



**ACHIEVE SUCCESS AND START EARNING TODAY!**

**5 Tested and Proven Step-by-Step Internet Marketing Blueprints**

Current, up-to-the-minute business models, in use and earning money TODAY!

*~ Copy them to get the same successful results ~*

*~ Scale them as far and as fast as you like ~*



**\$100k Publishing**

**The Keys To A 6-Figure Income**

**EDITION 1**

# “My \$100k Blueprints!”

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Reference Edition 1.0

*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!*

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## LEGAL

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### ***(Stuff we have to say)***

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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.

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*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!”

“My \$100k Blueprints!” | 3/1/2013

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 first edition of this potentially life-changing "My \$100k Blueprints!" offering!

Included in this First Edition are the following Blueprints:

- ☑ **"Offline "CPA": Classified Print Ads"**
- ☑ **"No-Development Software Development"**
- ☑ **"Public Domain Treasures"**
- ☑ **"Cash Broker"**
- ☑ **"Membership Course Leapfrog"**

## Important Note

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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 1 Blueprints

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"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.

## Offline “CPA”: Classified Print Ads

This one is a long-term fav; we’ve been doing this for more years than I care to count. It works beautifully, with continual improvements coming from advances in reach & capability. Best of all, you can apply some basic creativity and spread this out in a hundred directions. The opportunities and potential are truly limitless!



### Premise & Summary

This blueprint revolves around using inexpensive off-line advertising, such as classifieds, to get traffic to your domain, which then redirects to a CPA offer.

It's incredibly effective in part because it so rarely done, and is almost infinitely scalable.

If you think of it in the context of paid traffic, you'll see clicks for pennies or less, sometimes much less. Based on visibility, circulation, and impressions, we've run campaigns that yielded hundreds of clicks on a few \$10 and \$20 ads.

This is something anyone can do, with minimal investment. \$50 or \$100 could return you hundreds or thousands of dollars.

The same things that make CPA harder and harder online, competition, ad blindness, etc., make this off-line method even more effective. It's not something people see often, and the language and context of print advertising, particularly classifieds, is such that people are incredibly vulnerable to these ads.

With a little creative thinking, this method can be expanded and scaled indefinitely.

## The Blueprint

### Step 1 – Choosing Offers

In order to complete this step, you'll need to have access to offers. This means at least one account at a CPA network.

While it's true that the more networks you have accounts at, the more offers you have to choose from, I personally prefer narrow focused efforts. Unless I have a huge amount of business to spread around, I prefer focusing my efforts on a smaller number of providers, suppliers, etc. This gives me the additional benefit of concentrating my volumes, and the added leverage that gives me in my relationships with account managers.

One excellent resource regardless is offer vault: <http://www.offervault.com>

Offers that work well for this model include personal finance such as bad credit loans and credit cards, surveys, biz-ops, and high-perceived-value freebies such as Walmart Gift Cards, Free iPhones, etc.

You'll want to check the terms of the offer carefully, specifically the allowed traffic sources. If you want to play it safe, call up your account manager and tell them what you're intending on doing. As long as it didn't specifically prohibit classifieds upfront, I've never had an account manager balk when I told them the traffic source was classified print ads or direct mail.

#### *\* Offer Tips \**

*You want offers that have the easiest 'conversion path' - meaning the visitor converts with the least possible involvement. "Zip-submit" offers are ideal in this respect.*

*That said, since you're pulling visitors from an altogether different place, with an altogether different mindset (and defenses!), you may want to experiment. For example, the highest-paying offers in finance generally require full lead info, sometimes the equivalent of filling out a 3-page application. Hard to do when you're sending someone from an online ad.*

*Not so hard to do when you've captured a distressed homeowner reading their local classifieds trying to get help with their mortgage... you get my drift?*

*Match your offer as best as you can. If you're advertising in mass-market periodical 'classifieds' sections, think mass-market-appeal offers i.e. iPhones, gift cards, etc.*

*Use EPC's as a measure, but only a relative measure.*

### Step 2 - Domain & Redirection



You can go one of two routes: domain names that are keyed to a particular effort (such as “shopping-sprees.com” for gift cards), or a more generic domain name that can be used - and re-used - for many efforts (such as “national-offers.com”).

Either way, you want to try for short, memorable, and easy-to-transcribe: remember, no one is clicking on what they see - they have to tear it out, write it down, or try to remember it, then type it in. Don’t make it any easier to mess up than necessary.

And don’t get hung up on trying to ‘re-purpose’ old domain names just because you already have them. Based on the reasoning above, you really don’t want to be “penny wise and pound foolish” by trying to save 8 bucks.

Once you have the domain, you’ll want to set up a re-direct. You can do this one of two ways - either right from your account panel for most registrars, or using a redirect script.

While it may be easier going the registrar route, you’ll have more control, and be able to make changes quicker, using a simple redirect. You’ll need hosting however.

Here is a simple iframe redirect script you can use (replace “Your Domain or Offer Title” with your domain or offer title, and replace “target-link.com/aff-ID” with your offer link):

```
<!DOCTYPE html PUBLIC "-//W3C//DTD HTML 4.01 Frameset//EN"
"http://www.w3.org/TR/html4/frameset.dtd">
<html>
<head>
<!-- added to cache -->
<title>Your Domain or Offer Title</title>
<meta HTTP-EQUIV="content-type" CONTENT="text/html; charset=UTF-
8">
</head>
<frameset>
<frame marginwidth=0 marginheight=0 frameborder=0
name="TOPFRAME" src="target-link.com/aff-ID" noresize>
</frameset>
</html>
```

You’ll want to create name the file “index.html” and put it in the root directory of your hosting (sometimes the “public\_html” directory).

When someone types in your domain - the one listed in your ads - it will create an iframe (invisible frame) opening that offer landing page within what looks like your domain.

