



## **Module #1: Setting The Stage**

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# **Introduction**

I 'm going to shake things up a bit, right here at the beginning.

What you're going to learn in this course is proven to make money. In fact if you stuck at this, it can be the foundation and basis of a **million-dollar internet business**.

I know, because I've used this to make millions myself on the internet.

You don't need 100 different ways to make money online. All you need is one way that works.

Not one way that might work if you get a lucky break. Not one way that will work if you're some kind of genius. You need a single approach that will work for regular people who have a desire to succeed, and a willing to put in at least a little effort to make that happen.

Making money online isn't ever quite as easy as pressing a button when you're just starting out. Don't believe that hype (yes, that's what it is).

But there's no reason for you to spend months or years toiling away at things that don't have much likelihood of making you any money.

In this course, I'm going to show you how to set up a single online business structure that will not only make you a nice income very quickly, but also will give you a platform to build a long-term business on.

You don't have to be a genius to do this. You'll have to learn some things, but I'll walk you through what you need to know, step by step...and I'll even point you to some helpful videos along the way.

Remember, making money online is either a hobby or a business for you.

If you treat it as a hobby, you'll probably get hobby results. That probably won't let you quit your job and work from home.

If you treat your online efforts as a business, though, you could see yourself replacing your current income within 12-18 months at the outside. That's not hype. It's not a pipe dream. It's real. I've helped literally hundreds of people do it.

You could be the next one.

**Read on...**

# 1.0 Course Overview

**T**his course is about moving away from a focus on quick money-makers to thinking in terms of a long-term business

Most people just starting out in Internet business want to make money fast, either because they have a desperate financial situation, or because they hate their jobs and desperately want to leave them.

I can understand. But I also know that your desperation can lead you down the wrong path. So I need to make sure you get on the right road and stay there!

What I'm going to do here is

- Give you an overview of the entire course, so you can see where you're headed
- Tell you the correct mindset to have as you're working through the course, so you can set yourself up for future success
- Suggest some tools you'll want to have close by as you study and implement the various lessons

This course has no fat. I'm sure you're tired of fluff that doesn't help you achieve your goals. Instead, this is going to be all meaty stuff you can use immediately.

Let's jump right into the pool!

## 1.1 The Big Picture

It's usually helpful to see the big picture of where you're going to be headed before you get started. That gets your mind ready to be engaged throughout the journey, and keeps you from distracting yourself with worries about what's around the corner.

And the best way to see where you're headed is to get a feel for what you'll end up with at the end. I'll give it to you right here, but first, let me take a small step back so you can know why I'm starting where I am for this course.

Most people who consider trying to make money on the Internet end up gravitating toward something called *affiliate marketing*. To define it simply:

**Affiliate marketing is promoting somebody else's product for a cut of the profits.**

It's not hard to understand that idea. It's like being a salesman—you don't have to create the product, you just sell it. But Internet affiliate marketing has some serious advantages that make it an attractive business model for many people:

- **It's a quick way to get started.** All you need is a product to promote, a very simple website, and a way to drive traffic to whatever it is you're promoting.
- **It costs next to nothing to get started.** If you're really in a financial pinch, you can start for free, although I don't recommend that. Even if you spend a little money, though, I'm talking about less than \$250. There's no other business online or offline that I know of where you can get started so cheaply.
- **The potential rewards are huge.** Successful affiliate marketers (and being known as the World's #1 Super Affiliate lets me speak from experience here) can easily rake in millions of dollars in nearly passive income every single year.

With that introduction, you might think I'm going to recommend that you start out as an affiliate marketer...but I'm not.

Instead, I'm going to recommend that you start with selling various types of *reprint rights* products. You'll typically see three flavors:

- **Private Label Rights (PLR).** These products let you pretty much edit/change them however you want (the specific terms vary by product), including putting your name on the product as the creator/author.
- **Resale Rights (RR).** These products give you the right to resell them as-is. You can't change them, or put your name on them as the author, but you can sell them all day long.
- **Master Resale Rights (MRR).** These products are like RR products, but you get to pass along the resale rights when you sell them (that might mean just basic resale rights, or the master resale rights as well).

You'll buy these products outright, meaning you'll purchase whatever flavor of reprint rights a product carries with it.

