

Passive Profits Formula:

How to Make \$10,000 or More per Month Online

Adam Short

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

© Copyright 2015 All Rights Reserved. This guide may not be reproduced or transmitted in any form without the written permission of the publisher. Every effort has been made to make this guide as complete and accurate as possible. Although the author and publisher have prepared this guide with the greatest of care, and have made every effort to ensure the accuracy, we assume no responsibility or liability for errors, inaccuracies or omissions. Before you begin, check with the appropriate authorities to insure compliance with all laws and regulations.

Every effort has been made to make this report as complete and accurate as possible. However, there may be mistakes in typography or content. Also, this report contains information on online marketing and technology only up to the publishing date. Therefore, this report should be used as a guide – not as the ultimate source of Internet marketing information.

The purpose of this report is to educate. The author and publisher does not warrant that the information contained in this report is fully complete and shall not be responsible for any errors or omissions. The author and publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by this report, nor do we make any claims or promises of your ability to generate income by using any of this information.

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

Table of Contents

Join NPC for Life and Claim Your 17 FREE Turnkey Niche Profit Businesses Today: http://www.nicheprofitclassroom.com/jam	1
Table of Contents.....	3
Introduction.....	4
The Road to Success.....	11
The Blueprint.....	20
Step 1: Find a Hot Market.....	22
Step 2: Set Up Your Opt-in Page w/Automated Email Follow-up.....	34
Step 3: Drive Traffic.....	37
Introducing Niche Profit Classroom.....	49
Join NPC for Life and Claim Your 17 FREE Turnkey Niche Profit Businesses Today: http://www.nicheprofitclassroom.com/jam	2
James Jones and Jay Boyer Bonuses.....	63
Questions & Answers.....	66

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

Introduction



Welcome to Passive Profits Formula! This is a formula that allows people to make \$10,000 or more per month online. Hopefully you are ready to take massive action this year. Whether you're looking to just get started or you're looking to double, triple, or quadruple your business, this is the year for that. So, go ahead and make that declaration.

The best thing about the formula is the two words it starts with, "Passive Profits". A lot of people teach about making money online passively, but in many cases you find out that the system you were presented wasn't as passive as you were told it was going to be. In fact, many times you either have to hustle to make things happen or the system that you learn about ends up generating peanuts of income.

In any business, scalability is going to be key. You need a model that allows you to set up multiple sources of income, but it has to be one in which you don't have to keep touching base with them every single day. What if you could spend a week putting one site together, putting it up, launching it, and not having to mess with it again? Then, the second week you could

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

create another one, and the third week another? In the course of a year, you could create 52 different sites this way. That's what you call scalability.

Let's say that you had just 20, 30, or 40 of these sites up, and something bad happened to cause half of them to disappear. You would still be generating a lot of money. You're protecting yourself. The system you are about to learn about works this way. This is a really cool "copy and paste" formula that you can implement to get an entire business up and running, but it doesn't require you to come around, play with it, and change it up constantly. You can just keep rinsing and repeating, and you end up with multiple streams of income.

Adam Short is the one sharing his formula. He's going to be pulling back the curtain and taking you back into the inner workings of his own business. He'll be sharing some of his real money-making websites with you, breaking them down, and showing you step-by-step how to create your own. In other words, you're going to be given Adam's exact blueprint for building highly profitable marketing funnels quickly and easily. Each of his websites earns him about \$8,000 a month or more. That's awesome, but what really puts things into overdrive is that you can build as many of these sites as you like and let them run passively as they continue to generate profits for you month after month.

The sites that you are going to be learning how to build are very special websites. First of all, if you set them up the way that you are going to be shown how to, they take literally less than one day to set up. At the same time, they are very high-quality, and they provide real value to the people who visit your sites. These are not spam sites or spam blogs. The sites that Adam creates last for years and years.

This is an evergreen business model. What that means is that you do the work one time, and you see profits being generated from these sites, consistently for years. That's a great thing. You're building a business that helps people, you're putting value out there, and you're doing something that's going to last. What could be better?

Last but not least, these sites will pull in profits for you completely on autopilot. In this lesson, real case studies will be shared with you where real websites will be shown. One of these sites was even built six years ago, and it still generates money every single day even though Adam has hardly touched this site since he built it. That's the norm, not the exception with these sites.

There are certain things that you can do online to put automated mechanisms in place. If you do it right, automation will be the result. People often talk about the dream of having an

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

automated online business. It really is possible to have that. A lot of people don't know how to reach this goal though, even people who are making a lot of money online. They may have a great business, but it's not really automated. This business model will allow you to have an automated income; that's why it's called the Passive Profits Formula.

There's a big difference between having to work to make more money than having to work less and continually make more and more money. A passive income business is almost like investing. It's where you don't have to work, and yet your income continues to grow. That's what this business will enable you to do. It's somewhat like real estate. You invest in a house, and you can rent it out. In doing so, you get paid every month, and the house goes up in value as long as the real estate market is in good shape. This is very similar in that these sites are little pieces of real estate that you own online that will pay you every single day without you having to do any ongoing work.

Imagine for a moment that you had a website, or even several websites, that generated \$1,000 or even \$10,000 per month. Now, daydream for a moment about only having to work one or two hours from home, and some days you didn't even have to work any at all. Imagine having that choice. Furthermore, what if there was no cap to your income potential because you could build as many of these sites as you wanted to? Well, this isn't a dream for Adam and many of his students. This actually could be your reality.

Adam is proud to have been able to teach his system to people all over the world. He has helped a lot of them reach the same level of success he is on, and there's absolutely no reason why you can't get to this level as well. You're going to learn exactly how all this works. First, let's take a moment to learn a little about Adam and why you should even pay attention to what he has to say in the first place.

