

SET • FEED • TURN • READ

PROFIT CRANK

TURN THE CRANK. BUILD THE PROFITS.

THE COMPLETE FOUR-STAGE SYSTEM

8 Modules • Workbook Pages • 30-Day Calendar • Swipe File • Glossary

[PROFITCRANK.COM](https://profitcrank.com)

WELCOME

You Don't Have A Motivation Problem

If you've bought this, there's a fair chance you've bought something like it before. There's a folder somewhere with a course in it you opened twice. Maybe two folders. And somewhere behind that is a quiet thought you'd rather not say out loud: *maybe I just don't follow through*.

That's almost never what's actually happening. What's missing isn't discipline. It's **machinery** — a defined sequence you run, in order, that produces the same kind of output every time you run it.

The Idea The Rest Of This Depends On

Motivation is what gets you to buy. Machinery is what has you still running the thing in week nine. They are completely different resources, and almost every product in this space sells you the first one while pretending it's the second.

Tactics are not the bottleneck. You already know roughly what a landing page is, roughly how content attracts attention, roughly what an email list does. The bottleneck is that nobody handed you an **order** to do those things in, or a way to tell whether the last thing you did was worth repeating.

So that's what this is. Four stages, run in sequence, then run again. Each complete pass is one turn of the crank. The machine doesn't care how you feel about it on any given morning. It only cares whether the handle moved.

What Honest Looks Like Here

Two things this guide will not do. It will not tell you what you'll earn, because nobody selling you a system can honestly know that. And it will not pretend the work is small. Turning the handle is genuinely work — the promise isn't that it's easy, it's that it's *repeatable*, which is the thing that's actually been missing.

Most people who buy business education never build a profitable business from it. The single biggest reason is that they never complete one full loop of anything. Complete one loop and you're already doing something unusual.

How The Guide Is Organised

Eight modules, each building on the one before it:

- **Module 1 — The Machine Mindset.** Why sequence beats tactics, and the three ground rules the whole system rests on.

- **Module 2 — Quick Start: Your First Turn.** A seven-day opening that gets you through one complete pass before you go deep on anything.
- **Module 3 — Stage 1: Set The Offer.** The one-sentence offer, and why almost everyone skips this and then blames their traffic.
- **Module 4 — Stage 2: Feed The Hopper.** Choosing one traffic method based on the hours you actually have, then running it on a schedule.
- **Module 5 — Stage 3: Turn The Handle.** Building the conversion path once and then leaving it alone long enough to learn something from it.
- **Module 6 — Stage 4: Read The Gauge.** Four numbers, checked weekly, and what each one tells you to change.
- **Module 7 — When A Stage Stalls.** The troubleshooting module. This is the one you'll come back to in month two.
- **Module 8 — Scaling With Leverage.** What to add once a turn is working — and what to deliberately not add yet.

Three appendices follow: the 30-Day Crank Calendar, the Offer Sentence Swipe File, and a glossary with the Four-Number Tracker.

Read Module 2 before Module 1 if you're impatient. It'll still work. What won't work is reading all eight and starting none.

MODULE 1

The Machine Mindset

Before any tactic, there's a way of thinking about the work that makes the tactics stick. This module is short and it is not filler. If you skip it, Module 7 won't make sense later.

Why Sequence Beats Tactics

Imagine two people with identical knowledge. Person A has a list of forty things that work. Person B has four things in a fixed order. Person A wakes up each day and chooses from forty options, which means every morning starts with a decision, and decisions are expensive. Person B wakes up and does the next stage.

After ninety days Person A has touched thirty of the forty things once. Person B has run the same loop a dozen times and knows which stage is weakest. Person B is not smarter or more disciplined. They just removed the daily decision.

That's the entire philosophical content of this system. Everything else is implementation.

The Three Ground Rules

Written here once, referenced constantly afterwards.

Ground Rule 1 — One Of Everything

One offer. One traffic method. One conversion path. Not because variety is bad, but because you cannot diagnose a system with five variables moving at once. When something works you won't know why, and when something fails you won't know what to change. Add the second of anything only after the first one has been run enough times to read.

Ground Rule 2 — Written Or It Doesn't Exist

Your offer isn't real until it's a sentence on a page. Your schedule isn't real until it's on a calendar. Your numbers aren't real until they're in the tracker. Things held only in your head quietly change shape to match how you feel that day, which makes them useless as a reference point.

