



MODULE 1: Niche Selection & Monetization

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James Brown & Stuart Stirling

Introduction

We're sure that you've heard that "**The Money Is in the List**" and this is absolutely true! We believe that if you build a list everything else will fall into place when it comes to building a successful online business.

You must create a responsive list of subscribers that are in touch with your message; this is going to be one of your most valuable assets!

We're going to show you how to build a list of active prospects that will be eager to open your emails and purchase your products or the products that you recommend.

These subscribers will become **raging fans and open your emails** without even thinking about it!

The last thing you want to do is come off a sleazy sales man. We've developed a different route over the years that have been working like gangbusters for us for quite a while now.

Now it's Your turn to take this information and create a profitable business.

What we provide you here with is a workable action plan that you can use to be up and running as soon as tomorrow.

These are very simple techniques that just about anyone can do, but more importantly they are **DEADLY** effective when it comes having a responsive email

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list and building an online business.

All you need is the information we're about to share with you and a few tools to begin.

So let's get started!

Why Residual Income TRUMPS All

I don't know about you, but I don't want to spend the rest of my days working away at a computer scraping by using the latest money-making technique.

That's just not what I pictured when I go into this business.

I just wanted to add a quick word before we got into the actually meat and potatoes of the course so that you feel more compelled as to WHY you should take action on this information.

Residual income is going to be your greatest wealth building tool because all you have to do is work once and continue to profit. If you do this enough times you're building wealth!

That's exactly what list building is in my opinion because I've built list in many different niche markets months ago that still pay me on autopilot!

It feels good waking up every morning with sale notifications and more money while I was knocked out cold!

The cool thing is... I'm going to show you how to do exactly what I do. Normally this information would cost you thousands but these days my motive is to help people, because I already have plenty money.

How to Choose a Profitable Niche

If you already have a product or you're marketing an affiliate product then you can go ahead and skip this chapter, unless you really want to learn some great techniques.

If you're starting from scratch then we're going to get you into profit mode as quick as possible. The way we do this is by finding profitable Clickbank products to promote. This is nothing revolutionary for all you PROs out there but finding Clickbank products that are selling well but not too well is a good way to get your Clickbank account bursting at the seams.

There are several ways you can find profitable eBooks and software that's in the Clickbank marketplace.

Uncovering Profitable Clickbank Products

Clickbank uses an algorithm called "Gravity" to indicate how many sales and affiliates are actually promoting the product. You can determine how active a certain Clickbank product is by looking at it's gravity.

If you visit the Clickbank Marketplace

(<http://www.clickbank.com/marketplace.htm>) you select a category and sort the products by niche.

In this case, let's say for instance you selected "health & fitness" as your niche.

Here is the gravity breakdown in terms of how much competition there is:

- **0 – 50 Gravity** is way too low, in most cases there not making any sales. If affiliate aren't promoting the product then that means it's not making any money
- **50 – 200 Gravity** is the "sweet spot" we want to stay in the range because that means that the product is making consistent sales and there isn't much competition.
- **200+ Gravity** is just way to much competition, many people promoting and a lot of traffic sources are starting to get diluted.

After sorting all "health & fitness" products by gravity (high to low) I found a product that I would promote that is in my range.

Health & Fitness

Narrow Results by: Product Type | Language | Billing Type

Sort results by: Gravity

Low to High
High to Low

No Nonsense Muscle Building &/or Your Six Pack Quest

Avg \$/sale
\$43.22

Promote

05/24/10 Update: 50% Boost In Conversions from Video Sales Page! Top Muscle Program On Net for Past 3 Years! Earn Up To \$120.34 Per Hop With New Backend Commissions. Sign Up For Money Making Newsletter
<http://www.vincedelmontefitness.com/affiliates.php>

Stats: Initial \$/sale: \$24.80 | Avg %/sale: 75.0% | Avg Rebill Total: \$44.81 | Avg %/rebill: 75.0% | Grav: 171.83

Cat: Health & Fitness : Strength Training

🇺🇸 💰 🔄 📦 ⬆️

Facebook Like 163

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As you can see, that's easy stuff! That took me no more than five minutes to find a good product to promote. It doesn't have much competition and I know that it's still making sales.

This means TONS of potential!

Using CB Engine

CLICKBANK® movers & shakers

Popular ClickBank Marketplace Products with the highest Gravity, Momentum, Ranking Change, Payout Averages & more.