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**



A picture of Adam is shown above. As you can see, he's standing by a brand new car. Now, he's not trying to boast. He comes from very humble beginnings, and he hasn't forgotten that. However, he wants you to know a little bit about who he is and what he has been able to accomplish. The car pictured is Adam's dream car. He has wanted one of these since he was 12 years old.

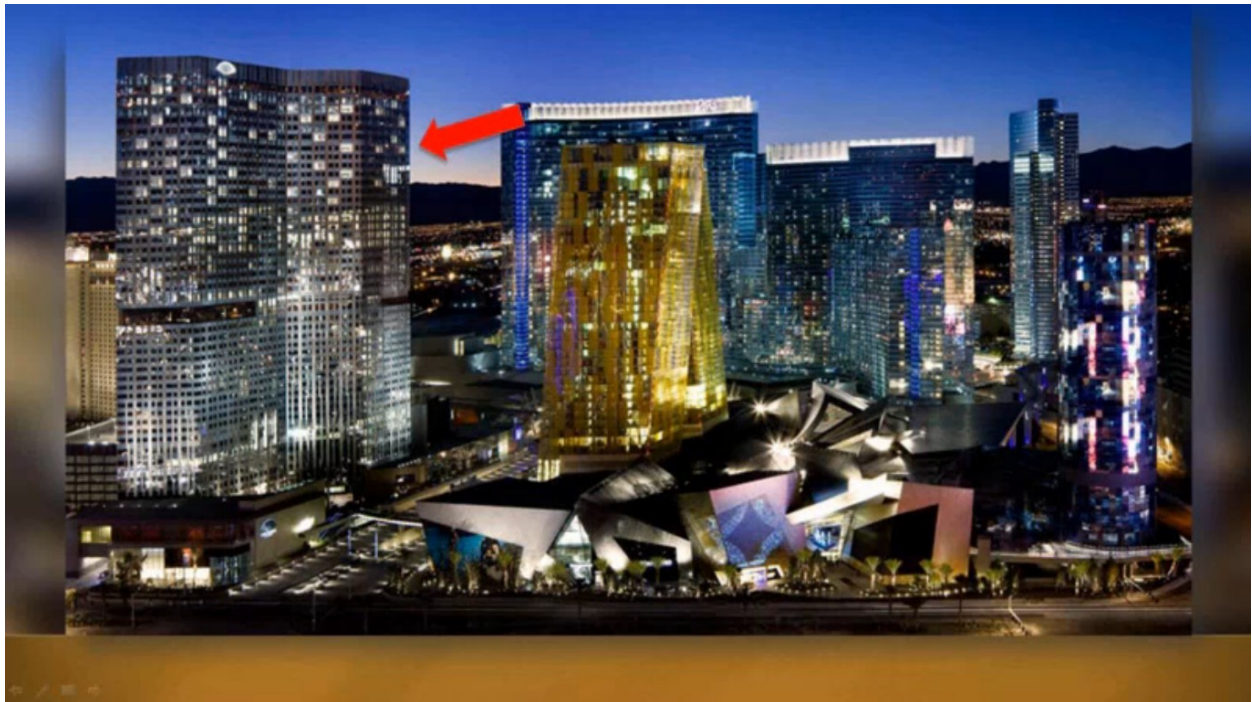
Adam grew up in a single-parent household, and although his mother worked three jobs, they didn't have a lot of money. He remembers that one day they were driving down the freeway, and an Audi caught his eye like no other had ever before. There's just something about these vehicles that he loves. So, when his business really took off a few years ago, he was able to treat himself and buy this car. It's not about showing off and being flashy. This really meant something to him because he felt like he had accomplished a little dream that he had. That's one of the things this system has enabled him to do.

This system has also allowed Adam to have a lot of fun. You see, throughout his 20's, Adam spent a lot of time trying to figure out how internet marketing worked, so he wasn't really able to have a lot of fun back then. Over the last year, however, his business has been doing so well that he was able to move to Las Vegas and live in the Mandarin Oriental Hotel, which is a 5-star hotel on the strip. They actually have a residence section, and Adam lives on the 28th floor. There is an arrow pointing at Adam's place in the picture below. He's not going to live here

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

forever or anything, but it's a lot of fun, he says, and this is something he is happy he's able to do. He's glad that he was able to just have fun for a year in Vegas.

A second picture is also shown below, and it demonstrates something that's very special to Adam. One of the things that he was able to achieve was moving his mother to Vegas and buying a house for her. He says this means a lot to him because she really was the one person who really stuck by him as he was building his business. A lot of people saw what he was doing as crazy and thought of him as kind of a burnout. Adam feels that he owes everything to his mother.



**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**



In the picture you can see Adam and his mother standing in front of the house Adam bought for her. He says that it's a nice house with a pool that she can enjoy, and that she also doesn't have to work anymore as a result of his success online. All of these things mean a lot to Adam, and that's why he wanted to share them. He hopes that you are able to achieve all of the dreams that you have in mind as well.

Adam Short has been an online marketer since 2005. He started out working at Overture, which was the world's first pay-per-click search engine. You may or may not remember them. They came around before Yahoo, and before Google Adwords. Overture pioneered pay-per-click, in other words. They were actually bought out by Yahoo while he was there, and that became Yahoo's ad platform. Anyway, this was his first exposure to internet marketing, and it was what got him hooked. There were people at Overture who were doing pay-per-click and making a lot of money doing so.

Back then, it was really easy to make a lot of money that way without even owning a website. You would pay pennies for clicks, send traffic straight to affiliate offers, and make money. Even if you worked at Overture, you could do this. So, Adam started doing this on the side and making good money at it. There were a lot of people doing it, and Adam was hooked. When you start making money online, it's addictive. In fact, it's hard to turn back after that because

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

you start to taste freedom. You start to see the light, you start to taste freedom, and you're hooked.

