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# TRAFFIC OPTIMISATION SECRETS

YOU DON'T HAVE TO SPEND  
A FORTUNE TO PROMOTE  
YOUR OFFERS!

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## Introduction

When it comes down to it, making money with Internet marketing isn't rocket science. All you have to do is use paid or free methods that lead visitor to your offers, then utilize techniques within our content that maximize conversion rates.

Without a doubt, paying for traffic is the easiest way to build your online business. You can sometimes get results within a few hours – or even a few minutes – of launching your paid traffic campaigns. But as soon as the money runs out, usually so does the traffic.

The paid platform most marketers use is Google AdWords. It's the biggest and most popular. But therein lies the problem: Google AdWords is so big that it's often really hard to get your offers noticed by consumers. It's simply so filled with competitors that you either have to spend a fortune bidding on the best keywords or risk getting little return for your marketing dollar.

Plus, Google has one of the worst support structures you are going to find anywhere. It also has built a reputation for being hostile toward affiliate marketers. Google has been known to ban accounts suddenly and without explanation. And they are so big, they can get away with it!

### Alternatives to Google AdWords

But Google isn't the only game in town. For many marketers, Bing and Yahoo offer better alternatives.

While between the two, Bing and Yahoo only account for 29.2% of the search engine marketplace, that's 29% of billions of online users. And both are not only affiliate friendly, but provide better service.

Best of all, while your competitors are spending a fortune bidding on the best keywords on Google, you can quietly but effectively promote your offers on Bing and Yahoo without overspending on the best keywords.

### Less Expensive Paid Methods

Two other little-used but highly effective paid methods are Facebook Ads and solo ads.

Even though Facebook seems to share Google's contempt for affiliate marketers, its ad program is worth considering because of its ability to provide extremely targeted demographic and psychographic information so you can tailor your offers not only on things like age, gender and geographic location, but also on likes and dislikes, interests and preferences.

The biggest benefit of solo ads is the price. Your budget goes much farther using solo ads as compared to working with a bigger, more expensive marketing platform. And your ads are seen only by people who already have proven to be passionate about your niche.

### Secret Free Traffic Methods

Right now, social approval signals are the top measure of site ranking. But creating back links to your web pages from high authority sites still can influence your page's rankings.

Search engines consider authority sites to be anyplace web users go when they are searching for answers to niche-related questions. They include such sites as Wikipedia.com, About.com, eHow.com, Yahoo Answers, and so on. Sites with the suffix .gov and .edu also are considered authority sites by the search engines.

### **Creating Links from Authoritative Sites**

Here's a fast, easy way to create links to your pages from authoritative sites:

1. Go to any of these sites
2. Create an article or comment on an existing post
3. Leave a link to your pages in the About the Author box

When readers follow that link back to your page, you have a new high-target prospect and your page ranking will improve at the same time.

When you use these traffic generating secrets, you don't have to spend a fortune promoting your offers or attracting new visitors to your web pages.

## Chapter 1

### Cover Your Bases with These 6 Traffic Streams

The goal of any successful online marketing program is to get the most amount of traffic as possible to your website.

By giving away a high-value product for free, you can capture a high percentage of visitors. This technique is known as “visitor conversion” because it converts visitors into subscribers once they opt-in to your list.

Generally, traffic can be divided into two types: Paid and free.

#### Paid Traffic

Among the most popular paid traffic platforms are:

- Buying ads on Google, Facebook and other popular ad providers
- Buying banner ads that appear on the top, sides and bottom of popular websites related to your niche
- Buying lists of subscribers from other Internet marketers

#### Free Traffic

Free traffic marketing techniques include:

- Using social media to find people who are interested in your niche and attracting them to your website
- Participating in niche-related forms and chat rooms, social media pages and other locations
- Creating your own blog and writing regularly about your niche topic (always including a link to your website)

#### When to Use Paid vs Free Traffic Techniques

If you are just starting out, use free traffic methods until you build your list so it attracts a lot of prospective customers.

Usually, you don't have much choice. Unless you have some sort of trust fund or an investor with deep pockets, you aren't going to have the cash to fund paid marketing strategies up front. Instead, you will need to work your way through the free marketing strategies until you start to build a customer base and start making some serious money with Internet marketing.

This isn't necessarily a bad thing. Every time you try something new, regardless of whether it is successful or not, you will have learned something. And the more you learn, the more experienced you will become.

There are very few successful online marketers who are also inexperienced. Most of them have struggled for years, if not a decade or more, learning through their efforts, including their failures.

The same concept holds true in the real world as well. It would be highly unlikely that a corporation would hire somebody to be their CEO fresh out of business school. Even if they did, the value of their stock would most likely plummet because of investor doubts.

Once you start building revenues, you can then reinvest some or all of these revenues into paid traffic methods so that you can build your list even more quickly.

