

# THE VETERAN MARKETER'S PROFIT FORMULA

EARN YOUR FIRST REAL  
INCOME ONLINE



JERRY BO TIPTON

# The Veteran Marketer's Profit

## Formula™

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### Earn Your First Real Income Online in Less Than a Week

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Look, I'm going to be straight with you from the start. If you're reading this, you've probably been burned before. You've tried those "push a few buttons and make money while you sleep" programs. You've spent your hard-earned money on courses that promised the world and delivered nothing but disappointment.

And somewhere along the way, you started believing there was something wrong with **you**.

I'm here to tell you that's complete garbage. My name is Jerry Tipton, and I've been earning a full-time income online for more than 20 years. I started this journey when I was 54 years old – probably around the same age you are now, or maybe even older. I'm 74 today, and I'm still making money online every single month.



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But here's the thing: I made every mistake you can imagine when I started. I got scammed. I lost money. I felt like giving up more times than I can count. The difference is, I kept going, and I figured out what actually works versus what's just marketing hype designed to separate you from your money.

What you're about to learn is **The Veteran Marketer's Profit Formula™** – the time-tested, battle-proven system I've used for two decades to generate consistent income online. This isn't theory. This isn't some young "guru" telling you what might work. This is what HAS worked, consistently, for someone who started exactly where you are right now.

## The Real Problem Isn't What You Think

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I've worked with thousands of people over 50 who tried to make money online and failed. And almost every single one of them said the same thing:

*"I guess I'm just not cut out for this." "This internet marketing stuff isn't for me." "It's all a scam – none of it works."*

Let me tell you what's really going on.

**You didn't fail. The system failed you.**

Those "push button" programs aren't designed to make YOU money. They're designed to make THEM money. Every single signup you generate, every lead you create – it goes into THEIR system, not yours.

When you inevitably get frustrated and quit, guess what happens? They keep all those leads you generated. They have new customers, and they don't have to pay you anymore because you're gone.

You weren't building a business. You were building THEIRS.

**That stops today.**



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# The Fatal Mistakes That Keep You Broke

Before I show you the right way to do this, let me show you exactly what's been going wrong. These are the mistakes I made early on, and the same ones I see people making every day:

## The Truth About What You've Been Doing

What You Did Before	Why It Failed	The Veteran Marketer's Way
Built their email list	You got nothing when you quit	Build YOUR own list
Followed generic videos	Missing crucial steps	Step-by-step from proven earners
Hoped for "push button" results	No real business foundation	Learn actual business skills
Tried to reinvent the wheel	Wasted time on untested ideas	Copy what works exactly
Expected overnight success	Unrealistic expectations	Consistent work = consistent results

### Mistake #1: Building Someone Else's Empire

Most affiliate programs are designed to turn you into an unpaid lead generator. You send them customers, they get the email addresses, and when those customers buy additional products, guess who gets the commission? Not you.

I learned this the hard way after signing up countless people for various programs, only to realize I had nothing to show for it when I moved on. Those companies had hundreds of new customers, and I had zero ongoing income from my efforts.

## **Mistake #2: Following Incomplete Training**

Those "generic videos" you've been watching? They're designed to give you just enough information to get started, but not enough to actually succeed. They'll show you the first step, maybe the second, but they conveniently leave out the crucial details that make the difference between success and failure.

Why? Because they want you to buy their next course, and their next course, and their next course.

## **Mistake #3: Looking for Magic Buttons**

Here's what nobody tells you about successful online marketing: there IS a system that works consistently, but it's not "push button." It requires learning actual skills and doing actual work.

The good news? Once you learn these skills, you can apply them to generate income for the rest of your life. The better news? I'm going to teach you exactly what those skills are.

## **Mistake #4: Trying to Be Creative**

I see this all the time. Someone learns a proven system, then immediately tries to "improve" it or add their own spin to it.

Listen: if you're not making money yet, you're not qualified to improve anything. Do exactly what successful people do, get the same results they get, THEN you can start experimenting.



