

# Big Niche Profits: Create Multiple Streams Of Income

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Free Stuff: Big Profit: Free stuff brings multiple streams of income. You may have heard about a concept before called multiple streams of income. If you haven't; please allow me to introduce you to the concept. Multiple streams of income are the only way to help fully secure your online profits by allowing you to collect money and income from various different sources. This enables you to stay afloat should you lose a major stream of income. Those who fail to secure multiple streams of income in the online world by throwing all their eggs in one basket run a higher risk of having to close up shop because they no longer have cash flow coming in, should their cash cow go under. The unfortunate side of all this is that it happens far too often to internet marketers who do not plan ahead or think outside the box. My most recent work this light e-book Free Stuff: Big Profit shows one amazing great way to secure many multiple streams of income that could be beneficial for years to come. So grab a glass of your favorite beverage and enjoy my teachings on a great way to start growing your income to the next level with a no fluff, no hype, no filler & always no BS approach. How to start Generating Multiple Streams of Income This system is simple in nature. Our object here is to take Free Products and make money. At first glance many wonder how they can make money with a free product. Good news is you are about to learn. Take notes as needed. Step #1 Where to find your Free products to Sell I am going to show you a couple places that I love to use to make fast easy money on free stuff. By the way they are all also Free to join. The first place is called Our Free Stuff and they have hundreds of free products that you can offer to your email list, web site, classified ads or anywhere else you'd like to advertise for many different countries. You can target your products by specific countries and for any individual offer. One of my favorite places to find free stuff to market is AdValiant. Not all of their products are free offers but many of them are and they are very easy to market. I also like The Affiliated. I suggest signing up for all 3 to find your free products. However you may use any of the major affiliate sites as well like Commission Junction, Linkshare or Performics. Though they have free offers there; they are not as readily available and require a little more searching on your part but you can still use them to make good money. So take some time to get signed up to at least the 3 freebie sites I have above and come back and I'll walk you through how you

can make a good income with this alone. Step #2 Selecting Your Free Products to Market Before I even think of a product to market I browse the different offers that each my 3 favorite networks has to available. I always look for freebies that people dont have to sign their life away for. I put myself in my customers shoes and think about How does this offer sound to me if I was to buy in. If you wouldnt take someone up on the offer dont try to market that one; go for something else. What I then look for is how do I profit from this free offer? Is it by Lead or by sale of something that gives the customer something free with the sale? Making money by a lead is sometimes the easiest way to profit with this system. If you are unsure of what a lead is; its simply when someone fills out a small form to receive something by email, and allows the publisher that you are promoting the product or offer for to capture that persons email address. This allows the publisher to target that person down the future and for that the publisher will pay you a commission. These commissions can range from \$1- hundreds of dollars depending what type of free product you are promoting. Ill give you an example of one of the leads I use to make a lot of money off of. (LEAD SAMPLE) Free PS3 Offer Sign up for a free Play Station 3 drawing Simply enter your name and email below and you are entered to win (SAMPLE END) When someone clicks your link to that publisher they go to the sample above and simply fill out the form. After they fill out the form it is then sent to the publisher and for that specific offer you get \$1.15 per entry. It doesnt sound like much but could you imagine hundreds or thousands of people generating leads for this every month? Believe me it adds up faster than you think and you stand to profit a lot of extra cash. The next type of free product is a PPA or (Pay Per Action). A PPA is generally a pay per sale. You get commissions if the customers clicks through your link and either makes a purchase at the publishers web site or whatever action they would like the customer to take; again usually a sale. So on PPA free offer I would look for something that offer something substantial free for a small membership or something similar to that. Ill give you an example of a free PPA that can be used to make a lot of extra income. (PPA SAMPLE) NutriSystem Program - One FREE Week of Food - This unique weight loss system offers the user 1 week complimentary when they sign up for the 28 day program. Just in time for summer, check this offer out! (END SAMPLE) Now this particular PPA pays \$60 every time someone signs up with them through your link! Part of the big draw with this offer is the customer gets a whole week of food free. In my studies the big dollar offers dont usually make much more than the smaller payouts. For instance a 2 day study with the first ad I showed you and the ad just above was. Offer #1- \$115 profit Offer#2-\$120 profit Now during the test I did this with