Adam says that he's been hooked ever since. He left Overture after about a year, and shortly after that, his income was completely wiped out because the pay-per-click rules changed. He had to start from scratch, and that was when his journey really began. Over the next three years, he really dedicated himself to figuring out how to build a lasting online business. He wanted to figure out a system that was bulletproof, and that's how he ended up pulling the pieces of this system together.

Adam says that this was a long journey, and he's not going to share all of the details. However, he will say that at the worst of it, he was about \$40,000 in debt and living with a relative. At the time, he had no friends and no girlfriend. It was a low point for sure, but he came out of it and discovered the system you're about to learn. He went from this dark place to making over a million dollars a year as a result of developing this system.

So, now Adam has a 7-figure a year business, and he has built over 300 profitable niche websites. When he built a lot of these sites, he didn't fully know what he was doing, and he didn't have any cutting-edge tools to do it with. However, in this presentation, you are going to discover some of the amazing tools that Adam has discovered along the way. So, you're going to be able to do this much faster than he was able to.

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

The Road to Success

The screenshot shows a tax return form for Adam Short, proprietor of INTERNET BUSINESS (YELLOW BIRD PUBLISHING). The form includes sections for income and expenses.

Part I Income

1	Gross receipts or sales. See instructions for line 1 and check the box if this income was reported to you on Form W-2 and the "Statutory employee" box on that form was checked	<input type="checkbox"/>	1	2,083,047.
2	Returns and allowances (see instructions)		2	
3	Subtract line 2 from line 1		3	2,083,047.
4	Cost of goods sold (from line 42)		4	893,860.
5	Gross profit. Subtract line 4 from line 3		5	1,389,187.
6	Other income, including federal and state gasoline or fuel tax credit or refund (see instructions)		6	
7	Gross income. Add lines 5 and 6		7	1,389,187.

Part II Expenses Enter expenses for business use of your home only on line 30.

8	Advertising	8		18	Office expense	18	
9	Car and truck expenses (see instructions)	9	6,540.	19	Pension and profit-sharing plans	19	
10	Commissions and fees	10		20	Rent or lease (see instructions):	20a	7,393.
11	Contract labor (see instructions)	11	487,805.	20b	Vehicles, machinery, and equipment	20b	74,589.
12	Depletion	12		21	Other business property	21	
13	Depreciation and section 179 expense deduction (not included in Part III) (see instructions)	13	65,436.	22	Repairs and maintenance	22	
14	Employee benefit programs (other	14		23	Supplies (not included in Part III)	23	
				24	Taxes and licenses	24	
				24a	Travel, meals, and entertainment:	24a	1,047.
					Travel		

Above you'll find a screenshot of a tax return from last year, which was meant to give you some insight into the amount of revenue Adam has been able to generate with this system. He says that he's not a fan of sharing screenshots like this because he feels as though they can be easily manipulated. Plus, he doesn't feel comfortable sharing data about his income. However, he does feel obligated to share this with you.

This isn't just about Adam though. Thousands of people from all over the world are using this system to make part-time and full-time income. Here are some people that this has worked for and what they have to say:

Bob Hannum: Making \$1,000 per month with one website. He's in his 40's, and he was able to turn his passion (health) into a profitable online business. He sent Adam a thank you saying:

"I have great news! I was just selected to be About.com's juicing 'Expert.' I owe u thanks for quality website design and constantly encouraging rich content and following your passion which made all the difference to the About.com folks..."

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

Mack Payne: Currently making over \$3,000 per month with several niche websites. He's currently in his 60's, and he found out about Adam's system before he really knew much about internet marketing at all. He says:

"A while back I hit \$100 in a day. That was like, Wow. I'm making \$100 a day from these little sites? And I'm just overjoyed. And the other thing about it is I said well if one will do it, why not ten, why not a hundred, why not a thousand..."

Stephen Kadlec: Currently making up to \$8,000 with one website. He's twenty-seven years old. As previously mentioned, you might make only a couple of hundred dollars a month from one of these sites, or you can end up making thousands. Also, you can build hundreds of sites. So, your income potential is unlimited. Here's what Stephen says about this system:

"I just believed in the system and sure enough week 3 I was starting to get traffic and then a week after that I made my first sale from the site. Once you make your first sale it changes you because you know you have something that works and all you have to do is scale up."

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**



Bob Hannum: Making \$1,000+ per month with one website. In his forties. Turned his passion (health) into a profitable online business.

"I have great news! I was just selected to be About.com's juicing 'Expert.' I owe u thanks for quality website design and constantly encouraging rich content and following your passion which made all the difference to the About.com folks..."

These are just a few case studies where people have found success and are very happy using Adam's system. There are many more stories that could be told about the accomplishments people have made as a result of Adam's teachings. Literally, thousands of people are making money using this system right now, and you can do it too. No technical experience is required, it's inexpensive to implement, and there are only three steps to this process. As far as cost goes, the only expense you'll have is purchasing the domains for your sights, which only costs around \$10 per year.

You are about to see some examples of real money-making websites so that you can see how this works in the "real" world and model Adam's success. Adam feels like people learn best by being able to view something that works, and therefore, he thinks you're going to get a lot out of this presentation. Before getting into these case studies, you need to understand what a marketing funnel is and how it works. This needs to be crystal clear because marketing funnels are going to be discussed a lot in this lesson.

