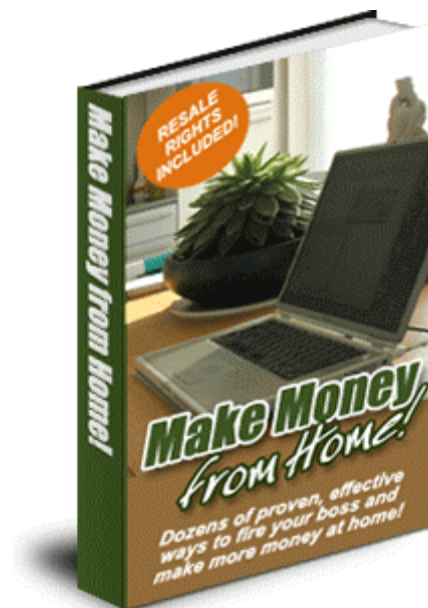


INSTANT HOME WEALTH

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INTRODUCING THE CONCEPT OF CREATING INCOME STREAMS FROM HOME

Thank-you and congratulations on purchasing this book. By investing in “Money From Home” you have made a step towards discovering why setting up income streams that can be “switched on” and maintained from home is a very wise course of action. This book has been written to show you some of the proven techniques that just about anyone can use to start earning an income from their armchair.

We’re going to look at far more than just proven ways that you can use to start squeezing money from home – we’re going to investigate the importance of planning, what types of home income streams would be suited to you and whenever possible we even provide tools, books and resources for you to get started immediately.

The good news is that with a little bit of courage, resolve and application it’s really possible to create more than a significant income, from home, in a relatively short space of time. Hey, I’m not saying it can be done without some serious energy and willingness to learn, test and work on your part...but you’re here reading this so I’m guessing you’re pretty serious about wanting to earn from home. Some businesses we look at may require a little investment on your part (though usually not much!) – others can be started with the change in your pocket.

Let me tell you frankly though, the world is seriously changing. The concept of a “job for life” has long gone and in today’s rat race is more fierce than it has ever been. Significantly more people go to university so there is far more competition for jobs in general...and workers in the western world face threats to their roles from outsourcing (where jobs are transferred to areas in the world where they can be done at a fraction of their cost).

Plus – if answering honestly, a lot of people would admit that they are far from happy in their jobs. Most work for the majority of their lives and rarely earn enough to enjoy life as it is meant to be. Most have quite long hours that keep them from spending as much time with their friends and families as they would like. Most face (sometimes long) commutes to work. And to top it all

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off most will never, ever be “rich” (a recent quality publication known as the Sunday Times recently revealed that there was not a single employee in the richest 1,000 people...all of whom were business OWNERS). Now if that’s OK with you then perhaps you’ve got hold of the wrong book. But if you believe you deserve more from life and you’re willing to keep an open mind then you really owe it to yourself to investigate the possibility of starting your own highly successful business...right out of your home office.

Some good news for you before we move on – thanks to the power and global reach of the internet, creating high levels of income from home has never been easier. A little later you’ll learn about some incredibly powerful ways to harness this awesome power of the internet to create several streams of income...that could keep earning money for you years into the future.

It’s my hope that you find this whole book highly valuable in your quest to start earning an income from home. Incidentally, if creating multiple income streams quickly and easily is something you have a great deal of interest in then I strongly urge you to check out the [Instant Home Wealth](#) site – it contains everything you will ever require to set-up and maintain multiple highly profitable income streams, all in record time.

Now let us buckle down to business.

CREATING A PLAN – WHERE ARE YOU NOW AND WHERE ARE YOU GOING?

This part of the process is incredibly important – please resist the temptation to skip it and head right to the “juicy” part where actual techniques for earning an income are revealed.

Do one thing – get a shiny new pad and pen and jot down “Bob’s Business” (obviously, only do this if your actual name is Bob). Then, before you even attempt to earn a penny from a home business, start drawing up a plan. Here are a few things that you absolutely **MUST** include in your plan:

- What income you wish to achieve from your new home business? What is your target for your first year? Targets should be made challenging yet achievable.
- What about longer time-frame targets? What do you hope to achieve by the end of year two...or year five?
- What type of business actually appeals most to you? Desire in what you do can really pull you through the rough times. Jot down a few home business ideas that you feel you may be able to start with a bit of interest.
- Is your business going to be part time to begin with? Do you wish to make it full time (and if so what time-frame will you allow yourself to make this happen).
- How much time are you willing to invest in making the above a reality?
- How will you use the profits that are generated – will they be ploughed back into growing the business or do you need to withdraw them for personal use?
- What form will your business take? Will you operate as a sole trader with unlimited liability or will you opt for a more formal limited company structure? Both have their pros and cons but if you like to play it safe (and limit your personal liability in case anything happens down the line) then a limited company may be your preference.
- How will you raise finance? Many of the techniques described in this book require little or no capital to get started but supposing you decide to do something different – you may

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want to consider how you will pay for it all. Some sources of finance include personal savings, family/friends and bank loans.

- What other goals do you wish to achieve via your new found home business income? Do you wish to quit your job? Buy a new car? Go traveling? Go ahead and write these points down as they are very important motivational triggers. When you need encouragement return to this segment of your plan and remind yourself WHY you're putting in so much effort.

This is an overview of where you're heading – you see it has been suggested by people far more intelligent than I that if you simply create a sort of “top level goal” for yourself then your mind, having something to aim for, is more likely than not to make it happen.

Perhaps you're still trapped in a job – include in your plan how you will make time for your business. Can you shift to a part time job (and can you afford it)? How do you plan to raise finance? Are there any areas in your life that you can moderate to help fit in your new plans for a highly successful new business?

Have you heard of a very famous old saying:

“If You Fail To Plan, Then You Plan To Fail”

Pure simplicity isn't it? But also very, very true. It holds especially true when you begin a huge and demanding venture such as creating income streams from home. If you do not have some written blueprint that details HOW you will achieve \$500 or \$2,000, or \$10,000 per month then how can you expect it to become reality? Your mind has nothing to aim for – your efforts will be inefficient and helter-skelter – and I'm sorry to suggest that you will probably not end up going very far (rather just become disillusioned and give up). Do NOT let this happen to you.

People who write down what they want to accomplish, more often than not, get there in the end. I don't know why it's this way...IT JUST IS. This isn't something that I just pulled out of thin air – entire books have been written with this concept.

So before we go onto the powerful ways of creating an income stream in your PJ's, why don't we first spend 20 minutes or so to scribble a few things down in that new pad of yours.

Here's an example of a very simple plan. Let's say that I'm relying on my homes business to generate a part time income of \$500 per month – I think most experts would agree that this is a fairly achievable target to get within a relatively short space of time. 17 sales of a \$29 product would get you this target (that's about a sale every 2 days). You could probably become something of an expert at just one of the home business methods described in this book and generate this cash target.

If you wanted something approaching a full time income (say \$4,000 per month) your plan would be somewhat different – this is a more challenging target so your plan may be somewhat different (you would need to have access to high quality knowledge, resources and tools – but it is certainly achievable). You may want to investigate different methods of producing an income so that you have several streams of modest income all generating one large amount.

The point is, determine what you NEED. Then decide on what steps you must take to get to that place.

Don't make the mistake of drifting aimlessly – a plan firmly imprints in your mind where you need to be going and above all it prompts you to take action.

THE CRITERIA TO LOOK OUT FOR WHEN ASSESSING THE PERFECT HOME INCOME STREAM

How many people do you know who say things such as “if only I had known, I would have done things differently” – they may mean it any number of contexts...their careers, their marriage, choice of team to support...etc

The fact is you don't need a crystal ball to do things and create a happy ending for yourself. This is a huge world and there are opportunities to suit everyone when it comes to creating home income streams. The very fact that you wish to create an income from home for yourself suggests that you already have a broad vision of how you would like to earn money. Your biggest challenge now is to find something that suits you down to the ground...and of course avoid the masses of junk-information regarding earning from home.

There really ARE a huge number of ways of making money at home. Want to know the simple criteria I put in place to analyse a potential home income stream? Here's what I look out for:

1. The income stream should be **easy to understand** and should be **available to set-up from home**. Once set-up, there should be relatively little maintenance required – the money should start coming in almost on auto-pilot. With some (still promising) home income streams this is not always possible but it's a real plus when you set something up and then sit back and watch it earn cash for you day in, day out.
2. There should be a **very good future** for the potential home income stream – is it in a thriving industry? Is it an in demand niche? You do not want to pour your efforts into something that ultimately, will not sell or create an income for you. **Research** is very important here and must be done before you get your feet wet.
3. Preferably, the home income opportunity should be something that is **not so over-exposed** that everyone has heard of it (and is trying). The lesser known opportunities are often goldmines of income, but that's not to say the more popular and known methods cannot be used as well.

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4. The **start-up and maintenance costs should be as close to zero as possible**. It should not cost you a fortune to start up and operate the home business. Pick up a business opportunity paper such as “Daltons” and you will discover no end of franchise and business opportunities – I’m sure a lot of them are genuine but many cost several thousand dollars and more just to start up. The beauty of the internet is that you can set-up and operate a business from home at a tiny fraction of that.
5. The opportunity must be **fully operable from home**. No need to get hold of special grounds, an office e.t.c.
6. The income opportunity must be **GLOBAL** – you should be able to operate the business no matter where in the world you are.

You may want to add in your own criteria to the above (perhaps you need a business that can be done on a part time basis and so on). However, when you find a genuine home income opportunity that satisfies these criteria you may want to jump on it faster than a flea on a wet dog.

IT'S A LONG JOURNEY – YOUR ULTIMATE AIM SHOULD BE TO SET-UP NOT ONE BUT SEVERAL INCOME STREAMS...ALL PULLING IN MONEY FOR YOU 24/7

I'd like to share with you a few simple wealth building concepts that have worked extremely well for me. Just as building a plan is important to condition yourself for success, of equal importance is developing the correct mindset.

Mindset One – Aiming For Your Own Business Instead Of Being An Employee

Have you heard the common belief that a job is far more secure than having your own business? For some reason this myth is conditioned into many people, usually from a young age. Yes, a job provides a stable and predictable income – but more secure than having your own business? I don't think so...and allow me to elaborate.

As someone who lives in the UK and who has worked in one of the worlds leading investment banks I am only too well aware of how fickle “job security” actually is. You see, as an employee your entire purpose is to create or save revenues for the company. There is nothing wrong with that of course, but let's analyse it from your point of view shall we? As an employee you can never expect to earn the actual value that you make or save for your company. Most of your efforts will be reaped by shareholders of the organization you work for...people who you do not even know. When the going is good the most you can expect a modest pay-rise/bonus now and again and the odd promotion (that brings even greater responsibility).

