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# Introduction

## Making A Killing: Sponsored Content Or Bust

### NOTE:


*We're going to jump into this course feet first. There's a lot to cover and I don't want this course to be 100 pages long so I'm not going to go over what I would call "basics" such as how to setup a blog or install a Wordpress theme. If you need help with that type of stuff, there are countless videos and tutorials on the web.*

You've seen it all over the web. Buzzfeed is doing it. CNN does it. ESPN does it. Sponsored content is KILLING it. The days of solely monetizing through AdSense are over. Here's what it looks like:



Click to play

Would referendum vote end Ukraine crisis?



Click to play

Russia warns of civil war

smoking in eastern Ukraine now.

"In eastern Ukraine, where a large ethnic Russian minority resides, the situation remains particularly tense," the report said, as it urged steps to build confidence between the government in Kiev and people living there.

The U.N. agency also cited allegations that some Russians have been involved in stirring up the unrest.

"It is widely assessed that while there were some attacks against the ethnic Russian community, these were neither systematic nor widespread," it said. "There are also allegations that some participants in the protests and clashes in eastern Ukraine were not from the region, and that some had come from the Russian Federation."

Russia has said it reserves the right to intervene to protect the rights of ethnic Russians in eastern Ukraine.

In a sign of the divisions rolling the country, YouTube footage posted online appeared to show two openly pro-Russian presidential candidates, who have demonstrated support for separatists, being antagonized by crowds in separate incidents in Kiev on Monday night.

In one video, Mikhail Dobkin, a presidential candidate for the Party of Regions, the party of ousted President Viktor Yanukovich, had flour and green liquid thrown at him as he addressed crowds.

Another clip showed Oleg Tsarov, an independent candidate who was expelled from the Party of Regions, speaking to people without a shirt as he apparently sought to show the bruising he'd received from an aggressive crowd.

In the third video, Tsarov tries to leave a TV station, where crowds shout "Shame! Shame! Shame!" His supporters and protesters end up in a brief scuffle.

CNN has not been able independently to verify the amateur video clips.

[Russia sanctions: Why the U.S. and Europe are not quite in step](#)

**More from CNN:**



Two brothers re-arrested in Pakistan for cannibalism



Iranian woman awaits execution as global outcry for mercy grows

**From Around the Web:**



NHL Ice Girls You'd Leave Your Girlfriend For  
Rant Sports



Scramjet: DOD's New Screaming Fast Hypersonic Weapon  
The Fiscal Times



5 Most Troubling Sorority Scandals  
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That's a screenshot from the right hand sidebar on CNN.

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- 12 Jobs On The Brink Of Extinction ([Salary.com](#))
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And there we have the same kind of content on Venture Beat at the end of an article.

This type of content is springing up ALL over the web and people are out there making an absolute KILLING.

Some people are using it to popularize blogs. Some people are using it for click arbitrage in AdSense in high dollar niches. Some are using it to flip websites or sell products.

But we're not here to monetize blogs with these ad networks. We're here to leverage their paltry CPC's and make money on autopilot.

The CPC for Taboola & Outbrain are extremely low depending on your niches, generally speaking you can get clicks between \$.10 and \$.35.

And the traffic quality?

Unbelievable.

Why is it “Unbelievable” Traffic?

Because the traffic WANTS to be there.

Compare this to StumbleUpon Paid Discovery traffic.

StumbleUpon Paid Discovery is charging anywhere from \$.10 to \$.30 per visit, but the difference is that the visitors from Paid Discovery are not actively *seeking* your content.

They are stumbling in as per their generic interest (let’s say travel or health) and then you’re hoping they’re interested in your content.

The problem?

The average Stumbler is hitting 10+ websites per minute, spending only seconds on your site. You REALLY have to grab their attention if you want them to stick.

And monetizing that traffic?

Much harder.

Those visitors are there bouncing around constantly not looking to spend money, just wasting time browsing around the web.

But not with services like Outbrain.

With Outbrain you're paying only for the clicks you get. What does that mean? You're getting people who are *interested* in your content before they even hit the site, unlike StumbleUpon.