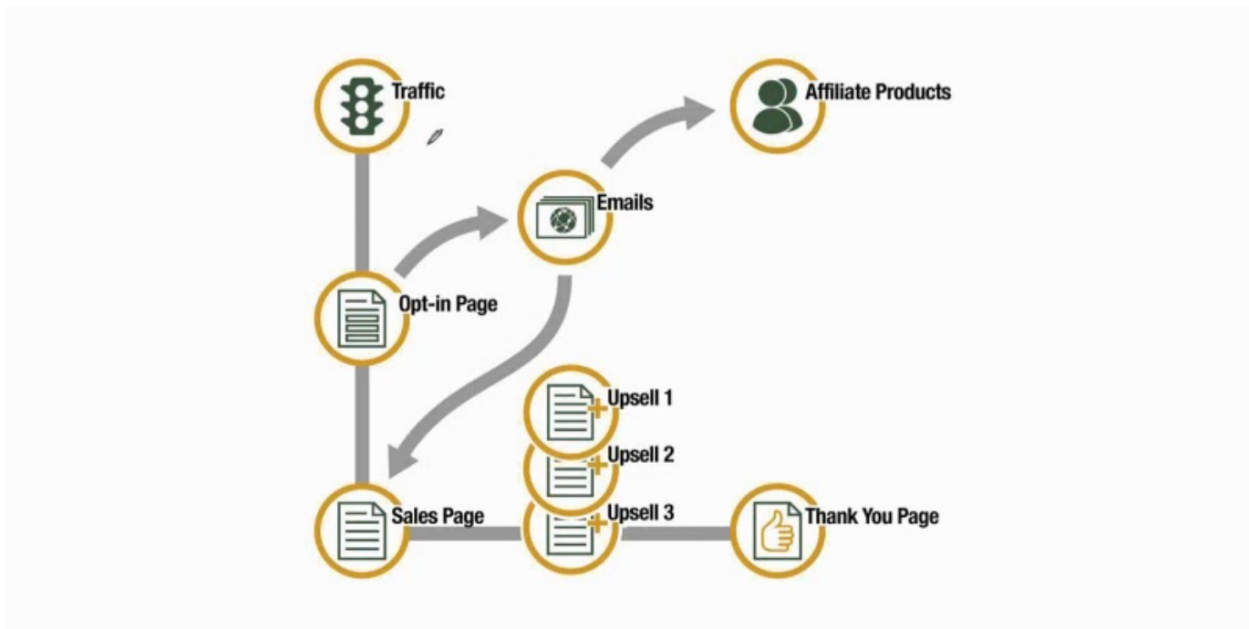
You may have heard of a marketing funnel before. If you have, that's great. It needs to be defined for the sake of completeness though. First of all, you need to know that this is the \$1 method for making lots of money online. Nowadays, marketing funnels are what internet marketing is all about. Adam says that this is the only method he has ever come across that works every single time. Plus, it continues to work even as the Internet evolves and changes,

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

provides the opportunity to make an unlimited amount of money, and puts all of the power in your hands.

That's the power of a marketing funnel. This is how ALL the gurus get rich, so pay close attention here. Ultimately, the point of building a marketing funnel is to build a list. There are easy ways to build a list through a marketing funnel, and there are hard, roundabout ways that don't really work. This system is all about do it in an ultra-fast, ultra-effective way so that you can see profits immediately. So, how do you create a marketing funnel? You can do so by following three easy steps:

1. Choose a niche
2. Set up a squeeze page with automated email follow-up
3. Drive traffic



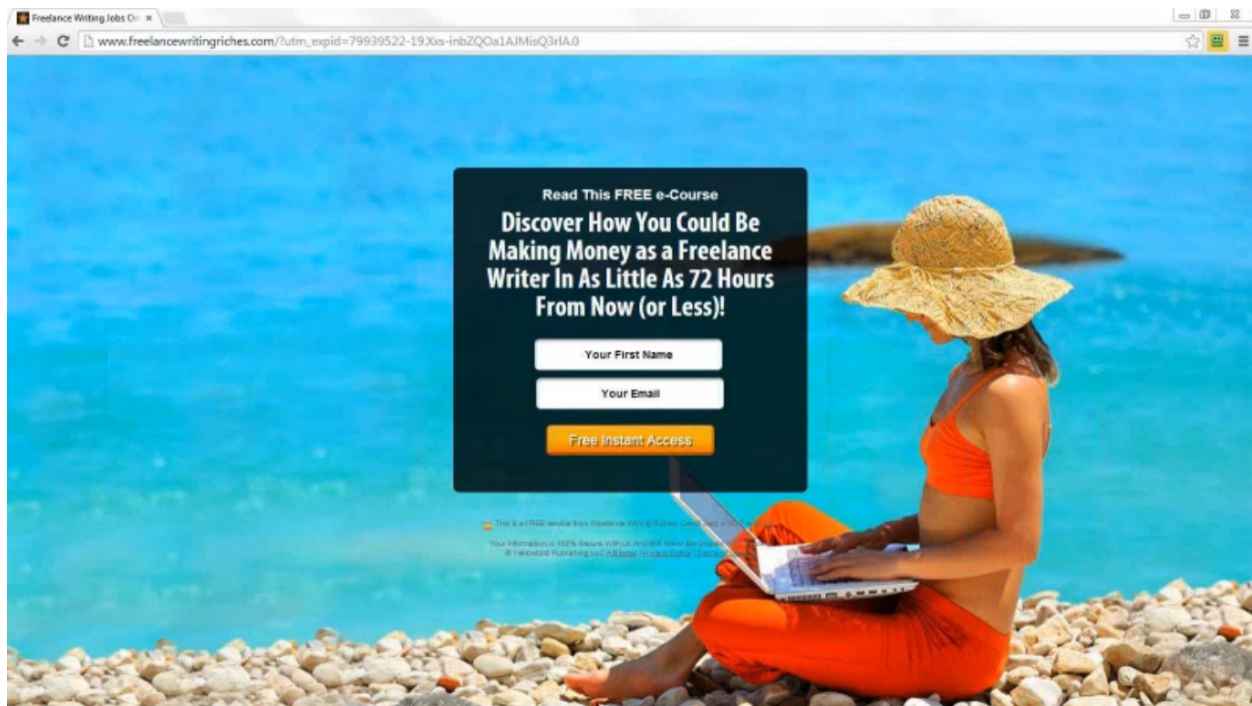
That's it. When you know how to do these things the right way, it results in massive profits. The system I'm about to show you is a formula for setting up high-converting funnels fast. You can apply this over and over again to build an automated 5-figure per month business within a few months. Above you'll find a quick diagram of the sort of marketing funnel you'll be learning how to create. You've probably seen diagrams of marketing funnels before, and they were probably a lot more complicated than this. Adam likes to keep his super-simple, and he has

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

discovered an easy way to do this that works just as well as the more-complicated funnels one might use.