But when the times get hard you may notice that not only does your pay-rise stop but in many cases you are required to work even harder. That's if you're lucky. Unfortunately for many people, they quickly find that job security simply does not exist – many will face redundancy at some point in their life. Then what? They have only one skill – chances are if the company they work for is shedding jobs so will others in the same industry.

All of a sudden the employee who thought they were safe in a decent job is left on the shelf fighting to get another elusive jobs among hundreds (sometimes more) of competing employees. Where is the security there?

Then there is the small matter of tax. As an employee you will earn money, get taxed on your earnings and then use whatever is left to pay for living expenses and so on. Not so for the business owner – (I am talking about the UK here and I suspect the US too). You see, a business is one of the secret weapons of the rich. A business makes revenues (the equivalent of an employees salary) and then deducts every possible expense related to that revenue before paying even a penny of tax. Can you see the beauty of this? Just a few things that can be written off against business profits include the following:

- Computers & equipment required for your home business.
- Travel costs (including local plus international flights/hotel when used for business purposes).
- Broadband costs.
- Office space.
- Entertainment expenses if your business involves courting new clients.
- Employee salary (you may work for your business and thus are entitled to pay yourself a salary).

An employee could never do this. For example, even if as an employee you have a PC you cannot write it off against your income tax. There is an outstanding book called “Rich Dad, Poor Dad” that I strongly recommend that you get hold of. Read it once, twice, several times even. The basic premise of the book is the following...the poor and middle classes work for companies while the rich own companies.

Mindset Two – Multiple Streams Of Income Are Far Better Than Just One

We are fortunate enough to live in an age where almost anyone can set-up highly profitable income streams from their own study room. What is the most reliable and easiest way of

producing a large income stream? Have a number of different income streams all pulling in some cash for you each and everyday. This is very achievable and also presents a lot of security (in case in the future one of the income streams dries up).

Mindset Three – Education, Education, Education!

You know the old saying “knowledge is power?” – it has never been more true, especially as we are now firmly entrenched in the “information age”. The simple fact is that the more you educate yourself on different ways of making money, the more successful you will become at acquiring it. You are reading a really premium resource on ways of making money from home – but even after you have finished reading, make it a point to continue your education on a regular basis. I know of some people who make absolute fortunes online and they all share one interesting characteristic – the desire to learn more about the various ways of earning an income. Adopt this mentality and it will be only a matter of time before success and wealth hounds you down and forces itself on you. If you do thrive on video tutorials then check out some of these [incredible online video tutorials](#). They would cost you over \$200 if purchased separately (but are part of your membership with [Instant Home Wealth](#)).

Now we’re going to look at some of the proven ways that we can use to create income streams online, and from home.

Mindset Four – Develop A Winning Mind

This one is huge – the power of thought is absolutely incredible. If harnessed correctly, it WILL provide you with everything you could possibly ask for in life. Conversely, if used negatively it has the power to crush even the mightiest person.

Have you heard of a fellow named Jim Edwards? He is a very successful and influential online guru who has made a fortune earning a living using the power of the internet. A short while ago I signed up to his audio course called “Guaranteed Success Thinking”. This course shows anyone how to think their way to success. As Jim himself says, this information should really be sold at \$29 at least – however you can get hold of it for free below:

[Guaranteed Success Thinking Audio Course](#)

It does not end there – you can download a very interesting book called “**Inside The Mind Of Winners**” below:

Money From Home Resource Vault

Inside The Mind Of Winners dissects some of the most interesting and successful minds of recent times and reveals the attitudes and thought patterns that you can implement to help bring about your own success.

[Download Inside The Minds Of Winners Here](#)

Want more? If you’re trying to create home based income streams then “**21 Secrets Of Self Made Millionaires**” is one book that most certainly should be on your PDF bookshelf. It is an absolute gem for anyone wishing to learn the secrets behind wealth & prosperity.

The author, Brian Tracy, is a best-selling author of over 20 books and clients include IBM, Arthur Anderson & Bank Of America to name a few. You can grab the book (along with resale rights) with your membership of IHW – click here to find out more details of what’s inside [21 Secrets Of Self Made Millionaires](#).

EBAY – ONE OF THE SIMPLEST WAYS OF EARNING YOUR FIRST THOUSAND DOLLARS ONLINE!

Ebay may not be my preferred way of earning money online – there are ways that I will share with you that require less effort and will probably reap better rewards. So why have I put eBay as the first income stream that you should try out?

“eBay is the simplest and easiest way of earning your first \$1,000 online”

Many people who now earn a six figure income from home started out here. Ebay illustrates the power of the internet. It shows you just how many people are out there who are ready and waiting to buy something from you. It’s a great way of inspiring confidence in yourself and set yourself up for bigger and better things. It’s also dead easy – you do not need a website or have any special skills other than following simple instructions.

Let me ask a question – and I’ll bet the answer is going to surprise you (it sure did surprise me!).

Q. What percentage of the worlds population do you think is online?

A. Under 5%!

Just think about that for a second – 95% of the world haven’t even gotten online yet. And yet the internet is already making some people – not large companies, but individuals like you and me – a FORTUNE. Don’t for a minute think that this happens easily – it takes time to find your own little niche online, to develop and perfect it – but it’s something you can do on a total shoe-string budget, and over time anyone that really wants to can carve out a nice little earning online. And looking at the bigger picture, as more and more of the worlds population comes online, imagine how successful your business will become as your potential customers grow by leaps and bounds, every single year.

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Earning online is really quite beautiful when you think about it – here’s a chance for ANYONE with a PC and internet connection to plug in and start making money...enough to pay your bills, sure – but in some cases much more. And lets not forget the comfort factor – your own hours, not having a boss to answer to, not having to travel and more time with loved ones.... the list is endless.

The quickest and easiest way to earn money online is by selling on ebay – and you may just find that even as you develop other income streams you’ll still use Ebay to squeeze money from the internet whenever you wish.

Think of these facts – ebays gets a whopping 9,000 new customers signing up every day and gets 1.5 billion page views every month. And for roughly the cost of a daily newspaper you can promote your product to literally an endless source of customers – see that’s the great thing about ebay...they GIVE you the traffic that would be very difficult and expensive to get by yourself. All you do is plug in your advert click on send and a week or so later collect money from your customers.

If you’re completely new to eBay then don’t worry – Below, you can download books that will teach you how to become a virtual expert on eBay.

Money From Home Resource Vault - Ebay

At the end of this book you will have access to the Money From Home Resource Vault. Here you can download a number of resources that will help you to start earning money with eBay...fast.

The Ebay section has the following resources:

Auction Big Book - A huge collection of wholesale sources to help you get started with your eBay income.

Secret Ebay Marketing - A two part eBook that discusses how you can apply some simple techniques to make eBay your personal cash dispensing machine.

Jim Wilsons Ebay Secrets - One of eBays superstars spills the beans on what it takes to earn a super-income using nothing but eBay.

Details on how to download these resources are provided at the end of this book.

Resale Rights Products – Sell An Instant Empire Of Products In Hundreds Of Different Subjects To People Who Desperately Want & Need Specialized Information!

You recall how we are in an era known as the information age of course. What is the most valuable commodity in this age? Information, of course. It is a fact that people are increasingly going online to buy information on all types of subjects to satisfy their needs. The great thing about the internet is that information can be offered at practically zero cost to you (the supplier) via digital download. Aside from passing on the savings to customers, as an information seller you have the power to reach millions of people at a practically negligible cost.

Selling information online is a work-from-home dream – it is facts such as the below that got me to start selling information online (and I have never looked back since):

- **Near 100% Profit Margins** – You have no costs such as paper costs, shop/property costs, delivery costs and so on. Download is directly from your web-server, instantly to your customers.
- **An Ever Increasing & More Profitable Trend** – We saw how the majority of the worlds population yet has to venture online. Even so, year on year there have been significant increases on the amount of money spent upon information online.
- **Highly Convenient** – Having the resale rights to high quality information allows you to make money while you sleep – literally! Everything is set-up automatically, from accepting payment to the download of the product to your customers PC screen.
- **Availability Of High Quality Products With Resale Rights For Almost A Zero Investment** – Do you know that you can get hold of hundreds of stunning information products along with premium sales pages for less than you would pay for a meal at an average restaurant? You simply have to get people to view the sales pages and it's 100% profits from there on. Have a look at this [Resale Rights Club](#) (how do I know it's a good one? I developed it myself from scratch and happen to know that value like this is not

available anywhere else - I would invite you to research before trying it out). The fact is that outside of a quality resale rights club such as this you could pay from \$29 to \$49 PER PRODUCT of what's inside. Resale rights club exist because there are thousands of people like you who NEED quality resale rights products at reasonable prices. Hence through the value of numbers the club owner can pay \$97, \$297, \$500 (and even more at times) to secure resale rights for their members – so you can get a brand new product with rights for a fraction of the resale rights.

- **High Income Possibility For Less Work** – So how much are people in the information and resale rights industries making? Well it depends from person to person but working on a full time basis you can possibly earn somewhere in the region of \$50,000 to \$100,000 and even more.

As with all things, it is important to understand that there is a right and a wrong way to go about selling information (we'll also look at more ways later on when we discover ways of profiting with highly specialized niche information products). There is a lot of misinformation about resale rights, so much so that some people have just given up trying to make money with them. That's a shame but if you follow the advice in this book you can do very well for yourself.

“People from all walks of life are constantly looking for information to help improve their lives, make them feel better & fitter & to unlock the secrets of wealth”

Just understand one thing no matter what you may or may not hear about selling information through resale rights – present your product to the right target market in a unique way and you can become highly successful.

How To Set-Up Your Resale Rights Business The Correct Way & Start Earning Instant Profits

1. Choose Resale Rights & Private Rights With Limited Competition - The potential of resale rights and private label products really is huge – but there are also problems. For

example, open up eBay and you'll see an endless list of info-products being sold for just pennies. These same products are also being sold across tens of thousands of websites – and even though there is a huge demand for these products, the competition is so intense that many resellers are just unable to make the kind of profits that they would like.

The result? There is typically a price war – the products get sold for less and less as competition increases until the product is practically worthless and the resale rights holder is unable to profit from it anymore. The simple truth is that if you want to make outstanding profits with resale rights products you must make sure that the competition is highly limited for the products you sell.