no extra promotions. I placed an add on a weight loss site I own for the second offer and the first offer was placed on a toy site I own. Both with similar traffic. I also placed an ad for each one on 2 different classified ad web sites. The obvious statement would be that something 100 free converts better than something that just offers something free. Hence the Playstation offer had 100 leads at \$1.15 each and the Weight Loss one had 2 sales but the sales were worth more. Demonstrating to me that either one would work. So those are the 2 major things finding offers now lets look at the next step. Step #3

### Keyword Research To Help Promote Your Free Product

If you have read any of my other e-books, newsletters or reports youve probably seen this next technique but it works so well. This is the best way to research your keywords you want to use to promote your free products. First thing I do is open up my free keywords wordtracker account. If you dont have a free account with keywords wordtracker yet I suggest you get one here. For even better results try this low priced keyword tool. Next what youll want to do as mentioned above and figure out what offers look good and then start doing some research. So look at the different PPA products or PPL (pay per lead) products and figure out what one youd like to delve into deeper. If you skip this part youll kick yourself later as your sales will be lower than youd like to achieve. So pay attention to this step. So what I am doing right now is scanning through my advaliant account looking for something Id like to promote. You should do the same. After about 10 minutes Ive selected one that I want to do a little more research on. There is an offer for free cigar cases. So I am going to try this one. Next I load up my free keyword wordtracker account and start doing some research. To do the research all I am going to do is type in my keywords free cigar case minus the parenthesis. The results should bring up the plural and non plural form of free cigar cases plus other references. However Upon trying these keywords I got no results. I am going to try Free Cigar instead. Even though its not exactly what I am offering it will probably get me some conversions as people wanting free cigars may want free cigar cases. Upon searching for the words free cigar again minus parenthesis- I get a screen shot that looks like this. (See Next page For Screen Shot) Now the number beside each keyword is how many times per day it gets searched (potentially) its not exact science but word tracker does a pretty good job compiling stats. Free cigar is getting searched 61 times a day and free cigars is getting searched 31 times a day; which is not bad. Thats about 1830 a month for the first word and 930 for the second. Both respectable for getting some sales. Typically I want about 1500+ searches a month to devote any amount of time to this technique. So lets use the first keyword phrase free cigar. Lets look at

our competition for these keywords by going to google and doing a search for the term free cigar minus the quotes. Upon looking at the search in Google I see a Screen that looks like this. (See Next Page For Screen Shot) Now what we want to do here is go into either the top 5 or 10 results and look at how many back links they each have. For this demo I will go into the top site to check out the competition. What you are looking to do is check how deep the competition is. Youll want to use the below techniques on each site in the top 10. To find out how many back links a particular web page has simply go to that web page. We are going to use the first link in our search results as an example. Which is.....

(cigarsforless.com/free\_cigars.php) Going into this web page you would then copy whats in your browser and go to yahoo (Ill explain in a moment). Once at yahoo type link:cigarsforless.com/free\_cigars.php as the beginning link: command allows you to view pages connecting to that particular web page, notice I said web page and not the entire web site. This particular web page has 3 back links. Using the except this domain option from the search engine menu list will allow you to see just links from outside sources; this is the option youll want. Make sure to use yahoo and not google for this as google numbers are not accurate.. (see Screen Shot Example Below) Now looking at this you can see how many back links the web page that had number one for these keywords on google had. I then make note of how many back links number #1 had and then go and look at how well that certain web page is optimized. Without going into page after page of SEO I simply look at how many times the keyword is used on the page and if its used in the title, body and footer of the page. That requires visiting the site you want to compete with.