A natural question to ask at this point is which type of reprint rights product should you buy (and then sell)? That's a judgment call, but here's an overview of the pros and cons of each:

	Pros	Cons
RR	<ul style="list-style-type: none"> <li>• Lets you sell a product without creating it...and you get to keep 100% of the profits</li> <li>• Lets you start selling fast</li> <li>• Often comes with a package that makes it easy to get set up to sell</li> </ul>	<ul style="list-style-type: none"> <li>• Somebody else's name is still on the product</li> <li>• You don't have any control over product content/quality</li> <li>• You can't "personalize" the content in any way</li> </ul>
MRR	<ul style="list-style-type: none"> <li>• Same as RR</li> <li>• Lets you pass along RR or MRR, which increases the perceived value of your product</li> </ul>	<ul style="list-style-type: none"> <li>• Same as RR</li> </ul>
PLR	<ul style="list-style-type: none"> <li>• Gets you 90-100% of the way toward a product without any work on your part</li> <li>• You get to keep 100% of the profits on your sales</li> <li>• Gives you complete flexibility with content and quality</li> <li>• Lets you put your name on the product as the author</li> </ul>	<ul style="list-style-type: none"> <li>• Can be more expensive</li> <li>• Might not include a package to make it easier to sell right away</li> </ul>

As you can see, the big benefits of just about any reprint rights product are these:

- You get to sell a product with only a fraction of the work it takes to create a product on your own
- You get to keep 100% of the profits (or at least control how you share them)

That's a very powerful combination. And with PLR, you get to have your own product without doing nearly as much work as you would have to do to create one from scratch.

### **A Note About Terminology**

You might have heard the term *reprint rights* used as a synonym for resale rights. That's not how I'm using the term. I'm using it as a general term to describe all three of the types of "rights"



products I just talked about. Keep that in mind as you read.

That's fine, but why would I recommend that you start there instead of as an affiliate marketer? Let me tell you why.

You see, affiliate marketing is a fantastic way to make income online. But it's also a bit of a shortcut.

Affiliate marketing is a great way to make money quickly, but it also can paint you into a bit of corner, like this:

- **What if you can't find something great to promote?** Then your income might take a hit.
- **What if your biggest income producer goes belly up?** Hey, it happens. You can be promoting a product that accounts for 50% or more of your income, and have the site owner quit the business. Then you have to start all over again and scramble to make up the income.
- **What if people get tired of your promotions?** This happens too, and people who are only affiliates can be hit pretty hard by it. When the core of your business is promoting things, your income is jeopardy if people get tired of the message.

To make this easy to see, let me compare reprint rights marketing to affiliate marketing as business models in a simple table:

	Affiliate Marketing	Reprint Rights Marketing
Lets you start selling quickly, without necessarily doing anything to create a product	✓	✓
Very cheap to set up	✓	✓
Solid income potential	✓	✓
Your income is at risk if what you promote disappears	✓	
You control the product		✓

	Affiliate Marketing	Reprint Rights Marketing
You're building your own business based on your own brand		✓
You get to control how you treat people		✓
Have to buy a product		✓
Takes a bit more work to get started		✓

To summarize, with reprint rights marketing your risk goes down and your control goes up. You're also building your own business based on your own brand. That's a critical difference.

And the things about a reprint rights marketing business that might look negative (like having to buy a product, or do a bit more work to get started) aren't really that bad. I'm going to show you how to buy products cheaply, and how to take most of the work out of getting set up to sell them.

But even more important than those things I just showed you is the fact that a reprint rights marketing business focuses you on the right mindset. Let me explain what I mean.

## 1.2 The Right Mindset

Like I mentioned before, most people just starting out in Internet business want to make money fast, and that pushes them in a particular direction. I've seen it over and over again:

**People just starting out tend to focus on “money-makers,” not on growing a long-term business.**

That's why affiliate marketing seems so appealing. I'm sure you've seen statements like this on sales pages that recommend affiliate marketing related courses or products:

*Affiliate marketing is one of the fastest, easiest ways to make money online. Best of all, you don't even need your own product!*

That's absolutely true. I've even said it myself. But it's only part of the story. The "rest of the story" (as radio personality Paul Harvey might say) is that you're going to end up wanting your own product...and your own brand to put that product under...and your own business that you control pretty much 100%.

Affiliate marketing doesn't give you those things.

It's much smarter to start by focusing on growing your own business and brand, and use affiliate marketing as part of your overall strategy to make money while you do that. That's exactly what the reprint rights marketing model I'm going to show you how to set up will let you do. It has three big advantages:

1. It's still relatively easy and inexpensive to set up...and you can make money with it quickly
2. It gets you started on growing your own business and brand
3. The income potential is still huge

In short, the right Internet business mindset is this:

**You should focus on growing your own brand and business online, while you achieve a consistently positive cash flow quickly.**

The reprint rights marketing model I'll walk you through fits that to a "T," and will keep you on the right mindset road over the long term.

## 1.3 Suggested Tools

Just because reprint rights marketing (or affiliate marketing, for that matter) are easy to set up and run, that doesn't mean you don't need any tools to help.

At a minimum, you'll need:

- A domain (for example, *www.YourSite.com*)
- A hosting account for your website
- An HTML editor of some kind to create your web pages
- An FTP program to put files on your web server

- A word processing program to edit PLR material, etc.
- A PDF creator to create downloadable PDF files
- Graphics software for editing graphics that come with reprint rights packages, or to create your own graphics
- An autoresponder account
- A way to take credit card payments online

There may be some other tools you'll want to pick up as you go along, but I'll talk about those when the time is right. For now, let me talk very briefly about that core set of tools you'll need. I'm not going to get into much technical detail here (that will come in Lesson 3), but I'll give you some preliminary understanding so you're not in the dark about anything.

