

# SECRETS OF A MILLIONAIRE MEDIA BUYER

CASE STUDY:  
**GETTING PAID**  
**WITHOUT**  
**MAKING SALES**  
**(MIKE'S 7 FIGURE BREAKTHROUGH REVEALED)**



# GETTING PAID WITHOUT MAKING SALES

## Mike's 7 Figure Breakthrough Revealed

**Guest:** Mike (Media Buying Expert)

**Host:** Mark Ling

**Topic:** How to Make Money Online by Getting People to Call Businesses

# What This Case Study Is About

Mike makes millions of dollars online by simply getting people to call businesses. Instead of trying to sell products directly to customers, he found a way to connect interested customers with companies that pay him every time someone calls them.

Think of it like being a matchmaker, but instead of matching people for dating, you're matching potential customers with businesses that want to talk to them.

## Mike: COVID Collapse to \$28K in One Month

The screenshot displays a 'Reporting - Sales Overview' dashboard. At the top, it shows the reporting period as 'Jun 1, 2025 12:00 AM - Jun 30, 2025 11:59 PM' and is compared to 'Same month last year'. The 'Sales' section contains the following data:

Sales	
Gross Sales	\$82,200.00
Refunds	\$0.00
Net Sales	\$82,200.00
Gift Card Activations	\$0.00
Tips	\$0.00
Amount Collected	\$82,200.00

# Mike's Background Story

## How It All Started

Mike started right after college with zero experience and zero proof that he could help businesses. Here's exactly how he got his first client:

### The Restaurant Story:

- Mike was trying to get lunch and walked to a restaurant across the street
- The restaurant didn't have their menu online, so he had to walk there just to see what food they had
- While there, he talked to the owner and asked "Why don't you have an online menu?"
- The owner said his previous marketing person had messed things up
- Mike said "I can help you build a website and get customers" even though he had never done this before
- The owner said "Come back with a proposal"
- Mike went home, researched everything, and came back with a plan
- He got hired for \$500 per month

**Key Lesson:** Mike didn't wait until he was an expert. He saw a problem, believed he could figure out how to solve it, and got paid while learning.

## What Mike Did Next

- Started working with local businesses like dentists, doctors, and gyms
- Sometimes worked almost for free just to build up examples of his success
- Gradually got bigger and bigger clients
- Eventually was making \$170,000 per month helping businesses get customers
- The COVID Disaster
- When COVID hit, many of Mike's clients were gyms and doctor offices that got shut down
- His income dropped from \$170,000 per month to just \$15,000 per month in less than two days
- He had to join another company to survive
- But he learned something important: depending on clients is risky

## The COVID Disaster

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# What Is Pay Per Call Marketing?

## Traditional Business Model vs Pay Per Call

### Traditional Way (What Mike Used to Do):

- Find a business owner (like a dentist)
- Promise to get them more customers
- They pay you a monthly fee (like \$3,000 per month)
- You have to handle their website, social media, ads, photos, videos - everything
- If they don't get enough customers, they cancel and stop paying you
- You're limited to what that one client pays you

### Pay Per Call Way (What Mike Does Now):

- Find big companies that already know how to handle customers
- These companies pay you every time you send them someone who calls
- You only focus on one thing: getting people to call
- You get paid immediately when someone calls (like \$20-\$50 per call)
- You can generate as many calls as you want - there's no limit
- You don't worry about whether the company closes the sale

## Real World Example

Let's say you see an ad on Facebook that says "Get Auto Insurance Quote - Call Now!" and there's a phone number. When you call that number, the person who created that ad gets paid \$30 just because you called. They don't have to sell you anything - they just had to get you interested enough to call.

# Why Pay Per Call Works So Well

## The Companies That Use This System

These aren't small businesses - they're huge companies that have been advertising for years:

### Examples of Industries:

- **Car Insurance Companies:** Like Geico, Progressive, etc. They know that out of every 100 people who call, a certain number will buy insurance
- **Debt Consolidation Companies:** Help people combine all their debts into one payment
- **Health Insurance Companies:** Help people find medical coverage
- **Home Services:** Companies that fix satellites, remove pests, etc.