Here's how this funnel works. You start out with an opt-in page pertaining to a market you have chosen. If you haven't yet chosen a market, don't worry. You're going to be shown how to do this as well. In fact, Adam has some secret software that will do this for you very quickly. Anyway, after you have your opt-in page up, you are going to put a set of emails in place so that people who opt-in to your emails can start receiving them immediately. From there you have two choices. You can either send the people on your list offers for affiliate products, or you can send them to the sales page for your own product, depending on whether or not you have your own products to sell.

When people get to your sales page, they will be directed through a funnel. This funnel starts with your sales page, leads to upsells, and ends with a 'thank you' page. That's a bird's eye overview of this funnel. Again, this isn't very complicated, and it doesn't seem very flashy, but soon you will see just how powerful this actually is.



The screenshot above depicts a new site of Adam's that was just built a few months ago. The site is called FreelanceWritingRiches.com. You can go check it out anytime you want to. This is a site that teaches people how to make more money in their freelance writing career. You see,

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

there are a lot of people out there that do freelance writing and feel stuck, or maybe they just want to earn more. So, this is a very profitable niche.

The way to choose a profitable niche is simple. You want to find a market where there is a lot of pain, a lot of pleasure, or both. Then you provide a solution that either increases the pleasure or decreases the pain. You'll learn more about this pain/pleasure principle as you move through this training.

This particular 'freelance writing' market is more of a 'pain' market because people are struggling and feeling stuck. They are writing, but they aren't getting paid as much as they would like to. So, Adam and his team show them how to make as much money as they deserve to be paid through their freelance writing. In other words, they are getting rid of that pain, and that's why this market is a good one.

After he has chosen a market like this, Adam will set up a very simple opt-in page such as the one shown above. He has software that creates these beautiful pages for him, which he will make available to you at the end of this lesson. For now, notice how simple this opt-in page is. All it really consists of is a background image, a headline, and an opt-in box. These types of modern-looking, simplified opt-in pages are Adam's favorite kind to use. In effect, these are the kind he uses the most these days. This is really nice, he says, because you don't have to have any sales copy. You don't have to have bullet points, crazy layouts, or anything like that. You just stick an opt-in box in the middle of a nice-looking background image, and then just create a headline.

After Adam puts up an opt-in page like this, he sets up an automated follow-up sequence. He calls this his "Silent Sales Machine". That's just a name that he came up with that explains what it is. This is how the site makes money, and honestly, you're going to be blown away by how simple this actually is. Adam will put a two-week auto-responder sequence in place so that when someone opts in they will get one email per day for two weeks.

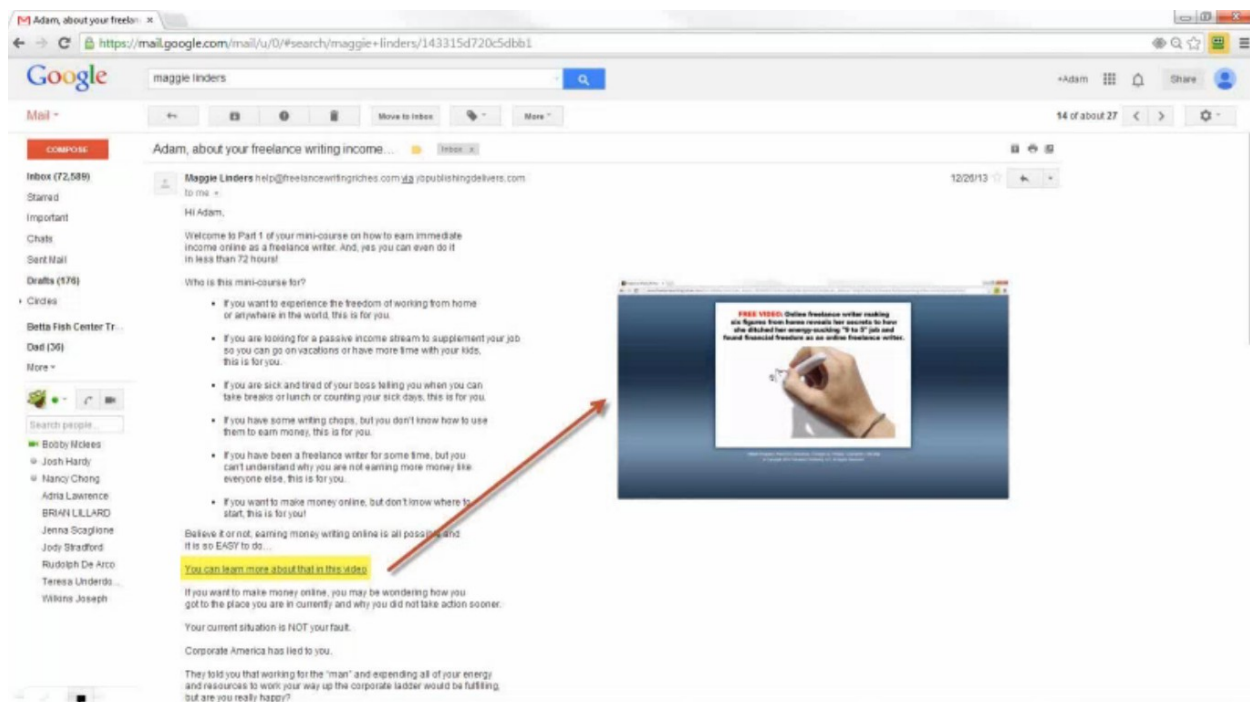
Through his testing and research, Adam has discovered a golden ratio for his courses. Sixty percent of them consist of course content, where he gives away free information, and forty percent of the time he sells to his subscribers, telling them to go check out XYZ product. He can send people to affiliate offers this way, or he can send them to his own products. In this case, he has his own products. You'll be shown what these are in just a moment.