Free traffic methods take longer to gain traction. It can take weeks or even months before you get the response that provide you with enough revenues to fund your paid traffic marketing. This is known as getting your “PhD” – “paying his (or her) dues”.

Paid traffic can provide traffic almost instantly. Using popular platforms as Facebook Ads or Google Ads, you can get your ads in front of highly-targeted prospects immediately. So it’s not unusual for you to attract visitors to your site moments after you launch your paid traffic platforms.

### **Not All Traffic Techniques Are Created Equal**

Some traffic methods work better than others and will bring you results more quickly. The fastest and most cost-effective traffic generation methods are:

- Joint Ventures (Paid)
- Pay-Per-Click, Pay-Per-View and Banner Ads (Paid)
- Social Media/Blogging (Free)
- Forums, Ad Swaps and Safelists (Free/Paid)

### **Joint Ventures**

Joint ventures are when you and another marketer – usually somebody who already works within your niche – agree to share the costs of promotion equally. Both promote the business to their own lists. Profits are then split down the middle.

Joint ventures can be a good way to double the mileage of your promotional budget for half the cost. Partners can be found in many different places online, especially those that specialize in bringing Internet marketers together.

### **Buying Paid Ads**

When you buy PPC, PPV or banner ads, you deal with an external ad broker, such as Facebook Ads or Google AdWords, and pay to have ads sent to high-target web users.

With PPC, you pay only for those who click through to your pages.

With PPV and banner ads, you pay for a certain number of impressions, or pages on which your ad will appear.

## Chapter 2

### How to Choose the Right Domain Name

A domain name is the web address people click on when they want to visit your website. You need to choose your domain name before you begin building your website.

Your domain should be easy to remember, tell your customers what your website is about, be inviting, and get the customer excited about visiting your website, as well as be related to the name of your business or niche.

It's also a good idea to include keywords that help users understand what services your business provides. For example, if you own a small business called "The Baseball Card Store," choosing the domain name BaseballCardStore.com meets all five of these criteria.

#### Choosing the Best Domain Name

To understand how to choose the best domain name for your website, it's helpful to know a little bit about how people use the Internet. While there are billions of websites available online, people search for the ones they are interested in by using search engines like Google.com and Bing.com.

Google – the largest and most important search engine in the U.S. – uses a search engine algorithm that has digital "spiders" that crawl through the web constantly looking for new websites.

When a spider finds a new page, it scans the page and then indexes it according to the keywords that are included in its domain name, headline, content, and other places on the page.

Keywords are how the spider knows what the website is all about. The algorithm then compares that website with other websites with the same or similar keywords and ranks them all according to how useful it thinks the page will be to its users.

So when somebody types keywords into Google, the Search Engine Results Page (SERP) generates what it thinks are the most helpful websites based on those specific keywords.

#### Using Keywords in Your Domain Name

Putting the best keywords in your domain name will help get your page ranked in the Number 1 spot on the SERP for those keywords, or at least on the first page. Most people who land on that SERP will click on the top result. And hardly anybody ever goes further than the first page.

In general, the shorter your domain name, the easier it will be for people to remember. The maximum domain length is 64 characters, but for optimal results, you should limit your domain name to 15 characters or less. One way to do that is to use abbreviations, acronyms, and homophones that make your domain name brief, fun, interesting, and memorable.

The last three letters that come after the period are the suffix for your domain. They often provide information about what the website is about or where it originates. For example, domain names that end in .edu or .gov usually are owned by educational institutions or governments, respectively. And domain names that end in .ca or .uk originate in Canada or the United Kingdom, for example.



### The Best Suffix

While you can buy domain names that end with many different suffixes, it's a good idea to choose a domain name that ends in .com, because that is the default suffix that most people – about 60% – will look for automatically. Domains that end in .net are the second-most popular (14%) while .org are third (10%).

If the purpose of your website is to promote your company's product or services or promote you or your interests, you might consider buying a domain that features your name or the name of your company. For example, ChicagoBears.com, is short, essential, and tells the website visitor what the page is all about instantly.

## Chapter 3

### Email Marketing: Knowing What to Send and When

If you already have a list of subscribers who are passionate about your niche, it's time to set up a series of emails that you program your autoresponder to send out according to a pre-set schedule. This is known as an "email swipe".

There's no limit to the number of emails you can send out. Your subscribers keep getting them until they unsubscribe from your list. As long as your emails provide something your customers want, they will continue to keep opening them.

And, as long as they are opening your emails, rather than deleting them without reading them, you have the opportunity to sell the products you are promoting to the people on your email list.

#### What Emails Should Do

The emails you send out should serve one of two purposes:

- Reinforce your subscriber's loyalty by giving them something of high value for free
- Promote a particular product or service

Effective email swipes contain both types of emails. If you send out emails that just promote products and services, your subscribers aren't going to get a lot of value from your emails and they will be more likely to unsubscribe.

