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Free PDF Guide to the **12 Bets** Method

STOP OVERTHINKING AND START YOUR
SIDE INCOME IN TEN MINUTES A DAY



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In 2014 a self-taught Dutch programmer made a promise in public that most people thought was a little mad. He would build twelve companies in twelve months, all on his own.

His first one reached tens of thousands of people. It made zero dollars.

Most of the rest went the same way.

If you had checked in on him halfway through that year, you would have seen a man trying lots of small ideas and watching most of them earn nothing.

But one of those small bets was a website that compared cities for people who work online, so they could see where their money went furthest.

People paid to use it.

About four years after he started, his business passed a million dollars a year, and he never took a cent from an investor, never rented an office and never hired staff.

The part I love most is what he did with the failures. Each bet was so small and so cheap that **a flop cost him weeks, never years**. He kept his stack of chips and placed them one at a time.

Most people do the opposite. They take every chip they have, their savings, their evenings and their pride, and push the whole pile onto one number. Then they spend two years too scared to spin the wheel.

Maybe that's you right now. You've read about ebooks, freelancing, AI tools and printables, and you have more ideas than you can count.

What you want is the first sale, the side income that pays a real bill, and the proof that you can do this.

I wrote this guide for the person who has done enough reading and is ready to start winning.

You're curious, you're willing to put the work in, and you want a way to start that doesn't make you bet the house.

I believe 'pick one thing and stick with it' keeps more smart people stuck than any other piece of advice.

Nobody knows which idea will pay until buyers see it, so the fastest way to find your winner is to place more small bets.

I believe you should keep your job while you do it, because a paycheck is what lets you place bets with a clear head.

And I believe the idea that wins is very often the one that was cheapest to test.

The results back it up. That programmer counts about 70 projects over his career, and about four of them took off.

One of his sites was a single file of code that brought in \$101,101 in one month.

A young designer gave his simple templates away free, then switched on a price and made over \$3,000 in the first month.

The next year his sales reached \$239,000, and he never paid for an ad.

Inside, you'll find out:

- How to find ideas people will pay for before you build anything, so you never lose months on something nobody wants.
- How to make each attempt small enough to finish in a month while you keep your job.
- The one button his first product was missing, and how adding it on day one turns attention into income.
- How to give your work away and still get paid, starting with the people who already love it.

- Why the winners get better with every attempt while others just get more tired, and how to land on the winning side.
- How to know, on a date you pick in advance, whether to double down or move on.
- A 12-day plan that takes ten minutes a day and ends with your first bet live.

Starting is easy. Day one is a list you can write on the back of a receipt, and nothing in the first week costs money.

One warning, and I mean it. Don't place twelve bets at once.

One bet, one month, then the next, because that's how the chips keep coming back to you.

By day 12 your first bet will be out in the world with a way to get paid, a date to judge it, and the name of your second bet already written down.

Let's place your first chip.



SEVENTY SMALL BETS, FOUR WINNERS AND ALMOST NO COSTS

Look closely at how he ran things, because the low costs are the whole trick.

In his first full year of selling memberships, his sites made \$202,785.

He described his setup as one server, one laptop, no office, no house, hardly any expenses and no funding.