## Why These Big Companies Love This System

### Traditional TV Advertising:

- Company pays \$1 million for a TV commercial
- They hope people will call, but they don't know for sure
- They might get 1,000 calls or they might get 10,000 calls - it's a gamble

## Pay Per Call System:

- Company says “We’ll pay \$30 for every person who calls us about car insurance”
- They know exactly what they’re getting
- If they pay \$300,000, they know they’re getting exactly 10,000 calls
- No gambling, no hoping - they know their results in advance

## Why It’s Easier for You

- **No Selling Required:** You just get people interested enough to call
- **No Customer Service:** Once they call, your job is done
- **No Refunds to Handle:** You got them to call, you get paid, period
- **No Product Creation:** You’re not making anything, just connecting people

# How Mike Makes Money With This

## The Numbers Game

- Mike focuses on getting people to call about car insurance
- He gets paid \$20 every time someone calls
- If he can get 100 people to call per day, he makes \$2,000 that day
- If he can get 200 people to call per day, he makes \$4,000 that day
- There's no limit to how much he can make

## Comparison: Old Way vs New Way

### Old Client-Based Business:

- 6 clients paying \$3,000 each = \$18,000 per month
- Tons of stress managing 6 different clients
- Limited income potential
- If one client cancels, you lose \$3,000/month

### New Pay Per Call Business:

- 1 offer paying \$20 per call
- 30 calls per day × 30 days = 900 calls per month
- 900 calls × \$20 = \$18,000 per month from just ONE offer
- Much less stress
- Can scale to 60 calls per day for \$36,000/month, or 100 calls per day for \$60,000/month

# How to Actually Do This (Mike's Step-by-Step Method)

## Step 1: Understanding What You're Actually Doing

You're not building websites or managing social media. You're creating advertisements (mainly on Facebook and Instagram) that make people want to call a phone number.

## Step 2: The Most Important Skill - Creating Good Ads

### What Mike Discovered:

- The picture or video in your ad is 80% of whether it works
- The written words are only 20% of whether it works
- Most people focus on writing - Mike focuses on images and videos

### Tools You Need:

- **Canva:** A website where you can make professional-looking graphics for \$10/month
- **Video Editing:** Learn basic video editing to put text over videos and combine clips
- **Stock Images/Videos:** Use existing photos and videos (legally) to create your ads

## Step 3: The Phone Number Trick

This is a brilliant strategy that most people don't know:

## **What You CAN'T Do:**

- Put a phone number in the text part of a Facebook ad (Facebook doesn't allow this)

## **What You CAN Do:**

- Put the phone number right in the image itself
- People can see the number, write it down, and call without even clicking your ad
- Each person doing this gets their own unique phone number so the company knows who sent the customer

## **Step 4: The Simple Process**

1. Create an eye-catching image or video about car insurance (or whatever topic you choose)
2. Put the phone number in the image
3. Write simple text like "Need car insurance? Call now for a free quote"
4. Run the ad on Facebook/Instagram
5. People see your ad, call the number
6. You get paid for each call

# Why This Is Better Than Other Online Business Ideas

## Compared to Dropshipping

### Dropshipping Problems:

- Have to handle customer service
- Deal with refunds and complaints
- Shipping delays and product quality issues
- High competition

### Pay Per Call Advantages:

- No products to ship
- No customer service after the call
- No refunds to handle
- Working with established, reliable companies

## Compared to Regular Affiliate Marketing

### Regular Affiliate Marketing:

- Have to get people to actually buy something
- Deal with high refund rates
- Make exaggerated claims to compete
- Ads often get rejected for being too “salesy”

### Pay Per Call:

- Only have to get people interested enough to call
- No refunds (you got them to call, job done)
- Use simple, factual claims (“Get a car insurance quote”)
- Ads rarely get rejected because claims are reasonable

# What Makes This Business Model So Stable

## Industries That Will Never Go Away

The businesses that use pay per call are in industries people will always need:

- Insurance (everyone needs it by law)
- Debt help (people always have debt)
- Home repairs (things always break)
- Healthcare (people always get sick)

## Large, Established Companies

You're not working with some guy who started a business last week. These are companies that:

- Have been around for decades
- Spend millions on advertising already
- Have entire call centers ready to handle customers
- Know exactly how much a phone call is worth to them

## The Numbers Never Lie

- These companies have so much data they know things like:
- "Out of 100 people who call about car insurance, 23 will buy a policy"
- "The average person who buys gives us \$1,200 in profit"
- "So we can pay up to \$276 per person who calls and still make money"
- This is why they can afford to pay you \$20-50 per call

# Getting Started: What You Need to Know

## Skills You Need to Learn

1. Basic Graphic Design: Using Canva to make attractive images
2. Simple Video Editing: Putting text over videos, combining clips
3. Facebook Advertising: How to set up and run ads (this is learnable)
4. Basic Math: Understanding if you're making money (if calls cost you \$15 to generate and you get paid \$25 per call, you make \$10 profit per call)

## What You DON'T Need

- A website (though you might need a simple one for ad approval)
- Inventory or products
- Customer service skills
- Sales ability
- Technical programming knowledge
- A big budget to start

