

Why the DNA Testing Industry Is a Hidden Goldmine

Most people have no idea how valuable this industry really is.

They don't realize how many people need DNA tests every single day. They don't know how much pain, confusion, fear, and urgency these clients are experiencing... and how they're desperately searching for someone who can help them.

They don't know:

- How profitable the tests are
- How high the demand is
- How little competition exists locally
- How automation can bring in leads while you sleep
- How Google searches alone can build you a consistent income

They also don't know that **you don't need a lab**, you don't need a degree, you don't need a store, and you don't need to pay thousands of dollars to get started.

The DNA testing business is one of the rare industries where:

- Your startup costs are low
- Your earning potential is high
- You can start part-time
- You can scale nationwide
- You can do many tests remotely
- You can earn money even while working a 9-to-5

And most importantly:

The big companies aren't focusing on dominating your city — YOU can.

With the right SEO, the right pages, and the right system, you can rank on Google for your area and become the go-to person for DNA testing where you live.

I built my entire business from scratch with no investors, no staff, no loan, just pure determination, strategy, and the right tools.

And if you follow this blueprint, you can do the same thing.

How This Book Will Guide You Step-by-Step

This isn't just information — it's a **walkthrough**.

I'm going to hold your hand through every stage:

1. Understanding the Business

You'll learn exactly how the DNA testing industry works, how the labs operate, how pricing works, and where your profits come from.

2. Getting Set Up

I'm going to show you how to build your website, how to structure it, what keywords to use, how to set your prices, and how to set up your form for maximum conversions.

3. Getting Your First Clients

You'll learn:

- How I got my first customers
- How I handled emotional clients
- How I answered the phone
- What I said to convert leads
- The mistakes I made (so you don't make them)

You'll even see how I got called to do a DNA test in a Country Wayne skit — and how that one opportunity brought me crazy exposure because of ONE SEO trick.

4. Making Your First \$5,000

I'll break down:

- How many tests you need
- Which tests pay the most
- How to bring in customers consistently
- How to avoid the mistakes I made
- How to use automation to multiply your income

5. Earning Money on Autopilot

You'll learn:

- What to automate
- What tools I use
- How to generate blog posts and landing pages automatically
- How to expand into other cities without leaving your house

6. Scaling Beyond \$5K

Once you understand the system, you can scale this business in ways most people don't even realize are possible.

By the time you finish this book, you're going to know:

- ✓ Exactly how to set up the business
- ✓ Exactly what tools you need
- ✓ Exactly how to rank on Google

- ✓ Exactly how to get clients
- ✓ Exactly how to stay organized
- ✓ Exactly how to grow to real income — \$5,000 and beyond

You won't be guessing.

You won't be confused.

You won't feel alone.

You'll have a system — *my* system — and a mentor who's walking you through each stage.

If you're ready to change your income, your confidence, and your future...

Let's begin.