

Tiny Asset Engines

Thanks for picking up Tiny Asset Engines.

This is a combination of training + this document to guide you through exactly how we create “tiny” assets that help us generate income daily.

The idea is that when you combine some of these assets together they help to produce upwards of **\$100, \$200 or even \$300+ a day.**

Before we get into the “what” I wanted to shed some light on my beliefs around what it means to be an entrepreneur.

When I started out with my online marketing journey back in 2012 I had previously dabbled with stuff like MLM (multi-level marketing) and had mostly worked very low paying 9-5 jobs.

I actually remember the day that I knew there was more to life than what I was doing. (it was likely somewhere around 2003-2004)

At the time I was making minimum wage in Massachusetts which I believe was only \$6.75 an hour. I worked for a retail outlet called Filene’s (later bought out by Macy’s).

My official job title was “stockroom associate” and as you can imagine all I did was take boxes of clothes and various apparel from a stockroom and put them on shelves.

It was mundane, boring and it felt like anyone could do what I was doing.

It involved no skill and I just remember one day I was sitting there tired at 6am in the morning taking socks out of boxes and putting them up on display thinking ***“What am I doing with my life?”***.

I went through multiple jobs making low wages, eventually completing college and even getting into the IT field making an alright salary but ultimately I **STILL** felt the same way I did back when I'd been sorting socks.

Even though I was now solving complex IT problems, before I knew it 7 years had past and I'd only seen a small 3% raise.

When you break that down over even a year I think I was maybe making another \$300 or something.

As in only an additional \$300~ for the ENTIRE year. It felt pathetic and I knew there had to be a better opportunity out there.

I stumbled upon someone a couple years later who was talking about “blogging” to make money online and while I gave this a shot it never really turned into anything substantial for me.

Now being 2024 I've had so many up's, down's with lots of failures and success. It's time to break down what's actually worked for me.

I realize for many people who might still be stuck in that salary job, even an extra \$1000 a month could be life changing for a lot of people.

That's why in this training I will be breaking down some examples of the absolute **BEST** tiny assets I built over time and share my results with you.

Now I could have stayed in my salary job, very comfortable making the same wages paying the bills and just "getting by" but I'd always wanted more out of life.

So before we continue, I am going to be straight up blunt and say that the road with entrepreneurship isn't going to be easy.

I don't care what strategy, tactic, course or approach you take.

Every. Single. Thing

You attempt to do online is going to take time and commitment.

There is no such thing as overnight success and I can do this with 100% certainty because I used to spend **ALL** of my time just trying new methods, strategies and trying to find "the next best thing".

The key is to pick one path and stick to it until you see results.

If you're not willing to do that, you will keep spiraling into more training, more courses and just never get to where you want to be.

Now..

Here is my view of the online marketing space today, and getting what I want out of life:

There is a lot of ads and people out there who push the whole idea of..

Hustle, Grind, Work 80 hours a week.. Blah, blah, blah...

You get it.

Now while I've had a lot of success doing things like sales calls and working with clients, having a full calendar etc.

None of that was what I wanted out of being an online marketer.

I think an important thing for me was to take a look back at my life and look at ALL of the best moments.

When was I enjoying myself the most?

When was I having the most fun?

What was I doing during those times?

HOW could I free up my time to spend MORE time doing all of the above?

These are the questions you should be asking yourself, then trying to build income around this.

It's more about working smarter, and not harder.

It actually had nothing to do with money, it was more about how I could enjoy myself day to day and be really happy with what I was doing.

For me that was doing things like:

- Spending time with my wife and daughter such as going on bike rides, going to the beach, hanging out in the yard pushing my daughter on the swings
- Playing video games whenever I felt like it because no one was telling me what to do
- Taking a day trip and going out to lunch and having a fun day out as a family

You get the idea here.

It's more about thinking in your mind what is actually possible.

I believe a lot of people get **VERY** caught up in the way something is supposed to be because society or someone else told them it was supposed to go that way.

I completely ignore all what most people normally do which is wake up, go to work and basically spend the majority of their life not doing the things they really want to be doing.

So as we go into the strategies next, I want you to think about what you could see yourself doing for the next 1-2 years as something you can **BUILD** that will later on allow you the freedom to do those things you **REALLY** want to do.

Got it?

Now with that out of the way...

So what exactly is a Tiny asset?

I consider this to be something that didn't take long to create, but has the potential to build and generate income for you while you move on to something else (most likely another tiny asset)

Some examples:

- YouTube Videos
- Video Reels On Social Media
- Amazon Videos (I'll explain more on this)
- Email Marketing
- Outsourced Client Work

Let's go into each example, then in the training video I included along with this course we will dive deeper into these examples.