## 1.3.1 Your Domain

A *domain* (also called a *domain name*) is like a street address on the world wide web. When somebody types *http://www.yourdomain.com* into a web browser, he'll arrive at your website's home page.

What your domain will be is up to you, and will be driven by what product you want to sell.

If you're selling a PLR product on list building, for example, you might purchase *listbuildingsecrets.com*. But don't assume you buy whatever domain you want. You'll need to see if it's available first. You can do that at various sites that let you buy domains. I personally recommend this one:

<http://www.NameCheap.com>

You can search for available domains right at the top of the page:



Once you've found one you want, you can reserve it for probably about \$10 at any one of these *registrars*:

- <http://www.NameCheap.com> (the site I just showed you)

There are plenty of registrars to choose from, but there's one popular one you might want to steer clear of—GoDaddy.com. They have very strict rules about spam complaints, and you can find your site disabled without any way to appeal the decision. You're better off using one of the two I just gave you.

When you've reserved your domain, you need to host it.

## 1.3.2 Web Hosting

A website is really a bunch of files, some of which can be displayed by a web browser like Internet Explorer or Firefox. To make your website accessible to the world, you'll need a *hosting account*.

Hosting companies own web servers. They'll rent you space on one to put your website files, and they'll tell you how to tell your domain registrar how to send traffic to the right web server.

Hosting companies typically charge monthly fees for their service. The fees vary, but there are two I know of that don't charge very much but still give you great service.

The first is <http://www.HostGator.com>

That's the hosting company I use myself. You'll get great features and service with it. The second is <http://www.LunarPages.com>

Their Baby plan is probably all you'll need for quite some time, and it's only \$7.95 per month.

You'll be able to host as many domains as you want, which will come in handy as you grow your business to sell more than one product.

If you're thinking that you want to save the \$7.95 per month by going with a free hosting provider, don't do it. Those companies usually have very bad support, and they usually limit your account in ways that will be more frustrating than helpful.


Linux Web Hosting


Windows Web Hosting

» Linux Web Hosting Packages

?	Plans	Hatchling	Baby	Business
?	Disk Space	UNLIMITED	UNLIMITED	UNLIMITED
?	Bandwidth	UNLIMITED	UNLIMITED	UNLIMITED
?	Domains Allowed	1	UNLIMITED	UNLIMITED
?	Free Dedicated IP	✗	✗	✓
?	Free Private SSL	✗	✗	✓
?	Pricing	\$4.95	\$7.95	\$12.95
?	Proceed to Checkout	Order Now	Order Now	Order Now

## 1.3.3 An HTML Editor

When it comes time to create web pages for your site, you'll use a language called *HTML* to do it. It stands for Hypertext Markup Language. It's based on a series of tags which tell a browser how to display things, like this:

```
<strong>some bold text</strong>
```

You can use Notepad on a Windows computer to type your HTML, but since that's just a text editor, you're prone to make errors. HTML editors help you write HTML so you don't make any mistakes and create a page that a browser can't display properly.

<http://www.NVU.com> is a great free editor.

With it, non-technical people can build nice web pages that look professional, even if they have zero HTML experience.

Another one to try is Dreamweaver. It's a very powerful tool, and the learning curve can be steep, but doing the basics with it isn't all that hard. You can get a free trial at <http://www.adobe.com>. You'll also find links to video tutorials there, or you can Google *dreamweaver tutorial* to find plenty of them online.

## 1.3.4 FTP Software

An HTML editor lets you create pages, but you'll need FTP software to get those pages to your web server.

FTP stands for File Transfer Protocol. An FTP program lets you connect to your web server and copy files from your computer up to that web server. That's what people mean when they talk about *uploading* files (it's the opposite of *downloading*, by the way).

Here's a great free FTP program you can download:

<http://filezilla-project.org>

You can download the version that's good for your computer (for most people that's probably the Windows version). Once you've downloaded it and installed it—which is as easy as double-clicking the file you downloaded—you'll be all set to upload files.

I won't talk about how to do that yet. I'll come back to the detailed how-to instructions in Lesson 3.

## 1.3.5 A Word Processing Program

A word processing program lets you create or edit ebook files (or write business letters, or make your shopping list).

You might be familiar with Microsoft Office, or the Microsoft Word program that comes with it. That's probably the most popular word process program available today, but it's also a little pricey if you don't already have it.

A great alternative that won't cost you a dime is Open Office:

<http://www.OpenOffice.org>

It has programs very similar to ones in the Microsoft Office suite of programs, including one called *Writer*...which is pretty much Microsoft Word for free.