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As I always tell my students: "You do the same thing, you get the same results. If you do what you have always done, you get what you have always got. It's when you learn and change what you are doing that you change your income."

## The Veteran Marketer's Profit Formula™ Revealed

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Alright, enough about what doesn't work. Let me show you what DOES work. Over 20 years of trial and error, success and failure, I've distilled the process of making money online down to six fundamental principles. Master these, and you'll never have to worry about whether your next venture will succeed.

Here's **The Veteran Marketer's Profit Formula™**:

**Principle 1: You Must Offer Something People Actually Want** Not something YOU think they need. Not something that sounds cool. Something they're already spending money on.

**Principle 2: You Must Be Willing to Learn** This means following instructions exactly, even when you think you know a "better" way.

**Principle 3: You Must Have Step-by-Step Training** Vague concepts don't work. You need specific, detailed instructions from someone who's actually doing what you want to do.

**Principle 4: You Must Commit at Least 10 Hours Per Week** This isn't passive income until you build it. Budget 10 hours minimum per week until your system is generating consistent income.

**Principle 5: You Must Be Consistent** Working for a week, then taking a month off, then working another week doesn't work. Consistent daily action beats sporadic massive effort every time.

**Principle 6: You Must Build Your Own Asset** This is the big one. Everything you do must build something YOU own, not something that belongs to someone else.

The entire system revolves around Principle 6: building your own email list. When you have your own list of people who trust you and want to hear from you, you have a real business. Without it, you're just helping other people build their businesses.

## Your First Victory: The Confidence Builder

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Before we get into the technical details, I want you to understand something important about how this process works psychologically.

Right now, you might be thinking, "This sounds good, but I've heard it all before. How do I know this won't be another disappointment?"

I get it. You're protecting yourself from getting hurt again.

But here's what's going to happen within the first 48 hours of implementing The Veteran Marketer's Profit Formula™:

You're going to set up your own email autoresponder system with your own follow-up email series. And the moment you do that – the moment you see YOUR funnel capturing email addresses into YOUR system – something clicks.

For the first time, maybe in years, you'll realize: "I'm not building someone else's business. I'm building mine."

That's your first victory. It happens before you make a single dollar. It's the moment you prove to yourself that you CAN do this.

Once you have that victory, everything else becomes possible.



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# Step-by-Step Implementation Guide

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Now let's get into the nuts and bolts. I'm going to walk you through exactly how to build your own profit-generating funnel from scratch.

## Step 1: Setting Up Your Foundation (Day 1)

The foundation of your entire business is your email system. This is where you capture and nurture the people who are interested in what you're offering.

**What You'll Need:** - An autoresponder service (GetResponse, AWeber, or ConvertKit)  
- A simple landing page builder (most autoresponders include this) - A basic understanding of your target audience

**Your First Task:** Create your autoresponder account and set up your first email list. Name it something specific to your market – not "My List" or "Newsletter Subscribers," but something like "Home Business Builders" or "Retirement Income Seekers."

**Critical Point:** This is YOUR list. These email addresses belong to you. If you decide to change companies or promote different products, your list comes with you.

## Step 2: Creating Your Lead Magnet (Day 1-2)

A lead magnet is simply something valuable you give away in exchange for someone's email address. It doesn't have to be complicated.

**Effective Lead Magnets for Our Market:** - "5 Biggest Mistakes People Over 50 Make When Starting an Online Business" - "The Complete Beginner's Guide to Email Marketing" - "How to Spot Legitimate Online Opportunities vs. Scams"

