



The Lazy Millions Method

MASTERCLASS

By Mike Romaine



**I'M CALLING ALL BUSY PROFESSIONALS, PARENTS AND
PEOPLE SICK OF HUSTLE CULTURE AND ONLINE GURUS:**

I'm going to teach you how you can
**build a six figure earning online
business** creating content that you
wake up excited to create, even if you
only have **as little as 1-2 hours a day** ..
that earns you **money while you sleep.**

Mike Romaine

- I built Superhero Jacked while working full time, going to school full time, coaching Crossfit and personal training on the side.
- I grew it to multiple six figures per year with less than 10-20 hours of work a week.
- Featured in The New York Times, Business Insider & More
- Over 7 Figures in Total Earnings Online
- Over a MILLION Email Subscribers Collected
- 40+% Email Open Rate with 100K+ Readers
- Has now helped build multiple businesses up to 6+ figures with The Lazy Millions Method
- Grown TikTok to 50K+, YouTube accounts to 100K and thousands of followers on tons of different platforms.

superheroes make consumers feel, others are tapping into something more literal. They are saying, if you use our product, you will be that much closer to becoming your favorite character.



Mike Romaine, the owner of Superhero Jacked, says his business has boomed during the pandemic. Mike Romaine

Mike Romaine, owner of Superhero Jacked, a fitness company based in Auburndale, Fla., publishes superhero-themed workout plans. You can do the “Hulk inspired jump rope workout” or follow the “Captain America diet plan.”

**The goal of The Lazy Millions
Method is to unlock
YOUR version of FREEDOM.**

This Has Helped Me Unlock MY True Freedom



Behind a bar in Dublin.



Always wanted to visit Sherlock Holmes house in London! :)



The Royal Mile in Edinburgh!



The UK Pub in Disney's Epcot :)



IT DOES NOT MATTER IF YOU...

1. Never want to show your face.
2. Think you have no specific skill set that can make you money online.
3. Don't want to engage on social media or network with other people.
4. Only have a few hours a week to get started.

BUT...

If you are in this for quick cash.

Please leave now.

The Lazy Millions Method is about doing work you love, creating time with your friends and family, and building a freedom business.

**Could I teach you to make 10k/m in
1-3 months?**

Sure.

And then I can sell you The Lazy Millions Method 6 months later when you burn out and realize you built yourself a second miserable job.

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. **Desperate** to escape the rat race and spend more time doing what you love, with the people you love.
3. **Overwhelmed** by the million things online business marketers and gurus tell you that you HAVE TO be doing.
4. **Tired** of hearing about the "24/7 GRIND" and "FIVE AM CLUB" and sure **there has to be a different way...**
5. **Sick** of hearing people tell you that **cold showers, meditation, & making your bed** are going to magically make you a rich...
6. If you've **started to lose the idea** that you can build a six figure freedom business online...then you're in the right place...because I'm going to change your life.

The 3 Secrets I Want You To Come Away With Today:

Secret #1: How to cut overwhelm entirely and hack authority and growth in ANY niche by hyper focusing on one media type (and platform).

Secret #2: How to easily create content within 1-2 hours a day, or less, while never running out of ideas.

Secret #3: How to position your business in a way that allows you to earn while you sleep, travel, spend time with friends and loved ones – and enjoy life.

If you stick with me to the end of this Masterclass ...

1. Give you a bonus bootcamp version of this masterclass to download.
2. The top mistakes people make when choosing their niche and platforms.
3. Sound good...?

WHAT THIS IS NOT:

1. Amazon FBA Fulfillment
2. Ecommerce Site with Ads and Fulfillment
3. Dropshipping Random Products
4. Cold DMs on Social Media to get Clients
5. Getting One on One Client Work That Eats Up All Your Time
6. Door to Door Sales and Cold Calling
7. Running \$10,000 in ads to make \$11,000 “eventually”

We are not here to build you a second job...

Let's start with my background/story..

Original Goal:

Go to Stony Brook University, become an English teacher and eventually write books on the side until I'm the next Stephen King or JK Rowling...

What Changed?

I read the 4 Hour Work Week by Tim Ferriss and never looked back.

Devoured ANY content on blogging, SEO, email marketing, funnel building and was making 30K by the following year.

Why doesn't everyone do this?...

A survey was run to hundreds of thousands of people wanting to start an online business, asking the biggest thing stopping them from creating their freedom business.

The answer was **too much work with too little time** and overwhelm and distractions stemming from **everyone telling them a million different things they NEED to do.**

So what if I told you that all of this advice
was the OPPOSITE of what you want to do...

And instead you want to hyper-focus on
ONE specific piece of content that YOU
love creating and hack it.

Back in the day, I used to think I was crazy for not wanting to be a part of the “24/7 GRIND” culture that we currently live in.

I knew, and still know, **my time is my most
valuable asset.**

At the time of starting my first business, SuperheroJacked.com, I was a full time college student, had a full time job selling watches, coached CrossFit classes, coached private [personal training clients] and trained 2 hours a day.

I had no choice but to **make it work within**
1-2 hours a day, sometimes less...

So I decided to **hyper-niche my target audience** and find a small segment of the market in order to have a better chance of being found.

I also needed to use the 80/20 Method
and **do the 20% of the work that created
80% of the results** (which I still do).

I knew if I did what everyone else was
telling me I HAVE TO DO....
I was going to burn out pretty quickly.

So I kept my workload built around things
I personally liked doing..and cut anything I
didn't like...