### *Step 3 – Buying Ad Placements*

There are literally tens of thousands of places to buy classified ads. You can find newspapers and publications accepting classifieds at your local public library, at newsstands if you live in

or near large cities, or you can simply go online and search by area using variations of the following:

(city/place) + “classified ads”

Alternately, you can use our ‘secret weapon’, a national print ad aggregator. They buy in bulk space and puts together bundles allowing you to get wide yet targeted placements without the headache of going to 20 or 50 or 500 individual papers.

You can get some incredible exposure this way; one current bundle gives you ad circulation of 1 million for just \$180 - an absurdly small amount for a very wide ‘throw’:

<http://100kPublishing.com/classifieds>

Once you see what they offer, you’d be hard pressed to do it any other way. In fact, when you see what you can do in terms of classifieds and at what cost, I almost guarantee your head will start spinning with other ways to take advantage of this medium.

**\* TIP \***

*You can place text-only classifieds, and ‘image’ classifieds. Whenever you can, place ‘image’ ads - and use bizarre, off-beat, strange, unusual pictures. Just to attract attention. The copy should do the rest. But for every percentage point gain in attracting attention, your earnings will go way up!*

***Variations We’ve Tried***

Hiring high-school or college kids to do ‘windshield flyers’ in mall parking lots, stadium parking lots, etc. is extremely effective if you have the right offers, and create effective flyers (think split-testing). You’ll need to be careful with this as it may be illegal in some locations.

“Tear-offs” - those ubiquitous flyers you see in supermarkets, train & bus stations, etc., usually advertising baby sitting or yard sales, with a name/phone # printed vertically along the bottom and cut for easy tear-off.

These work well for higher-dollar offers providing you don’t mis-match the offer and venue.

***Variations We Haven’t Tried***

One variation I’ve been meaning to try but haven’t gotten around to, is geo-targeted casino offers (the offers for online gaming that pay out when someone opens & funds a new account). I think this could be a tremendous “jackpot” for someone (pun intended!).

Targeting areas outside of easy casino reach might be very lucrative, particularly when you’re talking about offers that can pay out \$100-\$200 and more - yes, that’s \$200 per sign-up!

Another variation we haven't tried is focusing on pairing specialty publications with appropriate offers. Think 'Beauty' offers in Vogue, or those casino offers in some of those big-city Lottery periodicals - even in the national scandal sheets!

## No-Development Software Development

It's amazing how effective this is, and how often we see it, yet how few of us pursue it or even think about it.

What I'm talking about specifically is taking already developed software, that has the appropriate rights, such as Open Source, packaging it up, branding it, and selling it.

This is something we've done many times, and in fact was where one of my earlier big successes came from.

*From the "Imagine That!" department:*

*While doing the research to fill out these blueprints, I learned that "Screen show Pro" (a screen capture video program we "developed" and marketed more than five years ago) is still being sold successfully today!*



## Premise & Summary

Within the ‘digital marketplace’, there is a definite hierarchy of perceived value. At the low end of the ‘price / value’ scale are ‘basic’ ebooks & reports.

Create or include audio and/or video, and the ‘price / value’ climbs.

At the top end is software; for many reasons, it has the highest perceived value, and as such can command the highest price.

There’s good reason for this: software is generally much ‘costlier’ to develop than content.

This Blueprint takes advantage of this, but does so without incurring those development costs.

We do this by finding market-ready or near-market-ready software that has rights allowing us to modify and sell it.

There are numerous sources for software such as Source Forge and the Open Source Initiative.

Some easy-to-do market research will tell us what’s in demand and what’s selling well; based on that research we find a suitable product.

We polish it up & package it, often by outsourcing a new ‘skin’, then bring it to market.

## The Blueprint

### *Step 1– Market Research / Market Awareness*

We can apply a ‘traditional’ market research approach, using market research tools but there’s a better and more effective way: WarriorPlus.com

Go to <http://www.warriorplus.com/> - if you don’t already have one, you’ll need to create a free account.

Now go to ‘Affiliates’ / ‘Request Offers’. You’ll see a table listing available offers, along with price, commission rate, refund rate, and more. Of concern to us is the ‘Sales’ column showing how many sales the offer has had. Clicking on any column will sort by that column.

Click on ‘Sales’ to sort the offers by sales volume.

The first few pages will show you offers with sale of 1000 units or more. Browse through these, noting which ones are for software. This will give you a sense of what software is most in demand.

TIP: I can tell you from both direct and indirect experience that Wordpress plugins, Wordpress themes, scrapers, ‘viral’ account creators & submitters, and apps (or almost anything mobile) are always in high demand.

**Warrior+Plus**

User: **bfas** [my account] [logout]

Search forum:  Go

Home WSO Pro WSO Tracker WSO Alerts WSO of the Day Affiliates Support My Stats

Affiliates request offers get offer links affiliate stats refund requests

**WSO of the DAY** [OFFLINE] Gary Halbert Secret & This Ignored Market Brings 2  
"...I expected it to be good, but I wasn't prepared for it to be THIS good... excellen

**WSO of the DAY** Get The HOTTEST Buyer Keywords EVER (fast & cheap)  
"...automate the process of retrieving thousands of 'buyer keywords' in just a few m

