

How To Turn \$10 into \$1,000

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How To Turn \$10 into \$1,000

And how to turn \$1,000 into \$10,000 (and more)...

Please Note: *This is a system. It's what I would do if I woke up tomorrow with just \$10 in my pocket to invest and no email list. (And how I'd scale my success into a stable source of passive income.)*

Last Tuesday, I got an email from...let's call him Benny.

"Jack, my company is downsizing..."

He just found out he's losing his job, the bills have been stacking up for awhile already, and now he needs to find a new source of income.

"Please help..."

To be brutally honest, I always get nervous before I hit reply.

I feel a real sense of responsibility to try and help people like Benny get "unstuck". Because I want to make sure I give them the right advice for their situation.

And it's hard to just send back a single email with all the answers they need.

Which got me thinking.

What if I just created a report that had each of the steps outlined in full. Paint by numbers. Step 1, Step 2, Step 3, etc. Then, I could reply with something really useful.

And, when Benny got stuck, I can simply ask, "**What have you done already? Which step are you stuck on?**"

And that was the birth of the \$10 to 10K report.

Now, **two things you must know up front:**

1. **If you already have lots of money,** or a business, or a fat savings account, you aren't the target audience. BUT I guarantee 100% that you can still learn something valuable in this report. It might be a tip here, or a time saving tool there, but one way or another, I'm sure there is something worth your time here. The principles that will turn \$10 into \$1,000 will also work to turn \$100,000 into a million and more. :)
2. **If you just have \$10 to invest,** we have to leverage your time. Sweat equity. It will take work. You may have to find part time work in the meantime while you set this up. Do whatever it takes. I can show you how to use every free tool out there, and then I can show you how to leverage the paid tools, after you have had success and are earning an income. But, I honestly don't know what will happen if you pick and choose what to execute randomly. It might work, it might not. This is a system. The parts work together to form the whole. Synergy. Compound Interest. Powerful stuff. (Einstein agrees) Just work the plan in order.

Let's dig in...

You've Got \$10



The very first thing I want you to do with that \$10 is to put it back in your pocket.

In fact, you can go ahead and spend it if you want. We really don't need it to get started.

You honestly didn't think I was going to take your \$10 did you...?

All kidding aside, the reason we don't really need it now is because you already have the internet.

I assume you're ready to work. We're going to start with just two questions.

1. Where are you at?
2. Where are you going?

Because...

"If you don't know where you're going, any road will take you there." - Lewis Carroll

We'll use two tools to help us get the most out of these two questions. First, we'll use an expense report. Then, we'll use a balance sheet.

Question 1: Where are you at?

Let's create an **expense report**.

[Click to download the 10-10K Workbook](#)



Don't have Excel? No problem. I've tested this in the [OpenOffice \(free download\)](#) and it works just fine.

Now, take a look at the sample expense report, and then fill in your own numbers.

	A	B	C	D	E	F
1	Expenses	Cost		Daily Total	Monthly Total	Yearly Total
2	Food	\$259.85		\$111.18	\$3,381.73	\$40,580.76
3	Clothing	\$75.89				
4	Housing	\$975.00		My Current Need Scenarios		
5	Utilities	\$145.67		\$7	483	
6	Household Supplies	\$98.45		\$17	199	
7	Transportation	\$147.54		\$27	125	
8	Medical	\$48.00		\$47	72	
9	Insurance	\$654.34		\$67	50	
10	Debt	\$157.45		\$97	35	
11	Retirement	\$200.00		\$127	27	
12	Education	\$0.00		\$147	23	
13	Entertainment	\$100.00		\$197	17	
14	Savings	\$50.00		\$297	11	
15	Gifts	\$259.54				
16	Travel	\$135.00				
17	Vacations	\$75.00				

Just enter all your expenses and costs in Column A and B.

The Daily, Monthly, and Yearly Total columns will automatically be calculated for you.

I've also included an auto calculating "My Current Need Scenarios" section. This will show you how many products at \$X you would need to sell in order to **have all your current expenses replaced by passive income.**

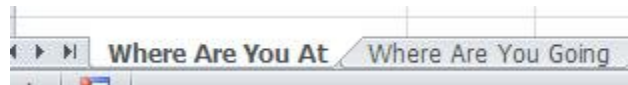
So, using these sample numbers, if Benny sold just 50 products for \$67 each, he would cover his current monthly expenses.

That might seem impossible to you at the moment...after all, you just have \$10.

But hang on...

By the time you are finished working through the steps, you'll see how achievable it really is for you.

Now, look at the bottom of the Workbook.



Click on the "Where Are You Going" tab

Question 2: Where are you going?

Now we get to have some fun.

This is my favorite part...

	A	B	C	D	E	F
1	Income	Amount	Expenses	Amount		Total Income
2	Construction Job	\$1,100.00	Food	\$259.85		\$1,350.00
3	Part Time Work	\$250.00	Clothing	\$75.89		
4			Housing	\$975.00		Monthly Cash Flow
5			Utilities	\$145.67		-\$2,031.73
6			Household Supplies	\$98.45		
7			Transportation	\$147.54		
8	Passive Income	Amount	Medical	\$48.00		
9			Insurance	\$654.34		
10			Debt	\$157.45		
11			Retirement	\$200.00		
12			Education	\$0.00		
13			Entertainment	\$100.00		
14			Savings	\$50.00		
15			Gifts	\$259.54		
16			Travel	\$135.00		
17			Vacations	\$75.00		

Enter in your income sources in Column A and B. The rest of these columns will update automatically.

How does it look?

If things turn out like this sample data, it's not looking great right now, which explains why you're feeling a lot of pressure and stress.

Let's fix that.

Remember, we're on the "Where Are You Going" tab of the workbook. So it's time to do a little dreaming. (Which we will later turn into a reality, step-by-tiny-little-step) :)

The first thing I want you to do, is add a new passive income source to the Passive Income section.

Like this...

	A	B	C	D	E	F
1	Income	Amount	Expenses	Amount		Total Income
2	Construction Job	\$1,100.00	Food	\$259.85		\$1,600.00
3	Part Time Work	\$250.00	Clothing	\$75.89		
4			Housing	\$975.00		Monthly Cash Flow
5			Utilities	\$145.67		-\$1,781.73
6			Household Supplies	\$98.45		
7			Transportation	\$147.54		
8	Passive Income	Amount	Medical	\$48.00		
9	<u>Crowd A</u>	\$250.00	Insurance	\$654.34		
10			Debt	\$157.45		
11			Retirement	\$200.00		
12			Education	\$0.00		
13			Entertainment	\$100.00		
14			Savings	\$50.00		
15			Gifts	\$259.54		
16			Travel	\$135.00		
17			Vacations	\$75.00		

Did you see it...

Notice what happened to the Monthly Cash Flow total? It went up.

	A	B	C	D	E	F
1	Income	Amount	Expenses	Amount		Total Income
2	Construction Job	\$1,100.00	Food	\$259.85		\$1,600.00
3	Part Time Work	\$250.00	Clothing	\$75.89		
4			Housing	\$975.00		Monthly Cash Flow
5			Utilities	\$145.67		-\$1,781.73
6			Household Supplies	\$98.45		
7			Transportation	\$147.54		
8	Passive Income	Amount	Medical	\$48.00		
9	Crowd A	\$250.00	Insurance	\$654.34		
10			Debt	\$157.45		
11			Retirement	\$200.00		
12			Education	\$0.00		
13			Entertainment	\$100.00		
14			Savings	\$50.00		
15			Gifts	\$259.54		
16			Travel	\$135.00		
17			Vacations	\$75.00		

Now, in our case, Benny the construction worker **is in really bad shape**, but we're about to change that for him.

Now you have a decision to make.

It's entirely a personal decision, and there isn't really a right or wrong answer.

How many passive income sources would you like to create?

Notice, I didn't say "How many passive income sources are you going to work on simultaneously. **That never works. You need to FOCUS.** However, you can certainly choose to focus on one passive income source at a time, until it meets your vision/goal and then work on another one."

BUT...some people choose to just create one or two, while others love the excitement of creating many different sources, in totally different areas. I'm in the latter group, but you may not be.

So, for this example, we'll just assume that Benny has lots of different ideas for making passive income. After doing this exercise, here is what Benny's income statement looks like.

	A	B	C	D	E	F
1	Income	Amount	Expenses	Amount		Total Income
2	Construction Job	\$1,100.00	Food	\$259.85		\$5,449.00
3	Part Time Work	\$250.00	Clothing	\$75.89		
4			Housing	\$975.00		Monthly Cash Flow
5			Utilities	\$145.67		\$2,067.27
6			Household Supplies	\$98.45		
7			Transportation	\$147.54		
8	Passive Income	Amount	Medical	\$48.00		
9	Fishing crowd	\$375.00	Insurance	\$654.34		
10	Archery crowd	\$250.00	Debt	\$157.45		
11	Rare Books crowd	\$1,500.00	Retirement	\$200.00		
12	Hot Pepper crowd	\$75.00	Education	\$0.00		
13	Betta Fish crowd	\$50.00	Entertainment	\$100.00		
14	Antique Dealer crowd	\$258.00	Savings	\$50.00		
15	Gerbils crowd	\$199.00	Gifts	\$259.54		
16	Hunting crowd	\$852.00	Travel	\$135.00		
17	Old Cars crowd	\$540.00	Vacations	\$75.00		

Now, you already know what Benny is going to do next, don't you?

Yep, you guessed it.

	A	B	C	D	E	F
1	Income	Amount	Expenses	Amount		Total Income
2			Food	\$259.85		\$4,099.00
3			Clothing	\$75.89		
4			Housing	\$975.00		Monthly Cash Flow
5			Utilities	\$145.67		\$717.27
6			Household Supplies	\$98.45		
7			Transportation	\$147.54		
8	Passive Income	Amount	Medical	\$48.00		
9	Fishing crowd	\$375.00	Insurance	\$654.34		
10	Archery crowd	\$250.00	Debt	\$157.45		
11	Rare Books crowd	\$1,500.00	Retirement	\$200.00		
12	Hot Pepper crowd	\$75.00	Education	\$0.00		
13	Betta Fish crowd	\$50.00	Entertainment	\$100.00		
14	Antique Dealer crowd	\$258.00	Savings	\$50.00		
15	Gerbils crowd	\$199.00	Gifts	\$259.54		
16	Hunting crowd	\$852.00	Travel	\$135.00		
17	Old Cars crowd	\$540.00	Vacations	\$75.00		

Benny just put in his two week notice. And he's going to take the week off with the family and head out in the family van to Yosemite National Park. A week worth of fresh air, fishing, and fun is just what he needs. :)

Pretty cool, huh?

Do you think that's crazy?

Be honest.

Do you think you can do it?

I do.

You might wonder why I would "tease" you this way.

What's the point?

There are two very important reasons we have filled in this workbook:

1. **I want to give you some hope.** I want you to see exactly where you are at right now AND what you could do to get where you need to go. If you're like Benny, you just want to generate enough passive income to not be chained to a 9-5 job you hate

or be controlled by the whims of some corporation.

2. **I want you to stay focused.** If you're like Benny (and me), the thrill of the next project is always trying to pull you away. By simply creating this list, you can say "Benny, you're going to focus on your 'Fishing crowd' passive income until you get it to \$375 a month, and then you can focus on starting that new Rare books website."

Make sense?

Now, I'm thinking you might have one more question.

"What's with the 'crowd' part?"

Glad you asked. :)

We could have just as easily said "website" or "blog" or "podcast" or "product".

The reason we use the word "crowd", is because **I never want you to forget that you're working with real people.** Lots of them. They have mothers and fathers and sons and daughters. They have happy stories and sad stories and joys and pains.

Which is why you absolutely must master D-V-B.

D-V-B

In fact, **if you mess up D-V-B, you'll never make a dime.**

Seriously.

Understanding Your Trade

D-V-B
Desire Value Benefit

Every single sale today will come down to just 3 things.

Wanna take a guess? :)

Desire: *The demand*

Value: *The trade*

Benefit: *The outcome*

Online, offline, on Mars. Doesn't matter.

Get one (or two) of these wrong and no sale. Nada.

Desire + Value - Benefit = No Sale

Desire + Benefit - Value = No Sale

Value + Benefit - Desire = No Sale

BUT...

Desire + Value + Benefit = Sale

AND...

Massive Desire + Massive Value + Massive Benefit = Massive Sales

Now, you might be wondering why I chose these three words. After all, aren't there already words like "traffic", "leads", "conversions", "margins", "profit", etc.?

Yes, there are.

But they're terrible words to label human behavior.

Because "traffic" isn't a human trait. Neither is "leads". Nor "profit".

And that's the problem. **Over time, the most important element of any trade, people, get lost in the labels.**

We all understand these three words. We use these words (or synonyms) in everyday speech between ourselves.

"I don't really want to buy a new van this year. (Desire)

"I wanted that F150, but it was too expensive. (Value)

"I bought that used Jeep, and it has been great. (Benefit)

The other reason for using these terms is **that it releases psychological inertia.**

Psychological what?...

Think of it this way. When you come to me and say, "I can't make any money online. Help." I could say, "What does your traffic look

like?" And you'd probably tell me about some campaign, tool, program, software, etc.

But now imagine if I said, "**Who wants what you've got?**"

Do you see the difference?

Notice how that question immediately makes you think about **PEOPLE** instead of systems, software, PPC campaigns, affiliate marketing, etc.? You've now focused your problem solving skills on the important part.

You respond with, "Well, every hunter I know would love to have this widget. It's the best hunting widget in the world. It does 65 critical things..."

Now, imagine if I said, "Well how well is your salesletter converting?"

You'd respond with a bunch of numbers and % and tell me about heatmaps and CTR% and cart rate abandonment.

But imagine how different you would respond if I asked, "**Do they believe it's valuable?**" By the way, whether or not you believe your product is valuable matters little in a trade. What the other person believes about the value matters. **Your job is to clearly communicate the real value to increase their perceived value.**

Notice how that question immediately makes you think about **PEOPLE** instead of conversion rates, numbers, and heatmaps?

Finally, if I ask you, "What's your profit margin?" or "What's your refund rate?", you'd respond with numbers and charts and excel calculations or analytics dashboard numbers.

But, what happens when I ask, "**What benefit are they getting from their purchase?**" and "What benefit are you getting from the trade?"

You guessed it.

You immediately start thinking about **PEOPLE** again.

And that's the real power of the D-V-B framework.

If you ever get "lost", I want you to come back to this framework, and you'll immediately know how to get back home.

It was and still is about PEOPLE.

"Why do you keep saying the word "trade"?"

Glad you asked. :)

I personally think the word "trade" does the best job of bringing out the idea of "two" transactions. We use words like "tradeoff" and "bad trade" all the time. I think in some ways, an actual trade between two individuals does the best job of revealing the actual **psychology of the sale.**

In other words, "why we buy, what we buy, when we buy it".



Tom: I'll give you a duck and some lead for that tractor.

Bill: You know that tractor is worth more than your duck.

Tom: But with the lead, you can go hunting this weekend.

Bill: You're right. I don't need that broken tractor anyway. And Betty is fixing fish tonight. I hate fish. Ok, you got a deal.

See how that works.

That's how a real trade works. It's between two people. Likes. Dislikes. Reasons. Back-and-forth.

Now, you want to know a secret?

That's really how EVERY sale works.

That's what gets lost in labels like "traffic" and "leads" and "conversion rate".

It's Tom and Brenda and Bill and Jenny.

They have desires.

They think about value.

They dream about the benefit.

What are they looking for? What do they need? What are they willing to trade with? What do they hope happens?

In fact, I believe this so much, I setup [Mixpanel](#) to track this on a daily basis. It's the first stat I look at every day. And it immediately tells me what I need to work on.



Desire low? Where are these people located? How I can I get their attention? How can I keep their attention?

Value low? What do these people believe about the product? What do they like? What don't like? What are they giving up? What are they getting? What have I said? What have I forgotten to say? How can I demonstrate more value to them?

Benefit low? How are they using it? Will they be willing to pay more for additional value? How has it changed them? How has it changed us?

See how incredibly powerful that is?

Now, I'll let you in on another secret.

Inside D-V-B, there are just two primary key factors.

I'm about to give you both the Golden egg and the Goose.

Desire

Market and Audience

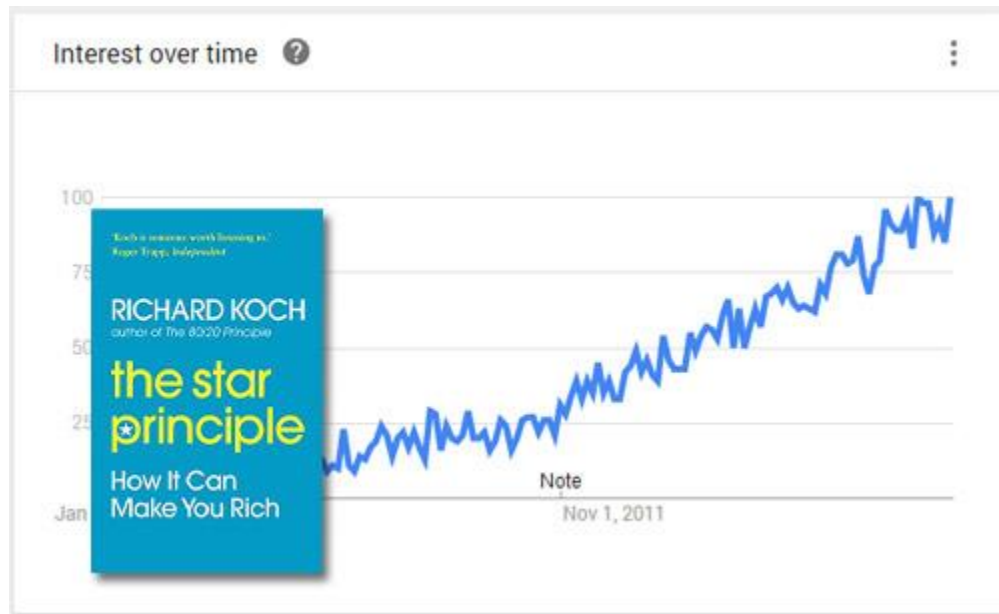
Value

People and Relationships

Benefit

Product and Future

Finding Your Star Market



Richard Koch wrote a book called "The Star Principle".

It's a great book that you should read once you have a little more cash available. Right now, I'll give you the 80/20.

A "star business" has two attributes:

1. It is the leader in it's market.
2. The market is growing fast, at least 10% per year.

Now, one area I think Richard needs to expand on to really improve his book is the **actual process for finding the data behind the**

business growth. In other words, how do we know how fast a market is growing? How do we know who the leader is?"

Having said that, I don't want to get so deep in the weeds that I discourage you from moving forward. Momentum. Keep Going.

So, I'm going to give you a down and dirty way to get the most out of this concept, with nothing but your internet connection, some paper, and your brains.

We're going to keep this very simple. Point and click simple.

Your Goal: To find a growing market that interests you.

That's it.

Let's dive in.

