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FOREWORD

By Mike Geerinck

I stand before you as a person with a story to tell, and with countless lessons I've learned from the past. Stories and lessons I'm happy to share with you in the hope that you'll learn from the mistakes I once made, and to explain the deeper lesson I want you to understand. I'm exposing myself to you to show you that I'm not an overnight expert or someone who 'cracked the code' one day. In fact, it took me 8 years of struggling before I gained my first success, and during this time I developed skills and obtained knowledge that not many people have.

I've spent well over \$75,000 working with successful entrepreneurs who were experts in their industries. I've worked with:

- An 8-figure consultant who taught me everything about funnels & organization.
- A 7-figure marketer who taught me everything about team management.
- A 7-figure entrepreneur who taught me everything about cold outreach & organic marketing.
- A 9-figure media buyer who taught me everything about advertising and how to scale a business through metrics and paid traffic.
- A 9-figure SaaS entrepreneur who taught me everything about persuasion and direct-response copywriting to generate more sales with webinars and sales pages.

What I discovered along the way were not just the strategies and skills I possess today, but also the fact that 99% of people out there don't care why you're not getting results. You may not like hearing this, but 95% of success comes down to mindset and having the courage to put yourself out there. Only 5% is about implementation. Most people who struggle, already know the framework, but they fail to believe that success is also possible for them, and because of that, they procrastinate.

I also stand before you as a business owner. Together with my team, I built OlympiaHub. Not because I randomly woke up one day and decided to create a massive piece of software, but out of frustration. To find leads, I had to prospect on Facebook and LinkedIn. I discovered that 90% of my day was filled with boring repetitive work. Even when I tried to replace myself with a virtual assistant, I still had to be available. That's why I created Olympia, a Facebook lead-gen assistant that searches for my ICA based on keywords, opens the conversation with a welcome message, and includes a built-in colored CRM to manage my leads, along with canned responses that allow me to reply with a single click.

On top of that, I built all my websites with WordPress and several plugins. If one plugin wasn't updated by its owner, my website would either crash or stop working properly. This led to me building my own builder, and eventually, we decided to turn Olympia into OlympiaHub, allowing all users to take advantage of the tools they need to run and operate an entire business from a single platform.

Besides OlympiaHub, I have nothing else to sell you. My goal is to help you build the business of your dreams. I even purchased the domain unlimitedleads.co for \$5,800 with that vision. To create a platform that educates and inspires online entrepreneurs. I also wrote this book to share my strategies, frameworks, and scripts with you.

You'll see that I don't hold back on the information. One day, I hope you'll tell your spouse, friends, family, or even your children, *"This is the man who changed my life."* I hope this book inspires you to start your own business and to implement the strategies I'm giving you inside.

I wish you the best.

A handwritten signature in black ink that reads "Mike Geerinck". The script is fluid and cursive, with the first letter of each name being capitalized and prominent.

INTRODUCTION

I don't want to discourage you, but building a million-dollar business won't happen overnight. Nor will I make a promise that you'll achieve this in the next 12 months. Anyone who makes such claims is either delusional or deeply disconnected from reality.

I say that because nowadays, with so many influencers and overnight so-called 'experts', it's harder to separate those with good intentions from those who don't. Anyone without good intentions is simply trying to mislead people by making ridiculous claims and supporting those claims with visual attention, even when that intention has been faked.

Example 1: A major influencer who has built a muscular body with low body fat claimed through his content that he created this body by eating raw meat. When the truth came out, it appeared that he had built this body by taking steroids.

Example 2: Another 'famous' influencer said that when he started in car sales, he was the best car salesman in the United States. But there's no such list ranking the best car salesman in the United States. If you have even a little experience in sales and listen to what this man is saying, you're going to ask yourself, *"What the hell are you saying? What is wrong with you?"*

Example 3: Many so-called 'millionaires' claim to have built their empire with dropshipping, e-commerce, forex trading, crypto, you name it. They showcase results either through photoshop, by building a fake website where they can manipulate numbers, or by renting out a Lamborghini and using it for marketing purposes.

Oftentimes, when you see someone who claims to have achieved a certain result, you have to ask yourself *"what is this person trying to get out of this all"*.

99% of the time, people who claim to have achieved certain results in an industry, and then try to sell you a course on how to get those results as well, most likely don't have the results they claim and simply hope people will believe them and buy their courses. I call that fraud.

There are, of course, people who actually do have the results they claim. For them, selling a course is either part of their legitimate business model, which is completely fine, or they created a course purely to help others and give it away for free. Because for them, the purpose was never to profit from teaching it. Their intention is to help.