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 content strategy around short form video content.

Secret #1:

Choose the right media style for YOU.

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Choose the right media style for YOU.

*Not what you see other people making
money on...*

Hyper-focus allowed me to focus on my strengths to avoid burnout, while also making the 80/20 Methodology even more useful being that my productivity went through the roof.

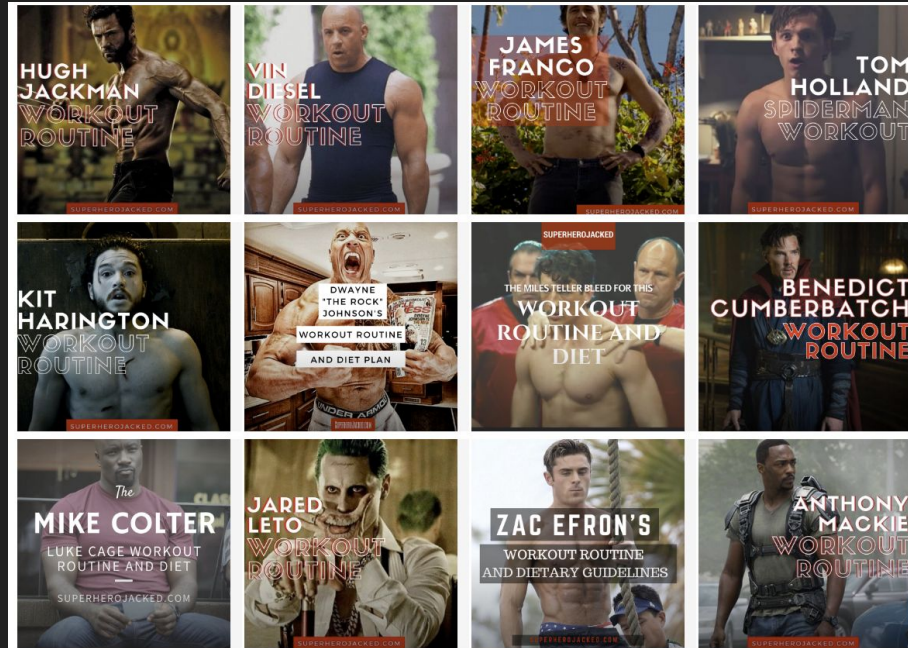
I found the **hyper-niched content** that was **achieving 80% of the results with 20% of the time** spent and **went all in on it.**

Secret #2:

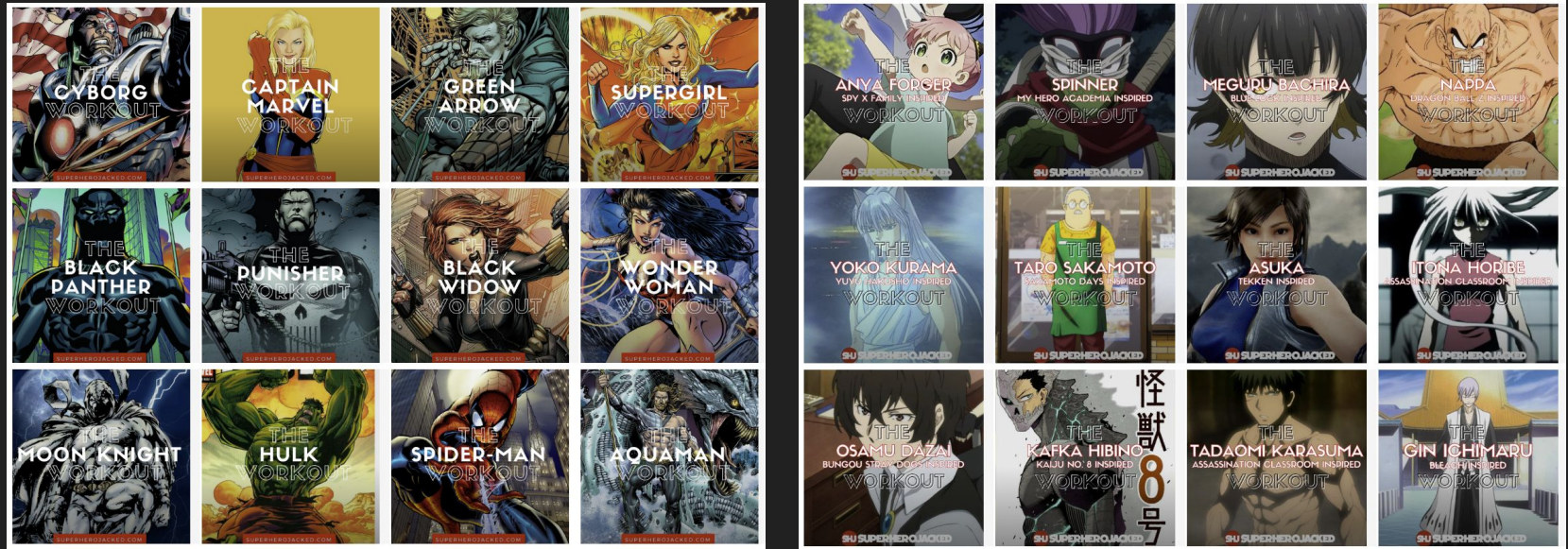
Find your hyper-niched repeatable content and go all in.

SuperheroJacked.com:

My site originally started with hundreds of celebrity researched workouts and diet plans.



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



And I still use the exact format developed within my first dozen articles to this day...