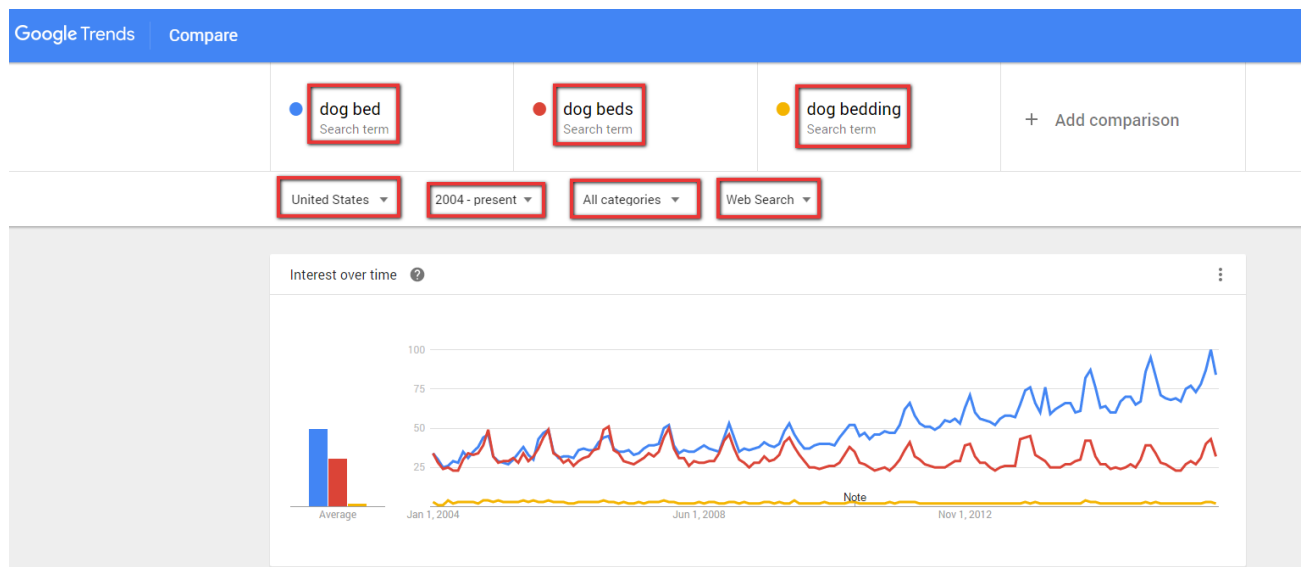
To find out market, we're going to focus on **three sources**

- 1. Google Trends**
- 2. Google Adwords Keyword Tool**
- 3. Amazon.com**

How To Harness The 80/20 Of Google Trends

Step 1: Go to <http://trends.google.com>

Step 2: Type in any topic that interests you and include two more synonyms or modifiers of the market.



In this example, we typed in the keywords "dog bed", "dog beds", and "dog bedding". We chose United States as our search location, 2004-present as our date range, and All Categories/Web Search.

We've got powerful intel here...in a matter of seconds.

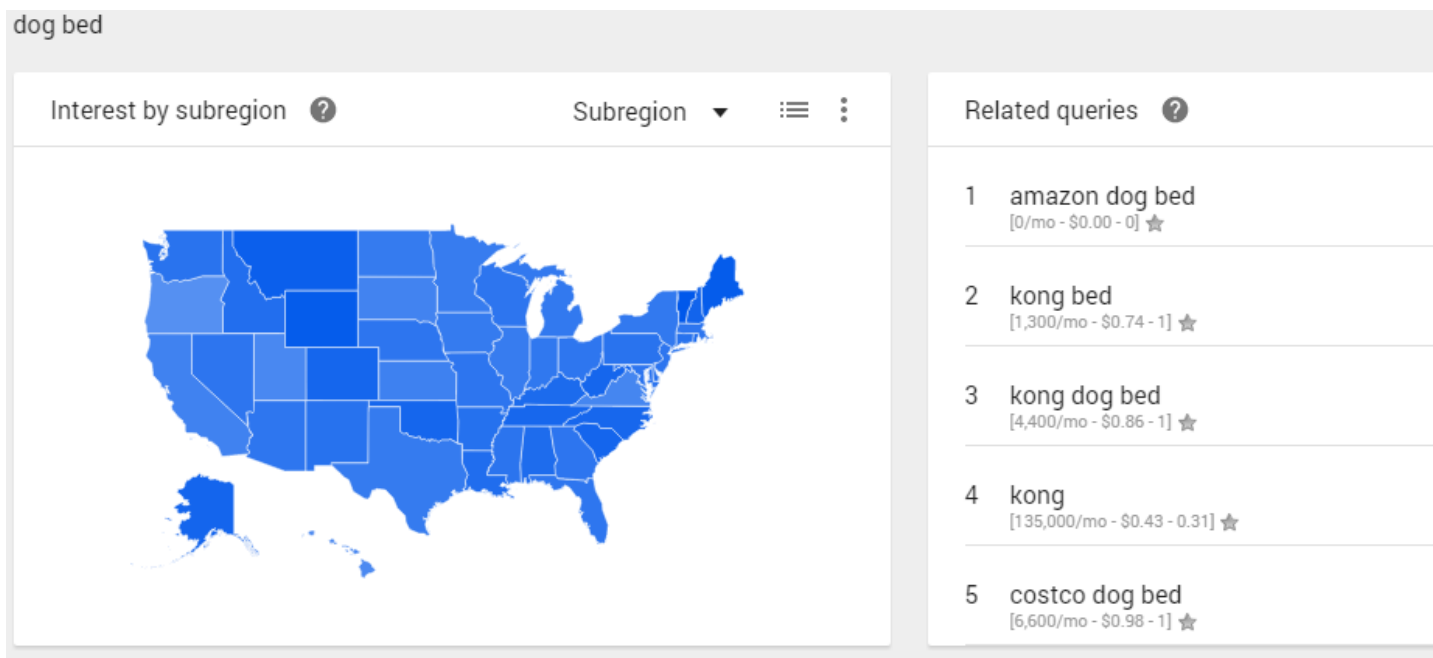
- Most of the keywords related to this topic use the singular keyword "bed" instead of "beds"
- The keyword "dog bed" is steadily trending up. And should continue to do so for a long time. It's not seasonal, nor a fad.

Dogs will continue to be popular pets. Dogs sleep. Dogs need beds to sleep in.

- The keyword "dog bedding" isn't searched much at all, compared to keywords that contain "dog bed".

Step 3: Look at the trend line. Is it going up? Is it going down? Is it steady? What do you think it will do in five years? Why?

Step 4: Look at the bottom "Rising" section to see what terms are trending up. Are there any Breakout terms? Are there any trends?



Notice there are lots of breakout terms for the "dog bed" keyword. That's a good sign. It means there is a growing market in these specific topic areas. We'll talk about audience specifics in just a few minutes.

For now, we're done.

See, that wasn't hard.

Do we know if the market is trending up at 10% a year. No, not really. We'd need to do lots of additional research and spend money to get all the data we'd need. But we do know that it is trending up. And that's the 80/20 of the star principle.

Now, as for the leader of this market. I'm just going to guess that a few minutes spent on Amazon.com would quickly tell us who is selling the most dog beds. And since Amazon.com is most likely the #1 seller of dog beds in the U.S., we would have our answer.

How To Dig Out 80/20 Data From The GAKP


Step 1: Go to <http://keywordseverywhere.com>

Step 2: Download the free browser plugin.

Step 3: Sign up for a free API key and setup the KeywordsEverywhere plugin.

Step 4: In the browser, click on "Bulk Upload Keywords" and type in primary keyword you used at Google Trends, then click the button that says "Get Search Volume and CPC"

Note: You need to have the free browser addon [Keywords Everywhere](#) installed



The screenshot shows the Keywords Everywhere interface. At the top, there are two buttons: "Edit Keywords" (red) and "Reset" (white). Below these is a "Show 50 entries" dropdown menu and five buttons: "Copy", "Excel", "CSV", "PDF", and "Print". A table with four columns is displayed: "Keyword", "Search Volume", "CPC", and "Competition". The first row of the table is highlighted with a red border and contains the data: "dog bed", "201,000", "\$1.48", and "1". Below the table, it says "Showing 1 to 1 of 1 entries".

Keyword	Search Volume	CPC	Competition
dog bed	201,000	\$1.48	1

Showing 1 to 1 of 1 entries

Here's what we just learned:

- There are roughly 201,000 people who search with the keyword "dog bed" (or close synonyms) at Google.com
- There are advertisers who are competing against each other and have driven the cost of the Adwords ad from \$0.05 (the minimum) to \$1.48 per click.
- Assuming those advertisers can get a 2% conversion rate, then they are making at least \$74 from each new customer. (i.e. 100 clicks * 2% conversion = 2 customers. 100 clicks * \$1.48 per click = \$148. $\$148/2 = \74)

See how easy that was?

Growing desire...YES

Lots of people with that desire...YES

People willing to pay to get what they want...YES

We're on a roll. :)

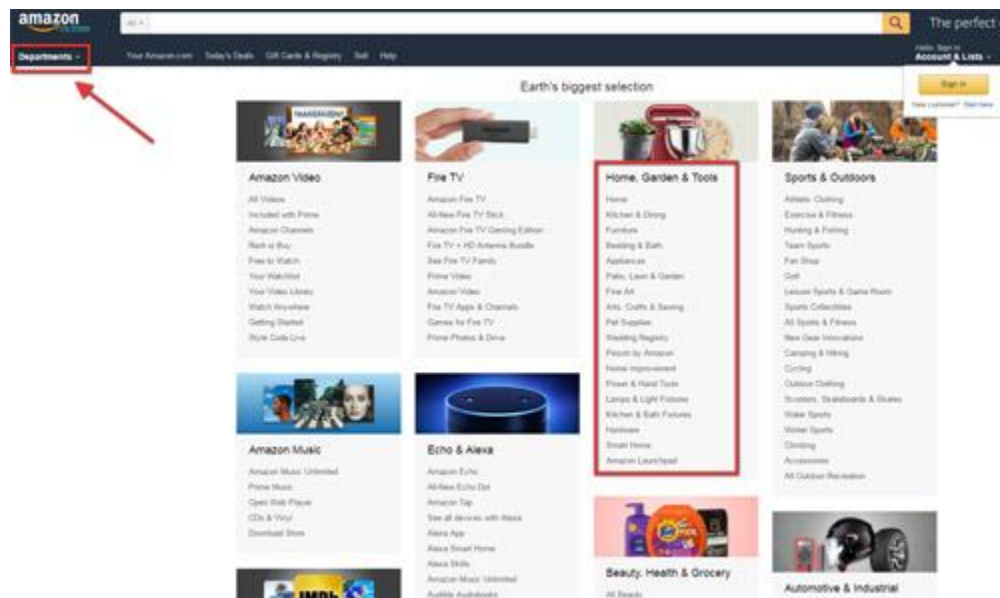
Let's keep going.

How To Uncover Buyer Signals From Amazon

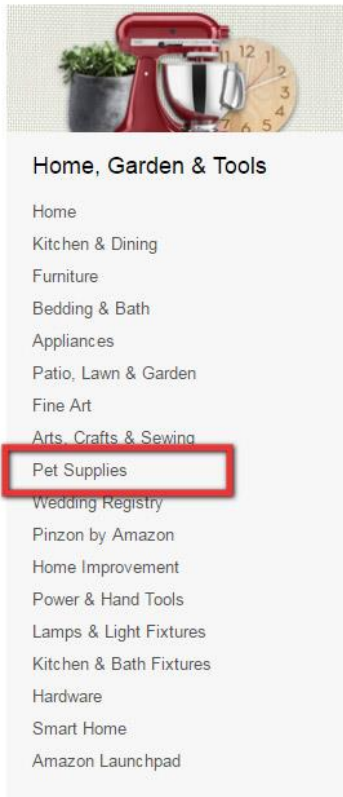
Step 1: Go to [Amazon.com](https://www.amazon.com).

Step 2: Click on the **Departments** link.

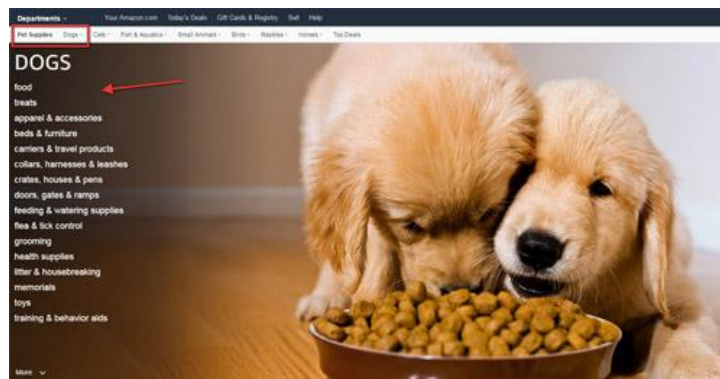
Go to Amazon.com and then click on the Departments link to see a list of the categories:



Click on any highest level category topic that relates to your keyword you have chosen. Let's click on "Pet Supplies"



Now, we can see the Pet Supplies category page. I'll go ahead and click on "Dogs".

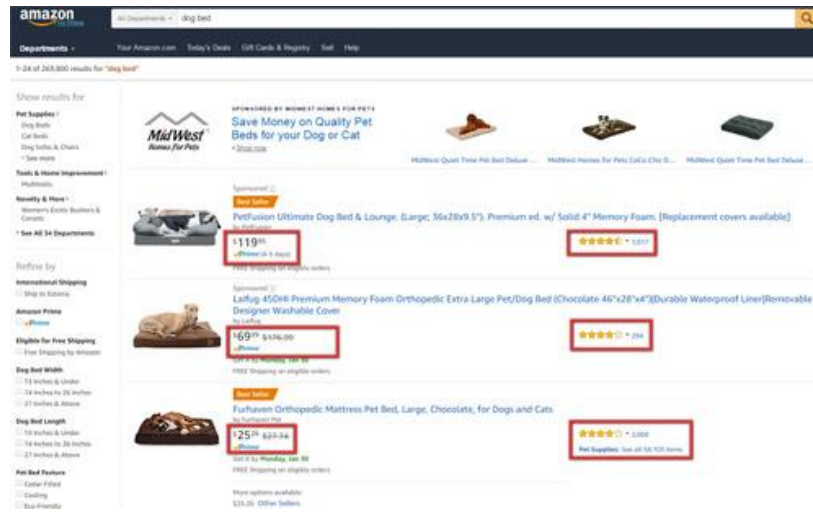


Step 3: Pick the market category

Let's do a quick search for "dog bed" on Amazon to check the prices and reviews. (Most buyers don't leave reviews, so products with lots of reviews have had **lots of sales**).

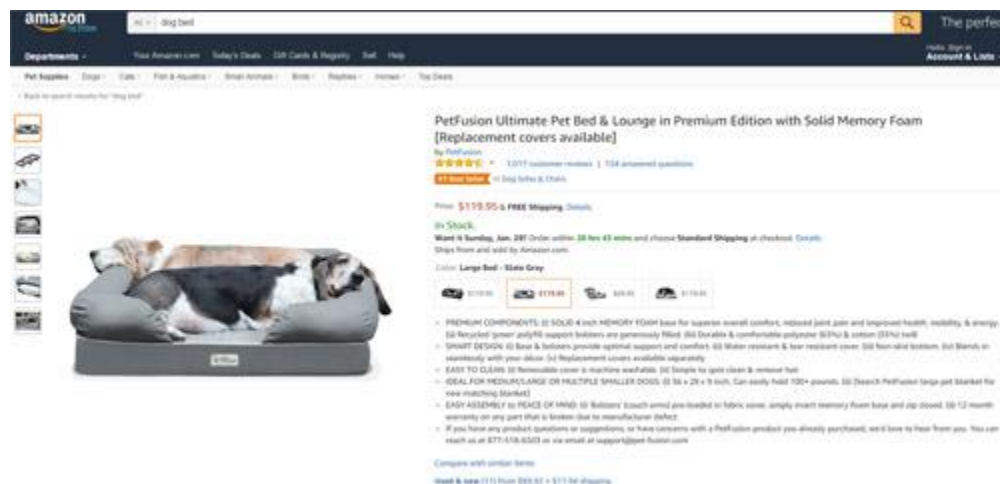
You're looking for two things:

1. What is the price? Since you can get a % of the sale as an affiliate, products with higher prices will bring you more per sale.
2. How many reviews are there? This is just a quick gauge to see overall demand for the top products in my specific category.



Step 4: Investigate a top seller in the category to find out how many sales per month

Next, I'm simply going to do a little research on a best selling product in this category just to try to gauge the number of sales each day.



Scroll down to the product details section and take a look at the Amazon Best Sellers rank.

Product Details
Color: Large Bed - Slate Gray
Product Dimensions: 36 x 28 x 9 inches ; 14 pounds
Shipping Weight: 14.9 pounds (View shipping rates and policies)
ASIN: B00TQ47CPW
Item model number: PF-IBL1
Average Customer Review: ★★★★★ (1,017 customer reviews)
Amazon Best Sellers Rank: #1,633 in Pet Supplies (See Top 100 in Pet Supplies)
#1 in Pet Supplies > Dogs > Beds & Furniture > Sofas & Chairs
#30 in Pet Supplies > Dogs > Beds & Furniture > Beds
Manufacturer's warranty can be requested from customer service. Click here to make a request to customer service.

So, at the moment, compared to every other product in the entire Pet Supplies category (not just dog related items), this product is ranked right at 1,633.

Now let's find out what that number really means. We want to know about how many dog beds they are selling each day.

At the top of Amazon, make sure you are in the Pet Supplies category, and **type in a "-" (minus sign) and then a bunch of gibberish.** Take a look at the number of results.

amazon Try Prime
Pet Supplies -fjehfocbnolwebod
Departments - Your Amazon.com Today's Deals Gift Cards & Registry Sell
Pet Supplies Dogs - Cats - Fish & Aquatics - Small Animals - Birds - Reptiles -
1-24 of 973,296 results for Pet Supplies "-fjehfocbnolwebod"

(You might be wondering what we just did here. By typing in this random text, preceded with the "-" sign, we are asking Amazon to show us any results they have in this category, that do NOT contain our random text. We therefore have the number of active product listings in this category.)

So, out of 973,296 products available on Amazon in Pet Supplies, the product we are looking at is ranked at roughly 1,600. Another way of saying that is that there are 971,696 products in Pet Supplies selling WORSE than this item.

That's a great sign. It means there is a lot of buyers each day for this product. The reviews already gave us this sign, but now we have confirmed it with a little additional research.

That's it for now...

We've used three different sources to find and validate our market.

Remember, **you're in the DESIRE stage** of D-V-B.

We have confirmed that a)people have this desire, b)more people get this desire each year, c)people are willing to pay to get what they want, d)we have a source for products and market research, so we can find our audience.

Now comes a fun part...

You're going to find your "tribe". A group to lead. The AUDIENCE you'll find solutions for.

What's coming next is super powerful. If you do it right, you can launch your first passive income project in a matter of hours. (No joke, just watch how this is done.)

Finding The Perfect Audience



Wanna be a hero?

That's probably not a question you get often. Maybe never.

But I don't see why you can't be the hero of a specific crowd.

Now, I'm not saying you'll be famous overnight.

Nor am I suggesting you'll end up on TV or referenced in a Hollywood blockbuster.

But I am saying that we can find a specific group of people that will cheer when you show up.

They'll whistle and greet you like a star.

And they'll do it for one reason.

You're their leader.

You're their helper.

You're their guide.

Because you're the one who took an interest in their problems and solved them. **You created solutions for something they really wanted and needed.**

Let's go find them...

Step 1: Go to [Amazon.com](https://www.amazon.com)

Step 2: Start typing in your main keyword, but don't hit enter or search.