That means your visitors will be

- More Engaged With Your Content
- Browse Around Your Site
- Spend More Time On Your Site
- Are More Likely To Spend Money
- More Likely To Sign Up

BUT you absolutely **MUST** follow the guidelines for content otherwise you'll be wasting money.

I'll go over the guidelines first for your website and also for your campaign. Your end game is to create profitable campaigns so you can

A) Scale those campaigns up

B) Repeat the process in a new niche

Let's Go!

## **Website Setup & Guidelines**

Before you can setup your campaign you need your money site. Now just like StumbleUpon – using an ad network like Outbrain means you will need to submit your website to be looked at with human eyeballs.

What does that mean?

You can't just throw up any old 1 page website or landing page that looks and feels spammy with low quality content.

Either way that won't work.

You need to put in a bit of effort.

Now many of you may already have blogs with multiple pages of high quality content and that's great. If you don't you're going to need one if you want to make some dough.

## **Niche Selection**

I would recommend working within a niche you like, but you also want to be working within a niche where there are lots of PRODUCTS otherwise you'll have nothing to promote down the road.

On top of that you want to work in a niche that has a good EPC for the content.

Why?



Because you'll be monetizing in a variety of ways and if you're getting clicks, you want them to add up.

Now this doesn't mean you need to go in the mega-niches such as mortgages or loans or insurance. In fact getting interesting content up in those niches can be tough (but if you're in them I can help with a good trick anyway!)

But you do want to make sure there are products related to your niche. The best way is to browse through a few different affiliate resources and look for high EPC (earnings per click) products. I use a variety of websites to monetize, including ClickBank, ComissionJunction, ShareASale and JVZoo (these are my top 4.)

I also monetize my sites with AdSense and Amazon however my end game is subscribers in the niche. 1 Subscriber will mean \$3-\$5 per month in your funnel (at least – depends on the niche and how good you are with your list) so generating 2,000 subscribers can mean \$6,000 - \$10,000 per month.

Stumped on which niche to enter?

Make your blog focused but not laser focused.

What I mean by this is pick a category within a niche, but don't get so focused your target audience is tiny.

For example if we were in the health niche, you could do Paleo as it's growing very quickly as a leading health and lifestyle choice. That being said it's not so broad as general health, but also not so

narrow as the latest Dr. Oz fad (smoothies or water infusion or whatever it may be.)

I would recommend using StumbleUpon and looking through their plethora of niches to kickstart your ideas. Now obviously you want to be looking for niches with lots of subscribers and broad enough to generate lots of high quality content and affiliate products.

That being said, there are many subniches that will work great, things like Meditation have lots of people interested and there are loads of products as well as content options.

## **Content**

You want at least 10 pieces of content on your blog, in a variety of different styles within your niche.

The reason is because the traffic coming in from Outbrain is VERY clicky, they'll explore your site a lot more than most other types of traffic. I've experimented significantly with lots of different paid traffic types and Outbrain has one of the highest averages for time spent on site and StumbleUpon one of the lowest.

But that doesn't mean you can throw up any old piece of content and get away with it, no way!

Not only will your traffic not engage with your site, but they won't have any incentive to sign up or otherwise interact with your site.

So you need high quality, engaging, entertaining content. You need headlines and content that will engage and entertain and have your users wanting to browse through more of your site and subscribe to your list.

I always outsource my content and recommend you doing the same. I highly recommend iWriter if you don't have a reliable source for content as you can get back your content in a matter of hours and reject low quality content.

[Check out iWriter Now](#)

When outsourcing, always give out examples of the type of content you want to get back.

What's a great place to find examples like that?

BuzzFeed.com

On Buzzfeed you've got tons of clicky content, stuff people can't help but read. Make sure that your writers tailor the catchy kind of content around your niche but use Buzzfeed as an example of the kind of content you need for your niche.

Another great place to find niche specific examples is Stumbleupon.

Go to StumbleUpon and start stumbling through your niche, by doing so you'll get a really good idea of catchy content you'd love to dive into (as would your audience!)