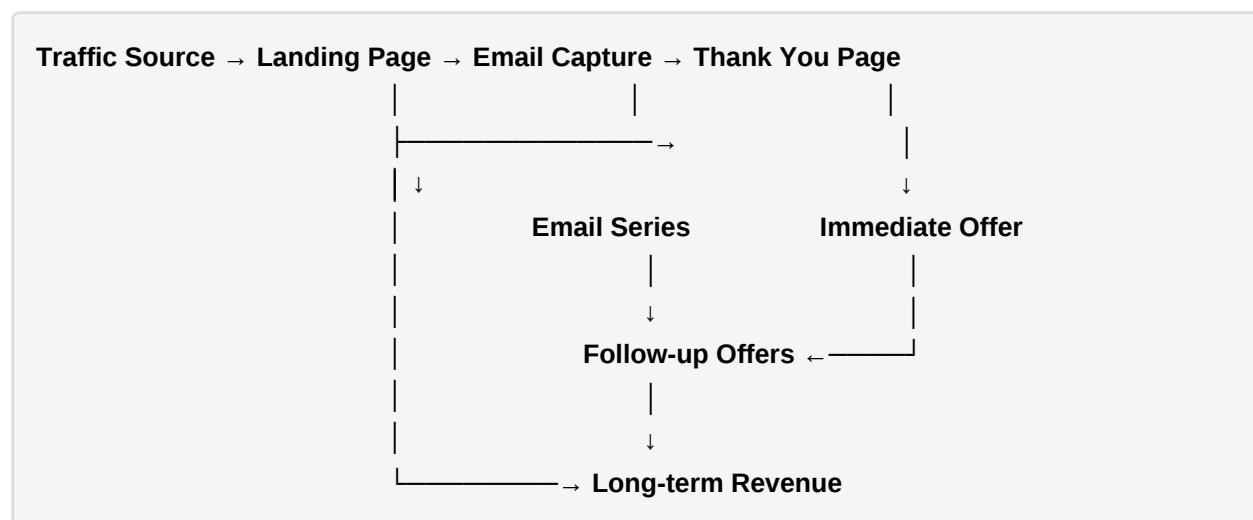
Your lead magnet should solve one specific problem for your target audience. Make it short, actionable, and immediately useful.

**Time-Saving Tip:** Start with a simple PDF. You can create one in Microsoft Word, Google Docs, or any word processor. Don't overthink this – value matters more than pretty graphics.

## Step 3: Building Your Funnel Structure (Day 2-3)

Here's where most people get confused, so I'm going to make this crystal clear.

### Your Simple Profit Funnel Structure



Let me break this down:

**Landing Page:** One page with one purpose – capture email addresses in exchange for your lead magnet.

**Thank You Page:** Where people go after they sign up. This is where you deliver the lead magnet and can make an immediate related offer.

**Email Series:** A sequence of emails that builds trust and provides value while introducing relevant offers.

**Follow-up Offers:** Additional products or services that solve related problems for your audience.

The key is that every person who enters your funnel gets added to YOUR email list, regardless of what they buy or don't buy.

## Step 4: Writing Your Email Series (Day 3-4)

This is where the magic happens. Your email series is what transforms strangers into customers and customers into repeat buyers.

### Your Basic 7-Day Email Series:

**Email 1(Immediate):** Welcome and deliver the lead magnet **Email 2 (Day 2):** Share your story – why you started, what you learned **Email 3 (Day 3):** Address their biggest fear or objection **Email 4 (Day4):** Provide a quick win or useful tip **Email 5 (Day 5):** Introduce your main offer with benefits **Email 6 (Day 6):** Handle objections and provide social proof **Email 7 (Day7):** Create urgency and ask for the sale

**Writing Tips:** - Write like you're talking to one person, not a crowd - Share personal experiences and lessons learned - Be honest about both successes and failures - Always provide value, even in sales emails **Critical Point:** Every email should sound like it's coming from you personally. People buy from people they trust, and trust comes from authentic communication.

## Step 5: Choosing Your Initial Offer (Day 4-5)

Here's where a lot of people get stuck. "What should I sell?"

My advice: Start with affiliate marketing for products you've personally used and can honestly recommend.