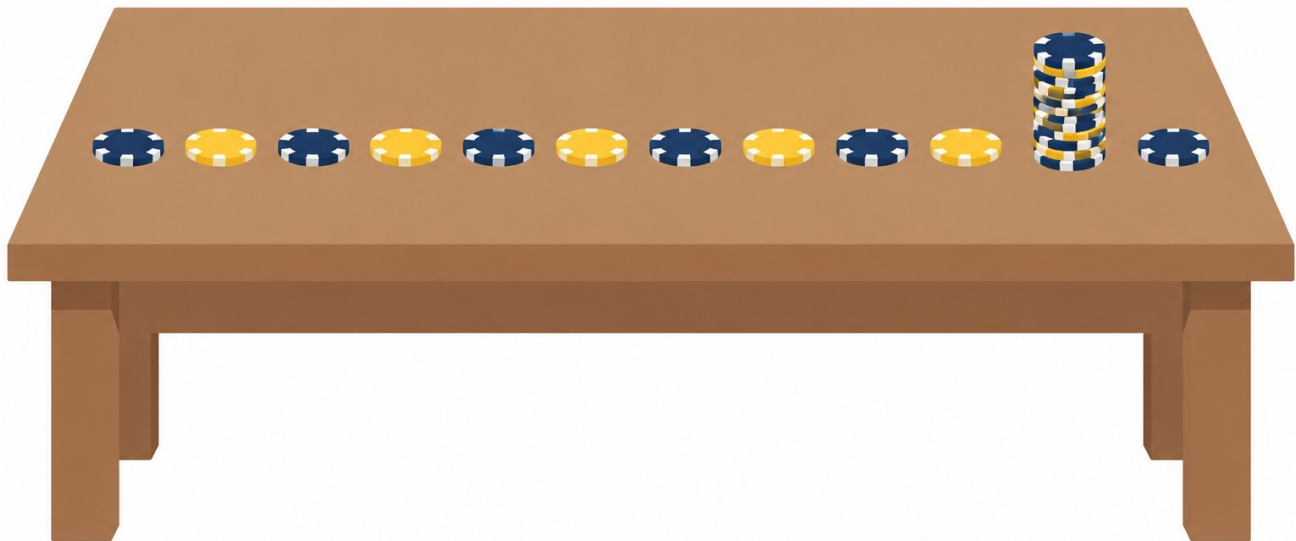
By 2019 he had nearly 12,000 paying customers, and his ad budget was zero.

Years later his sites were handling billions of visits a year, and hosting all of it cost him \$244 a month.

In one month of 2026, one product brought in \$105,000. He kept about \$80,000 of it as profit.

That's why cheap matters so much.

When every bet costs almost nothing, you can afford to place a lot of them, and every extra bet is another chance for one to pay off big.



Most of the small bets stay small, and that's fine, because one of them grows into the stack that matters.

The greats in every field think about attempts the same way.

Michael Jordan said he missed more than 9,000 shots, and James Dyson built over 5,000 versions of his vacuum before one worked.

Jeff Bezos said Amazon's success came down to how many experiments it ran.

Scientists have measured it too.

In a study of about 250 young people, the ones who came up with the most ideas were also judged the most creative by a panel.

Across history, the most famous creators hit at about the same rate per attempt as everyone else, and they simply made far more attempts.

For you, that means your goal this month is to put one small bet in front of buyers, where they can see it and pay for it, and then start the next one.

AIM ALL TWELVE BETS AT THE SAME TARGET

The winners add one thing to volume.

Their bets connect, so each one uses what the last one taught them, and they **refine** their way forward.

A team of researchers studied more than 10,000 people applying for science grants, along with startup founders trying to sell their companies.

At their first failure, the people who went on to win looked just the same as the people who never did.

By the second try the two groups had split. The winners got measurably better with each attempt, while the others kept starting from scratch.

So pick one target for all twelve bets and keep it fixed, like the same kind of buyer or the same kind of problem.

Then change one thing each round based on what the last round showed you.

That way bet number six is far sharper than bet number one.



Every shot lands closer when you aim at the same target and adjust after each one.

Studies of artists, film directors and scientists found the same pattern across whole careers.

Their biggest work usually came after a time of trying many different things, and then a time of focusing hard on one.

Your twelve bets are the trying time, and the bet that people pay for is where you focus next.