As you build out your systems your content will start by taking 1-2 hours to create content, then you'll notice you can create multiple days worth of content in that same period of time..

For example: I'm 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 starting with 1–2 hours a day...

And scaling up to just 10–20 hours a week.



HOME MOST EXPENSIVE NET WORTH RICHEST PEOPLE TOP LISTS



ENTREPRENEURS / 8 hours ago

Iris Fontbona Net Worth

What is Iris Fontbona's net worth? Introduction Iris Fontbona is a prominent Chilean mining magnate, media proprietor, and philanthropist, who inherited her husband's fortune and successfully...



ENTREPRENEURS / 12 hours ago

Denise Coates Net Worth

What is Denise Coates' net worth? Introduction Little did Denise Coates realize that she would become the most well-known figure in British gambling, running the largest...



DJS / 16 hours ago

Zedd Net Worth

What is Zedd's net worth? Introduction After making his way from the former Soviet Union to Germany in the early 1990s, Zedd made the most of...



NBA PLAYERS / 21 hours ago

Victor Oladipo Net Worth

What is Victor Oladipo's net worth? Introduction Victor Oladipo is an American professional basketball player for the Indiana Pacers of the NBA. Oladipo played college basketball for...



BOXERS / 1 day ago

Amir Khan Net Worth

Amir Khan is a legendary Olympic athlete who became fantastically wealthy by earning huge fight fees, making him one of the highest-paid boxers in history.



ACTORS / 2 days ago

Stanley Tucci Net Worth

Stanley Tucci's mastery of acting made him an award-winning entertainer.

Wealthy Gorilla

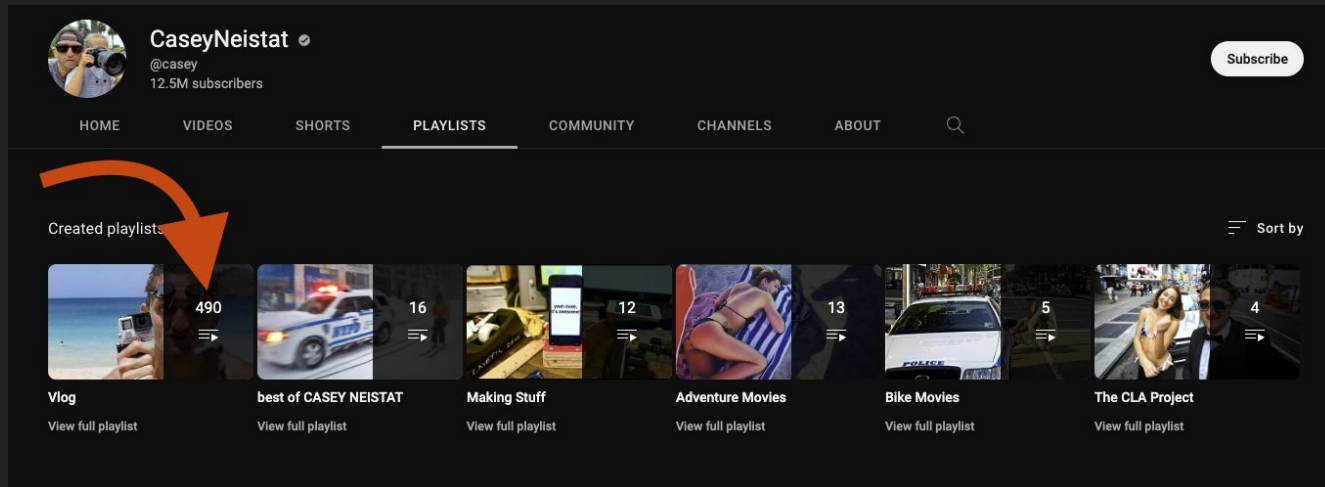
The site Wealthy Gorilla earns SEVEN figures a year with a hyper niched repeatable content breaking down celebrities' (and extremely wealthy people's) net worth.

And this doesn't just work for
blogging...heck, you don't even NEED a
website....

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

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 image shows a screenshot of Casey Neistat's YouTube channel page. At the top, the channel name "CaseyNeistat" is displayed with a verified badge, along with the handle "@casey" and "12.5M subscribers". A "Subscribe" button is visible in the top right corner. Below the channel information, there are navigation tabs for "HOME", "VIDEOS", "SHORTS", "PLAYLISTS", "COMMUNITY", "CHANNELS", and "ABOUT". The "PLAYLISTS" tab is currently selected. Underneath, the "Created playlists" section is shown, featuring a grid of playlist thumbnails. An orange arrow points from the "Created playlists" text to the first playlist, "Vlog", which has 490 videos. Other visible playlists include "best of CASEY NEISTAT" (16 videos), "Making Stuff" (12 videos), "Adventure Movies" (13 videos), "Bike Movies" (5 videos), and "The CLA Project" (4 videos). Each playlist thumbnail includes a "View full playlist" link.