SELECT PRODUCT REPORT:

Momentum Avg Top Rank Avg Top Change Avg Moving Average
 Gravity Payout Average

Momentum: Predictive Analysis tool based on a product current sales performance

Rank	Product	Chng	Mva	Mntm	\$Eps	Grav	Info
Product Averages View							
6	The Last Traffic Secret - Untouched 114 Million Market	PRO	PRO	PRO	\$22.45	229.14	i h ∞
19	Trading Manual	PRO	PRO	PRO	\$34.97	9.72	i h ∞
55	Auction Profit Machine EBay(R) System version 2.0	PRO	PRO	PRO	\$33.24	32.22	i h ∞
37	How To Grow A Ministry To Over 3000 Members Online In 28 Days	PRO	PRO	PRO	\$8.73	0.92	i h ∞

<http://cbengine.com>

There are tons of products on the "movers & shakers" list that are making affiliate TONS of money.

If you've ever used Clickbank's marketplace to search for good products based on keywords then you will see that it does you no good.

CB Engine let's you know the top selling products on Clickbank and a whole bunch of other sales performance data on each product in the marketplace.

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Sequence to Monetizing a New List

The process that you will go through to begin making money with your list can be summed up in 4 easy steps.

- Drive Traffic to Your Squeeze Page
- Offer Value
- Build Rapport
- Recommend Something Relevant

It's that easy! It's doesn't get any more complicated than that, plus I'm going to fill you in on the details.

So first things first...

Driving Traffic

This is the first step and in most cases the hardest step for most people. I will be going over free and paid traffic methods that ACTUALLY work! Driving traffic to your squeeze page will be child's play when I'm done with you.

Offer Value

Here I mean you have to offer something of value in order for people to give you there name and email address.

I usually stick with a stellar free report, there is no need to make it anymore complicated than that.

There are 3 different ways you can get this done with ease!

- **Write it yourself** – The report only has to be between 15 and 30 pages long. The key is to make them want it by conveying a lot of benefits.

Sticking with the “muscle building” niche as my example I would create a report titled...

- How Skinny Guys Can Gain Muscle
- 3 Easy Exercises That Build Muscle
- Put On More Muscle with These Super foods

A good way to knock out a quick report is come up with 5 main ideas or problems that your niche is having and then search Google and article directories pertaining to those topics as a reference.

Search Google like so:



Replace, “muscle building” with the root keyword of your niche.

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- **Using PLR** – PLR is a life saver in my eyes I use it for pretty much all my content. I can take a PLR article and add my personality to it and make it a good read.

In most cases, PLR articles come with no restrictions so you can easily take a few of these articles and put them together to create a report.

Here are some resources for picking up some PLR content at a fair price.

- <http://www.plrarticlepros.com>
- <http://www.articleunderground.com>
- <http://www.plrpro.com>

- **Outsource It** – You can get a report done for cheap by outsourcing some article writing. You can outsource some quality articles these days for about \$5 each. So you're looking at about \$50 to create a decent report.

Remember this is an investment, not an expense. You will make your money back many times over once you set all these wheels in motion.

Here are two outsourcing sites I recommend to getting these articles created.

- <http://guru.com>
- <http://getafreelancer.com>

Build Rapport

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This is a necessary step because no one likes to be sold to. They like to buy because they want to, not because they were forced or coned into buying.

In the last module I go over building rapport and establishing some type of trust with your list!

Recommend Something Relevant

If you've been marketing online for any length of time you already know that you receive a ton of emails from marketers promoting the latest and greatest product.

You don't really know them, their personality or anything like that, so in most cases you just disregard their emails.

We want to take it a notch above and actually build rapport with our list and make genuine recommendations.

You want to promote affiliate products that you've actually used or known of someone that has used them before with great success. Most people will just enter the Clickbank marketplace and find a product that everyone is promoting and send an email to their list.

This is the wrong way to go about things.

The best way to promote products to your list is to make a list of products using the formula I showed you early in this chapter.

Then search the web for REAL reviews to see if it's a great product. Forums in

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your niche is the best place to find real reviews on a product. If everything checks out, you're golden!

You can even use what you've read in the review in your email, but we will talk more about that in the last module.

How to Setup an ARMY of Income Streams

I should have saved this for the last chapter but I'm always getting ahead of myself and besides I wanted to keep the last module focused on building a relationship with your list. It's some really KILLER stuff that's taken me years to get down to a science.

You want to repeat the list building process in many different niches. I recommend setting a goal to go down the Clickbank categories list and build a list in each category.

Check out this list:



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All those categories have sub-categories, so you'll be busy for a while but like I stated before, it's all about the residual income.

Work once and get paid for life!

This will attract JV partners in all kinds of niches and other opportunities because experienced marketers know how valuable a good list is.

In Closing

Ok, so we consider this module "**Laying the Groundwork**" for the rest of the course.

At this point:

- You know why you should be building a list over anything else
- How to find profitable Clickbank products to promote
- Quick ways to get a free report done!
- And on top of all that you know what it takes to build a residual income!

Now we will be setting everything, starting with your squeeze page!

See you in the next module...

James Brown & Stuart Stirling