



Edition #4



\$100k Publishing

The Keys To A 6-Figure Income

Edition #4

You hold in your hand – or on your screen - an amazing thing: another of our 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.

THESE ARE NOT GET-RICH-QUICK SCHEMES – in fact, they're not 'schemes' at all. These are 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 4 BLUEPRINT 5

“CALENDAR CASH BLUEPRINT” 6

 PREMISE AND SUMMARY 6

 THE BLUEPRINT 6

WRAP-UP 12

OUR SUCCESS GUARANTEE..... 13

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 Fourth Edition is the following Blueprint:

☑ **"Calendar Cash Blueprint"**

Important Note

The Blueprint(s) 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 4 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 here is your Edition 4 of My \$100k Blueprints that you can use right now, and know that it works.

“Calendar Cash Blueprint”

Premise and Summary

“Calendar Cash Blueprint” is an easy-to-understand, “evergreen” revenue generator; it’s straightforward, impossible to saturate, and can generate enormous amounts of cash.

It’s also one of the very first strategies I intentionally - and aggressively - pursued. It’s made me, and many others, a lot of money - and continues to do so. Anyone can pursue this strategy and succeed with it.

The basic premise of this Blueprint revolves around taking advantage of things that are going to happen, but haven’t happened yet: new product releases, future events, upcoming movie/music/book releases, ‘invisible’ early trends, etc.

By focusing on future events, you can target products & niches that will spike in popularity, but aren’t yet getting much, or even any attention - in other words, wide-open opportunities with little competition.

You’ll create simple websites that are easy to build, and monetize them with contextual advertising & affiliate links.

By getting in ‘early’, you can be set up and capture the trending traffic easily.

This Blueprint is truly an easy, ‘evergreen’ business, requiring next-to-no overhead or investment, and can be repeated over & over & over.

These sites generate revenue directly, and can be ideal for flipping as well.

The Blueprint

Step 1 - Research

The most important part of this Blueprint is your research: finding the products, trends, etc., that you will be monetizing.

For upcoming product releases, Google News is your best friend: simply search terms like “announced” for news articles & releases about products that have been “announced” but not yet released.

You want to focus on products that have affiliate programs, or can be sold through an affiliate relationship. Amazon is ideal for this as they carry virtually every type of consumer product.

Types of products you should consider are:

- *New models / versions of cell phones*
- *PDA's/tablets/computers*
- *Video games*
- *Video game consoles and other home entertainment (i.e. flat screen & 3D TV's & monitors, surround sound / speakers)*
- *Digital cameras*
- *Car audio / accessories*
- *New sporting equipment releases (i.e. ski's, jetski's, hot workout devices/programs, etc)*

Movie releases can be very lucrative, particularly big budget flicks that have merchandising tie-ins.

For upcoming events, you can simply Google the event or prior events to find out upcoming dates. For example, Google "World Cup" and you'll find out that this year's World Cup begins in August, but the 2014 World Cup begins next June.

The types of events you should consider are:

- *Sporting Events - national, regional, and international (i.e. Olympics)*
 - *Soccer*
 - *Golf*
 - *Tennis*
 - *Bicycling*
 - *Football/baseball/basketball*
 - *Racing*
 - *Gymnastics*
- *Holidays & celebrations - 'universal', regional, religious, idiosyncratic (i.e. "Mothers Day")*

- *Political - Major elections, conventions (i.e. Democratic National Convention / Republican National Convention, NRA, etc)*

For products, you want to look for releases at least a month or two in the future, preferably longer.

For events, you want at least a few months 'lead time', preferably more - however, you don't want to put resources into something more than a year in the future.

Step 2 - Keyword Research

Your primary keywords - the ones you want to rank for - are the product name or event name & date.

Beyond that, you want to develop a list of keywords & phrases to rank for.

This is done with simple searches using Google's Keyword Tool - or your keyword research tool of preference.

Focus on unique and/or idiosyncratic keywords, and longer-tail phrases of 3 or more words. The higher the search volume, the better.

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.

Step 3 - Content

You'll need content for your website, as well as for link-building opportunities.

For your website, you'll want relevant, high-quality content.

For link-building opportunities, the quality isn't as important, so long as it's original and on-topic.

How much content will depend on what you are leveraging - product release, event, etc. - and how aggressive you want to be with your link-building efforts.

For product releases and most events, you'll need a main article and at least 2-3 supporting articles.

You can create your own content or outsource it.

Your main article should have the name or event name & date in the title.

Supporting articles should use the keywords from your keyword research.

Supporting articles can be 'curated'. To do this, you grab other content such as the announcements or press releases, reviews of prior models or of the manufacturer, or similar content, and then create a 'framing' article around those, simply talking about the topic and referencing the other articles.

Set up Google Alerts to find content to curate, using the product name(s) and/or manufacturer for your alerts.

Content for link-building should not be optimized for the product name or event name & date as you don't want to set up your own competition.

Step 4 - Domain Name

Your domain name should include the product or event, but avoid “EMD’s” - Exact Match Domain names.

Alternately, you can register a ‘generic’ domain that can be re-used. Depending on the product or event, examples might be “NewFlatScreenReviews.com” or “TopCycleRace.com”.

Your domain name should be a .com.

Step 5 - Monetization

You’ll want to find, and sign up for the appropriate affiliate programs. These might include Amazon, Café Press (event-related merchandise), and where possible, direct product and related product opportunities.

For these, Google the actual products and check for manufacturer’s sites, both in the search results, and ads.

You can also check the large affiliate networks such as Commission Junction (<http://cj.com>), Shareasale (<http://www.shareasale.com>), and others.

Step 6 - Website

You can use any site-builder, but we recommend Wordpress for its ease and inherent SEO optimization.

You’ll want to set up your site with your main article, and 2-3 (or more) supporting pages.

Once you have your website set up, add your affiliate links, banners, etc.

Step 7 - Promotion

Promotion consists of basic link-building.

Because you are looking to rank for products that haven’t yet been released, and/or events that are still in the future, ranking for your chosen keywords will be straightforward and easy.

Use your content to create Web 2.0 sites (see our resources blog for lists of these sites, where you can then add links back to your main site.

Post your content to social networking sites like Facebook, Google+, etc., and article directories (see our resources blog for lists of these sites and link back to your main site.

Create additional links through blog comments, forum comments & sigs, and social bookmarking sites.

Extending This Blueprint

❖ Rather than limiting yourself to affiliate sales - particularly as you may not see as much via affiliate sales prior to the actual product release or event date - use AdSense or other contextual advertising on your site.

This will also generate more revenues as you start ranking for your various keywords.

Variations

❖ There is a very effective strategy known as “Launch-Jacking”, where you create review websites to take advantage of the buzz and traffic for upcoming info-product launches.

For example, if someone was going to release a product called “New Age Weight Loss”, you might buy the domain “NewAgeWeightLossReview.com” and build out a website with your affiliate links.

Then anyone searching for a review or responding to the buzz around “New Age Weight Loss” will find your site, read your review, and then purchase through your links.

❖ You can treat trends the same way: getting in early enough on something that trends ‘long & high’ is effectively the same as getting in on a product announcement or event before it trends.

Use the ‘trend’ sites such as Google Insights and Yahoo Buzz to identify trends that you can readily

