled to Multiple Six Figures A Year w. 10-20 Hours a Week
- Featured in The New York Times, Business Insider & More
- Over 7 Figures in Total Earnings Online
- Over a Million Emails Collected
- 40+% Email Open Rate with 100K+ Readers
- No Social Media for YEARS then scaled to 30K on YouTube and 50K on TikTok with Simple Scaling Systems
- Has now helped build tons of other businesses up to 6+ figures with The Lazy Method
- The Restaurant Launch scaled to 10K per month in 6 months all with one piece of repeatable content, one media format and one offer funnel.



Why Did I Choose The Word Lazy?

“Lazy” is a direct counter to “Hustle Bros” (who we are seeing more and more of) who preach “24/7 GRIND”, cold showers, 3 hours of daily meditation and many other things that don’t impact how much money we can make online.

My version of a freedom business involves being able to NOT work when I want, but also LOVING what I am doing so much that it doesn't feel like a "grind".

Are we ACTUALLY lazy? No.

But if the Hustle Bros out there want to think so, let them.

We'll be the ones left standing when they fizzle out from overwhelm, fatigue and overall good ol' fashion burnout.

What Is The Lazy Millions Method?

Hack Growth and Authority In Any Market You Can Imagine with A Hyper Niche Content Strategy That Takes <1-2 Hrs. A Day

1. Niche with Hyper Niching
2. Lead With Outlier Branding
3. **Create An Authority Driving Hyper Niche Content System**

What Is The Goal Of Analyzing These Case Studies?

The point of this booklet is not to have you finish and go on and immediately start making 6 figures within a month.

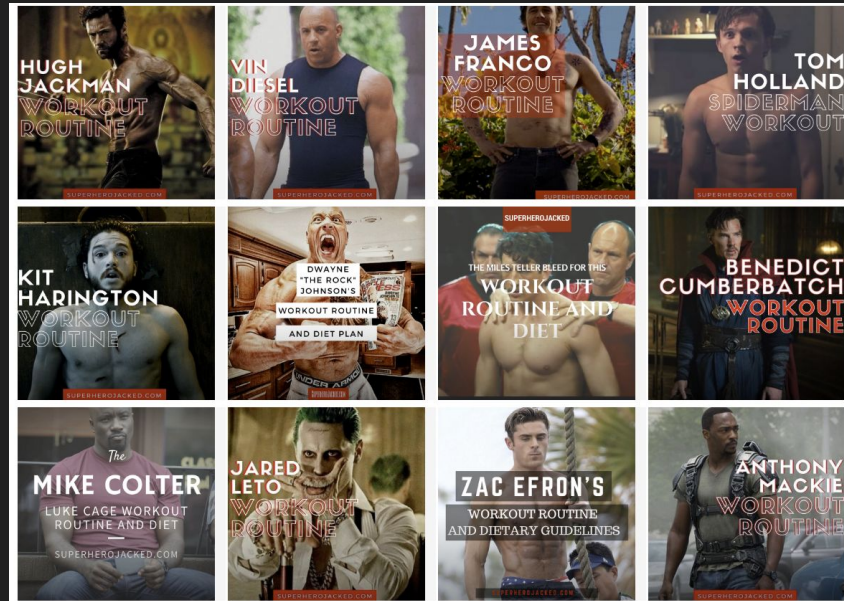
The goal of this course is to teach you a bit about The Lazy Millions Method and give you a better understanding of how you can start building your own Hyper Niche Content System that drives authority in ANY market you can imagine.

NOTE: The end goal is an authority driving hyper niched content system you can do within 1-2 hours a day.