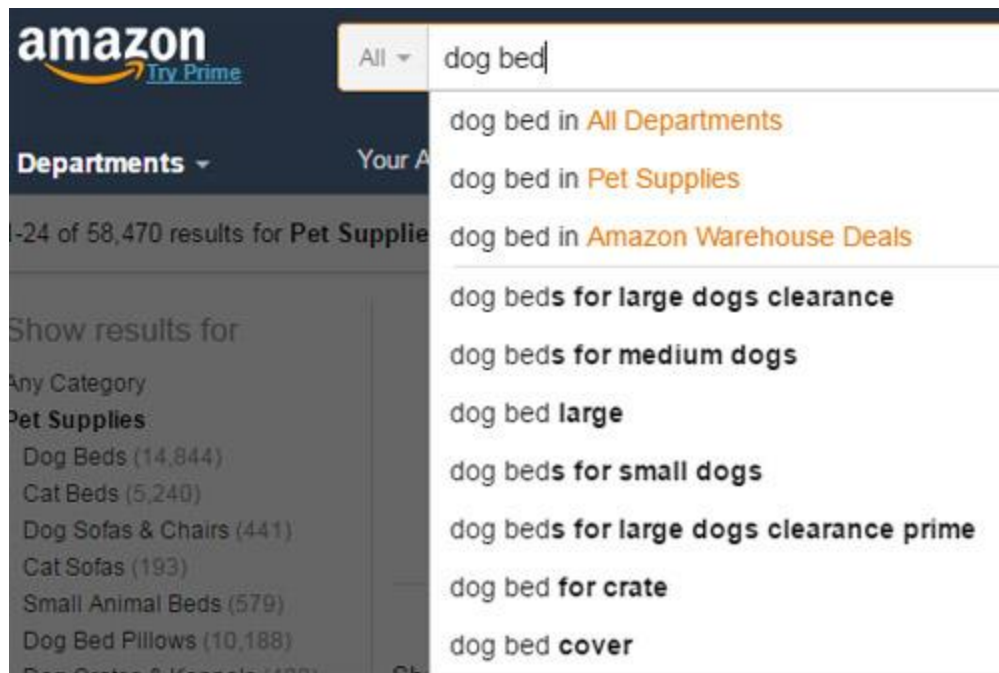
What are you looking for?

You're looking for a large group of people who you can lead.

You see, Amazon is trying to guess who you are. So they provide suggestions, based on past searches done on Amazon.com. These suggestions are based on many different things, but the key takeaway is that these suggestions are like footprints.

Somebody has been here. Recently. And they left their tracks.

And we're right on their heels.



You're a detective now.

You're looking for your audience.

Right away, I notice something. There are three groups of people.
Three different audiences.

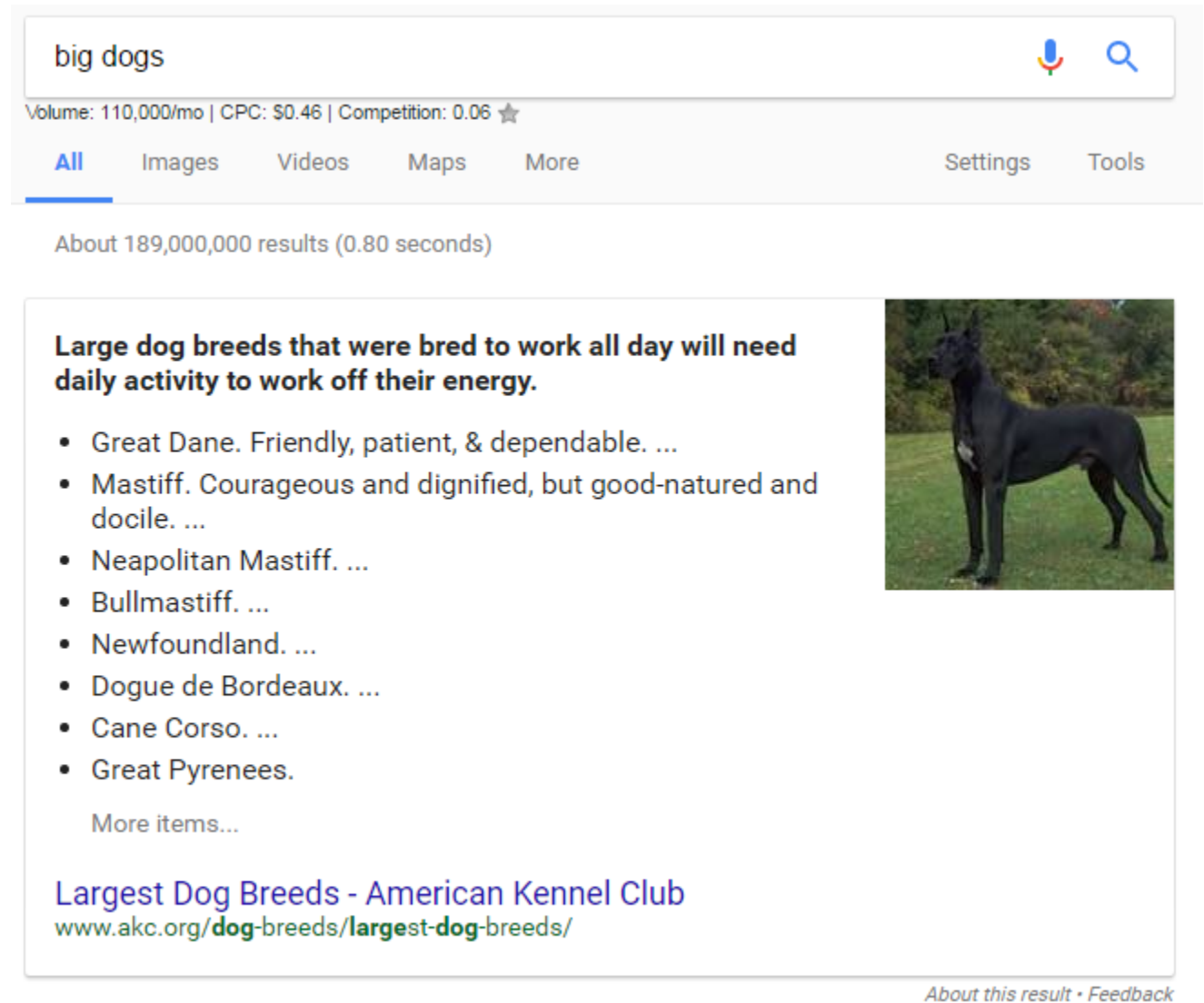
- People with small dogs
- People with medium dogs
- People with large dogs

Right away, I notice **three important facts that will help me connect with my audience.**

- Dog beds are an expensive purchase. Communicating value will be one big challenge I will face. (I got that feeling from the word "clearance")
- People like to use the word "for" when they search for dog beds.
- Shipping can be expensive. (I got that from the specific search for "Prime" offers.)

Now I want to do a little more snooping around.

First, I'm going to do a quick search online at Google for "big dogs" and "large dogs".



The screenshot shows a Google search interface for the query "big dogs". The search bar contains the text "big dogs" and has a microphone icon and a search icon to its right. Below the search bar, the search volume is displayed as "Volume: 110,000/mo | CPC: \$0.46 | Competition: 0.06" with a star icon. The navigation tabs include "All", "Images", "Videos", "Maps", and "More", with "All" being the selected tab. On the right side, there are links for "Settings" and "Tools". Below the navigation, it states "About 189,000,000 results (0.80 seconds)".

The featured snippet is titled "Large dog breeds that were bred to work all day will need daily activity to work off their energy." and lists the following breeds:

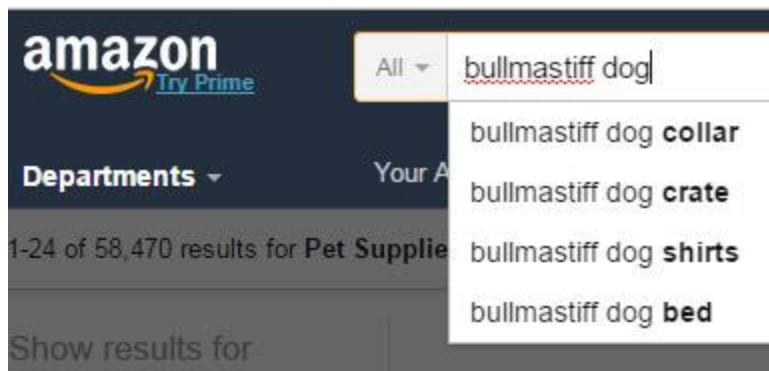
- Great Dane. Friendly, patient, & dependable. ...
- Mastiff. Courageous and dignified, but good-natured and docile. ...
- Neapolitan Mastiff. ...
- Bullmastiff. ...
- Newfoundland. ...
- Dogue de Bordeaux. ...
- Cane Corso. ...
- Great Pyrenees.

Below the list, there is a link "More items...". At the bottom of the snippet, there is a link to "Largest Dog Breeds - American Kennel Club" with the URL www.akc.org/dog-breeds/largest-dog-breeds/. To the right of the text is an image of a black Great Dane standing in a grassy field.

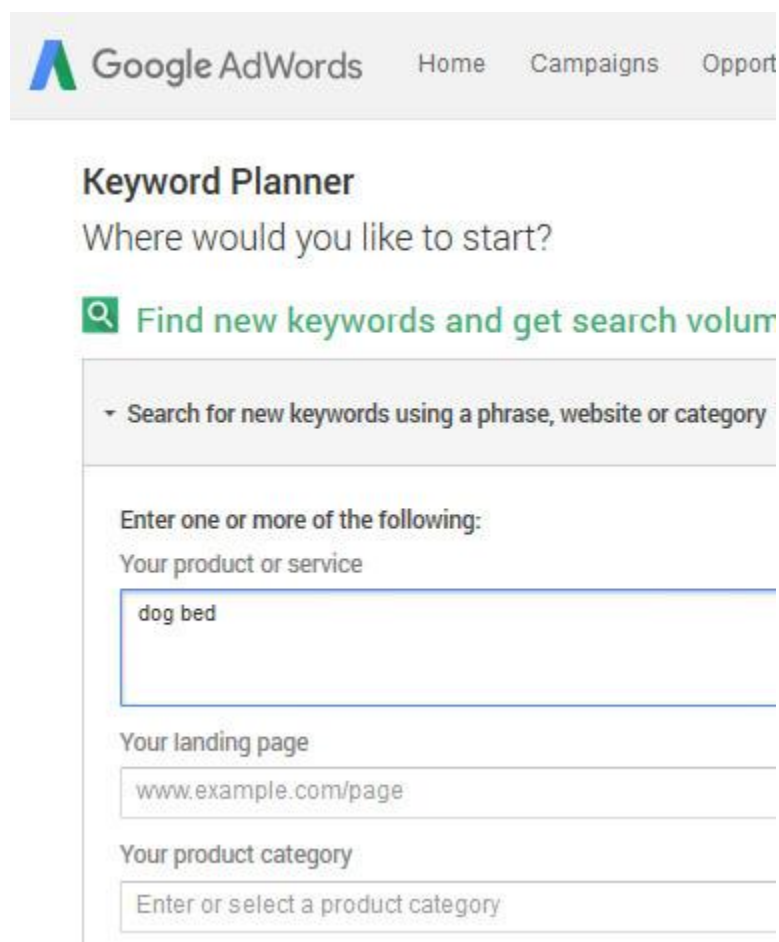
At the bottom right of the snippet, there is a link "About this result • Feedback".

Next, I'm going to go back to Amazon and see if different audiences segment themselves by dog breed when searching for a dog bed.

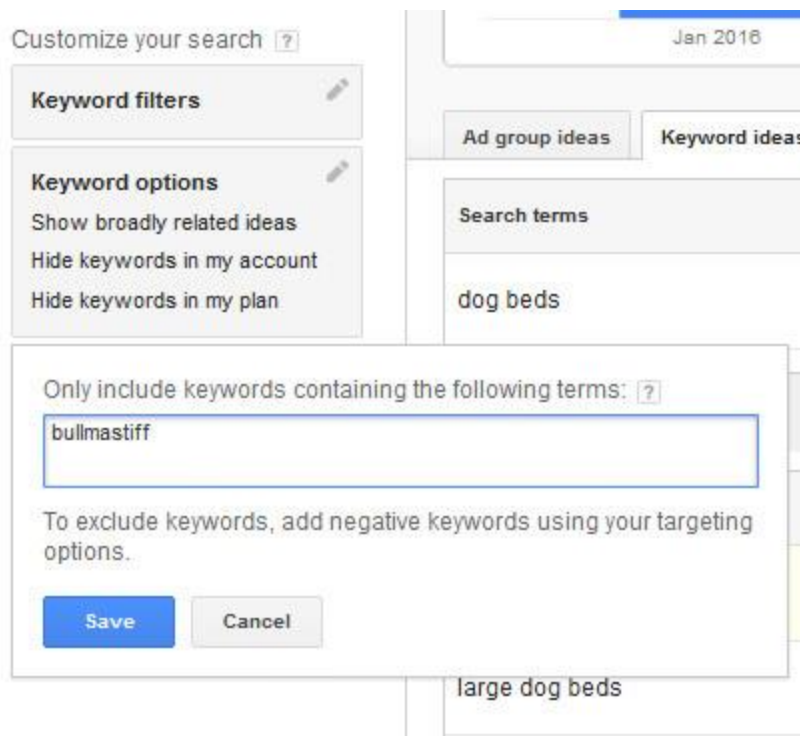
Sure enough, they do.



Next, I'm going to go to the Google Adwords Keyword Planner to find some common keywords."



Next, I'm going to filter my results by the specific dog breed.

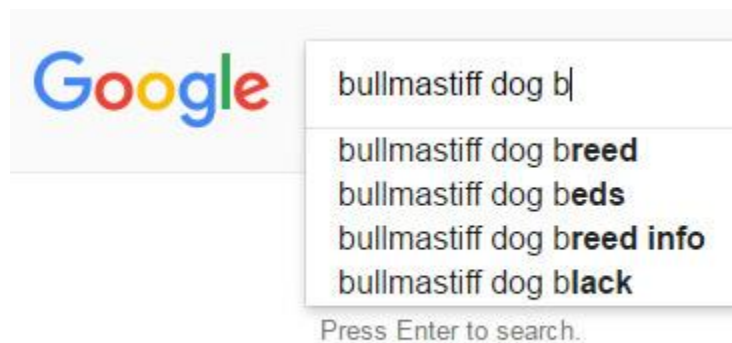


Unfortunately, there were no results.

Now, that doesn't have to be a deal killer.

Let's try three more things

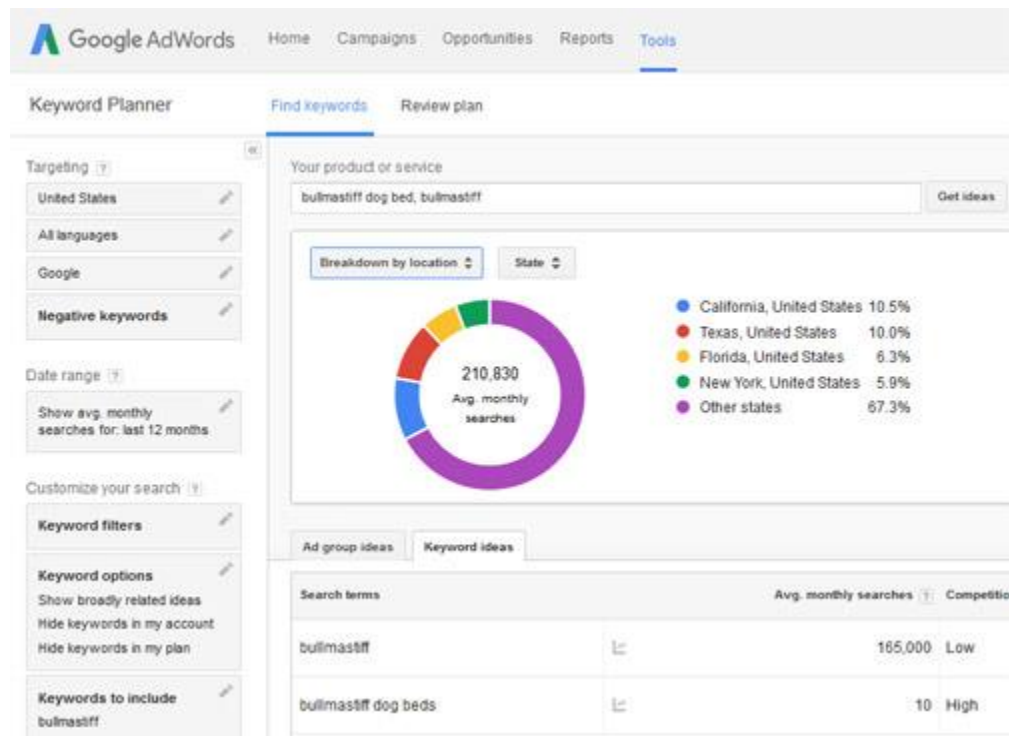
First, let's go to Google Trend and start typing in "bullmastiff", to see what keywords show up.



So we know there is an audience searching for "bullmastiff dog beds", even if they are small. You can't have a suggestion without a

keyword being typed at least 300 times. (Based on my limited research)

Next, let's go back to Google Keyword Planner and search for "bullmastiff" and "bullmastiff dog bed".



Ok, my alarm is going off right now.

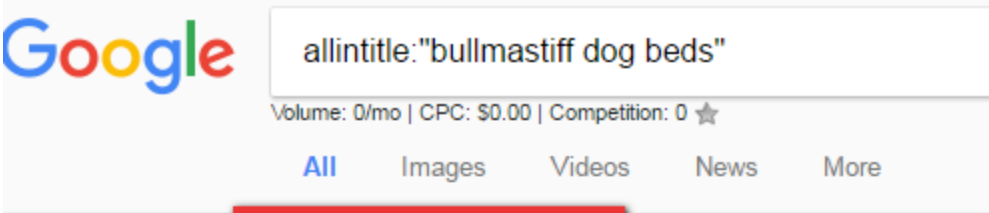
Something just doesn't look right. There are 165,000 searches per month for the dog breed at Google.com, and only 10 searches per month for the breed + bed.

I'd like to take one final look at Amazon.com

Doing a search with "bullmastiff dog bed" doesn't bring up any specific products for this breed.

In fact, only the first 6 results are even dog beds. Which tells me that the word "bullmastiff" has not been included in the reviews, description, title, or keywords for the different dog bed listings.

Finally, I do one last search at Google.com for the keyword "bullmastiff dog bed". Take a look at what I find:



The screenshot shows a Google search interface. The search bar contains the text "allintitle:bullmastiff dog beds". Below the search bar, there are statistics: "Volume: 0/mo | CPC: \$0.00 | Competition: 0". There are navigation tabs for "All", "Images", "Videos", "News", and "More". A red box highlights the search results summary: "6 results (1.03 seconds)".

Bullmastiff Dog Beds | Kuranda Dog Beds
<https://kuranda.com/dog-breeds/bullmastiff> ▼
★★★★★ Rating: 4.7 - 3,282 reviews - Starting from \$58.9
The Bullmastiff is a large statured, broad, but incredibly lovi castle if it is in danger. The Bullmastiff is a big dog that, like

Bullmastiff Dog Beds at BaxterBoo
https://www.baxterboo.com/breeds.cfm/bullmastiff_dc
Shop for Dog Beds for your Bullmastiff at great prices, with service.