Then take into account how many back links the site had on top of how well the page is optimized and then figure out how you can out do the competition. This competition would be easy to take out as they really are not well optimized nor do they have many back links. They do not have the keywords I want to compete for in the body or title. They do have the words free cigars used quite frequently but make note: the plural and regular versions of a word or phrase are different. I also note that they use the words free cigar 2 times near the middle of the page. I would estimate that a well optimized page plus a few back links should be able to at least get you ranked pretty close if not higher than the #1 site for this.

Regardless it would be rather easy. To optimize your page or ad correctly remember to use your choice keywords once in the title once early on in the page body and then a few more times in the body of the page. Follow up by placing your keywords also in the bottom or footer of your web page or ad as well.

The next part has two paths to follow. Step #4 To Make a Web Site Or Not To This next part is simply up

to you. You have options for what route you'll be taking here. You'll want to figure out if your keywords are worth making an entire web site for. Now I don't suggest making a full blown web site for anything unless it's going to be a big topic. However here are some stats I usually look for to help me in my choices. If a keyword has under 1500 searches per month I usually won't build a web site, if it has 1500+ I probably would. If I do build a web site for something that has 1500 searches per month or less it would be a small 1-5 page web site. I simply don't want to waste a lot of time on something that doesn't make me a lot of money. Again this is up to you. Or you could simply make one page on a web site you already own with the words free cigar in the page URL, to save time. The sample keywords above free cigar I myself would probably just make one page on an existing web site if I had something somewhat related. Or you could simply market this freebie using classified ads or article marketing. If you need help with classified ad marketing I do also have a very useful e-book that may help with this that shows all the ends and outs of building classified ads You can get a copy of Mega Classified Millions here. Both article marketing and classified ad marketing would work. Just make sure you include your affiliate link for your freebie in your article or in your ad so that you can earn commissions off this product if someone clicks and acts on it. Also be sure that when you list your product that you use your keywords in the title, body and bottom of your web page, article or ad. Search engines like that and if you aren't doing this you are missing sales. Another alternative to all of the above is to just add the offer to an existing web page that already has traffic. For instance I have a toy site that I added the play station 3 freebie to a web page about toys that generates an extra \$10+ a day for me. I just added the offer to the top of an existing page. It doesn't sound like much but when you have either a lot of sites going or a lot of freebies going in many web pages it adds up quickly. Lets Talk About Traffic.... In mentioning traffic I want to also mention that this section also talks not only about traffic but increasing sales as they go hand in hand. I tied this final section of the e-book together to show you how the extra traffic also becomes extra sales. The following things I always do whether I design a web page for my product or just promote it with a link through an article or classified ad. I always make a press release for my freebie and I never use a paid press release service; it's always free. My 2 favorite press release sites for this are Prlog and I-newswire. I also always make sure to link the press release to my web site, classified ad or article. Both sites listed above offer paid submission as well which can provide many extra back links and more press; however for this technique it's really not needed- I never pay for a press release. Press Releases not only provide an extra