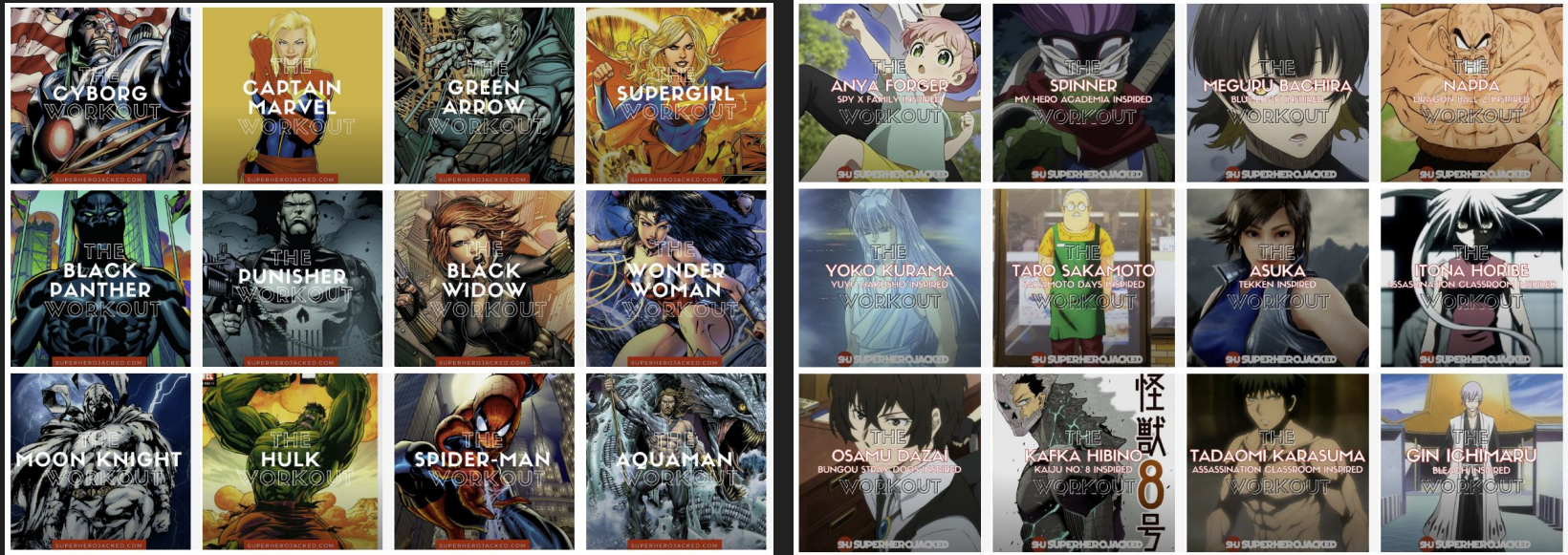
For the sake of this short actionable bootcamp we will be skipping over in depth explanation of Hyper Niching and Outlier Branding and just going through case studies and success stories that will help you understand the process and goals of The Lazy Millions Method.

The Lazy Millions Method:
Find your hyper-niched
repeatable content system.

My site, Superhero Jacked, originally started with hundreds of celebrity researched workout routines and diet plans..



Then added superhero inspired workouts,
anime inspired workouts, top ten listicles
and more..all repeatable.



More Notes On Superhero Jacked

- I still use the exact format developed within my first dozen articles to this day...
- I'm now at 2000+ articles with hundreds of thousands of raving fans on my email list waiting for me to send out the weekly update and continuously checking the site for new workouts and articles.
- All 2000+ were created within 1-2 hours a day over time - and have now made me over 7 figures online while I sleep.

<input type="checkbox"/>	\$9.99	USD	Succeeded ✓
<input type="checkbox"/>	\$247.00	USD	Succeeded ✓
<input type="checkbox"/>	\$67.00	USD	Succeeded ✓
<input type="checkbox"/>	\$67.00	USD	Succeeded ✓
<input type="checkbox"/>	\$9.99	USD	Succeeded ✓
<input type="checkbox"/>	\$26.99	USD	Succeeded ✓
<input type="checkbox"/>	\$9.99	USD	Succeeded ✓
<input type="checkbox"/>	\$9.99	USD	Succeeded ✓
<input type="checkbox"/>	\$14.70	USD	Succeeded ✓
<input type="checkbox"/>	\$21.99	USD	Succeeded ✓
<input type="checkbox"/>	\$97.00	USD	Succeeded ✓
<input type="checkbox"/>	\$2.99	USD	Succeeded ✓
<input type="checkbox"/>	\$4.99	USD	Succeeded ✓
<input type="checkbox"/>	\$52.50	USD	Succeeded ✓
<input type="checkbox"/>	\$9.99	USD	Succeeded ✓

And **this doesn't just work
for blogging**...you don't even
need a website...

