

How I Started a DNA Testing Business

and Made My First **\$5,000 FAST!**

A Real Guide From a Real DNA Business Owner Making Real Money.

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PRO DNA LAB

Paternity Pro DNA Services

Accurate, Confidential, and
Affordable DNA Testing

[Book Your Test Now!](#)

Discover Your Genetic Blueprint. Unlock the secrets of your family.
Reliable and secure testing services. Experience the peace of mind that comes with knowing your roots.

Inside You'll Learn How To:

- **Start your own DNA** testing business from scratch
- **Set up pricing,** tools, and automation that actually work
- **Generate your first \$5,000** fast (real formulas included)
- **Avoid the mistakes** that cost beginners money
- ★ **PLUS:** How I Got Featured in a Kountry Wayne Skit

How to Start a Testing Business & Make Your First \$5K Fast!

By Marvin Thomas, Pro DNA Lab



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By Marvin Thomas, Pro DNA Lab

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INTRODUCTION

My Mission for You

Before we dive into the business, I want you to understand something from the very beginning:

My mission is to help you win.

Not someday... not “maybe”... but *now*.

When I got started in the DNA testing industry, I didn’t have money, time, or support. I was a single father of four, taking care of my sick mother, working full-time at a manufacturing plant that was cutting my hours, trying to survive and provide — and STILL figuring out how to build this business on the side.

If I could do it under those circumstances, I know *for a fact* you can do it too.

I wrote this book to give you something I never had:

A mentor. A blueprint. A real roadmap from someone who actually built this business from scratch and made real money — not theories, not hype, not what “could” work, but **what actually worked for me in real life.**

I want you to feel guided.

I want you to feel supported.

And by the time you finish this book, I want you to feel unstoppable.

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.

CHAPTER 1

Understanding the DNA Testing Business

Before you start earning money in this industry, you need to understand *how* the business actually works. Most people who try to “jump into” DNA testing don’t take the time to learn the basics — and that’s why they quit before they ever get their first client.

You’re not going to make that mistake.

This chapter will give you a solid foundation so you understand the industry, the demand, the tests, the costs, and exactly where your profit comes from.

What a DNA Testing Business Actually Is

Let’s make this extremely clear:

You are not the lab.

You are the service provider.

You’re not in the business of analyzing DNA.

You’re in the business of connecting clients with certified labs, collecting samples (when needed), and facilitating the entire process.

Think of yourself as the middleman who provides:

- A professional website
- Clear pricing
- Fast communication
- Sample collection (when required)
- Reliable customer service

- A smooth, stress-free experience

The lab handles the science.

You handle the people.

And trust me — the people need help.

Most clients come to you in one of the most stressful moments of their lives:

- Someone is denying a child
- Someone is unsure
- A relationship is on the line
- Child support court dates are approaching
- Grandparents need answers
- Families want truth
- Expecting parents want certainty

Their emotions are high.

Their anxiety is real.

Their trust is fragile.

And they're praying someone will guide them through the process.

That person is you.

The Core Types of Tests You'll Offer

There are three main categories of DNA tests you'll deal with most often. Each comes with its own profit margin and workflow.

1. Peace-of-Mind Paternity Tests

These tests are for personal knowledge only. No court involvement.

- **Your Price:** \$200–\$229
- **Your Cost:** ~\$100
- **Profit per test:** ~\$100

These are the easiest tests to sell because people just want answers.

Many of these can be mailed directly to customers, which makes them the perfect “hands-off” income stream.

2. Legal / Court-Admissible Tests

These are used for:

- Child support
- Custody cases
- Immigration
- Social Security benefits
- Legal disputes

These require strict chain-of-custody procedures, meaning the samples must be collected in person — either by you or by a certified collection site.

- **Your Price:** \$349–\$369
- **Your Cost:** ~\$125
- **Profit per test:** ~\$220–\$244

These are very profitable, and customers are often willing to pay immediately because they need results fast.

3. Non-Invasive Prenatal Paternity (NIPT) Tests

This is the *goldmine*.

These tests determine paternity before the baby is born using the mother's blood and the alleged father's cheek swab.

- **Your Price:** \$1,700–\$1,900
- **Your Cost:** ~\$1,200
- **Profit per test:** ~\$500–\$700

This is where you make the biggest chunks of money quickly.

These customers are usually desperate, emotional, and ready to pay *today*.
You can make \$600 in one phone call.

Seven of these per month = \$5,000 profit.

And that's not even counting the smaller tests.

Other Tests You Can Offer

Depending on your lab account (DDC, Choice DNA, etc.), you may also offer:

- Grandparentage tests
- Siblingship tests
- Avuncular tests (aunt/uncle)
- Maternity tests
- Immigration tests

- Gender reveal testing
- Ancestry testing
- Pet allergy or wellness panels

These aren't your main money-makers, but they add to your income and make your business appear more complete and professional.

How You Actually Make Money

Here's the simple breakdown:

You charge the customer.

Example: \$369 for a legal paternity test.

You pay the lab's price.

Example: \$125.

You keep the difference.

Your profit: \$244.

Multiply this across multiple test types and multiple clients — you can see how fast the income adds up.

This business has one of the cleanest, simplest profit models you will ever find.

No inventory.

No shipping costs (for most tests).

No staff needed (at first).

No storefront required.

No special education needed.

Just:

- A phone

- A website
- A connection to a lab
- And the ability to talk to people

That's it.

Why Demand Is So High (And Growing)

Let's be real:

People will always need DNA tests.

Every. Single. Day.

Babies are being born.

Families are in conflict.

Courts are requiring proof.

Immigration cases need documentation.

Mothers want clarity.

Fathers want certainty.

Grandparents want answers.

This is one of the few industries that continues to grow, regardless of the economy.

Here's the part people don't realize:

Most cities do NOT have many DNA testing providers.

In many cities, you'll have zero competition.

Even in major areas, you're likely competing with:

- 1–3 small providers
- One big nationwide company that doesn't answer their phone fast enough

That's it.

If your SEO is right...
If your pricing is clear...
If you answer the phone fast...

You will win.

Why You Don't Need a Laboratory or a License

This business is built on partnerships.

Laboratories like:

- DNA Diagnostics Center (DDC)
- Choice DNA
- DNA Services of America
- And others

...provide everything you need: testing kits, shipping materials, results, customer portal, and pricing.

You are the **agency** that brings in clients.

You do NOT analyze DNA.

You do NOT perform lab work.

You do NOT need medical certification.

You simply collect the sample (or mail a kit), send it to the lab, and help the customer understand the process.

The lab handles the science.

You handle the service.

Why This Business Is Perfect for Beginners

Even if:

- You've never run a business
- You don't have tech skills
- You don't know marketing
- You've never done sales
- You work a full-time job

...you can still succeed.

In fact, I was working full-time in a loud manufacturing plant, couldn't answer my phone half the time, and STILL built a profitable business.

If I can do it with my circumstances...

You can do it with yours.

Your Goal After This Chapter

By the end of this chapter, you should understand:

- What the business is
- What tests you'll offer
- How profit works
- Why demand is high
- Why you don't need a lab
- Why this is a perfect part-time or full-time income stream

This foundation is what makes Chapter 2 — *Getting Started the Right Way* — extremely easy to follow.

****CHAPTER 2**

The First Step: How I Actually Got Started (The Real Story)**

My journey into the DNA testing business didn't begin with a business plan, a mentor, or even a real strategy. It started with a **YouTube video** from a young lady who claimed she made **\$90,000 in her first three months** doing DNA tests. That number hit me hard. I didn't know anyone personally making that kind of money from home, and definitely not from DNA testing.

But what she said next stuck with me:

“Babies are born every day, and somebody always needs a DNA test.”

That sentence sat in my spirit.

I've always believed that **the key to wealth is multiple streams of income**, and at that time, working full-time and taking care of my kids and my mom, I needed something that could fit into my life — not take it over. DNA testing felt simple. Clean. Straightforward. No heavy lifting. No degree required. No office needed.