**WSO Pro Affiliate Offers**

Offer Title / Keyword Vendor Name Sort by Sales

**Available Offers** 1-100 of 9551 results [next >](#)

PRODUCT / VENDOR	WSO DATE	SALES	VISITOR CONV.	VISITOR VALUE	AVG. PRICE	BUMPS	COMM RATE	REFUND RATE	
Want more exposure for your affiliate offer? <a href="#">Advertise here</a>									
<a href="#">HOOK PIGEON LIVE</a> Chris Munch	2012-02-27	1000+	20%	\$2.04	\$10.29	9	100%	4%	<a href="#">request</a>
<a href="#">WSO Pro - Single Listing</a> Mikelantz	2009-09-26	1000+	27%	\$5.01	\$18.73	23	0%	1%	<a href="#">request</a>
<a href="#">FastAttackSEO - How I Make \$25,000 A Month With SEO</a> <a href="#">Secrets ANYONE Can Use To Dominate Google #1 Ranks</a> CraigRC	2011-04-21	1000+	10%	\$0.88	\$8.97	136	75%	2%	<a href="#">request</a>
<a href="#">Fiverr All-Starrs</a> aCass	2011-07-12	1000+	17%	\$0.82	\$4.92	2	100%	1%	<a href="#">request</a>
<a href="#">Backlink Takeover (with Brian Anderson)</a> Mario Brown	2011-09-15	1000+	15%	\$1.61	\$10.74	2	100%	3%	<a href="#">request</a>
<a href="#">Keyword Blaze Pro</a> claytons	2012-04-02	1000+	14%	\$2.98	\$21.70	15	50%	5%	<a href="#">request</a>
<a href="#">FastAttackTraffic - The Free Traffic Methods I Use To</a> <a href="#">Create \$35,000+ Per Month Income On Autopilot!</a> CraigRC	2011-06-08	1000+	10%	\$0.85	\$8.84	96	75%	3%	<a href="#">request</a>
<a href="#">Easy WP SEO</a> Chris Landrum	2011-04-04	1000+	7%	\$2.43	\$37.00	199	50%	3%	<a href="#">request</a>
<a href="#">The Trophy Pigeon - Viral SEO Traffic Method - 10,000+</a>									

## Step 2 – Choose Software

Browse through available software listings and choose the software you'll package and sell.

Source Forge - <http://sourceforge.net/>

Open Source Initiative - <http://opensource.org/>

Free Software Directory - [http://directory.fsf.org/wiki/Main\\_Page](http://directory.fsf.org/wiki/Main_Page)

Open Source Software Directory - <http://www.opensourcesoftwaredirectory.com/>

**IMPORTANT:** While "Open Source" is by definition re-distributable, you always want to double-check the specific licensing terms. In particular, you want to make sure it is usable under a 'commercial' license, meaning you can sell it and keep the money! 😊 Almost everything you see on these sites will be usable as such.

Fortunately, one of the most popular licenses for 'open' software is the "gnu" license.

Here is the unambiguous position on selling “gnu”-licensed Open Source software, right from the ‘horses mouth’, the “Free Software Foundation”, the principle sponsor of “gnu”:

*“Many people believe that the spirit of the GNU Project is that you should not charge money for distributing copies of software, or that you should charge as little as possible — just enough to cover the cost. This is a misunderstanding.*

*Actually, we encourage people who redistribute free software to charge as much as they wish or can. If this seems surprising to you, please read on.*

*The GNU General Public License (GNU GPL) has no requirements about how much you can charge for distributing a copy of free software. You can charge nothing, a penny, a dollar, or a billion dollars. It's up to you, and the marketplace.”*

### ***Step 3 – Customize & Package***

Customize your software package so that it is unique to you. Depending on what you start with, this could be done by having a new ‘GUI’ or skin created, an attribution such as for Wordpress plugins & themes, possibly new configurations or features.

You can do this by outsourcing on any of the freelance sites such as Freelancer.com, Odesk.com, or Guru.com.

You’ll also want to modify or create instructions or user manual as appropriate; this can be done very simply by taking what already comes with the software or is on the site, and creating a PDF.

You can add value to the package by creating some screen-capture videos demonstrating the software, it’s installation, features, etc.

### ***Variations We’ve Tried***

In some venues, you can sell different levels of rights to your software very effectively. One example is warrior forum. If your pricing your software relatively inexpensively, \$10-\$25 for instance, you can bump your revenue and perceived value by offering broader rights at a higher price.

If your software is something used on multiple sites, such as a word press theme or plug-in, you can try selling a developer’s license that explicitly allows unlimited use. This works well priced at 1.5 to 3 times the base cost.

You can also offer resale rights for 2 to 5 times the base cost. I did this with Screen Show Pro, adding half again as much revenue as it had already earned.

### *Variations We Haven't Tried*

Another option that we know to be effective though we haven't tried it ourselves, is to partner with marketers or developers that have similar or complementary offers.

For example, if you are doing Wordpress themes or plug-ins, you might consider finding partners that have established, branded products, and approaching them with a licensing offer. This could take the form of offering to let them brand your product and include it with theirs, paying you a per-sale royalty.

They get the benefit of additional differentiation and adding further value to their product, you get the benefit of additional sales avenues.

## **Public Domain Print Shop**

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We could - and have - written more about “public domain treasures” than everything else here combined, 10 times over. It is perhaps one of the true limitless, empire-building opportunities that is both open to all, and legitimately do-able for anyone reading this report.

There are so many exceptional business models built off public domain, that it's hard to know where to begin, even limiting ourselves in this report to business models we've leveraged over the past 12 months.

For this report, we're going to highlight our one true 'evergreen' business, and first true internet business.

(Some of you may know I've been generating revenue online since the days of Compuserve and The Source - before that even, back to the days of BBS's - pre-dating the Internet by many years. This particular model is actually the first real business I built on the internet, initially care of Ebay, and a business that grew in size & scope rapidly. Though I've let it go 'inactive' numerous times, it's also something I've kept my hand in since its inception)

### **Premise & Summary**

This Blueprint - perhaps my all-time personal favorite - involves selling prints online. It also has the wonderful aspects of being a business that revolves around physical products, something you can really feel good about: you're providing high-value tangible goods that you'll feel good about selling, and people feel good about buying and receiving.