Here are some examples:

- 12 Of The Luckiest Things That Have Ever Happened
- 19 Creamy And Delicious Vegan Pasta Recipes
- 12 Super-Dark Origins Behind Your Favorite Disney Movies
- 20 Things I Should Have Known at 20
- 48 Epic Dream Hotels To Visit Before You Die
- 41 Secretly Incredible Travel Destinations

Now some of those may be tailored to specific niches, and some are a bit more for entertainment value. You want to walk the line between both of these.

If you've already got a blog but don't have any enticing content or really "clicky" pieces of content (or are in a niche where traditionally you don't have content that goes "viral") then try mixing in celebrities.

Let's say you're in the debt niche, so your site may be filled with content around debt – but you'll be more likely to generate leads in your niche by setting up content along the lines of "8 Celebrities Who Went Broke" or "10 Dream Homes That Will Put You In Debt."

Content like that is much more likely to generate interest in your website, and I recommend having it peppered throughout.

You're not making traditional sales pages as you may be accustomed to making, and frankly I recommend setting up a brand new website as picking the right niche and tailoring the content around that niche is crucial.

As per our Paleo example from earlier, you could have content along the lines of:

14 Celebrities Who Follow The Paleo Diet

9 Tips From A Paleo Pro For Burning Fat This Week

If you haven't noticed it yet – most of these pieces of content invoke list of some sort.

Why?

Because it works.

People respond to quick, easy to digest content and entertainment!

Also make sure you have very high quality and engaging photos throughout your content.

I personally use my ThinkStock subscription but you can also use Flickr and find images with Creative Commons licenses (under advanced search) as long as you accredit the photographer, you can use it!

## Advanced Search

### Search for

*Tip: Use these options to look for an exact phrase or to exclude words or tags from your search. For example, search for photos tagged with "apple" but not "pie".*

All of these words

airplane

☒ Full text

☐ Tags only

None of these words:

### Search by content type

*Tip: Check the boxes next to content you'd like to see come up in searches.*

☒ Photos / Videos

☐ Screenshots / Screencasts

☐ Illustration/Art / Animation/CGI

### Search by media type

*Tip: Filter to only display either photos or videos in your search results.*

☒ Photos & Videos

☐ Only Photos

☐ Only Videos

☐ HD videos only

### Search by date

*Tip: Use one or both dates to search for photos taken or posted within a certain time.*

Photos taken

after

mm/dd/yyyy

before

mm/dd/yyyy



*Tip: Find content with a Creative Commons license. [Learn more...](#)*

☒ Only search within Creative Commons-licensed content

☐ Find content to use commercially

☐ Find content to modify, adapt, or build upon

SEARCH

Or, return to the [basic search without all the knobs and twiddly bits.](#)

Before moving on you want to ensure you have a blog with high quality and interesting content. If the content stinks, ditch it (this is why iWriter is great – only pay for quality that works, if it doesn't, get another writer without paying for the poor content.)

## **Aesthetics**

Now make sure your blog looks like a blog and not like a sales page. This shouldn't be hard to do because you're NOT making sales pages, you're NOT hard selling anything. The purpose of your site is to entertain first and foremost.

Make your blog look like a blog. I'm not going to get into the details of Wordpress or blogs or finding themes that work.

I'm also NOT going to give you theme examples or blog examples for how you should style your blog.

Why Not You Scream!?

Because if I do everyone will have the exact same blog.

It happens every time I tell people to be original and use my examples as inspiration or some example themes.

They always copy the site or theme to a tee – then we get thousands of people out there trying to submit the exact same type of blog and content.

It just doesn't work when you do it like that. Outbrain will start to see all these same submissions and the overall quality of this course goes in the toilet.

If you're visually challenged – Google some Wordpress themes, find a magazine type of theme and make sure your blog looks and feels established with great images throughout, social sharing options, a filled out sidebar and so on.

A couple critically important things your blog needs:

- 1) To look great.
- 2) A way to socially share your content (I like a floating sidebar on the left)
- 3) “Related Content” – I generally put this at the end of my content, so when they reach the end of my content they will hopefully click through to more content or subscribe.