YouTube Videos:

YouTube isn't anything new, but it's by far been one of the best ways for me to go out and plant a "seed" and watch it grow over time.

You can easily approach it many ways, especially nowadays with AI and the ability to hire Virtual Assistants. You can take a lot of the work off your plate.

Once I figured out a process to focus on video creation, I simply just had others do the work I didn't want to do.

For example, I don't really like doing anything when it comes to Graphics so I hired an assistant to create all of my thumbnails.

It's not expensive and I'd rather someone who is good at it simply focus on that while I focus on making videos which is what I'm good at.

Maybe you don't want to be on camera or speak for yourself. There are now ways to clone your voice using tools like [ElevenLabs](#) combined with image tools and text tools like [ChatGPT](#).

Let's break down some Tiny YouTube assets and the results I got from them:

Example 1:

[Stereo Receiver Video Review](#)

Total Video Time = 5:58

YouTube Income = \$43.52

Example 2:

[TV Mount Video Review](#)

Total Video Time = 10:59

YouTube Income = \$139.08

Example 3:

[Exercise Bike Review](#)

Total Video Time = 32:05

YouTube Income = \$6183.94

Off YouTube Income = \$2000+

Example 4:

[Basement Remodel Before & After](#)

Total Video Time = 20:43

Income = \$59.66

Example 5:

[Office Chair Comparison](#)

Total Video Time = 11:48

YouTube Income = \$3363.88

Off YouTube Income = \$13,000+

Video Reels On Social Media

So this is another really amazing way to generate leads (email addresses) where you can in turn sell people your products and services or affiliate offers.

My partner Paul absolutely crushes it with reels and social media content.

So I wanted to refer to one of his primary social channels which is instagram.

[Find Paul's profile here.](#)

We will just take 1 example reel and the results this generated for him.

This is a quick reel he used for an affiliate promotion for a local business based offer.

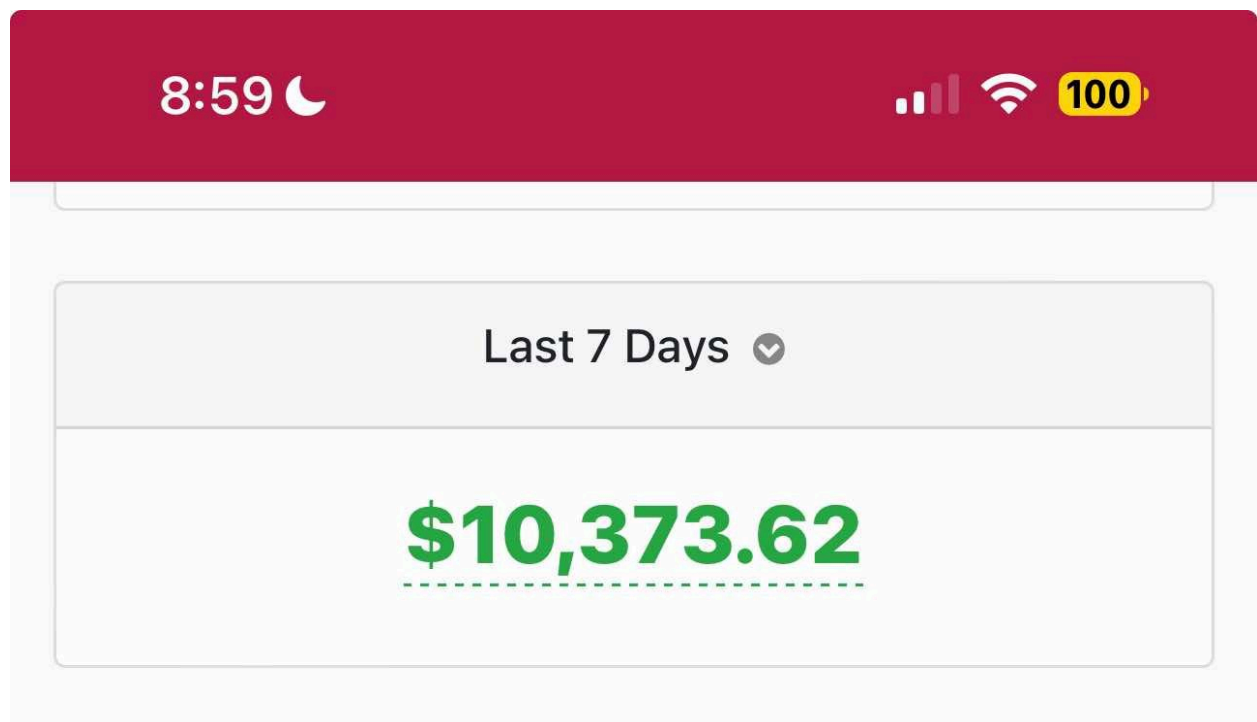
[Watch the reel here.](#)

This reel got 86 likes and 39 comments.