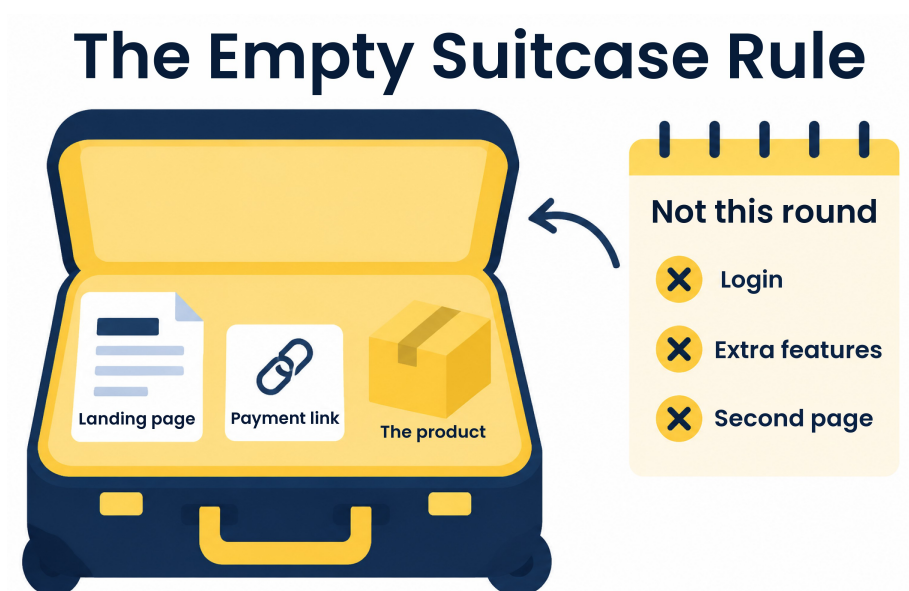
Quick check: Before each new bet, finish this sentence: 'Last time I learned ____, so this time I'll change ____.' When you can fill both blanks, you're refining.

THE EMPTY SUITCASE RULE

The Empty Suitcase Rule keeps every bet small enough to finish. Picture a carry-on case with room for exactly three things: a landing page, a payment link and the product itself. A landing page is the single web page that says what the thing does and who it's for. A payment link is a link from a payment company that lets someone pay you by card, and you can make one in a few minutes.

Nothing else fits, so there's no login, no extra features and no second page.

Whenever you're tempted to add something, write it on a 'not this round' list instead. Some of those ideas will turn into your next bet.



Anything that doesn't fit in the suitcase goes on the list and waits for a

later bet.

The hard part is figuring out what you shouldn't add, right? Which you shouldn't build because you don't have time.

The programmer behind the twelve-in-twelve challenge

He gave himself one month per project and said he was 'pretty strict about that.'

The time limit forces the cuts, and the cuts are what let you finish.

His AI photo product, one of his big earners, launched with a checkout page and then a plain private link instead of a login.

A proper sign-in arrived about a year later, once money was already coming in.

Packing has never been cheaper.

His newest project, a flight game, was built in about 30 minutes with an AI coding tool, and he added a payment link that sells little pixel fighter jets inside it.

Keep your job while you do all this. A study followed more than 6,300 American entrepreneurs for many years.

The businesses started by people who kept their jobs were 33% less likely to close.

Your paycheque means each bet costs you some evenings and never your rent.

KNOW WHO WILL FIND IT BEFORE YOU BUILD IT

Most people build first and then wonder where the buyers are. The winners do it the other way round.

He said you have to think about how people will find the thing, because posting 'this is my new startup, you should use it' gets you nowhere.

His answer was to look on forums like Reddit for a problem people were already complaining about, solve it, and go back with a message along the lines of 'I made this thing that might solve your problem, and maybe it's free for now.'

That message works because the buyers are already gathered in one place and already talking about the pain. You're answering a question they asked.

Another solo founder, who ran his own twelve-in-twelve challenge after years of failed startups, kept a simple rule for this: **half the time building and half the time selling.**

Most beginners spend nearly all their hours building, so just moving to an even split puts you ahead of them.

Before you build anything, write down the exact place your buyers hang out and the post you'll share there on launch day.