This is how you create a follow up sequence that 1) gives away great content, 2) builds a relationship with your subscribers, 3) sells products. If you do all of this in the right way, with

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

the right market, there's really no way that you can't make money. At the end of the lesson, you'll be given Adam's master templates. These are templates that he and his team have continually tested and refined. They were made better and better, and now they are used on all the team's niche sites.

Whenever Adam has a new niche site, he'll take one of these master templates and tweak them a bit until they are right for the site. You are going to be able to plug these into your sites as well, and you're going to get a blueprint that shows you exactly what emails to send and when. These things alone are going to put you light years ahead of anyone trying to do this because what you say in your emails and how you say it is very important. You're going to have it nailed.



Above you'll find an example of a "selling" email. Imagine that you opted into one of Adam's email courses, and you've received some content emails that you feel provided some good tips. Now, you receive this email, which contains a pitch for a product. It says "If you want a blueprint to making money as a freelance writer, click here." When you click the link, you are brought to a sales page for Adam's frontend product. It's a video sales page selling his book, *Freelance Writing Riches*.

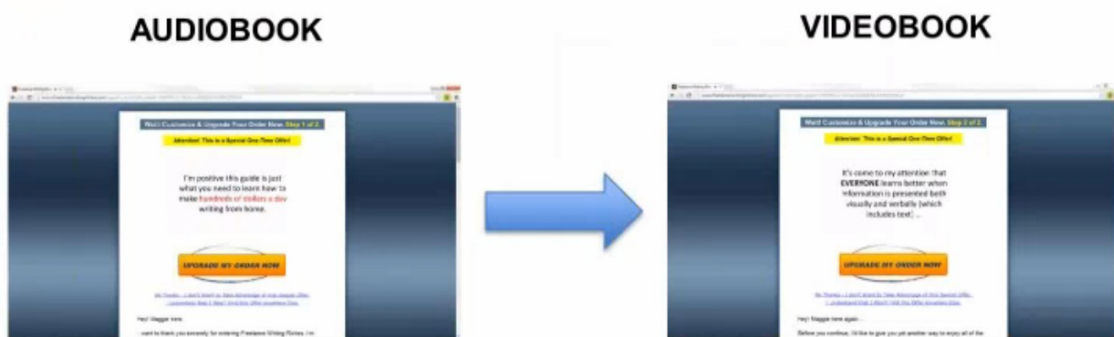
This is Adam's frontend product, which is sold for around \$14.00. You are going to be shown how to get your own video sales pages created in this lesson, and you're going to learn how you

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

can do this for under \$50. This will occur further on in the lesson. The reason this is being mentioned now is because Adam didn't want this to be intimidated by the concept of having to create a video sales page. This is something that's really easy to do. Adam completely outsourced his video sales page, and you'll learn how you can do the same.

Below, you will see a visual representation of the rest of his funnel. After someone goes through and buys the frontend product, they are taken to a page offering an audio version of the eBook, and then they are offered a video book version. That's the full funnel. Adam also has this book on Kindle, and he put some quick mechanisms in place in order to make some automated sales on Kindle.

Upsells



This model has a lot of benefits to it. First of all, it's fast. What you do, if you want to be a product owner with this, is get an eBook created and then simply repurpose it into an audio book and a video book. After that, you put your funnel together. This works. This formula of selling an audio book, a video book, and a frontend eBook converts like crazy. Typically, someone that uses this formula will convert at about 25% on their audio book and between 15% and 20% on their video book. That is, 20% of people who buy the frontend buy the audio book, and then 15 to 20% will buy the video book.

The best part is that this system can be replicated across hundreds of niches. So, you don't have to go into a new market wondering about what kind of upsell you should have or what

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

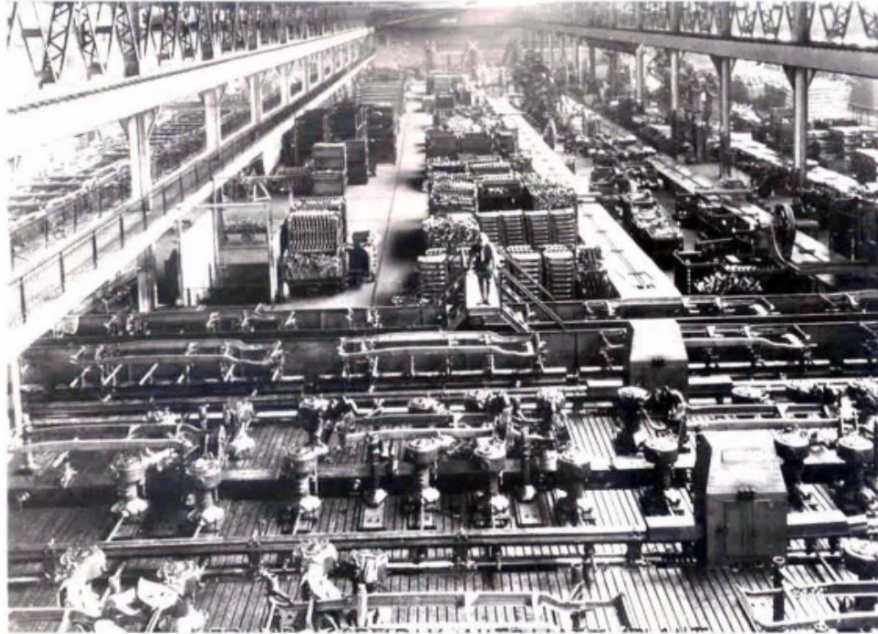
you should say in your sales message. Just use this formula, it works. Adam knows because he's done it hundreds of times.

