

# Found Money: Creating Streams of Passive Income

## Another Laser Workshop by

Novice to Advanced Marketing System  
at <http://MyNAMS.com>

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## 1 Purpose of this course

- This is the core of the NAMS mission for our members:

*“Help as many people as possible become successful with their online business and build wealth in the process”*

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- Building wealth in any business is about building ON your previous efforts
- How did Ray Kroc become incredibly wealthy at 52 years old with a hamburger?

*Instead of selling a hamburger every day, he sold a business every day to create more streams of income.*

- We're not here about creating restaurants. But we are talking about franchises - in the Michael Gerber sense of the word. Check out the [eMyth Revisited](#)
  - Repeatable processes that can be built once and leveraged over and over
  - The process becomes the asset

## 2 Dream

- Create endless and diversified streams of income
- Do the work once and get paid for ever
- Be VERY active about building your passive income
- Training Courses - teach others what I know and have it available online
- Book Publishing
- Membership / subscriptions
- Diversification - multiple steps and multiple paths

## 3 Prototype

- Investing
  - Repeatable processes
    - 6 Steps
  - eCourses
    - 6 Steps – <http://nams.ws/6steps>
    - Free Affiliate Training - <http://nams.ws/4partaff>
  - AR series
    - aWeber - <http://nams.ws/aweber>

- Get Response - <http://nams.ws/getresponse>
  - Outsourcing
  - Re-purpose
    - Jeff Herring - <http://nams.ws/profitcontent>
    - Debbie Drum and Amy Harrup - <http://nams.ws/recycle>
  - Membership Sites
    - Paul Evans
      - Nicheology - <http://nams.ws/nicheology>
    - Daniel Hall
      - Real Fast Memberships - <http://nams.ws/48hours>
    - Nicole Dean & Melissa Ingold
      - CoachGlue - <http://nams.ws/coachglue>
  - Software
    - Solve Problems
    - Build a solution that can be sold
    - Plugins
    - Membership
  - Partnerships and Relationships
- Affiliate Marketing
  - Selling Hamburgers or building stores?
  - Clickbank, CJ.com, Shareasale, and other programs
    - Pick Evergreen products
    - And build a site around the product
    - Make YOUR site the target, not the product
    - That's a stream
  - Affiliate Program Resources
    - Clickbank - <http://nams.ws/cb>
    - Commission Junction - <http://nams.ws/cj>
  - Understand database tagging vs. cookies
    - <http://youtu.be/NXnJnbKe5JI>
    - Look for programs that use lifetime database referrals
      - MyNAMS Total Business System - <http://nams.ws/join>
      - Nicole Dean and Melissa Ingold's Coachglue - <http://nams.ws/coachglue>
      - Kelly McCausey's SoloSmarts - <http://nams.ws/solo>
      - Angela Will's Marketers Mojo training - <http://nams.ws/mojo>
      - Alice Seba's All PLR Content - <http://nams.ws/allplr>
    - Dozens of products and more all the time
    - Send traffic once, make money forever on those you refer
    - Refer even more and make more.
  - Get paid for introductions over the long haul
- Selling Products
  - Evergreen, Evergreen, Evergreen!
    - Barbecue Grills are not Evergreen!
    - Barbecue recipe books are
  - Commodities
    - Things people have to have
      - Domain registration
      - Hosting
      - Seeds and gardening tools
      - Seasonal renewables
    - Renewables

- Continuity programs
  - Product upgrades
  - Membership fees
- No Fads or Trends
- Advertising
  - Funnels
  - ROI
    - Dollars invested, dollars returned
    - Know your funnel numbers
    - Front vs. Backend
  - PPC
    - Adwords
      - Example
        - 6 years
        - \$2 investment
        - \$70 return
      - Scale or not
      - Tweak, tighten and subtract
    - Facebook
      - Scale or not
      - Tweak, tighten and subtract
  - Banners
  - SoloSwaps
    - Same email in play
    - Multiple buys
    - Over time
- Selling Yourself
  - Coaching
  - Celebrity
  - Live Events
    - Product creation
    - Long Funnel

## 4 Test

- Start with one
- Research
  - Niche Discovery
    - <http://mynams.com/live-training-replays/nams100-training-kevin-riley-on-choosing-a-niche>
      - [PDF of the presentation](#)
  - Keyword Research
    - <http://nams.ws/wt>
    - Searchers vs Buyers
      - Searchers are generic keywords like "Best Hiking Boots"
      - Buyers are specific keywords like "Waterproof Leather Hiking Boots"
    - Why buyers
      - More specific means the searcher is drilling down looking for a product
      - If you pay for advertising, you're qualifying the market first
      - Fewer searches, better and more consistent ROI
  - Validate Market

- Advertising
  - Magazines
  - Television
  - Banners
- Competition
  - How many
  - How good
- Prospects and Customers
  - Freebies
  - Researchers
  - Buyers
- Validate approach using 5 areas
  - Based on all the information you've gathered
  - And the self assessment for how you work best
  - You'll focus on the right niche and right system

## 5 Execute

- Use the [checklist](#)
- Use the [worksheet](#)
- Use the [calendar](#)
- Build a funnel
  - Using your decided approach
  - Build "stores", don't sell "hamburgers"

## 6 Feedback

- Communication
  - Focus group
  - Support desk
- Technical
  - Are they clicking
  - And what happens when they do
  - Google Analytics
- Marketplace
  - Are they buying
  - Are they buying more

## 7 Improve

- Evaluate your feedback
- Make improvements
- Can you add more content
- Another product