You need to get hold of exclusive products that people haven't seen – that is the one of the closely guarded secrets to making an utter fortune with resale rights products. This can be a very difficult thing to do because many info-product creators typically will sell their information with rights onto as many people as they can in order to maximize their profits. It then filters down the system – resale rights clubs pick them up first. Then the members of these clubs sell them on their own websites (often with master rights) and the eBay crowd also gets involved, typically selling the product for a few dollars (or even worse a few cents) – when that happens the resale potential of the product can really end up being ZILCH! Even if the product is absolutely fantastic (and there are some great ones out there that have suffered this unfortunate fate). To understand why this happens we must dig a little deeper and see the rules and conditions that the author of the product sets for resale of the product. Some authors place little or no restrictions in terms of who and where their products may be sold. If there are no minimum price constraints set then almost inevitably the product will end up on eBay with little or no perceived value (it can get so bad that people will not even want to download it for free!).

The last thing that you want as a reseller is to invest your limited budget in products that just about everyone else is also selling. It's too difficult a way to make a living and it's one of the first challenges that I had to overcome when I created my limited-membership [Digital Resale Rights](#) club. Limiting the competition to a strictly limited number of resellers was the ONLY way to make a significant income with even the best quality resale rights products so that's

exactly what I did. It works great. It's the equivalent of having a team of ghostwriters, copy-writers and web-design experts coming up with highly exclusive products for you to profit from each and every month. The markets are researched thoroughly to ensure that there is a huge demand compared to the highly restricted number of sellers with the exclusive rights to resell. Alternatively, if your budget allows it you can also have products designed for you from sites such as eLance – it can cost a couple of thousand dollars to come up with even one premium title but as long as you research the market in detail and retain exclusive rights it can be a good long term investment.

2. Beware Of WHO You Purchase Resale Rights Products From - It seems these days that everyman and his dog are offering resale rights and master rights. There are a lot of “fly-by-night” type sellers who frankly only care about making a quick sale. The point is, before reselling any title you need to be absolutely sure that you DO actually have the rights to resell. I can tell you there have been more than a few times where I have seen resale rights packages offered with products where the reseller did NOT have rights to pass on. Typically, the reseller is not to know and unwittingly buys the product, offers it for sale (illegally) and has trespassed on the author's rights without even knowing. It can lead to some nasty legal repercussions that you really want to avoid. The lesson to be learned here is be very sure you purchase rights from a reputable provider.

If this is an important issue with resale and master rights, it is equally so with private label rights. You may think you can get content on the cheap – but how do you know that the content you have purchased is not copyrighted? Again, it's very serious to take content that you yourself have not produced unless you're absolutely certain it is from a credible source. I fear that a lot more cases of copyrights will be unleashed over the next few years.

3. Find A Quality Host For Your Site – If you do not already have a web-host let me give you a hint from experience. **Cheaper is not always better!**

My first website host (whom I shall not name, although I would dearly love to☺ was absolutely awful – the server would go down very often and sometimes for great lengths. I dread to think of

how many sales this all cost me but I realized that having a cheap web-hosting service does not always pay dividends. I did what a lot of the newbies reading this will want to do – set-up with the cheapest possible host. No, No NO! Please do not do this – as I have learned through experience, just about anyone can set-up a hosting company from home. It could quite easily be operated from Homer Simpson’s garage. Do you really wish to trust your business with an unproven host like I first did? My advice is that you shop around and find something that suits your needs.

Incidentally, in case you’re in need of a highly reliable and all in one hosting solution for your site I highly recommend Kavi’s [Ultimate Marketing Center](#). Aside from the quality hosting, you get a suite of additional features such as ad trackers, auto-responders, affiliate management systems and far more. Above all, Kavi’s customer service is fantastic.

4. A Few Words About Getting Resale Rights Based On Public Domain Content – Before starting this I have to say that I am something of a fan of the potential behind using works in the Public Domain to create your own products. In fact I have been studying Public Domain for a while now ([click here](#) to see the same resource that I have tutored myself with on Public Domain).

Yes, there is STUNNING potential with it as you will find out when you read the above report but I will say straight up, there are also problems. Major problems. One of the problems is that I have noticed an ever increasing number of “Public Domain cowboys” – people who literally check a general public domain site for resources and then slap together an info-product to sell for a quick profit. I obviously cannot verify this but I suspect that a LOT of them have not hired a professional to ensure that the works they have chosen genuinely does fall under the shadow of public domain. Let me tell you, there are likely to be a minefield of lawsuits generated by these public domain cowboys in the near future – the information era we now live in seems to be rapidly turning into the Wild Wild eWest! I have never personally used works in the Public Domain for any of my resale rights and private label products – if you purchase such rights I would advise that you check with the author that the information within has been verified by a

professional and does not infringe upon any copyrights. Remember that the law is vast like an outstretched ocean – there are many exceptions and provisions that many of us simply do not know about so take precautions when venturing the public domain route. And I say this as a fan of the [potential](#) behind the concept. I would use public domain content only in instances where you yourself create an info-product or report from scratch (and even then I would only use PD content as a way of embellishing your own content).

5. Accepting Payment Online Is Just So Easy - If you're just starting out then I would recommend [Paypal](#) as a means of accepting payment. Many newbies get nervous when it comes to accepting payments online. Don't be – it's absolutely crucial to your success and these days you can accept online credit card payments from your customers with ease. Paypal is very popular on the internet and is pretty cheap to use and is widely known as one of the premier choices for transferring money online too – a perfect choice for the resale rights business.

The alternative to this that many resellers use is [Clickbank](#) – there are certain advantages to Clickbank despite it's \$49 activation fee. For a start, it comes with an inbuilt “affiliate program” so that you can get others to promote your resale rights packages (yes – by the time I'm done with you, you'll know how to create superbly original resale rights products that you can recruit affiliates with).

There are other options out there, but for resellers these two options are the most popular ones.

As you will discover, [Clickbank](#) is really huge and entire books and software packages have been created to help you get the most out of it. As you develop your resale rights business you'll almost certainly sign-up for it's highly convenient affiliate program alone. In case you do sign-up with Clickbank I'd like to provide you with a neat little CB Script that is very useful for anyone using Clickbank. It allows you to do a number of things such as automating thank-you messages to your buyers automatically, sending sales reports to you instantly and adds your buyer to any autoresponder system that you may have set up.

6. Knowing The Different Types Of Resale Rights That Are Available To You -A little textbook education now – we're going to look at the different types of resale rights products that you can get hold of.

First, you have Limited Use Rights. This is the type of rights you get when you buy a book or software for your personal use. You can make a backup copy most of the time, but you can't resell the product unless they have an affiliate program.

Next, you have Giveaway Rights. As the name suggests, you can give the product away as a gift, or lead generator, but you can't sell it.

After that, you have what is called Royalty Rights. With this type of rights, you can resell the product, but you have to pay a percentage to the author as a royalty.

Then, you have plain old Resale or Reprint Rights. This means you can resell the product and keep all the profits from your sales. You can't pass on the resale rights to your customers. Your customers don't have the right to resell the product.

One other thing I should add here; when you sell a resale rights product, you are generally responsible for support as well. In some cases, such as hosting, the hosting company might provide tech support, but usually, you have to provide your own support—refunds, etc. After all, you are making 100% profit from your sales.

If you do your homework, and research your market properly, spend the time to put together a killer package, and follow up with your customers, your refunds will most likely be very few.

The next kind of rights you can buy are Master resale rights. This means is you can sell the product, keep all the money, and allow your customers to resell the product as well. They can also resell the product and keep all the money. Unless it says specifically in the agreement, your customer can't pass on Resale Rights for the product.

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They can resell the product, but they can not give permission to their customer to also resell it. Most of the time, they have to go to the original author for Master resale rights of their own.

Another type of rights you might acquire are called Editorial Rights. These will be the most expensive rights you will buy. With Editorial Rights, you can change any of the content, edit the links to your own affiliate links, add your own name as the author, whatever you want to do with them.

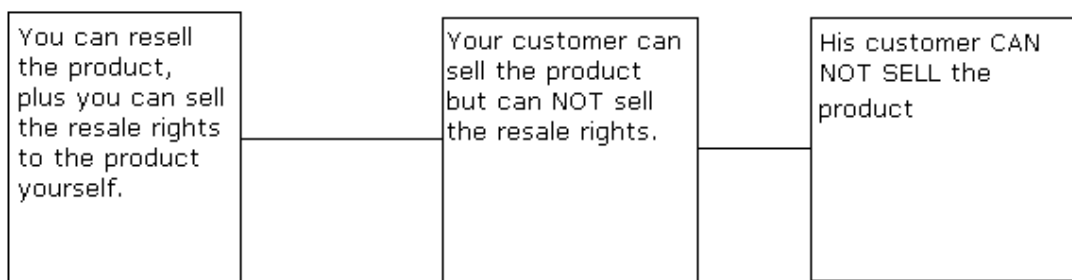
On a rare occasion, you might find a “ready made” book or software that you get Editorial Rights to, but you’ll usually pay more for it too.

The below diagram shows the basic difference between normal resale rights and master rights.

Basic Resale Rights



Master Resale Rights



As mentioned previously, most of the time, your customer's customer has to go back to the original author to get master rights to resell the product. This is a major misconception most resellers have about Master Rights.

Everybody assumes because they have Master Resale Rights to a product, that they are supposed to pass the Master Rights on to their customer, and that's not true most of the time.

7. Getting ORGANIZED!

As a reseller you have to deal with a HUGE volume of eBooks. Over time you'll get hundreds if not thousands of downloaded products and it can become very easy to lose track of what's what. If you're going to play the resale rights game then you need to get seriously organized.

There's one neat little tool that I have used to keep my eBooks organized and I highly suggest that you get yourself a copy. Don't worry, it's 100% free from this site.

Selling Niche Information Products

We talked earlier about how niche markets can be very profitable sources of income. Now we'll investigate in some more detail on how to get hold of quality niche products with full resale rights and some hard hitting strategies that you can use on your niche products to double and even triple your niche profits.

Companies and individuals that are either directly or indirectly involved with the information trade are in many cases enjoying shocking profits. Do you know how successful companies such as Amazon have become? Well to put you in the picture, Amazon (the well known online book retailer) recently reported annual sales of over \$6 billion. Of course it does sell other products too but selling information is a major part of it's core.

Look a little closer to home and you'll see that profitable websites are springing up in practically every niche information segment that you can think of - and often, the more specialized the information the more is charged for the information. Often, these niche information sites are set-up in an efficient, autopilot mode and bring in cash for the owner everyday, like clockwork, for months and sometimes years into the future – all with minimal maintenance.

Point in case, my father happens to be a director of a shipping company – recently I noticed him engrossed in a report about international shipping strategies. Obviously, a very narrow and specialized niche. How much do you think that relatively short report cost? Would you believe £75 – that equates to about \$130. I doubt that the author spent more than a week creating that niche report – every shipping company in the world would probably have wanted to order it...do you think the author managed a tidy profit from it? Of course he did.

My point?

“Now, more than ever, quality information sells rapidly, and at high prices – the trick is to obtain premium content in high-demand niches with a limit to the competition. Then present this information to targeted leads that are looking for it. Get this right and you'll enjoy niche profits beyond your wildest dreams.”