Bullmastiff dog beds - Winna Pet Beds
www.winnapetbeds.co.uk/index.php?act=viewBreed&br
Winna Pet Beds your number 1 choice for Bullmastiff Dog B and similar breeds, buy your Bullmastiff pet bed online today

1000+ images about σκυλια on Pinterest | E
<https://www.pinterest.com/gvortsel/σκυλια/>
Explore Αγγελικη Βορτσελα's board "σκυλια" on Pinterest, t about Bullmastiff, Dog Beds and Dogs.

1000+ images about uber hund on Pinteres
<https://www.pinterest.com/osusanna2012/uber-hund/>
Explore Susanna Caruthers-Frederick's board "uber hund" or See more about Bullmastiff, Dog Beds and Dogs.

1000+ Pinte
<https://www.pinterest.com/boscobully/dogs-ideas/> ▼
Sewing ideas breeds i like and all other dog things :) | See i dog.

There are only 6 pages online that have the words "Bullmastiff Dog Bed" in their title.

That's a bad sign and a deal killer for me, given all the other signs and signals we are being given from multiple sources online.

Now, if you happened to have knowledge about this industry, (I don't), and you knew there was a starving audience who wanted a specific dog bed for Bullmastiff dogs, you could own it in a matter of days. There just isn't any competition at all.

Having said that, we know the trend for these dogs is going down, not up.

And all the signals point to this being a dead end.

I'll pass.

But that is great news too! Seriously.

Did that take some time? Yes.

Did we save tons of time by not going in the wrong direction?...YES!

So what do we do now?

We start right back at the top and go at it again.

And you'll know when you've found a good one.

Here is what you are looking for:

- A keyword that has a decent amount of monthly search volume in GAKP. Minimum of 300 searches per month.
- A keyword for a trending topic
- A keyword with some advertising competition, but less than 5,000 pages with the keyword in the Title

What are the next steps?

Once you have selected your audience using the steps above, you then just need to type in your primary keywords at the GAKP.

You're going to get back hundreds of keywords

[I've made an entire video series](#) that covers lots of tips and tricks for getting better keywords from the GAKP. You want to watch and follow these steps so that you 1) find out exactly how your audience talks when they are looking to solve their needs, 2) find keywords your future competitors never see

How To Speed Up This Process

If you only have \$10 to spend, the process above works just fine.

It does require some work. You're using that sweat equity to build a source of passive income so you can reach your goals. If you need some motivation, pull up that Workbook again and go to the "Where are you going?" tab.

Once you have finished your initial keyword research, go to Step 3 below and start with the free tool, KeywordGrouper Pro.

But if you happen to have a little more cash to spend, you can speed up this process with software.

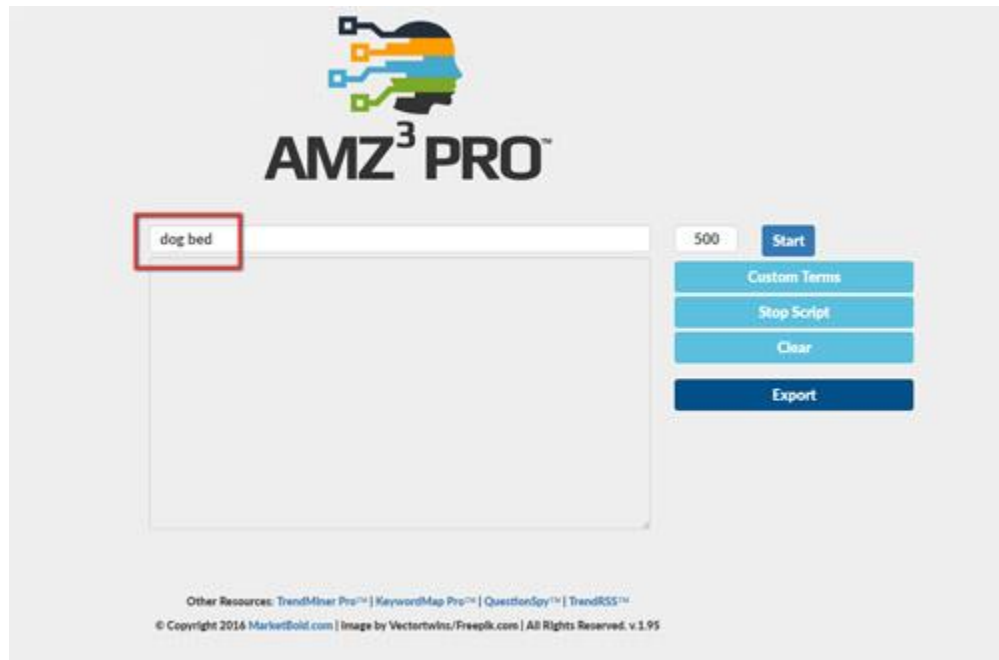
Here's how:

Step 1: Use software to drill into your market keywords.

Now that we have confirmed we have a good category to begin working in, we need to find some keywords to find our audience.

For this step, we're going to use an Amazon keyword research tool called [AMZ3 Pro](#).

Put in the most generic keyword that describes your category. In our case, we'll put in the keyword "dog bed".



Next, we'll click on Custom Terms and add the plural "beds" as well as "bedding". We'll also add some common brand names from Amazon as well.

The image shows a screenshot of an Amazon product page for an "AKC Casablanca Round Solid Pet Bed". The product is priced at \$14.99 and has a 4.5-star rating from 1,475 reviews. A "Custom Search" dialog box is overlaid on the page, listing various brand names and terms. A red arrow points from the "beds" entry in the list to the "dog bed" search term in the background. The dialog box also includes buttons for "Start", "Custom Terms", "Stop Script", "Clear", "Export", and "Set Custom Search words/phrase".

Brand

- Furhaven Pet
- MidWest Homes for Pets
- American Kennel Club
- Majestic Pet
- HappyCare Textiles
- Pet Trendy
- ASPCA
- PetFusion
- Dog Bed King USA
- Serta
- The Dog's Balls
- Blueberry Pet
- PETMAKER
- spexpet
- Leegoal
- [* See more](#)

Packaging Option

- Frustration-Free Packaging (484)

New Arrivals

- Last 30 days (1,710)
- Last 90 days (14,912)

Discount

- 10% Off or More (16,381)

AKC Casablanca Round Solid Pet Bed

★ ★ ★ ★ ☆ 1,475

\$14.99

Prime

Get it by **Monday, Jan 30**

FREE Shipping on eligible orders

More options available:
\$14.99 [Other Sellers](#)

ASPEN PET 21 (vary)

★ ★ ★ ★ ☆

\$17.99 ~~\$26.49~~

More options available:
\$21.92 [Other Sellers](#)

Custom Search

- beds
- bedding
- furhaven pet
- midwest homes for pets
- american kennel club
- majestic pet
- happycare textiles
- pet trendy
- aspc
- petfusion
- dog bed king usa
- serta
- blueberry pet
- petmaker

dog bed

Start

Custom Terms

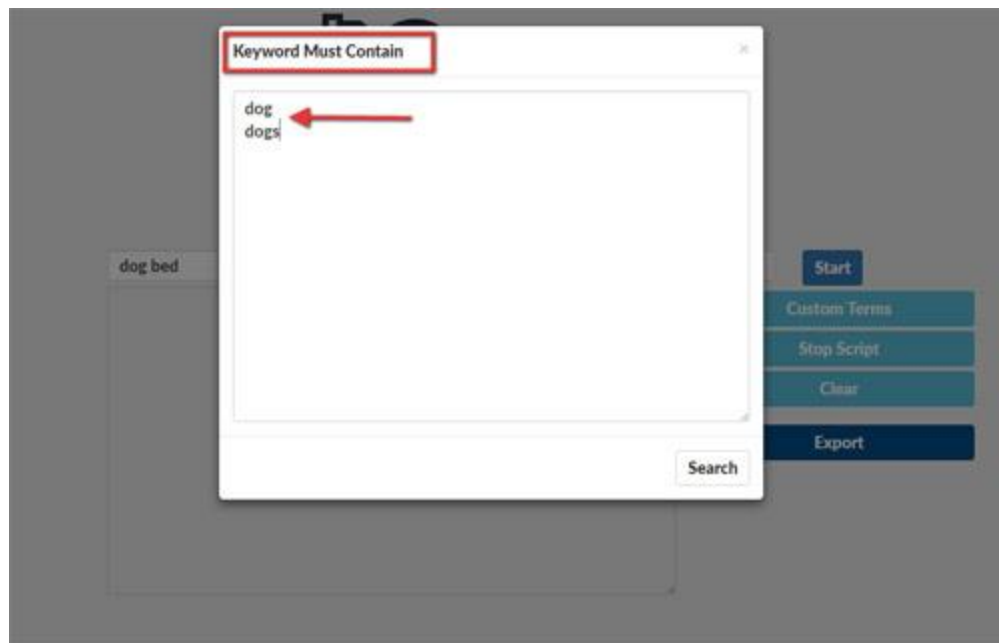
Stop Script

Clear

Export

Set Custom Search words/phrase

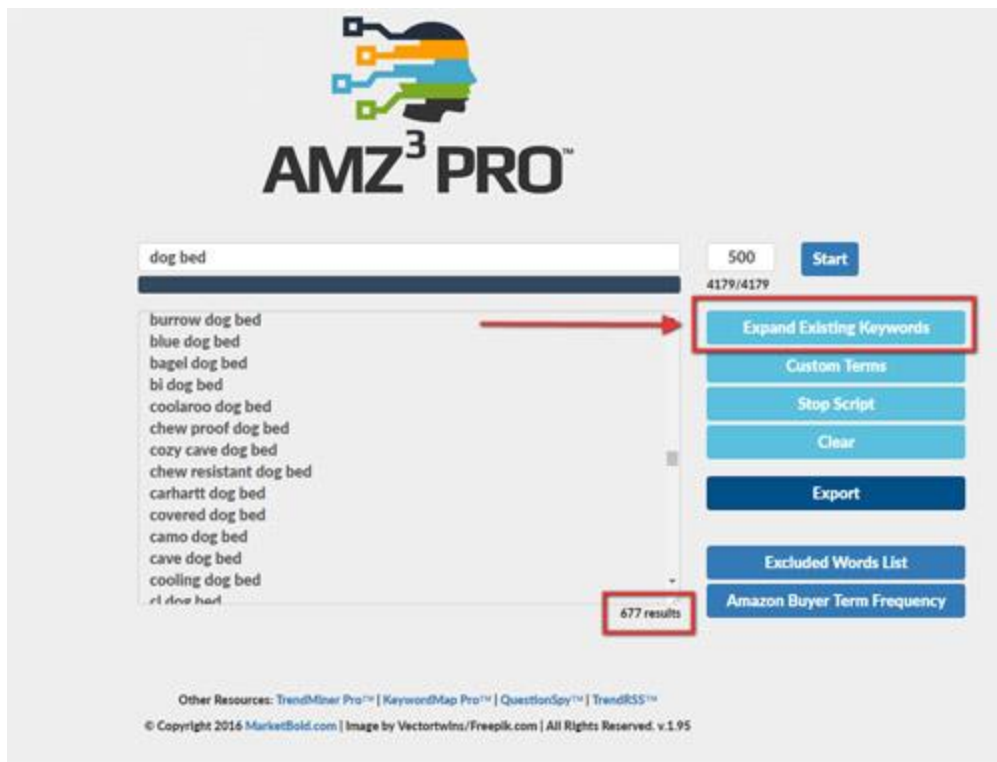
Next, we'll click "Start" and tell AMZ3 Pro that the keyword must at least contain the word "dog" or "dogs".



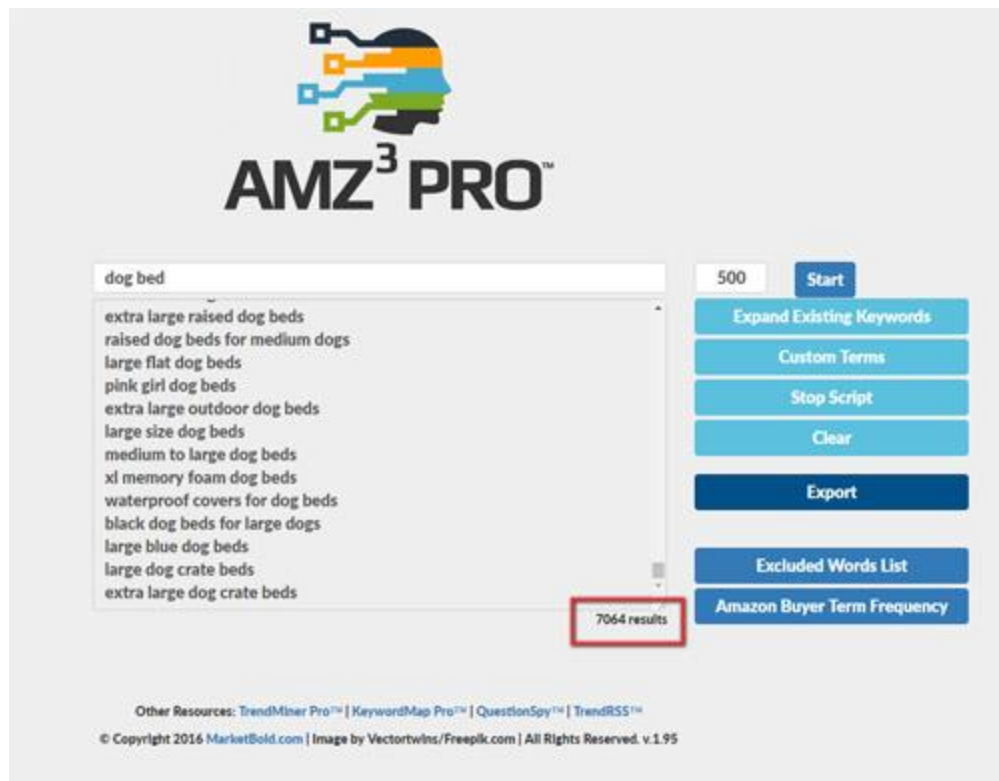
This just makes sure we get back the most relevant terms from Amazon.

Step 2: Expand your keywords further.

We already have 677 keywords from AMZ3 Pro, but we want to really make sure we find the perfect audience. So, we're going to expand these keywords even further, in order to get back thousands of keywords.

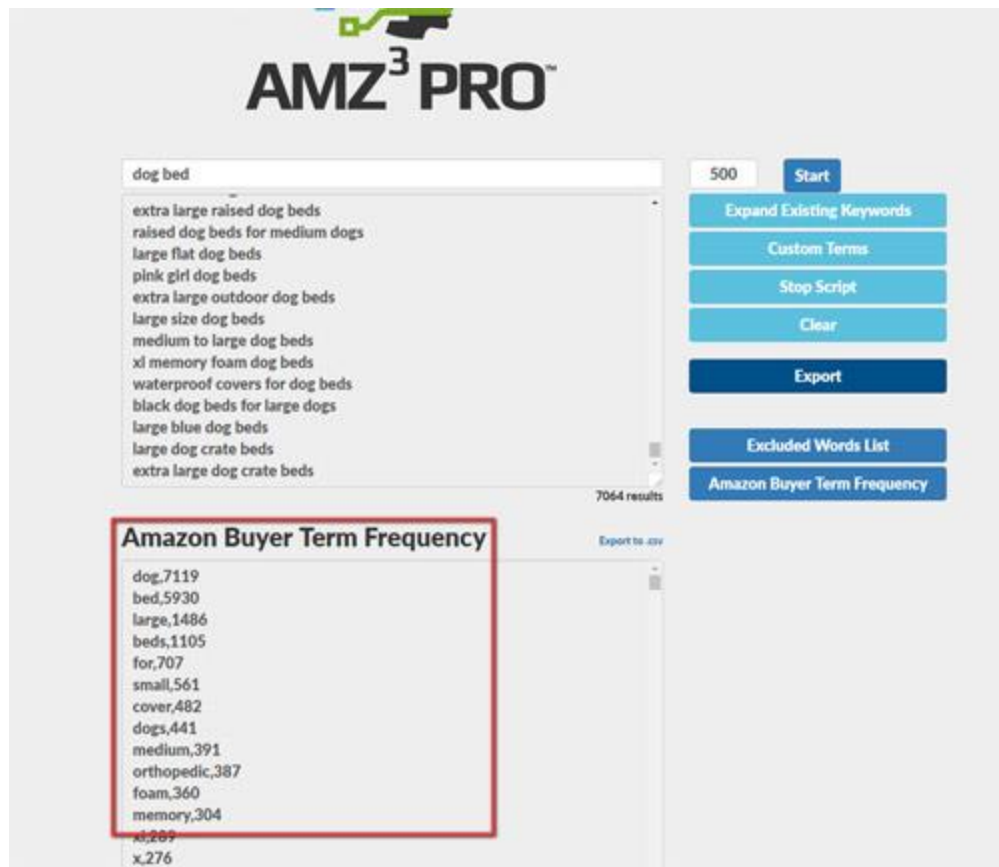


Now you can see that by expanding this original keyword list, we now have a list of 7,064 keywords just about "dog beds" that buyers are typing into Amazon.



We can also get a list of the most common words that appear in all of the keywords, and their frequency. This will become very handy when we create our content.

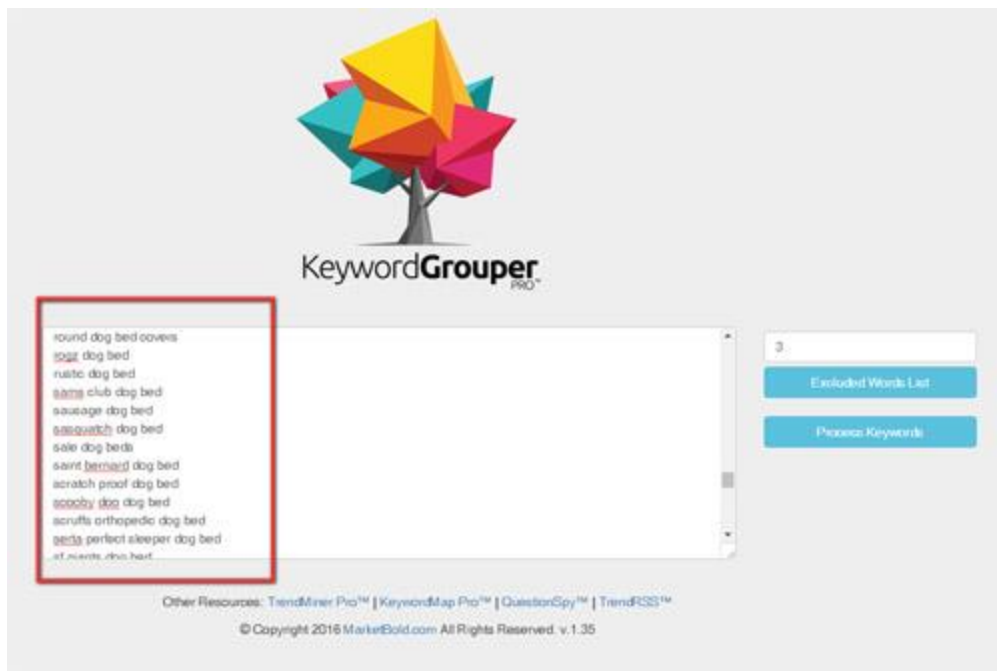
These are excellent LSI terms we can include to get ranked for even more keywords than our seed terms.