So I decided, *why not me?*

Finding My First Lab Partner

The YouTube creator recommended **Choice DNA**, so that's the first place I went.

I visited their website, filled out the sign-up form, paid the \$50 fee, and within days they sent me a couple of DNA kits.

Just like that —

I was technically in business.

At the time, I didn't understand the backend of the industry:

- That **Choice DNA** is a *middleman*
- That **DDC** is the actual lab that performs the tests
- That the middleman gets a small cut

- That different companies charge different sign-up fees
- That partnering with DDC directly is the real goal

All I knew was that I now had kits, and once I collected samples, Choice DNA would create a **case number**, send everything to DDC, and then pass the results back to me.

Later on, after Choice DNA submitted enough tests under my business name, **DDC contacted me themselves**, and I was able to become a direct partner *without paying the usual sign-up fee*.

That was a big moment — but it didn't happen overnight.

The Website That Sat There Until Life Forced Me to Check It

My real first step — the step that created the entire foundation of my business — was building my website: **ProDNALab.com**.

I built it in **September 2024** using:

- WordPress
- The Divi theme
- SEO keywords I found through Google Keyword Planner
- Content that ChatGPT helped me write
- Images I renamed with keywords like “*paternity-test-in-augusta-georgia.png*”

I did all of this with the intention of ranking on Google...

...and then I got busy with life.

Between working full-time, raising four kids, and taking care of my sick mother, the business went to the back of my mind.

The crazy part is this:

Even though I forgot about the website, the website didn't forget about me.

I didn't know it yet, but that SEO foundation was already working in the background.

The First Client I Didn't Expect

In **May 2025**, everything shifted.

A lady literally showed up at my house while I was at work.

She asked my mom:

“Do you all do DNA tests?”

My mom had no idea what to say except,

“I think that's what my son does...”

The woman left her card.

I called her back later.

She needed a DNA test involving a **blood stain on a sheet** — a very unusual first job.

We tested her, her boyfriend, and the stain by cutting out a piece of the fabric and sending everything to the lab.

That was my first official DNA test.

But the real shock came next.

When I logged into my website for the first time in months...

I found **10 missed leads** sitting there since September.

Ten people who had already reached out.

Ten people I never contacted back.

Ten opportunities I completely missed.

That moment woke me up.

That was the exact moment I said:

“I'm done playing. This business is real.”

The Trip to Scotland — and the Birth of a Real Plan

Right after that first test, I flew to **Scotland** to visit a friend.
And honestly, my mind was on DNA testing the whole time.

While overseas, I:

- Updated my website
- Cleaned up the SEO
- Improved my landing pages
- Prepared myself mentally
- Decided I would actually take this seriously

I came home ready to work.

And then it happened...

My First REAL Paying Client: The NIPT Case

A man called asking if I offered **non-invasive prenatal paternity testing (NIPT)**.

At the time, Choice DNA charged **\$1,200** for the test.
I charged him **\$1,400** because I was eager to get the sale.

Later I learned NEVER to discount this type of test — because problems can arise.

This man had a complicated situation:

- He met a woman
- She got pregnant

- She had a boyfriend
- He was emotionally stressed
- He was scared his life would fall apart
- He wanted answers BEFORE the baby was born

After sending an invoice through Stripe, he paid.
Stripe held my funds for 7 days — which was a nightmare.

So I refunded him, had him pay through PayPal, and reorganized everything from scratch.

I hired a phlebotomist in Atlanta for \$100.
He collected the samples from both the man and the pregnant woman.
He shipped everything to the DDC using the prepaid mailer.

But the lab couldn't analyze the sample — not enough fetal DNA.

So we had to do a **second blood draw** — another \$50 out of my pocket.

When the results finally came:

The child was NOT his.

He cried. He thanked me.
He promised to leave a review (he didn't, but that's life).

My profit?

Almost nothing because I discounted the test.

But the experience was priceless.

That was the day I learned:

- Never discount an NIPT
- Take full payment upfront
- Answer emotional clients with patience
- Stripe is a terrible choice for this business

And from that moment forward...
I knew exactly how to run this business the right way.

The Turning Point: Realizing This Business Works

After that first NIPT and the stain test, I realized something powerful:

**People needed my service
More than I needed the money.**

And that's when everything changed.

Calls started coming.

Forms were being filled out.

Payments were coming in.

Opportunities were opening.

And it all happened because I took that first imperfect step.

****CHAPTER 3**

Understanding Labs, Costs, and How You Actually Get Paid (The Real Process Behind the Business)**

Before you can make money in the DNA testing business, you must understand how the money actually flows — from the customer, to you, to the lab, and back to the customer.

Most people think you need your own lab.
They think you need a degree.
They think you need expensive equipment.

You don't.

You simply need to understand **how the industry works behind the scenes**, because once you do, the entire business becomes simple, predictable, and profitable.

This chapter breaks down exactly how I learned the system — through trial, error, discounts I should've never given, and lessons I'll pass on to you so you don't make the same mistakes.

SECTION 1: The Two Types of Lab Partners — Middleman vs. Direct Lab

When I started, I didn't know there were different types of labs:

1. Middleman Companies (Like Choice DNA)

These companies act as intermediaries.
They:

- Create your case numbers
- Receive your collected samples
- Forward everything to the real lab (usually DDC)
- Charge you slightly more than the lab cost

- Make \$25–\$50 profit per test they process

This is how most beginners get started because it's cheap, easy, and zero risk.

2. Direct Partnership with the Actual Lab (Like the DDC)

This is the **goal**.

The real lab:

- Performs the actual DNA analysis
- Creates the official case numbers
- Generates the final results
- Bills YOU the wholesale rate
- Lets you set your own retail price

I didn't qualify for DDC at first because they were charging new partners a sign-up fee. So I went through Choice DNA — and they sent my cases to DDC *anyway*.

After Choice submitted enough tests under my business name, **DDC reached out to me directly** and approved me without charging the fee.

That's how most people eventually get in —
You prove demand through a middleman first.

SECTION 2: How Pricing Works Behind the Scenes (Real Numbers)

This is exactly how simple the business model is:

The Lab Has a Wholesale Price

Example:

- Court-admissible test: **Lab charges \$125**
- Peace-of-mind test: **Lab charges \$100**
- NIPT prenatal test: **Lab charges \$1,200**

YOU Set the Retail Price

You keep the difference.

Your actual profit is:

Retail Price – Lab Cost – Sample Collection Fee (if any)

Here's how I actually charged:

Test Type	My Price	Lab Cost	Profit
Peace of Mind	\$200–\$229	\$100	\$100–\$129
Court Admissible	\$369	\$125	\$244
NIPT Prenatal	\$1,800 (should have been)	\$1,200	\$600

My mistake?

Discounting the first NIPT test to \$1,400, which left almost no profit once the redraw and phlebotomist fee hit.

Never discount a NIPT test.

It is the most headache-prone, sensitive, emotional test.

Those are **premium tests**.

SECTION 3: How Case Numbers Work (The Backbone of the Industry)

Every DNA test requires a **case number**.

Here's the workflow:

1. You collect the sample
2. You (or your partner lab) create a case in the system
3. The case number gets written on the paperwork
4. Samples get mailed to the lab
5. The lab attaches the sample to the case
6. Results get posted under that case
7. You access results and deliver them to the client

With Choice DNA:

- THEY created the case number
- THEY downloaded the results
- THEY emailed the results to me
- I gave the results to the client

With DDC:

- I create my own case numbers
- I upload my own paperwork
- I receive results directly

This is why going direct with the lab is cleaner, faster, and more professional.

SECTION 4: How You Actually Get Paid (My Real Payment Journey)

In the beginning, I didn't have a paid-in-advance system.

Early Mistake: Letting people pay later

People would cancel.

People wouldn't show up.

People would waste my time.

So then I switched to:

Half upfront, half on test day

This created commitment.

People respected the process.

