Is ClickBaitPays Sustainable?

Here's the back story to why Clickbaitpays came into being.

Back in 2001 when I was doing job placement for people who are visually impaired/blind, I was thrust into a huge dilemma after the 911 attacks.

The US economy was at virtual standstill. People were in a daze. Not believing what had just happened, and not knowing what to do next. Our fairy tale existence had turned into a nightmare.

My dilemma was how to get jobs for people who are blind in such an environment. It's a challenge to create a paradigm shift where employers can envision a person who is blind doing their jobs under the best of circumstances. These were certainly not that.

As I was praying about this, God planted the idea in my head that I needed to read my 5 page "Supported Employment" contract, that I signed with the state for most of my clients. I had no reason to think there was anything in there of use, as I'd read it dozens, if not hundreds of times, but I trust the Lord's guidance.

As I reread this contract under the influence of the Holy Spirit, a sentence jumped up off the page and slapped me up side the head with one of the biggest epiphanies of my life. It stated that I could pay employers to train our clients who they hired. I had read this many times, but it never impacted me the way it did this time. Under previous conditions I had no reason to want to pay employers to do this, as that's what my staff and I did.

Under these new circumstances, I suddenly realized, that if mom and pop shop owners weren't making any money, and couldn't pay themselves, this could be a Godsend for them. It could make hiring my clients who were blind, a lifeline for their businesses and personal survival.

This paradigm shift on my part, introduced a whole new way of marketing my services. I no longer approached business as a rehab services provider practically begging them to hire my clients. I presented my services as a lifeline for their businesses. I presented an opportunity for them to receive about $15 per hour for training a new employee they paid $7 per hour. This changed my whole way of looking at how to provide social services. At that point, I realized that Economic Development was the solution to many of societies problems.

Due to this paradigm shift, I placed more visually impaired/blind clients in jobs, the year following 9/11, than I had in the two previous years, combined. The state counselor who referred the most clients to me, tied the all-time placement record for his region, that year, in the worst economy since the great depression.

That opened the door for more creative solutions. Enter internet marketing, and more specifically, 12 Daily Pro.

Charis Johnson, who initially made her reputation as a high ranking Pampered Chef distributor, introduced 12 Daily Pro through LifeClicks, LLC, on April 18, 2005. The "autosurfing" opportunity provided a way for me to help those clients who I wasn't successful in finding employment for, to still benefit from my services.

My good friend, the late D.H. Howell, called the internet "the great equalizer" because of the access to income opportunities it offered to people with disabilities. D.H. was the founder of the Chamber of Commerce for Individuals with Disabilities (CCID), a 501c3 nonprofit. His vision was to create the only Chamber of Commerce in the world that paid its members to join.

We forged a partnership, because of our similar visions and passions for creating financial independence for people with disabilities.

He had a system set up where he accepted donations of old computers, had IT College students to refurbish the computers as volunteers, as a way to fulfill their internship requirements, and boost their limited resumes. He would have these interns load JAWS, the primary screen reader to make computers accessible to people who are blind, at least st that time. He would then sell me these computers for $50. I would give them to my clients, along with an AOL floppy disc to set up an email account (IYKYK).

I would then use the $6,000 the state paid me to look for them a job, to fund their 12 Daily Pro account. We divided the $6,000 into 3 deposits of $2,000 each, spread out a week apart. By the 4th week, they had a stable weekly income.

I received a portion of this money back as a referral fee each time they deposited. Over time, I received my $6,000 back, plus profit. I was making money creating an income for people who had very little otherwise, and had been in the federal/state Vocational Rehabilitatiin system for years, if not decades.

Unfortunately, all of that ended in February 2006 when the online-payment processor, StormPay, froze the company's funds, halting the their ability to pay members, and the SEC filed some truly bogus charges sealing their fate.

I've been angry about this for 20 years. The government couldn't begin to conceptualize a better, more profitable, system for helping people in need, than what I created using 12 Daily Pro as a vehicle. It worked flawlessly for about 11 months without missing a single payment, until Stormpay froze their account.

At the time Charis moved her funds to StormPay she had over $51,000,000. For 11 months, she hadn't missed a payment, even though her business had scaled to $51,000,000. We're using her math.

For 20 years I've been contemplating how to recreate that system in a way that wouldn't meet the same demise.

Clickbaitpays is the manifestation of that dream.

Using Charis' original parameters, I came up with a formula wherein I crunched the numbers on what it would take for ONE person to join and be able to earn indefinitely. The idea was to mathematically prove to myself that this one person could profit from this venture, along with the platform profiting at the same time.

Once the math on this was solid and provable, I presented it to the Admin team. They all looked at the math in an attempt to find the holes in the theory, but couldn't.

We then turned the math theory over to our Programmer, a long-time friend. He likewise failed to poke holes in the math.

The Programmer and another tech savvy admin member, who are both quite proficient with prompt engineering when interfacing with A.I.'s, then ran it through the AI ringer. This proficiency with prompt engineering when interfacing with A.I.'s, is important to note, because "garbage in, garbage out" is of extreme importance when dealing with ChatGPT or any other A.I. out there.

In the end, they ran the entire project through three A.I./Large Language Models and each of these models came back with the same conclusion: that the math and the plan was indefinitely sustainable.

PTCs are popular these days. They're having their day in the sun. That's what prompted me to adapt Charis' math to that model. We're using the PTC model as the "outer layer" of what we created to contain the math and the plan that I originally formulated from Charis' framework.

However, as successful as her model was, various additional longevity features have been baked into the system here:

1. The mathematical formula as I mentioned above

2. The 7-day wait period on payouts to ensure the program has adequate daily reserves for all withdrawals. Charis only had six days, but the payment processors of her day were instant.

3. Additional internal and external income streams to the CBP platform itself, feeding the program.

Internal income streams:

1. Not everyone who purchases ads are participating in the paid to click. That's pure profit.

2. The login ads do not pay commissions. That's pure pure profit.

3. The 10% activation fee does not pay commissions. Pure profit.

4. The 10% withdrawal fees do not pay commissions. Pure profit.

5. We will be adding banner ads and email ads as additional income streams.

External income streams include:

1. signups to all of our other projects marketed. I've already had several signups in other projects from the ads.

2. Investing unencumbered earnings to make them grow.

3. Sister projects like HydraLevels, and other projects to be added.

From the inception, utilizing the above strategies, we've worked hard to make this the "anti-ponzi".

CBP may look more "tame" and "conservative" compared to some of the other popular PTCs out there. This is by design.

This system was designed using the math of one person, no growth. About 7 people and 3-5 AI systems reviewed the math, and confirmed the sustainability.

That stated, if Coca Cola stops selling Cokes tomorrow, they go out of business. Every business in every industry depends on continued sales to stay in business. The term "business" is derived from it's literal meaning "busy-ness." As long as we stay busy, we stay sustainable.