Ground Rule 3 — Short And Often Beats Long And Rare

A small amount of work most days will out-produce a heroic Saturday every time, because the heroic Saturday is the thing that gets cancelled. Design your commitment around your worst realistic week, not your best one. A chain you can keep is worth more than a chain you break.

What A Turn Of The Crank Actually Is

One turn = one complete pass through all four stages. Not four perfect stages — four completed ones. A rough offer, a modest amount of traffic, a plain conversion path and one week of numbers is a legitimate turn. A beautiful offer with no traffic behind it is not a turn at all; it's stage one repeated forever, which is the single most common way people stall.

Your first turn should be deliberately unimpressive. Its only job is to exist.

The Cost Of Restarting

Every restart throws away the one asset that compounds: information about your own system. Someone on their fifth restart knows less than someone on their second turn, because the restarter keeps resetting the experiment before it produces a reading.

- A stalled stage is information. A restart destroys it.
- A bad week inside a running loop is a data point. A bad week that ends the loop is nothing.
- You are allowed to change a stage. You are not allowed to change all four at once.

MODULE 1 — COMMITMENT	
The realistic minutes I can give this most days:	
The day of the week I'll read my numbers:	
The thing I'm most likely to use as an excuse:	
What I'll do on a day that excuse shows up:	

MODULE 2

Quick Start: Your First Turn

Seven days. One complete, deliberately rough pass through all four stages. Do not improve anything during this week — improvement is what turn two is for.

Day 1 — Write The Sentence

Fill in one sentence: *I help [specific person] to [specific outcome] by [specific method]*. Give this forty-five minutes and no more. If it's clumsy, keep it clumsy and move on. Module 3 will sharpen it on turn two.

Day 2 — Choose One Traffic Method

Pick from Module 4's list, using the honest-hours test in that module. Write it down along with the specific days and times you'll do it. Put those on an actual calendar, not in your head.

Day 3 — Build The Plainest Possible Path

One page that explains the offer, one way to say yes, one confirmation. It should look plain. Plain is not a problem this week; unfinished is.

Days 4 to 6 — Run The Traffic Method

Three consecutive days of the thing you chose on day 2. Do not add a second method. Do not redesign the page from day 3. Do not check your numbers yet — three days of data reads as pure noise and will only make you change something at random.

Day 7 — Read The Gauge

Fill in the four numbers from Module 6. Whatever they say, they're your baseline. A baseline of almost nothing is still a baseline, and it's the first honest number you've had.

Day	Stage	Time needed	Output
1	Set The Offer	45 min	One written sentence
2	Feed The Hopper	30 min	Method chosen, calendar filled
3	Turn The Handle	60–90 min	One plain page live

4–6	Feed The Hopper	20–30 min/day	Three days actually done
7	Read The Gauge	20 min	Four baseline numbers

If you finish day 7 with all four boxes filled, you've done something the large majority of people who buy a course never do. That's not flattery — it's the actual bar.

MODULE 3

Stage 1: Set The Offer

Almost every 'my traffic doesn't convert' problem is an offer problem wearing a traffic costume. This module is where most of the leverage in the whole system lives.

The One-Sentence Test

Your offer is finished when a stranger can hear it once and repeat it back accurately. Not impressively — accurately. If they have to ask a clarifying question, you're not done.

The template:

I help [specific person] to [specific outcome] by [specific method], so they can [what that unlocks].

Where People Go Wrong

- **The person is too broad.** 'Small business owners' isn't a person. 'Solo dog groomers who still book by phone' is a person.
- **The outcome is abstract.** 'Grow your business' is abstract. 'Fill next month's calendar' is an outcome someone can picture.
- **The method is missing.** Without it you sound like every other option, and the buyer has no reason to pick you over doing nothing.
- **It's about you.** If the sentence is mostly about your credentials, rewrite it about their situation.

The Comparison That Actually Matters

You are not primarily competing with other sellers. You're competing with **doing nothing**, which is free, requires no decision and carries no risk of looking foolish. Your offer needs to beat inertia before it needs to beat a competitor.

So the question to answer in your copy isn't 'why me' — it's 'why now, and why not just carry on as you are'.