There are plugins for #2 and #3. There’s no plugin for #1 as you’re just going to have to make the blog look good on your own (try using StumbleUpon to look through lots of blogs to get aesthetics ideas – but generally speaking if you find a great looking theme it won’t be tough.)

For #2 & #3 plugins like **Sociable** as well as **nrelate Related Content** will make your life easier. These things not only encourage social sharing (viral anyone?) but also encourage people to spend time on your website.

## **Tracking, Capturing & Monetization**

By this point I want you to have a good looking website because we’re DONE with the site aesthetics and content setup. If you’re site looks like garbage or your content is low quality? Go back and fix it. If you have a great looking website and engaging content you’re ready for the next step.

So obviously you’re here to make money.



I monetize my blogs in a variety of ways, but my primary means of monetization is by capturing emails and making money from the list. When you have a list you'll make money from your website long after people have left.

You can setup long autoresponder chains with loads of informative content as well as promotional content. While I won't get into the ins and outs of building a list and promoting – I will say that should be your number 1 objective.

If you don't have an autoresponder it's time to step up to the big leagues and get one. Aweber is the natural choice for most, it's easy to setup and integrate into your website and has a feature rich email builder.

Not only do you need an autoresponder but you also need to setup some signup forms on your site. I always setup a right hand sidebar sign up form but if you REALLY want to get subscribers and fast, you want a popup at the end of your content. The reason is it's intrusive, it's annoying, it's in your face and it WORKS.

So what happens is you pay for only the visitors that click your link, and those that get to the end of your content then are hit with an option to sign up for your email list.

Services like Pippity are great as you can setup timers OR determine areas on the page the visitors must scroll to before the popup shows. I almost always set mine to popup as the user is reaching the end of the content.

Why?

These are the most engaged users.

Timers don't always work as well because people read at different speeds and also may get distracted and move away from the page, then if they return later and just see a popup? They'll bounce.

Now Pippity is a paid service, there are other services out there that are free but don't offer as many rich features. If you're serious you're going to need one with a few features and I'd recommend Pippity first and foremost as I've used them extensively on all my websites where I capture emails.

The great thing about Pippity is you get analytics on your form submissions.

What's that mean?

It means you can test and tweak your submission form for optimal opt-in performance. You can even track *how long* popups are up – which will allow you to measure if your readers are looking at it or dismissing it.

Again – I'm no sales rep for them, but finding a service like this is crucial and will pay for itself very quickly – and if you want to build a business you need to invest in the necessary tools.

Also keep the following in mind: If you want your users to sign up, you need to give them a reason to sign up.

You need to incentivize them.

Now this doesn't mean sending them a paid promotion.

It means giving them something for free (in your niche) that would interest them and provide value. Tailor this more towards the niche, and less towards the "celebrity" or the "clicky" aspect of the niche.

If you were in the meditation niche you could outsource 1 piece of high quality content and have it automatically sent to them after they confirm their subscription:

***Sign Up Now And Receive 8 Tips For Practical Meditation In A Busy World For Free!***

Again – provide *value* to your target audience. You'll inherently have lots of drop offs (i.e. people just browsing around and reading content) but those that do opt-in to your list will be interested in your niche.

THESE ARE THE SUBSCRIBERS YOU WANT.

It's not just a numbers game with subscribers, you will be sending them offers and content related to your niche so you don't want people who don't meditate or don't have any interest in Paleo signing up for your list.

They won't be of value down the road.

Here's an article you MUST read related to increasing opt-ins:

<http://www.aweber.com/blog/case-studies/quadruple-opt-in-rate.htm>

Remember, 1 subscriber will generally be equal to around \$3-\$5 per month in revenue. This is directly pulled from my experience building and promoting to list in a variety of niches.

*NOTE: This price is an adjusted average based on building a list of a few hundred subscribers up to a few thousand subscribers in various niches. Some people buy, some don't – some niches have higher EPC's or higher value products. But when you build up a list of a few hundred I think you'll find this average number to be true. It's actually a bit more conservative but generally speaking I like happy surprises!*

Building a list of just a few hundred subscribers can easily bring you an extra \$500-\$1,500 per month.

*The great thing about using Outbrain is once you've built a profitable campaign (more on this later) then you just immediately scale up your ad spend.*

Whew big breath you're almost ready!