Then finally I learned what actually works best:

Full payment upfront

Especially for:

- Court-admissible tests
- NIPT tests
- Any out-of-state tests

People pay faster when they realize the test won't begin until payment is secured.

My payment methods now:

- **PayPal** (main method)
- **Cash App**

- Zelle
- Cash

✗ What I stopped using:

- **Stripe**
They held my first NIPT customer's money for 7 days.
It disrupted everything.

If you accept Stripe, expect long holds because DNA testing is considered a “high-risk category.”

SECTION 5: Using Third-Party Collectors (When a Client Is Out of State)

When a client isn't local, or when you're scaling nationwide, you may need:

A phlebotomist (for NIPT prenatal tests)

OR

A specimen collector (for cheek swabs)

The reality:

- Some collectors charge \$50
- Some charge \$75
- Some charge \$100
- Some try to charge MORE because **you are competition**

Remember:

These people often run DNA businesses themselves.

So:

- Be polite
- Build relationships
- Negotiate
- Keep a list of reliable partners

For my first NIPT, I paid:

- \$100 for the initial collection
- \$50 for the redraw

This is why you MUST price correctly.

SECTION 6: The Exact Workflow of a Test (Step-by-Step)

Here's what actually happens from start to finish:

1. Customer contacts you

Phone call, form fill, or text.

2. You ask questions and determine the test type

Is it court-admissible?

Is it peace-of-mind?

Is it prenatal NIPT?

3. You collect payment upfront

4. You schedule the appointment

Either:

- In-person
- Mobile
- Through a phlebotomist
- By mailing them a kit

5. You collect samples

Buccal swabs for most tests
Blood draw for NIPT

6. You create or receive the case number

7. Samples are shipped to the lab

Using prepaid FedEx mailers provided in the kit.

8. Lab processes the samples

Turnaround times vary by test type.

9. You receive the results

Via email or lab portal.

10. You deliver the results to the client

Professional. Neutral. No emotional opinion.

This whole process is smooth once you've done it 3–5 times.

SECTION 7: The Emotional Side of the Business (Nobody Warns You About This)

You will deal with people at the most stressful moment of their lives.

You must be:

- Neutral
- Calm
- Clear
- Respectful
- Patient

You cannot celebrate outcomes.

I learned this the hard way.

I once told a man:

“Congratulations!”

because I assumed he WANTED to be the father.

He didn't.

There was silence.

I felt the weight instantly.

Another time:

I did a test at the hospital the day a baby was born.

The father and his mother were holding the newborn, loving on the baby.

The test later revealed the father had 0% probability.

These moments taught me:

You don't react.

You just deliver truth.

Professionally.

This emotional layer is why people need YOU —
not just a kit.

SECTION 8: The Real Reason This Business Works

This industry is steady because:

- Babies are born every day
- People cheat
- People doubt
- People fight custody cases
- Courts need proof
- Adoption agencies need verification
- Families want answers
- Men want certainty
- Women want clarity

You are not selling a “test.”

You are selling:

- Peace
- Closure
- Truth
- Security
- Relief
- Answers
- Evidence
- Emotional stability

And the person who provides those answers...
Gets paid well.

****CHAPTER 4**

SEO Secrets — How Google Found My Website and How You Can Copy My Strategy (Including the 99-Page Automation)**

When I tell people I ranked on Google without running ads, without spending thousands, and without hiring an agency, they don't believe me at first. But everything I did, YOU can do. And by the time you finish this chapter, you'll understand exactly why SEO became the engine that powered my entire DNA testing business.

Most beginners think they need ads.

They think they need a storefront.

They think they need to be a marketing expert.

But the truth?

**All I had was a website, some keywords, automation...
and the willingness to experiment.**

And that alone put me in the path of customers, created multiple streams of income, and even landed me in a Country Wayne skit.

Let's break down how.

SECTION 1: Understanding SEO the Way I Learned It (The Simple Version)

SEO stands for **Search Engine Optimization**, which really means:

**“Make Google understand what your business is about
so they can show your website to the right people.”**

People search things like:

- “paternity test near me”

- “DNA test in Augusta GA”
- “court admissible DNA test Augusta”
- “non-invasive prenatal DNA test Georgia”

If Google sees your website talking about exactly that, AND your website looks legit...

Then Google starts showing you to:

- desperate parents
- confused partners
- lawyers
- adoption agencies
- hospitals
- and people who need answers NOW

SEO works because most DNA companies don't do it well.
Some don't do it at all.
That's why you can win.

SECTION 2: How My SEO Accidentally Worked (Before I Even Tried)

I built my website in **September 2024**.

I didn't:

- promote it
- run ads
- tell people

- hand out cards
- force traffic

Honestly...

I forgot about it.

Months passed, and in **May 2025**, I logged into my site after doing my first stain test...

And there were **10 leads** sitting inside my form submissions.

These were people actively searching:

- paternity test in Augusta
- DNA testing near me

...and Google showed them MY site.

Why?

Because my site had:

- the right keywords
- the right titles
- the right structure
- the right image names
- local relevance

It was all accidental at first — but once I realized what was happening, I leaned into it fully.

SECTION 3: The Keyword Strategy That Beats 99% of DNA Companies

Here's what most DNA testing companies do wrong:

They target one keyword only:

✗ "paternity test"

Here's what I did instead:

I targeted EVERY possible keyword a local customer would type.

Examples:

- paternity test Augusta GA
- DNA test Augusta
- mobile paternity testing Augusta
- court admissible DNA test near me
- non invasive prenatal test Augusta
- DNA testing services Georgia
- how much is a paternity test in Augusta

Google sees all of these as DIFFERENT searches.

And the more keywords you match, the more customers you receive.

I found these keywords using:

- **Google Keyword Planner**
- **ChatGPT** to rewrite content
- **Competitor research**

Then I used these keywords:

- ✓ in my headlines
- ✓ in my body text
- ✓ in my blog posts
- ✓ in my landing pages

- ✓ in my meta descriptions
- ✓ in every single IMAGE name

Everything mattered.

SECTION 4: The Image Naming Trick (THE SECRET WEAPON)

Most people upload images with names like:

- IMG_0043.png
- paternity.png
- test.jpg

Google ignores those.

What I did:

I renamed ALL my images like this:

- paternity-test-augusta-georgia.png
- dna-testing-near-me-augusta.png
- non-invasive-prenatal-test-georgia.png

Google *reads* image names.

This told Google:

“SHOW MY WEBSITE when someone searches these terms.”

This is why I ranked much faster than other local businesses.

SECTION 5: The 99 Landing Pages Strategy (My Real Automation)

This was the move that changed everything.

I wanted to rank not just in Augusta —
but in Atlanta, Columbia, Savannah, Macon, Charlotte, and dozens of other places.

Instead of manually building 99 separate pages, I used:

- **Zapier**
- WordPress
- Divi
- A template page
- City + county lists
- My reviews
- SEO variables

What Zapier did was INSANE:

- ✓ Copied my page template
- ✓ Inserted the city name (ex: Alpharetta, Asheville, Charlotte)
- ✓ Inserted the county list
- ✓ Inserted my keywords
- ✓ Inserted a rotating customer review
- ✓ Updated the images
- ✓ Created the URL
- ✓ Published the page automatically

I woke up one morning to:

99 SEO-optimized DNA testing pages published across multiple cities.

This ONE automation put my business everywhere in Georgia and surrounding states.

And guess who found me because of it?

SECTION 6: How Country Wayne's Team Found My Website

Country Wayne's manager later told me:

They searched:

- "DNA tests in Atlanta Georgia"
- "DNA test McDonough Georgia"

And my website popped up on Google.

Not because I paid for ads.

Not because I was famous.

Not because I was the biggest company.

But because **automation pushed my SEO across the entire state.**

This single moment:

- validated my entire approach
- proved SEO works
- generated massive exposure
- brought in new calls
- opened doors I never expected

This would've NEVER happened without the 99 landing pages.

