



How to Build a 6-Figure Online Business

Presenter: Sean Croxton

Todd Durkin: From the undergroundwellness.com, here's Sean Croxton!

[Applause]

Sean Croxton: Thank you! Thank you! Thank you very much. Appreciate that. Who has an online presence right now? Okay, cool. Gotcha. I started my online YouTube channel—it might have been like 2006—it's when YouTube was fairly new. I just jumped in quite early and just started making videos about health and things that were different from what I had learned in college.

I was a personal trainer, like Todd said, for about eight years. And those first three years or so were like Food Guide pyramid, eat tons of grains and gluten and all that stuff. Then I found out that that didn't quite work. I started to read stuff from people who were actually getting real results with real people. So, I decided, "Hey, this is really good information that people need to know. So, let's put it on YouTube."

"Money is a reflection of how
I'm serving and who I'm serving."

And that's the cool thing about the day and age that we live right now is that we have all these different platforms. You've got YouTube. You've got social media like Facebook and Twitter and Pinterest and all this stuff that we can use for free, for the most part, to share our information. I wish back in 2006 somebody would have kind of taken me to the side and said, "Hey, here's how you do it: bullet point, bullet point, bullet point, bullet point, bullet point, because really for the first three or four years, I didn't know what I was doing. I knew I was helping people, but I wasn't really turning it into a business. So, I'm going to show you guys how to connect with people, how to build a tribe and how to turn this into a business that can kind of become like an ATM machine for you.

I will tell you, to be honest—I hate to sound cocky—but the first thing I do every morning when I wake up is I look on my phone to see how much money I made while I was sleeping. Would anybody here like to do that? That money is a reflection of how I'm serving and who I'm serving. So, I love this quote. There's a