At this point you should have a website full of interesting content around your niche.

You also are going to want to install Google Analytics. GA will allow you to track the content that's doing well (and spend more money on it!) and the content that isn't doing well (and adjust accordingly.)

You should also have an opt-in form that pops up when people reach the end of your content (again – this is really important!)

If you don't have your site ready or your autoresponder setup then get those done as the next step is all about setting up your campaign!

Now it's time to get started pumping some life into your site and scaling your ventures.

## **Outbrain**

If you haven't done so already, it's time to sign up for Outbrain. Below are basic video and PDF resources regarding how to use Outbrain (which I won't be going over as the system is extremely easy to use.)

If you're confused and need a walk through of the system these resources will elaborate and save me from spending 20 pages of fluff when can watch these videos if need be:

Dashboard: <https://www.youtube.com/watch?v=pRQ9nzuozos>

Clicks & Content:

<https://www.youtube.com/watch?v=cbzvRtXYIDM>

Campaign Settings:

<https://www.youtube.com/watch?v=cbzvRtXYIDM>

Managing Content:

<https://www.youtube.com/watch?v=VqQN2ma3VSs>

Creating Campaigns: <https://www.youtube.com/watch?v=KwP-uSMJ9R8>

## Optimizing Your Campaign PDF:

<http://www.outbrain.com/docs/campaignoptimization.pdf>

Now Outbrain will suggest a CPC for you, usually in the \$.30 range. FEAR NOT! This isn't your cost for every click. This is merely the max you will pay. Experiment with a lower CPC. Usually I'll get clicks around \$.15 but depending on your niche, experiment dropping this down.

To calculate your average actual CPC – merely divide your ad spend by the number of clicks you received:

Date ▾	Clicks	Cost (USD)	Impressions	CTR
Total:	123	\$20.00	94,596	0.13%

In this example the average cost per click for this particular website in this time frame was \$.16 per click. I had set the max CPC at \$.35 – my average is less than half of what my max CPC is! As you experiment with new pages this will vary.

## Profit & Scale

Number 1 goal to work towards: Profitability. Making your ad campaign profitable means the ability to scale up your campaign.

Now how much money do you want to make per month?

What a stupid question right? You want to make as much money as possible!

To do that though you need to be dedicated, patient and test test test!

It's not as hard as it sounds though. Your first few days may show poor results but take note as to where you're breaking down and adjust accordingly.

If you're using Pippity (you better be!) then you can split test different opt-in forms. If you're noticing people are not spending time on your opt-in page then you may need to adjust your free offer, copy or images.

If you're already getting opt-ins, then it's time to start split testing more aggressively to bump up your opt-in rate.

What's a good opt-in rate?

A good opt-in rate is 5%.

At 5% you're going to have a hyper-profitable ad campaign.

Anything above 5% and you're absolutely killing it.

This will vary based on the following factors:

- The Niche
- Website Content
- Opt-In Form (Including Copy + Image)
- Your Opt-In Giveaway

There are lots of other little factors that will affect opt-in rates (such as your website aesthetics, images etc.) but frankly those are going to be the biggest factors (and only the last 3 you can adjust unless you start in a brand new niche.)