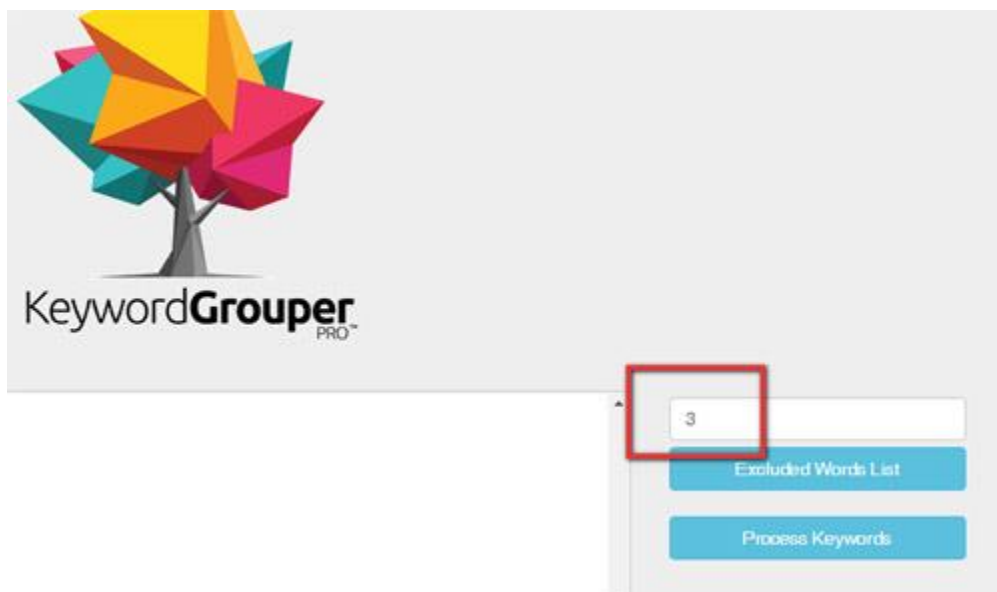
Step 3: Break the keywords into groups.

Having a huge list of keywords is great, but we can't do much with it until we break it down into smaller groups that we can actually work with and target.

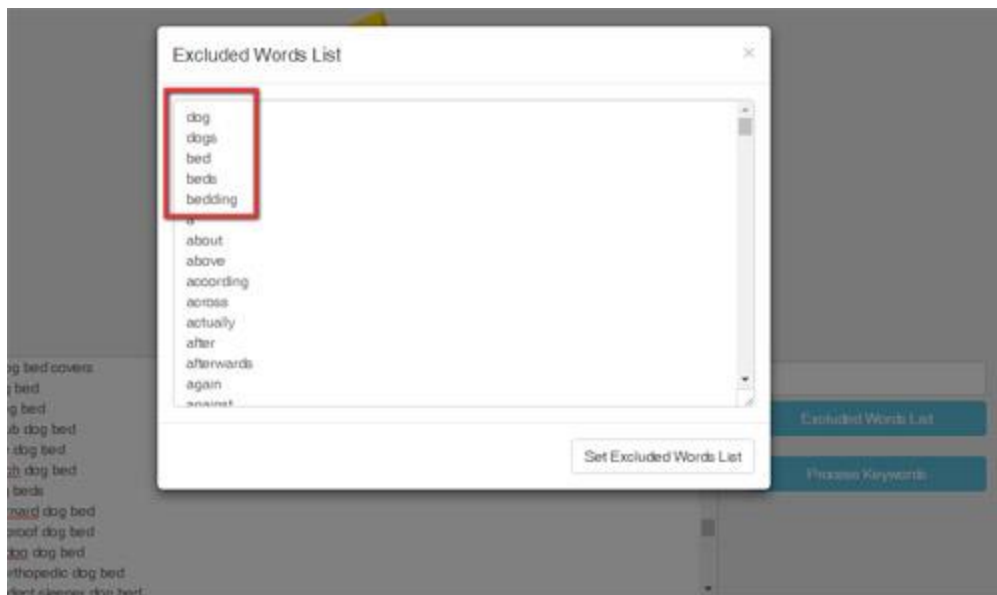
Export the list of Amazon keywords, open the file, and copy/paste them into [KeywordGrouper Pro \(free\)](#).



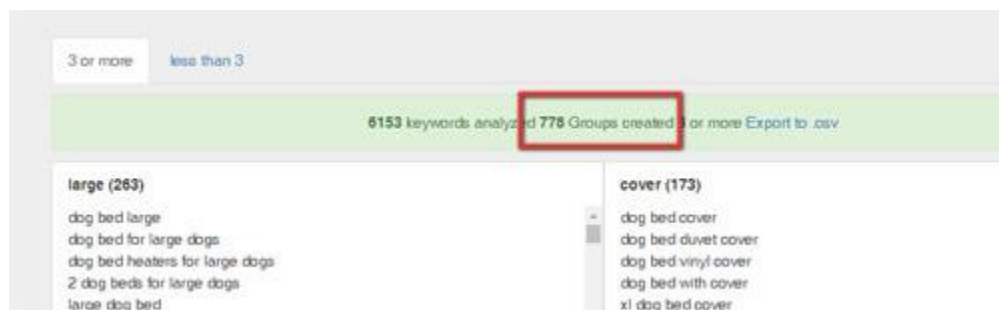
Set the group length to 3.



Click on "Excluded Words List" and add the words "dog", "dogs", "bed", "beds" and "bedding". This will make sure we don't use those words when creating the groups, since we already know that all these keywords have that in common.



Then, just click "Process Keywords". KeywordGrouper Pro will compare every keyword to every other keyword, looking for what things they have in common. It will then group all the keywords into related groups.



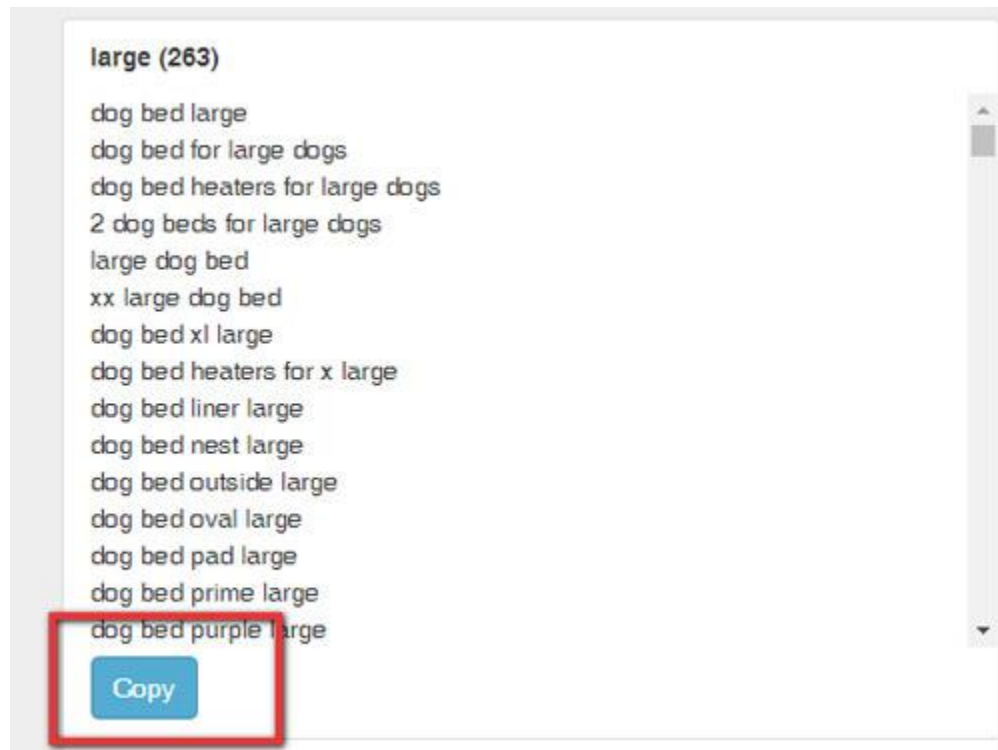
Step 4: Find out which group you want to target

We can see from the grouping, that "large dog beds", "dog bed covers", "extra large dog beds", and "memory foam dog beds" are the most popular keywords based on overall keyword frequency.

Let's check now to see which one of these groups is the most popular overall.

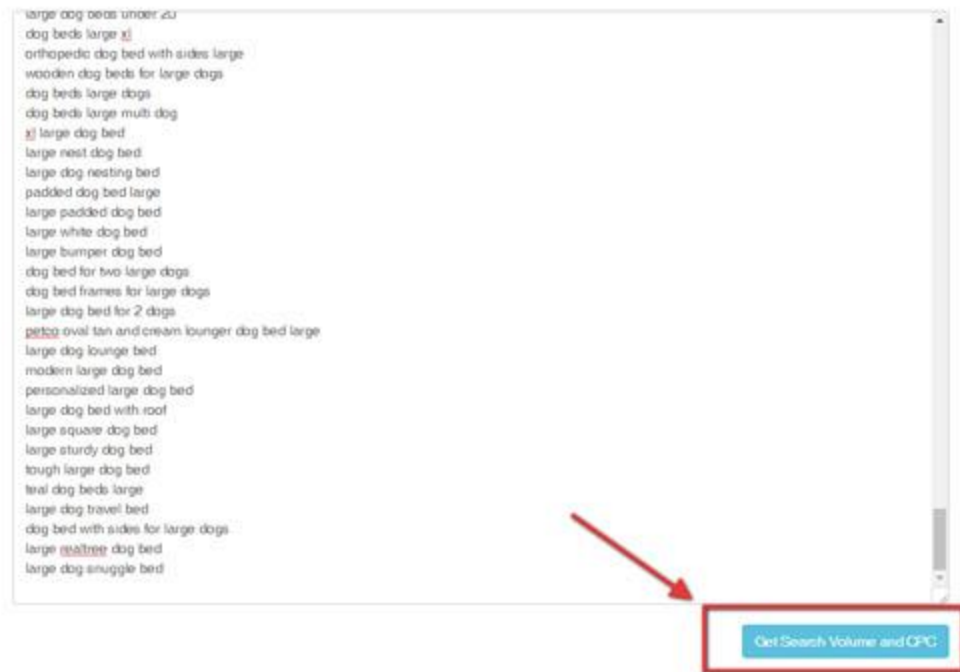
To do that, we will use a free plugin called KeywordsEverywhere.

First, I will copy all the keywords from the "large dog beds" group in KeywordGrouper Pro.



Next, I will paste these group keywords into KeywordsEverywhere and click "Get Search Volume and CPC".

Enter keywords below (separated by comma, semi colon or new line)



A screenshot of a web application interface. At the top, there is a text input field containing a list of keywords related to dog beds, such as 'large dog beds under \$50', 'dog beds large xl', 'orthopedic dog bed with sides large', 'wooden dog beds for large dogs', 'dog beds large dogs', 'dog beds large multi dog', 'xl large dog bed', 'large nest dog bed', 'large dog nesting bed', 'padded dog bed large', 'large padded dog bed', 'large white dog bed', 'large bumper dog bed', 'dog bed for two large dogs', 'dog bed frames for large dogs', 'large dog bed for 2 dogs', 'petco oval tan and cream lounge dog bed large', 'large dog lounge bed', 'modern large dog bed', 'personalized large dog bed', 'large dog bed with roof', 'large square dog bed', 'large sturdy dog bed', 'tough large dog bed', 'leal dog beds large', 'large dog travel bed', 'dog bed with sides for large dogs', 'large ~~square~~ dog bed', and 'large dog snuggle bed'. Below the list, a red arrow points to a blue button labeled 'Get Search Volume and CPC', which is also enclosed in a red rectangular box.

Finally, I will click on the search volume column to sort by highest to lowest.

Note: You need to have the free browser add-on [Keywords Everywhere](#) installed with a [free ac](#)

[Edit Keywords](#) [Reset](#)

Show **100** entries [Copy](#) [Excel](#) [CSV](#) [PDF](#) [Print](#)

Keyword	Search Volume	CPC	Competition
large dog bed	22,200	\$1.13	1
large dog beds	22,200	\$1.13	1
ex large dog beds	8,100	\$1.17	1
ex large dog bed	8,100	\$1.17	1
dog bed for large dogs	1,900	\$1.55	1
dog beds for large dogs	1,900	\$1.55	1
dog bed large	1,600	\$0.95	1
dog beds large	1,600	\$0.95	1
x large dog beds	880	\$0.92	1
x large dog bed	880	\$0.92	1
large plastic dog bed	590	\$0.20	1
plastic dog bed large	110	\$0.42	1
large wood dog bed	110	\$0.41	1
wicker dog bed large	90	\$0.57	1
large luxury dog beds	90	\$1.00	1

I'll repeat the same steps for the "dog bed covers", "extra large dog beds", and "memory foam dog beds" group keywords.

In the end, all of the groups have over 10,000 searches per month. All of the groups are good targets for our Amazon affiliate campaign. Now let's narrow it down further.

Step 5: Pick a single audience to lead.

Now that we have our groups, we're going to do a quick check on the competition level for these keyword groups. We'll do that by

taking the highest search term for each group, then heading over to Google to take a quick look at the competition for the click.

Here are the four keywords with the highest exact match search volume at Google for each group:

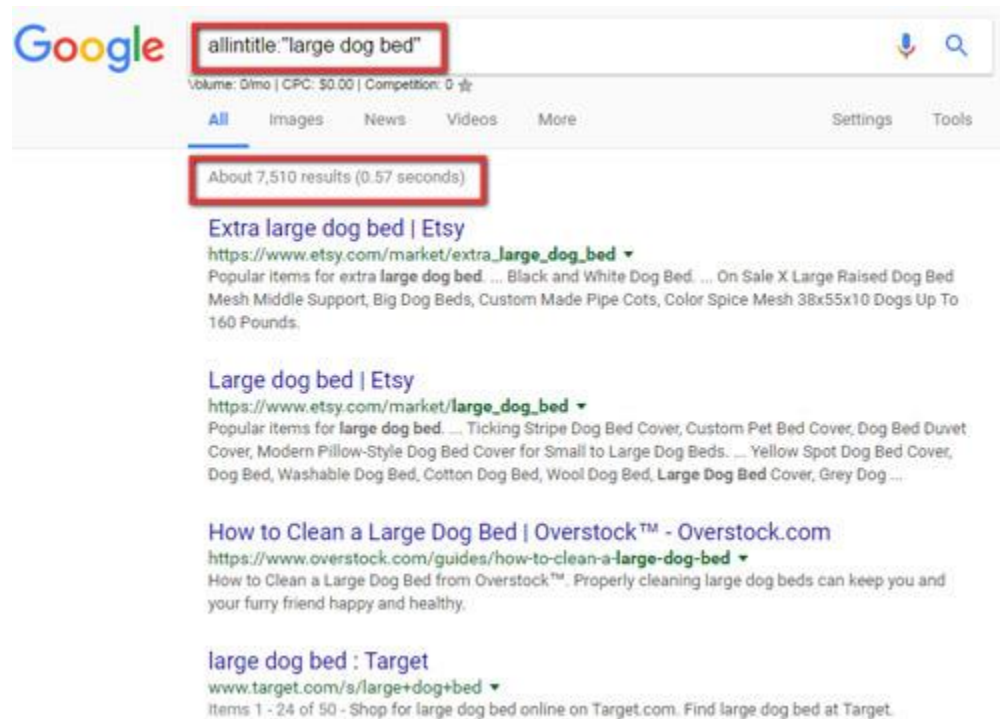
large dog bed – 22,200 searches per month

extra large dog bed – 8,100 searches per month

memory foam dog bed – 6,600 searches per month

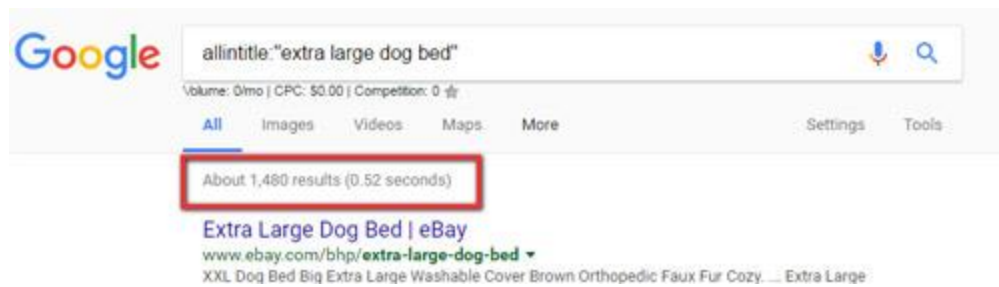
dog bed cover – 3,600 searches per month

Next, go to Google and do a search for the first keyword using the allintitle:"large dog bed" format.



Now, we can see that when we ask Google to bring back all the pages that have the exact keyword "large dog bed" in the Title of the webpage, there are 7,510 results.

Next, we'll do that for our other three keywords



We did this for a few reasons. First, we know that the most important onpage SEO ranking factor is the Title tag. Second, we know that all of the keywords in our groups have something to do with this parent keyword, and therefore we can get a very quick idea of the overall competition for the click using this quick method.

Lastly, we are able to quickly see who we are competing against for the click in these top results.

Let's go with the "extra large dog bed" audience group.

There are at least 8,000 people in this group, and from the looks of things at Google.com, nobody is really leading them.

They need a hero.

And what you're going to do next will make you their hero.

They might even clap when they see this...

Meeting The People In Your New Audience

Value
People and Relationships

Now we're at the Value Stage.

Just to recap, we've selected our market: **dog beds**

And we've selected our audience: **a group of people who want an extra large dog bed**

Now it gets personal.

Now we get down to the individual dog owner. We talk to one person at a time. We find out what they need, and how to give them a solution.

And we do this by finding and answering their questions.

Meet [Quora](#).

Quora is the largest question and answer site on the internet. There really isn't a close second at the moment. (January 2017)

It's fairly simple.

You ask a question. You get an answer.

In many cases it happens in less than 5 minutes.

Sometimes it can be only seconds.

And your audience hangs out there.

And we want to talk with them.

Now, instead of going to Quora.com, I'm just going straight to Google.com

I get better results initially using the power of Google search and their indexed Quora.com questions.

Step 1: Go to Google.com

Step 2: Type in "site:quora.com "your broad keyword""



site:quora.com "dog bed"

Volume: 0/mo | CPC: \$0.00 | Competition: 0 ★

All

Images

Videos

Maps

More

Settings

About 484 results (0.59 seconds)

Why does a dog requires a dog bed? - Quora

<https://www.quora.com/Why-does-a-dog-requires-a-dog-bed> ▼

Choosing a dog bed for your furry one is one of the best practices as a responsible pet parent. Here's why you need a dog bed and how to pick one. Just like ...

How to encourage a dog to sleep in a dog bed when it has never ...

<https://www.quora.com/How-do-you-encourage-a-dog-to-sleep-in-a-dog-bed-when-it-h...>

Jun 5, 2016 - Our dog stays outside and she's never really enjoyed wearing jackets ... Treats and attention! For example, lead your dog to the dog bed ...

What is the best chew resistant dog bed? - Quora

<https://www.quora.com/What-is-the-best-chew-resistant-dog-bed> ▼

Not sure exactly what your circumstance is, in terms of what attracts your dog to chewing the bed. I found mine were always attracted to the hard bits like the ...

Can dogs wet the bed as in accidentally in their sleep just as some of ...

<https://www.quora.com/Can-dogs-wet-the-bed-as-in-accidentally-in-their-sleep-just-as...> ▼

They can. Elderly dogs sometimes lose control of their bladders, females who have just been ... Labrador refuses to sleep on a dog bed. How do I ensure he ...