Pricing Without Agonising

On turn one, pick a price you'd be comfortable saying out loud to a friend and move on. Price is one of the easiest things to change later and one of the worst things to stall on now. You cannot reason your way to the right price with zero customers; you can only find it by having some.

Proof When You Have None

Everyone starts with no testimonials. What you can honestly offer instead: a clear description of your method, a specific account of the problem that shows you understand it properly, and a guarantee that carries the risk for them. Never invent a result you haven't produced — besides being dishonest, it's the fastest way to attract refunds and complaints.

STAGE 1 — YOUR OFFER	
I help (specific person):	
To (specific outcome):	
By (specific method):	
So they can (what it unlocks):	
Price for turn one:	
Why not just do nothing?	

MODULE 4

Stage 2: Feed The Hopper

Attention in. One method. The mistake here is almost never choosing the wrong method — it's choosing four and running all of them badly.

The Honest-Hours Test

Before you look at the options, write down the number of minutes you can genuinely give this on a bad day. Not a good day. The method you pick has to fit inside that number, because the bad days are the ones that decide whether the chain survives.

The Realistic Options

There are more than four ways to get attention, but these four cover most situations and each one has a clearly different cost profile.

Method	Time cost	Money cost	Speed of signal	Best when
Short-form content	High	None	Slow	You have time, not budget
Written/long-form	Medium	None	Slow	You'd rather write than film
Paid traffic	Low	High	Fast	You have budget to learn with
Direct outreach	Medium	None	Fast	You know exactly who to talk to

Choosing Without Overthinking

- If your honest number is under 30 minutes a day and you have no budget, choose direct outreach. It's the only free method that gives fast signal.
- If you have budget and want to learn quickly, paid traffic tells you in days what content tells you in months — at the cost of money you may lose while learning.
- If you can film comfortably, short-form content compounds better than anything else here, but you must be honest that the first stretch produces very little.
- If you dread being on camera, don't choose it out of guilt. A method you avoid produces zero.

Schedule Beats Intensity

Fix the days and the times, write them on a calendar, and treat them as appointments. The specific schedule matters far less than its existence. Three fixed sessions a week that survive a bad mood beat seven aspirational ones that don't.

The 'It's Not Working' Trap

Every traffic method looks broken for longer than feels reasonable. Set a review date in advance — four weeks is sensible for most methods — and refuse to reconsider before it arrives. Deciding a method has failed on day nine is how people end up having tried six methods and built none.

STAGE 2 — YOUR TRAFFIC PLAN	
Honest minutes available on a bad day:	
Method chosen:	
Days and times, written out:	
Review date (no reconsidering before this):	

MODULE 5

Stage 3: Turn The Handle

The conversion path is what happens between someone noticing you and someone deciding. Most people spend far too long building it and far too little time leaving it alone.

The Minimum Viable Path

Three pieces. That's genuinely all that's required to complete a turn.

- **The page.** What the offer is, who it's for, what it costs, and one way to say yes.
- **The yes.** A single, obvious action. Not three competing buttons.
- **The confirmation.** What happens next, in plain language, so nobody is left wondering whether it worked.

What Goes On The Page

In roughly this order: the problem stated so precisely that the reader feels recognised, why the obvious approaches haven't worked, what your method is, what they get, what it costs, what happens if they change their mind, and one clear action.

Write the problem section first and give it more attention than anything else. A reader who feels understood will forgive a plain design. A reader who doesn't will leave a beautiful one.

The Fiddling Problem

Redesigning the page is the most satisfying form of procrastination available to you. It feels productive, it's infinitely extendable, and it requires no contact with an actual customer.

The rule: once the page is live, it doesn't change until you have a full cycle of numbers telling you what to change. Colour, font and layout are not the reason nobody bought.

Making The Guarantee Real

A guarantee moves risk from the buyer to you, which is the point. Make it plain, make it easy to claim, and then honour it without friction. A grudging refund process costs more in reputation than the refund costs in money.

Honesty As A Conversion Mechanism

Saying who your offer *isn't* for does two useful things: it filters out people who'll refund, and it makes everything else you've said more credible. A page that admits limits reads as written by a person. A page that claims everything reads as written by a machine.