Playlist Name	Number of Videos
Vlog	490
best of CASEY NEISTAT	16
Making Stuff	12
Adventure Movies	13
Bike Movies	5
The CLA Project	4

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

Take A Look At This:

Red = Complete A Set Challenge

Blue = Sold Me Collection Vid

Pink = Best Blinder Wins

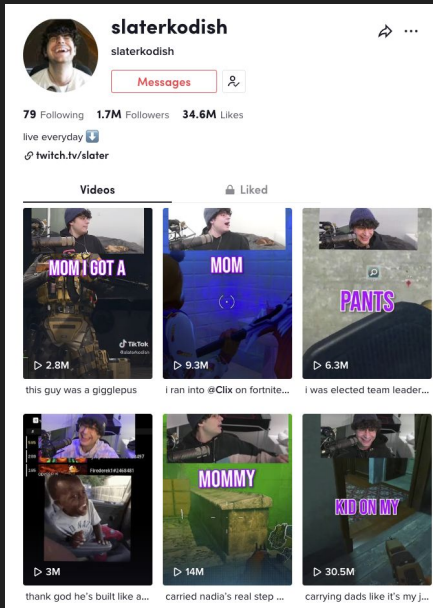
Teal = Weird Etsy Buy (There's a lot more)



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

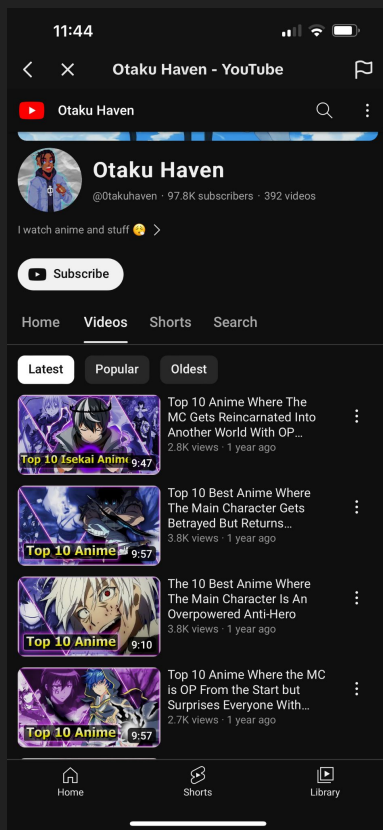
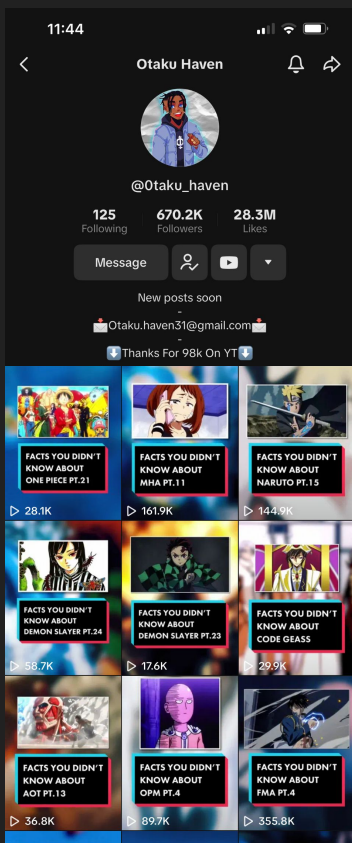
TikTok | IG Reels | FB Reels | YouTube Shorts

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.

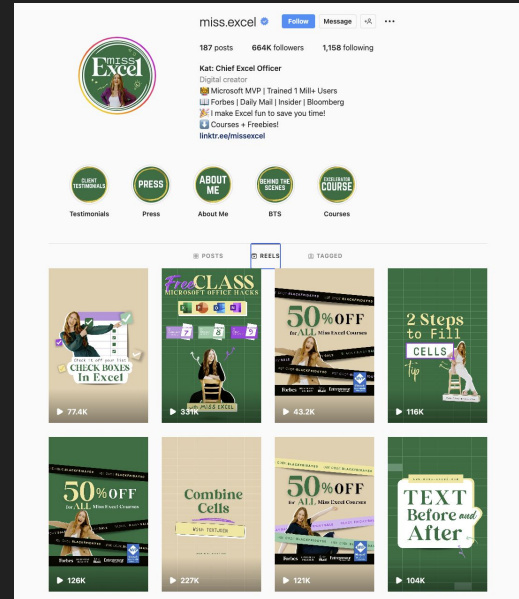
Otaku Heaven



Otaku Heaven grew his TikTok to 650K+ with his hyper niched repeatable content being fun facts about different anime and top ten listicles and has now even leveraged that to grow to nearly 100K on YouTube and making thousands of dollars a month talking about his favorite anime!

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





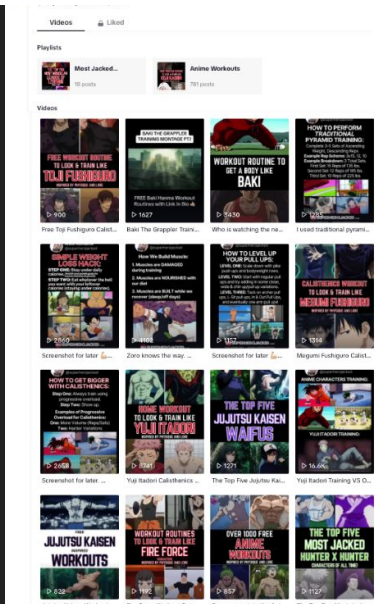
superherojacked

Superhero Jacked

Follow

105 Following 49K Followers 811.6K Likes

Anime X Fitness X Fandom Website
👉 2000+ FREE Anime, Fandom & Celeb Workouts
🌐 Superherojacked.com/social