So what exactly is a niche? Put simply, in the world of information-selling, a niche is a very specialized subject. As we saw above, the shipping industry is a very specialized business niche. There are thousands of shipping companies out there – all of them want information on how to make their specific shipping industry bigger, better and more efficient. They want to know the current and future trends that will affect their bottom line. Business owners in the Shipping industry niche are willing to pay TOP DOLLAR for information that will help them do this. They will pay far more for this specialized information than for say a general book on building a business. That is niche marketing, and once you grasp WHY niches are so powerful and how to market to them you can create money on demand. Don't go away, I'll show you exactly how to do this.

The great thing about niche's are that niche consumers are FAR more easy to find, not to mention far easier to sell to. Think about it – consumers who are interested in a specific niche all go to the same online locations...they subscribe to online ezines and post at their relative niche forums. Offer them a fresh new product that targets their interests, needs and desires and they'll gladly whip out their wallets and stuff cash into yours to get it. Niche markets are my dream, and by the time I'm done with you they'll be your dream too.

What Niche Products Should You Be Selling?

Now we come to a very exciting part in the book. I'm going to just reveal to you exactly what niche markets are red-hot – and I mean just crawling with potential customers desperate to give you their cash in return for premium information that satisfies their requirements.

I've been researching niches for quite some time now – I've noticed that there are some niche categories that are perfectly suited for information products. They fall into these broad subjects:

- **Make Money From Home Niche** – People say that this is becoming a crowded place. Don't believe them, this industry is growing from strength to strength as more and more people venture online to earn extra cash. Given that not nearly the world's population is online YET, the scope to teach others high quality ways of making money using the internet will vastly increase over time. Teach people a convenient and proven way of making additional income streams and you can bet that product will sell very well. Would you like an example? Not many people know the potential behind selling popular music/concert/sports tickets at huge mark-ups. By knowing a few simple tricks you can get hold of popular tickets that are sure to sell out before the event. Then you simply put these tickets in front of millions of ebay buyers and watch the bids accumulate. If you could teach people how to do this for themselves, do you think they would be interested in buying that information from you? Of course they would. See for yourself - "[How To Make HUNDREDS Per Day As A Ticket Broker](#)".

In my view this is the strongest niche to be involved with – a few good resale rights products here and you really have the opportunity to create some incredibly strong income streams. Before developing my Digital Resale Rights club, one of my strongest selling books was a book showing people how they can earn an income by [recycling cell phones for cash](#). It showed people a very different way to the norm of making money from home in a very lesser known niche. Incidentally, if you're interested in this product it is available with full resale rights with membership of the [Digital Resale Rights Club](#).

- **Relationships, Online Dating & Prosperity Niches** – Like the “make money” niche, people want information on how to make their lives happier. There are several niches inside this broad category and we'll investigate a few of the opportunities shortly. Do you know that in the Overture search engine alone there are **over 780,000 searches for “online dating”**? The actual figure for people searching this on the internet would be several multiples of this when you consider that far more people use other engines such as Google. Imagine the potential if you were able to get hold of powerful resale rights products in these niches.
- **Weight Loss, Health & Fitness Niches** – Again, a basic theme that almost all human beings have a vested interest in. People want to look and feel good – they will pay for premium information on how to lose weight, eat healthily and how to generally look and feel good. With high quality niche products you will have the ability to target literally several millions of people who have a considerable desire for the product you're offering.
- **Recipe, Food & Drink Niches** – Food is BIG business. People want to know how to cook delicious food. Wander into any book store and you'll see scores of recipe books - food books have always been good sellers. I don't know about you but my bookshelf has at least 15 recipe books. Take a look at just one months results on overture for soup related results alone:

soup 53,203

soup recipe 29,715
potato soup recipe 11,139
cabbage soup 11,663
french onion soup 10,912
chili soup 10,445
tortilla soup recipe 9,950
french onion soup recipe 9,156
cambell soup recipe 8,769
vegetable soup 8,461
taco soup 7,863
vegetable soup recipe 7,699
cabbage soup diet 38,651
potato soup 15,051
chicken soup 11,112
chicken soup recipe 7,823
campbells soup recipe 7,101
tortilla soup 9,798
chicken noodle soup 9,023
broccoli cheese soup 8,469
soup diet 8,411
cabbage soup recipe 8,818
chicken tortilla soup 6,315

Now this search was done back in April - and it doesn't include the results of the big hitting search engines like Google or Yahoo. The actual figure would be far higher if we included results from those engines. The point is there is a huge demand for soup recipes. Overture alone resulted in 300,000+ results.

Now what if you could instantly provide a high quality product to satisfy the demands of these people? Take a look at this:

<http://www.digital-resale-rights.com/soup.htm>

(Note – don't buy this product...you'll see why below, I have just used it for demonstration purposes).

There aren't any shortage of ways that this book could be marketed. For example, you could write articles featuring soups and leave your signature link to the full product.

You could create your own info-product - perhaps 20 free soup recipes and promote the full book from within your book. Then give away your product free and create a viral campaign (there are lots of places where you can give away your eBook). If you have access to several recipe eBooks with resale rights you can even set-up a membership site and charge people a reasonable monthly fee to access the site (adding more recipes on a monthly basis of course).

By the way as I was saying above do not buy the product from here, as both the soup eBook and an entire suite of premium cookery, recipe and drinks eBooks are available with full master resale rights with your membership of the [Digital Resale Rights Club](#).

- **Plus Several More High Demand Niches** – The above are just some of the proven niches that are out there. The fact is that you can potentially target **anything** that has a relatively high appeal where there is useful information that can be packaged into a digital product. It would be impossible to provide you with every single potentially profitable niche market because there are simply too many.

OK, you're now aware of some of the types of niches that have large markets crawling with hungry buyers. Now, we're going to see how you can research niches all by yourself.

How To Research Niches For Yourself

Let me tell you one thing very frankly...and this little tip will save you a LOT of time, expense and heartache when you start selling to potential niche markets:

“It’s ALL about the RESEARCH!”

What does that mean? Well put simply, before you invest your time and money in producing (or purchasing) a niche product to sell, you had better make sure that the DEMAND for it is there. That’s what we’re going to look at in this section.

So just how and where do you begin? There are millions of possibilities...an endless list of potential niches – pick just one good product in one popular niche and it could mean big things for you. Having said that, it’s really not as easy as you might think – you DO need to research thoroughly, then try and find a premium quality product in that niche with resale rights (or learn how to produce the product yourself). It’s crunch-time. Grab some hot coffee (or if you happen to be in England like me...some nice tea ☺).

I used to hate maths as a kid. I sucked at it and I could never see the point. One of the things I didn’t like about it was that there was just ONE answer. You were either right or wrong. Well the great thing about finding niche markets and niche products to sell is that there are multiple “right answers” – several different ways of doing things to make good profits.

Before going on, I will indulge in some shameless self-promotion and just let you know that if you would like over 100 premium niche products with resale rights you can grab them and start making money immediately – I am of course talking about the [Digital Resale Rights club](#). In addition to a huge array of premium niche resale rights products (including audio & video products – the future of information products) there are exclusive resale rights products that are unavailable anywhere else on the net.

There – I feel so much better now ☺

Now back to our niche researching. Let’s identify exactly what we’re looking for now when we’re searching for a niche market:

- A market with a **relatively large population of prospects**. We DO want a specialized niche, but we don't want to venture into a market where there are too few prospects. Too many people wrongly associate the word "niche" with a small market. No – a niche is simply a specialized and targeted market. A niche can have several million (or more) prospects in it. As we saw above, the home business market is a niche market – so is "advanced rat trapping techniques". Now I don't know about you but I would much rather be involved with the former!
- **There Should Be Limited Competition For The Niche Product You're Selling** – Those of you who read my [Resale Rights Empire](#) book know that it's highly important to resell products that have strictly limited competition. The same applies for any niche product that you're selling...if you're buying a niche product with resale rights then you need to ask yourself how many people are selling the exact same thing. Try and obtain rights with a limit to the number of licenses issued. You will also need to find a way of presenting the niche product with a very unique twist (offer something extra or different that prospects can ONLY get through you).
- **The niche market is in a growing industry** – more and more people should be interested in the theme (as we saw, making money and health/fitness are perfect examples of this). You would not for example want to launch into a shrinking niche...for example technologies that could be deemed to be on the way out such as VHS cassettes (gradually being replaced by DVDs) or black and white televisions!
- **The niche should be reachable** – there should already be several newsletters, forums, websites and even offline publications related to it. This is important because the more avenues there are, the easier it will be to present your product to your red-hot targeted prospects (and at a lower cost).

- **The prospects in the niche should be willing to pay for information** – the last thing that you want is to invest your time, money and energy to develop a product that targets a niche where people won't pay for the information. You would not for example start up an “internet newspaper” and expect people to pay money for it everyday...because you already have award-winning sites such as BBC or CNN that do this for free. It's important to set out the plan for your niche product before taking any action.

After brain-storming you may have a number of potential niche ideas – and of course you'll have several keywords for them. I'm now going to share some free tools that you should be using when determining the viability of your niche.

The first tool is provided by Overture (a Pay Per Click search engine). It's totally free and you can view it here:

[Search Term Tool](#)

How To Use The Overture Search Term Tool – let's say you're choosing between two potential niches. One is a book targeted to the home business niche and the other is a book on how to build a rat trap (you understand I'm not obsessed with rats or anything – I just keep using it because it's rather an obscure niche so it highlights my point rather well).

Here's one way you could find out which of these has more potential – use the search term above to find out how many searches were performed on keywords related to your topic – the results will show how many people searched for that term in the previous month.

The home business search returned the following:

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Searches done in May 2005	
Count	Search Term
61755	based business home
18323	based business home opportunity
17214	business home
3006	business home opportunity
1213	business free home
1154	business home insurance
1134	based business home idea
1107	business home idea
1098	business home work
938	business home internet
901	base business home
887	business home opportunity work
734	best business home
662	based business home uk
657	based best business home
654	based business home internet
502	business home internet opportunity
435	based business home internet opportunity

So on overture alone you can clearly see that the top result for home based business returned over 61,000 results in just one month – expect the true value to be far higher than this (for example if you included results from the big hitting engines such as Google). Potential here? Oh yes – lots and lots of people in this niche, many of whom will pay to get information about setting up their home business.

Lets compare it with the rat-trap niche:

MONEY FROM HOME!

Get suggestions for: (may take up to 30 seconds)

build rat traps 

Note: All suggested search terms are subject to our standard editorial review process.

Searches done in March 2005

Count	Search Term
66	how to build a rat trap

Not really what we would want in a niche market is it? Just 66 search terms in a month. You would also ask yourself, just how much could you realistically charge for this information?