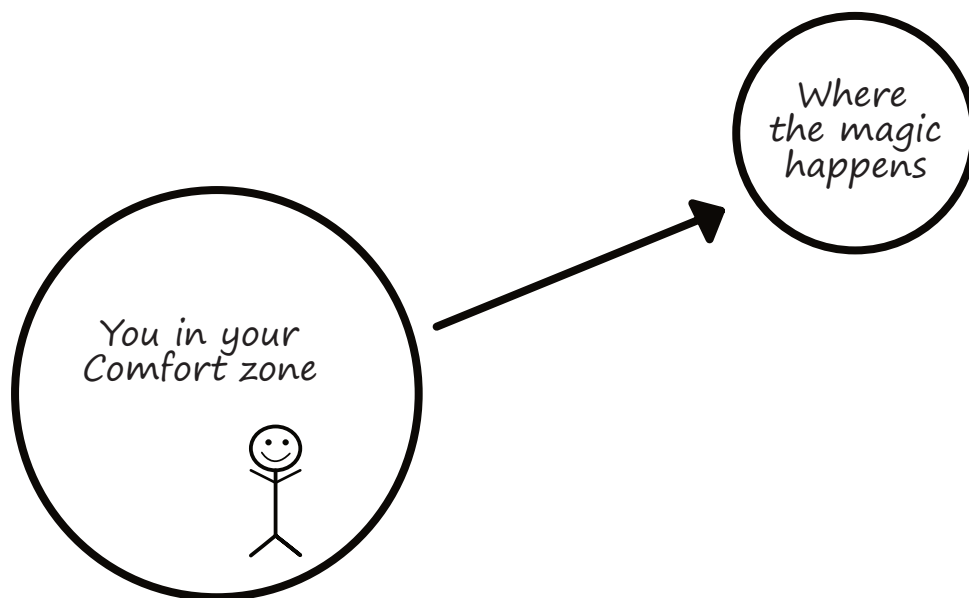
My intentions for making this book is to give you the blueprints to build a business that goes from \$0 to 7-figures through a proven roadmap I call 'The road to 7-figures'. How long the journey takes, 12 months or several years, depends entirely on the efforts you put in and the skills you bring to the table. Building a million-dollar business requires more than ambition. It demands patience, persistence, courage, and practical abilities like copywriting, persuasion, sales, marketing, and so much more.

In the beginning of your entrepreneurial journey, you need to develop a wide range of essential skills to grow your business. At this stage, you likely won't have the funds to hire employees, which means everything falls on your shoulders. As a result, you may feel like you're hitting an invisible ceiling, working hard but not achieving the results you want. Even if you already possess certain skills, you'll still face challenges such as:

- **A conversion issue:** You can't turn traffic into leads and leads into paying clients.
- **A traffic issue:** You don't know how to promote your offers, so nobody know who you are, and what you do.
- **A production issue:** You haven't systemized your delivery, so you can't keep up with the demand.

These problems happen for two reasons: either you lack the right skills to solve them, or you're emotionally attached to what you're currently doing, making change uncomfortable.

Your brain is designed to keep you safe, not to make you successful. That's why stepping outside your comfort zone feels unnatural, it feels strange. That's your brain's protective mechanism urging you to stick with what's familiar, even if it keeps you stuck.



Have you ever noticed that when you do something outside your routine, it feels uncomfortable? It almost feels wrong, like it doesn't belong in your day. So instead, you fall back on what feels comfortable, watching TV, scrolling on your phone, playing video games, or doing literally anything except that one thing you know you should do.

Experienced entrepreneurs will always tell you, "*you must do what needs to be done if you want to become successful, not what feels comfortable now.*" Because that one thing that feels uncomfortable today will still feel uncomfortable tomorrow, next week, or next year. So what's the point in delaying it, if it has to be done anyway?