Our Labrador refuses to sleep on a dog bed. How do I ensure he stays

<https://www.quora.com/Our-Labrador-refuses-to-sleep-on-a-dog-bed-How-do-I-ensur...> ▼

He is fine without a blanket. Labs used to be used in Nova Scotia to help fishermen bring up nets. They are also used as sled dogs. Saying they are cold tolerant ...

Step 3: Start reading, and taking notes.

Pay close attention to emotional words and triggers. Look for frustrations, struggles, pains, anger, happiness, sorrow, needs, values, hopes, dreams.

Get to their core.

Who are these people?

How do they talk?

What do they see, hear, smell, taste, think, do, believe, touch, on a daily basis?

Dog Training

Dogs (pets)

Pets

Sleep

Animals

How do you encourage a dog to sleep in a dog bed when it has never enjoyed doing so before?

Our dog stays outside and she's never really enjoyed wearing jackets to keep her warm or using a doggy bed.

It's starting to get cold though and I saw her shivering today, and I want her to be able to wear a little jacket and use a cushioned bed to stay warm. How to I encourage her to do so??

See how we did that?

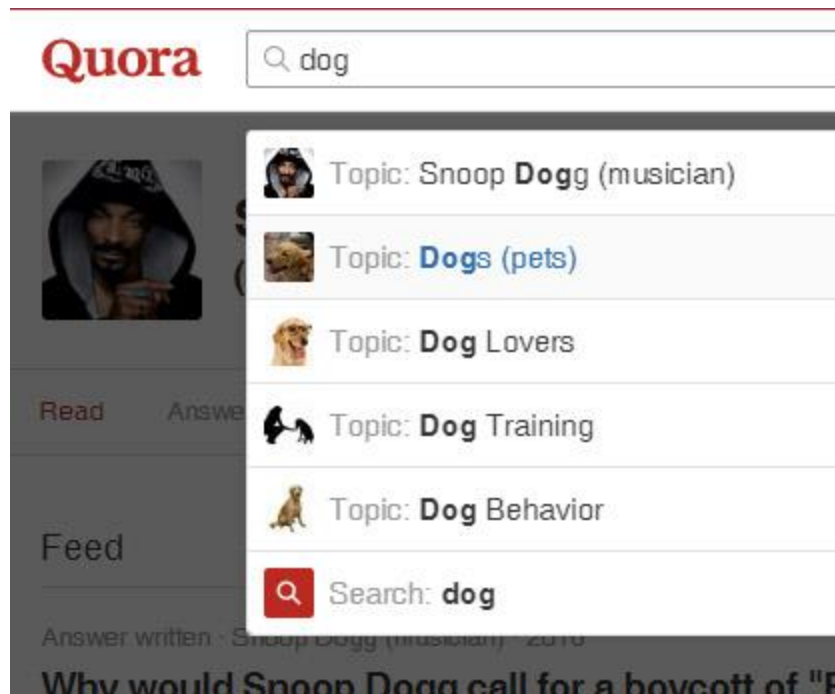
Now, we don't know if her dog is extra large, large, medium, or small, but we just saw some raw emotion and she let us into her world. We know her a little better, and we're getting to know our audience better too.

I'd write down all those emotional words and phrases.

These are like gold nuggets. Literally. You will use this emotional research for future passive income.

Next, I want you to do a search at Quora with the broadest keyword possible. In our case this would be "dog"

Notice the suggestions.



Now, click on one of those results and you can see the detailed page, with the number of followers, as well as the number of questions and related topic categories.



Dogs (pets)

[Read](#) [Answer](#) [Topic FAQ](#) [Most Viewed Writers](#)

Feed

Answer written · Dogs (pets) · 2016

Do you think that your dog would ever bite you?



Seva Loginov, I have a dog
Updated Dec 5

This is Tommy. I've been rolling with him for 7 years now, we drive a truck together. One day in our first year together, when he was still a rambunctious young pup of 1.5 - 2 years, we were roughho... [\(more\)](#)



Answer written · Dogs (pets) · 2016

What is the cutest thing you've ever seen a dog do?



Sharma Das, Restaurant & Nightclub Entrepreneur
Written Jun 30, 2016

Now you can click on "Top Writers" and see a list of the top people answering questions on Quora.



Most Viewed Writers in Dogs

The 10 writers with the most answer views in the last 30 days.

241,467

Views



Jill E Griffin, Yes, I cook for my pets.

[View 233 Answers](#)

200,655

Views



Joanne Jesko, Ardent dog lover, not so much cats!

[View 4 Answers](#)

178,648

Views



John Ruzicka, Have always had dogs since I was a child except for a brief period in college.

[View 48 Answers](#)

139,606

Views



Ron Leighman, studied Life and Living & Liberty at Self-Educated Badass

[View 56 Answers](#)

120,842



Thomas L. Johnson, Proud owner of Doug, a Pembroke Welsh Corgi.

Your only goal at this point is to get to know who these people are.

What do they have in common with each other.

How can you have a genuine conversation with them and show them that you care. You have empathy for their situation.

If this sounds a little weird, just hang in their.

All of this is going to be put into great use in just a few minutes.

Because I'm about to show you how to connect with these people and build a lasting relationship that will get you right to your passive income goals.

Building Your First Value Relationships

Value
People and Relationships

We're still in the Value stage.

We've spent time learning what kind of people make up our audience.

We've taken notes for the different emotions and triggers that we see in their language.

Now it's time to talk to them.

The first thing you want to do is sign up for a Quora account.

Make sure to use a real name (not a company name) and it might help to put a picture that would connect with your audience. You should know them very well at this point.

Next, you want to sign up for some topics. You can search for them and then bookmark them like this:

... [Follow Topic | 27.9k](#)

Now it's time to answer a question.

Here's how to do this:

Step 1: Do a search for your generic keyword, then click on the topic. Finally, click on the number of Questions

About

Describe the **Dog Lovers** topic

288 Questions	27.9k Followers	30 Edits
-------------------------	---------------------------	--------------------

Step 2: Take a look at the newest questions, and how many answers they have.



Dog Lovers

Read

Answer

Topic FAQ

Most Viewed Writers

All Questions

Answers requested · 2h

What are some things you wish you knew before taking a dog to the vet?

Read 3 Answers

[Answer](#) [Pass](#) [Follow](#) 2 [Downvote](#)

Answers requested · Sat

What is the relationship between you and your dogs?

Read 5 Answers

[Answer](#) [Pass](#) [Follow](#) 3 [Downvote](#)

Answers requested · Jan 18

What can be done when a neighbor just sets his dog outside 3–4 times daily?

Read 4 Answers

[Answer](#) [Pass](#) [Follow](#) 1 [Downvote](#)

Answers requested · Jan 13

Step 3: Start delivering value by answering questions. Don't cut corners here. If you need some more info to give a helpful answer, do some research and help them that way. By now, you should

already know what style of answers get the most views, from your research phase earlier.

Step 4: Answer a few questions each day. This will build up your Quora profile and keep you in front of the audience. Pay attention to your Upvotes. If you are getting lots of Upvotes, you're connecting with your audience.

Step 5: Sign up for a free account at [Drip.co](https://drip.co)

The image shows a pricing page for Drip, a marketing automation tool. The page is titled "Drip Pricing" and "Get started for free." It features a navigation bar with "Drip" and "From Leadpages" on the left, and "FEATURES" and "WORKFLOW" on the right. The main content area is divided into two columns. The left column lists various features and their availability in the "Starter" plan. The right column shows the price of the "Starter" plan as "Free" and includes a "JOIN DRIP" button. Below the button, a table lists the features and their availability in the "Starter" plan.

Feature	Availability
Subscribers	100
Email Sends	unlimited
Users	unlimited
Drip email opt-in widgets	✓
API Access	✓
Email marketing automation	✓
3rd-Party integrations	✓
Purchase notifications	✓
Lead scoring	✓
Custom 5-day email course	✓

Drip.co will allow us to create an email optin form, and they will host it for us. They have incredible email marketing tools, and as long as you stay below 100 subscribers, you can use pretty much all their features.

The truth is, if you follow the next steps closely, by the time you have 100 subscribers, you can be making a substantial passive income and you'll be able to afford Drip at any monthly price.

Next, create your first form, and get the URL for the hosted version of the form. [Watch this video to see how easy this is.](#)

Step 6: Sign up for a free account at [Canva.com](#)

Canva.com is going to provide you with top notch presentation designs. You'll be utilizing the free options they have available. If you need great stock photos to add, you can get excellent free stock photos at [Pexels.com](#)

Next, [visit this presentation](#) on Slideshare. You'll be making attractive, simple slide presentations when you start out, tailored to your audience.

Step 7: Head over to [BuzzSumo](#) and find the most shared pages related to your topic.

So, let's imagine we see a popular page on BuzzSumo that is titled, "15 Ways To Make Your Dog Love You More"

After visiting the page, we can see that there is a list of bullets which we can adapt to our specific audience.

So, we're going to make a slideshow in Canva called "15 Ways To Make Your Extra Large Dog Love You More"

Now, don't copy word for word.

You don't need to do that.

After all the research you have done, you already have tons of great ideas and angles for this slideshow. Just put the ideas in your own words, for your target audience.

On the very last page of your slideshow, you're going to put something like, "Do You Have An Extra Large Dog?" "Come Join The Club" "Click Here To Sign Up For Our Extra Large Dog Lovers Newsletter" Then just include the URL to your hosted email from at Drip.co (shorten with bit.ly or goo.gl if you'd like.

Finally, grab some pictures and head over to Canva to make your slideshow. When you're finished, upload it to [SlideShare.net](https://www.slideshare.net)

Step 8: Do some research on how people leave links in their Quora answers.

There is a right way and a wrong way to do this. "Click here now" is NOT going to work.

You want to pattern what is already working. Always have the mind of a scientist who is trying to reverse engineer what is already working.

How do others leave their links? How do they work them into their content? How do they avoid looking spammy? What lead in phrases and words do they use? Where do they leave their links?

Once you are confident you have the answers to the above questions, it's time to start spreading the word about your new email list.

Step 9: Post a valuable and helpful answer, then work your link into the answer.

Don't overcomplicate this. But don't be spammy either. There will be an opportunity in some of your answers to work in your link naturally, and provide genuine value to the answer.

Don't take shortcuts here. Remember, it's all about value. If you're not sure the link would be appreciated, just answer the question and move on to the next one.

There are thousands of opportunities to leave the link when the time is right.

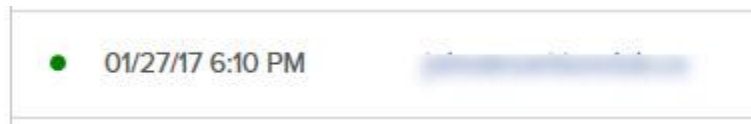
Now, watch what happens next...

The first time you login to Drip.co and see you have a new subscriber, you'll feel a sense of shock, awe, and a little bit of panic.

Don't panic.

Here's what you've gotta do next...

Sending Your First Email Reply



So you've got your first subscriber.

Congrats!

This is where things really start to get exciting.

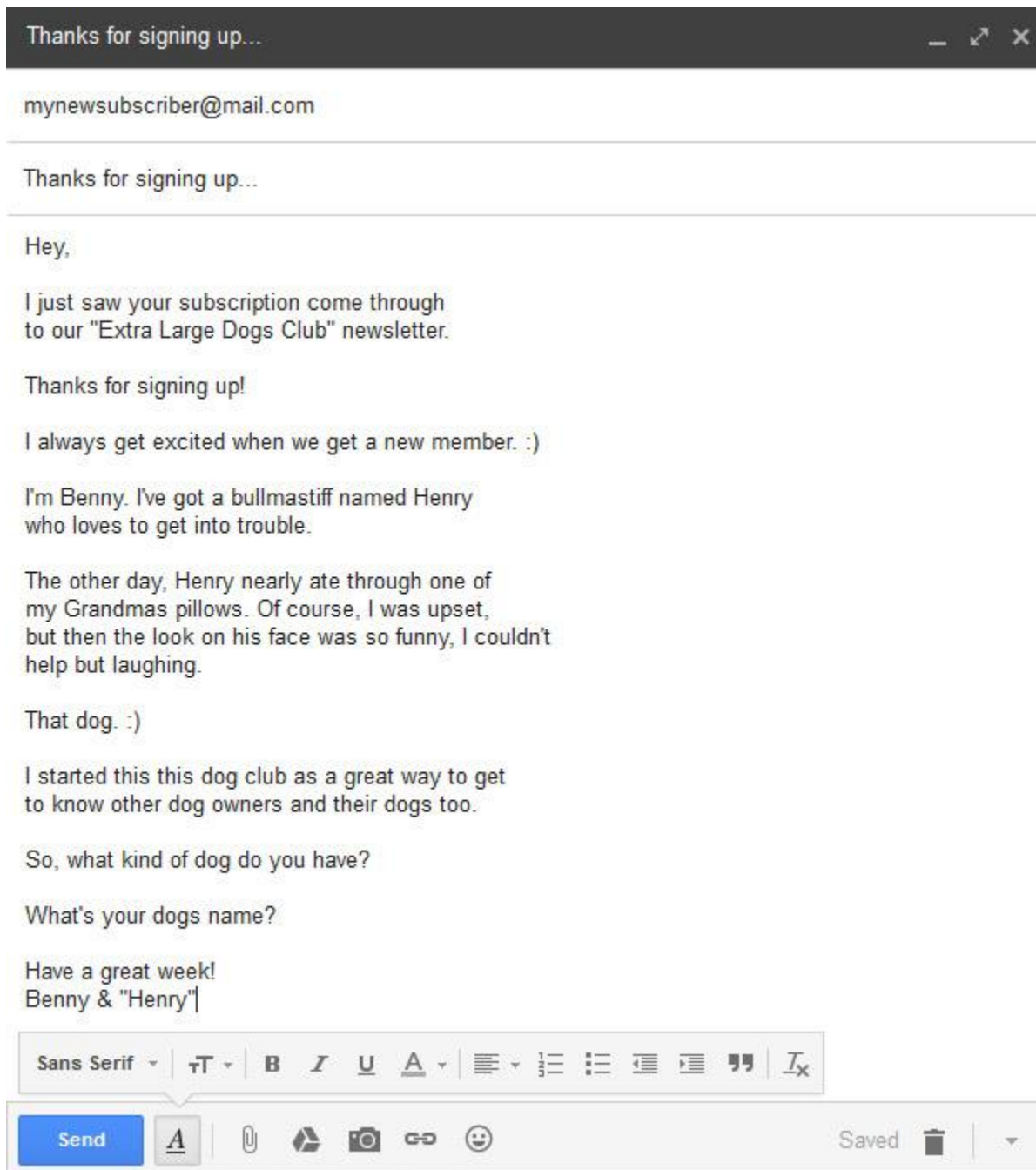
Now it's time to start the conversation.

Now, this next part is a little controversial, but stick with me for a minute.

You've already noticed that we really didn't setup Drip with any autoresponders.

So what do we do?

Step 1: Send them a personal, email from your email account.



Here's the thing.

Take a look at that email.

That email reads like a real email. Because it is. It doesn't sound like I'm selling anything, because I'm not.

It also didn't go out seconds after they subscribed. I had to take time and type it up and think of what to say. You know. Like how real people email each other everyday. (Hint: In the future you can setup a delay in minutes via Drip. Test out the best delay. More on that in a little bit.)

The truth is, that most email series are blasted out by a computer, and subscribers know that. They're not fooled.

That's not gonna work well.

Imagine the parallel in the real world to see why this works at the deep, psychological level.

Somebody comes to visit your house.

They ring the doorbell, and instantly, in seconds, a pre-recorded message plays at your door. "Thanks for stopping by. We sure appreciate it. Did you know that we have this on sale today. Click here and buy now. Really. Ok, talk later. I really value you. Blah blah blah." :)

See what I mean?

Step 2: Wait for a reply.

Outlandish?

Isn't that the normal expectation of an email sent, that requested information?

What happens if I don't get a reply?

Well, what would you do in the real world with real people. (that's a bit of a joke, if you know what I mean) :)

You'd follow up after some time had passed. You wouldn't do it in an hour, or even a day. You've give it some time. People are busy. They have lives. Maybe this person has read the email but just hasn't had a chance to get around to replying.

And then what?

Well, in the real world, you'd probably just let it go and move on.

Step 3: Repeat Step 1 and Step 2 for every new subscriber.

Eventually, it happens.

If it doesn't happen on the first try, wait for the second, and the third. Keep sending out personal emails that are genuine and try to connect with them. These are just people, like you.

Eventually, you nail it.

You've got your first reply.

You now have the first tangible proof that you are really on your way to building a real audience with real people.

Frame that one, baby.

You'll look back on that first reply with so much happiness.

This is when it all changes.

Step 4: Keep the conversation going.

Don't overdue it.

Send an occasional email that contains a story, some tip, or something you found that is relevant and interesting.

Step 5: Create something valuable to give away.

You've been having a conversation.

You're getting to know your audience.

At some point, you should have noticed some needs.

You should have picked up on some emotions.

Now it's time to meet some needs and provide real value.

You'll know what format works best. Sometimes it's a .pdf. Sometimes it's just a link to a really helpful resource online. Maybe it's a podcast you love or a book that is fantastic. It's something you can share and will be received with applause.

Create it. Then add more value. Then add even more value.

Then...

Step 6: Pivot.

Up until now, you've just been sending out personal replies to real people via email.

We aren't using any automation.

Basic Email 101.

At some point though, you need to pivot.

When that actually happens is up to you. It could be when you have 10 subscribers, or 50 or 3.

By pivot, I simply mean that we need to work on scaling the email replies for a larger audience, while still maintaining the relationship.