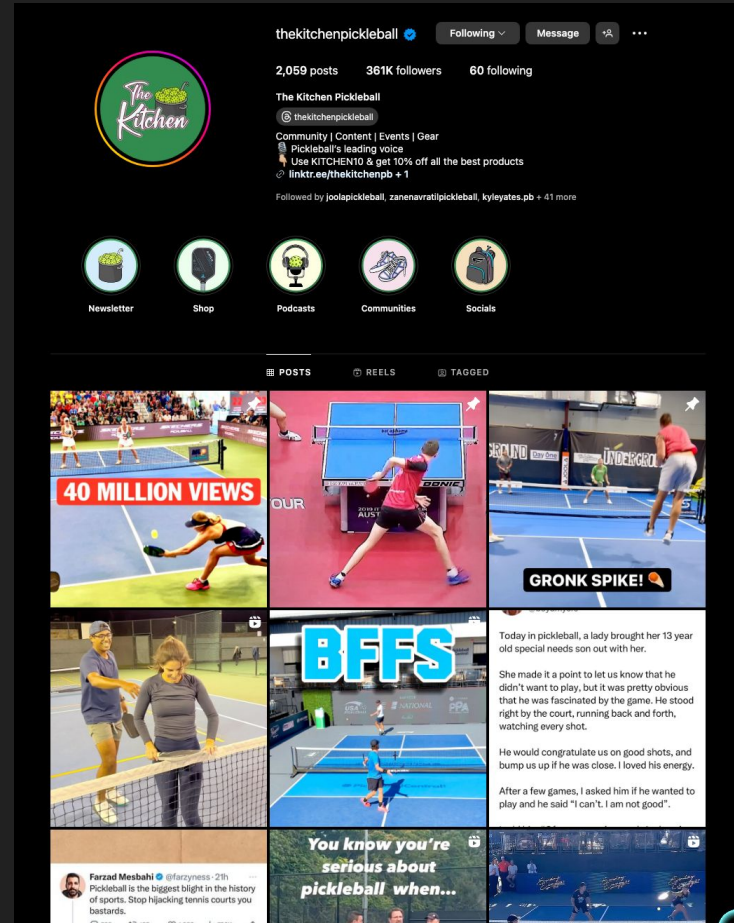


Superhero Jacked

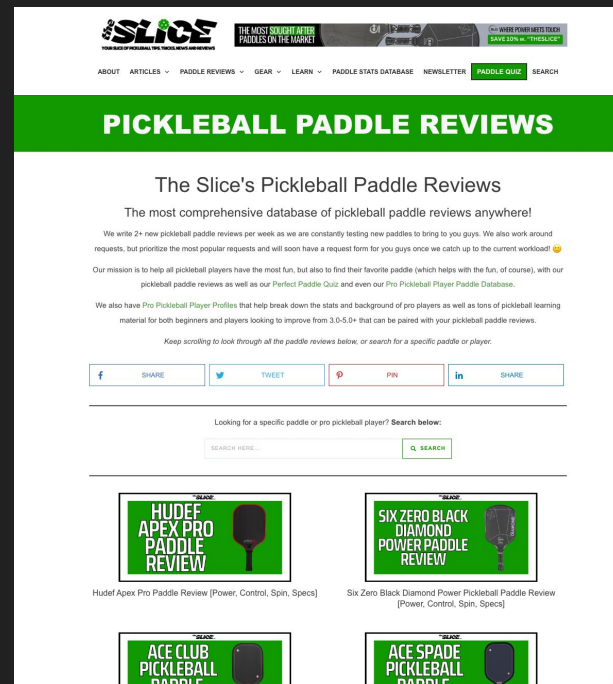
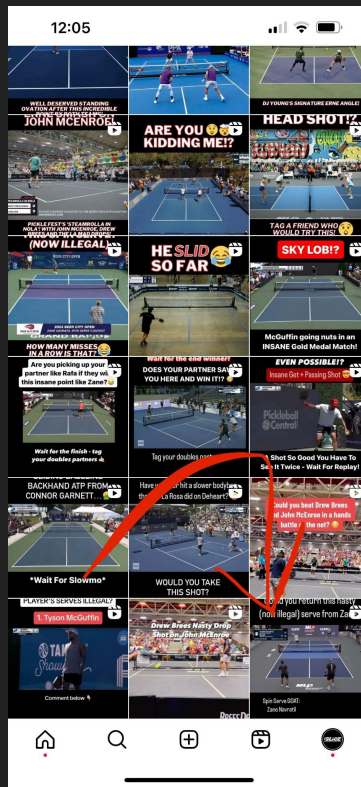
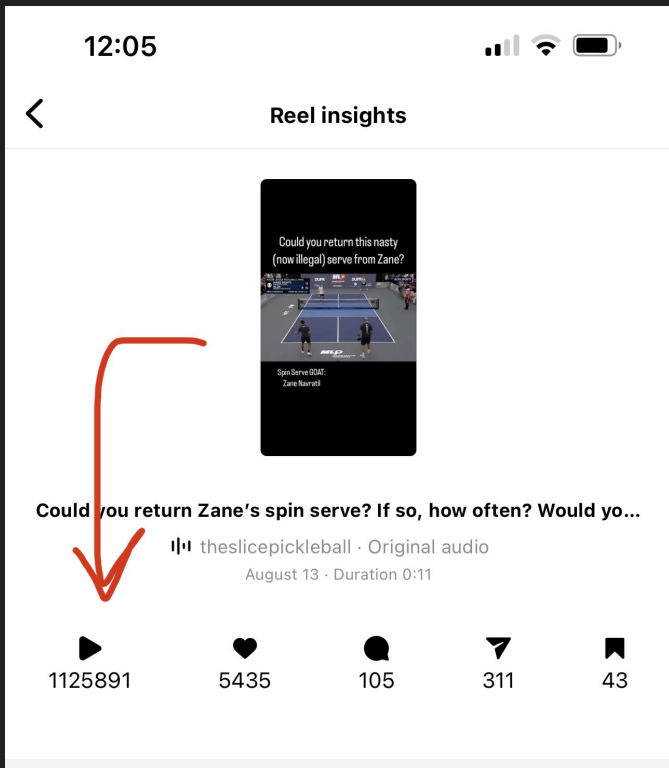
I even personally used this methodology to increase my monthly revenue by thousands of dollars by repurposing content to TikTok, growing it to 50K followers, without ever needing to show my face.