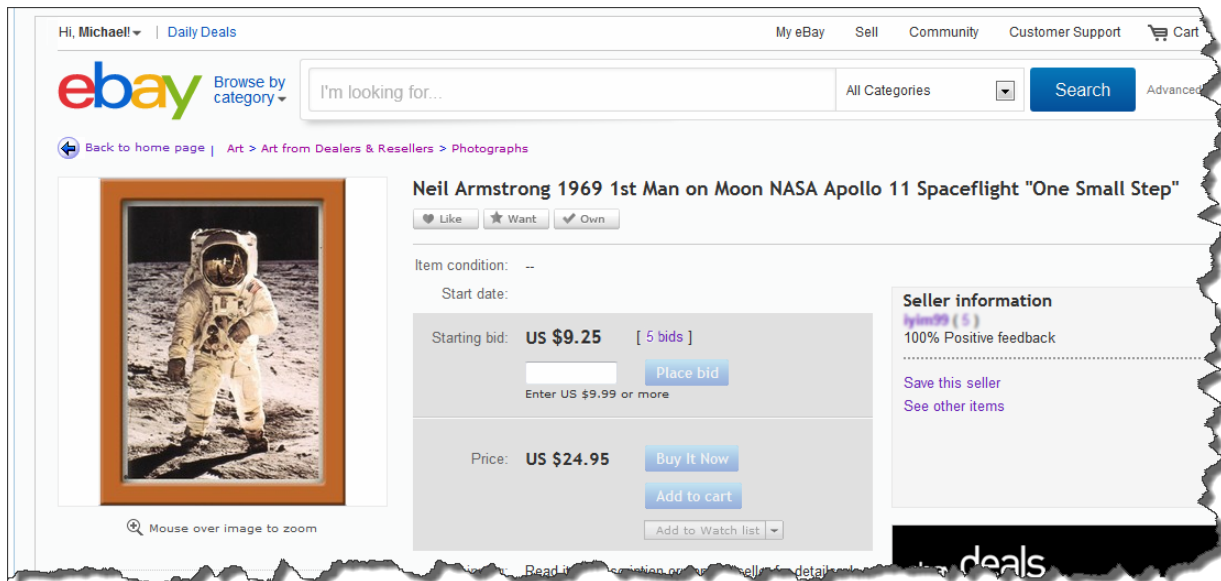
With a literally endless supply of fantastic images, photo's, graphics, etc., it's easy to find or create lucrative categories, niches, topics, and such under which to present and sell prints.

We do some basic research to find 'target markets', then find suitable public domain images.

Once we have our market & images, we market them.



Producing the actual prints is easy; printers capable of producing near-exhibition-grade prints are ridiculously inexpensive, and it's only a hundred or two more to add the much-higher-value capabilities of printing on canvas. And of course, you could always have the prints done at Kinko's or the like, once you've been paid.



## The Blueprint

### *Step 1 – Market Research / Market Awareness*

The easiest and most effective way to do market research for this blueprint is to get online, browse the existing venues, and see what's actually selling.

EBay is an incredible resource for this type of market research. Not only will it show you what's selling, and give you 1001 ideas, but you can see where demand is, what price ranges work, even how to create effective listings and ad copy.

You can start with the "Collectibles & Art" category and drill down from there. Almost every subcategory has lucrative topics and niches that you can exploit. Don't just look under photographs, go down into the categories to see what types of things are being sold.

For example, I had come across listings for Faberge eggs, the originals of which are incredibly valuable collectibles from Russia, ranging up to hundreds of thousands of dollars, some even reaching the priceless class.

Obviously that's out of the reach of most, either to buy or to sell, but based on that I was able to find public domain photos of Faberge eggs, and sell framed & unframed prints.





Create lists of what's already selling, ideas that come to mind, etc. You'll use these as the basis of your searches for public domain images, photos, etc.

In addition to Ebay, you can browse Etsy (<http://www.etsy.com>) and other similar sites.

Other market research / market awareness resources that we've used for this model include:

<http://www.allposters.com>

<http://www.art.com>

<http://www.zazzle.com/defineyourspace>

### *Step 2 – Acquire Your Images*

There are so many places that you can get public domain images from, entire reference works and books had been created for just that purpose. Knowing where to look, as well as how to look, and what you need to know about ensuring that what you want to use is in fact in the public domain, even just for this blueprint, could take up a whole report.

And so, we've done just that! Included with this edition of R100k is our "Public Domain Treasures" report. This will give you an easy to read, easy to digest crash course on public domain content. Not just photos and images, but more of the vast range of available material

such as graphics, music, video, reports, etc. In it you'll also find listings for where you can acquire images for this blueprint.

<http://100kPublishing.com/PublicDomainTreasures.pdf>

### *Step 3 – Marketing*

We've already mentioned one of the best venues for this blueprint: eBay. But don't limit yourself to that alone.

As wonderful as eBay is, and I've been able to achieve "Powerseller" status on two different accounts based entirely on this model, it's not the only game in town, and does have its drawbacks, most notably the competition and pricing pressure.

Since you're selling a legitimately high-value, tangible product, and I say this to try and help you recognize and break out of the all too typical Internet marketing mindset, you can approach other markets where the inherent value of what you're selling is recognized.

Classified ads are one option. Of course there's craigslist, but you'll do even better with more traditional print classified advertising.

For information on how to place classifieds in tens of thousands of locations for very cheap, see the first blueprint, "CPA Print / Offline Hybrid".

As far as creating your ads / listings, why re-invent the wheel? Using the resources already listed, you can find out exactly what already works! My advice: 'borrow' liberally!

(In fact, I wrote a blog post, and a "Hot Tip of the Day" and on the forum, talking about this idea!)

### *Step 4 – Fulfillment*

By fulfillment, I'm talking mostly about the actual prints themselves.

When I first started using this business model, I had to spend quite a few dollars in order to get the printing capabilities for the quality I felt necessary. That's no longer the case. Most color printers, with the exception of those at the very low end, easily identifiable as ones that use a single color cartridge, can produce very high quality photo prints, providing you also use photo paper.