## **Campaign Tracking & Optimizing**

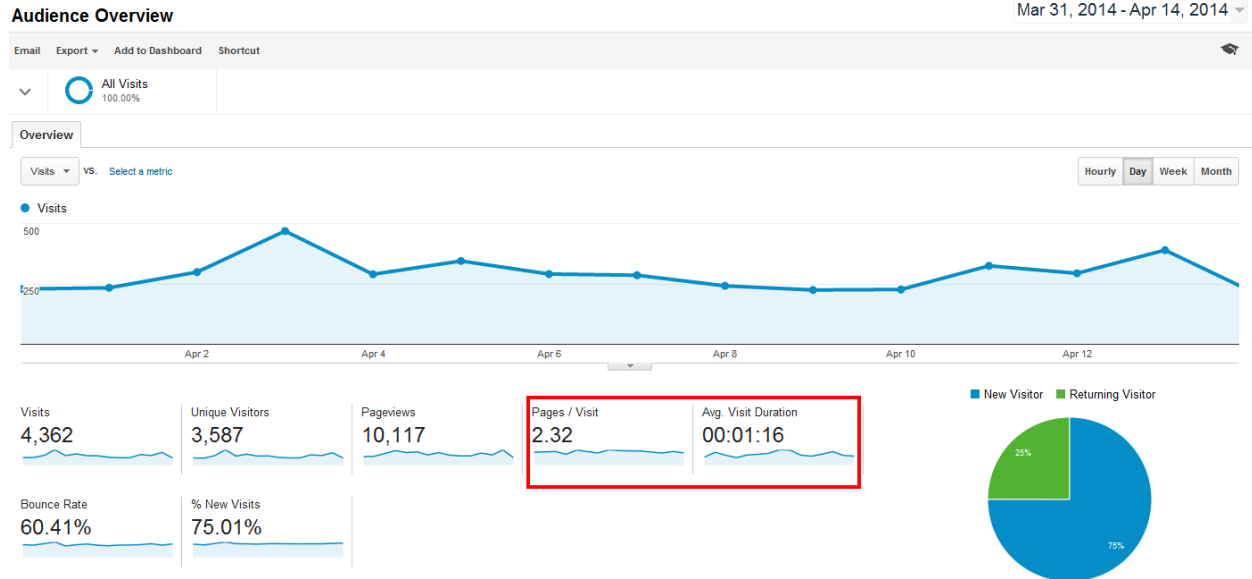
First and foremost you need to make sure people are enjoying your content. If people don't like your content then they're not even seeing your opt-in form.

Focusing on putting out engaging content that people are reading is critical.

How do you check this?

You look into your Google Analytics account! Below is a screenshot from one of my sites in the food niche (great niche by the way!)





This site gets a minimum of 200-250 opt-ins every month.

Average time spent on site: 1:16 seconds.

Average pages per visit: 2.32 pages.

That means most people are looking at 2+ pages. That's excellent.  
Bounce rate at 60%? Awesome.

This site is extremely engaging for our readers. You may setup a site and realize that your average visit duration is 10 seconds and you may not be getting any subscribers.

Well it's clear that your content is either bad, not engaging or your title is deceptive.

People don't digest content in 10 seconds. The average from above means people are **READING** the content on the site and many are subscribing to get the incentivized tips. Some people bounce

immediately, some spend 10 minutes reading lots of content. Some opt-in. Some don't.

To Recap:

Step 1 is to make sure people are **READING** your content. Don't start tweaking your opt-in box until you know people are reading your content.

If people aren't reading your content what do you do!?

You run an ad to another page.

Make sure you're running ads to 1 page at a time, finding a successful ad campaign **THEN** setting up another. It will make your life much easier than setting up 10 campaigns and realizing only 3 or 4 are converting and wasting money on the rest.

Once you've got your average time out of the single digits and you know people are spending time **READING** your content you know you're on the right path.

Next you want to start measuring your opt-ins.

If you're not getting any opt-ins but you know people are reading your content then you've got a couple other potential problems.

Either your opt-in form needs tweaking or your free offer needs tweaking.

If you need to tweak your opt-in form consider trying variations on not only your copy, but also on the images, fonts, colors and call to action.

There are boatloads of resources on the web regarding this. I'm not going to get into it because I want this course to be concise and not heavily laden with things that others have written extensively about.

Google things such as "Increasing Opt-In Form Conversions" and you'll find lots of great resources.

If you're using Pippity you can split test very easily, monitoring your split test (big hint: try different calls to action) will allow you to select winners and losers. Make sure you do significantly different changes at first then start to narrow down the changes until you can't increase your opt-in rate any more.

The great thing about Pippity is you can track how many conversions happen for people who are seeing your form, which gives you the ability to REALLY narrow down what isn't working (versus dealing with opt-in placement on your webpage.)

If you've noticed people are reading your content and seeing your popup but still don't have a good conversion rate on your opt-in form then your incentivized offer may be the problem.