If you start looking at online businesses
in all different platforms you'll start to
notice this more and more!

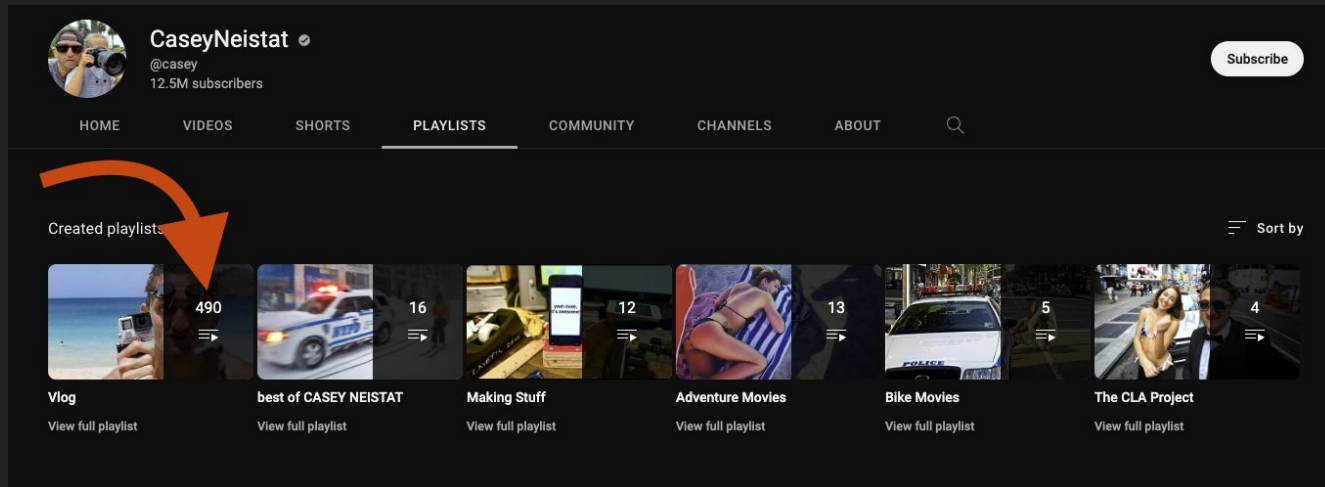
My Freedom Business...My Way...

For me that meant writing, no social media, no video content and being a hermit.

Side Note: For my brother (which we'll discuss more later), the milkman's son (apparently), that means no writing, no advanced funnels, and building his entire hyper-niched strategy around short form video content.

For example, YouTube is all about “Playlists”, which is essentially trying to package your repeatable content for you.

Casey Neistat makes incredible content on YouTube, but his repeatable content was his daily vlog that went for nearly 500 out of his 550 total videos (every day!)



The screenshot shows the YouTube channel page for Casey Neistat. At the top, there is a profile picture of Casey Neistat, his name "CaseyNeistat", his handle "@casey", and "12.5M subscribers". A "Subscribe" button is visible on the right. Below the header, there are navigation tabs: HOME, VIDEOS, SHORTS, PLAYLISTS, COMMUNITY, CHANNELS, and ABOUT. A search icon is also present. The main content area is titled "Created playlists" and features a grid of playlist cards. An orange arrow points from the "Created playlists" text to the first playlist card. The playlist cards are:

- Vlog**: 490 videos, thumbnail showing Casey Neistat holding a camera.
- best of CASEY NEISTAT**: 16 videos, thumbnail showing a police car.
- Making Stuff**: 12 videos, thumbnail showing a person working on a project.
- Adventure Movies**: 13 videos, thumbnail showing a person in a bikini.
- Bike Movies**: 5 videos, thumbnail showing a white car.
- The CLA Project**: 4 videos, thumbnail showing Casey Neistat and a woman.

Each playlist card includes a "View full playlist" link. On the right side of the playlist grid, there is a "Sort by" menu icon.