## Time Investment

- Mike says it took him 5-6 years to figure this all out by trial and error
- With proper training, you could learn this in a few months
- Most of your time goes to creating and testing different ads to see which ones work best

# The Learning Curve and Realistic Expectations

## What Success Looks Like

**Month 1-3:** Learning the basics, making first dollars **Month 4-6:** Getting consistent, maybe making \$2,000-5,000/month **Month 7-12:** Scaling up, potentially \$10,000+ per month  
**Year 2+:** Potential for six-figure monthly income if you're good at it

## Common Mistakes Beginners Make

- 1. Overthinking:** Spending months planning instead of just trying things
- 2. Focusing on Writing:** Spending time on ad copy instead of creating good images/videos
- 3. Trying Too Many Things:** Instead of mastering one type of offer first
- 4. Giving Up Too Fast:** Not testing enough different ads to find what works

## What Makes Someone Successful at This

- **Willingness to Try:** Mike got his first client by just asking, even with no experience
- **Learning from Results:** If an ad doesn't work, try a different image or video
- **Consistency:** Testing new ads regularly instead of giving up
- **Focus:** Picking one industry (like car insurance) and getting really good at it

# The Training Mike Recommends

## Learning on Your Own:

- Takes 5-6 years like it did for Mike
- Includes software tools that does a lot of the heavy lifting for you automatically
- You lose money making mistakes
- You might give up before figuring it out

## Learning from Someone Who's Done It:

- Get the shortcuts and avoid the mistakes
- See exactly what works and what doesn't
- Have someone to ask questions when you get stuck

# Is This Right for You?

## Good Fit If You:

- Want to work from home
- Like the idea of unlimited income potential
- Don't mind learning new technology skills
- Can handle some initial uncertainty while learning
- Want to avoid dealing with customers directly
- Are willing to invest time in learning

## Maybe Not a Good Fit If You:

- Want guaranteed income from day one
- Don't like technology or learning computer skills
- Can't handle any business risk
- Want to work with your hands instead of on a computer
- Prefer employee-type jobs with predictable schedules

## Age Considerations

- Younger people (18-25): Advantage with technology, time to learn, but need to develop patience and business thinking
- Middle-aged people (30-50): Good balance of business sense and ability to learn new skills
- Older people (55+): Might need more help with technology, but often have better business judgment and more focus

# The Bottom Line

Mike went from a regular college graduate with no experience to making millions of dollars by connecting interested customers with big companies through phone calls. The key insights:

- 1. You don't need to be perfect to start** - Mike got his first client knowing nothing
- 2. Focus on what matters most** - Great images/videos, not perfect writing
- 3. Work with established companies** - Let them handle sales, you handle getting people interested
- 4. Scale is unlimited** - Unlike a job, there's no cap on what you can make
- 5. It's a real business model** - Big companies spend billions on this, it's not going away

The opportunity is happening right now, and people who get good at this now will have a big advantage over people who wait a few years to start.

# Key Terms Explained

**Media Buying:** The skill of purchasing advertisements on platforms like Facebook, Google, etc.

**CPM:** Cost Per Mille (thousand) - you pay a certain amount for every 1,000 people who see your ad

**Creative:** The image or video part of your advertisement (not the written words)

**Landing Page:** A simple website people go to after clicking your ad (though with pay per call, they might just call directly)

**Affiliate:** Someone who promotes other companies' products/services for a commission

**Scaling:** Growing your business bigger - making more money by doing more of what works

**Compliance:** Making sure your ads follow the rules of the advertising platform (Facebook, Google, etc.)

# Your Once-in-a-Lifetime Invitation

This is just the beginning.

The full story—the system, the companies, the step-by-step blueprint— I'll reveal everything in my exclusive new webinar.

This is your chance to see the “No-Sale” system in action. Your chance to finally break free from the grind of chasing sales.

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In this exclusive presentation, you'll discover:

- The exact method Antonio used to generate \$220 million (and why it's the polar opposite of traditional internet marketing)
- The specific billion-dollar companies that pay \$20-\$50 per connection (and how to get approved instantly)
- The simple profit strategy that produces 20-45% conversion rates (while traditional methods struggle to hit 2%, at best)
- Why this works especially well for people who've failed with affiliate marketing, e-commerce, Amazon, drop-shipping, and other traditional approaches
- Real case studies and income screenshots from complete beginners hitting \$10K+ in their first month
- The step-by-step blueprint for getting started, even with zero experience—and only \$15 in your pocket

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### **About Chris Reader:**

Chris Reader's systems have helped over 20,000 students generate a combined \$364 million in online sales. After discovering the "save people money" economy, he evolved beyond traditional marketing methods while continuing to teach affiliate marketing to those who want to master it. He now helps others build profitable businesses based on service rather than selling.