



HOW I DID IT
**HOW I ESCAPED THE GREY
CUBICLE AND BECAME A FULL
TIME INTERNET MARKETER**
STEFAN CIANCIO

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Introduction

Hi there! For those of you who don't know, my name is Stefan Ciancio.

I'm 24 years old, from NY, USA, and started of my life in the middle class of America. I went to high school, college for engineering and got a job as a mechanical engineer for three years.

I'm of Greek and Italian heritage, and managed to travel to both places multiple times. I've also traveled to Canada, England, and France. I enjoy traveling and hope to do much more of it in the future.

I enjoy house music as well as many other genres. I hope to one day create my own house music and be a somewhat well known DJ.

All the facts above are cool and all, but perhaps the most interesting fact about me right now is, at the time of writing this, I've just recently made the switch to full time online marketer, quitting my day job.

Yes, that means all the perks you're thinking... no boss, more freedom and limitless earning potential. However, one thing also to remember is... no work paycheck.

At this point my journey so far has been epic and I've conquered enough terrain to work for myself full time, for the time being at least. However, my journey is just beginning and now begins the true hard work: Scaling up, building my brand and building long term wealth.

In order to do that, you need to be fully focused. My journey and success so far have allowed me the financial freedom to quit my job, a dream that I know many people will never see as a reality.

The truth is, anyone can join me. You just need to stay focused, don't re-invent the wheel at first and stick to what works.

But the first step of course is getting out of your job.

Read on to see how I did it, so you too can join me in having this immense freedom and ability to build wealth the way you want to in your life.

College, Graduation and Starting my First Job

So I went to college, University of Connecticut actually, doing what I thought I was “supposed” to do, rather, what society led me to believe I was “supposed” to do..

I was lucky that my father was paying for 75% of my college tuition. This only left me with \$30,000 in debt to pay off when I graduated, and I knew I was much better off than many others.

I found it funny that many of my courses had absolutely nothing to do with my major, and my major, mechanical engineer, was pretty technical compared to many others.

I kept realizing how many of my courses were going to have almost no impact on my personal self or especially on my career as an engineer. Some classes had professors that didn't care to be there any more than the students did. There were so many inefficiencies and people not caring about the learning process that it wasn't even funny.

However, I pressed on, thinking this is just how things were. I did my work, had my fair share of “play time” hanging with friends and discovering more about myself, growing as a person. Then, at the end of the four years of a lot of working hard, stress, and planning for my future as an engineer, I was able to graduate with a job secured as a mechanical engineer in CT.

I took a trip to Europe, an alumni trip, right before I graduated from college. I remember saying to myself, “this is going to be the last time I'll ever be able to do something like this, until I'm 65 years old.” It did seem off to me how people were able to spend 40+ years of their lives as a worker bee, but I had initial thoughts of moving up the food chain to upper management. I was never one to settle for mediocrity or boredom.

Six Months As a Mechanical Engineer

After about six months of working and living in the “real world” as a grown man, I started to grow extremely bored. There was also pushes from management to work overtime to satisfy increasingly demanding workloads, something I was never in agreement with.

I always thought to myself that an employee was an investment that a company made. If a company treated an employee right, let that employee grow with certain skill sets, the employee would in turn grow the company though increased incentive, initiative to go above and beyond, and more. Too much overtime, in my opinion, starts to take a serious wear on the employee’s productivity, morale and overall loyalty to their employer.

There was constantly a push for employees to go above and beyond the 40 hour a week minimum to satisfy deliverables. Often times, some employees had to delay or reschedule their vacations entirely because they were singularities that if gone for a week or two, would ensure the project wouldn’t get done.

I was lucky that none of my vacations ever had to be rescheduled.

With some managers, it felt like not one conversation could be had where they didn’t mention their 60 hour work week. Almost as if it was a badge to be proud of, something I could never understand.

I noticed how people were so content to work long hours past the minimum 40. Some did complain, though they never seemed to want to do anything to change their situation.

My life, more or less, became boring. I started looking forward to just one or two weeks a year where I would have the freedom to travel or do new things. Sure, my paycheck was decent for my age and profession, but I was definitely leaning toward the “living to work” side of the spectrum.

18 Months As a Mechanical Engineer

After being at my job for a year and a half, it was around November of 2013. I was having a conversation with a co-worker where it explained that a relative of his was making decent money reselling some ornaments she got at a garage sale on EBay.

I personally found this intriguing. I had sold a few things on EBay here or there in high school, many years before this point, but had forgot about this when I went to college.