If you have a list of potential niches that you are researching this tool should give you an idea of how many potential prospects each niche may have. Incidentally, there is a free piece of software called Good Keywords that features the same type of search, except it includes additional search engines too. You can [download it here free](#).

Another free keyword tool that I have used before with some interest is Google's very own Sandbox tool. This actually comes up with several additional and complimentary keywords in your niche. This may be especially useful when you're setting up an Adwords campaign as many of you no doubt will go on to do. You can access the [Sandbox tool here](#).

Those of you who are familiar with selling information online will probably be aware that there are no shortage of eBooks & software that exist with the sole purpose of showing people how to identify and set up keywords relevant to their products. One of the best resources I have seen on this is "[How To Build HUGE Niche Keyword Lists](#)" by a rather well known fellow called Louis Allport. This little gem is actually a Video eBook and you may be interested to know that it's actually included with full resale rights with membership of the [Digital Resale Rights club](#).

OK – now you know exactly what types of niches are popular, and you know how to research niche markets for yourself. Hang on tight, I'm going to teach you how and where to create highly desirable niche products that will create powerful income streams for you years into the future.

**Powerful Strategies That You Can Use To Create Instant Profits With Your Resale Rights
& Niche Information Products**

There are several different ways of setting up profitable niche income streams. It's really up to you how you set-up and create your niche products – some may take weeks (or longer) while with other methods that I will uncover you could be up and accepting orders in as little as a few hours from now. Bottom line – it's time to get hold of your niche products now.

Here are the main routes that you can take to come up with niche products to sell:

Create Your Own Niche Info-Product From Scratch

Assuming you're confident with the research that you've carried out, the longest and hardest way of setting up a niche product to sell is to actually go out and write the product yourself. This may seem daunting if you've never written a book or created a product before, but it's an option well worth exploring. Info-product creators have the luxury of being able to set the terms and conditions of the information they offer for sale.

Acquiring High Demand Niche Products With Resale Rights

This is by far the quickest and easiest way of establishing a fast, profitable presence in any niche market. As the demand for premium information grows (in all types of niche markets), so we're seeing more and more resale rights products appear. Now I'd like you to pay close attention to this segment because I'm going to tell you exactly what you need to do with your niche resale rights products to make them sell like hot cakes.

- 1. To Sell ANYTHING Online You HAVE To Offer “Perceived Value”** - You've got a great niche product with rights to resell it. You have the advantage of knowing that you can focus your marketing efforts to a targeted crowd (that you know exactly how and where to reach). A crowd that is very interested in your niche product. You're in a good

position – now you need to really to make these guys an offer that they just can't refuse. How do you do this? By creating something called **perceived value**. This simply means that your product has strong purchasing appeal – you have made the deal so good that no one in their right minds would turn it down.

But how can you get your niche product to this stage? Well, get inside your customers minds and ask yourself what it is that would tip them over the edge and make them buy your offer. One good way is by offering a **unique, high value bonus** that is ONLY available through you. For example, lets take a look at another absolutely HUGE niche market – cars. This market has a potential target of several million people and you'll see an endless supply of newsletters, forums, websites etc related to cars. Let's look at a product that would appeal to a huge population in the car niche – [How To Get A Free Car & Get Paid To Drive It](#). You'll see that a lot of people would be quite interested in the product – but take a look at the bonus product. It's a [lifetime membership to a Book & Software Club](#) that ordinarily costs £49 (approx \$84) – can you see how this adds to the entire perceived value of the product? Many people on the edge of ordering would be swayed by this highly valuable bonus. By the way in case you're interested in obtaining the product and resale rights, it's available with membership of the Digital Resale Rights club.

Allow me to illustrate another example of how to create perceived value (and this is more for those of you who will go on to produce your own niche products). One of my recent releases was an all inclusive resource called [The Complete Info-Product Creation Toolbox](#). There have been some real best-sellers out there showing people “how to create an eBook in X days” and so on, a couple of them being quite good in fact. However I noticed one thing in even the best of them – they only gave advice. Every time the newbie info-product creator needed to get hold of software, for example to create PDF files or add audio onto their site, the book would point it's affiliate link to a recommended resource – so much so that the reader had to end up paying an additional \$150 or so to do everything the books suggested. There was my opening – When it came to producing The Complete Info-Product Creation Toolbox, I immediately scooped up

the master rights to several resources and software that every info-product creator needs in addition to the basic “how to” info, and included them as part of the package. The result? Instant perceived value.

What do you think most potential info-product creators would prefer – a “how to” eBook, or a “how to” ebook plus all the software needed to get started? Pretty obvious isn't it. Here's another method of creating instant perceived value if you're an info-product creator. Throw in unique bonuses that your prospects just can't get anywhere else. Get this right and not only can it be the difference between a hit and miss sale, but some customers may buy your product especially for the bonus – if it's something so unique and valuable that they haven't seen elsewhere. Now I'm not suggesting you spend a week of 12-hour days slugging away to produce the “bonus of the decade”. No, you simply have to identify your customer's needs and figure out what other information you could provide that will clinch that sale for you. That bonus could come by way of a high-power special report or perhaps even a piece of complementary software that could benefit the user.

Hopefully you now understand the importance of creating a high level of perceived value in the minds of your customers and prospects. When you think about it, we live in the internet age where online information is available everywhere – much of it free. What's the difference between your prospect choosing between your product, a competitors product or free info? Perceived value of course.

2. **To Rise Above The Competition You Need To Imprint Your Unique Selling Point (USP) On Your Product!** If you have obtained resale rights to a niche product that a lot of several thousands of people are selling, what will you be doing to differentiate yourself from them? It's the very thing that makes you “different” that is your **unique selling point**. We saw above how critical it is to create perceived value – equally so, your unique selling point follows on from that. Here's how you can create instant USP for your product:

First, **differentiate from the crowd** – create a “unique selling point” that is not available anywhere else. Instead of just uploading your resale rights products as soon as you purchase, why not add to the offer by throwing in some alluring bonuses? What other resale rights products do you have that will “**compliment**” your featured product. Let me show you what I mean. You may or may not know that it’s possible to make a lot of profits just by adopting a few simple strategies on online forums. One piece of software that is highly regarded for this is **Russell Brunson’s Forum Fortunes** – now a lot of people recognized just how powerful this software was, and like me, they got hold of the resale rights once they were available. The software appeals to just about anyone who has an online business. Great, but how did I manage to compete against the many others who also purchased the rights to the software? Simple – I put my own USP in – I offered two bonuses that potential customers could only get from me. One you’ll recognize is the same Book & Software club, and the other was another exclusive product only available through me - an Advertising Toolkit (as many people who would be interested in the software would also want to know how and where to find highly effective advertising). Here’s the [potent package](#) that I created with my resale rights product. Very different to what a lot of people would have done – simply upload the offer just as they purchased it.

The second thing you can do to add perceived value is tweak the sales page a bit. Some resale rights products have questionable sales copy and graphics (even if the product is great). This is wonderful news for you – get in there and make it better (making sure of course that the author allows it – most do). I assume you read your resale rights products before selling...so what benefits most impressed you about the product? What about the format and graphics of the product – can you create “instant perceived value” by improving these? These adjustments should take no more than a day, yet the positive benefits will be clearly seen through increased sales of your resale rights product.

A Highly Powerful Niche Profits Strategy That You Can Use Right Now To Create Instant Profits With Your Niche Products In Record Time

Now I'm going to show you a simple, yet little known strategy that you can use right now to break into instant profits with your niche products. I'll also show you a neat and easy way of getting instant recognition as an info-product creator and getting back-end income from your niche resale rights products.

At this stage you'll have identified the niche product that you wish to sell. I am assuming that you've purchased the resale rights to a quality niche product and a few relevant bonuses. Here's what you do:

1. Create an info-product which contains the download links for your niche resale rights products inside. Along with the download links you can direct the customers to your other products that would be beneficial and of interest to them. You can write a short paragraph about using the benefits of the product before directing them to the sales page. It's very important that you provide some informational value before directing them to the sales page. You should have quite a bit of knowledge on the niche you're selling to (you may have researched it pretty well to get to this stage) – so add in more valuable content that the product you are selling does not include.
2. As the customer downloads their products from within your book, they will read your insightful comments and this will create a positive vibe in their mind. Even if you don't have other products you can include an affiliate link to another high quality product that they may be interested in. This will create a viral income stream for you as several targeted prospects are viewing your other products/affiliate sales links while they download the initial product.

This technique is called “working the backend” and it's one of the biggest advantages that info-product creators have over resellers. Well guess what – now you can have the best of both worlds. Just be a little careful and make sure the resale rights products that you're selling are allowed to be used in this way. Mainly there should not be a problem, but always check the terms and conditions before doing anything creative with your products. You never know how an author may react if you trespass their terms and conditions.

By the way, for those of you who have never written an info-product before do not worry. This is very different from writing a full book – you’re simply adding some useful light content to your already fantastic niche product. If you have access to Adobe Writer (or [The Complete Info-Product Creation Toolkit](#)) you can literally create this kind of package at the push of a button.

It’s Vital That You Capture Your Prospects Email Address

In case you’ve never heard it, there is a very potent adage in the world of online marketing that goes something like this:

“The Money Is In The List”

It’s a short, snappy and very true piece of advice. Here’s how it works – you gain the niche customers trust (for instance by providing highly valuable content by way of a newsletter or free bonus item). You then keep in contact with the person, again by providing valuable content through your newsletter. When they trust you they will hopefully purchase your niche product. Now as you get more and more subscribers to your niche newsletter, you can offer additional products to these people that will be of interest to them. It’s very important that you constantly aim to grow your list, and of course build a very good relationship with them.

Set-Up A Turn-Key Niche Product Site – Get It Profitable – Sell It For A Huge Mark-Up...

And Repeat!

This strategy can be implemented in a few days and can be used to generate some very good profits from niche products. As you may know, niche products are being sought after more and more. Good quality products with high-converting sales pages can sell at a real premium. Here’s a strategy that you can implement with a view to setting up and selling niche product websites:

MONEY FROM HOME!

1. Find a niche market with high demand and relatively low competition. Locate a premium quality product in that niche with resale rights (the product should be relatively fresh). Find additional bonuses that can be added to create a quality package with high perceived value. Of course, if you're inclined (and have the time) you can also create a brand new niche product yourself.
2. Create a high quality sales page & graphics for the product, making sure it is loaded with a sense of perceived value and has a unique selling point.
3. Set-up a domain name for it (these can be snapped up for a few dollars these days).
4. Set-up promotional materials for the niche product – banners, articles, solo adverts and even an email course that can be plugged into an autoresponder.
5. Set-up a way of accepting payment for the product that works. If you have the ability start pointing traffic to it too.