STAGE 3 — YOUR PATH	
Where the page lives (URL):	
The single action I'm asking for:	
What the confirmation says:	
My guarantee, in one sentence:	
Who this is explicitly NOT for:	

MODULE 6

Stage 4: Read The Gauge

Four numbers. Once a week. On one page. The purpose is not to know everything — it's to know which stage to touch next.

The Four Numbers

#	Number	What it tells you	If it's the weak one
1	People who saw it	Whether stage 2 is running	Increase frequency, not method
2	People who clicked	Whether the hook matches	Rewrite the hook, keep the method
3	People who acted	Whether the page works	Rewrite the problem section
4	People who stayed	Whether the offer delivers	Fix delivery before buying traffic

Why Only Four

Analytics tools offer hundreds of metrics and almost all of them are a place to hide. Four numbers fit on one line, take ten minutes to fill in, and are enough to identify your weakest stage. Identifying the weakest stage is the entire job of stage four.

Weekly, Not Daily

Daily checking produces anxiety and random changes. A single day is noise. A week is a reading. Pick a day, put it in the calendar, and don't look in between — genuinely, don't.

The One-Change Rule

After each weekly reading you may change exactly one thing, in the stage the numbers point at. Not two. If you change two and things improve, you've learned nothing, and you'll carry the useless one forever because you can't tell which it was.

When The Numbers Are All Near Zero

This is normal on turn one and it is not a verdict. Near-zero across the board almost always means stage two hasn't run long enough yet — the fix is frequency and patience, not a redesign. Resist the urge to conclude the offer is wrong; you don't have enough traffic to have learned that.

STAGE 4 — THIS WEEK	
Week ending:	
1. Saw it:	
2. Clicked:	
3. Acted:	
4. Stayed:	
Weakest stage this week:	
The ONE change I'm making:	

MODULE 7

When A Stage Stalls

This is the module you'll come back to. Find the symptom, read the diagnosis, make one change, run another turn.

Symptom: Nobody Is Seeing It

Stage two isn't actually running at the frequency you think. Before concluding the method is wrong, count the sessions you genuinely completed in the last fortnight against the sessions you planned. In most cases the gap is the whole answer.

If the sessions really did happen, extend the runway rather than switching. Switching resets the clock to zero and you'll be here again in a month.

Symptom: People See It But Don't Click

The hook and the offer don't match, or the hook is about you rather than their problem. Rewrite the first line so it names the situation the reader is in. Keep the method, keep the offer, change only the opening.

Symptom: They Click But Don't Buy

Nine times in ten this is the problem section of your page, not the price and not the design. If the reader doesn't feel accurately described in the first paragraph, nothing further down gets read. Rewrite that paragraph using words a customer actually used to you.

The other one time in ten: the action isn't obvious, or there are competing actions. Remove all but one.

Symptom: They Buy But They Refund

The page promised something the product doesn't deliver. This is the most important stall to fix and the one most people try to fix in the wrong direction — by making the guarantee harder to claim. Don't. Either soften the promise or strengthen the delivery.

Symptom: It Works But You've Stopped

Extremely common and rarely discussed. Usually the commitment was built around a good week rather than a bad one. Halve the commitment rather than abandoning it — a smaller loop that keeps running beats a bigger one that stopped.

Symptom	Most likely stage	First thing to change
Nobody sees it	Stage 2	Frequency, not method
Sees, doesn't click	Stage 2 / hook	The opening line
Clicks, doesn't buy	Stage 3	The problem paragraph
Buys, refunds	Stage 1 / delivery	The promise or the product
You stopped	Ground Rule 3	Halve the commitment

MODULE 8

Scaling With Leverage

Only read this module once a turn is genuinely working. Applying it early is the most reliable way to break something that was about to succeed.

The Precondition

One turn, run at least four times, with numbers that are stable rather than sporadic. If your results swing wildly week to week you don't have a system yet — you have a series of coincidences, and multiplying a coincidence gets you nothing.

What To Add First

In this order, one at a time, with a full turn between each:

- **More of the same traffic.** The cheapest scaling there is. Same method, higher frequency or higher spend. No new skills required.
- **A second offer to the same people.** You already have their attention and their trust; a related second thing is far easier than a first thing to new people.
- **Recurring structure.** Turning a one-off into something a customer can continue, so you're not starting from zero each month.
- **Delegation.** Hand over the most repetitive stage first — usually part of stage two. Never delegate stage one.
- **A second traffic method.** Last, not first. Only once the first is boringly reliable.