FIND THE PLACE WHERE YOUR BUYERS ALREADY COMPLAIN ABOUT A PROBLEM BEFORE YOU BUILD ANYTHING



THE GIFT THAT EXPIRES

His very first product of the challenge pulled songs out of people's email and turned them into a music page.

Tens of thousands of people used it. It made nothing because, in his words, there was no payment button.

The Gift That Expires fixes that on day one. You launch with a way to pay already in place, even if it's just a tip jar or a payment link. You give the core of your product away free for a set stretch, so people use it and pass it around. Then, on a date you picked in advance, you switch on a real price and email everyone who downloaded it.

The free stretch builds a list of people who already like what you made, and the switch turns that list into income.

None of the attention you earn goes to waste.



The free stretch builds the list, and the price switch turns it into income.

A young designer did exactly this with simple digital templates.

He gave them away free for about two months with a tip jar, and the tips reached \$100.

Then he changed the price and emailed every person who had downloaded. He made over \$3,000 in the first month after the switch.

The next year his template sales reached \$239,000, with no money spent on ads.

Look at where his money came from, too.

His priciest template sold for \$130, and it made over \$100,000 in profit that year on its own, while the cheaper ones brought in lots of smaller sales.

When one thing pulls harder than the rest, give it a bigger, better version and charge properly for it.

His selling routine was simple.

He posted a few times a day, replied to at least ten other people, and wrote one longer, useful post each week.

WRITE DOWN WHAT COUNTS AS A LOSS BEFORE YOU LAUNCH

The quickest way to lose a year is to keep an idea alive because you never decided what failing looks like.

So before each launch, write two things on paper: the date you'll judge the bet, and the result it needs by then.

Make it a test that can actually fail.

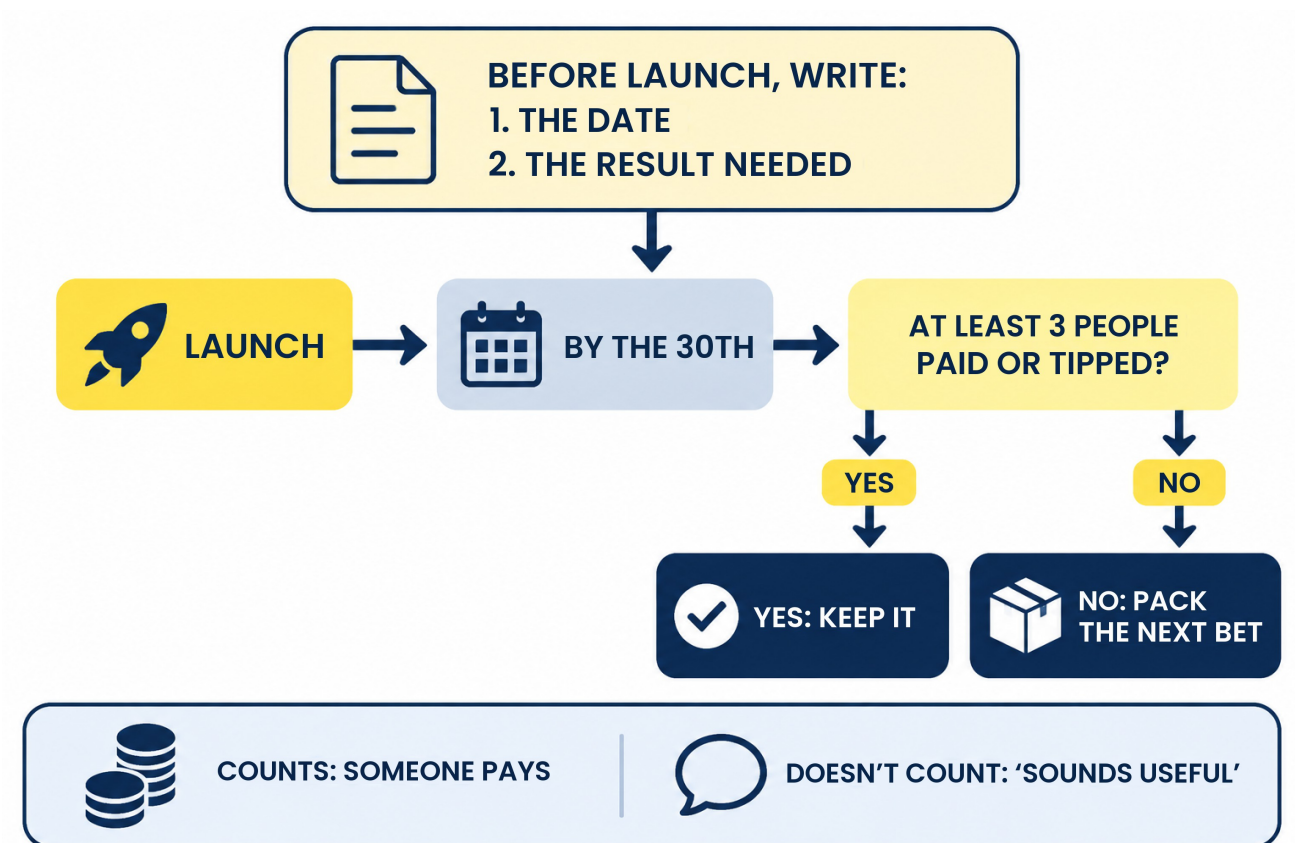
Someone paying, even a small amount, tells you far more than a friend saying 'that sounds useful.'