I decided that it was an excellent hobby for me to pursue in my free time, considering how boring my life had become... a hobby that I actually got paid to do? Hell yeah, I was excited.

Little did I know, I was going down a path that would change my life forever...

I started by looking on Facebook groups called "garage sales". Basically people who lived in towns near me selling things from around their house. If you were interested, you messaged them, made a deal, and hopefully met to pick up your new stuff.

I decided to start with video games. There were plenty of soccer moms looking to get rid of games their kids outgrew. I messaged many, offering bulk deals if I cleared them out.

My first batch of merchandise included many different games, a Nintendo DS, and an ASUS Tablet. I believe I did about 250% return on investment.

A few hundred dollars in a few hours work... you couldn't imagine how powerful that felt. My terms, my earnings, my success. No one else's.

It was time to scale up.

I started researching the net like a mad man learning all I could about finding profitable items and flipping them for maximum cash.

I found information on garage sales, wholesale locations, more online sourcing options, and all for free on the internet.

Turns out, this industry was already alive and well. In fact, there were people with web sites, YouTube channels showing their weekly hauls and how much they paid/were making per item. I started following many of them closely.

I ended up doing about \$700 profit in December for probably 10 hour's worth of work. I was stunned.

I did, however, notice how annoying it was to store inventory in my tiny apartment and have to pack everything properly for shipping, get it to the post office, wait in line, and more. It was a hassle.

However, I saw it as a minor inconvenience for a seemingly amazing new hobby that was going to quietly make me a side fortune in my free time.

I remember browsing YouTube one day watching someone's weekly haul of over \$1,000.00 when one of the related videos on the side really caught my eye.

A man appeared on the video thumbnail and the title of the video read "How I Make a Passive Six Figures a Year Selling Digital Ebooks".

I clicked the video, naturally, because I admired the words "digital" and "passive income".

My Ultimate Paradigm Shift

I was amazed at what this guy, Stefan Pylarinos, was showing in his video. Admittedly, I'm far less skeptical than I should be when someone tells me something that might be too good to be true, but I believe that him personally logging into his accounts was enough to convince even my most skeptical friends.

He was basically publishing books that met a need in the marketplace, ranking them on Amazon Kindle, and raking in passive cash when they got sold.

I also noticed he was selling an information course explaining his entire system. It was priced at \$67 on his site. A quick Google search allowed me to find a deal elsewhere for it for \$47. Some sort of "special offer" on some forum called the Warrior Forum.

Remembering that opportunity is everything, I decided to sign up for his course, it was \$47, not the end of the world. I'd spent more on that for a dinner out with a date.

So I figured a course that would potentially earn me passive six figures a year was worth the risk of the price of a dinner.

My First “Digital Marketing” Venture: Kindle E-books

I bought the course, and at first, was overwhelmed with the amount of information inside of it. However, since I was intrigued and determined to try this out, I set aside a certain amount of time after work every day to get my first book published.

Admittedly, the first book I published to the market was crap. I outsourced the writing to a ghostwriter (you'd be amazed how many popular books out there were ghost written, and just how big this industry is), who was likely foreign, so the grammar was awful.

I spent a couple of hours fixing the grammar and wording, the book in all honesty was still not great. However, I pressed on, reminding myself that anyone who bought it and didn't like it had a week to return it.

I followed the process and published my book. It ended up making \$50 in two weeks.

This being my first digital money online, I was ecstatic. I saw the true power and scaling potential of this method. And best of all? I didn't have to ship a damn thing!

I went on to publish 11 more books. The quality kept getting better with each book, though the books admittedly were on the short side and not anything exceptional.

However, I was receiving organic positive reviews so at least some people liked them. Hell, even Harry Potter has bad reviews. Since some people were enjoying the books and anyone who didn't could return them and/or leave a bad review, I didn't feel bad selling them. You can't please everyone.

I ended up making \$600 or so passively in the month of April 2014, didn't publish any more books. Just sat back and enjoyed the passive income.

I did start to tell people at work as well as friends and family that I was potentially onto something big here, but was surprisingly met with much ridicule and also not being taken seriously.

It was surprisingly to me how many people were not interested at all, or had total lack of belief. I knew that if someone had come to me with this I'd be thrilled. However, I simply took note of the mentality of the people around me and pressed forward.

Before I moved to creating new books, I noticed a couple of things about others and their e-books. Many had advertised a free gift and linked to a page to subscribe to a newsletter to receive it.