If you are first going to get a printer for this Blueprint, I strongly suggest you spring for a slightly higher-end model. Today you can get desktop printers that will produce large format, 18" x 13", in true museum grade quality meaning archival quality prints.

While we own a fairly high-end printer that we use for some of these projects, our 'backup' printer is more than adequate for you to build an entire full-time income from based on this blueprint, and what we used exclusively for years:

<http://100kPublishing.com/canon>

This Canon Pixma printer will print up to 13"x18", museum-grade, and importantly, can print on canvas! For about \$150, this beast is an entire business by itself!

As far as shipping is concerned, we use USPS Priority Shipping almost exclusively. It's about 5 bucks within the US, and reasonable for international.

Depending on the venue, positioning, etc., we'll either include "2-3 Day Fast Priority Shipping!" for \$6.95, or if it's something we're pricing above \$20, include "Free Fast Shipping!".

Though it will vary, your costs per print will range between \$1-\$2.50 for 8x10 photo print, on up to \$3-\$5 for 13"x18" photo print, and \$5-\$6 for canvas.

You'll also want to get your hands on and become familiar with a good basic image editing program. Though I'm a Photoshop guy from way back, I rely almost exclusively on Adobe Photoshop Elements - essentially a reduced version of Photoshop. You can pick it up for about \$80, and it also often comes bundled with printers, digital cameras, etc.

Alternately, you can do everything you'll need to do - which is mostly cropping, resizing, and occasionally some basic color- and contrast-correction - using these free apps:

<http://www.gimp.org/>

<http://www.photoscape.org/ps/main/index.php>

There's also a nifty online editor that works well:

<http://pixlr.com/>

*NOTE: The "Public Domain Treasures" PDF that we've included with R100k (link is at bottom of Step 1) lists resources where you can have these images printed and orders fulfilled without having to purchase your own equipment.*

### ***Variations We've Tried***

Honestly, this blueprint offers so many incredibly lucrative avenues that you could build a lifetime business on. For a few years, at least half of my income came from various print businesses.

Since you'll already have the capabilities for it, a whole separate business can be built on portraits.

I've done close to six figures just from the combined holiday seasons of a few years, doing stylized custom portraits.

For what it's worth, you absolutely do not need to be a graphic artist. Included with Adobe Photoshop elements are a number of artistic filters. You scan someone's photograph and apply a stylized or painterly filter - voila! You have a high-value, a fairly unique offering.

Kids, grandkid, pets, grandparents, vacation pictures, honeymoon pictures, camp pictures, all are incredibly lucrative.

One of the easiest and most lucrative, especially during the holidays, are what I think of as Andy Warhol prints: scanning a photo, cropping out everything but the face or person, dropping it on a primary color background, and duplicating that four times on for backgrounds:



Easy to do, and easily fetches from \$25-\$50.

Do this on canvas, or use a 'painterly' filter such as 'Watercolor', and the price goes to \$75+.

This works especially well for wedding photos, and photo's of deceased parents & pets.

Learn some very basic re-touching to 'clean up' old photos with cracks, discolorations, etc. (think "clone brush"... ) and you can offer "Large, 18" x 13" Fine-Art Canvas Portrait From Any Photo" for \$100 and up!

### ***Variations We Haven't Tried***

As mentioned, this blueprint offers so many incredibly lucrative avenues that you could literally build a dozen full-time businesses off them.

Some additional public domain opportunities - print and otherwise - ripe for their own business include:

- ☒ Antique Maps
- ☒ Audio books & CD's
- ☒ Music CD's
- ☒ Movie compilation DVD's
- ☒ Mousepads, mugs, etc.
- ☒ Tee-shirts, hats, etc.
- ☒ Printed books & manuals
- ☒ Graphics collections on CD

There is literally no end to the variations you can apply to this Blueprint!

### **Cash Broker**

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I hesitated including this model since it's not something we pursue as a 'traditional' business model - but that doesn't mean it isn't being used that way every day. Among its attractions, it is perhaps the easiest, quickest, and most lucrative 'zero-cost' Blueprints capable of generating serious full-time income!

If I were just starting out, or if I had lost everything, had little or no resources, and had to generate significant revenue quickly - as in needing to pay my bills, feed my family, etc. - this is exactly what I would be doing.

### **Premise & Summary**

The basic idea of this Blueprint is ‘arbitrage’ - bridging buyers & providers, and profiting off the spread.

There are virtually unlimited areas you can do this in or expand to. For the sake of this Blueprint, we’re focusing on the types of services that are most common in Internet marketing: graphics, websites, and associated services such as SEO and link building.

There are also a number of different ways to approach this: acting as a ‘general contractor’ by finding companies or individuals that are looking for services, then bidding on them based on negotiated ‘sub-contracting’ rates; alternately, you can assemble one or more ‘portfolios’ of pre-negotiated services and then marketing them.

In our case, we often contract for services that we use in our IM business, but for which there is also ongoing demand.

Whether it’s for pricing or other purposes, we’ll sometimes contract for more than our immediate need, then “resell” the excess. However, you don’t have to contract for these services; you simply look for those in need then find a freelance source to fulfill it, or advertise the services to those who have the need, and only contract for them once you have a deal in place.

For this particular Blueprint, it takes the form of using the freelance sites to find ‘workers’ or ‘sub-contractors’; using those same sites to develop pricing guidelines, then advertise for jobs, leaving yourself a healthy margin.