What Not To Add Yet

- A second offer to a *different* audience. That's a new business, not scaling.
- A rebrand. It feels like progress and changes nothing in the machine.
- More tools. Almost every tool added before it's needed becomes a maintenance cost.
- A team, before you can describe your own process in writing. If you can't write the stage down, nobody can run it for you.

Recurring Income, Honestly Described

Recurring revenue is more stable than one-off sales, but it isn't passive and it isn't automatic. Someone has to keep earning the renewal, and that someone is you until you've documented the

process well enough to hand over. Treat it as a structure that reduces churn of effort, not as money that arrives without work.

Knowing When To Stop Adding

Every addition costs attention. When your weekly reading starts taking longer than the work it informs, you've added too much. Strip back to the four numbers and the one loop.

MODULE 8 — SCALING READINESS	
Turns completed so far:	
Are my numbers stable or sporadic?	
The ONE thing I'm adding next:	
The turn after which I'll review it:	

APPENDIX A

The 30-Day Crank Calendar

One small task per day, sequenced so that day 30 lands on a completed turn plus the start of the next. Days marked **rest** are deliberate — do not use them to get ahead.

Days	Focus	Daily task
1–3	Stage 1	Draft, sleep on, then finalise the offer sentence
4	Rest	Read Module 4 only
5–6	Stage 2	Run the honest-hours test, choose method, fill the calendar
7–9	Stage 3	Build the page — one section per day, no redesigning
10	Stage 3	Publish it, plain and finished
11–16	Stage 2	Run the traffic method. Do not look at numbers
17	Stage 4	First real weekly reading
18–23	Stage 2	Run it again. One change only, from day 17's reading
24	Stage 4	Second weekly reading
25–29	Stage 2	Run it again. One change only
30	All	Third reading + write next turn's single change

If you miss a day, do not double up the next day. Just continue on the day you're on. Doubling up is how a 30-day plan becomes a 9-day plan followed by nothing.

APPENDIX B

The Offer Sentence Swipe File

Twelve worked examples across different niches. None of these are your offer — they're here so you can see the shape before you write yours. Notice how specific the *person* is in each one.

I help **solo dog groomers who still book by phone** to **fill next month's calendar** by **setting up a one-page online booking flow**, so they can stop losing clients to voicemail.

I help **first-time landlords with one property** to **screen tenants without guessing** by **using a fixed six-question process**, so they can stop relying on gut feel.

I help **freelance illustrators under 30k a year** to **raise their rates without losing clients** by **restructuring how quotes are presented**, so they can work fewer, better jobs.

I help **parents of newly diagnosed coeliac children** to **plan a week of safe meals in an hour** by **using a rotating base-recipe system**, so mealtimes stop being a daily research project.

I help **small gyms with under 200 members** to **cut cancellations** by **installing a structured first-90-days member journey**, so retention stops depending on the owner's memory.

I help **bookkeepers who still work hourly** to **move to fixed monthly fees** by **repackaging existing services into three tiers**, so income stops depending on hours logged.

I help **self-published fiction authors with one book out** to **build a reader list** by **adding a single back-of-book funnel**, so book two doesn't launch to silence.

I help **tradespeople who hate quoting** to **send quotes the same day** by **using a template and a fixed pricing table**, so jobs stop going to whoever replied first.

I help **community choir organisers** to **fill rehearsals** by **running a simple local outreach cycle**, so numbers stop dropping every term.

I help **career changers over 45** to **get interviews in a new field** by **rewriting experience as transferable evidence**, so age stops reading as a mismatch.

I help **Etsy sellers stuck under 50 sales** to **get consistent traffic** by **fixing listing structure before touching ads**, so spend isn't wasted on a broken listing.

I help **church admin volunteers** to **cut weekly admin in half** by **consolidating scattered spreadsheets into one system**, so the job stops burning people out.

Every one of these could be sharper. That's deliberate — they're at the standard you should aim for on turn one, not a standard designed to intimidate you.

YOUR TURN	
Draft 1:	
Draft 2 (more specific person):	
Draft 3 (more specific outcome):	
Final:	

APPENDIX C

Tracker & Glossary

The Four-Number Tracker

Print this. Fill one row per week. Keep it somewhere you'll physically see it.