This intrigued me and I knew that the people doing this were somehow profiting. Around the same time, I noticed that on Stefan's web site, Project Life Mastery, he was also collecting email addresses.

I did some digging and sure enough, stumbled upon another course called the Evergreen Wealth Formula by a guy named James Scholes. The sales video explained that the course laid out how to build an entire automated sales funnel which had email marketing at the center of it.

The concept sounded great. Set up a funnel that runs automated emails to people on things they like-some of the emails selling them things. All I had to do was run targeted traffic (leads) into the funnel, and the course was going to show me how.

This course, was \$97, roughly double that of Stefan's Kindle Money Mastery course. Since at this point I'd cleared four figures or so from Kindle, I considered it a worthy investment and shelled out the \$97 for the course.

List Building Introduced into My Business

Much like my first days going through Kindle Money Mastery, going through the Evergreen Wealth Formula was overwhelming at first.

However, the basic training the first few modules provided in squeeze pages, setting up HTML pages and uploading them via FTP, setting up WordPress sites, was invaluable. It also got me going with email auto responders, which I had no idea about.

I learned about various affiliate platforms, finding offers to promote, setting up funnels, and most important, different traffic sources.

Admittedly, I was a bit disappointed with one module of the course, which had to do with driving traffic via Twitter, was a bit outdated. However, nonetheless, I learned a lot.

I ended up setting up my first funnel and driving two-100 click solo ads to it. For those of you who don't know what a solo ad is, it's when you pay someone to send an email promotion to their list for you. You pay per unique click to your offer, I paid 35 cents per click to one vendor and 40 cents to another, so \$75 total for 200 clicks.

I proceeded to go on a five day cruise with some friends after those clicks got scheduled, it was now the end of May.

When I got back from my vacation, I was shocked to find I had made two \$40 sales meaning I was in profit \$5, and not only that, but had added around 60 people to my email list. I was ecstatic.

I immediately ordered 200 more clicks. However, to my dismay, I made a big fat zero in initial sales...though I did add around 70 people to my mailing list this time.

I knew I was a long way off from mastering this model. Kindle was something I now was excellent at, but this email list model intrigued me far more, and I saw a much higher earning potential with it.

So I pressed on, working on growing my list the way the course taught. Initial results were much slower than with Kindle. In July, I contacted another marketer whose email I managed to get on by seeing his link on the Warrior Forum, which I was now part of.

He managed to get me on Skype and advertise his two month coaching program to me. He said he would teach me everything he knew for \$2,000. My friends warned me that it wasn't a good idea. However, once again seeing opportunity and not wanting to potentially miss out on something, I haggled him down to \$1,950 and took the plunge.

My First Internet Marketing Coaching Experience: “Meh”

The coaching was not great. I told him what I already knew how to do before we got started, and perhaps it went in one ear and out the other, but at least 30% of the coaching was overlap to things I already knew.

Worst of all, many of the things in the coaching were not actionable. The Skype calls ran much like a video course which little interaction on my part, and much of it was repeated information.

I did however, through the coaching, create and “soft-launch” my first digital information product. This was something I created entirely on my own, a video series, explaining how to set up a web site online, and how to earn with affiliate marketing. Essentially, a course marketing the only skills I had at the time (outside kindle). **Note:** For those of you who don't know, a “soft-launch” is when you release a new product to your marketplace but do no initial marketing or promotion for it. It's now on the marketplace but it starts off with hardly anyone knowing that. (I didn't know what this meant at the time, either, since I was still a newbie and my coach wasn't really explaining things out).

It was fun to create and launch something that I made myself, and host it on my own web site as opposed to outsourcing a book and putting it on Kindle. I at least learned these new skills. The traffic methods in the coaching I got were identical to those in the Evergreen Wealth Formula unfortunately, so I already knew them.

All in all, the coaching was pretty disappointing. I reached out to the coach about my concerns with how slow things were moving, and was usually just met with “this is how I got started” and “you need to put the time in”. At that point I wish I had shopped around more for a better coach, and was actually really close to giving up this model and going back to Kindle. The coach I hired sometimes made me feel as if I was speaking to a broken record.

At this point, I stumbled across a coaching offer on the Warrior Forum. It was for one month, basically advertising a business turnaround. The price was a surprisingly low \$197 for one month of consultation.

I messaged the guy on the Warrior Forum explaining my situation to him. He seemed honest enough and sympathetic with my bad coaching experience, and told me how common it was for this to happen in our marketplace. He also assured me he'd get me on a path to success.

