

A HOW-TO GUIDE

3 Ways To Monetize Your Weight Loss Success



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I. Gamified Weight Loss



Introduction

There are a couple of programs out there that will actually pay you to lose weight. Not many folks know about these programs because they are highly suppressed by search engines (due to the gambling aspect as you can lose money if you don't reach your goal).

Important: don't sign up to any of these unless you know **exactly what you're getting into. Read the terms and conditions completely. Most complaints come from people who just didn't read before signing up and are trying to exit their commitment.*

[HealthyWage \(click here\)](#)

The best. This one pays the most, plain and simple, with average payout of \$1300. Very transparent approach. No refunds fam, so don't sign up unless you're sure.

[DietBet \(click here\)](#)

Seems to be a bit more complex, and the prize money is from a pool. So if there are a lot of people competing in the same game as you, you may only get back what you put in.

Others

Not nearly as impressive, with most offering very small dollar amount rewards for completing smaller tasks. A few you can check out are WayBetter, Evidation, Competish, and Stickk. While these won't make you a lot of money, they do provide motivation!

II. Social Media Side Hustle



Introduction

Easier to do than you think, and you don't even have to show your face on social media. I'm going to show you **exactly** how I generate the majority of my content for my @redpillweight social media channels. Then, I'll show you 3 ways that you can create a side hustle by helping guide others to successful health.

Reality check: this is designed for a side hustle and is extremely unlikely to make you rich. With that in mind, the strategy I teach here is designed to take as little time as possible.

Step 1: Create TikTok and YouTube accounts

Easy, and you probably already have them. However, if you want to remain anonymous, you'll want to create new ones under an alias. Keep it simple, catchy, and positive.

***Pro Tip: Create an LLC with Tailor Brands (click here)**

If you want to have a clickable link in TikTok, you need a business account. Having an LLC will also provide a layer of anonymity online, legal protection, and it may provide tax benefits (not financial advice). Tailor Brands does *everything* for you, from starting your LLC, to filing reports, to tax help, to website and logo if you need it

*Do you need other SM accounts such as Facebook, X, Instagram, etc? The more views and exposure the better, but having to post to 15 different platforms will be annoying and overwhelming. IMO, it's best to limit to 1 or 2 platforms.



[Step 2: Create content using Opus Pro \(click here\)](#)

Here's where the magic begins. If you have loads of time on your hands to film and learn to edit, cool. Capcut is the best tool out there as you can create most anything you can imagine with the free version. But, if you want a way to generate infinite content, with a minimal time/effort investment, Opus Pro is the only way to go.

How To Use Opus Pro

This is truly easy. You take a YouTube video link (can also use videos that you filmed on your phone, Zoom videos, Rumble videos, or Google Drive links) and drop it into Opus. After a few minutes, Opus will chop up the video into several short clips with captions, editing, and provide titles that are designed to pop on social media. All you have to do then is upload 1 or several clips per day. If you're really strapped for time, pick a day or two per week to upload 3-5 clips.

AVOID COPYRIGHT VIOLATIONS

The absolute first thing to keep in mind is that you don't want to steal content! Whenever you search on YouTube, choose the **Creative Commons** filter. If you use content that is not in Creative Commons, you must give credit to the original creator or provide some sort of commentary of your own about the video. Otherwise, you may get a copyright flag. Get enough of these and you'll have your account terminated.

How To Social Media



Think you know everything about social? Think again. If we're launching a side hustle, we need to learn a couple of new things.

1. The purpose of your accounts is to get as many views as possible. NOT to be famous, NOT to be liked by everyone. NOT to go viral (though it helps). The more views you get, the more profile views. Your profile or vids will direct people to your website, and from there, to your product(s).
2. **DO NOT USE FAMESTER!!!!** I can tell you from experience that TikTok can detect "fake engagement" clicks from Famester and they will suppress your content if you use it. Not sure about YouTube, but I recommend just avoiding it completely. If you're going to put money into growth, use TikTok's own Promote feature.
3. You will get shitty comments. **DO NOT GET UPSET.** If you reply to a shitty comment, only reply once. **DO NOT** get into a back-and-forth with any troll(s). It is a waste of time and does not accomplish anything. For positive comments, reply back with some love. If you're going to reply on other accounts' content, keep it positive.
4. It takes time to build a following and to start getting big view numbers. For me, it took nearly a year of uploading several times a week to get even a few hundred followers. Know this ahead of time: the first few months are going to feel pointless. **JUST KEEP POSTING REGULARLY.**
5. Become more of a producer of content, and less of a consumer. Spend the majority of your time making and posting content. Consume content less than 30 minutes a day, and only with the purpose of seeing what's popular and seeing what you can emulate.