## 1.3.7 A PDF Converter

If you buy a PLR ebook and you change it to put your name on it, you'll need to create a PDF file from it.

PDF stands for *(P)ortable (D)ocument (F)ormat*. It's a format anybody with any computer can read (but not edit), as long as he has the free Adobe Acrobat Reader.

*The good news is that Open Office lets you automatically create PDF files from Writer files with the press of a button.*

If you already have another word processing program and you just want to be able to create PDF files, you can try free options like this one:

<http://www.doc2pdf.net/converter>

## **1.3.8 An Autoresponder Account**

An *autoresponder* is what lets you schedule emails to send to people automatically. It's really just software. You can buy your own autoresponder to install on your web server, but the smarter choice is to subscribe to an autoresponder service.

You'll pay a monthly fee to do that, but the huge benefits are:

1. You don't have to maintain (or set up) the software yourself
2. Your emails are much more likely to get delivered

I recommend the following autoresponder service:

<http://www.GetResponse.com>

You'll be allowed to set up an unlimited number of autoresponders and messages within each one. And you can send out broadcast messages to your list anytime you want. It's extremely easy to set up your account, and it costs only \$19.97 per month.

Another very popular option is <http://www.AWeber.com>, although they've raised their prices recently to a level significantly more than Monster Response™.

Apart from having all the tools you'll need for your internet business, it's a fantastic program that builds you a HUGE passive income too!



## 1.3.9 A Payment Processor

When you sell stuff on the Internet, you absolutely must accept credit card payments. If you don't, you'll lose business.

Fortunately, this has become very easy to do. The simplest way to get started is to set up a PayPal account.

PayPal is an ingenious online service. People sign up for free accounts. Then they can send money to each other as easily as sending an email that authorizes PayPal to take money out their PayPal account and put it in somebody else's PayPal account. Then the person receiving the money can withdraw it to a linked bank account.

PayPal makes money by charging a transaction fee when you receive a payment, but it's pretty small.

It's easy to sign up for a free account. Go to <http://www.PayPal.com> and click the **Sign Up** link at the top of the page:



That takes you to the page where you choose your account type:

You have three different types to choose from:

- **A Personal account.** This is what most people have, and it's probably a fine way to start your business...but it won't let you accept credit card payments (it's PayPal to PayPal only).
- **A Premier account.** This is the first account level that will let you take credit card payments. It's a fine place to start.
- **A Business account.** This is the "full" business account. There are fewer restrictions on how much money you can accept, and you'll even get a customer support number specifically for business accounts.

Pick your account type and click the **Start Now** button to complete the signup process, which is easy to understand and simple to complete.

Another option for taking credit card payments online is to sign up at <http://www.ClickBank.com>.

This company will let you take credit card payments and will also let you manage a simple, easy affiliate program for your own products. They'll handle paying your affiliates for you every two weeks. It's a great tool.

I'll talk more about how to set yourself up as a ClickBank Publisher to sell products later.

For now, all you need to do is sign up for a free ClickBank account that will give you a unique *nickname*, which is what ClickBank calls your ID (your free account won't let you sell products, but having the account is a necessary first step).

You'll find the sign-up link on the **Promote Products** tab:



Fill out the simple form with your contact information. At the bottom, you'll see a place where you can choose your unique nickname:

## ClickBank Signup Form

Use your mouse, or *tab* and *shift* tab to move from blank to blank.

\* Required

### Where shall we send your checks?

Country: \*

Payee Name: \*

Street / PO Box: \*

Suite or Apt #:

City: \*

State / Province:

Zip / Post Code: \*

### How can we contact you?

Your first name: \*

Your last name: \*

Your email address (example: joe@aol.com): \*

Your phone number (required!): \*  ext:

Address of your Web site (if any):

### Select a nickname for your new account

Account Nickname ± (5-10 letters & digits): \*

~~Check here to receive targeted, account-specific promotions from ClickBank via email:~~ ☐

± the nickname you choose will be the "ClickBank ID" for your account. It will be visible to the customer every time we sell one of your products, and will appear on the memo line when we send you a check. Keep in mind that the nickname cannot be changed once your account has been opened.

Now that you're familiar with the tools you'll need, you're ready to understand the single biggest key to making the reprint rights marketing system work...

## 2.0 Researching Demand

**D**id you ever see the movie *Field of Dreams* starring Kevin Costner? There's a part in the movie where a mysterious voice says, "If you build it, they will come!"

That's how a lot of people try to run their reprint rights marketing business. They find a good deal on some reprint rights material, buy the stuff and then try to figure out how to sell the products. That's a very bad idea.

The smarter approach is to find a hungry market first, then find reprint rights products to sell to that market. At a minimum, you should research demand before you buy a "great deal" you found...or you might end up realizing it wasn't such a great deal after all.

Researching demand is the key to making this system work. If you have a great product but no one is buying, you won't make money.

Fortunately, researching demand isn't as hard as you might think, and you can do it with free tools. Here's how...