I figured, let me throw just \$200 more at this whole internet marketing/email marketing thing, and hire this guy. So I did. We set up our first consultation and I eagerly awaited it to see if this guy was different like he claimed he was.

Learning As Albert Servin's Coaching Student

My first call with Albert proved promising. I filled him in with everything I had done so far, and he seemed to fully understand how frustrated I was (it probably wasn't too hard to pick up from my voice and demeanor).

He also seemed like he was confident things were going to turn around for me. I could hear it in his voice. He knew I wasn't too far off from where I needed to be. This gave me comfort and started to make me feel like I made the right decision to study under him.

After our first call, he studied the sales page I built under my first coach and found me tons of improvements I could make. I was thrilled with how actionable his coaching was, and everything he was telling me made total sense.

He had told me that we were going to do a "proper launch" of my product, but first repurpose it to change the name and sales page entirely. He felt that the name wasn't a good fit for the market and was probably right. Most important is that he cared about making sure I was putting out something good- when clearly the first coach did not care.

The coaching was going well. In the mean time I was getting even more accustomed to browsing the warrior forum and seeing what else it had to offer.

Around the time I was receiving Albert's coaching, I managed to find a product that everyone on the Warrior Forum was raving about. The title was List Building Breakthrough by a guy named Bryan Harkins.

I picked it up for around 7 dollars. This was the cheapest course I had gotten so far, and easily the best bang for my buck.

Bryan had a little blurb about himself in the beginning of the course, which allowed me to start looking up to him based on his story and success. He was someone who I began following closely as well. I noticed in general he came off as honest and genuine when many people in the marketplace were just interested in making a quick buck.

So anyway, at this point Albert was teaching me some clever affiliate recruitment techniques. I didn't trust them at first, they seemed silly and like they would be a waste of time. One of the techniques was to send a personalized video to ten marketers I knew, giving them a free review copy and telling them a few things I really admired about them. He said roughly one in ten would respond and it would be a big boost for my launch.

I did just ten, because I was unsure of how well it would work. Of the ten, only one was a marketer I truly followed, and it was Bryan Harkins. Strangely enough, of the ten people I messaged, he was the only one who responded.

When I got his message, I was really taken back. Not only did he tell me he would mail for me, but he invited me to join a new mastermind that was forming called Breakthrough which already had a few members and was co-run by another marketer I wasn't too familiar at the time, other than the fact he was owner of a popular Facebook marketing group, Shane Farrell.

I accepted the invitation into the group and told Albert of my success. He was thrilled for me and little did I know at the time, but this was THE major turning point in my internet marketing career. My true mind set change. So yeah, the \$197 I paid Albert was still to this day my best investment online.

I continued my coaching sessions with Albert (we were mostly done with the month when I launched with Breakthrough) and I bode him farewell for the time being to concentrate on product creation with the Breakthrough group.

The Breakthrough Mastermind

The Breakthrough group was an interesting bunch when I first got in. At the time, the heavy hitters were Bryan and Shane, then at the time someone who had hit it big, Michael Jones. He was coming off a red hot launch that did 1000 plus sales. Aside from that, the people in the group at the time were like me. They were mostly newbies, had maybe one launch under their belt, or zero.

Anyway, I networked and met everyone in the group that I could, and set up to get my first launch going, The Superior Marketing Blueprint. (This was the revamp of the product from my original coach's teachings, that Albert helped me improve tenfold).

I launched and was able to do 100 sales in 5 days. While this is by no means a "massive" launch, it was my first launch and my first crack at the buyer's list model. I was mostly just ecstatic that 100 purchases of my product were made.

After the launch I was talking to Shane and he immediately got me going on another project. I wanted to focus on helping people with email marketing, so I got cracking on my next product.

While to this day I feel my best work is in that product, I believe I rushed through it so the layout was not as good as it could have been. I'm still very proud of the contents, but I also didn't do as good of a job on the sales copy as I should have. I admittedly was looking for a fast way to another 100 sale launch and neglected details. So, to my dismay, this product only sold 33 copies.

At first I was really disappointed in myself and even considered giving up this model. However, a few of the other marketers in the group told me to keep going and there would always be bumps along the road.

I started work on my next project, but I wanted to get it right. So I took a month to get this one created and released. This time around, I ended up doing 300 sales! This was ten times that of my other launch.

This launch was in November. I went on to launch another product in December that did around 120 sales, and I did around \$800 in profits that month. It wasn't a fortune but it was huge progress for me.