Week	Saw it	Clicked	Acted	Stayed	Weakest stage	One change
1						
2						
3						
4						
5						
6						
7						
8						

Glossary

A turn of the crank

One complete pass through all four stages. Completed, not perfect.

The hopper

Stage two. Everything that brings attention into the system.

The handle

Stage three. The path between noticing and deciding.

The gauge

Stage four. The four numbers you read weekly.

The one-sentence offer

Your offer written so a stranger can repeat it back accurately.

Honest hours

The minutes you can give on a bad day, not a good one.

The one-change rule

After each weekly reading, change exactly one thing.

Runway

The agreed period before you're allowed to judge a traffic method.

Stall

A stage that has stopped producing. Diagnosed in Module 7, not restarted.

Restart

Abandoning the loop and beginning again. The most expensive thing you can do.

Leverage

Adding capacity to a loop that already works. Never to one that doesn't.

Doing nothing

Your real competitor. Free, easy, and what most readers will choose.

The Turn Log

One entry per completed turn. This is the single most valuable page in the guide after six months, because it's the only record of what you already tried — and not having that record is why people repeat the same change three times.

TURN 1	
Dates run:	
Weakest stage:	
The one change I made:	
What happened as a result:	

TURN 2	
Dates run:	
Weakest stage:	
The one change I made:	
What happened as a result:	

TURN 3	
Dates run:	
Weakest stage:	
The one change I made:	
What happened as a result:	

Photocopy or reprint this page as you need it. Four completed entries is the precondition for Module 8.

APPENDIX D

A Full Turn, Start To Finish

A composite worked example, assembled from the kinds of situations this system was built around. The names and details are illustrative — the point is the shape of the loop, not the outcome. No figures are given here for the same reason no figures are given anywhere else in this guide.

The Starting Point

Call her Dana. She does the books for a handful of local businesses, charges by the hour, and has wanted 'something online' for about three years. She has two half-finished courses, a domain she bought and never used, and roughly forty minutes on a bad evening.

Everything about that is normal. What follows is what one turn looked like.

Stage 1 — Set The Offer (three evenings)

Her first draft was the one nearly everybody writes:

'I help small business owners with their finances.'

It fails the one-sentence test on every count: the person is a category, the outcome is invisible, there's no method, and a stranger couldn't repeat anything specific back. Draft two narrowed the person:

'I help bookkeepers who still charge hourly with their pricing.'

Better — and notice she'd switched from her clients to people like herself, which is often where the real offer is hiding. Draft three added the outcome and the method:

'I help bookkeepers who still charge hourly to move to fixed monthly fees by repackaging their existing services into three tiers, so their income stops depending on hours logged.'

Not perfect. Good enough for turn one, which is the actual standard.

Stage 2 — Feed The Hopper (one evening to decide)

Honest hours on a bad day: forty minutes. No budget she was willing to lose. That combination points straight at direct outreach — the only free method in the table that produces fast signal.

She wrote it down as a schedule: Tuesday and Thursday evenings, twenty minutes each, reaching out to people in two bookkeeping groups she was already a member of. Review date set four weeks out, in the calendar, with an instruction to herself not to reconsider before it.

Stage 3 — Turn The Handle (three evenings)

One page. She spent the first evening entirely on the problem section, writing it in the words the people in those groups actually used — 'I'm busy but I'm not earning more', 'I daren't raise my prices in case they leave'. The remaining two evenings covered the method, what's included, the price, the guarantee, and one button.

It looked plain. She published it anyway, which is the only part of this paragraph that matters.

Stage 4 — Read The Gauge (twenty minutes)

First weekly reading: a small number saw it, a smaller number clicked, nobody acted. Her instinct — everybody's instinct — was that the offer was wrong and she should start again.

It wasn't. Number one was too small for numbers three and four to mean anything yet. The system said stage two, so the one change was frequency: a third session added on Sundays. Nothing else touched.

Turns Two, Three And Four

Turn two: more people saw it, clicks stayed flat. That's a hook problem, so she rewrote the opening line of her outreach message to name the situation rather than describe her service. One change.

Turn three: clicks improved, still nobody acting. Stage three. She rewrote the problem paragraph using a sentence somebody had said to her almost word for word. One change.

Turn four: the first person said yes.

What Actually Made The Difference

- She never restarted. Four turns of the same loop, not four different businesses.
- She changed one thing per reading, so she knew what each change did.
- She built the commitment around forty minutes, not around the two-hour evenings she imagined having.
- Her first turn was deliberately rough, which is why it got finished at all.
- She let the numbers pick the stage instead of picking the stage that felt most urgent.

None of that is clever. All of it is unusual, because most people do the opposite of every line above.

APPENDIX E

Questions People Ask At Each Stage

Collected questions, grouped by the stage they belong to. If you're stuck, find your stage and read only that section.

Stage 1 — Set The Offer

What if I don't know what to sell yet?

Then your offer comes from a problem you've personally solved or been paid to solve, not from a market you've researched. Start with the thing people already ask you about. If nobody asks you about anything, start with the thing you'd have paid someone to fix two years ago.

Isn't narrowing the audience going to shrink my market?

Yes, and that's the point. A narrow offer converts a larger share of a smaller group, and a smaller group is far cheaper to reach. You can widen later. Almost nobody fails from being too specific.

How do I know if my sentence is good enough?

Read it to somebody who doesn't know your business and ask them to say it back. If they have to ask a question first, keep working. If they can say it back, stop working — further polishing is procrastination.

Stage 2 — Feed The Hopper

Can I really only pick one traffic method?

For the first several turns, yes. Not because two is immoral, but because two makes your numbers unreadable — you won't know which one produced anything, so you can't do more of what worked.

What if my method clearly isn't working?

Check the sessions you actually completed against the sessions you planned before concluding anything. In most cases the method was never really tested. If it genuinely ran and the review date has passed, then switch — once, deliberately, and set a new review date.

Should I pay for traffic?

Only with money you can afford to lose while learning, and only after stage three exists. Paying to send people to a page that doesn't convert is the fastest way to spend money proving something you could have found out for free.

Stage 3 — Turn The Handle

Does the page need to look professional?

It needs to look finished and load quickly. Beyond that, design is far down the list. Readers forgive plain; they don't forgive not understanding what you're offering.

How long should the page be?

As long as it takes to answer the objections a real buyer has, and no longer. The higher the price, the more questions need answering before someone decides.

Should I offer a guarantee if I'm worried about refunds?

Yes. If your refund rate is high, that's information about your promise or your product, and the guarantee is what surfaces it early rather than through chargebacks and complaints later.

Stage 4 — Read The Gauge

What if I can't measure some of the four numbers?

Estimate, honestly and consistently. A consistent estimate you actually record beats a precise number you never collect. Consistency matters more than accuracy here, because you're reading the direction, not the value.

Is one week really long enough to judge anything?

One week is long enough to spot which stage is weakest. It is not long enough to judge whether the business works. Those are different questions and conflating them is what causes restarts.

What if all four numbers are zero for weeks?

Then stage two is the problem — almost always frequency, occasionally the wrong method for the hours you have. Do not redesign the page. Do not rewrite the offer. Add sessions.

General

How long until this works?

There isn't an honest answer to that, and anyone who gives you one is guessing or selling. What can be said is that people who complete four turns learn more than people who start four things, and that's within your control.

Can I run this alongside a job?

That's what the honest-hours test is for. The system is designed around short, frequent sessions precisely because most people running it have something else taking up their day.

What if I fall off for a month?

Restart the loop, not the business. Pick up at whichever stage you were in, halve the commitment, and run a turn. The work you already did still exists.

FINALLY

One Last Honest Page

This system will not make you money on its own. Nothing you can buy will. What it does is remove the daily decision about what to work on and give you a way to tell whether last week mattered.

That's a smaller promise than the ones you're used to seeing, and it's the only one that survives contact with reality. If you complete one full turn — a rough offer, some real traffic, a plain page and one week of numbers — you will be ahead of almost everyone who bought something similar and read it instead of running it.

The handle isn't going to turn itself. Go and do day one.

Earnings disclaimer. ProfitCrank is an educational product. We make no guarantee of income or results. Any figures or examples in this guide are illustrative and are not a promise of what you will earn. Results depend on your market, your offer, your effort, your skills and factors outside anyone's control. Most people who buy business education do not build a profitable business from it. Nothing in this guide is financial, legal or tax advice.

© ProfitCrank.com