## 2.1 What You're Looking For

What you're really looking for is what people are buying.

You don't care about what they're shopping for, so you're not going to start with keyword research. But keyword research can help you determine what people are buying, and I'll give you some tips.

You're going to use two free tools for your research:

- The ClickBank Marketplace
- Google

There are lots of other tools you could use (such as Amazon.com or eBay.com), and other steps you could take to refine your search, but I'm going to keep this simple. Demand research is more of an art than a science, so don't worry about "the right way" to do it. What I'm going to give you is an efficient way that consistently yields good results.

Now I'll walk you through the two very simple steps.

## 2.2 Step 1: Find A Promising Niche

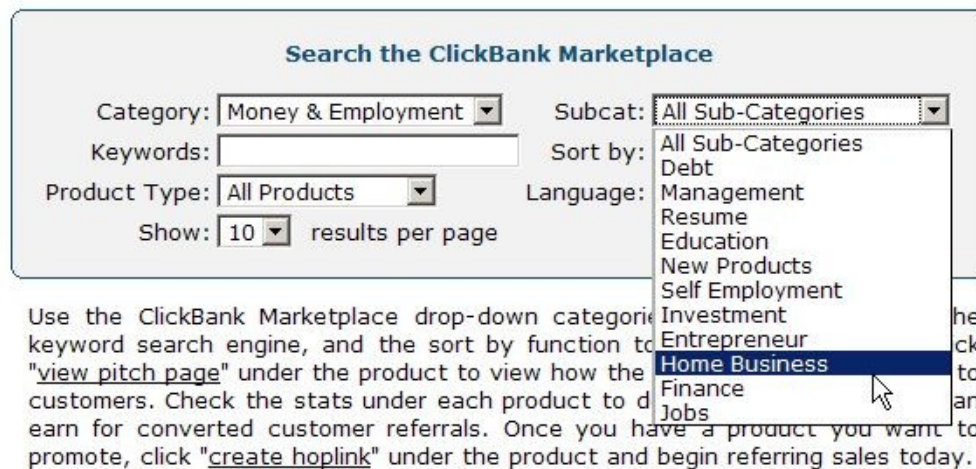
It all starts here. You have to have some idea of what niche market you might target before you can dig into it and see if the profit potential is there.

Here's where the ClickBank Marketplace will help you a ton.

You can search the Marketplace for products in various niches. The Marketplace has nine *categories*:



Think of those categories as broad niches, or even markets. There are *subcategories* within each of those, which you can see on the Marketplace search form when you choose a category:



In this example, the **Money & Employment** category has 11 subcategories, including **Home Business**.

Your job is to pick a good subcategory to target. That's your niche.

There is no "right" or "wrong" subcategory—there are simply ones that make more or less money for you. There's no definitive list of good niches anywhere. You have to find them as best you can. But here are some niches that have performed very well over time:

- Weight loss
- Making money at home
- Personal success
- Pet management and training

To get even more ideas, you can sign up for this service:

<http://www.NicheADay.com>

That service will send you information about different niche markets every single day for free. You'll also get a set of keywords you can use to target that niche. It's a great way to get more ideas.

But what really tells you if a niche is likely to be profitable is how popular it is with affiliates.

## 2.3 Step 2: See If Affiliates Like It

What a minute! Didn't I say you aren't going to focus on affiliate marketing?

Yes, so don't misunderstand what I'm saying here. Affiliate popularity tells you whether or not other marketers find a niche profitable enough to target. That gives you direct evidence that the niche is probably a place where you can make money yourself. You won't target it as an affiliate, though—you'll target it with your reprint rights products.

But how can you tell if affiliates like a niche? It's easier than you think.

The ClickBank Marketplace itself can give you a clue about which ones are likely to be winners.

I target the Home Business niche a great deal myself, so I'll show you how the Marketplace tells me that's likely to be a profitable place to spend my time.

First, you'll want to search the Marketplace in your subcategory to see what products are selling there. Choose your category and subcategory, and sort by **High Gravity**, like this:



### Search the ClickBank Marketplace

Category:

Subcat:

Keywords:

Sort by:

Product Type:

Language:

Show:  results per page

ClickBank *gravity* is a product ranking system based primarily on recent product sales and affiliate popularity. So it's an easy clue to what affiliates like most—higher gravity means more popular with affiliate marketers.