Deep Pocket Monsters Makes Tens of Thousand Of Dollars A Month Opening Pokemon Cards

But...more importantly, **he did A LOT of what wasn't already all over the other Pokemon YouTuber's channels** AND he engaged with them and built a strong community of relationships....before even starting (while researching)!

Take A Look At This:

Red = Complete A Set Challenge

Blue = Sold Me Collection Vid

Pink = Best Blinder Wins

Teal = Weird Etsy Buy (There's a lot more)

This should kind of give you an idea of Hyper Niche Repeatable Content.

You can clearly see his content types, the same way I had very specific types for Superhero Jacked.

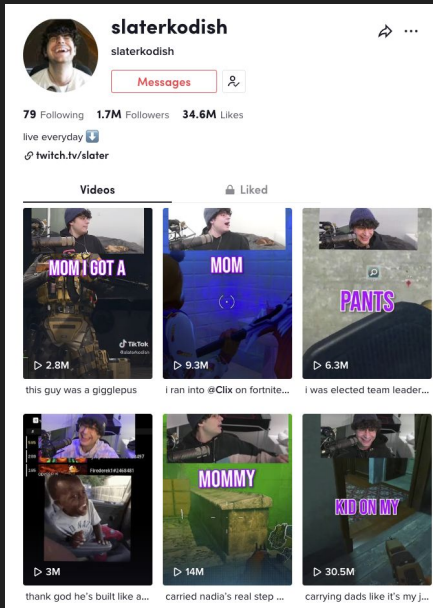
He tested videos (and continues to), finds what works, and then scales up on those!



**Here are four creators using niched
repeatable short form video content:**

TikTok | IG Reels | FB Reels | YouTube Shorts

Slater Kodish



Slater Kodish uses a voice changer to sound like a 12 year old and plays Call Of Duty with people and records their reactions as he tells jokes. He repeats this over and over and over and now has 1.7 million followers and makes a living streaming video games.

Jax now has 13.9 million followers and is a Billboard Top 100 artist – all starting from her hyper niched repeatable content. She remixed songs like Stacy’s Mom and other 90’s Hits from alternative perspectives (like Stacy’s Mom’s Perspective, for example!)

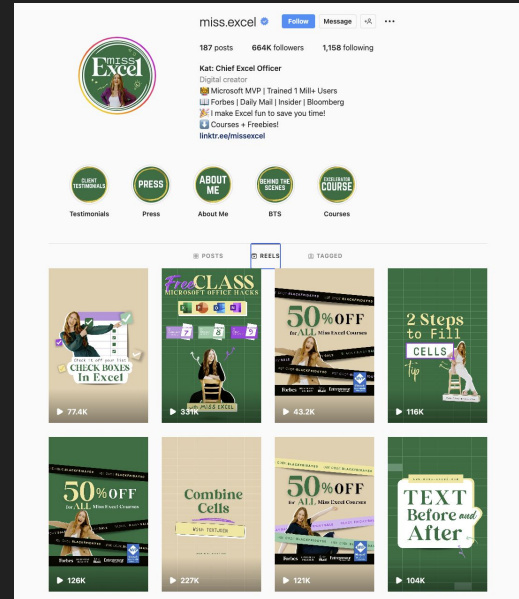
Jax

The screenshot shows the Instagram profile for 'jaxwritessongs'. The profile picture is a young woman with blonde hair. The name 'jaxwritessongs' is followed by a verified badge. Below the name is a red 'Follow' button. The statistics show 865 Following, 12.7M Followers, and 210.1M Likes. The bio reads: 'I write songs and tell dad jokes. Victoria's Secret out now 🥰' and includes a link 'jax.lnk.to/VictoriasSecret'. The 'Videos' section displays a grid of six video thumbnails with their respective view counts and captions.