Consider the needs of your visiting audience, what they're interested in and how you can help them. Give them something they have to have – something they'll exchange their email for.

This doesn't have to be an entire course (although it can be – you can buy Private Label Rights [PLR] for just about any niche) but something they can use.

Another big option is video – I love video – it’s easy to produce with a free screen recording and you can do something as simple as showing a slideshow with a voiceover.

Again – you’re shooting for a 5% opt-in rate.

Let’s break some numbers down on that rate.

If you can achieve a 5% conversion rate, that means for every 100 visitors who hit your site, you’ll get 5 subscribers. 5 Subscribers will bring you \$15-\$25 a month (at \$3-\$5 per subscriber, per month.)

1,000 Website Visitors , 50 Subscribers, \$150-\$250 a month.

10,000 Website Visitors, 500 Subscribers, \$1,500 - \$2,500 a month.

From 1 site.

Granted this IS the high end. Getting to a 5% opt-in rate will take a bit of tweaking and optimization (unless you’re super lucky) but it’s worth it ten times over because you’re building a business.

Why?

Because once you’ve setup a profitable campaign (i.e. you spend \$X and can consistently generate >\$X) you can scale up.

How much are those visitors going to cost you? Anywhere from \$.10 - \$.35 each. Now this may seem like quite a bit but once you start bringing in opt-ins you’ll quickly realize the value in these subscribers.

Traditionally a 5% opt-in rate on a blog is pretty low. But we're buying our traffic, so it's a bit more of an uphill battle to get people to subscribe, but if you provide a killer piece of content when they land and offer a great incentive in your Call To Action, then getting to 5% is 100% achievable.

Building a list of 1,000 people at a 5% conversion rate will require 20,000 visitors to your website. If each visitor cost between \$.10 and \$.35 then you're looking at spending \$2,000 to \$7,000!

You may be thinking...

WHAT?!?! I CAN'T AFFORD THAT!

But you're not going to be doing it all at once.

Start out small and set your daily budget in Outbrain low. Drive traffic to your site that you can afford, but don't blow your budget all at once! You need to save some money to test and optimize multiple pages.

Once you've got people subscribing to your list you need to be making some money off them!

Now they signed up to your list for one reason: They wanted to get that incentive you promised them.

So they've signed up and read their incentive, how do you make money off them!?

You setup a funnel.

The benefits of a sale funnel are that you will constantly have new subscribers coming into your funnel, in different parts of your funnel and you'll be building a BUSINESS out of your funnel. Daily income on complete autopilot.

Once you're profitably bringing in 3-4 subscribers per 100 visitors you can assume you will be profitable and can thus scale up your advertising efforts.

But you want to test and tweak your funnel.

When it comes to your funnel though, don't just hard sell the whole time, especially when they're new.

They immediately will receive an incentivized offer from you that they signed up for. Thank them for subscribing and promise loads more quality content.

The next email they receive from you should be an even *better* piece of information or resource for them. Not just some surface level introductory stuff, but valuable information on the niche.

And it should be free.

Deliver this the day after they sign up – this will get them trained to start opening emails from you.

Then you want to build out a funnel with a variety of free resources, quality products you can receive commissions on as well as industry news and updates. Make sure the products and/or services you want to promote are high quality and are selling well

(Let others be the guinea pigs for testing the conversions of those products.)

One great thing to do every week is a content roundup, this will include new content you post to the blog as well as find some other quality content in the niche (I use StumbleUpon) and link to each of these with a 1-2 sentence description. This email will take only 10-15 minutes to put together, and while it doesn't necessarily sell anything it will indirectly increase your profits as it will get more and more people on your website and opening your emails.

Again, there are countless resources online for suggestions based on setting up specific funnels and resources to give to your list.

*NOTE: If you're unfamiliar with setting up an autoresponder series, spend time Googling "Follow Up Series For Autoresponders" and similar terms. I could write another 20 pages on the topic but again, I want this guide to be concise and many/most of you will be familiar with this.*

Let's Recap:

While this may seem like a good deal of work to setup, it's really not. You can fully setup EVERYTHING in 3-4 hours tops if you're completely new (and not writing your blog content.)