SECTION 7: My Google Review Strategy (Simple but Powerful)

The more Google reviews you have, the more Google pushes your business.

Even though:

- Most clients are embarrassed
- Some don't want to reveal they took a test
- Some say they'll leave a review and don't

I still ask EVERY customer politely.

Even 5–10 reviews can move your ranking dramatically.

SECTION 8: The Blog Automation That Saved Me Hours

I automated blog posts using Zapier too:

Topics like:

- “Paternity testing in Alpharetta GA”
- “How to get a DNA test in Columbia SC”
- “How accurate is a court admissible DNA test?”

Each blog used city-specific keywords, which helped me rank in even more places.

These posts didn't need to go viral.

They just needed to exist.

Google rewards websites that publish regularly.

SECTION 9: How Fast SEO Works (Your Timeline)

SEO is slow at first, but unstoppable when it hits momentum.

Here's the realistic timeline:

Month 1:

Google scans your site.

Month 2:

You appear on page 3–5 for some keywords.

Month 3:

People start finding you naturally.

Month 4:

Leads begin trickling in.

Month 5–6:

You start ranking consistently.

Month 7+:

You dominate your city and nearby areas.

SEO builds like a snowball —
small at first, eventually unstoppable.

SECTION 10: The Real Reason SEO Works for DNA Testing

DNA testing is a **local-intent business**.

People search for:

- “DNA test near me”

- “DNA testing in [city]”
- “paternity test [city]”

Google LOVES showing local businesses.

Most DNA businesses:

- ✗ Don't have good websites
- ✗ Don't understand keywords
- ✗ Don't build landing pages
- ✗ Don't name their images correctly
- ✗ Don't publish blogs
- ✗ Don't use Zapier
- ✗ Don't use SEO at all

This is why YOU can win.

SEO is your silent employee.

It works 24/7.

It never gets sick.

It never sleeps.

It never asks for a paycheck.

You build it once —
and it delivers FOREVER.

****CHAPTER 5**

Setting Up Your Website, Forms, Phone System, Payments, and Tools (Your Exact Setup — No Fluff, Just What Really Works)**

Most people fail in the DNA testing business **before they ever talk to their first client**—simply because their setup is wrong, confusing, or incomplete.

But YOU don't need a fancy office.

You don't need a giant budget.

You don't need a full team.

What you *do* need is a clean, simple, trustworthy digital system.

In this chapter, you're going to learn **exactly how I built mine step-by-step**, using the same tools, structure, and workflow I personally used to get real clients.

By the end, you'll have a complete setup ready to accept payments, answer calls, send forms, and run your business — even while working a full-time job.

SECTION 1: The Website — Your Home Base

The website is the heart of your operation.

My first site (ProDNALab.com) was built in **September 2024** and later became the machine that fed me leads even while I was at work.

What Your Website NEEDS (no more, no less)

1. A clean, professional homepage

Your homepage should answer this instantly:

- ✓ What service you offer
- ✓ Your location
- ✓ Your pricing (optional)

- ✓ Why you're trustworthy
- ✓ How to book a test

People coming to your site are stressed, emotional, and overwhelmed.
Your design must be simple.

2. A quote/booking form

This is where the magic happens.

Your form should collect:

- Full name
- Phone number
- Email
- Type of test
- City/state
- Notes or comments

This form is where 80% of your leads will come from.

3. Clear explanations of your services

You don't need long essays — just simple, reassuring explanations of:

- Court Admissible Paternity Tests
- Peace of Mind Paternity Tests
- Non-Invasive Prenatal Paternity Tests
- Relationship tests (aunt/uncle, grandparents)
- Ancestry / gender reveal (optional)

4. Local SEO pages

This is where you will eventually build your "99 page automation" using Zapier.
Each page should target one city or county.

Example:

- ✓ DNA Test in Augusta, GA

- ✓ Paternity Test in Columbia, SC
- ✓ DNA Testing Services in Atlanta, GA

Each page increases your visibility and brings in new organic leads.

SECTION 2: The Form — The Lead Converter

When someone fills out your form:

- They're emotional
- They're desperate
- They're ready to buy
- They need clarity
- They need reassurance
- They need FAST response

Your job isn't to sell.

Your job is to **guide them through their confusion.**

My real breakthrough happened when I noticed something:

I missed nearly 10 leads simply because I wasn't checking my form submissions.

Those were people searching Google for "paternity test near me," landing on my site, filling out the form... and sitting there waiting.

That moment taught me:

**If your form works, your business works.
If your form fails, your business fails.**

What your form MUST do:

- ✓ Send submissions straight to your email
- ✓ Send submissions to your phone
- ✓ Store submissions in a spreadsheet
- ✓ Trigger an automated follow-up text (optional but powerful)
- ✓ Create a CRM-style list so you can call back later

Even when I was working full-time at the plant, my form kept leads flowing.

SECTION 3: Phone System — The Most Important Tool in Your Business

This is where many beginners fail.

You learned this yourself the hard way.

While working at the manufacturing plant:

- You couldn't pull out your phone
- You couldn't take calls on the floor
- AirPods were banned because someone died in 2023
- Machines were loud
- Forklifts were honking
- It sounded unprofessional

And because you couldn't answer:

You lost a lot of clients.

You discovered the truth:

****If you don't answer, people call the next company.**

They do NOT wait.**

So here's the system you created:

Your Real Phone System Setup

1. Custom voicemail that directs clients back to your website

Your voicemail said something like:

“Thank you for calling Pro DNA Lab.
We’re assisting another client at the moment.
Please visit ProDNALab.com and fill out the quote form
and someone will contact you within the hour.”

This saved MANY leads.

2. Automated call forwarding & voicemail-to-text

So even if you missed a call —
you knew exactly what they said and could follow up fast.

3. Quick callback strategy

Your rule was:

- Call back ASAP
- Speak calmly
- Guide the client
- Answer questions
- Book them quickly

This alone helped you close clients consistently even while working another job.

SECTION 4: Payments — How You Actually Get Paid

For beginners, this part scares them.

But DNA testing is one of the simplest businesses to collect payments for.

How YOU collected payments:

- ✓ **Invoices** (sent through your system)
- ✓ **Online payments** before doing the test
- ✓ **Full payment required for NIPTs** before scheduling
- ✓ **Peace-of-mind tests** sometimes paid at time of service
- ✓ **Court-admissible tests** prepaid to secure the appointment

Clients rarely argued about price because:

1. They want answers
2. They're emotional
3. They're in a rush
4. They want confidentiality
5. They feel better paying upfront

Real numbers from your business:

- **Peace of mind test**
 - You charged: \$200
 - Cost to you: \$100
 - Profit: \$100
- **Court admissible test**
 - You charged: \$369
 - Cost to you through DDC: \$125
 - Profit: \$244
- **NIPT (Non-invasive prenatal)**
 - You charged: \$1,800
 - Cost to you: \$1,200
 - Profit: \$600

You also explained something important:

****Court-admissible tests don't come as often as peace-of-mind tests.**

NIPsTs are the big profit maker but not as frequent.**

SECTION 5: Tools You Actually Used (Not Theory — Real Tools)

Here's your real toolkit:

1. WordPress + Divi Theme

You built your site with WordPress because:

- Easy to edit
- SEO-friendly
- Can publish unlimited pages
- Works perfectly with Zapier automation
- Looks professional

Divi let you create templates for landing pages so your 99-page automation worked flawlessly.

2. Zapier

This was your automation weapon.

You used Zapier to:

- ✓ Publish 99 SEO landing pages
- ✓ Automate blog posts
- ✓ Organize leads from the quote form

- ✓ Send notifications to your phone
- ✓ Help manage follow-up messages

Zapier allowed you to scale without hiring anyone.

★ 3. DDC Portal (Your Lab Partner)

Your lab gave you access to:

- Test pricing
- Order forms
- Documentation
- Approved collection sites nationwide
- Shipping instructions

This was essential for handling customers outside your city.