Instead, alternate these promotional emails with ones that provide free high-value content that they can actually use in their everyday lives. Your subscribers then will be more likely to open your emails and to purchasing the products or services you promote when you send promotional emails.

Toggling between these two types of emails successfully requires a lot of skill, much of which comes with experience.

Keep in mind that once the person on your email list makes the choice to delete your email without reading it the first time, it's going to be harder and harder for you to get them to open any subsequent emails that you send.

That's why it is critically important that you keep your emails interesting enough and provide enough value so that the people on your list will have no choice but to open your emails every time you send them.

#### What Kind of Content to Include

Free high-value emails should contain either original content that you have created yourself or content you have purchased or commissioned from freelancers, PLR or some other source. Your emails can even simply contain links to informative content your subscribers will find useful.

By the way, this strategy works the same when marketing in other platforms as well, not just email. You can provide high value content and keep people looking forward to your next submission on

places such as Facebook, Twitter, Instagram, Tumblr and many other formats. The principle is the same.

Consider your emails swipes as a newsletter that you send your subscribers. A newsletter contains interesting and helpful articles about topics that interesting. If your content is high quality and your subscribers enjoy it, they are going to be more open to buying the products and services you promote in your newsletter.

### **How Often Should You Send Emails?**

While there is no agreed-upon schedule for free content and promotional emails, use a 3:1 proportion. For every promotional email you send out, send out three that provide free high value content designed to build loyalty with your subscribers.

Promotional emails should have a structure similar to a sales letter. Have a clear Call to Action (CTA) that says exactly you want your reader to do: Buy a product, subscribe to a newsletter, invest in your company, etc.

Promotional emails need to have a link where your subscribers can click on to buy the products or services you are promoting.

### **Content of Promotional Emails**

The content you promote in your promotional emails can be either original or something you commissioned another person to create for you. You also can promote affiliate products, which are products sold by somebody else but promoted by you. When a subscriber clicks through and buys one of these affiliate products, you get paid a commission.

Affiliate products are popular among email marketers because they don't require you to purchase anything up front or worry about delivering the product to the buyer. All you do is promote the product and when a sale is made, you get paid.

## Chapter 4

### Making The Jump From Traffic To Sales

One of the biggest blinders that hold people back in online marketing is the focus on traffic numbers alone.

Now obviously, websites need visitors. The more visitors a website gets (or so we're told) the more profitable it will be. What many marketers soon find out, however, is that traffic numbers are not always related to sales numbers.

Visitors are great. Your website needs to get people visiting it and engaging with the information you present. It also needs to convert these visitors into paying customers.

But how do you do that?

#### Two Different Objectives

Part of the problem comes from the fact that sales and traffic generation have two different objectives. Traffic generation (generally) focuses on getting the greatest number of people on a website as possible. Sales, on the other hand, focuses on your specific target customer.

You can't simply put a million people in front of your sales page and expect to rake in the cash. It just doesn't work that way.

The difference here is that one focuses on capturing anyone while the other focuses on a specific person. Sales certainly don't work if visitors aren't targeted, so your advertising efforts absolutely *must be*.

#### Targeting Customers

Traffic generation is great for creating a long list of leads, qualified as best you can tell. This group of people may contain a few buyers but you'll need to weed out the mass of people who will never buy something from you. This can be done through the material posted on your website.

Each article, video, or audio file you post should be targeted to the specific market you're trying to sell to. When visitors come across an article on weight loss, for example, only those people interested in losing weight will read it. That would be a great place to promote a weight loss product.

#### A Leaky Funnel

The trick to combining traffic and sales is to weed out the people who aren't customers and sell to those who will spend money. This is done with what we call a "Sales Funnel". Picture the shape of a funnel. It's larger at one end than the other.

A sales funnel works by directing all of your traffic into the sales process. With each progressive step, the audience gets smaller and smaller in number. Eventually, you're left with only those people who will be interested in your product. These are the people to whom you present your sales copy, products, and other offers.

### **Building a Funnel**

The basic blueprint for a sales funnel is pretty simple. You start with a general audience and then begin to shave it down until you're left with a small group of people who are more likely to spend money. In some cases this can be less than 10% of your overall traffic numbers.

You can tell who they are by their behavior—which they usually take after you *ask* them to do something and see how they respond.

A truly powerful sales funnel can make or break a product. They take a lot of tweaking, testing, and continued improvement. And, it can be so difficult to build an effective sales funnel that many companies will spend tens of thousands hiring someone to do it for them, and several times more buying traffic to test it.

## Chapter 5

### Tap Into Popular Blogs' Traffic Flow

Generating traffic is an important consideration for anyone that owns a website. There are a few different ways to do this, but guest blogging is one of the best.