The Kitchen Pickleball

The Kitchen Pickleball posts content similar to Barstool Sports and has leveraged other athletes and players videos to grow 361K on Instagram, and hundreds of thousands of fans on other platforms, earning tens of thousands of dollars a month and securing some of the biggest brand deals in the industry.

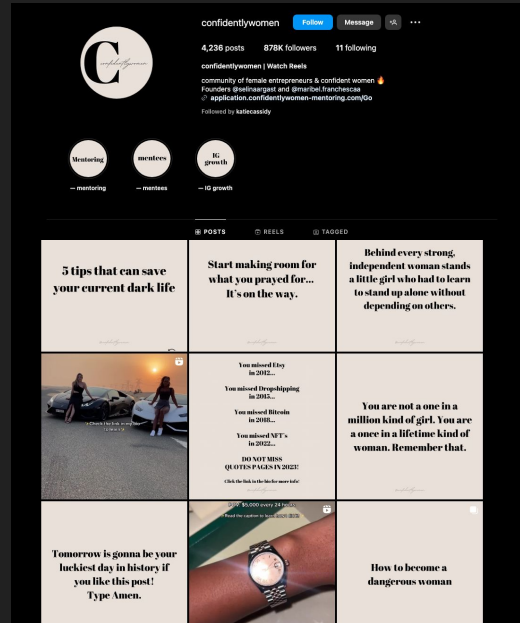


LAZY MILLIONS METHOD CASE STUDY: The Slice Pickleball



More Media Theme Pages

Themed Accounts like:
Confidently Women,
Money For the Mind and
SO many more are
finding a topic they
already consume
regularly, leveraging
other big creators
content, and then
building massive
followings with the same
exact type of content on
repeat.



Some Lazy Millions Method Member Case Studies:

LAZY MILLIONS METHOD CASE 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

Sheree [REDACTED] From To Enter invoice #

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

therestaurantlaunch
TRL - Server Money Making

Follow

54 Following 51.9K Followers 3.1M Likes

Server Sales Expert

👉 I'll Make you \$1,000

👉 bit.ly/TRL-links

Videos

50 CENT SAUCES??

STOP AUCTIONING

VERBIAGE

Servers dealing with ka... 25.1K

Stop auctioning off fo... 8967

Restaurant owners sen... 4787

WRITE DOWN YOUR ORDERS

SERVER LIFE

DIFFERENT APPROACHES

MEME 149

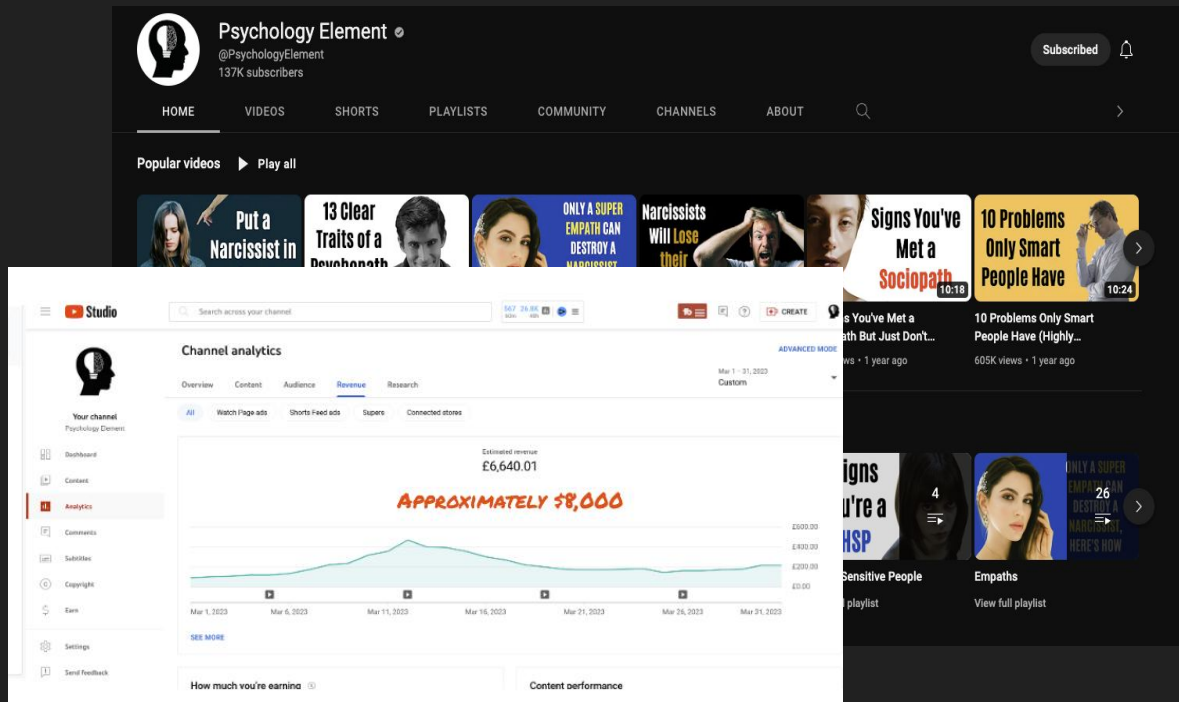
Servers please write d... 9661

Server approaches for ... 11K

Server meme 2412

LAZY MILLIONS METHOD CASE STUDY: Psychology Element 100K Subs & \$10,000 Month In One Year