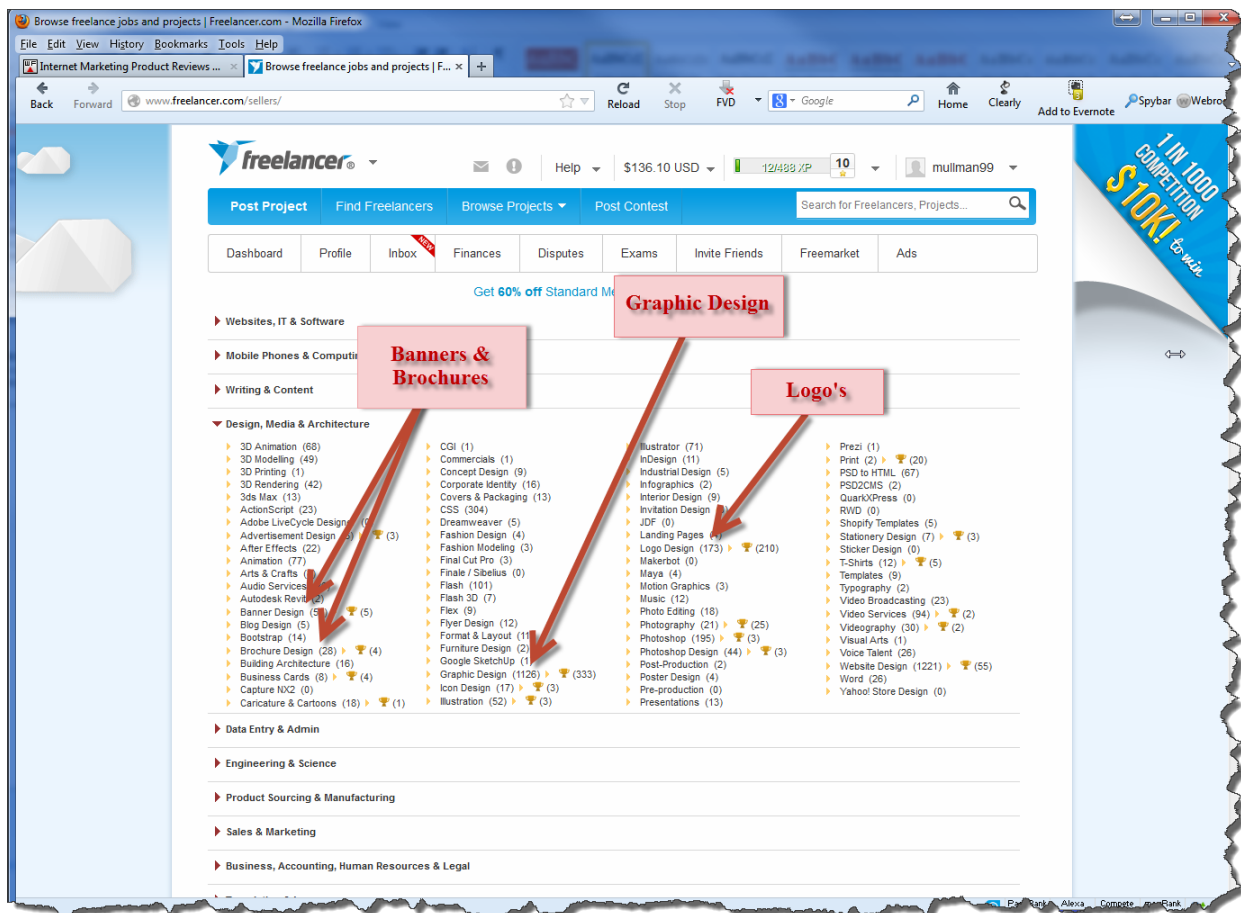
This one works like a charm, is quick to produce revenue, and can be scaled a hundred different ways!

## The Blueprint

### *Step 1 – Choosing Your Market*

The first thing you’ll want to do is choose some market or markets to work in. The best way to familiarize yourself with what people are paying for, and the types of services you can work with, is to peruse both the freelance sites, and classified sites.

One of the best freelance sites for this purpose is [freelancer.com](http://freelancer.com), as they list out hundreds of services, specialties, and subspecialties that you can browse through and then drill down to see what’s being spec’d or requested, and what’s being bid on.



There are many other freelance sites you may want to browse, such as [Odesk.com](http://Odesk.com) and [Guru.com](http://Guru.com), however we've put together a report, "Top 10 Services Websites", to help narrow the field down, and have included it with this edition of R100k. You can download it here:

<http://100kPublishing.com/Top10ServicesWebsites.pdf>

## Services

Services that are always in demand, have very wide pricing tolerance or 'elasticity', and have an endless supply of low-cost, high-quality providers:

### Graphic Arts

Logo's, Icons, Banners, Headers, Websites / Themes

Brochures, Corporate ID's, Marketing Collateral

E-covers, Product Packaging, Signs

### SEO & Promotion

Link-Building, Content Syndication, Page / Website Optimization, Traffic Building  
SEM/PPC Setup, Testing, Management

### ***Development***

Programming, Website Development, Ecommerce & Shopping Carts  
Blog Installation/Setup/Configuration, Server Setup, Scripts

### ***Social Media Development***

Facebook Pages, Twitter/Google+/LinkedIn/Pinterest/etc. Setup & Posting

### ***Content***

Blog Posts, Reviews, Press Releases, Landing Pages, Data Entry

## ***Step 2 – Providers & Portfolios***

Before pursuing or bidding on projects, you want to make sure you have the ability to deliver, that you can provide quality work, and that you have a sense what your cost structure will be.

We do this the same way we look for markets and services: browse the freelance sites, find a handful of quality providers, and do some pre-negotiation.

All of the freelance sites will let you search for providers and either sort by or specify experience and/or feedback levels. You want to look only at providers with demonstrable records of successful projects and happy clients. This isn't the time or place to be giving chances to unranked providers.

You want to start developing relationships, letting selected providers know that you're expecting upcoming projects and that you'll be looking to "outsource" some "overflow" to them. This lets you check availability, and insures they know they'll be working on '3<sup>rd</sup> party' or 'sub-contracted' jobs.