Writing a guest post for another website is a wonderful way to tap into an existing stream of visitors. Since you can include a link to your own site, it's also a great way to build up backlinks which improve your ranking in search engines.

#### Finding blogs to post on

If you're interested in guest blogging, then you need to find blogs to post on. The ideal blog is one which is relevant to your own site (but much bigger).

Many guest bloggers prefer to stay within their chosen niche. If they run a blog about internet marketing, for example, they will want to post on other internet marketing blogs. Just make sure you're not a direct competitor of theirs, but are offering a complementary topic or offer.

The best way to find these blogs is to simply use Google, type in your niche, and add the word "blog" to it. This should bring up a list of relevant blogs.

The next step is to look through these and pick out the blogs that are high quality, active, and that update regularly. You want to post on an active and popular blog so your post gets the most attention possible.

#### See if they allow guest posts

Now that you have a list of relevant and popular blogs, you'll need to determine if they allow guest posting.

You can do this by reading through some of the articles posted on the site. At the end of the article, you might find a short bio about the person who wrote it.

You should also find a link to their own website, if they're not a regular writer for that blog and were posting as a guest. If you see this, you'll know that blog allows guest posting and is more worthwhile to contact.

#### Reach out to see if they do

People are protective of their blogs. Some blog owners will be very selective about the guest bloggers they accept. They want to make sure the writers are reputable, knowledgeable, and safe for their own readers.

It's always a good idea to contact the owner of the blog and let them know you're interested. Tell them a bit about yourself, your website, and what you would be writing about. A good personal connection can go a long way.

### **Write an article, include a link**

If you get accepted as a guest blogger, it's time to write the article. You can either write it yourself or hire a writer. Most blog articles are about 500 words in length, so keep this in mind as you write. It can also be a good idea to include subheadings to help separate information, and an image.

Just make sure it's relevant to the topic and try to make it match the other articles on the blog. Also, don't forget to include a link back to your site, along with a short bio and call to action telling them to go to your website (if allowed). That's the whole point of this so never forget the link.

## Chapter 6

### Are You Advertising or Engaging?

The traditional view of advertising is a bit of a one-way street. You create a marketing strategy that is designed to deliver a particular message to your target audience. This can be used to tell customers how your product is better than others, how it's more affordable, or how it's different than anything they've seen before.

The problem with all of this is not what it does, but *how it does it*. The internet has changed society in countless ways. One of the most relevant to marketing is that people now expect some sort of interaction. Your audience wants to do more than just read something, they want to discuss it...with you, even!

Learning to market in a way that engages your audience will increase the effectiveness of everything you do. Let's take a look at a few common engagement strategies and how they benefit marketers.

#### Discussions

Nearly every website will have a comments section. Visitors stop by to read an article and then stick around to discuss it. The same is true on social media sites such as Facebook. This sort of engagement is so popular, in fact, that websites such as Reddit are designed to do nothing else but host these kinds of discussions.

Encouraging discussion benefits marketers by creating buzz. Something that gets talked about is something that gets a lot of attention—and people *remember it*. Since people love sharing their opinions, this is a great way to engage your audience.

#### Sharing

Sharing is another way that marketing can engage an audience. When you post something of real value—be it an article, video, or podcast—people will often want to share it. Modern websites make it easy to click a button and share the information across a variety of different platforms.

This is wonderful for marketers because it gets other people to spread the word. Advertising space is generally a bit expensive, but this is some of the best free promotion around. Make sure all of your best material is easy to share.

#### Contests

Contests have long been a useful marketing tool but the rise of the internet has made them more powerful than ever. Old contests had applicants sending something in and it stopped there. Web-based contests can elicit far more interaction which can result in greater market engagement.

These are great for marketers because they can create a large commotion while only needing to offer one main prize. This prize can be a high-value item and the desire to win it will instill a desire to own it in all the contest applicants. Those who don't win will be more likely to spend money to achieve the same satisfaction.



### How to do it

Engaging your audience is an art form. It requires a bit of skill and experience. The best way to figure out what to do is to research effective and engaging campaigns created by other people. Take note of what they did correctly. Try to determine the key factors that made the campaign so successful.

Then try it yourself! Over time, you'll see how well it works, make changes, and tweak and test it until you're making money consistently.

This does, of course, take a lot of time and there is no guarantee you will implement the ideas correctly.

## Chapter 7

### What Media Buys Are and How They Work

“Media Buys” is a term you’ll often hear in marketing circles. They are widely used, yet some people still don’t understand what they are. To put it as simply as possible, a media buy is basically advertising space purchased on some sort of media, like a website ad or TV commercial.

There are a great range of options when it comes to media buys and each one has its benefits and drawbacks. Some companies will spend millions of dollars every year and need to hire a dedicated media buyer to handle it all. It’s actually quite easy to end up spending a significant amount of money, but you don’t need to break the bank if you know what you’re doing.

#### What media can you buy?

Advertising space can be purchased on every form of media imaginable. Television commercials and radio spots have long been popular options. Space can also be purchased in magazines, newspapers, or circulars as well.

With the rise of the internet, however, web-based media buying has become a huge industry. Websites of every type in nearly every market will sell advertising space. Think of every website you’ve ever seen with ad space on them! This can often be a low-cost option that will still reach a large audience.

#### How to Know What to Buy

The key to getting the best return on a media buy is to have an effective plan laid out before you spend any money. Focus on developing a specific strategy. You’ll want to know who your target audience is, how much you’re willing to spend, and what you want to get out of it.

One mistake many people make is buying a lot of ad space right off the bat, lured by the total number of views without regard for how relevant the ads will be to their audience.

Just as with anything in business, you need to have a plan to follow or you’ll get lost. Media buys can either be a great investment or a total waste of money. Having a focused plan is what makes the difference.

#### Where to Buy

The strategy you develop needs to be focused on a target customer or audience, because this will tell you where to buy your media space. Consider your ideal customer. Do a little research to determine what sort of media they consume on a regular basis and what will get them to engage with your marketing.

When it comes to websites, you’ll want to pay attention to the traffic stats for each site. If the visitors fall into the same range of age, location, and financial ability as your target customer, then this is a great option.

#### Determining Value

It’s important to test a number of different media buying options to find the best one. You can do this by assigning a value to each one after you’ve run some test campaigns. Simply take the cost of the media buy and compare it to the traffic it generated. Then, take that and compare it to the number of sales or leads generated from the campaign.

Media buys can be a wonderful way to increase the awareness of a product, promote a brand, or generate revenue through sales. Once the media is bought, it is basically fully automated so it's also one of the easiest marketing options around.

## Chapter 8

### Fail-Safe Tips for Effective Media Buying

Media Buys (buying packages of ad space) can be a great way to help grow your business. Finding the right place to advertise will open up a large audience that might be receptive to your current marketing efforts.

There is, however, a right way and a wrong way to do it. These six tips will put you on the right track to getting the greatest return on all your media buys.

#### #1: Budget It

Media buys can be a great addition to your marketing strategy, but they can also be a great way to empty your bank account.

To avoid spending too much money, it's vitally important that you set a budget for media buying and stick to it. Once you go over budget you'll be cutting into your profits. I suggest starting small, finding out what works, and then incrementally increasing your ad budget.

#### #2: Shop Around

It's never a good idea to purchase the first thing you find. When it comes to media buys, the cost of the buy isn't always related to the quality of the audience.

While it might be tempting to spend a lot to advertise on a well-known website, you might be able to find cheaper options that are just as effective.

#### #3: Goals

It's important to keep the goals of your campaign in mind when looking for media to buy. Different websites will have different types of visitors.

If you're focused on gathering leads, then one site might be a better option than another. If sales are your goal, then you'll need to find a website full of real customers.

#### #4: Test It

Every campaign is different. The only way to really tell which media buy offered the best return is to constantly test different campaigns. Instead of just running one campaign and hoping for the best, diversify your marketing efforts.

When the campaigns are over, you'll be able to run a few numbers and find out which one brought you the highest return.

#### #5: Cost Per Lead

You need to have a method of determining the most valuable media buys, and focusing on your cost per lead is a great way to do this. Traffic is always nice, but if it doesn't convert into leads or sales then it's only wasting your time and money. The cost per lead can be determined by taking the price of the media buy and dividing it by the number of leads or sales. Needless to say, anything with a negative ROI should probably be thrown out.

#### #6: Get Creative

At the end of the day, media buying is just advertising. Once you've purchased it, you'll need something eye catching, inventive, and enticing to use it for.

Make sure you leave room in your budget for creativity. Hiring designers, writers, and even musicians can really boost the effectiveness of all your marketing. Don't fall into the trap of neglecting to budget for creative design.

The real secret to effective media buying can be found in planning and analysis. It can be tempting to just jump right in and start buying anything you can find.

## Chapter 9

### Learning to Earn

Everyone wants to make money online. They dream of sitting at home and raking in the millions. While it's not quite that easy because it does take a lot of work, you actually can sit at home and create a truly profitable business. The key is to find the right educational resources that will point you towards your dreams.

The biggest obstacle with this, however, is the sheer amount of information on the web. The internet was created to share information, so it should come as no surprise that there are mountains of text to sift through. Some information is simply better than others while a small percentage is absolute garbage.

Knowing who to listen to and who to ignore is the key:

#### Good: Books

Books are always a great place to start learning something new. Sometimes you may have no idea where to start. You know you want to make money online but you just don't know what to start learning about first. Books are great because you can flip through a few of them and get a better understanding of the subject without having to scavenge for information piecemeal.

After a bit of research, you'll know exactly what books to track down and what subjects to focus on. Once you pay for a book, it's yours forever so they can also be great investments. With the rise of e-readers, books are now cheaper and more portable than ever.

#### Better: Videos

Books are good, but some people are visual learners. They need videos and demonstrations to really be able to wrap their minds around something. Fortunately, there are tons of videos on the web that cover nearly every subject imaginable. Some videos are made by professionals while others are created by amateurs.

There is a big difference in quality between these two different types of videos. Professionals will be able to describe the intricacies of a subject while amateurs can only give a basic overview. Keep in mind, as well, that many videos only show one person's way of doing things. They might not teach you a different method.

#### Best: Mentors

Mentors are, without a doubt, the absolute best way to learn something. When you have a mentor you actually have a dedicated, professional teacher who can take you through every step of a process at a speed that works for you. Since most mentors have years of experience in a certain subject, they are a treasure trove of information.

The biggest problem people run into, however, is that effective mentoring can often be rather expensive. These are experienced professionals who can make plenty of money without needing to teach anything. They become mentors because they want to help others, not because they need to.

A good mentor can help you get an online business up and running faster and more successfully than any other option.

## Book(s) By Michael Ezeanaka

### Affiliate Marketing: Learn How to Make \$10,000+ Each Month On Autopilot

Are you looking for an online business that you can start today? Do you feel like no matter how hard you try - you never seem to make money online? If so, this book has you covered. If you correctly implement the strategies in this book, you can make commissions of up to \$10,000 (or more) per month in extra income.

- WITHOUT creating your own products
- WITHOUT any business or management experience
- WITHOUT too much start up capital or investors
- WITHOUT dealing with customers, returns, or fulfillment
- WITHOUT building websites
- WITHOUT selling anything over the phone or in person
- WITHOUT any computer skills at all
- WITHOUT leaving the comfort of your own home

In addition, because I enrolled this book in the kindle matchbook program, **Amazon will make the kindle edition available to you for FREE** after you purchase the paperback edition from Amazon.com, saving you roughly \$6.99!!

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### Passive Income Ideas: 50 Ways To Make Money Online Analyzed

How many times have you started a business only to later realise it wasn't what you expected? Would you like to go into business knowing beforehand the potential of the business and what you need to do to scale it? If so, this book can help you

#### In Passive Income Ideas, you'll discover

- A concise, step-by-step analysis of **50 business models** you can leverage to earn passive income (Including one that allows you to earn money watching TV!)
- Strategies that'll help you greatly simplify some of the business models (and in the process **make them more passive!**)
- What you can do to scale your earnings (regardless of which business you choose)



- Strategies you can implement to **minimize the level of competition** you face in each marketplace
- Myths that tend to hold people back from succeeding in their business (**we debunk more than 100 such myths!**)
- Well over 150 Insightful tips that'll give you an edge and help you succeed in whichever business you chose to pursue
- More than 100 frequently asked questions (**with answers**)
- 50 positive vitamins for the mind (in the form of inspirational quotes that'll keep you going during the tough times)
- A **business scorecard** that neatly summarizes, in alphabetical order, each business models score across 4 criteria i.e. simplicity, passivity, scalability and competitiveness
- ...and much much more!

What's more? Because the book is enrolled in kindle matchbook program, **Amazon will make the kindle edition available to you for FREE** after you purchase the paperback edition from Amazon.com, saving you roughly \$6.99!!

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### Work From Home: 50 Ways To Make Money Online Analyzed

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- Passive Income Ideas – 50 Ways to Make Money Online Analyzed (Part I)
- Affiliate Marketing – Learn How to Make \$10,000+ Each Month on Autopilot (Part 2)

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Dropshipping: Discover How to Make Money Online, Build Sustainable Streams of Passive Income and Gain Financial Freedom Using The Dropshipping E-Commerce Business Model

How many times have you started a business only to later realise you had to spend a fortune to get the products manufactured, hold inventory and eventually ship the products to customers all over the globe?

Would you like to start your very own e-commerce business that gets right to making money without having to deal with all of these issues? If so, this book can help you

**In this book, you'll discover:**

- A simple, step-by-step explanation of what the dropshipping business is all about (**Chapter 1**)
- 8 reasons why you should build a dropshipping business (**Chapter 2**)
- Disadvantages of the dropshipping business model and what you need to look out for before making a decision (**Chapter 3**)
- How to start your own dropshipping business including the potential business structure to consider, how to set up a company if you're living outside the US, how much you'll need to start and sources of funding (**Chapter 4**)
- How the supply chain and fulfilment process works – illustrated with an example transaction (**Chapter 5**)
- Analysis of 3 potential sales channel for your dropshipping business - including their respective pros and cons (**Chapter 6**)
- How to do niche research and select winning products – including the tools you need and where to get them (**Chapter 7**)
- How to find reliable suppliers and manufacturers. As well as 6 things you need to look out for in fake suppliers (**Chapter 8**)
- How to manage multiple suppliers and the inventory they hold for you (**Chapter 9**)
- How to deal with security and fraud issues (**Chapter 10**)
- What you need to do to minimize chargebacks i.e. refund rates (**Chapter 11**)
- How to price accordingly especially when your supplier offers international shipment (**Chapter 12**)
- 10 beginner mistakes and how to avoid them (**Chapter 13**)
- 7 powerful strategies you can leverage to scale up your dropshipping business (**Chapter 14**)
- 15 practical tips and lessons from successful dropshippers (**Chapter 15**)

And much, much more!

Finally, because this book is enrolled in Kindle Matchbook Program, the **kindle edition of this book will be available to you for free** when you purchase the paperback version from Amazon.com.

If you're ready to take charge of your financial future, grab your copy of this book today! Start taking control of your life by learning how to create a stream of passive income that'll take care of you and your loved ones.

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### Dropshipping and Facebook Advertising: Discover How to Make Money Online and Create Passive Income Streams With Dropshipping and Social Media Marketing

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- Facebook Advertising – Learn How to Make \$10,000+ Each Month with Facebook Marketing (Part 2)

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### Real Estate Investing For Beginners: Earn Passive Income With Reits, Tax Lien Certificates, Lease, Residential & Commercial Real Estate

In this book, Amazon bestselling author, Michael Ezeanaka, provides a step-by-step analysis of 10 Real Estate business models that have the potential to earn you passive income. A quick overview of each business is presented and their liquidity, scalability, potential return on investment, passivity and simplicity are explored.

**In this book, you'll discover:**

- How to make money with Real Estate Investment Trusts – including an analysis of the impact of the economy on the income from REITs (**Chapter 1**)
- A step-by-step description of how a Real Estate Investment Groups works and how to make money with this business model (**Chapter 2**)
- How to become a limited partner and why stakeholders can influence the running of a Real Estate Limited Partnership even though they have no direct ownership control in it (**Chapter 3**)
- How to protect yourself as a general partner (**Chapter 3**)
- Why tax lien certificates are one of the most secure investments you can make and how to diversify your portfolio of tax lien certificates (**Chapter 4**)
- Strategies you can employ to earn passive income from an empty land (**Chapter 5**)
- Two critical factors that are currently boosting the industrial real estate market and how you can take advantage of them (**Chapter 6**)
- Some of the most ideal locations to set up industrial real estate properties in the US, Asia and Europe (**Chapter 6**)
- Why going for long term leases (instead of short term ones) can significantly increase you return on investment from your industrial real estate properties (**Chapter 6**)
- Why commercial properties can serve as an excellent hedge against inflation – including two ways you can make money with commercial properties (**Chapter 7**)
- How long term leases and potential ‘turnover rents’ can earn you significant sums of money from Retail real estate properties and why they are very sensitive to the state of the economy (**Chapter 8**)
- More than 10 zoning rights you need to be aware of when considering investing in Mixed-Use properties (**Chapter 9**)
- 100 Tips for success that will help you minimize risks and maximize returns on your real estate investments

And much, much more!

PLUS, **BONUS MATERIALS**: you can download the author’s Real Estate Business Scorecard which neatly summarizes, in alphabetical order, each business model’s score across those 5 criteria i.e. liquidity, scalability, potential return on investment, passivity and simplicity!

Finally, because this book is enrolled in Kindle Matchbook Program, the **kindle edition of this book will be available to you for free** when you purchase the paperback version from Amazon.com.

If you're ready to take charge of your financial future, grab your copy of This Book today!

**Credit Card And Credit Repair Secrets: Discover How To Repair Your Credit, Get A 700+ Credit Score, Access Business Startup Funding, And Travel For Free Using Reward Cards**

Are you sick and tired of paying huge interests on loans due to poor credit scores? Are you frustrated with not knowing where or how to get the necessary capital you need to start your business? Would you like to get all these as well as discover how you can travel the world for FREE?

If so, you'll love Credit Card and Credit Repair Secrets.

Imagine knowing simple do-it-yourself strategies you can employ to repair your credit profile, protect it from identity theft, access very cheap and affordable funding for your business and travel the world without any out of pocket expense!

This can be your reality. You can learn how to do all these and more. Moreover, you may be surprised by how simple doing so is.

**In this book, you'll discover:**

- **3 Types of consumer credit (And How You Can Access Them!)**
- How To Read, Review and Understand Your Credit Report (Including a Sample Letter You Can Send To Dispute Any Inaccuracy In It)
- **How To Achieve a 700+ Credit Score (And What To Do If You Have No FICO Score)**
- How To Monitor Your Credit Score (Including the difference between hard and soft inquiries)
- **What The VantageScore Model Is, It's Purpose, And How It Differs From The FICO Score Model**
- The Factors That Impact Your Credit Rating. Including The Ones That Certainly Don't - Despite What People Say!
- **Which Is More Important: Payment History Or Credit Utilization? (The Answer May Surprise You)**
- Why You Should Always Check Your Credit Report (At least Once A Month!)
- **How Credit Cards Work (From The Business And Consumer Perspective)**
- Factors You Need To Consider When Choosing A Credit Card (Including How To Avoid A Finance Charge on Your Credit Card)
- **How To Climb The Credit Card Ladder And Unlock Reward Points**
- Which Is More Appropriate: A Personal or Business Credit Card? (Find Out!)

- **How to Protect Your Credit Card From Identity Theft**
- Sources of Fund You Can Leverage To Grow Your Business

And much, much more!

An Identity Theft Resource Center (ITRC) report shows that 1,579 data breaches exposed about 179 million identity records in 2017. Being a victim of an identity scam can cause you a lot of problems. One of the worst cases would be the downfall of your credit score. You don't have to fall victim to it.

This book gives you a simple, but incredibly effective, step-by-step process you can use to build, protect and leverage your stellar credit profile to enjoy a financially stress-free life! It's practical. It's actionable. And if you follow it closely, it'll deliver extraordinary results!

**PLUS BONUS** - because this book is enrolled in Kindle Matchbook Program, the **kindle edition of this book will be available to you for free** when you purchase the paperback version from Amazon.com. If you're ready to take charge of your financial future, grab your copy of This Book today!

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Real Estate Investing And Credit Repair: Discover How To Earn Passive Income With Real Estate, Repair Your Credit, Fund Your Business, And Travel For Free Using Reward Credit Cards

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- Real Estate Investing For Beginners – Earn Passive Income With Reits, Tax Lien Certificates, Lease, Residential & Commercial Real Estate (Part 1)
- Credit Card And Credit Repair Secrets – Discover How To Repair Your Credit, Get A 700+ Credit Score, Access Business Startup Funding, And Travel For Free Using Reward Cards (Part 2)

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## Passive Income With Dividend Investing: Your Step-By-Step Guide To Make Money In The Stock Market Using Dividend Stocks

Have you always wanted to put your money to work in the stock market and earn passive income with dividend stocks?

What would you be able to achieve with a step-by-step guide designed to help you grow your money, navigate the dangers in the stock market and minimize the chance of losing your capital?

Imagine not having to rely solely on a salary or a pension to survive. Imagine having the time, money and freedom to pursue things you're passionate about, whether it's gardening, hiking, reading, restoring a classic car or simply spending time with your loved ones.

This book can help you can create this lifestyle for yourself and your loved ones!

Amazon bestselling author, Michael Ezeanaka, takes you through a proven system that'll help you to build and grow a sustainable stream of passive dividend income. He'll show you, step by step, how to identify stocks to purchase, do accurate due diligence, analyze the impact of the economy on your portfolio and when to consider selling.

### **In this book, you'll discover:**

- Why investing in dividend stocks can position you to benefit tremendously from the “Baby Boomer Boost” (Chapter 1)
- **Which certain industry sectors tend to have a higher dividend payout ratio and why? (Chapter 2)**
- How to time your stock purchase around ex-dividend dates so as to take advantage of discounted share prices (Chapter 2)
- **Why a stock that is showing growth beyond its sustainable rate may indicate some red flags. (Chapter 2)**
- 5 critical questions you need to ask in order to assess if a company's debt volume will affect your dividend payment (Chapter 3)
- **How high dividend yield strategy can result in low capital gain taxes (Chapter 4)**
- Reasons why the average lifespan of a company included in the S&P 500 plummeted from 67 years in the 1920s to just 15 years in 2015. (Chapter 5)
- **A blueprint for selecting good dividend paying stocks (Chapter 6)**

- The vital information you need to look out for when reading company financial statements (Chapter 7)
- **A strategy you can use to remove the emotion from investing, as well as, build wealth cost efficiently (Chapter 8)**
- An affordable way to diversify your portfolio if you have limited funds (Chapter 9)
- **Why you may want to think carefully before selling cyclical stocks with high P/E ratio (Chapter 10)**

And much, much more!

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Whether you're a student, corporate executive, entrepreneur, or stay-at-home parent, the tactics described in this book can set the stage for a financial transformation.

If you're ready to build and grow a steady stream of passive dividend income, Grab your copy of this book today!

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