A good rule reads something like 'By the 30th, at least three people have paid or tipped, and if not, I pack the next bet.'

Four trials covering 759 small firms taught founders to treat their ideas the way a scientist would, by saying what they expected and then testing it.

Those founders were quicker to drop ideas that weren't working and change direction.

That's exactly what you want, because every weak bet you drop fast frees up weeks for the bet people are paying for.



YOUR 12 DAYS, TEN MINUTES AT A TIME

The whole method fits into ten minutes a day, and in 12 days it takes you from a blank page to your first bet live.

Some evenings you'll want to keep going past ten minutes, so let yourself, but ten is all you owe.

The days fall into four stretches: Days 1-3: Choose, Days 4-6: Pack, Days 7-9: Build, and Days 10-12: Launch.

- 1 Day 1: Write down ten problems people complain about in places you already read, like forums, Facebook groups or comment sections, and note where each complaint lives.
- 2 Day 2: Circle the one that's cheapest to test, the one you could solve with a single page and a product built in a month. Write its promise in one sentence.
- 3 Day 3: Write your rules on paper: the one-month limit, the review date, and the result the bet needs by then.
- 4 Day 4: Post your commitment where people will see it, saying what you're building and when it ships. He announced his challenge in public because then he actually had to do it.
- 5 Day 5: Write your landing page: the headline, who it's for and what they get.
- 6 Day 6: Make your payment link or tip jar and put it on the page. Start your 'not this round' list.
- 7 Day 7: Start the product, using an AI tool if it helps, and build only the core.
- 8 Day 8: Keep building, and move anything extra onto the 'not this round' list.

- 9 Day 9: Write your launch post for the place your buyers gather, offering the thing that might solve their problem, free for now.
- 10 Day 10: Launch by publishing the page and the post.
- 11 Day 11: Reply to every comment and message, and write down what people ask for.
- 12 Day 12: Set your price-switch date, book your weekly review, and write down the name of bet two and the one thing you'll change.

Your 12 Days



Three days for each stretch, and by the end of the fourth your first bet is live.

Ten minutes a day sticks best when the start is tiny and tied to something you already do.

One writer began with a single push-up a day, and it grew into more than 200 straight days of exercise, plus far more reading and writing than he had ever done.

So give yourself an if-then plan, such as ‘When I put the kettle on after dinner, I open my bet notebook.’