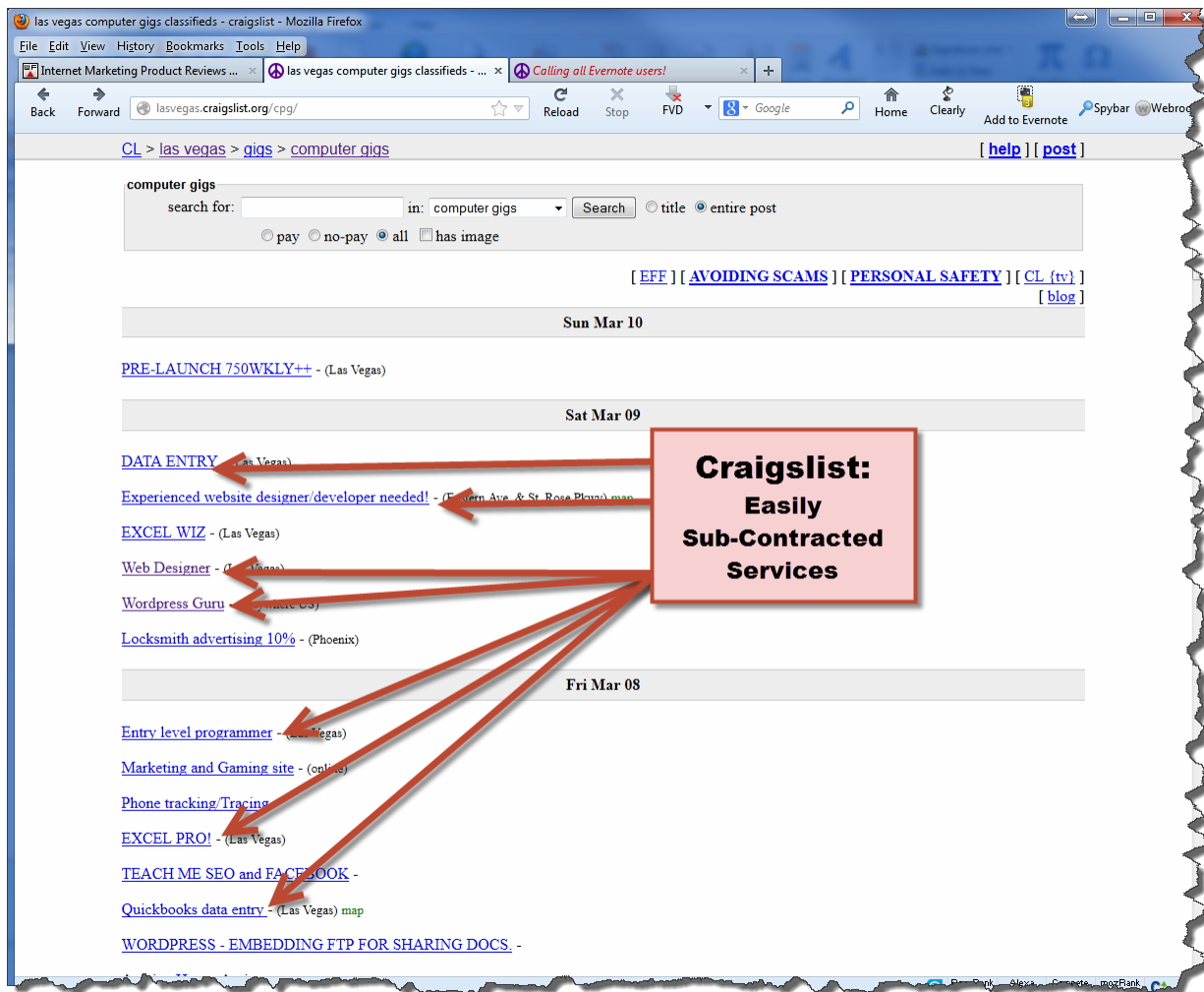
IMPORTANT: You'll also want to make sure you have and can use references, testimonials, examples, etc., depending on the type of work. This is critical when soliciting work, and should be one of the criteria you use in selecting workers: excellent feedback, examples, etc.

## ***Step 3 – Finding Work***

One of the best places to find job opportunities is Craigslist. You'll see ads for 'Development' type services in the 'computer' listing under "gigs". You can also browse the 'creative' section for graphics opportunities, and 'writing' for content jobs.

You should also browse the 'Services' section looking under 'computer', 'sm biz ads', 'creative', and 'write'.





Other online classifieds you can use:

[Backpage](#)

[Pennysaver](#)

[USFreeads](#)

If there isn't enough info in the ad to develop a quote, make a list of what you need so you can ask specific questions, such as scope, turn-around time, etc.

Don't be afraid to ask for money, especially when you're first starting out. In the beginning, you'll want to get at least a 50% deposit - preferably 100% - up front.

When quoting jobs, always leave yourself some leeway with timeframes. For instance, if your worker can do a particular job for you in 5 days, quote 7 days just to be safe.

### *Variations We've Tried*

You don't have to limit yourself to Craigslist - or any other job source. Try browsing print classifieds; you'll often find that these jobs have less competition, and expectations are easier.

Another strategy is to browse the freelance sites and actually bid directly on jobs. You would be amazed how many jobs are done this way. Almost every job posted will be bid on by "teams" or "project managers", which are often just individuals acting as 'general contractors'. This includes many of the 'team' bids as well.

### *Variations We Haven't Tried*

If you're intending on pursuing this Blueprint in an ongoing business, there's no reason you can't put up a website advertising services. Choose something you're comfortable with, such as graphic design, and an area of specialty such as logo's & banners, for instance, and create a portfolio of examples, then drive qualified traffic to it from forums, social networking sites, etc.

## **Membership Course Leapfrog**

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I have to say, I was the most hesitant about including this Blueprint, largely because we are making this a significant part of our plans for the next 6 months. It's THAT effective & lucrative. We will be using this specific Blueprint and expanding it to what we expect will account for 20-25% of our revenue this year.