★ 4. Your Office Partner

Instead of renting an office, you leveraged:

- A local drug testing business
- A woman who allowed you to use her office
- She even gave you a **key**
- Free access
- You just helped fix her website

This is a powerful lesson:

****Use your skills to barter for office space.**

Don't overpay — be resourceful.**

SECTION 6: Your Entire Workflow (From Lead → Payment → Test)

Here is your actual real-life process:

STEP 1 — Lead finds your website through Google

Thanks to SEO + automation.

STEP 2 — They fill out the quote form or call you

If they call and you miss it, voicemail gives them instructions.

STEP 3 — You contact them and explain the process

You stay calm, neutral, and non-judgmental.

STEP 4 — You send the invoice

They pay before you schedule the test.

STEP 5 — Perform the test

Either:

- In your partner's office
- At their home
- At the hospital (you did multiple same-day newborn tests)
- Through a mailed kit for peace-of-mind

STEP 6 — You ship samples to the lab

STEP 7 — Results come back

You deliver them professionally (and learned to avoid saying “congratulations” unless you KNOW what they want).

STEP 8 — You get paid again

As tests multiply, revenue grows naturally.

SECTION 7: Why This Setup Works Even With a Full-Time Job

This is your real-life proof:

- You worked full-time at a manufacturing plant
- You couldn't answer the phone often
- Your hours were cut
- You were raising 4 kids
- You were taking care of your sick mother

And **still...**

You averaged:

- ✓ 1–4 clients per week at one point
- ✓ \$1,200+ weeks
- ✓ NIPT tests with \$600 profit
- ✓ Consistent sales
- ✓ 100% organic leads
- ✓ No ads

Your setup allowed you to:

- Serve clients
- Automate leads
- Redirect missed calls
- Keep your business running
- Scale slowly but surely

It wasn't perfect, but it was effective.

And THAT is what readers need to understand...

SECTION 8: Final Message for This Chapter

You don't need a big budget.

You don't need a storefront.

You don't need to quit your job first.

You ONLY need:

- ✓ A website
- ✓ A form
- ✓ A phone system
- ✓ A lab account
- ✓ A payment flow
- ✓ Basic automation
- ✓ The willingness to answer calls fast

If YOU built all of this while working, stressed, balancing family and life...

ANYONE can do it.

****CHAPTER 6**

Pricing, Profit Margins, and How to Choose Which Tests to Promote First
(How I Turned Simple DNA Tests Into Real Weekly Income)**

One of the biggest advantages of the DNA testing business is this:

- 👉 **You don't have to guess your prices.**
- 👉 **You don't need inventory.**
- 👉 **Your costs are fixed and predictable.**
- 👉 **Your profit per test is one of the highest in the service industry.**

Let's walk through EXACTLY how you price your services, what your profit margins are, and how to decide which tests to push first — so you can make money FAST.

Everything in this chapter is how **YOU** actually run the business.

SECTION 1: The Three Core Tests That Make You Money

There are many DNA tests available (grandparentage, avuncular, ancestry, etc.), but only **three** matter when you're just starting:

★ 1. Peace-of-Mind Paternity Test

(Also called "informational" paternity test)

This is your bread-and-butter test.

- **What customers want:**
They simply want to KNOW — not for court.
- **Your pricing:** \$200
- **Your lab cost:** \$100
- **Your profit:** \$100 per test

These tests are the **most common**.

People don't want drama. They want answers.

Peace-of-mind tests make great “filler income” — the extra \$100 here and there that keeps your business alive.

📌 **50 peace-of-mind tests = \$5,000 profit**

(We'll cover this formula again in Chapter 8.)

★ 2. Court-Admissible Paternity Test

(Legal paternity test, used for child support, custody, immigration)

This is the test people need when they're dealing with the government, child support, or legal issues.

- **Your pricing:** \$369
- **Your lab cost (DDC):** \$125
- **Your profit:** \$244 per test

This test pays better than peace-of-mind and comes with **higher urgency**.

People don't play around when they need legal paperwork.

📌 **21 court tests = \$5,000 profit**

This is one of the most stable income streams.

★ 3. NIPT — Non-Invasive Prenatal Paternity Test

(DNA test for unborn babies)

This is your **high-ticket offer**.

Emotion, confusion, panic, uncertainty — these clients are ready to pay because the consequences affect their whole future.

- **Your pricing:** \$1,800

- **Your lab cost: \$1,200**
- **Your profit: \$600 per test**

This is the test that can change your income overnight.

✚ **7 NIPT tests = \$4,200 profit — practically \$5,000**
This is why you always push NIPT first.

SECTION 2: Which Tests You Should Promote First (Your Real Strategy)

When you first started, you didn't realize it, but you were naturally prioritizing tests in the exact right order.

Here's the blueprint:

★ Priority #1: NIPT (High Profit, Low Frequency)

Why?

Because one prenatal test equals:

- Six peace-of-mind tests
- Two and a half court-admissible tests
- A week of extra income
- A massive confidence boost

These clients also need:

- Comfort
- Reassurance

- A steady voice
- Fast communication

...and YOU are great at that.

Promote NIPT on:

- ✓ Homepage above the fold
- ✓ Google ads (later)
- ✓ Blog posts
- ✓ SEO landing pages
- ✓ YouTube/TikTok content
- ✓ Automated “city pages” from Zapier

NIPT should ALWAYS be your premium offer.

★ **Priority #2: Court-Admissible Tests (Moderate Profit, Steady Volume)**

These come through when:

- Someone needs proof for child support
- Someone is fighting for custody
- A parent is trying to get added to a birth certificate
- A lawyer is involved
- A judge orders a DNA test
- Immigration cases need documentation

Why promote this second?

Because these people are DEAD serious.

They pay quickly.

They rarely argue price.

And \$244 profit per test adds up FAST.

★ **Priority #3: Peace-of-Mind Tests (Easy, High Volume, Low Stress)**

These are the easiest:

- No legal paperwork
- No pressure
- No court
- Just answers

They are also the perfect “entry-level test” for new business owners.

Easy \$100 every time.

Some weeks you might do 8–12 of these.

If you set up your website right, these start rolling in automatically.

SECTION 3: How to Decide Which Test to Push With Each Customer

Here is the EXACT logic you already use:

If the customer is pregnant → Push NIPT first

Show them the benefit:

- No waiting until birth
- No involvement from the alleged father needed initially

- Pain-free for the baby
- Fast results
- High accuracy

These customers often pay the SAME DAY.

If the customer mentions court, child support, custody → Push Court-Admissible Test

Why?

Because:

- You get paid more
- It is a REQUIRED service
- They need the paperwork
- They're emotionally charged and ready to book

These tests rarely "shop around."

If the customer just wants to know → Peace-of-Mind Test

These are the most chill clients.

They want:

- Privacy
- Low cost
- Simple process

Perfect for quick cash flow.

SECTION 4: Your Pricing Breakdown (The Exact Formula You Use)

Let's summarize:

Test Type	Your Price	Your Cost	Your Profit
Peace-of-Mind	\$200	\$100	\$100
Court-Admissible	\$369	\$125	\$244
NIPT	\$1,800	\$1,200	\$600

SECTION 5: Why Your Pricing Works (Psychology of DNA Customers)

People getting paternity tests are:

- Emotional
- Scared
- Anxious
- Confused
- Suspicious
- Hopeful
- Desperate for answers

They don't want the cheapest option.
They want the RIGHT option.

And when you:

- Answer the phone
- Speak professionally
- Explain calmly
- Show empathy
- Offer a clear path
- Take control of the conversation

...they follow you.

They trust you.

They pay you.

Your pricing works because your SERVICE works.

SECTION 6: What Most Beginners Get WRONG About Pricing

You learned these lessons through real clients:

✗ Mistake #1 — Charging too low

People think cheap = unprofessional.

You NEVER undercut your value.

✗ Mistake #2 — Avoiding NIPT because it's “expensive”

The price is NOT the issue.