There's 5 steps:

- 1) You need to find a niche that has products or services in it that you can get commission from, but it also has to be a niche that you can put out interesting content in.

- 2) You need to setup a good looking website that's full of high value and interesting content for your visitors.
- 3) You need to setup an autoresponder popup box on your website for when visitors have made it to the end of your content and provide an incentivized offer to your visitors to get them to sign up.
- 4) You need to use Outbrain to drive traffic to your page. Track, test and tweak your content and autoresponder until you have a 3%-5% conversion rate.
- 5) You need to have a sales funnel full of interesting and engaging content for your readers as well as promotions.

Remember the rule of thumb. You should be able to profit \$3-\$5 per subscriber, per month (averaged out.)

This means if you spend \$250 on website traffic to your website, and it generates 1,250 visitors to your website you should capture around 65 leads. Those leads will bring you \$200 - \$325 per month, over and over again. If you can get to this level of profitability then you can scale up.

Once you've proven your funnel and started to see some revenue come in the door it's time to scale up your investment in ads. You really want to keep posting new content to your site and keep experimenting with your ads and conversions. Just because you've built a profitable campaign doesn't mean you should stop



optimizing. Optimize your funnel, try different offers and promotions until you've got everything as dialed in as possible.

After you're spending a decent amount of money per month on a profitable campaign you can move over to Taboola which requires a \$2,000 a month minimum to run ads and is another high quality ad network that does promoted content.

But keep in mind, Taboola wants you to have a claimed budget of at least \$2,000. They won't force you to spend that. This is just what they want to see. I would encourage signing up for an account, testing and optimizing as many times the clicks can be even cheaper. I've got sub \$.10 clicks with Taboola with a bit of tweaking and testing so don't eliminate the option for testing.

I would recommend solely relying on Outbrain and Taboola as they're the most reputable in the industry serving these type of promoted content ads. Other networks are sending bot traffic (NOT GOOD!) as part of their traffic.

After your campaign has been setup and you've scaled it up – you have a few options. Continuously drive traffic to your working campaigns or if you're noticing a decline in opt-in percentage or your campaign isn't scaling accordingly, while it's not great, you still have built a huge list of subscribers who are interested in what you're promoting.

There are very few methods out there where you can invest \$1 that will return \$1.30 the first month (i.e. immediately profitable) and

then continue to return that \$1.30 per month without that \$1 invested.

In 3-4 hours you can setup your entire system. You will need to test and track a bit – tweak and customize but frankly, that's the fun part! You'll enjoy doing that once you see daily subscribers!

After you've successfully set everything up, scaled the campaign up and are profitably bringing people into your funnel everyday then its time for site #2.

Build out your second site in a brand new niche, learning from your mistakes and using templates from your other opt in forms and be that much further ahead of the curve.

It gets easier, much easier. The second site you setup will take a fraction of the time, you'll already know what to be looking for, how to optimize your page and opt-ins and you'll be ready to scale the business up. Diversity is key to growing any business, building up in a completely different niche means you can hedge your investment on your other website.

### **BUT DON'T FORGET!**

Always keep the blogs up to date. Even if you've got a few pieces of content that are consistently profitable, you want to be updating your blogs. Take a small fraction of your profit and queue up lots of content for your blog post.

This will keep returning visitors browsing around the site and engage new users by seeing that new content is being updated

(another reason for them to subscribe.) Make sure the content quality stays high and you'll be rewarded.

These are the exact steps I've used to setup multiple authority sites, spend a bit of cash to promote them and sit back and create a stream of automated income. Test and tweak every aspect and keep at it.

### One Final Note...

Don't stop testing and tweaking. I have chosen to monetize my traffic through opt-ins and follow up series. You don't necessarily have to do the same. Once you've grown your blog into a reputable source in the industry (and remember, with you adding quality content constantly – it WILL be that) then you can experiment with other forms to monetize the traffic, such as banner ads (BuySellAds.com works great for this) as well others ways such as AdSense, CPA offers and much more!

Thanks you for your purchase and if you have any questions please email me at [Info@PassiveIncomeHero.com](mailto:Info@PassiveIncomeHero.com)