When you do the search, you'll get results like this:

- 1) [Real Money Doubling Forex Robot Fap Turbo - Sells Like Candy!](#) Fapturbo Is The Only Automated Forex Income Solution That Doubles Real Monetary Deposits In Under 30 Days. No Backtest Tricks. The Best Converting And Best Performing Forex Product On The Planet, Period. No Wonder It Sells Like Candy.  
\$/sale: \$70.45 | Future \$: - | Total \$/sale: \$70.45 | %/sale: 60.0% | %refd: 83.0% | grav: 837.88  
[view pitch page](#) | [create hoplink](#)
- 2) [Maverick Money Makers - Get Paid For Life!](#) Maverick Money Makers Are Actually Making Money! Affiliates Earn \$90+ Per Sale! Highest Payout Of Any Top 10 CB Product! Top Converting Offer Online. Affiliates Making \$110,324 In One Month! New Promo Tools: [www.MaverickMoneyMakers.com/tools](http://www.MaverickMoneyMakers.com/tools).  
\$/sale: \$40.04 | Future \$: \$48.06 | Total \$/sale: \$88.10 | %/sale: 50.0% | %refd: 84.0% | grav: 329.24  
[view pitch page](#) | [create hoplink](#)
- 3) [Project Quick Cash - Got A Minute? Encash It...](#) Insider Reveals Five Quick, Slick & Zero-Cost Secret Techniques That Earns Him As Much As \$13,150 For Just 2 Hours Of Smart Work!  
\$/sale: \$12.48 | Future \$: \$87.83 | Total \$/sale: \$30.70 | %/sale: 60.0% | %refd: 93.0% | grav: 231.34  
[view pitch page](#) | [create hoplink](#)
- 4) [Commission Blueprint :: \\$6513/day CB & Google Tactics.](#) Huge Commissions & Extreme Conversions. \$524,000k From One CB Account Promoting One Product? Easy Money For Affiliates. Grab Your Promo Tools: [www.CommissionBlueprint.com/affiliates.htm](http://www.CommissionBlueprint.com/affiliates.htm).  
\$/sale: \$38.76 | Future \$: \$97.31 | Total \$/sale: \$65.23 | %/sale: 60.0% | %refd: 92.0% | grav: 224.41  
[view pitch page](#) | [create hoplink](#)
- 5) [Yahoo Cash 4 Idiots.](#) The Google Game Is Over! The Most Profitable Ppc Champion Is Here To Stay...Video Proof: \$463,590.22 In Only 58 Days! A Brand New Discovery (The Yahoo 'Glitch'). Affiliates Earn 60% On Main \$77 Product And 60% Recurring On \$67 Backend Product!  
\$/sale: \$40.71 | Future \$: - | Total \$/sale: \$40.71 | %/sale: 60.0% | %refd: 91.0% | grav: 214.25  
[view pitch page](#) | [create hoplink](#)
- 6) [Paid Surveys Etc.. #1 Survey Site.](#) Insane Conversions With New Sales Copy... Must See. ##  
[Http://www.paidsurveysetc.com/affiliates.php](http://www.paidsurveysetc.com/affiliates.php).  
\$/sale: \$21.33 | Future \$: - | Total \$/sale: \$21.33 | %/sale: 75.0% | %refd: 95.0% | grav: 178.35

Those are the products in the category ranked by gravity score, in descending order. What counts here are the green statistics in each result entry. They look like this:

\$/sale: \$70.45 | Future \$: - | Total \$/sale: \$70.45 | %/sale: 60.0% | %refd: 83.0% | grav: 837.88

Here are the stats you want to pay attention to, and why:

- **\$/sale.** This tells you how much money an affiliate makes on each referral sale. When you're seeing high numbers here, that means products in this niche are selling for high prices.

- **%/sale.** This tells you the percentage commission an affiliate makes on each referral sale. Percentages in the 50-60% range tell you that products are popular enough not to have to pay 75% commission (the ClickBank maximum) to attract attention.
- **%refd.** This is the approximate percentage of all sales that come from affiliates. Higher numbers here mean affiliates are responsible for most of the sales, which means there's LOTS of affiliate activity in this niche...a good sign for you.

When you look at the top 10 products in the Home Business subcategory, you see an excellent set of statistics. This niche is a winner.

Some people will say it's "too competitive" or "too crowded." Well, they have a point—there is a lot of competition here. But the pie is gargantuan, so you can take a small slice without having to fight people for it.


You can use the same research approach for any niche you might want to target.

Once you've found a niche that looks good, it's time to dig a little deeper to see how hard affiliates are hitting it. The easy place to start is the Google Keyword Tool. You'll find it here:

<https://adwords.google.com/select/KeywordToolExternal>

It's 100% free to use, and it's a great way to research affiliate activity.

The main page looks like this:


It's All About Results™
[Help](#) | [Contact Us](#)

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### Keyword Tool

Use the Keyword Tool to get new keyword ideas. Select an option below to enter a few descriptive words or phrases, or type in your website's URL. [Keyword Tool Tips](#)

**Important note:** We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws.

new Want more keyword ideas? Try the [Search-based Keyword Tool](#), a new tool that will generate ideas matched to your website.