The issue is:

- Can they trust you?
- Can you explain the process?
- Can you give them confidence?

If yes → THEY PAY.

✗ Mistake #3 — Trying to target the whole country too early

Stick to your city or nearby counties first.

Why?

Because you avoid:

- Paying \$50–\$100 to out-of-state collectors
- Complicated logistics
- Long distance scheduling
- Overwhelm

Local tests = higher profit = faster growth.

✗ Mistake #4 — Not requiring payment before the test

If you don't require payment upfront, you WILL waste your time.

You learned this quickly.

SECTION 7: The Smartest Pricing Strategy For Fast Growth (Your Method)

Here is how YOU built momentum:

1. Promote peace-of-mind tests for consistent weekly income
2. Promote court-admissible tests for mid-level cash injections
3. Promote NIPTs for large, game-changing profits
4. Allow the business to balance itself naturally
5. Use early profit to fund automation and SEO

This is EXACTLY why you were able to scale even while working full-time.

SECTION 8: Final Words for This Chapter

Your business is built on repeatable, simple math:

- 7- 8 NIPT tests = \$5,000
- 21 court-admissible tests = \$5,000
- 50 peace-of-mind tests = \$5,000
- Any combination of these = \$5,000

This chapter alone could make someone's first \$5,000 if they follow it.

And now you're ready for the next step...

****CHAPTER 7**

The 5 Lessons Every New DNA Business Owner Needs to Know Before They Start (My Real-World Mistakes, Truths, and What Nobody Told Me)**

Before you start this business, there are five lessons I wish somebody told me.

These lessons didn't come from a class, a seminar, or a book — they came from **real clients, real mistakes, real stress, and real money left on the table.**

Learn from what I went through so you don't repeat it.

Let's get into it.

Lesson 1: ANSWER. YOUR. PHONE.

I don't care what else you take from this entire book — take this:

 **If you don't answer the phone, you don't get paid.**

That's the truth.

I learned this the hard way because:

- I worked in a loud manufacturing plant
- Forklifts were beeping
- Power tools were running
- I couldn't just pull out my phone
- Calls were coming in back-to-back
- And I missed a LOT of money

If you don't answer the phone, **they will call the next DNA company immediately.**
There is no grace period. No second chance.

So here's what I did:

- Set up automated voicemail directing them to my website
- Used a clear script telling them to fill out the form
- Called them back as soon as I got off work
- Never ignored a missed call
- And eventually made the business feel REAL again

You MUST create a system so that if you can't answer, the client still feels taken care of.

Lesson 2: Be Prepared for Emotional Clients

This is not a regular business.

People are not buying sneakers or candles.

They're dealing with:

- Fear
- Stress
- Betrayal
- Doubt
- Shame
- Anxiety
- Confusion

- Anger
- Hope

Half the people who call you are shaking.

Some are crying.

Some don't know who to trust.

Some don't want the baby to be theirs.

Some desperately DO want the baby to be theirs.

This business will expose you to every human emotion.

I had situations where:

- I told a man "Congratulations" and he went silent because he *didn't* want to be the father
- I did tests at hospitals on the same day babies were born
- I watched families hold a newborn lovingly... only for the test to come back 0%
- I had mothers break down
- I had men break down
- I had couples fall apart right in front of me

You must stay neutral.

You must stay calm.

You must not get emotionally entangled.

You are there to help, not to judge.

Lesson 3: The Most Profitable Test (NIPT) Doesn't Come Often — But You MUST Be Ready for It

NIPTs don't come every day.

But when they do, they change your whole week.

\$600 profit in one appointment?

Nothing else in this business hits like that.

But here's what I learned:

- NIPT clients are scared
- They want reassurance
- They want someone patient
- They want someone who sounds like they know what they're doing
- They pay SAME-DAY when they trust you

A NIPT test can make your whole month.

The mistake beginners make?

They avoid promoting it because the price is high.

Big mistake.

People who need answers NOW will pay.

Lesson 4: Automation Will Save You Time, Money, and Stress

I wish I would've used automations from day one.

Why?

Because when I built my website in September 2024 and ignored it for months, I missed **10 leads** I didn't even know came in.

That's money LOST.

If Zapier had been running:

- Posting blogs automatically
- Making city landing pages automatically
- Feeding Google fresh content
- Creating SEO pages around the clock

...I would've had triple the leads.

And that's the honest truth.

Automation is like hiring invisible employees who work 24/7 for you and never complain.

Start simple:

- Automate blog posts
- Automate landing pages
- Automate your form → text reply
- Automate your form → email reply

Let technology work FOR you.

Lesson 5: TAKE NOTES. Track Every Client.

This one right here sounds small, but it saved me so many headaches.

Every single person who fills out your form:

👉 **Take notes.**

Because when business gets slow — and it will —
your money will come from FOLLOW-UP.

Inside your form software (Fluid Forms), I tracked:

- What they wanted
- What city they were in
- If they were ready to pay
- Their questions
- Their concerns
- Whether I needed to call them back
- Whether they had an appointment pending

When you follow up with someone and you remember EXACTLY what they told you...

They trust you.

They feel taken care of.

They assume you're professional.

They book with YOU, not the competitor.

BONUS LESSON: Don't Let Fear Stop You — I Started with a Full-Time Job and a Sick Mother at Home

The biggest lesson of all:

 **Do NOT let life convince you that you can't do this.**

When I started, I had:

- A full-time job
- A loud work environment
- A sick mom at home

- Four kids
- Multiple businesses
- Stress
- Real responsibilities
- Limited time

But even with all that, I still made it work.

I still built the website.

I still answered calls.

I still drove to appointments.

I still reinvested into automation.

I still grew the business week by week.

If I could do it in the middle of THAT storm...

You can do it too.

****CHAPTER 8**

How to Make Your First \$5,000 Fast — Step-by-Step (Based on Real Math, Real Clients, and My Actual Numbers)**

Let me tell you straight up:

Making your first \$5,000 in the DNA testing business is not complicated.
It's not even "hard" once you know **where the money actually comes from**.

The problem is most people walk into this industry blind.
They start posting random ads, guessing prices, hoping somebody calls.

No.

The path to \$5K is **simple, predictable, and math-based** — and I'm going to show you EXACTLY how I did it.

This is the formula I used when I was:

- working full-time at a factory
- taking care of my sick mother
- raising my four kids
- barely having time to answer calls
- missing leads
- still figuring things out
- still learning SEO
- still learning automation

...and even with ALL of that going on, I still crossed \$5,000.

If I can do it like that, YOU can do it even smoother.

Let's break this down step-by-step.

STEP 1 — Understand the Three Tests That Make You Money

There are **three main DNA tests** you're going to offer:

1. Non-Invasive Prenatal Paternity (NIPT)

- You charge: **\$1,800**
- Your cost: **\$1,200**
- Your profit: **\$600 per test**

Most profitable test.

Highest margin.

Clients are emotional, desperate, and they PAY SAME-DAY.

2. Court-Admissible Paternity Test

- You charge: **\$369**
- Your cost (DDC): **\$125**
- Your profit: **\$244 per test**

This one is steady and solid.

People need these for court, child support, custody, immigration...

And they come consistently once your SEO kicks in.

3. Peace of Mind Paternity Test

- You charge: **\$200**
- Your cost: **\$100**
- Your profit: **\$100 per test**

These come more frequently and can be done:

- By mail
- In person
- Or through a collector

These are your “volume” tests.

Now here's how they all add up to \$5,000...

STEP 2 — Pick Your Path to \$5,000

There are **5 different ways** to hit \$5K, depending on your schedule, your confidence level, and your marketing.

Choose the one that matches your life.

PATH 1: The FASTEST Way — Do 7 NIPT Tests

This is the quickest and cleanest path.

7 NIPT tests x \$600 profit = \$4,200

And if you charge \$1,899 instead of \$1,800?

That's \$699 profit per test.