He actually uses Manychat to automatically “Reply” to each comment which starts a chat bot conversation with people who engaged the video.

His chat bot asks for their email and he then proceeds to promote that specific offer to his email list (more on this shortly).

From this specific local business offer he managed to pull in:



He simply sent out a series of emails which allowed him to generate a percentage of every sale (in most cases this is 50% of every sale).

His audience is mostly interested in these types of offers, and all of the “tiny assets” he’s built between YouTube videos and Reels has allowed him to build up a large email list over time.

Now every time he promotes an offer he can continue to produce more Tiny assets to grow his list bigger and bigger = more commissions.

Amazon Videos

So back in 2013-2014 I spent a lot of time creating what’s called affiliate sites.

The idea was that you could build a site around a specific niche topic, drive traffic from Google and then refer people back to Amazon.

Imagine I made a site all about coffee makers, comparing them, talking about pro’s and con’s etc.

The end user would make a decision to buy and end up purchasing a coffee maker on Amazon and in turn you would make a small commission.

This is basically called [Amazon Associates](#).

In 2021 I stumbled upon something brand new Amazon rolled out called [Amazon Influencer](#).

This allows you to create videos (similar to what you might do on YouTube) simply reviewing products and those videos will show up on the product page on Amazon.

When someone watches one of those videos you earn the same commission as if you sent the person to Amazon from your own website (or affiliate site if you will).

When I realized the potential of this, I started going nuts building these tiny assets.

In fact since 2021 I've now created over 2300 "tiny" assets for Amazon.

Most of these videos are only 1-3 minutes long and simply showcase me talking about a product and being helpful about my experience with it.

I just think: If a friend asked me about this headset I have here, what would I tell them about it?

Is it comfortable?

Does it sound good?

Does the microphone work well?

These are the things I talk about in these videos.

To date my tiny assets with Amazon have generated me crazy income.

Combined between 2021, 2022, 2023 and 2024 so far I've made over \$500,000 combined from my tiny video assets.

Make sure to watch the training video where I break this down from an example day of earnings and how all of my "tiny" assets compounded big time.

Email Marketing:

This is one of my favorite tiny assets.

The ability to write and create emails, which can in turn produce profit for a long time to come is very powerful.

I typically recommend an email marketing service such as [Convertkit](#) or [Active Campaign](#) to start.

If you watch the video on reels or YouTube both of these are great ways to start building up an email list which you can in turn use to market with.

Currently my list is about 9300~ people, so even if a small percentage of people open and then proceed to purchase what I'm offering I can make hundreds from a single promotion.

In the accompanying training video I'll walk through a recent promotion I did where I wrote up 5 emails, promoted an offer and what the results were.

The cool thing about emails is you can write the emails today and make them "evergreen" as a tiny asset long into the future.

When someone new gets your emails written 1-2 years ago they can still be an asset producing income for a long time to come which is why I really think email is one area you **NEED** to focus on.

Conclusion:

At this point you should have a pretty solid understanding of the mindset around these passive tiny asset opportunities.

The more videos produced, reels created, content published and emails crafted the more income you can make.

While all of these topics have a lot more depth to them, this definitely gives you a head start into the right direction.

All of these topics likely have tons of free information out there on each of them, but if you're looking for more of a structured transformation keep reading.

What is GroundBreakers?

Paul & I created a paid membership community called Groundbreakers where not only do we have a community of people helping each other out, but we also go really in-depth into each of the tiny assets I've discussed in this program.

I've built extensive training on YouTube, Social Media Reels, Lead Generation, Amazon Influencer and Email Marketing.

We also do weekly calls covering most of the topics shared inside this training much more extensively.

We offer a 14 day trial for GroundBreakers, try it out for 14 days and if you decide to leave for any reason we will refund you no questions asked.

It's currently \$49/month which is an absolute STEAL for what we are offering inside the membership.

[Join Groundbreakers here for just \\$49.](#)

I hope you found this training helpful and at any time you can shoot me an email over here with any questions you have.

I typically reply to most emails with a personalized Loom video with as much detail as possible.

To Your Success

-John Shea