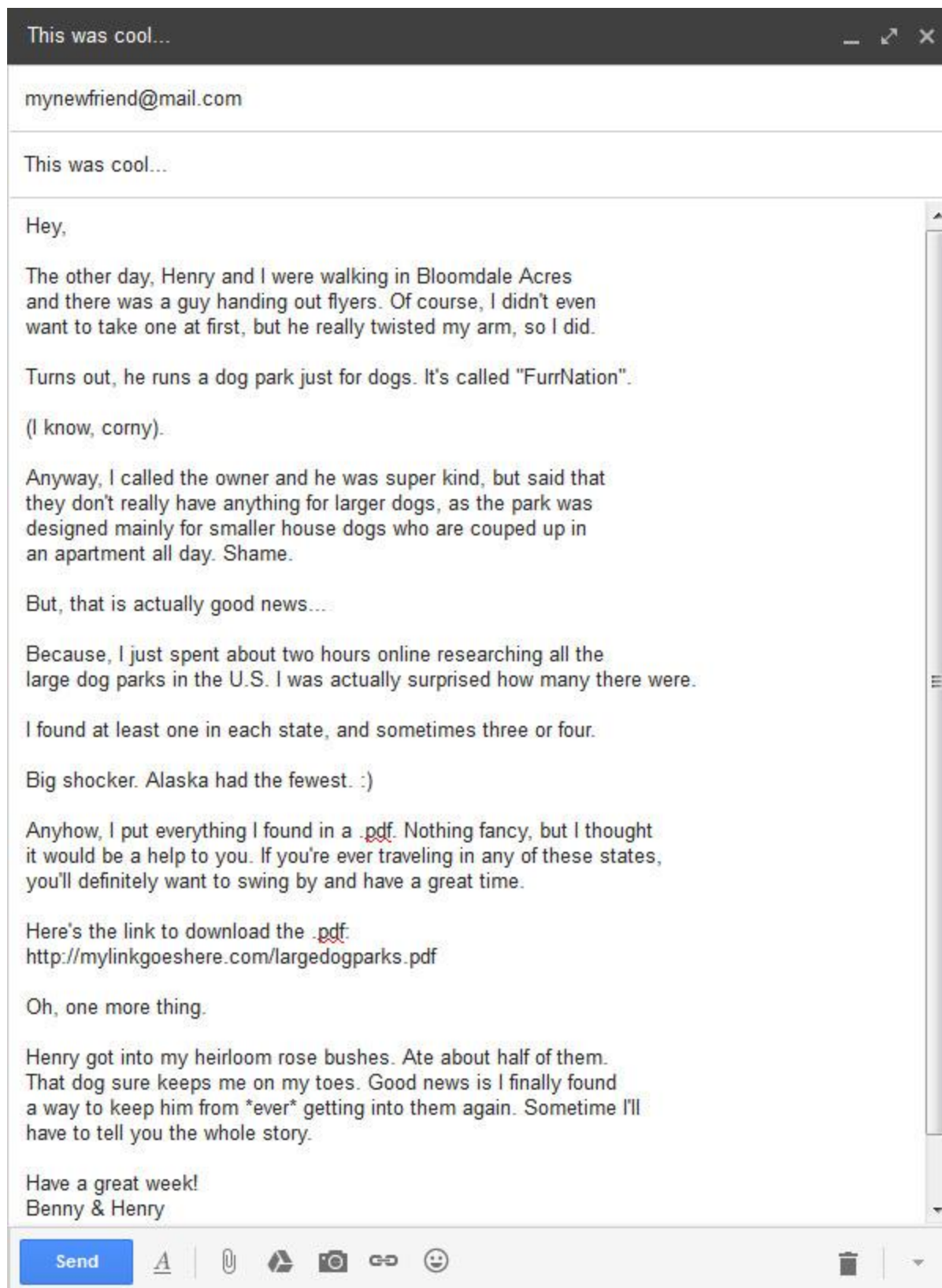
You're still going to keep the conversation up with these first individuals.

But you're going to send out your first email as a broadcast.

In other words, your sending an email to your audience, not just a single person. (Though it can still sound that way.)

Be careful here.

Don't overdue this part. Just tell a story, then tie it in to something you want them to take action on, then give them something to click.



See how easy that is?

Do you see how fun this can be too?

Do you know that really good feeling you have when you give someone a gift?

That feeling when they smile and say thanks, and mean it. (I personally love wrapping Christmas presents and dreaming about how my kids will react when they see what they get. The older I get, the more I think that is the funnest part of all.)

Ok, with me?

You better have that feeling before you hit SEND.

Because if you don't, it probably means your gut is telling you that either **a) this isn't really that valuable to them** or **b) you're just pitching them something for your future gain.**

But, one thing I should point out.

Every Grandma who crochets can probably tell you about a time she made something for someone. Really put her time into it and made it with love and care. And got a tepid response at best, when she gave it away.

Maybe it was a bad day.

Maybe they didn't like the color, or the yarn, or the feel, or the size, or the style.

Maybe they're just ungrateful.

That'll happen.

But Grandma gave genuine value and did her best.

You really can't please everyone, even in the perfect audience.

But you can ALWAYS give value.

And you can do it by the boatload too.

What happens next is going to take you from having a few fans, to having an entire audience. They'll open and read your emails...and click to take action too.

It's time to BENEFIT.

Automation...

And when you see this, it'll blow your mind. :)

Your First Sale

Benefit
Product and Future

Things are going to speed up and get crazy fun from here.

You should be really pumped up at this point.

Take a look back at your 10-10K Workbook "Where are you going" tab for even more inspiration. :)

Now it's time to Benefit.

We're still building the relationship with the emails.

And we're still delivering value.

But up to now, it's all been pure, free value.

What's next?

Step 1: Find (or Create) a valuable product to sell.



You might have been wondering when we were going to get back to our product "extra large dog beds".

We're back.

This time we have an audience.

And we are simply trying to match their *real* needs with our *really good* product.

Don't skimp here.

You've put in a lot of sweat equity at this point. Remember though, in the D-V-B framework, all three items **MUST** be present or there is no sale.

I'm going to recommend you start with Amazon.com as an affiliate. Just sign up [here](#). (Note: If you aren't able to be an Amazon affiliate for some reason, you'll need to do a little more work finding an affiliate program online you can join and that has great products to sell or just create a digital product from scratch that is very valuable.)

Step 2: Research the product thoroughly.

Research?

Yep.

Remember, Benefit is all about WIIFM. What's In It For Me?

No, not you. Yet.

Them.

Remember Tom and Bill and the duck and the tractor?

Put your "trading hat" on.

Imagine the scene in your mind using your real audience members you already know well now.

What will they like? What won't they like? What questions will they have? What will be too expensive? What will be too cheap? What will they give up to make this purchase? What will it look like being used in their life? What are they dreaming about when they buy it?

Step 3: Create the "Mother of All" reviews.

You want something really good.

It's even fine to tell them how much time you spent.

(I've seen two marketers do this just recently. In one case, they mentioned they'd spent 80 hours reverse engineering something until they finally cracked the code. Be honest. But be upfront about the effort you put into this.)

Think of it like the FAQ guide.

It's going to have all their questions answered. Everything they wanted to know. Summarize the good and bad reviews. Answer every single thing you can think of that might be an objection to the sale.

You can even review more than one product.

The output?

You guessed it. Another free, VALUABLE report, but this time, it contains your affiliate link.

Step 4: Send the email with the valuable report.

Write another story.

Tie in your report somehow.

Ask for the click.

You can just send this manually as a personal email for now. We'll setup Drip in just a minute.

Something cool I found...

mynewfans@mail.com

Something cool I found...

Hey,

Henry never touches the roses now.
The trick was to water them just before I let him out.

He hates getting wet, so he stays away from the bushes.

So simple.

Just wish I'd thought of it sooner. It's a lot cheaper than chemicals, collars, and fences too.

And the roses are happy now too. :)

He did get into the garage and almost choked on a golf ball. I made a checklist of things to remove from the garage this weekend when I clean it. I'll send it too you. I had no idea how many things were in there that he can choke on.

Henry usually only goes in there because he likes to sleep in the garage corner. So, I'm getting him a new dog bed soon and he can sleep in the living room by the TV.

The problem is, which bed to get? Henry is so big, those little beds just won't do. And I wanted to make sure whatever I got would last more than a week.

So, as usual, I spent a ton of time (it was probably 5 hours and at least 10 cups of coffee) researching every decent extra large dog bed I could find.

In the end, I found the perfect one. I put everything I found in a .pdf, so you don't have to waste 5 hours doing the same research. If you need a new dog bed, or ever will need one, here is the file.

Click here to download that file:
<http://henryandme.com/best-dog-beds-2017.pdf>

Have a super week!
Benny and "Mischievous" Henry

Send



That's it.

Step 4: Wait for the response.

A response to something like this will come in different forms.

The response you are looking for is clicks on your affiliate link, and ultimately sales.

Don't be discouraged if it doesn't happen right away.

As long as you delivered real value, to your audience, you're doing it right.

Then it happens...

And what a great feeling!

You got a reply from Debbie. She loved your report and she sent you an email thanking you for recommending the dog bed. Her husband had almost purchased the Deluxe Dog Masters version, and then she saw your email. Turns out, that version has a cover made up of 50% plastic and most large dogs end up ripping the cover in just a few months.

Debbie called her husband and he immediately agreed. She clicked your link in the .pdf, and bought the new dog bed.

And what a great feeling.

You just made money!

Debbie and her husband just bought the Big Barker, 7" Pillow Top model for \$239.95



Big Barker 7" Pillow Top Orthopedic Dog Bed for Large and Extra Large Breeds

by Big Barker

★★★★★ 2,369 customer reviews | 140 answered questions

Price: **\$239.95 & FREE Shipping.** [Details](#)

In Stock.

Want it Thursday, Feb. 2? Order within **12 hrs 28 mins** and choose **One-Day Shipping** at checkout. [Details](#)

Sold by [Big Barker](#) and Fulfilled by [Amazon](#). Gift-wrap available.

Size: **Large (48 X 30 X 7-Inch)**

Large (48 X 30 X 7-Inch)

Extra Large (52 X 36 X 7-Inch)

Giant (60 X 48 X 7-Inch)

Color: **Khaki**



- Specially calibrated for bigger dogs. Available in Large, XL, Giant/XXL. Too powerful for smaller dogs.
- 10 year guarantee. Foam will retain 90% of original shape & loft for 10 years or your money back.
- American made orthopedic foam is highest quality you'll find in a dog bed. Won't flatten or pancake over time.
- Handmade in the USA by craftsmen with over 30 years experience in our small California workshop
- Easy to clean, machine washable. 100% Microfiber cover. Soft to the touch, looks great in your home.

[Compare with similar items](#)

New (2) from \$239.95 & FREE shipping. [Details](#)

[Report incorrect product information.](#)



Subscribe & Save
20% Off Your First Pets Delivery
Enter code **PETSSNS** at checkout. [Shop now](#) *

But that's not all.

Friday was payday, and Debbie also bought two books, a pair of shoes, and some plates, and three new shirts after she added the dog bed to her cart. (And after clicking your link.)

Her total Amazon order was \$396.48

Since Debbie ordered 8 different things, you're going to get 6% in affiliate commissions.

Number of Products Purchased in a Given Calendar Month	Variable Standard Program Fee Rates for Other Products
1-6 Products	4.00%
7-30 Products	6.00%
31-110 Products	6.50%
111-320 Products	7.00%
321-630 Products	7.50%
631-1570 Products	8.00%
1571-3130 Products	8.25%
3131+ Products	8.50%

You just made \$23.79

But wait, there's more... (Said in my best infomercial voice)

Two weeks later, you see two more people took action and made the purchase.

And then one week later, three more come in.

The funny thing is, you only had 15 people on your mailing list. You're thinking that maybe somebody passed your .pdf to their friends and family. Who knows. **When you deliver real value, it tends to spread. :)**

And when the final tally of all products purchased comes in, there are a total of 6 dog bed sales, and 26 other addon items made during the same visit to Amazon.

The new total is \$1881.23

The total number of items purchased during the month was 32.

Number of Products Purchased in a Given Calendar Month	Variable Standard Program Fee Rates for Other Products
1-6 Products	4.00%
7-30 Products	6.00%
31-110 Products	6.50%
111-320 Products	7.00%
321-630 Products	7.50%
631-1570 Products	8.00%
1571-3130 Products	8.25%
3131+ Products	8.50%

And since Amazon works on a variable rate, your commission % went up to 6.5%.

So, in total, you made \$122.28

Sweet.

Now you really start to believe that you're going to make this thing work.

Told you so. :)

You've got \$132.28 to invest in your new passive income source. (Unless you spent that first \$10).

Step 5: Setup a Drip workflow.

At this point, we've been doing everything manually.

Your subscriber rate has been below 100, so you're not being charged anything for Drip.

Now we are going to scale things up.

Way, way up.

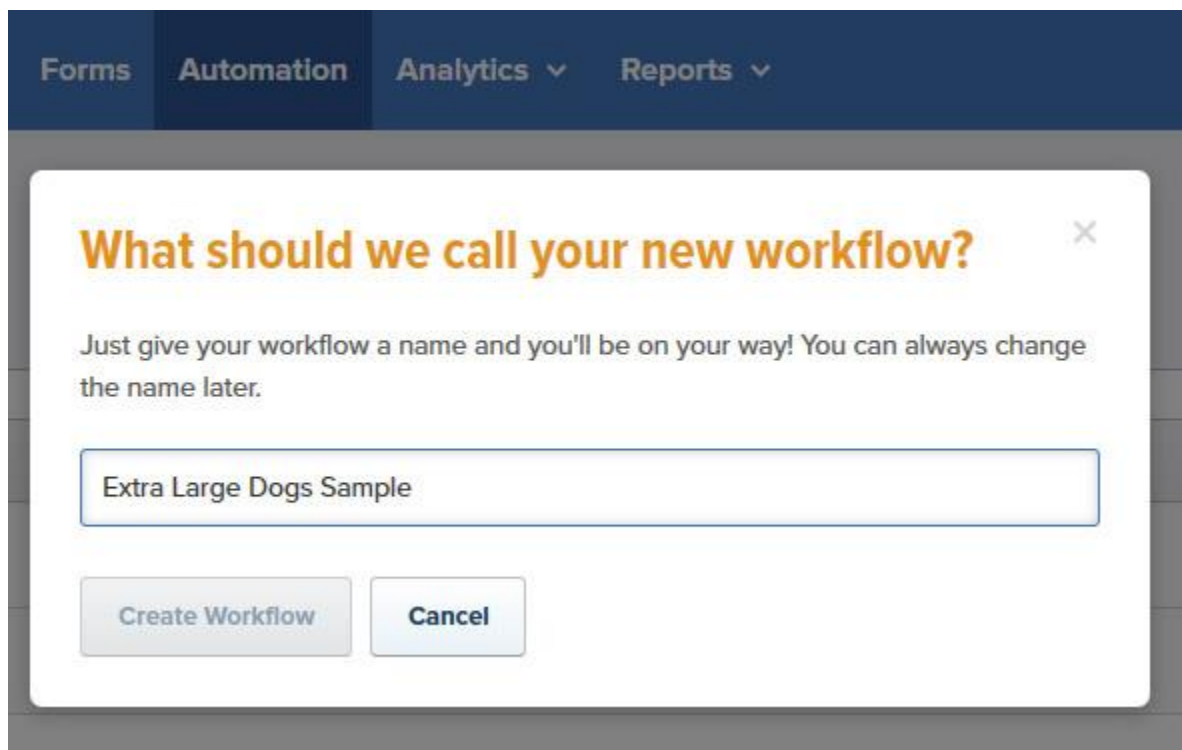
First, go find all those emails between you and your subscribers. All the emails you've sent and all the emails you received.

Now, see how you can modify them, just slightly, so that they still are very personal, but not so personal they can't be used with another subscriber.

And keep the exact wording in that first email. The one that people responded too. That one is golden.

Inside Drip, click on Automation.

Then, click on "New Workflow"

A screenshot of the Drip interface showing a dialog box titled "What should we call your new workflow?". The dialog box has a dark blue header with navigation tabs: "Forms", "Automation" (selected), "Analytics" with a dropdown arrow, and "Reports" with a dropdown arrow. The main content of the dialog box is white and contains the title "What should we call your new workflow?" in orange, a close button (X) in the top right, and a sub-header "Just give your workflow a name and you'll be on your way! You can always change the name later." Below this is a text input field containing "Extra Large Dogs Sample". At the bottom of the dialog box are two buttons: "Create Workflow" and "Cancel".

Welcome to the playground.

Drip allows you to setup many different kinds of automations.

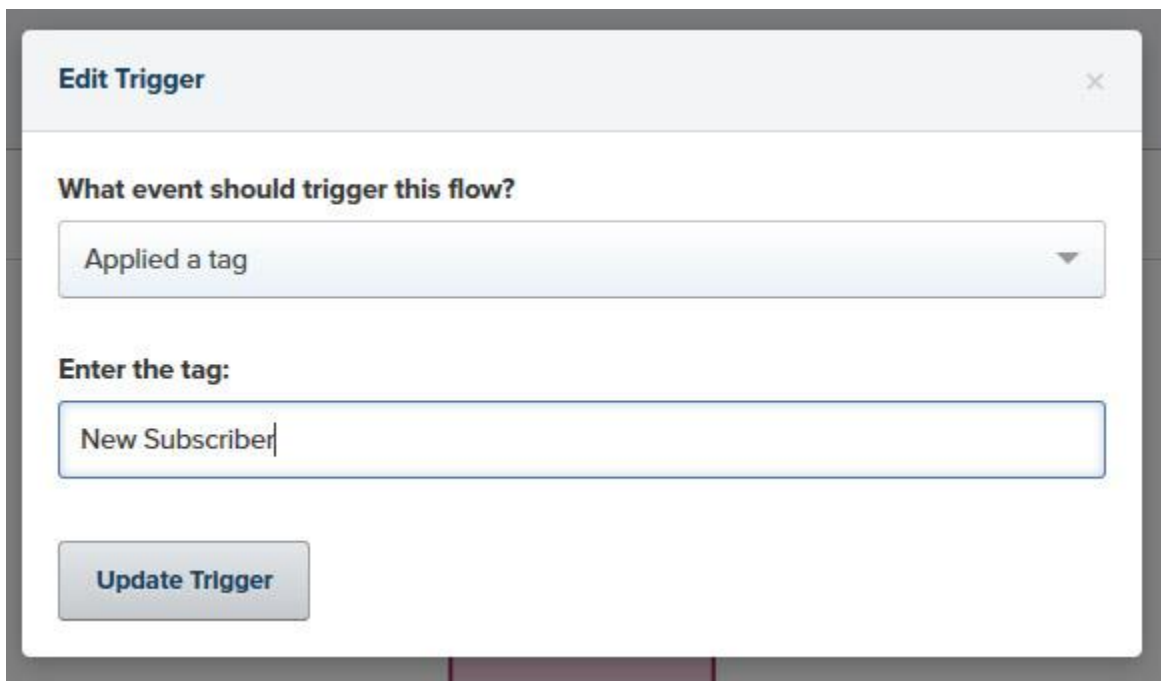
You can add tags, if..then, wait, etc.

This is super powerful email automation.

For now, we just want to setup our first email series. Something ever subscriber to our list will receive.

Let's start with that first email.

First, let's add a tag trigger. Anytime someone is subscribed to our email list, a tag will be applied. When this tag is applied, this new workflow we are setting up will start. (For detailed help, Drip has an awesome knowledge base, and there are tons of videos on YouTube to help.)



Edit Trigger [Close]

What event should trigger this flow?