Easy life now → Difficult life later
Difficult life now → Easy life later

EXERCISE

\$1,000,000

Sit back on your couch in a relaxed position, close your eyes, and take a deep breath. Imagine you just won \$1,000,000 with the lottery, and have cashed your check. This \$1,000,000 will arrive in your bank account, within 3 business days. How do you feel? Invincible? As if you can handle the world? That electric euphoric energy is the feeling I want you to hold on to. Let's take it one step further:

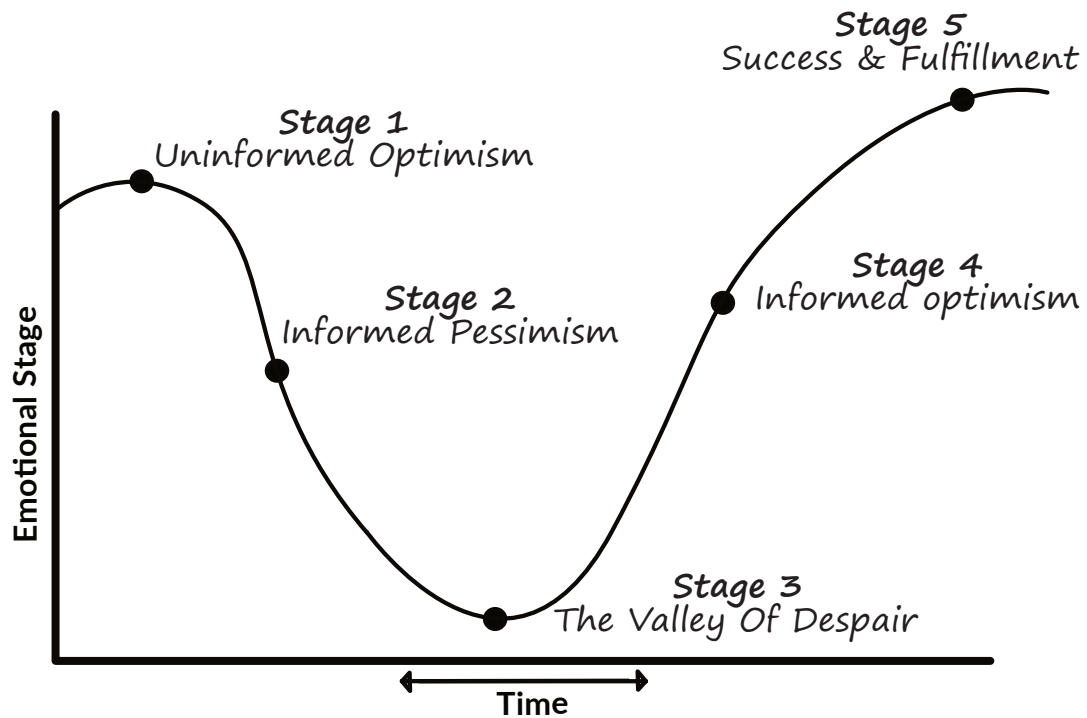
- Picture what your life looks like with that money in 3 days from now.
- Where are you living? What kind of home surrounds you?
- What car is parked outside? Who's with you?
- How do you feel? How are you dressed?
- What are you doing every day?
- How do you treat people?
- How do people treat you?

Be as specific as possible. See it, Feel it. Hear it. Smell it. Your mind must be fully immersed in that reality. That feeling is what you must hold onto every single day. And if you need to repeat this exercise daily, so be it. Because that feeling will eventually create a chain reaction.

Wishing → feeling → acting → receiving.

Your brain does not know
what is real, and what isn't.
That's why a dream can feel so real.
You can also use this technique,
to work things out in your favor!

THE JOURNEY OF AN ENTREPRENEUR



THE 5 STAGES *Explained!*

Stage 1: Uninformed optimism

This is the initial stage in which you've been sold on an idea that this system, this business model, this strategy, whatever it may be, is the best way for you to make money. Maybe it is, maybe it isn't. You are uninformed about the entire process, because you first have to learn what it really takes. But you're optimistic, because the presenter showed it all to you as if it were really that easy.

Stage 2: Informed pessimism

This is the stage in which you've tried the system, process, or business model someone claimed would be easy. But now you understand that it is not as easy as they made it seem. You are now informed, and you realize that you have been misled. This makes you pessimistic, believing that it won't work for you.

Stage 3: The valley of despair

This is the stage everyone ends up in, no matter if someone is successful or not. Here, you face the choice: quit or move forward, despite the odds being against you. Most people who realize they have been lied to give up. They say *"well, ecommerce didn't work for me"* and then jump into something else. Without realizing it, they return to stage one, chasing a new opportunity, and they end up repeating the same three stages over and over again.

Stage 4: Informed optimism

If you've chosen to continue learning more about your business or industry, and you are willing to give this strategy a real chance, you move into this stage. You must be open-minded and willing to take in new information, while diagnosing your problems with data. By doing so, you start to see that you are not as far from success as you thought, and you enter informed optimism.

Stage 5: Success & Fulfillment

This is the stage where you've achieved your goal. You've identified the missing key elements that kept it from working before, but you kept iterating the process until it clicked.