Across hundreds of tests, plans worded this way have been one of the strongest ways found to get people to follow through, because the moment arrives and the decision is already made.

Set it up the night before: In one study, gym-goers who left a packed gym bag by the door exercised more over six weeks. Leave your laptop open on your bet page before you go to work, so starting takes one tap.

AFTER DAY 12, KEEP PLACING CHIPS

A burst of new habit gives you a strong start, and that boost fades over the next few months unless something keeps it going.

That’s why day 12 is where your second bet begins.

Every week, take ten minutes on the same evening to look at what sold, what people asked for, and what’s waiting on your ‘not this round’ list.

On each bet’s review date, keep it or pack the next one.

Then run another 12 days for bet two, changing the one thing you wrote down.

Now jump ahead six months, when you've placed six bets. A couple of them flopped and cost you a few weekends you barely remember.

One of them has people paying every month, and you've given it a better version with a proper price.

You're still in your job, but the side income has stopped feeling like a side thing.

When that winner starts to pull, give it most of your time, because that's the moment you stop trying lots of things and focus on the one that pays.

After Day 12: The Loop That Keeps You Placing Bets



THE BELIEF THAT GETS YOU TO BET NUMBER SEVEN

One last piece decides whether you place bet seven after bet six flopped. The people who build big incomes from small bets see themselves as people who finish and launch things, who learn fast, and who money comes to.

Many of them build that belief on purpose with affirmations: beliefs you choose, worded so your mind can grow into them, said with feeling every day for months. Lines like these fit a person placing bets:

- I'm the kind of person who launches before it feels ready.
- Every bet I place makes the next one sharper.
- I'm getting better every week at spotting what people will pay for.
- Money comes to me through the things I finish.

A review of 129 studies covering nearly 18,000 people found that short affirmation exercises helped people feel better about themselves and less anxious, and the benefits lasted.

Brain scans show affirmations light up the brain's reward areas, and the effect is stronger when the words point at the person you're becoming.

So say yours as someone on the way up.

Picture the result as well, often and vividly, right down to the sound of your first payment landing.

The top performers add a second layer and rehearse the work itself step by step, the way an athlete runs through a race in their head.

See yourself writing the launch post, answering the first question and sending the price-switch email.

Keep your stack, place one chip at a time, and when one bet starts to pay, put your time and effort behind it.

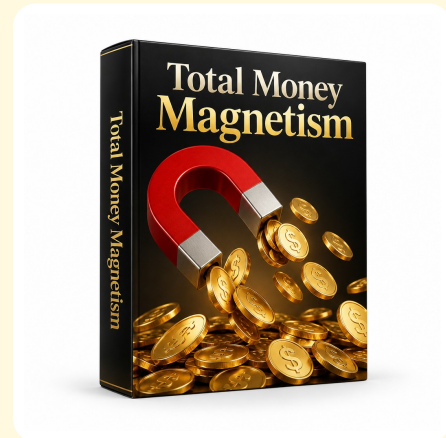


Build the belief that gets you to place bet seven, in a few minutes a day

The last piece of the 12 Bets Method is seeing yourself as someone who finishes, launches and gets paid.

That belief is what gets you to bet seven.

Total Money Magnetism is a manual plus six audio tracks from hypnotherapist Dr. Steve G. Jones.



- ✓ You get six audio tracks that take a few minutes a day, so the belief work fits right beside your ten-minute bet sessions.
- ✓ There are no workbooks or exercises to fill in, so you just press play once a day, even on the evenings you're tired.
- ✓ One track walks you through ten success principles of self-made multimillionaires, which you can hold up against your next bet.
- ✓ Another lays out more than eight ways to make money doing what you love outside your job, so your list of bet ideas keeps growing.

It's \$9.95 once, it downloads straight away, and it has a 60-day money-back guarantee, so you can play the first track tonight.

Get the six audio tracks

I may earn a commission if you buy through this link, at no extra cost to you.

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