I made some goals to grow income streams in the new year, as well as build relationships with more marketers outside the mastermind. It was time to scale up.

The Year It All Came Together

I started off 2015 trying to take on too much. A membership site, coaching clients, additional revenue streams outside IM, an offline business...you get the point. All while working full time at my day job.

By February I realized I needed to go back to the basics. I had really started to network with affiliates and product creators in January. So when February came along, I was able to joint venture launch with two well known guys in the industry.

We launched a previous product of line with new branding and a new angle. We did around 600 sales. For these guys that was a routine launch, but for me, it was far larger than anything I had encountered.

After this launch, I ended up forming a business partnership with an Australian fellow named Greg who was in the Breakthrough Mastermind with me. We were more or less on the same "level" of success at this point.

We set to launch a big product in March. Our goal was try as hard as we could to aim for 500 sales. We were extremely happy when we did nearly 1,000 sales, and won Product of the Day on the Warrior Plus affiliate platform.

We knew we were onto something big with our partnership. So we kept launching products together, and started mapping out additional income streams. We stuck to our expertise- list building, and an area we had started experimenting with and saw success with, Facebook ads and affiliate product reviews on our blogs.

I had it in my mind since March that I was going to quit my job by end of summer at the rate we were going. My list was growing fast, we were launching bigger and better products, and relationships were forming with us and other successful marketers..both up and coming and those who had been around for years.

On top of it, I had a trickle of people starting to ask me to write copy for them. I realized I enjoyed it, so added writing copy to my business plan for a small circle of people at first.

I was able to have clients coming to me every month for copy, which was awesome. Another solid income stream and something I could scale up in the future.

Everything was coming together, and I knew it was time to get ready for a big work "goodbye".

So early August 2015, I put in my two week's notice at my job, quit, and here I am now before you, a full time internet marketer. The dream is now a reality 😊

Advice and Motivation

There are a few words on motivation that I want to say, and some may be what you've heard all along, but they will be phrased the way I see them.

- 1) Make lasting relationships! Without the help of all these people I mentioned above, I would NOT have made it. Those who try to go out it by themselves end up failing most of the time. Don't fall into that group.
- 2) If you can afford it, get a mentor. Do proper research and make sure he's a good one, but a good one makes all the difference. You can see that from my story as well.
- 3) Set goals. One month, two month, three month goals. Work at it every night and always try to map out your plans. Plans will change along the way, but having a path you're on is key to getting moving.
- 4) DON'T GIVE UP! What motivated me was seeing the success of so many people around me. I knew the vision was there and the success was more than possible. So keep going with proven models. It won't happen overnight so don't expect it to... it will only discourage you.
- 5) Remember the main goal. Why are you doing this? You want that freedom and opportunity to mold your own life based on freedom of time AND wealth. Work for it so you can attain it.

Resources

I mentioned a lot of people in here as well as courses. I'll include the ones I feel are worth checking out including contact information for the people I mentioned.

People

- My Facebook is www.facebook.com/ciancs you can reach me there via private message if you need anything.
- Albert Servin can be reached at <https://www.facebook.com/albert.servin.507?fref=ts>
- Bryan Harkins can be reached at <https://www.facebook.com/BryanHarkins22?fref=ts>
- Shane Farrell can be reached at <https://www.facebook.com/ShaneJFarrell?fref=ts>

Blogs

- My blog can be found at www.stefanciancio.com if you want to free training, product review, or just see how I set up a very big component of my business.
- The IM Rebels Blog (Shane Farrell, Bryan Harkins, Mark Tandan and Lee Murray) can be found here: www.im-rebels.com
- Project Life Mastery by Stefan Pylarinos can be found here: www.projectlifemastery.com

Work With Me

Are you interested in changing your life by quitting your job and building a life of freedom both time-wise and financially?

If so, would you like me to coach you to that point, using the same methods and actions I took to just do it myself?

I take on a select few people every now and then to train in order for them to experience the same freedom I've built for myself.

I know what it's like to get lame or un-actionable coaching, so I've built my coaching to be actionable and to obtain the same results I've gotten for myself.

If you're interested, we have to see if we'd be a good fit.

Message me on Facebook at www.facebook.com/ciancs or on Skype, sac112990. We will talk and see where you're at and where you want to go. Then we will see if you are a good fit for my training and coaching.

I hope you've enjoyed my story and I hope it's inspired you to get moving building the life you want!

Now get out there and get to it! ☺