**Criteria for Your First Offer:** - Solves a real problem for your audience - Priced between \$27-\$97 (easy decision for most people) - Has a good affiliate commission (30% or higher) - Comes from a reputable company with good customer service - You've either used it yourself or thoroughly researched it



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**Pro Tip:** The tools and training you use to build your business make excellent first offers. If you're using a particular autoresponder service, page builder, or training course, those companies often have affiliate programs.

## Step 6: Creating Your Landing Page (Day 5-6)

Your landing page has one job: convince people to give you their email address in exchange for your lead magnet.

Keep it simple: **Headline:** Promise a specific benefit **Subheadline:** Explain what they'll get **Bullet**

**Points:** List 3-5 specific benefits **Email Form:** Name and email address only **Call to Action Button:** "Get Instant Access" or similar

**Example:** *Headline:* "Finally! A Step-by-Step System That Actually Works for People

Over 50" *Subheadline:* "Download my free guide: '5 Biggest Mistakes People Over 50 Make When Starting an Online Business (And How to Avoid Them)'" **Important:**

Don't ask for phone numbers, addresses, or anything else. The more fields you add, the fewer people will sign up.

## Step 7: Testing Your System (Day 6-7)

Before you start driving traffic, test everything:

- Sign up for your own list using a different email address
- Make sure you receive the lead magnet immediately
- Verify that all your follow-up emails are scheduled correctly
- Test any links in your emails
- Check that your thank you page displays properly

This testing phase is crucial. A single broken link can cost you sales.

**Your Confidence Checkpoint:** By the end of Day 7, you should have: - Your own autoresponder account with your email list - A lead magnet that provides real value - A landing page that captures email addresses - A complete 7-day email series that builds trust and makes offers - A tested system that works from start to finish

When you have all of these pieces in place and working together, you have something most people never achieve: a complete marketing funnel that YOU own and control.

## Traffic Generation That Actually Works

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Now you have a funnel, but you need people to enter it. This is where most people either get overwhelmed or spend money they don't have on advertising that doesn't work.

Let me show you the smart approach.

### The Three-Tier Traffic Strategy

**Tier 1: Free Traffic (Start Here)** Begin with methods that cost nothing but your time:

**Social Media Participation:** Join Facebook groups, LinkedIn groups, and forums where your target audience hangs out. Don't spam them with your offers – provide helpful answers to their questions and build relationships.

**Content Creation:** Write helpful articles, record simple videos, or create useful social media posts. Share your knowledge and experience. Include a soft mention of your lead magnet when relevant.

**Email Signature:** Add a line to your email signature that mentions your lead magnet: "P.S. If you're interested in learning how to start an online business after 50, I've written a free guide: [link]"



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**Tier 2: Low-Cost Traffic (After You're Making Some Money)** Once your funnel is generating income, reinvest some profits into low-cost advertising:

**Facebook Ads:** Start with \$5-10 per day targeting people interested in topics related to your niche **Google Ads:** Target specific keywords your audience is searching for  
**Solo Ads:** Pay someone with an email list in your niche to send an email about your lead magnet

**Tier 3: Scaling Traffic (After You've Proven Your System)** When you're consistently profitable, you can invest more in paid advertising to scale up.

## The 80/20 Rule of Traffic

80% of your early traffic should come from free methods. This forces you to really understand your audience and create valuable content.

Only 20% should come from paid methods until you're consistently profitable. Why?

Because if you can't make your funnel work with free traffic, throwing money at paid advertising won't fix the real problems.

## Your Daily Traffic Activities (15-20 minutes per day)

**Monday:** Share a helpful tip in 2-3 Facebook groups **Tuesday:** Comment thoughtfully on 5-10 posts from your target audience **Wednesday:** Write a short LinkedIn post sharing a lesson you've learned **Thursday:** Answer questions in forums or Facebook groups **Friday:** Share a personal story that relates to your niche **Saturday:** Engage with people who have commented on your content this week **Sunday:** Plan next week's content and review what worked best

This might not sound like much, but consistency compounds. Someone who does this every day will build a following and generate leads, while someone who tries to do everything at once will burn out and quit.