Max 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 Millions Method and eventually scaled to \$8,000 in Ad Revenue per month with another \$2,000–\$3,000 in merch and sponsorships.



But what if you don't have ANYTHING to leverage for growth and authority!?

Secret #3:

Leverage creator-types to hack growth and authority in any market.

The Different Types Of Creators

1. **Entertainer** – Leading with comedy, stories and specific niche entertainment.
 - Ex: Deep Pocket Monsters and Slater Kodish
2. **The Media Brand** – Leveraging other professionals with their entertainment or authority.
 - Ex: The Kitchen Pickleball and Themed Media Pages
3. **The Authority** – Leveraging past experiences to teach as the authority within a niche.
 - Ex: The Restaurant Launch and Miss Excel

The Different Types Of Creators

4. **The Researcher** – Leveraging other authorities via case studies and research.

- Ex: Superhero Jacked and Podcast Interviews

5. **The Teacher** – Similar to The Authority and Researcher, but teaching as you learn, or teaching under a specific brand.

- Ex: Psychology Element and Wealthy Gorilla

6. **The Mix and Match** – The most effective type is going to be when you pull multiple aspects together! :)

- Ex: Superhero Jacked, Otaku Heaven and others.

**Knowing your specific creator-type
is essential for growth and
leverage in your business
to earn money while you sleep.**

When Done Correctly Lazy Millions Methods Members Are GUARANTEED to:

1. Earn \$3,000–\$5,000 PER MONTH within 3–6 months.
2. And \$5,000–\$10,000 PER MONTH within 6–12 months.

**Without ever having to scale to
more than 10–20 hours a week.**

What Does YOUR Freedom Business Look Like?

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



What Does YOUR Freedom Business Look Like?

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.

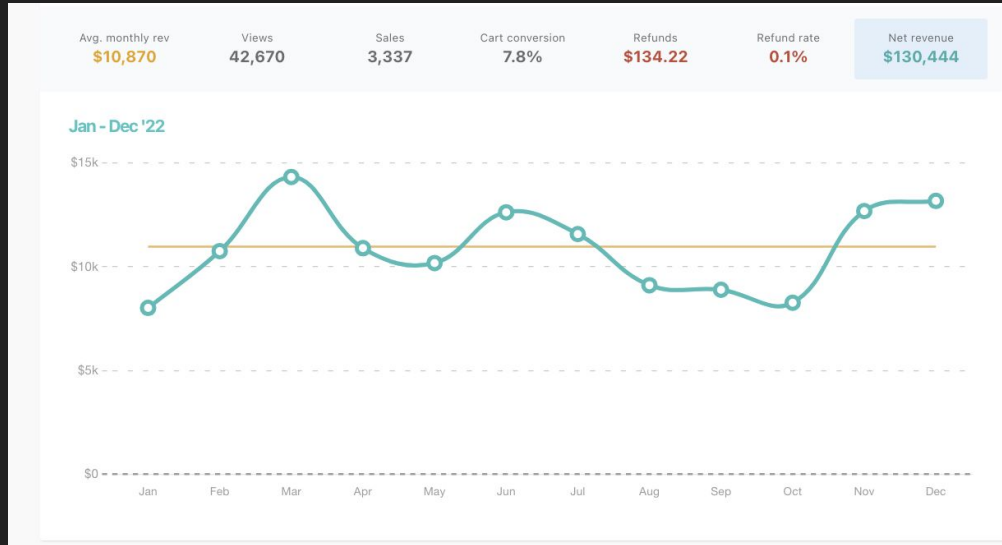
My Lazy Daily Schedule

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

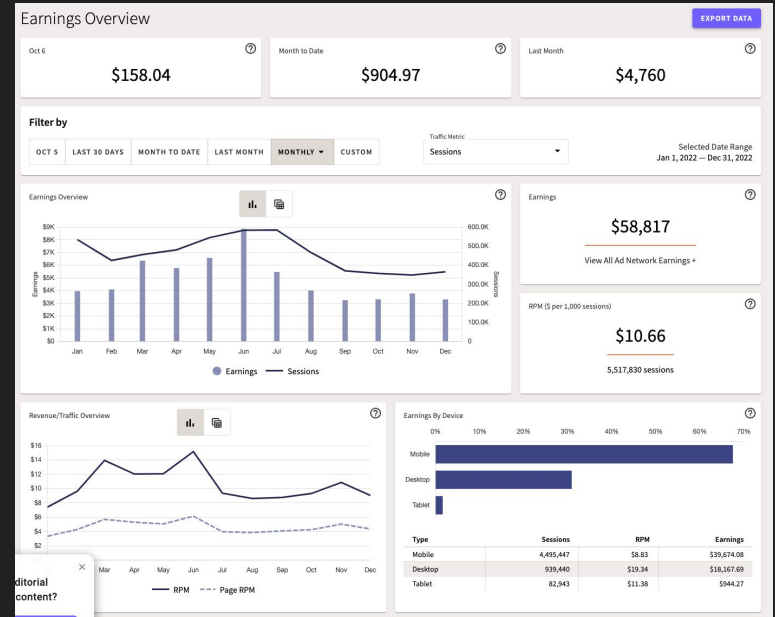


MORE RESULTS LIKE THIS...