Social Media Side Hustle (continued)



Step 3: Create a Website

So many ways to do this... The easiest IMO is ConvertKit. The free option gives you the ability to create a landing page as well as a place to sell products. They have tutorials to help you do all of this as well. You don't even have to buy a web domain as they'll provide you a free one.

Step 4: Sell something useful and valuable

Realistically, there are only 3 things you can sell based on weight loss success:

1. An Ebook
2. An Online Course
3. Other People's or other Company's Products (affiliate marketing)

Don't try to get all complicated about it and don't try to get overly ambitious at first. Sure, it would be great if you could launch your own line of supplements, but that's just not realistic unless you have millions of consistent followers.

The reason I list the 3 products above is because they're easy to create and require zero money to invest. Anyone can do it. Out of the 3 products, the one that's easiest to start with is affiliate marketing. Ebooks and online courses are great, but realistically, in the weight loss space, you would have to be doing something really amazing to break through and stand out. With that in mind, I fully recommend sticking to affiliate marketing at first.

How To Start Affiliate Marketing

Sign up for one or several affiliate marketing networks, such as ShareASale ([click here](#)).

Once you're signed up for the network, go in and search for products to promote. Once you find something you like, you can apply to get a link. You'll want to have your website up and running by now as companies will want to look at your site to determine if they'll let you promote. Here are a few things to keep in mind:

1. Always have your affiliate disclosure in a place where your clients will be able to see it before they make a purchase! There are significant consequences to failing to disclose including being banned from social media or being kicked out of affiliate networks and/or programs. Go to any article on [engadget.com](#) for example (fine print at the top).
2. Only promote and link to things that **you** would buy. If you wouldn't buy it, your audience probably won't either.
3. Your website content is typically where you'll post your affiliate links (or you can use a linktree in your social media profiles). Or, you can create a free ebook just like this one using Canva. This whole book was put together with the free version.



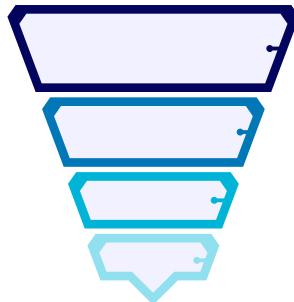
Social Media Side Hustle (continued)



Step 5: Sit back and relax

Ever heard of a sales funnel? The top of the funnel represents all the people who know about you (or your business in this case). These are the people who see your content. Going down one level on the funnel, the next chunk is how many people go to your profile to see what else you post. Next level is people who see your link. Then people who actually click. Next, people who actually click on anything on your website. The last level down, and the smallest chunk, is the people who actually make a purchase from you or one of the vendors you promote.

The reason I bring this up is so you're aware that it takes a MASSIVE amount of views to translate into sales. Usually one sale for several thousand views, if not less. With this in mind, once you have this all set up, your only job is to keep posting content regularly to increase your odds.



III. Accountability Coaching Career Path

Ready for a full blown career change?

This road can pay off so beautifully if you're willing to invest time, effort, and the initial investment for the education.

Accountability or Health & Wellness coaches make about \$50K + per year. And yes, you can make much more if you set up your side hustle at the same time or if you set up your own practice.

[Step 1: Certification \(click here\)](#)

In order to land a coaching job, you **must have** a certification. There are quite a few out there. [iPEC](#) is super comprehensive, but it costs over \$10K... [Coach Training Alliance](#) is a great option as well. They are ICF (International Coaching Federation) approved, comprehensive, and certification costs less than \$1K (for a \$50K+ return and the skills learned, well worth it).

Step 2: Land a Position

This is where your weight loss journey pays off even more! Imagine yourself helping others transform their lives the same way you have. Land your dream accountability or health/wellness coach job. Or, you can launch your own coaching practice. Life Coach Magazine is a great resource for this.



This is the Beginning of Something Amazing

By now, you've seen a lot of my content and you understand that my belief and conviction as an Obesity Specialist is that **driving down appetite is the key to successful weight loss, and that it can be done naturally**. I encourage everyone to do what works, and what can be sustained forever. With that in mind, again, I feel like using appetite suppression is the best way to achieve permanent results. The hunger increase that accompanies weight loss is what leads us to failure, full stop.

With the knowledge you gain from this book, I encourage you to approach the world with a ton of love for others. Use your weight loss journey to help others, to spread love, and to empower others to be successful. No hate, no bashing, no shaming. Together, we can end the obesity epidemic by spreading the message of satiety!