In the end I decided to include it - after all, we've built our "\$100k Blueprint" brand specifically by being willing to 'show our cards', using our actual business as the basis for all our training & courses.

### **Premise & Summary**

The "Membership Course Leapfrog" Blueprint is a way to build recurring-revenue course memberships WITHOUT having to go through the grueling efforts & expense of trying to build a membership base from scratch.

The strategy is to approach EXISTING groups that aren't being monetized this way - which is 90% of them - and offer the group manager/moderator/owner half the proceeds in return for offering his/her group a great opportunity to address their biggest concerns.

It works beautifully - almost TOO beautifully as mentioned above. It's not unreasonable to go from zero to hundreds or thousands of paying members in a matter of weeks.

## **The Blueprint**

### *Step 1 – Find Memberships / Groups*

This is almost too easy - use Facebook, LinkedIn, Pinterest, etc., and search 'Groups'!

You want groups that have as their focus something for which you can create, buy, outsource, etc., material easily.

Examples are crafts, parenting, pets, cooking, hobbies, etc., really any passionate niche.

### *Step 2 – Find Your Angle*

Join the group and spend some time poking around, getting a feel for the tone, level, etc. If you're using Facebook or LinkedIn, you can get a ton of info easily.

Once you have a sense of the group itself, you're ready.

Ask members what they want to learn, what their most frequent wishes are, what 'problems' are most common and/or most 'desperate'.

Then search for PLR books, courses, reports, etc. You want to make sure there is QUALITY PLR available - and there almost always is!

You can often even find pre-done courses. Search Udemy and similar sites:

<http://www.udemy.com>

### *Step 3 – Bag 'Em!*

Approach the group owner/founder/admin and offer to 'solve your groups biggest needs, and provide a terrific recurring revenue stream for you'.

Done properly, you'll get 50% or better 'conversions'.

What's "properly"? Respectfully. Without hype or marketing feel. Keep in mind, what you're going to provide is a very-high-value offering, that directly meets users needs.

And really, AS LONG AS YOU DON'T DO IT IN MARKETING-FASHION, most of these group owners/leaders/etc., would LOVE to have a few hundred to a few thousand bucks each month. Who wouldn't? As long as they don't feel they're 'selling out', you're golden.

Here's a sample email that has worked well for us:

*Subject: New Information For Your Group*

*Hello xxxxx,*

*As someone interested in ("group focus"), I joined your group a few days/weeks ago. In reading many members' posts, it seems that we all have some of the same ("issues/concerns/needs/etc.").*

*For my 'day job', I run a company that develops professional, high-value courseware. It suddenly occurred to me, why aren't we developing anything for ("group focus")?*

*Then it hit me – this group!*

*The material we develop is delivered via professional membership sites. Users join and pay a monthly fee, typically \$5-\$25 per month, for which they get professionally-developed, targeted material & information exactly tailored to their needs.*

*These are extremely lucrative membership sites.*

*Since you have this wonderful group, I'd like to propose setting up a membership site for ("Group focus") to make available to the group members.*

*As the group ("leader/manager/admin/whatever"), you would receive 50% - one half – of the monthly dues. This typically comes to hundreds or thousands of dollars each month for my companies clients.*

*We provide everything and do all the work –setting up the membership site, producing professionally-developed content, administration, and a lot more - and for that we earn our 50%. You receive the other 50%.*

*Honestly, it hit me – what better way to serve the needs of this group than do what we do at my day job, here?*

*I'm sure you have some questions; please feel free to reach me at....*

*Sincerely,*

*Joe Schmoe*

Here's some paid membership site options:

Wishlist WP plugin - <http://member.wishlistproducts.com/>

Amember Pro - <http://www.amember.com/p/>

Here's some free membership site options:

S2Member - <http://wordpress.org/extend/plugins/s2member/>

MemberWing WP plugin - <http://www.memberwing.com/>

For content, search the better PLR providers, and sites like Udemy.

### ***Variations We've Tried***

Package the info and sell it directly - as ebooks, courses, etc.!

### ***Variations We Haven't Tried***

Sorry... these we're keeping to ourselves! ;)

## **Wrap-Up**

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WAIT - it doesn't end here, this was just the beginning!

Every month, we publish a new edition of "My \$100k Blueprints!", and include at least one NEW Blueprint, along with a TON of related resources, additional info, and more.

And just as with the ones you have in your hands right now, they are ALL tried, tested, and proven - like everything else we do.

100% of EVERYTHING inside 'My \$100k Blueprints!' comes from our own in-house internet marketing business - the actual tactics & strategies that drive our own 7-figure IM business.

What's that worth to you? It's like having a brother or sister or uncle with a successful business, telling you precisely what they did to become successful, and giving you a monthly 'best of' that you can implement - without having to go through any of the costs of trial & error yourself.

Consider us your successful uncle, willing and eager to tell you EXACTLY what's working RIGHT NOW, and giving you a STEP-BY-STEP INSTRUCTION SHEET insuring you get the same successful results.

Any one of these Blueprints can be the foundation of a life-changing successful online business - and we have HUNDREDS of success stories to prove it! On top of all that, you'll get so much more, including at least one NEW "Success Blueprint" every month!

What would it be worth to have someone hand you the plans to their successful 6- or 7-figure business? Whatever you paid, it would be the Deal of the Century!

But what if they gave it to you - and you stuck it in a drawer, let it gather dust, and never pulled it out? Now - THAT would truly be insane!

Don't let that be you - as good as this is, and it really is that good, it will only benefit you if you PUT IT INTO ACTION!

Honestly, this is the best *straight-up-straight-talk-no-BS* pure 'make money' internet marketing product, and offer, that you will ever see - don't squander the opportunity!