Do you see what you have done? You have created a turn-key business that you can sell at a significant premium. The more unique your niche product, the more “punch” you're able to give it, the better the response will be when you try to sell it. This sort of package CAN be put together in a few days and sold for a few hundred dollars. You can even keep doing this and create an income from setting up specialized niche products if you wish.

By the way, if you would like to know exactly how you can use niche resale rights products to generate highly powerful home income streams then you may wish to check out [Resale Rights Empire](#). It's by far the ultimate resource for anyone wishing to profit with resale rights – the ordinary price is \$49 but you can grab it for a fraction of this price with your membership of [Instant Home Wealth](#).

Money From Home Resource Vault – Resale Rights & Niche Products

At the end of this book you will have access to the Money From Home Resource Vault.

The Resale Rights & Niche Products section has the following resources:

Five Premium Niche Products With Full Resale Rights - You will get access to five niche products in high demand areas. These come with full deluxe sales pages & graphics so that you can start profiting with resale rights products immediately.

30 Minute Marketing Miracle - A two part eBook that discusses how you can apply some simple techniques to make eBay your personal cash dispensing machine.

Details on how to download these resources are provided at the end of this book.

BONUS – you can also download a further number of quality niche products (with resale rights) through the [Niche Profit Streams](#) book.

Import/Export – An Income For Life!

Many individuals want to start up their own work from home businesses and it astonishes me how few of these even consider Importing & Exporting as a potential business. With the onset of the internet, technology and the global marketplace there has never been a better time to start a profitable import & export business from home.

It really can work for you – and work very handsomely. You do not need to attend any courses or buy dull books that cost hundreds of pounds...you simply need to know a few basic rules of thumb and you could be buying and selling overseas for incredible profits. In some cases you do not even need any significant amounts capital to start up. What you do need is a genuine drive and desire to succeed. This section will point you in the right direction to setting up an import/export business with practically zero capital plus provide details of one of the best import/export resources should you wish to start profiting from this technique immediately.

It is important that you start up your import/export business correctly. A professional look is important so have some quality letterheads printed. You will also need access to a bank account (your personal bank account will do fine).

It is always easier to make a start in either importing OR exporting first and then diversify into the other once you are established. The first time starter would find it easier to start off with importing, and that's what this article will focus on.

Importing is simply the process of purchasing goods cheaply overseas and sell them in your own country. If you live in the western world, UK for example, the strength of the pound means you can purchase more and often sell them at relatively higher prices once the goods have been imported. If you target areas and markets where goods generally cost more you can make some spectacular profits. One tip is to try and see what goods are in demand and then find cheap sources to fill that demand. This is the easiest and fastest way to profit from

importing. There are several ways of sourcing imports, but some of the best can now be found online. You can also find more sources from trade magazines (available free from your local library).

Some of the best places to purchase your imports from are developing countries (many within Asia such as India and China) – when shopping for products to export in India it sometimes feels like you are a kid in a candy shop. Certain items (such as handicrafts) do not even get charged any import duty so your costs are limited to just the shipping costs (aside from the actual product cost). In these instances it is possible to make profit margins of 10 to 50 times your costs...and of course all your travel and accommodation costs can be written off against profits as business expenses (there are also many other neat but legal tricks you can use to keep more profits away from the taxman).

So what type of products should you aim to export? The opportunities are practically endless but when importing remember that the heavier the item the more expensive shipment costs will be. Try to aim for light and compact market that are likely to sell well. Once you have identified a suitable product and you have found a supplier get hold of a reliable freight forwarder (someone who will deliver your goods from the point of import to your delivery address). You will then be able to sell your products in a variety of ways – develop a small catalogue of your items (this does not have to be particularly glossy or glamorous) and target wholesale manufacturers and large shop outlets who may be interested in purchasing your items. You should be ready to have a few samples available to show these potential buyers. You can also sell your products directly in places such as eBay (there will almost certainly be a buyer for your products here if there is broad consumer interest for it) or mail order.

Once you find customers you should request them to pay for the goods in advance – after receiving payment place an order with the supplier (usually you can have a 60 to 90 day credit period). You can then inform your customer when the shipment will arrive (and where) or arrange for delivery right to their premises. Can you see how simple this whole process is? As it is your supplier will already arrange for the transport of goods to a port of your choice – once you have a system in place you will find that not only will your existing customers keep

purchasing from you but they will probably be interested in buying additional products from you down the line (something that you should actively try and aim for).

The import-export business really is a hugely profitable industry and the ideal work from home business. Aside from giving everyone the chance to have an income producing business very quickly and with practically no capital it is also a great way of travelling the world (essentially for free). As international trade expands and the process of purchasing from developing countries becomes easier (it is now far more possible than it used to be) there are big profits for small people from the game of import/export. As with most things, the things that stops most people from doing it is taking that all important first step.

How You Can Get Started With Importing & Exporting...Important!

One of the best resources available on importing & exporting that has been written especially for home businesses is [“Import, Export – An Income For Life!”](#) which teaches you everything that you need to know plus provides you with heaps of ideas about what to buy & sell and where to find in demand products at the lowest prices. The book costs \$49 individually but is included with membership of [Instant Home Wealth](#). It is unavailable anywhere else (online or offline) so if you really are interested in learning more about creating a strong, instantly profitable import/export business then I strongly suggest you read this resource inside out.

World Trade & How You Can Earn From It

I hit upon the idea for this business when I was on holiday in Florida. I had noticed many products which were available in America that I had not noticed in shops here in the UK.

One thing which really took hold of my attention was brilliant gadget that allowed you to use any mains electrical socket in your house as a telephone extension socket. With a master device consisting of a mains plug with a telephone lead coming off it, to connect the incoming telephone line with the mains, and a slave device to connect your telephone to the

mains to pick up and send the signal. Naturally the whole set-up contained electronic components to allow the telephone signal to be carried over the mains voltage without interference or danger of electrocution.

Whilst still in Florida I located the manufacturer of this equipment. When I returned home I wrote to the manufacturers and enquired if they would be willing to make a UK version and allow me to hold the sole distribution rights.

I awaited an answer with great anticipation, only half hoping that any deal might be struck between myself and a large American electronics firm! After two weeks I received a reply - they would be delighted to make their telephone through the mains device for the UK and, yes, they would also be glad to offer me exclusive distribution rights.

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A sole agency agreement, granting me exclusive distribution rights was set up and I now receive handsome, ongoing income. I get paid a regular commission from the manufacturer without having to do any more work, except issue receipts for the commission I receive.

Since then I have secured exclusive distribution rights for a wide variety of goods: Toys from Israel, electronic security devices from Taiwan, household and electrical goods from the USA, furniture and ornaments from Thailand and India. I also earn royalties and commissions from exports of Scottish salmon to Japan, Hong Kong and Singapore.

I handle none of these goods myself, yet I get paid a good commission simply for having put the supplier and buyer in touch with each other. The supplier pays me a fixed percentage rate, usually between 2.5% and 10% of all the orders. Sometimes I even get paid by the buyer if I confer exclusive rights to him.

For you to become involved in this business, all you have to do is think of, or find when abroad, goods which are not available in this country. When you have found a product, you write to the supplier and secure the exclusive distribution rights for the UK (and for Europe too if you can!) and then set about finding an importer, wholesaler or large chain of shops who would like to handle the product(s). They do all the work involving customs and shipping, and you get paid simply for introducing them to each other.

Once the deals have been struck, you then have an ongoing income, without having to do any more work on that particular product. This income is gradually increased by continually adding new items to the portfolio of goods for which you enjoy exclusive distribution rights.

Gaining Inspiration

It is suggested that you find something from overseas to be imported into this country, rather than trying to find a home-based product to export. This suggestion is made because it is normally more easy to gain a contract from a supplier than it is to find a buyer. With the finding of buyers being the more difficult procedure, it will be best if the buyers are on home ground. Once you have experience and have established international contacts you could try your hand at setting up export deals and indeed setting up import/export deals between different foreign countries.

If you travel abroad on holiday you can be on the constant look out for goods which you have not seen at home. However, unless you are just about to go off on holiday, or are in the enviable position of being able to travel abroad whenever the urge takes you, this method is perhaps not the first one you will use.

Try to think of the times when you have wished there was a particular gadget or piece of equipment that would make doing a certain task easier. Ask friends or colleagues if they have any ideas about things they wish they could obtain here, perhaps items they have seen abroad or have simply thought of for themselves.

Perhaps you have noticed items of consumer goods when abroad that you wished you could buy in this country, or you've seen goods whilst on holiday that are much cheaper than here in the UK.

If you can come up with specific items that you think would be potential sellers in Britain but have no idea where they are made you can use the vast array of information sources available. These sources will help you to gain access to overseas suppliers.

These sources include agencies such as Trade Commissioners, Embassies and Consulates, Manufacturers Associations, Banks, Chambers of Commerce, the Business Management Association. All the addresses you will need for these can be obtained from regional telephone directories and trade directories in your central library.

Write to these agencies telling them of your interest in importing goods as an agent and request that they send details of any products, or types of product, which you specify an interest in.

Importing & Exporting is a highly rewarding & profitable way of creating income streams from home. Get it right and you could make more than you ever dreamed of. Remember, it's

MONEY FROM HOME!

strongly advised that you obtain a copy of [Import, Export – An Income For Life!](#) And you can get this \$49 resource absolutely free when you join [Instant Home Wealth](#).

CREATING YOUR VERY OWN INFORMATION PRODUCTS TO SELL

We have examined the use of quality resale rights products as a way of creating an instant home income stream – we have looked at ways of chopping and changing these products so that you are able to present a high quality product loaded with perceived value. That’s great and it will work wonders.

Now we’re going to look at actually creating your very own information product, from scratch, to sell for high profits. If you think this cannot be done you may be in for something of a pleasant surprise when you read the below. Ordinary people have created superb products from home, using the same tools that you probably already have in your hard drive (or you can get at a total snip).

You CAN produce your own exclusive information product – if you are completely new to making money from home then I would start with eBay and resale rights simultaneously and then move on to creating an income from your own info-products.

As someone who has created a suite of information products that have sold for as much as \$97 I can tell you there is a formula that just about anyone can apply and succeed with info-products. There are also certain tools that you need to have to create quality info-products. If you would like to know both the formula as well as have all the tools at your disposal I strongly suggest you pick up a copy of [The Info-Product Creation Toolkit](#). Now the toolkit costs \$69 ordinarily but you’ll be delighted to know that you can pick it up along with hundreds of other tools, software & resale rights products at the [Digital Resale Rights Club](#) (and for a fraction of that price).

Why Create Your Own Information Products?