back link for your web site but you'll also get extra visitors from the press release sites. If I build my own web page for the product I always build an extra profit builder. Well that's what I call it any way. It's quite simply an email list. You can skip this email list method if you want; however why would you want to? If you offer a newsletter about your product on your web site you can get in contact with everyone that comes to your web site at a later date through an email. Doing this will let me get in touch with the thousands of extra subscribers any time I want and send them either more offers for the same or similar products via email or contact them with updates, which results in extra sales and traffic. The best and probably the easiest way on earth to capture people to an email list of yours is to use a really inexpensive service called AWeber. With this service you can capture people's email addresses, send auto responder messages and supports as many lists as you want to build. You can also give AWeber a free test drive at their site to see what you think before paying the small monthly fee. Trust me; sign up for it if you plan on using an email list. You'll thank me later as it will bring repeat traffic and sales to your web site, ad or article. I have used their service to quickly build my email lists and it's all click-of-a-button-easy. I also recommend to build a Myspace profile or a Xanga profile. I don't normally list these ideas in my profit building guides but they can add not only extra back links to your ads or sites but can add the all-mighty extra sales. They are easy to build and you can link off to your freebies from your profile at those places. Probably my favorite way to build traffic fast is to use PPC marketing. PPC marketing is (Pay Per Click Marketing). However before jumping into PPC marketing start small and work your way up. What do I mean? The mistake most people make with PPC marketing is that they just set a campaign with as many keywords they can. That is a horrible idea and I'll tell you why. Simply stuffing a PPC campaign with mass amounts of keywords will only lead to more clicks but less conversions. You'll want to target action keywords and longer tailed keywords in your campaigns. For instance if I was promoting an item like a free cell phone I would try free cell phones and free cell phone to start things off and a few other keywords. Then I would track it and see how well it does. I would also include very descriptive keywords like free Samsung cell phone or free blue cell phone etc. If the words free cell phone or free cell phones don't convert well drop em and search deeper for better keywords. PPC marketing can be one of the best ways to get that targeted traffic you are looking for but it can be expensive so try and keep your costs down. I always try to keep my keywords under 20 cents if possible and many times much less. I like to make at least double off any campaign that I am promoting. However some people are fine with making

less than that on each sale and that is fine to, they choice really comes down to you. I also like to use article marketing to get traffic to my classified ads or web page or other articles whichever I decide to use. To do this simply write a brief article and submit it to a few good article sites like ezine articles or goarticles. Make sure that you have a back link in your articles to wherever you want the viewer to go. Whether you are sending them to another article that contains your affiliate link, your web site that contains your affiliate link or your classified ad that again contains your affiliate link. The options are up to you how deep you want to connect your pages. I usually at least get a few more back links that I believe I'll need for my product. If I think I only need 10 back links I grab 15-20. It brings me extra traffic in the long run. Keep in mind your articles need to be optimized the same way your ads or web pages should be optimized for your keywords. This allows the search engines to place higher relevance on your classified ad You can pick up more traffic tips at my web site or by joining my email traffic tips list its all free. In Closing: Lets Recap Using this e-book can make you the money you want and deserve if you follow it put some time into it. I do this as much as possible when I am not working on training others. Promoting free products this way provides me with extra secure streams of income. I honestly believe that we as marketers need every possible stream of income we can get as every little bit helps. Its not fueled by greed but security and everyone should be doing this for some easy extra income. So today make your stand and start making that extra income you deserve. So let me just bullet the key points again to focus on when promoting free products. Step #1: Find your source of free products. Step #2: Select your free product you want to market. Step #3: Research your keyword or keywords for your free product. Step #4: Decide if its worth building a web site. Step #5: Build Traffic to your listings or web site. Step #6: You didnt know this one existed did you? Step 6 is about you. Focus and you will achieve results. This can only come from you. I am not some brilliant man and I believe anyone can do what I do if they put their mind to it. Go achieve your extra income today..... All Content is copyright michael s brown.

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e-book up today here at a low price. Looking for other ways to make money online? Try my special e-book section which contains many useful E-books that Ive written and make HUGE profit with; daily. Niche Word Finder Pro How to use this program 1. Click on the Main Keyword button and type in the keyword you would like to search for. 2. Click on Gather Keywords. 3. Wait for the 100 keywords and the no. of daily searches to appear. This will give you an indication of the amount of demand there is for your targeted keywords. 4. Either choose to conduct searches for more similar keywords by clicking on the main keyword button again and keying in a new related keyword or clicking on the Add Keywords button to add your own keywords manually. Note that the new keywords will appear below the original 100 keywords youve generated. 5. When youve gathered enough keywords, click on the Gather Data button to generate the amount of searches on Google, Yahoo and MSN search engines. This will give you an indication of the amount of competition you have for the three main search engines. 6. Click on Save Results to save your results. 7. To conduct keyword research for a new

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