## Tracking What Works

From day one, you need to know which traffic sources are working: - How many people visited your landing page? - How many signed up for your email list? - How many opened your first email? - How many clicked on links in your emails? - How many bought your initial offer?

Most autoresponder services provide basic tracking. Use it. When you know what's working, you can do more of it. When you know what isn't working, you can stop wasting time on it.

## Scaling Your Success the Smart Way

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Here's where most people mess up: they start making a little money, get excited, and try to scale too fast. They quit their jobs, invest everything in advertising, or try to launch multiple funnels at once.

Don't do that.

Here's the smart way to scale:

### **Phase 1: Prove Your System (First 30 Days)**

Your only goal is to make your first sale. It doesn't matter if it's \$10 or \$100 – you need to prove that people will give you money for something you're offering.

During this phase: - Focus entirely on your one funnel - Use only free traffic methods - Send daily emails to your list (even if it's small) - Track everything obsessively

Success metric: At least one sale from your funnel



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## Phase 2: Optimize and Stabilize (Days 31-90)

Once you've made your first sale, your goal is to make your system predictable and reliable.

During this phase: - Test different headlines on your landing page - Try different subject lines in your emails - Experiment with different offers - Add more emails to your sequence - Begin investing small amounts in paid traffic

Success metric: Consistent weekly sales (even if small)

## Phase 3: Smart Scaling (Days 91+)

Now you can begin to scale intelligently.

During this phase: - Increase your advertising budget using profits, not savings - Create additional lead magnets for different segments of your audience - Develop higher-priced offers for your best customers - Build affiliate relationships with complementary businesses - Consider creating your own products

Success metric: Growing monthly income from your online business

## The Reinvestment Rule

Here's the rule that will keep you from going broke while scaling: never invest more than 50% of your profits back into the business.

If you make \$100 profit this month, you can invest up to \$50 in advertising, tools, or other business expenses next month. The other \$50 stays in your pocket.

This rule ensures you're always moving forward financially, even if a particular investment doesn't work out.



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## Building Your Product Suite

As your audience grows and trusts you more, you can develop a suite of products at different price points:

**Lead Magnet (Free):** Attracts new subscribers  
**Starter Product (\$27-\$47):** First purchase, builds buying relationship  
**Core Product (\$97-\$197):** Your main offer, solves their biggest problem  
**Premium Product (\$297-\$497):** Advanced training or done-for-you services  
**Coaching/Consulting (\$997+):** Personal attention for serious

buyers You don't need all of these from day one. Start with the lead magnet and starter product, then add higher-priced offers as demand justifies the time investment.

## The Multiplication Effect

Here's what gets really exciting once your system is working: Let's say you have

1,000 people on your email list, and 2% buy your \$97 product each time you promote it. That's \$1,940 per promotion.

If you grow your list to 2,000 people, that same 2% conversion rate generates \$3,880 per promotion.

If you improve your conversion rate to 3%, that same 2,000-person list generates \$5,820 per promotion.

Small improvements in list size and conversion rate create dramatic improvements in income. This is why building your own list is so powerful – the growth compounds over time.



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# Your Implementation Plan: Making It Real

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Alright, you've got all the pieces. Now let's talk about how to actually implement this without getting overwhelmed or giving up halfway through.

## Week 1: Foundation Building

**Day 1-2:** Set up your autoresponder and create your lead magnet **Day 3-4:** Write your 7-day email series **Day 5-6:** Create your landing page and thank you page **Day 7:** Test your entire system

## Week 2: Content Creation and Traffic Generation

**Day 8-10:** Join relevant Facebook groups and forums **Day 11-12:** Start your daily traffic activities **Day 13-14:** Create your first piece of valuable content

## Week 3: Optimization and Growth

**Day 15-17:** Analyze your first week of traffic data **Day 18-19:** Make improvements based on what you learned **Day 20-21:** Expand your content creation and traffic activities