- With eBooks you have instant, digital download. You do not have to ship a physical product and you pay nothing towards printing/material costs and so on. This is a business where you have close to **100% profit margin** and that should be exciting for any business owner.
- It's possible to make money with your eBook in an **automated** way – whether you're sleeping, playing golf or doing other things your eBook can pull in orders from your website without you having to be present. Can you say that about most other types of businesses?
- We have passed over onto the “**information age**” – right now people are willing to pay good money for the information they need. Ebooks satisfy their hunger immediately and there is no end to the number of topics that you can create a profitable eBook on.
- The “**prestige factor**” – let's face it, it's pretty cool to be known as a respected author.
- Earlier, we spoke about backend income – as the internet becomes more and more automated this there will be more and more scope for you to profit from this type of income. Imagine the potential – you can create products in any niche, target any market and pull in back end income from just one product for years into the future. Powerful stuff.

Now let me tell you that creating just one good, well marketed eBook on the internet can put some serious money into your bank account. If you're worried that you're “not a writer” let me tell you, it is not important. If you have a basically good grasp of English and can communicate your ideas onto paper then you have what it takes to write a very profitable eBook. Whether you wish to write fiction or non-fiction, and on whatever topic, you'll find that once you're underway the pages will almost start writing themselves.

Researching Your Market – Don't Start Writing Before Doing This

It would be absolutely suicidal to start writing your own info-product without actually determining if there is a market for it or not. Here are the key things you will need to ask yourself before deciding on your eBook topic.

- **WHO** are my customers going to be and **HOW MANY** of them are there? You can discover this by doing a basic search on google and seeing how many results come up. You should also visit **ONLINE FORUMS** on your chosen topic and see what are the hot topics of discussion – jot down the issues (and solutions) that have stirred up the most interest as you'll be including them in your book. Ask yourself, are there enough potential customers in this ebook topic to justify you writing a top-quality information product? We both know you'll come up with an outstanding **product but is it worth your time**? You also must find out if your target customers will be willing to pay for the information you provide.
- Who are your **competitors**? From google find out who they are and go through their websites – what information are they providing and how can you improve on their products. Contrary to what you may think a few competitors can actually be a good thing as it indicates that there is a **waiting market** for your proposed product.
- What potential is there to work in some **back-end revenue** to your book? Are there some top quality products that you can affiliate with that are complimentary to your book?

Online Forums are an absolute goldmine of information for your research, whatever topics you wish to include. Here are some great forum search engines that will find forums for any niche that you intend to write your eBook on:

[Find Your Forum](#)

[Forum Guide](#)

[Forums Info](#)

[Forumzilla](#)

[Forum Showcase](#)

[Forum Finder](#)

[Forum Directory](#)

[Forum One](#)

[Board Reader](#)

Everything you need to know about the book you want to write is in the forums. Look for problems that you can solve. Look for other common problems that already HAVE been solved by other posters – all of this is ripe to include in your book (obviously you should never just copy things you see on forums directly into your book or you will find yourself in trouble!). I believe in forums so much that we'll be returning to them when it's time to market your eBook.

After researching forums, and search engines you should be aware of whether your book has a future. This key step has not only identified whether a market exists for your proposed ebook, but has also provided you with some key topics for inclusion.

What Topics Should You Write About?

If you already are an expert or have knowledge of a popular topic then that is an ideal first niche for you to pick. Perhaps you have a passion for something that a large group of other people also have an interest in. Sports, Star Wars or Traveling for example. If this applies to you then creating an information-product on your field of expertise is something you can certainly consider (although you should still always research the market using the methods above).

If you feel that this does not apply to you don't panic - ask yourself....**WHAT SELLS?** Go to your local bookstore and browse the best-sellers...a sure-fired way of telling you what people are buying. Beyond that, here are some timeless topics that people will always buy information about:

- Health & beauty.
- Saving or making money.
- Creating/saving time.
- Being more comfortable.

These are some of the subject categories that always seem to sell...and probably will continue doing so for a long time.

Some Writing Tips For Creating Superb Products In Record Time

There are certain things that you should keep in mind when writing any info-product. The following tips will help you create your product with more ease and efficiency:

1. **Create A Brief** - A brief simply is an overall plan for your book – what do you plan to achieve with it, what the general subject will be, who it is aimed to help and how long it is going to be. This will prepare your mind and get it ready to deliver the outstanding content that's going to be in your book.
2. **Create An Outline** – You will begin the writing process only after identification and research of the topic. If you're at this stage pat yourself on the back because you have got hold of a topic that has good potential. Before actually writing the book you should mark out an outline with the points that you wish to include. I usually do this on a pad and at this stage I include absolutely anything that I could potentially include in the info-product. Here is where your snooping about at forums really pays off – you should already have a hot list of topics to write about.
3. **Create An Outline For Your Sales Page** – This may seem strange but as you compose your outline for the book you may also want to draw one up for your sales page. Why? Because you can jot down the main benefits of your products now, one by one, while they are fresh in our mind. Remember, we're just concerned about the outline right now so don't worry about getting the wordings just right – just write!

4. **Pick The Final Topics You Are Going To Include** – Now you're ready to finalise your topics list – ask yourself what of your listed potential topics would YOU most want covered if you had just purchased your book.
5. **Now Start Writing** – Using your identified topics start writing your book. The key thing at this stage is not to worry about formatting or editing, spelling and so on – that will all be done at the end. For now get the bulk of the material in.
6. **Edit & Format** – Once you have finished writing the bulk of your book you will have to go back and edit/format it. The chances are that your book looks a bit rough and untidy. Here's where you organize the content into the best format. Read over your work and catch any sentences that look odd. Decide if there is anything you can add or remove from the book. Run the spellchecker.

Creating A Sales Page

You can create the best info-product in the hottest niche around and yet end up failing miserably when it comes to sales. How? Your sales letter is simply not good enough. It doesn't have the punch that entices your prospects to click on that buy button. So how can you change this?

You need to follow the below basic rules for putting together a sales page. Entire books have been written on developing quality sales pages but if you're just starting out here are a few things that you should remember when creating your sales page:

- Follow the rules of **AIDA** – Attention, Interest, Desire and Action. So what does this mean? Well you must first grab your readers Attention by creating a **KNOCKOUT** title and some good graphics. Now these are important because if the title fails to hold your readers interest then **BANG** – you've lost your visitor and the sale, probably forever. You then need to stimulate the readers interest. Can you think how you could do this? Well you can start by highlighting the main **benefits** of using your info-product. What problems will your eBook solve for the reader? Why should they spend time continuing to read your copy let alone following it all the way down to the order link? Then you

need to create desire for your product – demonstrate how easy your readers life will be if they purchase your eBook. What trials and heartaches are you saving them? What joy and prosperity will you bring them? Testimonials and bonuses can both add to the desire element of your salespage. Finally, you must urge the reader to take action. Impose a time limit on your price or include some time-sensitive bonuses to achieve this.

- As we saw above, the **headline** is crucial to the success of your sales letter. You must try and communicate one or two of the biggest benefits within the headline to compel the reader to keep watching.
- The spacing out of your sales letter is important – use an **uncluttered format** and break paragraphs down into smaller chunks to maintain your readers interest. Using bullets are a good way of communicating the benefits and advantages of using your product.
- Talk about your customer – always communicate what your customer gains by purchasing your product. Do not rattle on about yourself or your achievements (except maybe a little bit for proof that you know what you’re talking about).
- Make your writing style **PERSONABLE** – You do not have the luxury of seeing or talking to your prospect so it’s very important that you add energy to your writing. Use energetic words and phrases (without overdoing it). One good way is to pretend that you’re writing to your best friend – you’d be surprised how natural your writing will come out if you try doing that.
- You can create the appearance of **reliability** quite easily by applying a few easy techniques. Prove your **contact details** (a physical address and number are desired) and detail your privacy policy (for example, stress that all emails collected for newsletters will be kept strictly confidential). If you have read the part about accepting payment you will have chosen **secure servers** such as Paypal or Clickbank to accept payments.

- Include your **Unique Selling Point** – that is the thing that makes you different from all the other providers out there. If you have competition for your eBook for example, your USP may be a **free bonus that is only available through you**.
- Tell them **WHY** – studies have shown that you can significantly improve the conversion rate of your product simply by indicating WHY you have made such a special offer. Is it a marketing promotion? A special low pricing trial? If you have too low a price and no reason as to “why” the bargain, it may deter some customers from purchasing from you.
- You can really force your customers to order by reminding them of the pain they will face if they do not order, and the benefits they will gain if they do. Use this **psychological reminder** close to your order links and your sales conversion can significantly improve.
- Talk in **comparative terms** about how valuable your product is. For example if you have a book costing \$29 you can state all your benefits and then remind the reader that the full cost of this amazing, life-changing resource costs less than a casual meal in a standard restaurant.
- Have a method of capturing your prospects **email address**. Good ways are by offering bonuses/newsletters with **high perceived value**. It has been proven that it usually takes between 7 to 10 contacts with a prospect to establish trust so most of your prospects may not buy until then. By capturing their emails you are showing that you have valuable solutions to their problems and they are likely to buy from you again in the future. This is a key part of your marketing so ensure that you collect their email addresses (legitimately of course).
- Develop a habit of testing your sales letters and headlines – then improve on them.

Money From Home Resource Vault – Creating Your Own Info-Products

At the end of this book you will have access to the Money From Home Resource Vault. You can download the below products from there.

The Info-Product Creation section has the following resources:

How To Add Audio To Your Website For Free - Think adding quality audio to your website is difficult? It isn't with this package.

Tranzition Software - Create Lots Of Special Effects On Your Website -

By downloading the following software (Tranzitionz) you're going to be able to customize your sales page with almost any feature you would want. These include:

- Special effects on entry and exit.
- Create "presentation style" webpages.
- Add TV-Presentation styled special effects on your site.
- You can rotate different effects.

One of the best resources that has ever been written on info-product creation is the ground breaking "[Info-Product Creation Toolkit](#)" – the product comes with master resale rights for \$197. However, you can access the full version (including ALL the bonuses PLUS the master rights) with your membership of [Instant Home Wealth](#).

GOOGLE ADSENSE – THE SENSATIONAL NEW MODEL FOR MAKING MONEY FROM HOME (AND WITHOUT SELLING A THING!)

You must have seen them – fire up google, search for any term and almost certainly you'll see a bunch of adverts on the top and to the right of your search results (they tend to be in boxes and highlighted).

For the work-from-home enthusiast Google AdSense is a total dream. You can set-up a website, pour in content and hey presto, Google AdSense serves up adverts directly related to that content. Then you drive traffic to your site and earn money every time your visitors click upon your adverts. You do not have to sell a thing – this is an income stream that you really should be jumping all over.