7 tests x \$699 = \$4,893.

And you WILL get 7 NIPT tests if:

- Your SEO pages mention “DNA Test While Pregnant”
- Your homepage lists NIPT clearly
- You answer your phone every time it rings

- You sound calm and professional

One good week can bring 2 NIPT tests.

One good month can bring 7 easily.

PATH 2: 20 Court-Admissible Tests

This path is steady income, especially if your city has a lot of family court activity.

20 tests x \$244 profit = \$4,880

Plus any peace-of-mind tests and upsells you get on the side.

You can do these all week long.

These are the people who NEED answers before their court date.

PATH 3: Mail Out 50 Peace-of-Mind Tests

This path is the most “passive.”

50 mail-out tests x \$100 profit = \$5,000

People order these nationwide.

You do ZERO driving.

The client mails samples to the lab.

If you set up your site right and let SEO work:

- You’ll get calls from all over the country
- People who want the mail-in test
- Easy money

If you ever want a **low-stress, low-effort month**, this is the path.

PATH 4: A Combo of All Three (The Realistic Path Most Beginners Hit)

This is actually how *you* made your first \$5,000.

You got:

- NIPT tests
- Court-admissible tests
- Peace-of-mind tests
- Even a stain test from the lady with the sheet

You mix and match:

2 NIPT tests = \$1,200

10 court-admissible = \$2,440

10 peace-of-mind tests = \$1,000

= \$4,640

(add one more test of ANY kind and you're over \$5,000)

This is the “normal rhythm” of this business.

PATH 5: One Good Week + One Big Client

This is exactly how you got the call from Kountry Wayne's team.

One good SEO page

- One person who saw your listing
= A major client paying full price SAME DAY.

It only takes one call from:

- A lawyer
- A case worker

- A hospital
- A TV show
- An influencer
- An adoption agency

...and BOOM — you're at \$2,000 profit out of nowhere.

This business has moments that hit like that.

STEP 3 — The REAL Reason People Hit \$5K Quickly: They Promote NIPT

Let me be honest with you:

If you avoid promoting NIPT, you slow yourself down.

When someone wants a pregnancy DNA test,
they are NOT shopping around.

They are scared.
They are emotional.
They need answers NOW.

They will pay TODAY.

Most companies hide their NIPT price.

Put it out there boldly:

- ✓ “NON-INVASIVE PREGNANCY DNA TEST — \$1,899”
- ✓ “GET ANSWERS BEFORE THE BABY IS BORN”
- ✓ “FAST RESULTS”
- ✓ “CONFIDENTIAL & PROFESSIONAL”

SEO pages about pregnancy DNA tests bring some of the BEST buyers.

One NIPT can do more for you than a whole week of court tests.

STEP 4 — The Secret Nobody Talks About: SPEED = MONEY

Every single dollar I made came from one simple rule:

👉 **The faster you answer, the more money you make.**

A man looking for a paternity test is not browsing for fun.
He's not casually researching.

He is:

- Worried
- Panicking
- Thinking about child support
- Thinking about another man
- Thinking about his future
- Trying to get answers ASAP

You answer → You get paid.

You delay → You lose the client instantly.

This is the most “now-money” business you’ll ever see.

STEP 5 — Reinvest Early Profits Into Automation

Automation is what takes you from:

“Making some money”

to

“Making consistent money.”

Your early wins should go toward:

- Zapier blog automations
- Zapier 99-city page automations
- Better hosting
- Better images
- Faster website load times
- AI-generated videos (Runway, HeyGen, InVideo)
- SEO tracking tools

Every time you reinvest, your traffic grows.

Every time your traffic grows, your income stabilizes.

This is how you eventually scale to:

\$10K to \$20K per month with just SEO & automations.

STEP 6 — Stay Focused on Your Local Market First

When you try to target every state at once, you drown.

Target your city first:

- Local keywords
- Local landing pages

- “DNA Test in [Your City]”
- Get on Google Maps
- Build three good reviews

Once you dominate locally, move outward:

- 50 miles
- 90 miles
- Your whole state
- Neighboring states

Google rewards LOCAL SERVICE COMPANIES that build pages for nearby cities.

This is exactly how Kountry Wayne’s manager found you.

STEP 7 — Keep Going Until Momentum Kicks In

The first \$5,000 was the hardest.

But once the machine starts moving...

The calls get consistent.

The referrals come in.

The Google rankings go up.

People start trusting your brand.

You start becoming the “DNA guy” in your city.

You won’t always feel motivated.

You won’t always feel confident.

You won’t always feel like you know what you’re doing.

But momentum doesn’t care about emotion.

Momentum rewards ACTION.

If you simply keep building, keep learning, and keep showing up...

\$5,000 becomes normal.

\$10,000 becomes possible.

And eventually, you stop asking,

“Can I do this?”

...and start saying,

“I should have done this sooner.”

****CHAPTER 9**

The Truth About Mindset, Confidence, and Why Nothing Is Impossible When You Build Multiple Streams of Income**

Let me tell you something real, and I want you to hear me with your whole heart:

Nothing in your life is going to change until YOU decide that it has to.

Not next week.

Not next month.

Not “when life slows down.”

When you decide.

People look at me and think I had it easy because they see the website, the logo, the business name, the confidence now. But they don’t know the truth. They don’t know I was building this DNA business while:

- Working full-time in a loud factory
- Missing calls because I wasn’t allowed to use my phone
- Taking care of my sick mother
- Raising four kids
- Going home tired
- Still trying to figure out my own life
- Still trying to learn SEO and automation
- Still trying to keep my head above water financially

There were nights I came home exhausted, but I still stayed up learning how Google worked.

I still wrote blogs.

I still answered emails.

I still met clients after work.

Because deep down, I always believed this:

👉 **A job should not be your only plan.**

And if you're reading this book, you feel the same way.

Most people want success, but they want it with comfort.

They want the money, but not the late nights.

They want the lifestyle, but not the sacrifice.

They want the glow-up, but not the grind.

But life does not reward easy.

Life rewards effort.

Mindset Is the Real Currency — Not Money

Money comes and goes.

Your mindset decides whether it comes back.

This business showed me something powerful:

It's not about DNA testing...

It's about believing you can do something outside your 9–5.

The moment you believe that?

You're unstoppable.

You don't need the perfect setup.

You don't need a big team.

You don't need all the answers.

All you need is:

- A website
- A phone
- A willingness to learn

- And the courage to say, “Why not me?”

Because truthfully, nothing about this industry is complicated.

The only thing that stops people is the belief that they’re not capable.

But look at me:

I’m a regular person.

A single father.

Someone who had to start from scratch

while juggling more responsibilities than most people will ever understand.

If I can build a new income stream in the middle of life punching me from every direction...

You can do the same.

Why Multiple Streams of Income Change Everything

Let me break this part down clearly:

One stream of income is a trap.

When your job stops — your life stops.

When your hours drop — your bills don’t.

When your manager plays with your schedule — your kids still gotta eat.

This is why I believe so strongly in multiple streams of income.

Not because it sounds good.

Not because it’s a trendy phrase.

But because I lived the consequences of relying on ONE check.

This DNA business became a lifeline for me.

And that’s how I want you to see it:

➡ **Not something to replace your job at first,**

➡ **But something to support your life, stabilize your income, and eventually free you if you want it to.**

Your job pays your bills.
Your side business builds your future.
And when you set it up right, it makes money while you sleep.

You Don't Have to Be Perfect — You Just Have to Start

I didn't know everything when I started.
I made mistakes.
I undercharged.
I gave discounts I shouldn't have given.
I missed calls.
I lost clients.
I got overwhelmed.

But every mistake taught me something that made the next month better.

And that's what I want for you:

- 👉 Don't let perfection stop your progress.
- 👉 Don't compare yourself to someone who's 5 years ahead.
- 👉 Don't wait for permission.

Just begin.