## Week 4: Scaling Preparation

**Day 22-24:** Research paid traffic options **Day 25-26:** Plan your next lead magnet or offer **Day 27-28:** Set up tracking and measurement systems

## Your Daily Schedule (90 minutes maximum)

**Morning (30 minutes):** - Check email open rates and click rates from yesterday - Respond to any customer service issues - Plan your content for the day

**Midday (45 minutes):** - Complete your daily traffic activities - Write your daily email (once you have subscribers) - Create or share valuable content

**Evening (15 minutes):** - Review your stats for the day - Plan tomorrow's activities - Note what worked and what didn't

## Overcoming Implementation Obstacles

I've been doing this for 20 years, so I know exactly where you're going to get stuck. Let me address the most common problems before they derail you.

**"I don't know what to write about"** Write about problems you've solved, mistakes you've made, or lessons you've learned. Your experience is valuable to people who are earlier in their journey.

**"Nobody's signing up for my list"** Your lead magnet isn't valuable enough, or your headline isn't compelling enough. Ask yourself: "Would I give my email address to get this?"

**"I'm getting signups but no sales"** Your email sequence isn't building enough trust, or your offer doesn't match what your audience wants. Survey your subscribers and ask what they're struggling with.

**"I don't have time to do all of this"** Start with 30 minutes per day. Consistency beats intensity every time. You can build a profitable business working 30 minutes per day if you do it every single day.

**"I'm overwhelmed by all the technical stuff"** Focus on one piece at a time. You don't need to understand everything – you just need to follow the steps in order.

**"What if I fail again?"** Failure only happens when you quit permanently. As long as you keep learning and adjusting, you're making progress toward success.



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## Your Success Indicators

Here's how you'll know The Veteran Marketer's Profit Formula™ is working for you:

**Week 1:** You have a complete funnel that captures email addresses **Week 2:** You're getting daily signups to your email list **Week 3:** You're building relationships with people in your target market **Week 4:** You've made your first online sale **Month 2:** You have consistent weekly sales **Month 3:** Your business is covering its own expenses and generating profit

These milestones might seem small, but they represent huge psychological victories. Each one proves that you CAN do this, and builds momentum for the next level.

## The Truth About "Overnight Success"

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Let me tell you something that might surprise you: there's no such thing as overnight success in online business. But there IS such a thing as sudden breakthrough after consistent effort.

I've been doing this for over 20 years, and I've seen the same pattern hundreds of times:

Months 1-3: Learning the system, making mistakes, seeing small results  
Months 4-6: Things start to click, momentum builds  
Months 7-12: Consistent growth and increasing confidence  
Year 2+: Significant income and true business stability

The people who succeed are the ones who don't quit during months 1-3. They understand that they're building a real business, not looking for a lottery ticket. You're not too old. You're not too late. You don't lack some special gene that successful marketers have.

You just need the right system, implemented consistently, over time.



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That's exactly what The Veteran Marketer's Profit Formula™ gives you.

## Your Moment of Truth

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Right now, you have a choice to make.

You can close this guide, go back to what you were doing before, and hope that somehow things will be different this time.

Or you can decide that you're done being disappointed by systems that don't work and people who make promises they can't keep.

You can decide that you're ready to learn from someone who's actually walked this path, made these mistakes, and figured out what works.

You can decide that you're ready to build something that belongs to YOU.

I can't make that decision for you. But I can tell you this: if you implement what I've taught you in this guide – if you follow the steps exactly as I've laid them out – you WILL have a functioning online business within 30 days.

Not because I'm some magical guru, but because these are the same steps I've used for 20 years and taught to thousands of people just like you.

The system works. The question is: will you?

Your online income journey starts with your next action. Don't let another day pass wondering "what if."

Start building your list today.

**To find out how to get finally do something that works**



**Click Here To Find Out More**

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*Jerry Tipton has been generating full-time income online for over 20 years, starting when he was 54 years old. The Veteran Marketer's Profit Formula™ represents two decades of real-world testing and refinement in the online marketing industry.*