Results are tailored to **English, United States** [Edit](#)

<p><b>How would you like to generate keyword ideas?</b></p> <p><input checked="" type="radio"/> Descriptive words or phrases (e.g. green tea)</p> <p><input type="radio"/> Website content (e.g. www.example.com/product?id=74893)</p>	<p>Enter one keyword or phrase per line:</p> <div style="border: 1px solid #ccc; height: 30px; margin-bottom: 5px;"></div> <p><input checked="" type="checkbox"/> Use synonyms</p> <p><a href="#">Filter my results</a></p> <p><a href="#">Get keyword ideas</a></p>	<p><b>Selected Keywords:</b></p> <p>Click 'Sign up with these keywords' when you're finished. We'll remember your keyword list when you create your first campaign.</p> <p><i>No keywords added yet</i></p> <p><a href="#">+ Add your own keywords</a></p> <p><a href="#">Sign up with these keywords</a></p>
--	--	---



Enter what's likely to be a main keyword in your niche. For example, I might choose *make money online*. Here are the results I get when I click the **Get keyword ideas** button and choose *Show All* in the **Choose columns to display** dropdown:

Calculate estimates using a different maximum CPC bid:

Choose columns to display: ?

US Dollars (USD \$)

Recalculate ?

Show/hide columns

Keywords	Estimated Ad Position ?	Estimated Avg. CPC ?	Advertiser Competition ?	Approx Search Volume: November ?	Approx Avg Search Volume ?	Search Volume Trends ?	Highest Volume Occurred In	Match Type: ? Broad
Keywords related to term(s) entered - sorted by relevance ?								
make money online	1 - 3	\$2.97	<div></div>	368,000	450,000	<div></div>	Nov	<a href="#">Add</a> ?
how to make money online	1 - 3	\$3.15	<div></div>	49,500	40,500	<div></div>	Jul	<a href="#">Add</a> ?
make money online now	1 - 3	\$3.23	<div></div>	4,400	5,400	<div></div>	Nov	<a href="#">Add</a> ?
make money online fast	1 - 3	\$3.61	<div></div>	14,800	14,800	<div></div>	Nov	<a href="#">Add</a> ?
make money online free	1 - 3	\$2.74	<div></div>	33,100	27,100	<div></div>	Nov	<a href="#">Add</a> ?
make money online	1 - 3	\$3.59	<div></div>	18,100	27,100	<div></div>	Nov	<a href="#">Add</a> ?

If you sort the results by Approx Avg Search Volume (by clicking the column header), you'll see the keywords in order of which gets the most searches.

Again, you're not necessarily going to be using pay per click (PPC) ads to get traffic to your site, so don't worry about the cost per click (CPC) figures as a potential cost for you at the moment, but do pay attention to them. Here's what you're looking for:

- **Lots of Advertiser Competition.** This means lots of people are spending money to target the niche...which probably means there's profit to be made. You want lots of solid green bars here.
- **A high Estimated Avg. CPC.** This means people are paying lots of money for the top three ad spots on Google...another sign there's plenty of profit to be made.
- **A high Approx Avg Search Volume.** This tells you lots of people are searching for keywords in your niche...which means you're likely to be able to get lots of traffic, which you can translate into sales.

In my example, you can see lots of keywords that have solid green bars, estimated average CPC number well above \$1, and large numbers of searches. That's a good indication that my niche is a healthy one.

But rather than taking Google's word for it, check out the affiliate popularity of your niche more directly by searching Google yourself.

Take a keyword that looks popular, such as *make money online* in my example, and Google it yourself. I get these results when I do that:

The screenshot shows a Google search results page for the keyword "make money online". The search bar at the top contains the text "make money online" and the "Search" button. Below the search bar, the results are displayed in two columns. The left column contains organic search results, and the right column contains sponsored links. The organic results include links to "Extra Income", "Make Money - Free", "Make Money Online", "Make Money Online | Make Money At Home With A 13-Year Old", "How to Make Money Online for Beginners", "Bidvertiser - Pay Per Click Advertising On Sites Of Your Choice", "Make Money Online (Without Spending a Dime)", "Make Money Online | Make Money From Home", and "Make Money Online". The sponsored links on the right include "Trump Real Estate Class", "Nasdaq & Forex Options", "How To Make Money Online", "Big \$ in Diet Supplements", "Cash Gifting for Cheap", "Make Money Online", "Skill Games Online", and "Want to Make Money?".

Google make money online Search Advanced Search Preferences

Web Blogs Books Results 1 - 10 of about 115,000,000 for **make money online**. (0.54 seconds)

**Extra Income** [iiaab.com](#) Earn a Extra Income Online with a Trusted Product. Sponsored Links

**Make Money - Free** [www.ProjectPayday.com](#) You won't get rich but you can **make** a realistic \$200 to \$5,000 a month.