Again, you can either do this as a product owner or as an affiliate. If you're an affiliate, you don't need your own product at all. In fact, your business will be very simple. You'll simply have an opt-in page and an email follow-up. You'll send out content to build out the relationship, and then you'll send your subscribers to an affiliate product. That's how you can use this system to make money as an affiliate. About 70% of Adam's sites are affiliate sites, and about 30% of them are product-based. So, he does both.

He admits that it's a little more work to put up a product-based site, but typically those sites make more money. At the same time, there's not a huge amount of difference in how much each kind generates. What you do is up to you. Adam says that it's nice to have a mixture of the two. This training is going to cover both routes so that you have the ability to experience the best of both worlds.

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

The Blueprint



In the previous section, you got a quick case study overview of how this all works. Now it's time to go over the full blueprint. In this portion of the lesson, you are going to be shown, step-by-step, how to choose a market, how to create an opt-in page, and how that all works. You'll also learn how to dissect an auto-responder sequence, and last but not least, you'll be shown all of Adam's traffic methods. He drives millions of free visitors to his websites every year, by the way.

Once again, this is a three-step formula. Those steps are:

1. Find a Hot Market
2. Set Up Your Opt-in Page w/Automated Email Follow-up
3. Set Up Your Traffic Channels

Hopefully, this seems easy to you because it really is. This is especially true if you stay within the parameters of what is being shown. After all, there are ways to do this right, and there are

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

ways to do it wrong. At times it can be easy to veer off course, but you shouldn't have that problem if you just follow Adam's system exactly.

Adam wants you to know a quick, but important fact before moving forward. It took Adam about two years to build his first 26 sites. Those were two long years, he said. Those sites were making him money. They were generating five-figures per month. So, he was really happy, but he was getting really burnt out, as probably anyone would after two years building sites by hand. Finally, the light bulb went off and he realized something that made him go from having 26 sites to over 200 sites in less than six month's time. He realized that he was doing all of these things manually, and he thought "What if I had software that could do all of this stuff automatically?"

Well, Adam began looking for some tools and trying things out. Some of the tools worked the way he needed them to and some didn't. Yet there was no suite of tools that just automated everything that he was doing and really were a perfect fit to his business. So, he had a software suite created for himself. When he did this, it took 95% of the workload off of him. The software automated every aspect of his business, from finding markets to creating opt-in pages to creating mini course to getting traffic to his sites. This has allowed him to create what you might call an assembly line.

Above you'll find an image of Henry Ford's factory. You may know the history of Henry Ford. Obviously, he's the founder of Ford. His legacy isn't limited to that, however. He was truly a pioneer in creating efficient systems. That's how he was able to mass produce cars the way that he did, and that's why Ford became a legend, basically.

Ford was a master of creating systems, one of which was the assembly line. That's what Adam's system became when he started using the software. In combination, the system and the software makes an assembly line that allows you to crank out high-converting, high-profit websites. You're going to be given the very same software that Adam uses at the end of this lesson, along with some additional training on how to use it.

Of course, Adam could just give you the software, right? The truth is that if you try to use the software before really understanding how this system works and how the pieces fit together, you're never really going to have success with this strategy. That's why extensive training on all of this is so very important. Once you know how this system works in its entirety, you'll be given the software. Then, you can take everything you've learned, plus the tools that you need, and run with it.

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

Step 1: Find a Hot Market

You want to look at the whole process of finding a market, creating an opt-in page, and getting traffic as an assembly line. So, everything needs to be objective. For instance, when you do your market research, you're going to choose a number of different markets and run them through a numbers-based filter. That's because numbers don't lie. A lot of people try to rely on their gut feelings when they are choosing their markets. That's a mistake, and it's one that Adam admits he has made this mistake many times himself.

Relying on your gut feeling is one of the worst things that you can do when it comes to marketing. It's like trying to pick a stock in the stock market on a gut feeling. You want to run your markets through a set of filters that are numbers-based. The numbers will tell you if a market is a "go" or not, depending on what they add up to. You're going to run massive amounts of markets through this filter, and it's going to spit out 10 or 20 that are absolute winners. Because of this filtering process, they are going to be guaranteed winners.

There are three characteristics of a market that Adam uses, or at least used to use back when he did this manually, to determine whether or not a market was good. He would then qualify them with a rating system. You're not going to have to do this when you have the software, but it's helpful to know how it works. Anyway, you'll want to begin by looking into the following factors:

1. Market Motivations: Is the audience willing to spend money?
2. Market Size: How big is the audience?
3. Market Competition: How hard or expensive is it to get traffic?

Market motivation is asking the question "Is the audience willing to spend money?" The answer to that question should be "yes", and the market motivation should be high. The higher the pain point, or the higher the pleasure, the more market motivation there is. So, you want to find markets with lots of motivation, meaning that the people in that market are willing to spend money.

There are a lot of markets out there where there is pain and pleasure, but people aren't necessarily willing to spend money in them. One such market is soccer, for some reason. There's no reason to go into great detail here, but when Adam was doing his market research, he found that a lot of soccer fans are extremely into the sport, but many of them aren't willing

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

to spend a lot of money on the sport. He thought this was very interesting, and it serves as a great example of how you can have a passionate market yet one that people aren't willing to spend a lot of money on.