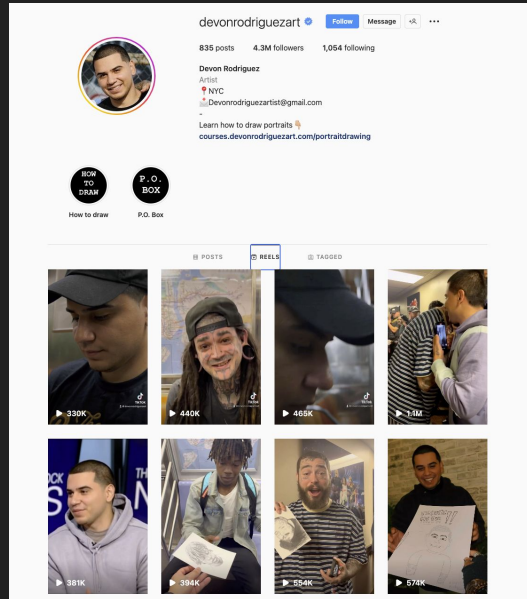
Video Title	Views
Franking The Kid Babysit	3.8M
Iri A PSA From Me and Shania Twain	4.2M
I've gotten let this filter do my Amazon Holiday	42.2M
Rest easy, Leslie	4.8M
This little boy's mom sent me this video	3.1M
Everyone meet Lizzy	3.1M

Miss Excel has millions of followers across her platforms and now even has a deal with Microsoft that came from her hyper-niched repeatable content. She found fun creative ways (usually involving dancing, dressing up or both) to teach people awesome Excel hacks!

Miss Excel



Devon Rodriguez



Devon Rodriguez has millions of followers and now meets incredibly famous superstars to show off his insane talent: drawing. His hyper-niched repeatable content was drawing random people (usually on a train) and then handing them their portrait while we wait for their reaction!

Hate being in front of the camera?

[Same...](#)

Justin Welsh

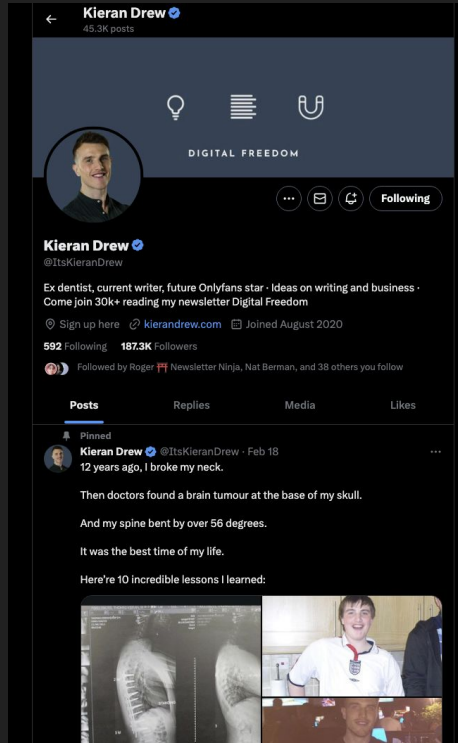
Justin Welsh has a solo business that has made more than 5 million dollars, all stemming from Twitter (X) and LinkedIn.

In 2022 alone he added 256,700 just to Twitter by building a publishing habit...

1. Educate audience each PM.
2. One step by step in depth thread weekly.
3. Engage with 5–8 people in his niche each week.
4. Comment under large accounts.

The screenshot shows Justin Welsh's Twitter profile. At the top, a banner reads "Start an internet business. Make a life that's *yours*." Below the banner are logos for "Featured in / Forbes BUSINESS INSIDER Entrepreneur UNICEF". The profile name is "Justin Welsh" with a verified badge and handle "@thejustinwelsh". A bio states: "The Diversified Solopreneur | Building my one-person business to \$5M in annual profit and sharing everything I learn along the way at justinwelsh.me". It also lists "Join 175K+ readers → justinwelsh.me/subscribe" and "Born July 11". The profile shows "878 Following" and "434.4K Followers". Two product cards are visible: "The Content OS" and "The LinkedIn OS", both priced at "\$150.00". The "Posts" tab is selected, showing a pinned tweet from May 22: "Yesterday, my little one-person business crossed \$4M in revenue. It took 1,352 days, I ran zero ads & operate at a 94% margin. Here are the 20 steps of my wild & strange journey: Hope it's helpful to someone. [thread]". The tweet has 364 replies, 5,259 likes, and 2.3M retweets.

Kieran Drew



Kieran Drew went from being a dentist to a full time creator and copywriter on Twitter (X).

If you look through his tweets you'll find a simple structure to Justin:

1. Engagement Tweets
2. Long Value Threads that lead to Newsletter
3. Quick Value Tweets.

Some Bonus Lazy Method Audience Case Studies

This Works With ANY Media Type & Style

LAZY METHOD MEMBER STUDY: The Restaurant Launch

50K Followers & \$10,000/Month In Six Months

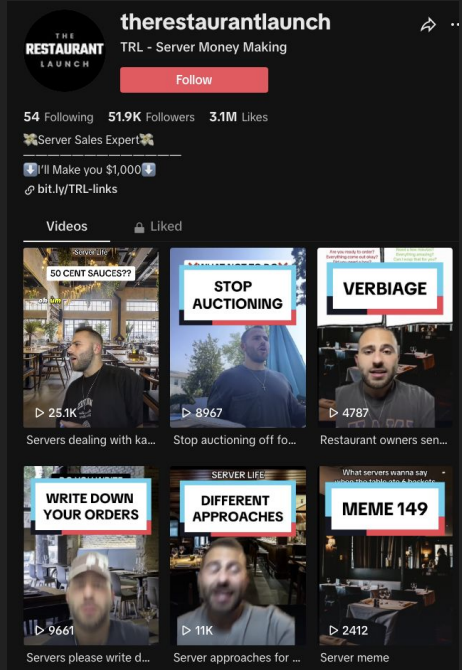
Brandon started January 1st, 2023 and within 6 months was making \$10,000 a month, using strictly short form video content re-posted from TikTok -> IG/FB Reels -> YT Shorts - and using a super simple funnel that didn't involve any fancy landing pages or even a newsletter.

Payments

Search: Sheree [redacted] From [redacted] To [redacted] Enter invoice # [redacted]

Payments Refunds Chargebacks

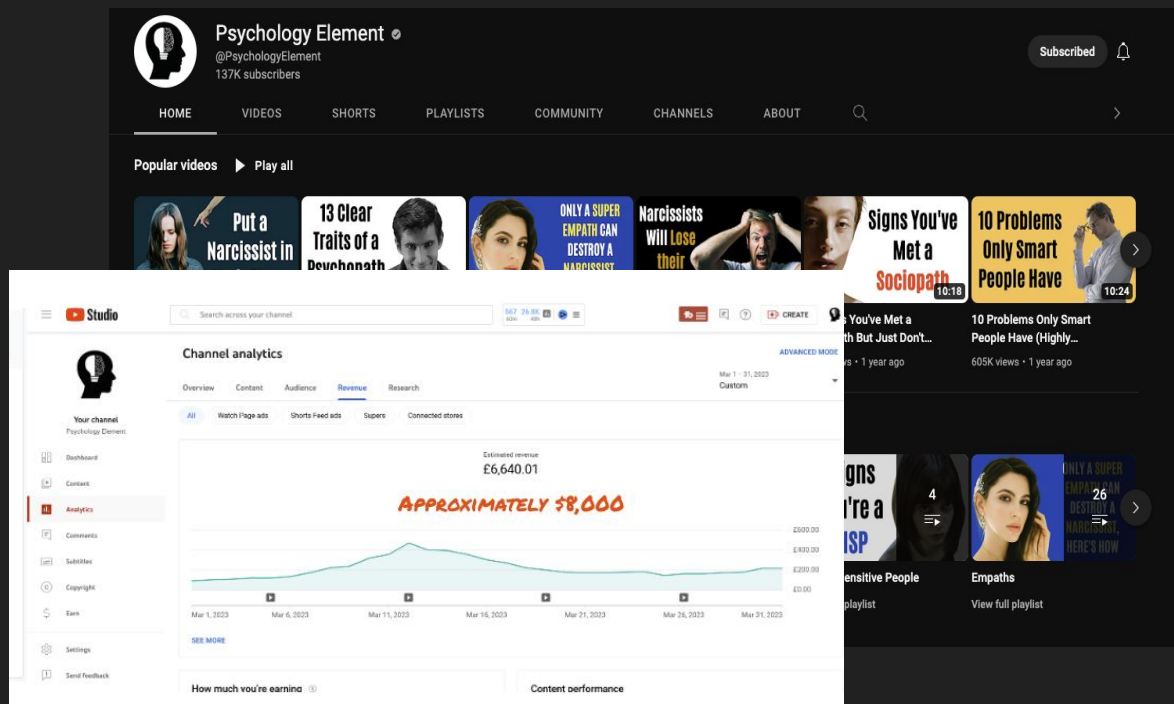
Status	Method	Date	Customer	Amount
SUCCESS	VISA	Oct 3, 2023 @ 4:52 AM	Sheree [redacted]	\$833.00
SUCCESS	VISA	Sep 26, 2023 @ 4:56 AM	Sheree [redacted]	\$833.00
SUCCESS	VISA	Sep 19, 2023 @ 4:54 AM	Sheree [redacted]	\$833.00
SUCCESS	VISA	Sep 12, 2023 @ 5:01 AM	Sheree [redacted]	\$833.00
SUCCESS	VISA	Sep 5, 2023 @ 4:58 AM	Sheree [redacted]	\$833.00
SUCCESS	VISA	Aug 29, 2023 @ 5:02 AM	Sheree [redacted]	\$833.00
SUCCESS	VISA	Aug 22, 2023 @ 12:34 PM	Sheree [redacted]	\$833.00