Before starting let me tell you, there is a LOT to learn about setting up Google ads correctly. Some people are earning hundreds of dollars a day with AdSense – a more realistic short term target for you may be about \$50 or so per day.

Introduction

You've probably heard a lot about Google AdSense (which is actually more accurately known as Google AdSense V1), but you may not know just what it is. Well, for one thing, it's a one of the hottest new ways to make money online without having to do a whole lot. If you've read Robert Kiyosaki's book, "Rich Dad, Poor Dad," you know that passive income is the best kind of income to have.

Passive income is income that you get without having to work for it. I know this may sound like some kind of "pie in the sky" get-rich-quick scheme, but passive income is for real. In fact, every single billionaire on earth uses the power of passive income to keep money coming in while he or she jets off to parties and resorts and such.

The best example of passive income in the physical world is real estate. When you own an apartment building and hire a property manager and a maintenance crew to take care of it for you and collect the rents, all you have to do is cash the checks that roll in.

Of course, passive income doesn't just happen overnight, or everyone would be getting it. In the case of the apartment building owner, it took money, time, and knowledge to set up an S corporation, find a building to buy, put up the cash to buy it with and get a loan for the rest, renovate it, then screen and hire the property manager and maintenance crew. But once that was all done, checks began rolling in with little or no effort.

Well, Google AdSense is the online equivalent of that. You'll have to invest just a little bit of time in learning about it, but once you get it set up you can look forward to seeing those nice checks roll in. Or, if you're totally online, seeing money flow into your PayPal account.

So Just What is Google AdSense?

Google AdSense is a fast and absolutely ridiculously easy way for people with websites of all types and sizes to put up and display relevant Google ads on the content pages of their site and earn money.

Because the Google AdSense ads relate to what your visitors came to your site to read about, or because the ads match up to the interests and characteristics of the kind of people your content attracts, you now have a way to improve your content pages AND make some serious bucks off of them.

Google AdSense is also a way for site owners to provide Google search capability to visitors and to earn even more money by putting Google ads on the search results pages. Google AdSense gives you the ability to earn advertising revenue from every single page on your website—with a minimal investment of your time

So what kind of ads do you have to put up? That's the good part—you don't have to decide. Google does it for you. AdSense always delivers relevant ads that are precisely targeted—on a page-by-page basis—to the content that people find on your site. For example, if you have a page that tells the story of your pet fish, Google will send you ads for that site that are for pet stores, fish food, fish bowls, aquariums...you get the picture.

If you decide you want to add a Google search box to your site, then AdSense will deliver relevant ads targeted to the Google search results pages that your visitors' search request generated.

Building Content Rich Sites

First off, why would you want to build content-rich websites? The short answer is “Because it keeps people on your site for awhile, it makes them come back, and they tell their friends about that site.”

But why? Well, for one thing, people will stay on a content-rich site because it takes awhile to read an article or two. Thus, while they're reading the material, their peripheral vision (off to the sides) notices little ads that happen to surround that articles.

And if people start to realize that a certain site has good content that they like, and in particular, different content that constantly changes and is updated, then they'll check back to see what's new.

The worst thing in the world to have is a stagnant website that never changes. People will visit it exactly twice—the first time to check it out, and the second one to see what's changed—and when they find out it hasn't changed, they most likely won't come back. Ever.

A content-rich site is one that has lots of informative articles up at it, usually centered around a theme. Most sites can't quite pull off being Wikipedia, so they specialize. For instance, you could do a site for dog owners. Possible articles on that site would cover:

- How to figure out what kind of dog you want
- Where to get a dog
- How to deal with a puppy
- Life stages of a dog
- House-training puppies
- Dog training
- What to feed dogs
- Whether to get more than one dog
- How to socialize dogs with other dogs and with cats
- Exercise needs of dogs
- Training dogs to do tricks
- Treating fleas
- Common dog ailments and when to go to the vet
- Dog nutrition
- Taking your dog on a trip
- Getting a pet sitter or boarding your dog if you don't take him on a trip

The articles you'll want to have on your site should be short enough so that someone can read them in about 5 minutes. This means you want to stick to articles of 250 to 750 words, with 300 to 600 words optimal. To give you an idea, a single page in a published novel has about 300 words.

Of course, your real purpose in putting up all these nice little short articles and changing them out frequently is not to just put information out into the world. It is to

have a site that people will come back to so that they will see the Google AdSense ads, and click on them, and then you will get checks in the mail.

You might think it's lots of cool graphics and colors that make a site attractive to a visitor, but it's really the content. In order to make money from Google AdSense, you need to grasp that concept. Believe me, you could run a wonderful advertising campaign and develop all sorts of viral marketing tools and attractive affiliate programs.

But unless your Website is content-rich, the traffic spikes that you get for your efforts will only be temporary. The very best way to attract and retain an online audience is to provide content that's useful, valuable, informative, educational or just downright funny as hell or entertaining in some way.

How To Build A Content Rich Website

I know the notion of creating your very own content-rich website might be a little intimidating, but you can do it. It's not hard. You don't have to be a good write to have good content on your site. In fact, you don't have to be a writer at all. There are plenty of successful people who make a lot of money from Google AdSense and they don't write a word of that content. We'll talk more about that later, but you can hire writers, or have guest writers—it's not hard.

Anyone can create a content-rich Website by following a few key points:

- Have some discipline—maintain your site.
- Update that site often. Having a schedule is best.
- Be able to beg, borrow, or commission content

Discipline is key

To create a content-rich Website, you need to hone your focus and your self-discipline. I don't have to tell you how incredibly easy it is to waste hours, even days, just surfing around the web from one site to another. You can't let yourself get distracted like that or you won't accomplish anything. Start with setting a limit to surfing for fun so that you limit your searches to sites and resources that are relate very directly to your site's subject.

Discipline also applies to creating creation. Successful writers can't afford to wait for inspiration to strike before starting work. Instead, they develop a writing schedule for themselves and they stick with it like it was their job—since it is. As one famous writer said, "I write when I feel like it. And every morning at 9am, I make sure I feel like it." Schedule a time for yourself to sit down at your desk and write.

And you'll need to develop another schedule for when to add content to your Website, and follow that schedule religiously. Make a commitment to yourself and follow through with it.

And remember—if you just simply can't write, or you find yourself making too many excuses not to write content, just hire someone.

Go to Elance.com and post a project to write 20 articles of 300-600 words each for \$5 to \$10 each. You'll find someone.

Regular updates are critical to your site

Nothing is deader than a website that looks like somebody's forgotten about it. Regularly updating or modifying your site content gives you a big advantage over the competition. Web surfers will keep on coming back to your site if they notice that there's always something new to see, learn, or enjoy each time.

What Kind of Content Should I Put Up?

Any kind you want, of course, since we're talking about the internet. But seriously, you'll want to give this topic some consideration, since there's more interest in some topics than others.

You know the people who are your audience, since ideally you're talking about something you know about. For instance, if you're talking about Ultimate Frisbee, it's because you play it. So you know what other Ultimate people are like, and what they want to know and what they find entertaining.

Once you know that, you can decide about which types of content will best serve their needs and how to go about finding or creating it. Here are some general categories to get you started with your brainstorming:

- Editorials
- Feature articles
- Political opinion
- News stories
- Art galleries
- A conglomeration of the best content
- Reviews of movies, books, music
- Interviews
- Interactive features - polls, feedback, discussion groups, forums, chat

Editorials

Editorials are the opinion of someone who's seen as an expert in the field-- (either you or a guest contributor). This makes good content because people like to respond to it, either by agreeing with or opposing the writer. This can make for an exciting page, and you'll probably have to moderate it.

Give your people a way to make their views known; put up a bulletin board or guest book on your site. People will come back to read other responses to their comments. And you can use this feedback from your audience by incorporating it into a follow up article in the future.

For instance, is everybody complaining about a new government travel policy? Do an article on it, since clearly that's something people are talking about so they'll want to read about it.

Full-length Feature Articles

This is the most common and in many people's opinion one of the best forms of content. Depending on what your site is like, the articles could be long or brief, formal or chatty, technical or entertaining. Here are some tips:

- Keep it short. While there aren't any hard and fast rules, you should keep these articles below 1200 words. If they are longer, make them into multi-part features. People hate to have to scroll down a lot.
- Articles should be relevant to your site.
- Articles ought to educate, entertain or inform. Don't overwhelm people; stick to one or two ideas.
- Refrain from rehashing an article you've read somewhere else. By publishing something that's new, you up the value and credibility of your site.

To Get Content

1. Offer to pay guest authors for their work. A guest author could be someone you found on your bulletin board who happens to write well.
2. Exchange articles with the guest author's site. Your site visitors benefit by providing them with another point of view. And you might just gain some new regular visitors from your guest author's site!
3. Make sure you get exclusivity. When someone writes for you, make sure they won't submit that same article to dozens of other Websites and newsletters. When your site publishes exclusive content, you have opportunities for syndication in other publications, online and off, and you gain a lot of reader loyalty. The key phrase in a contract with a writer is that you're buying all rights, including electronic.

You really have more than enough information with the above to get started with Google Adsense (and please do!). However, if you wish to further your knowledge even more then you can get hold of the excellent Adsense Empire (worth \$49) included with your membership of [Instant Home Wealth](#).

CONCLUSION – AND A CALL FOR ACTION

You have now a complete suite of methods to get you started making money all from the comfort of your own home. These are not pie in the sky schemes – all have been proven to work, and people just like you are using them and finding that earning money from home is very possible.

Would you like to join them? I bet you do – well then now is the time to take action! Go over everything you have learned again – and above all take action and start doing things. Once you get a small taste of success, it will build your confidence and get some momentum going. Before long one income stream will turn to two...and three. Over time you will see that your part time home income will slowly grow into one that is able to support you fully.

You have heard the saying, every journey begins with one step – why not take your first step today?

THE WORK FROM HOME RESOURCE VAULT

I'm sure you're quite keen on getting hold of the fantastic resources that are inside the Vault. You're but moments away – even after you get them you have the chance of learning many more genuine ways of earning money from home via my “**Wealth From Home Newsletter**”. You'll see how when you visit The Vault.

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If you have enjoyed this book, and would like many more resources, books, software – all with resale rights to allow you to be even more profitable then pop into [Instant Home Wealth](#). It's an amazing resource for anyone wishing to make money from home.

ADDITIONAL DOWNLOADS:

The Niche Profit Streams Book & Resource Vault Can Be [Downloaded Here](#).

The 5 Red Hot Income Streams eBook Can Be [Downloaded Here](#).

Finally, I'd just like to remind you that making a fortune from home really is very possible – it is a reality for an increasing number of people all around the world and there is absolutely no reason why you cannot enjoy the same.

I wish you the very best.

Tuks Engineer,

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