Next, you'll want to look into how big an audience is. You are looking for a market to be large because the bigger the audience, the more traffic you're going to get. After that, you're going to look at the market competition and how hard or expensive it would be to get traffic in that market. You want the competition level for your market to be low. The lower the competition, the easier it's going to be for you to get traffic and the fewer number of sites you'll have to compete with.

Interesting enough, the markets that have lower levels of competition tend to be smaller in size. Alternately, the really big markets tend to have higher levels of competition. So, when all of these balance out, you usually end up with a smaller to medium-sized markets, and every now and then you might dip into a big one.

This is how it worked out that Adam has gotten into a lot of smaller or medium-sized markets that everyone else is basically ignoring. This has allowed him to fly under the radar in a lot of instances and really clean up. According to Adam, this will likely be your experience too when you start doing this. Of course, you will come across markets that are big and qualify as well, but one thing about these low-competition markets is that you can make money really fast because there's not much resistance.

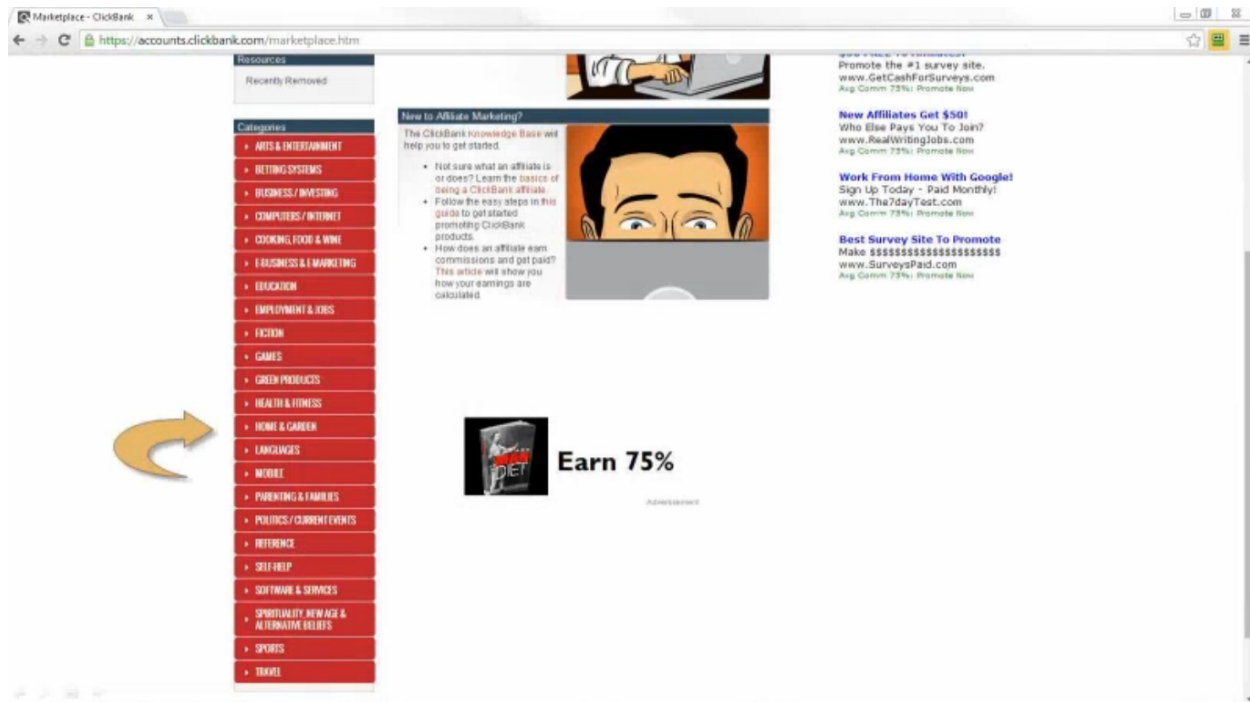
Fortunately, there are thousands of markets out there that meet the criteria described above. It's just about knowing how to find them. You'll want to begin by heading over to ClickBank because not only does the site give you lots of niche topics to consider, it also helps you finish the first step of this process, which is determining market motivation.

If you didn't already know, ClickBank is essentially an affiliate network. An affiliate network is a place where product creators and affiliates can connect. In other words, if you've created a product, you can list it on ClickBank, and it will go into ClickBank's public market where affiliates that are on ClickBank can find it and promote it. All of this promotion happens through ClickBank. The site tracks the clicks, tracks the sales, and makes the payouts. Therefore, ClickBank is a connector as well as a tracking and payment system.

One of the best things about using ClickBank is that it specializes in digital/downloadable products like eBooks, and those are the types of products that work best with Adam's system.

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

You can sell physical products with this too, of course, but Adam always advises that his students start with digital products, just because it's easier for them to learn that way.



To begin, go into the ClickBank marketplace and look at the categories listed on the left-hand side. These are shown in the screenshot above. The first one that Adam chose in his presentation was 'Home & Garden'. It's one of Adam's favorite categories to go into, and he has built dozens of sites on 'Home & Garden' niches.

When you click on a category, you'll be redirected to a page with products listed over on the right-hand side. Look at the screenshot below. Adam has highlighted one of the products listed because it really jumped out at him when he was doing his research. There were a few reasons for this. The first and most important reason that it looked good to Adam was the product's gravity rating. You'll learn more about this in a second. The other reason Adam chose this one was because the market was a little weird. It's a little bit off the beaten path. Adam comments "Shed plans, at least in my world, aren't common."

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

The screenshot displays the ClickBank Marketplace search results for the category 'Home & Garden : