



Edition #3



\$100k Publishing

The Keys To A 6-Figure Income

Edition #3

You hold in your hand – or on your screen - an amazing thing: five tested and proven revenue-generating Blueprints that can give you success and financial freedom, starting right now!

Based entirely and exclusively on our own actual, real-world efforts, these Blueprints have been working and generating revenue for us throughout the past year and before.

In order to get the benefit of this report, we suggest you read it from beginning to end, and then choose one of the five business models to pursue.

THIS IS NOT A GET-RICH-QUICK SCHEME – in fact, it's not a 'scheme' at all. It's a set of plans requiring time and effort to implement. Nothing happens by itself; we can and do provide you the plans, but you must put in the work make the effort. If you do, we can promise you'll see the same results that we see.

And now, the ball is in your court!

Table of Contents

LEGAL	3
INTRODUCTION TO “MY \$100K BLUEPRINTS!”	4
IMPORTANT NOTE	5
EDITION 3 BLUEPRINT	5
“RESEARCH REVENUES BLUEPRINT”	6
PREMISE AND SUMMARY	6
THE BLUEPRINT	7
KEYWORD RESEARCH	7
“AD SPYING”	8
DOMAINS	8
PRODUCTS & OFFERS	9
WRAP-UP	14
OUR SUCCESS GUARANTEE.....	16

LEGAL

(Stuff we have to say)

While we have made every effort to insure the accuracy and appropriate use of the information provided, the authors make no claims or warranties, express or implied, regarding anything contained herein.

All earnings and profit examples used herein are our actual results based on what is presented, however we cannot make any guarantees of earnings or profits. Most people who purchase this product will not even earn back the cost – but that has more to do with lack of effort than the effectiveness of what's presented. Still, your results will depend on many factors, many of which we have no control over.

The owner and author of this book is not necessarily affiliated with sites that may be linked herein and is not responsible for their content. The linked sites are for your convenience only and you access them at your own risk. Links to other websites or references to products, services or publications other than those of Analogy Marketing, do not imply the endorsement or approval of such websites, products, services or publications.

In some cases, purchasing a product mentioned by using the links provided may result in a commission payment to us.

Certain names, graphics, logos, icons, designs, words, titles or phrases in this book may constitute trade names, trademarks or service marks of Analogy Marketing or of other entities. The display of trademarks on this website does not imply that a license of any kind has been granted.

Any unauthorized copying, downloading, re-transmission, or other copying or modification of trademarks and/or the contents herein may be a violation of federal common law trademark and/or copyright laws and could subject the copier to legal action.

Sincerely,

The "\$100k Blueprint" team

We put a lot of time, effort, heart, and soul into this in order to help you succeed by showing you how to copy our successful business models. We hope you take advantage of it, but please don't abuse it.

We believe in Karma, and know good things will happen to you if you apply yourself, follow our plans, and do right.

Besides, we don't want you getting hit by a bus.

Introduction To “ My \$100k Blueprints!”

Tax time is never fun, but this year it's a boon - for **you!**

If you've been generating any income online, you know that come the end of the year, with tax time right around the corner, all those little slips start showing up in the mail: your “1099” and other income declaration forms listing every payment, commission, and bonus you've received over the year, so that you can make sure you pay your fair share of taxes.

I won't go into my personal thoughts on Death & Taxes, or what the IRS has done for me, but I will tell you what they've done for you...

Sorting & sifting through all this paperwork forced me to reconcile each and every payment, looking long and hard at their relative contribution to my total income, specifically looking at what each one was, and what it's overall contribution had been.

This made me realize that, along with considering tax implications, I had essentially created a list of the various business models & efforts that comprised my income.

Looked at another way, I had in essence created a sorted (and sordid...) list of what we had done to generate revenue this past year - in other words, what worked for us, and to what extent.

That's where YOU come in...

Ever on the lookout for ways to help you all achieve bigger success - as well as product ideas for us - I realized I had inadvertently created a 'Best Of' or 'Greatest Hits' list of “Ways To Make Money Online That Actually Worked”, and worked well enough to be on our tax radar.

And that is what “My \$100k Blueprints!” is all about: no-nonsense make-money guides, tips, hints, and the like, drawn entirely and exclusively from our own IM business.

“My \$100k Blueprints!” is a monthly subscription that starts with the edition you have in hand right now.

WHY THIS? WHY NOW?

It's coming up on 3 years since we made the decision to share our own IM success by expanding our business to include training & course ware.

In that time, we've helped create many, many 'success stories' – but we've also seen too many people stay stuck, frustrated, and even broke.

With the benefit & perspective of seeing and talking to thousands of you on our private forum and in our training membership, we saw a need for a low-cost, 'no frills' guide to make money online - something that virtually anyone, with little or no investment, could reasonably expect to succeed with.

The result is “My \$100k Blueprints!”

Then each month you'll receive a new edition which will have at least one new make-money Blueprint that is currently generating revenue.

It will also include a whole lot of the kind of information you generally only end up with once you've 'paid the price' through experience, trial & error, and even failure. Our goal is to help you shorten that cycle for yourself, to use our experience to 'leapfrog' that long and expensive process - and get right to the successful & profitable stage.

And so without a whole lot more talk from the peanut gallery, I'd like to welcome you to the third edition of this potentially life-changing "My \$100k Blueprints!" offering!

Included in this Third Edition is the following Blueprint:

☑ **"Research Revenues Blueprint"**

Important Note

The Blueprints contained herein are not intended to be full courses, but rather 'barebones' how-to guides presented as step-by-step 'Blueprints' to successfully duplicating what we did. Some of these Blueprints are in the process of being developed into full courses.

What these Index Editions are intended for is to provide you with the means to take any of these Blueprints and turn them into real earnings, fast.

In other words, it's all the things you'll need to know & do, without a lot of extraneous data or distractions.

Ok - let's jump right in...

Edition 3 Blueprint

"My \$100k Blueprints!" is our combined 'Blueprints that are working now' and 'best real & actionable tidbits' guide; I hope you find it as worthwhile as it has proven to be for us!

We have been, and continue to make a LOT of money using these; and so in no particular order, here are your \$100k Blueprints that you can use right now, and know they work.

“Research Revenues Blueprint”

Premise and Summary

“Research Revenue Blueprint” is one of the most accessible & reliable “old standby” revenue generators; it’s also straightforward, easy, and quick to generate cash.

Though our situation might be somewhat different than your own, we have been - and continue to be - on ‘both sides’ of this Blueprint.

Perhaps the best way to summarize the “what” is to give you a sense of the consumer side - the point of view of the end consumer, or customer.

As a small internet marketing company, we outsource a lot of work. As you might imagine, this includes the ‘standard fare’ such as content or article writing. The reason we do this - the reason for most outsourcing - is time: we simply don’t have the time to do it all ourselves.

Article writing is relatively easy to outsource; there are a lot of people doing it - which also drives down price.

But there are many other functions that we outsource if and when we can. By far, the service with the highest value to us is research, in part because there aren’t many people offering it, and in part because it’s much more specialized - which is why there aren’t many people offering it in the first place!

This Blueprint revolves around research, but not just to fulfill outsourcing opportunities. The research we ‘consume’ is just one step away from becoming a hotly marketable product - and THAT is what we’re talking about here: ready-made ‘research’.

If you peruse some of the marketing forums, such as Warrior Forum, or browse Fiverr, you’ll see this in action every day: offers for ‘ready-made’ or ‘pre-packaged’ research of all types.

Some common offerings include keyword lists and niche research. In this Blueprint, we’re going to show you how to create and market your own high-value, “evergreen” research offerings.

As you sell these services, you’ll also be building a high-value list of buyers; you can continually query them for new research offer ideas. And after a certain point, you’ll be able to just send out an email ‘announcing’ your newest offering, along with a payment link!

This Blueprint is truly an easy, ‘evergreen’ business, requiring next-to-no overhead or investment, yet can provide an excellent income of \$100-\$200 per day with just a part-time effort - and can even be launched and run from a library or internet café!

The Blueprint

Step 1 - Preliminary

In order to "sell" research, you'll need to assemble and familiarize yourself with your research 'tools'.

Depending on the services you intend on performing, this will include access to basic tools such as keyword research, and some manner of 'packaging' your products.

Below is a list of free services, sites, and apps with which you can assemble, package, and sell a very wide range of offers.

Packaging can consist simply of formatting a word processing document or spreadsheet.

Keyword Research

Google's Keyword Tools

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

<https://adwords.google.com/o/KeywordTool>

Note: While you can access Google's basic keyword functions from the 'external' keyword tool, you'll need to be signed in to access Traffic Estimator, Contextual Targeting Tool, and many more. It will also let you bypass captcha's.

Bing Keyword Research

<http://www.bing.com/toolbox/keywords>

SEOBook's Keyword Tool

<http://tools.seobook.com/keyword-tools/seobook/>

Excellent research tool as it gives you side-by-side listing of Wordtracker, Yahoo/Bing, and Google keyword search volume, plus one-click access to numerous additional related research tools.

Wordstream

<http://www.wordstream.com/keyword-research-tool>

Another excellent collection of keyword research tools.

KeywordSpy Pro

<http://www.keywordspypro.com/>

KeywordSpy Pro offers a plethora of tools for creative research on domains, keywords, and ads. You can sign up for a free account and get their tutorials on various high-value research methods.

“Ad Spying”

KeywordSpy Pro

<http://www.keywordspypro.com/>

KeywordSpy Pro offers a plethora of tools for creative research on domains, keywords, and ads. You can sign up for a free account and get their tutorials on various high-value research methods.

Spyfu

<http://www.spyfu.com/>

Spyfu has numerous tools for creative research on domains, keywords, and ads.

Domains

Expired Domains

<http://www.expireddomains.net/>

Stuck Domains

<http://www.stuckdomains.com/>

Network Solutions

<http://www.networksolutions.com/index.jsp>

DomainsBot

<http://www.domainsbot.com/>

Products & Offers

Amazon

<http://www.amazon.com/>

OfferVault

<http://www.offervault.com/>

Affplus

<http://www.affplus.com/>

oDigger

<http://odigger.com/>

Step 2 - Product Offers

The next step is to create your actual offers.

Here creativity is King. Below is a listing of bundled research we've seen being sold and for which we know there is a market.

Where you can stand out - differentiate yourself, and most importantly bump up the perceived & actual value, along with the price - is by creative 'bundling' of data, and by finding new & different research data to offer.

As a rule, the more difficult or involved a list or compilation is to create, the higher the value.

❖ Keyword Research

- Keywords On The Homepage Of Google's Top 10 In The "xxxxxx" Niche
- 1000 Long-Tail Keywords In The "xxxxxx" Niche
- Long-Tail Keywords With At Least x,xxx Search Volume
- SEO Competition In The "xxxxxx" Niche
- SEO Analysis In The "xxxxxx" Niche

❖ Domains

- Expired/Expiring Domains With Backlinks
- High-PR / Expiring Domains
- Keyword/Niche Specific Domain Names

❖ Backlinks

- '.edu' & '.gov' Blogs With Open Commenting
- 'KeywordLuv'/'CommentLuv' Blogs In The "xxxxxx" Niche
- Squidoo Lenses With 'Link Lists' In The "xxxxxx" Niche

❖ Headlines

- 150 Top Magazine Article Headlines In The "xxxxxx" Niche
- 100 Top Blog Post Titles In The "xxxxxx" Niche
- 200 Top Online Article Titles In The "xxxxxx" Niche

❖ Hot Products / Offers - Specific Products / Offers

- Products meeting particular criteria
 - ◆ Amazon Products with 100+ Positive Reviews
 - ◆ Amazon Products Costing Over \$xxx with xx Reviews
- Offers meeting particular criteria
 - ◆ High-Dollar Affiliate Programs
 - ◆ CPA Offers Paying More Than \$xx
 - ◆ Affiliate Products For "xxxxxx" Holiday
 - ◆ Affiliate Programs In The "xxxxxx" Niche

❖ "Ad Spying"

- Ad Copy
 - ◆ Ad Headlines For "xxxxxx" Product
 - ◆ Ad Headlines In The "xxxxxx" Niche

- Ads
 - ◆ Ads That Have Been Running For xxx Days In The “xxxxxx” Niche
 - ◆ Ads That Have Been Running For Products In The “xxxxxx” Niche
- Products
 - ◆ Products That Have More Than xx Advertisers
 - ◆ Products That Have Fewer Than xx Advertisers
 - ◆ Products That Have Fewer Than xx Ads

❖ **Bundled Research ‘Product’**

- Bundle ‘Products’ Plus ‘Keywords’

❖ **Create ‘Niche Bundles’**

Example (taken from actual Warrior Forum WSO offers – average sales of 25 per niche, avg. \$6/ea):

“Done-For-You Niche Research - Guitar” includes:

- ◆ Raw Keyword List (text file)
- ◆ Excel “Learn Guitar” Long-tail Keywords List
- ◆ Excel “Learn Guitar” Market Research List
- ◆ 4 Excel SEO Competition Lists
- ◆ 3 Excel Keyword Analysis Lists
- ◆ Excel Products List (Clickbank & Commission Junction)
- ◆ “Learn Guitar” Domains List

There are THOUSANDS of ‘evergreen’ niches & sub-niches for which this research data will sell.

Warrior Plus has their WSO Tracker that lets you list & sort WSO’s - use this to search on terms like “done for you”, “market research”, etc. to find offers that people have had success with, and copy them, create variations, etc.

<http://www.warriorplus.com/wso/>

With the research data, it is WAY more valuable than simple PLR websites - which sell every single day!

Step 3 - Packaging & Pricing

Care should be taken to create a polished, professional deliverable. It is an easy way to enhance the perceived value of the product, and to position yourself as a provider of top-notch, professional research, which will also improve the perception of quality of the product itself.

Whether you're using Microsoft office, or the free open office suite, take the time to learn some basic layout and formatting.

Alternately, within each package and as additional separate downloads, you can get and apply templates with preformatted styles that will give your documents a much more professional appearance. Avoid at all costs delivering plain, unformatted documents or spreadsheets.

You should also brand your reports. This will give you some consistency, and leverage in additional future sales. The customer who is happy with your keyword research report won't have to be resold when you produce another report under the same brand.

Pricing will depend on many factors, but to some extent will be dictated by what's included, and where it's being sold.

Obviously when you're selling on Fiverr, the price is predetermined.

Selling on the Warrior Special Offers board or other similar boards is less straightforward, but you can use the WSO Tracker Warrior Plus to look up similar offers and get a baseline sense of pricing.

Generally speaking, you want to price the typical report or package between five dollars and \$20. If you limit quantities, you can sell at the higher range, particularly when you're bundling more than one data type such as specific products plus keywords and search volume.

Step 4 - Marketing

Marketing consists of getting your offer in front of prospects who can take advantage of them. You can do this a number of ways, using numerous channels.

One of the quickest high-volume channels is Warrior Forum's WSO board. For \$40, you can put your offer in front of hundreds, potentially thousands of buyers.

If you use one of the affiliate programs that tie into the WSO board, you'll also have your offer in front of affiliates hungry for solid products to promote.

The two most popular are JVZoo and Warrior Plus. JVZoo is more full-featured and easier to use, but Warrior Plus has many more affiliates. Both now have free options for listing offers (you still pay for the WSO).

Another good channel for these offers is Fiverr where you can post jobs at no cost (as the seller, you'll give up \$1 of the \$5 for each sale to Fiverr).

Among the benefits of Fiverr is wide exposure that grows; and of course, building a list of buyers on Fiverr.

You can also join relevant Social Media groups - think Facebook and LinkedIn.

Similarly, you can post to classifieds, and use a 'signature' link on relevant forums.

Step 5 - Upsells

Anyone who buys your research is a potential candidate for expanded, and/or customized research.

If you did your homework and set yourself up properly, doing the actual research should be a pretty quick, painless, at least partially automated process, making upsells easy.

If that is the case, you should include in every delivery an offer for expanded and/or customized research.

Extending This Blueprint

❖ Look for marketers who sell PLR - they may be interested in partnering with you. One way would be to have them include an upsell or OTO ("One-Time Offer") with their products and for which you split the revenues.

You can do the same with marketers selling almost anything niche-specific, including niche sites.

❖ Another excellent avenue is local businesses.

Search Google to see what local businesses (professionals, professional services, contractors, etc.) are advertising with Adwords - they are almost always 'winging it' themselves.

Offer them 'professional' research to improve the performance of their ads, such as keyword lists for bidding, known-effective ad headlines & copy, etc.

One big benefit is that the pricing is completely different: businesses will expect to pay hundreds of dollars for 'professional' services like competitive keyword research reports.

❖ You should also consider setting up a website to market your research reports from. This has many benefits, among them that buyers of one report may very well purchased additional reports. You can also command a higher price than you would get on fiver or a forum special offer board.

This also makes it cost-effective to promote the site itself.

Variations

* Combine a "Bundled Niche Research" package with a header graphic, PLR content, and free theme for a "Done-For-You" niche website.

(There are a few marketers I know personally earning 6-figures using EXACTLY this 'formula').

With the research data, it is WAY more valuable than simple PLR or PLR websites - which sell every day!