MEMBER CASE STUDY: Psychology Element

100K+ Subs & \$10,000/Month In One Year

This client didn't want to have his face or voice out there for the world – but really wanted to build on YouTube so he could let them host everything. So we implemented the Lazy Method and eventually scaled to \$8,000 in Ad Revenue per month with another \$2,000–\$3,000 in merch and sponsorships.



My Version Of A Freedom Business Part One

I want to make money while I sleep.

While I travel.

While I spend time with friends and family.

While I drink around Epcot with my wife.

So Phase Two of The Lazy Method is built around digital products.

This also includes affiliate marketing, ad revenue and sponsorships.

But completely cuts sales calls, coaching, client work and consulting.

My Email Inbox

Inbox	Payment of \$97.00 from
Inbox	Payment of \$100.00 from
Inbox	Payment of \$197.00 from
Inbox	Payment of \$997.00 from
Inbox	Payment of \$50.00 from
Inbox	Payment of \$200.00 from
Inbox	Payment of \$66.00 from
Inbox	Payment of \$297.00 from
Inbox	Payment of \$44.00 from
Inbox	Payment of \$150.00 from
Inbox	Payment of \$1,000.00 fr
Inbox	Payment of \$250.00 from



My Version Of A Freedom Business Part Two

Mine is being able to travel when we want, go to Epcot whenever, and enjoy life on my terms - never missing a moment with friends and family.

My Lazy Daily Schedule

1. Wake Up Between 6-7AM
2. Work Until 11-12ish
3. Do Whatever I Want The Rest Of The Day



How I Can Help You Unlock Your Freedom?

Free Content:
Social + Newsletter

The Lazy Method Accelerator:
30 Days To Authority

The Lazy Method Incubator:
Build. Monetize. Scale.



**Lazy Digital
Millionaire Free
Newsletter**

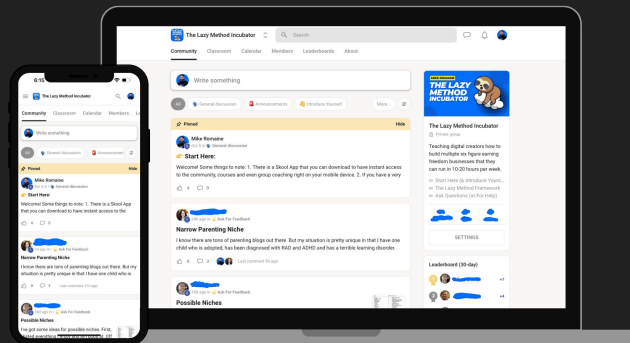
[Twitter](#)

[LinkedIn](#)



What It Is:
Self Paced Course,
Actionable Workshops and
Bonus Authority Creator Files

[Learn More](#)



What It Is:
Community, Coursework, Group
Coaching, Office Hours and
Guaranteed Success

[Learn More](#)