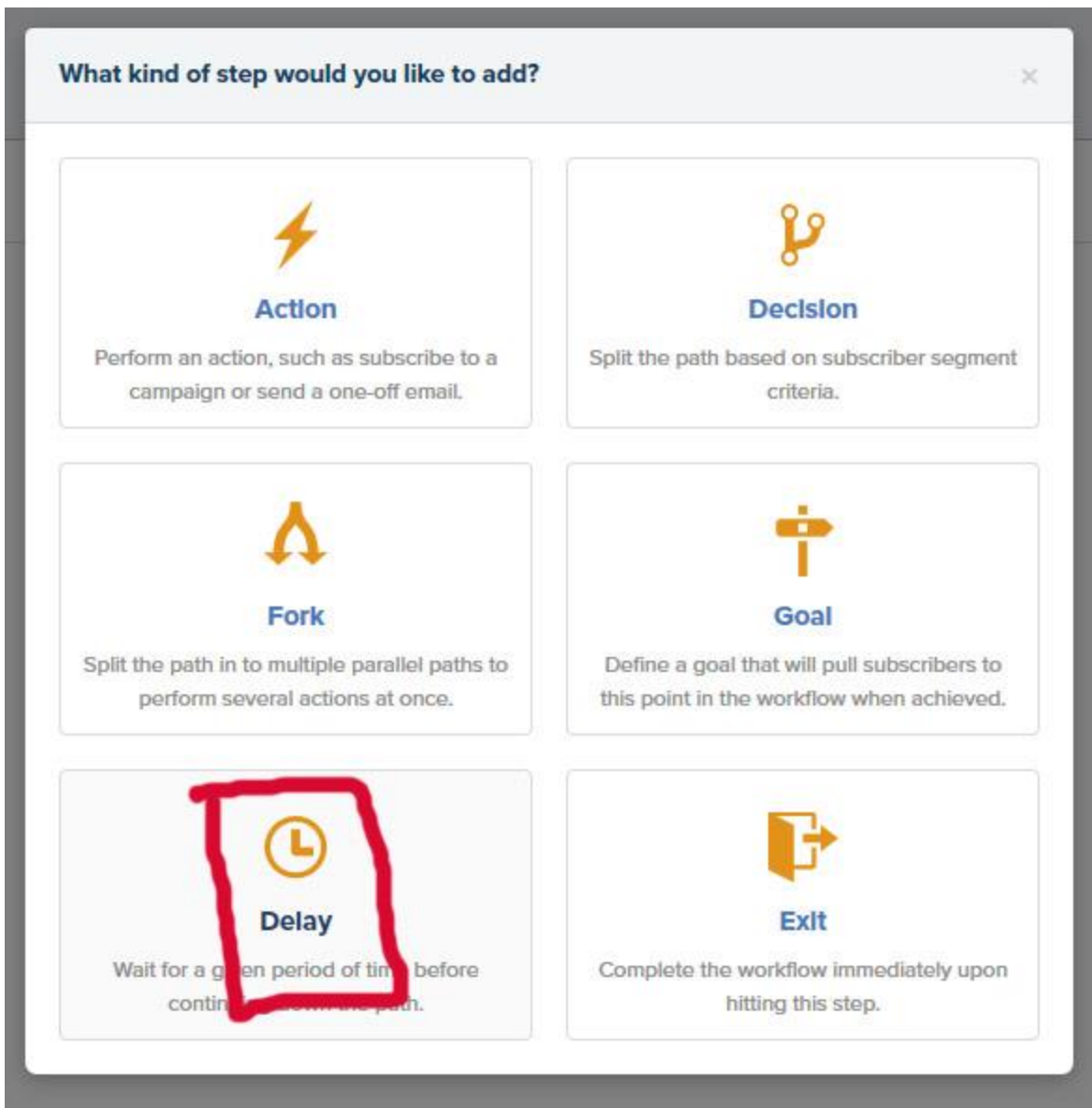
Applied a tag [Dropdown Arrow]

Enter the tag:

New Subscriber [Text Input]

Update Trigger [Button]

Next, we're going to add that delay.



You see, automation should still resemble human behavior. We want a reasonable delay to that first email, to simulate as much as possible what it was like to get a personal reply from us.

When I look back at my emails that I sent, I usually sent a reply to them within 2 hours.

We're going to get Drip to do this same thing.

Edit Delay [x]

Wait

2 hours ▼

Update Delay

Next, we're going to add in our first personal email. The one we sent manually as soon as we got that first subscriber/reply. (Note: Pick your best one. The one that consistently got people to reply back.)

Edit Action [x]

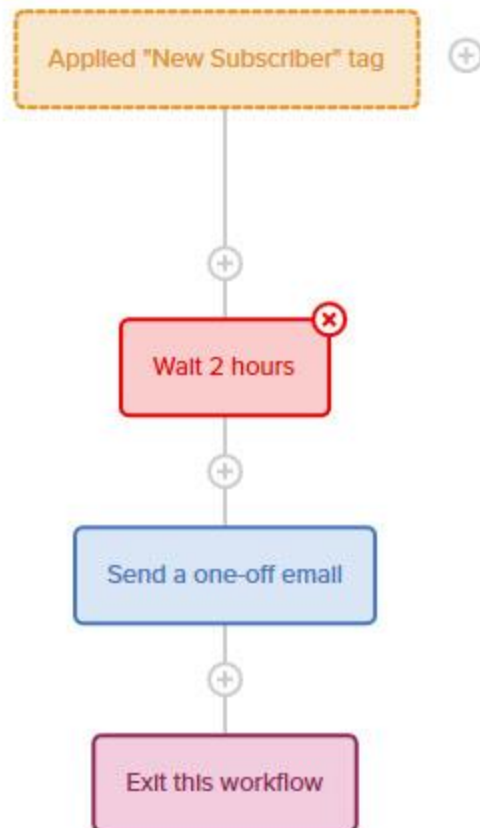
What action should we perform?

Send a one-off email ▼

[Edit email settings →](#)

Update Action

So, here is what the entire workflow looks like right now.



So, to recap, here is what will happen:

1. New subscriber signs up
2. Subscriber is tagged with "New Subscriber" in Drip
3. "New Subscriber" tag triggers this workflow
4. Drip waits for 2 hours
5. Drip sends our first personal introduction email
6. Subscriber exits this workflow

But we don't want #6 to happen...not yet.

Step 6: Add more messages to Drip.

There are a ton of features in Drip, and I encourage you to test them all. See what works and what doesn't

The key idea here is to just keep adding messages so that they don't exit the workflow.

Take your best emails, the ones that got the best replies and positive feedback, and add them to the workflow.

Add in your existing free report emails.

You can track open rates, clicks, downloads. It can actually get very advanced and comprehensive, but don't let that overwhelm you and keep you from making simple changes and taking action today.

Step 7: Create more value.

At this point, you already have a working funnel. While you could leave it at that, I'd encourage you to not stop now.

You might be tempted to go back to the Worksheet and start on a new project and just leave this one running.

But a far better use of your time is to invest in your existing subscribers.

Create some more reports. Find more products. Create products. Find different ways and mediums to deliver value.

Then add everything to Drip.

Congrats!

You've got your first automated sales funnel. See, that wasn't so hard. :)

Now for the final piece to this puzzle...the one that really makes it scale.

It's the stuff that dreams are made of...

Your Future Sales

Benefit
Product and Future

Now we've got \$132 to work with.

And you can finally take a deep breath.

Not because \$132 is that much money, but the entire system, how this is all going to work, is becoming crystal clear.

Now it's time to Scale Up.

Here's how we're going to spend that money.

Step 1: Go buy 80/20 Sales and Marketing.

I could ramble on and on about 80/20 and how to use it to scale your business.

Or I could let Perry Marshall entertain you. :)

Go buy [this book](#).

Total cost will be about \$20 with shipping

But the benefit to you will be enormous.

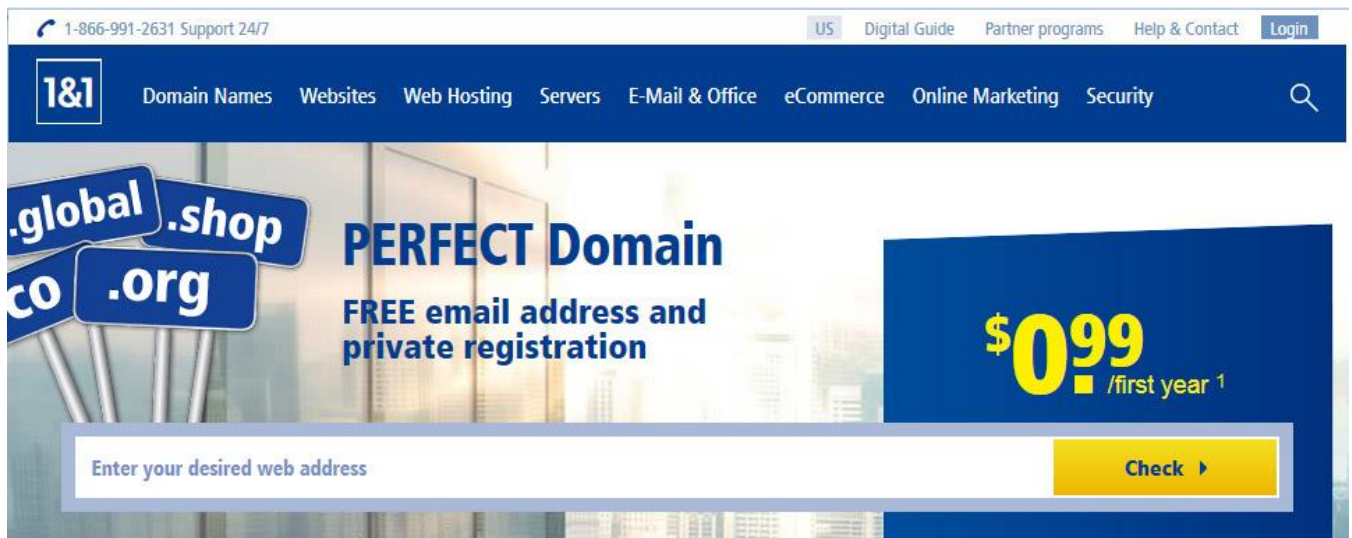
Aha moments left and right.

And maybe it will keep you from the pitfalls most successful business owners make...trying to do it all yourself.

Step 2: Buy a domain name.

So, I've got \$112 left.

Let's buy a small slice of the internet. :)



I recommend [1&1](#). I've used them for years, they don't blast you with ads and offers that often, and they have great support for privacy settings and backend admin panel.

You'll want to keep your registration private if you plan on having more than one website. That way people can't just easily connect the dots and enter as a competitor.

Having said that, domain registrars are a dime a dozen. Don't pay more than \$15 per year. They all pretty much do the same thing. :)

Need help picking a domain name?

Just send me a quick email to jack ---at--- marketbold.com and I'll be glad to help. :)

Step 3: Buy some web hosting.

So, I've got \$97 left to work with.

Let's buy some basic web hosting. For starters, I'd recommend SiteGround.com. They have a basic \$3.95 per month plan, billed for a year. So the total will come to about \$55 with taxes. (Hint: If you go their plans page, then click to exit, there is usually a popup that will give you \$12 off per year.)

Once you have things moving along well, I'd recommend moving your hosting over to LiquidWeb. Hosting will cost about \$70 per month, but you'll be able to host as many websites as you'd like, and their technical support is phenominal and very fast. I've encountered some crazy stuff and they've never failed to fix it promptly.

Once you have hosting setup, we're going to get some more help.

So, now I've got \$42 to work with.

Step 4: Buy some help.

Go to Upwork.com and sign up for a free account.

Next, spend a couple of minutes learning how to setup an ftp account in cPanel. [Here is a quick video](#) that will show you step by step.

Next, setup an ftp account. (You saw that coming)

Finally, grab your optin code from Drip, and create a new job for \$3 on Upwork. Ask someone to help you install the optin code on your server. You'll provide them with an ftp account.

In about 20 minutes, you'll probably have 20 offers. It takes about 60 seconds for someone who knows what they're doing. Seriously. Don't spend all day doing any of this stuff. Get some help. :)

By the way, take that as kind, but strong advice from a Dad who spent far too much time learning how to do these tiny things and less time with his little kids. You don't have to do it all. You shouldn't do it all.

Read Perry's book again if you still have that "I can do all this myself mentality" :)

Step 4: Buy some attention.

So, now I've got \$39 to work with.

We're going to use \$29 of this to buy some attention.

First, open up the 10-10K Workbook (spreadsheet)

See those three tabs we haven't talked about yet...Desire...Value...Benefit?

We're going to fill those in, so we know exactly what we need to do.



Back to Benny...

He clicks on Desire, and there is a simple question.

How many people are in your audience?

So, he looks in Drip and sees he has 20 subscribers.

So, he types "20" in cell A2 (the green cell)

	A
1	How Many People Are In Your Audience?
2	20

Next, Benny clicks on the Value tab at the bottom.

He sees this question:

How Often Does Your Audience See Value?

He logs into Drip to find his subscription rate? How many people saw his form and how many people put in their email address because they found value?

He sees the number is 23%, so that is what he puts into cell A2

	A
1	How Often Does Your Audience See Value?
2	23.00%

Next, Benny clicks on the Benefit tab at the bottom.

He sees this question:

How Much Has Your Audience Benefited You In The Last 30 Days?

He logs into Amazon to check his commission payments.

He sees he has made \$148.29 this month. So he types that into cell A2

	A	B	C
1	How Much Has Your Audience Benefited You In The Last 30 Days?		BPP
2	\$148.29		\$7.41

He notices that the cell next to this cell has automatically updated and has a value of \$7.41.

That tells him that each person in his audience has benefited him a total of \$7.41 each.

Now comes the fun part.

Benny starts playing with the three green boxes below, on the Benefits tab.

First, he puts in 100, then .24 and finally 50%.

	A	B	C
1	How Much Has Your Audience Benefited You In The Last 30 Days?		BPP
2	\$148.29		\$7.41
3			
4			
5	In <u>what ways</u> can I get the attention of	100	people
6	for the cost of	\$0.24	per person
7	who respond like	50%	of my audience
8	so I can make	\$61.27	of passive income
9			
10			

Benny's mind is on fire. :)

He grabs a piece of paper and starts writing down all the ways he knows to get people's attention.

Then he does some simple calculations to determine which of these will cost just \$0.24 and bring get the attention of 100 people.

First, what about content.

If I can have someone write two great pieces of content for \$20, and they get on average 1 person per day to my form, how much will that be in one month?

2*1=2 people per day for two articles.

After 30 days, he would have 60 people who visited his optin form.

So, Benny goes back and puts in these new numbers into the Benefit tab.

	A	B	C
1	How Much Has Your Audience Benefited You In The Last 30 Days?		BPP
2	\$148.29		\$7.41
3			
4			
5	In <u>what ways</u> can I get the attention of	60	people
6	for the cost of	\$0.33	per person
7	who respond like	50%	of my audience
8	so I can make	\$31.36	of passive income
9			

It worked.

Benny can take \$20 and buy two pieces of valuable content. He can place them on his website and get an average of one person each day to visit his signup form. In the end, **Benny will make \$31.36 by the end of the month from this new traffic source**, if the new people in his audience respond 50% of the time like his current audience responds.

Which makes him wonder...

What would happen if I setup a page for people to download my free "Extra Large Dog Beds" report. The really valuable one. And then at the end of that report, I ask them to join our club.

I could drive PPC traffic directly to this page.

So, he heads over to the Google Adwords Keyword Planner to estimate his costs.

› Multiply keyword lists to get new keywords

Plan your budget and get forecasts

› Enter or upload a list of keywords to get forecasts

Option 1: Enter keywords

extra large dog beds

Option 2: Upload file

Choose file...

CSV, TSV or text files accepted [Learn more](#)

Targeting ?

United States

All languages

Google

Negative keywords

Date range ?

Get forecasts based on:

Next 7 days

Showing monthly forecasts

Get forecasts

Take a look at what he sees:

New keywords >

Performance forecasts

Enter a bid

\$ 0.24

Enter daily budget

\$ Optional

United States All languages Google Negative keywords:

Ad Group

Keyword

Device

Location: State

Monthly forecasts Quality:

Clicks

258 – 316

Impressions

1.7K – 2.08K

Cost

\$31.00 – \$38.00

All conv.

–

Avg. position

3.51 – 4.29

Clicks (Click on the graph to change your overall bid)



Add keywords

Edit

Match types

Download

Ad Group	Keywords	Max. CPC	Clicks	Impr.	Cost
extra large dog beds (1)	extra large dog beds	\$0.24	286.88	1,890.46	\$34.28
Total			286.88	1,890.46	\$34.28

Show rows: 30 1 - 1 of 1 ad

He can get the attention of 288 people per day for a cost of just \$0.12 per person.

Next, he plugs this into the Benefit worksheet.

	A	B	C
1	How Much Has Your Audience Benefited You In The Last 30 Days?		BPP
2	\$148.29		\$7.41
3			
4			
5	In <u>what ways</u> can I get the attention of	288	people
6	for the cost of	\$0.12	per person
7	who respond like	50%	of my audience
8	so I can make	\$211.01	of passive income
9			
10			
11			

Wow...

His head starts to spin a little from the excitement.

He sees that using these numbers, he can make

\$211.01 of passive income per day!

That's exactly what he's going to do.

He's going to buy the attention of 240 people for a total of \$29, just to test things out.

If everything goes as planned, 55 people will see how valuable Benny's dog bed report is, and they'll become part of his audience.

Within 30 days, Benny will benefit with \$175.84 in net affiliate commissions from just \$29 spent.

Now he just needs to take some time to write his Adwords ads and setup the campaign. He'll use tools like iSpionage, SpyFu, SemRush, KeywordSpy, and aHrefs to spy on his competitors to help him write a great ad. He already has the best report on extra large dog beds, and he knows his email series delivers value too.

Step 5: Where Are You Going Next?.

One month later, Benny fills in the "Where are you going" tab in the Workbook.

	A	B	C	D	E	F
1	Income	Amount	Expenses	Amount		Total Income
2			Food	\$259.85		\$6,330.00
3			Clothing	\$75.89		
4			Housing	\$975.00		Monthly Cash Flow
5			Utilities	\$145.67		\$2,948.27
6			Household Supplies	\$98.45		
7			Transportation	\$147.54		
8	Passive Income	Amount	Medical	\$48.00		
9	Extra Large Dog Beds Crowd	\$6,330.00	Insurance	\$654.34		
10			Debt	\$157.45		
11			Retirement	\$200.00		
12			Education	\$0.00		
13			Entertainment	\$100.00		
14			Savings	\$50.00		
15			Gifts	\$259.54		
16			Travel	\$135.00		
17			Vacations	\$75.00		

His audience is growing on autopilot now. His PPC ads are running and his emails go out everyday like clockwork.

From time to time, he writes a few more stories about his dog, and occasionally adds a link to a great product he's tested. He also answers questions from his fans.

And he put in his two week notice.

In fact, he's out the door. The van is packed and he just needs to grab his fishing pole from the garage.

His wife and kids are super excited to be taking the vacation of a lifetime to Yosemite National Park.

Nothing but fresh air, fresh fish, and fresh fun.

Just before he leaves the room, he sticks his hand in his pocket.

Looky there.

It's "my last \$10".



He'll never spend it.

It's his trophy.

It's tangible proof that with steady, hard work; smart execution; solid research; and genuine value...**he was able to change his life.**

You can too...

But the story isn't over...just yet:

Your Next Step

And the most important one...



There's something I didn't tell you.

I get overwhelmed.

I get lost in all the steps.

I get stuck.

All. The. Time.

But I've learned a secret that works for me everytime.

If I will just break down the BIG project into the tiny little steps, and then, only focus on one step at a time **and completely ignore all the other steps**, I can get more done. Faster. Better.

So, here's what I'm going to do.

I'm going to break down this entire process into very small, "Next action" tasks.

Then I'm going to create a new workflow in Drip.

Then, at the bottom of each email that tells you exactly what to do next, there will be a link that says, "I've done this, what's next?"

The minute you click that link, it will trigger the next email to be sent to you.

You can work at your own pace, whenever you want, and as fast as you want. And you'll only have to do one thing at a time.

When you're finished, you'll have everything setup, like Benny.

Along the way, if you get stuck, you can email me. We'll figure out what isn't clear, what isn't working, and we'll fix it together, for everybody. I'll keep updating the process until it's so smooth, my Grandma could do it. (And she doesn't even have a computer) :)

Sound good?

[Click here to get the "Next Action" emailed to you...](#)

"What if I already have a business?"

Great!

I've got a ton of value I'd love to share. :)

If you want the best business growth tips, software tools, and strategies to take your business to the next level, then I'd love to share some more. [Here](#) is the place to signup for that info. And thanks for your trust. I'm honored...Really.

Do you know someone who could use this info to help them get started?

I'd sure appreciate it if you could help me spread the word about this little course. Facebook, Twitter, Instagram, Email, a Backlink...whatever works for you. I'll be super grateful, and ever little bit helps.

[Click here to help me spread the word... :\)](#)

All the best,
Jack Duncan
MarketBold.com