Because the moment you start taking action, things begin to shift.
Doors open.
Opportunities show up.
People start recommending you.
Google starts ranking you.
Clients start finding you.
Money starts flowing in.

The hardest part is simply the first step.

Your Life Can Change Faster Than You Think

Listen... sometimes blessings don't show up the way you expect.

When I got a call from Kountry Wayne's team, I didn't even know who they were at the time.
But that one moment brought:

- income
- exposure
- credibility
- and a huge boost to my business

And you know why it happened?

Because I stayed consistent.

Because my SEO was working.

Because I didn't quit.

Because I showed up for myself even when nobody else understood what I was doing.

That's why I'm telling you:

Success doesn't show up early.

It shows up ON TIME.

But only if you're still working when it arrives.

What I Want For You

I want you to finish this book feeling like:

- ✓ You CAN build this business
- ✓ You DESERVE to earn more money
- ✓ You DON'T have to live paycheck to paycheck
- ✓ You CAN balance a job and a side business
- ✓ You ARE smart enough and capable enough

- ✓ You ARE worthy of financial elevation
- ✓ You ARE allowed to want more for your life

And most importantly:

 **Nothing is impossible for someone who has decided not to quit.**

This business is not just about DNA tests.

It's about creating a new version of yourself —

A version that doesn't depend on anyone else for survival.

A version that can take care of your children, your family, your life...

On your terms.

And if nobody ever told you this before, let me be the first:

You are capable.

You are worthy.

And you are closer than you think.

****CHAPTER 10**

A Personal Message From Me to You (Where We Walk the Last Mile Together)**

Before you close this book, I want you to pause for a moment.

Take a breath.

Feel the weight of what you've just done.

You didn't just read a guide about DNA testing...

You walked through somebody's actual life, real struggles, real success, real failures, and real victories — and you stayed with me all the way through.

And because you stayed...

Because you made it here to this last chapter...

I want to tell you something personal.

Something I needed to hear at the beginning of my own journey:

You are not alone.

You are not behind.

You are not incapable.

You are not too late.

You are EXACTLY where you're supposed to be.

And everything in your life — the struggles, the pressure, the responsibilities, the doubts — they didn't come to break you.

They came to build you.

I want you to feel that.

Let it sit inside you for a second.

**I Didn't Start This Journey Perfect — and You Don't Have
To Either**

When I started this business, I didn't have some perfect blueprint.
I didn't have everything figured out.
I didn't know the "best" tools or the "right" SEO.

I was:

- trying to take care of my family
- dealing with stress at work
- fighting exhaustion
- learning everything from scratch
- hoping something would finally PAY OFF

But I kept telling myself:

"Somebody out there is depending on me not to quit."

Now I'm telling *you* the same thing.

You don't need to know everything right now.
You don't need to move fast.
You don't need to be perfect.

You just need to **start**, and then refuse to stop.

This Business Isn't Just a Business — It's a Bridge

A bridge to what?

A bridge to a better version of you.

A version of you that can breathe a little easier financially.
A version of you that doesn't panic when unexpected bills show up.
A version of you that earns money without asking anyone for permission.
A version of you that trusts themselves again.

I want that for you more than you know.

Because I remember being in the position where you feel stuck between:

“I have responsibilities”

and

“I know I’m meant for more.”

This DNA business was my bridge.

Now it can be yours.

I Want You To Imagine Something...

Imagine waking up one day and seeing:

- a PayPal payment notification
- a voicemail from a new client
- an email from someone who found you on Google
- a calendar reminder for a DNA test you booked yesterday

And suddenly the way you see yourself changes.

Not because of the money...

But because of what the money PROVES:

That you did this.

That YOU made this happen.

That you took a chance on yourself and it WORKED.

That feeling is powerful.

And it becomes addictive — in the best way.

We Build This Together

I’m not just handing you a book and disappearing.

If you choose to, you can reach out.

Ask questions.

Get guidance.

Book a session.

Let me walk with you through your setup or help you troubleshoot.

I've already been through every mistake most beginners will make...

I can save you time, money, and headaches.

But even if you never reach out...

I want this book to feel like someone holding your hand through the dark until you can walk confidently on your own.

Let Me Leave You With This...

You are capable of more than you realize.

You have survived things that would have broken other people.

You have carried responsibilities most people never see.

You have dreams that didn't die — they were just waiting for the right moment.

This is your moment.

Not because the business is easy.

Not because everything will magically fall into place.

But because you finally decided to put yourself FIRST...

To build something for YOU...

To trust that your effort will not be wasted.

Let this book be the start of your next chapter — not the end of one.

And whenever you start doubting yourself, I want you to remember:

*****If I can do it...**

You can do it.

And if you do it...

Your whole life can change.***

I'm proud of you.

I'm rooting for you.

And I'm here if you need me.

Let's build something real.

Let's build something profitable.

Let's build something that gives you freedom.

This is only the beginning.

Final Resources & Tools Mentioned in This Book

Below is a complete, organized list of every tool, platform, and resource referenced throughout the book.

These are the exact tools I personally used to build and grow my DNA testing business.

Website Domains & Hosting

GoDaddy (Domains)

<https://www.godaddy.com/>

InMotion Hosting (Website Hosting)

<https://www.inmotionhosting.com/>

WordPress (Website Platform)

<https://wordpress.org/>

Divi Theme by Elegant Themes (Website Builder)

<https://www.elegantthemes.com/>

SEO & Content Creation

Google Keyword Planner

<https://ads.google.com/home/tools/keyword-planner/>

ChatGPT (AI Assistant)

<https://chat.openai.com/>

Zapier (Automations)

<https://zapier.com/>

Website Forms & Scheduling

Fluent Forms (WordPress Form Builder)

<https://fluentforms.com/>

Calendly (Appointment Scheduling – Optional)

<https://calendly.com/>

Business Phone System

FreedomVoice (Business Phone Numbers & Voicemail System)

<https://www.freedomvoice.com/>

Payment Processing

PayPal

<https://www.paypal.com/>

Cash App

<https://cash.app/>

Zelle

<https://www.zellepay.com/>

AI Video & Media Tools

InVideo (Automated Video Creation)

<https://invideo.io/>

Runway ML (AI Video & Creative Tools)

<https://runwayml.com/>

HeyGen (AI Avatar & Spokesperson Videos)

<https://www.heygen.com/>

ElevenLabs (AI Voiceovers)

<https://elevenlabs.io/>

DNA Lab Partners & Information

Choice DNA

<https://www.choicedna.com/>

DDC — DNA Diagnostics Center

<https://dnacenter.com/>

Additional Automation & Marketing Tools

Make.com (Automation Platform)

<https://www.make.com/>

Google Business Profile (Local SEO Tool)

<https://www.google.com/business/>

Canva (Graphic & Marketing Design)

<https://www.canva.com/>

Meta Ads Manager (Facebook & Instagram Ads)

<https://business.facebook.com/>

Google Ads

<https://ads.google.com/>

Contact Me Directly for Help or Mentorship

If you ever need support setting up your DNA business — from SEO, to automation, to your website, to your first client — you can reach me here:

 **Business Line:** (866) 644-4362

 **Email:** marvin@prodnalab.com

 **Website:** <https://prodnalab.com>

 **Mentorship / Questions:** marvin@prodnalab.com

Whether you're just starting out or trying to scale your business, I'm here to help guide you every step of the way.

Final Call-to-Action — Let's Build Something Real Together

If you want to take this journey seriously...

If you want someone who's already been through the mistakes...
already figured out the SEO...
already dealt with the labs, clients, payments, mindset, and everything in between...

Then don't hesitate to reach out.

Whether you're starting slow or going all-in, you don't have to walk this road alone.

I'm here to help you get your first test, your first \$1,000, your first \$5,000...
or your first fully automated income stream.

You've already taken the first step by reading this book.

Now let's take the next step together.



Photo taken the day of the KOUNTRY WAYNE SKIT
<https://youtu.be/6I1VKUx3mJw?si=FapdEvHOVwtrAR5s>