**Make Money Online** [moneymakerinfo.blogspot.com/](#) - 79k - [Cached](#) - [Similar pages](#) - [Feedback](#)

**Make Money Online | Make Money At Home With A 13-Year Old** [www.carlocab.com/](#) - 44k - [Cached](#) - [Similar pages](#) - [Feedback](#)

**How to Make Money Online for Beginners** [makemoneyforbeginners.blogspot.com/](#) - 152k - [Cached](#) - [Similar pages](#) - [Feedback](#)

**Bidvertiser - Pay Per Click Advertising On Sites Of Your Choice.** [www.bidvertiser.com/](#) - 70k - [Cached](#) - [Similar pages](#) - [Feedback](#)

**Make Money Online (Without Spending a Dime)** [entrepreneurs.about.com/od/homebasedbusiness/a/makemoneyonline.htm](#) - 28k - [Cached](#) - [Similar pages](#) - [Feedback](#)

**Make Money Online | Make Money From Home** [www.successwithauctions.com/](#) - 18k - [Cached](#) - [Similar pages](#) - [Feedback](#)

**Make Money Online** [www.canimakebigmoneyonline.com/](#) - 83k - [Cached](#) - [Similar pages](#) - [Feedback](#)

**Sponsored Links**

**Trump Real Estate Class**  
Donald Trump Classes Teach You How to Invest in Real Estate  
[www.trumpuniversity.com](#)

**Nasdaq & Forex Options**  
Up To %75 Return Every Hour Start **Making Money** Today!  
[www.EZtrader.com](#)

**How To Make Money Online**  
Can your website **make more money**? Try Google AdSense - Learn more.  
[www.google.com/adsense](#)

**Big \$ in Diet Supplements**  
How You Can **Make** \$5K/Week with Weight Loss Products; Free Report!  
[www.DietBizInABox.com](#)

**Cash Gifting for Cheap**  
Cash gifting \$150 low start-up Automatic Income System  
[www.Abundantlivingsystem.com](#)

**Make Money Online**  
Wish You Could Get Rich? Take Your Chance To Get Rich!  
[www.LWSFreedom.com](#)

**Skill Games Online**  
Win cash with your skills. Challenge others at GameDuell.  
[www.GameDuell.com](#)

**Want to Make Money?**  
Dont get Ripped off. **Make Money** with these Scam Proof Programs!  
[Ripoff-Review.com](#)

[More Sponsored Links »](#)

What you're looking for is a full set of Adwords ads on the right side of the page, with at least a few of them targeting the specific keyword you searched for, and at least a few selling affiliate products (click on the ads to find out). Let me explain why...

The more ads there are that are selling affiliate products, the more affiliates see this as a profitable niche. If it weren't profitable, you wouldn't see many ads, because the smart marketers are avoiding it.

Remember, you're not looking for an "undiscovered" niche—those really don't exist. It's smarter to find a niche where lots of people are spending lots of money already. What I've shown you how to do is take a "back door" approach to finding that out by looking at the suggested affiliate profit potential of the niche.

Now you know how to gauge demand in a niche. All you have to do is pick one and run with it.

## 3.0 Conclusion

I told you at the beginning that this course will be about one approach for making money online that works. Now you've started using that approach, which is very simple and straightforward, even for a beginner.

To start things off, I gave you the big picture so you'd know where you're heading with the steps I'll walk you through.

Then I described some of the tools you'll need to take those steps. Most of them are free, and all are easy to use. I'll give you more detail about specific tools when the time is right.

Finally, I told you how to use free tools to research demand and pick a niche that's likely to make you money. No method for doing that is perfect, but the one I've given you is easy and quick, and it usually works!

As you can see already, you don't have to be a genius to do this. I'm not a genius myself, and I make good money online. It's not about getting lucky, or knowing powerful people. It's about doing simple things that make sense, and doing them consistently. That's where profits come from.

In the next lesson, I'm going to show you how to buy and prepare your reprint rights products.

If the world of reprint rights is new to you, you'll have to learn some terminology, and get familiar with the tools you need to use. Don't worry, it's really not hard at all. If you can read, you'll be all set.

I'll see you in the next training module...

To Your Success!

# **Recommended Resources**

This book is full of great resources, so I wanted to collect them all in one place for easy reference.

<http://www.NameCheap.com> – A great place to search for available domains, and to register them at very low cost.

<http://www.NVU.com> – simple, free tool for creating nice website, even if you know nothing about HTML.

<http://www.Adobe.com> – You can get a free trial of the *Dreamweaver* HTML editor here.

<http://filezilla-project.org> – A free FTP program.

<http://www.Aweber.com> – Arguably the most popular autoresponder on the planet.

<http://www.GetResponse.com> – Another autoresponder option.

<http://www.OpenOffice.org> – A set of programs much like Microsoft Office...but it's free!

<http://www.doc2pdf.net/converter> – A free PDF converter (you use it from a web browser).

<http://www.ClickBank.com> – The web's most popular affiliate product marketplace. It's free to sign up for a nickname which will let you promote any of the 10,000+ products they host.

<http://www.PayPal.com> – The most common way to accept credit card payments online (remember, you'll need at least a Premier account to do that).