High Ticket Client Bringing
In \$130,000+ A Year Just
From One Funnel!



One Of My First Coaching Clients Hitting
Their First \$20K Month With A Low → Mid
→ High Ticket Value Ladder!



We've Seen The Results My Brother Got: \$10,000 per Month Within 6 Months

Payments

Sheree [REDACTED] X From [REDACTED] To [REDACTED] Enter invoice # [REDACTED]

Payments Refunds Chargebacks

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4787

Servers dealing with ka... Stop auctioning off fo... Restaurant owners sen...

WRITE DOWN YOUR ORDERS

SERVER LIFE

DIFFERENT APPROACHES

MEME 149

9661

1K

2412

Servers please write d... Server approaches for ... Server meme

We've Seen The Results Max Got: 100K Subs & \$10,000 Month In One Year

The image displays a YouTube channel page for 'Psychology Element' and a screenshot of its YouTube Studio analytics dashboard. The channel page shows a profile picture of a person with a brain icon, the name 'Psychology Element', the handle '@PsychologyElement', and 137K subscribers. A 'Subscribed' button is visible. The channel's video content is organized into playlists, with titles such as '10 Problems Only Smart People Have' and 'Signs You've Met a Sociopath'. The analytics dashboard, titled 'Channel analytics', shows the 'Revenue' tab selected. It displays an estimated revenue of £6,640.01 for the period from March 1, 2023, to March 31, 2023. A handwritten note in orange text on the dashboard reads 'APPROXIMATELY \$8,000'. The dashboard also includes a line graph showing revenue trends over time and a sidebar with navigation options like 'Dashboard', 'Content', 'Analytics', 'Comments', 'Subtitles', 'Copyright', 'Earn', 'Settings', and 'Send Feedback'.

Psychology Element
@PsychologyElement
137K subscribers

Channel analytics
Estimated revenue: £6,640.01
APPROXIMATELY \$8,000

Playlists:
10 Problems Only Smart People Have (605K views)
Signs You've Met a Sociopath (785K views)
Narcissists Will Lose their Minds... (831K views)
Only a Super Empath Can Destroy A Narcissist, Here's How (1M views)

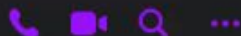


Shrawan KC –

“Mike's Lazy Millions Method changed my perspective on creating niche content forever. I realized how much I was losing out on audience, authority & revenue. His methods gave me the exact blueprint I needed to constantly create hyper-niched content on repeat. If you want to earn money while you sleep in just 1-2 hours a day, Mike's Lazy Millions Method is the only thing you need to build a 6-fig business.”



Gonzalo M Herrero-Munoz



8:54 AM

Holy crap. The Lazy Method PDF is amazing!!!!

The overall laying out of the strategy and basic concepts is perfect!!!



Daniel

Active now



DUDE!

I just wanna say THANK YOU!

This is the first time in so long I feel like I have some clear action on how to find the exact place I'm supposed to be. It has felt like everyone wanted me to just chase the fastest money and put content on every single platform and now that I finally targeted a specific platform with a specific type of content I just had my first \$1000 month!

It took me 3 years to unlock the full secrets of this process through my own constant trial and error.

**After nearly giving up and feeling
like I was going to be stuck in the
endless rat-race...**

**Watching the promises of money
from all the gurus who preach
things they don't even actually
make their money doing....**



Ready To Unlock Freedom?
Get Started Now For Just

\$997 Today

or 3x Monthly Payments of \$397

Get Started NOW: MikeRomaine.com/GO

Here's What You'll Get:

- The Lazy Millions Method Accelerator Course
- Mike to Critique Your Niche, Content & Monetization Strategy
- Lifetime Access to Community
- Lifetime Access to Weekly Group Coaching Calls & Live Chat
- The Lazy Monetize And Scale Course
- The Perfect Niche Finder Blueprint
- 110% Money Back Guarantee
- \$8,488 Value - One Time Only

How I Can Help You Unlock Your Freedom?

**Free Content:
Social + Newsletter**

**The Lazy Method Accelerator:
30 Days To Authority**

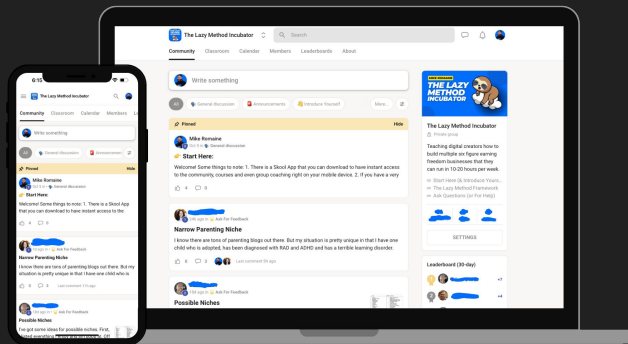
**The Lazy Method Incubator:
Build. Monetize. Scale.**



**Lazy Digital
Millionaire Free
Newsletter**



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



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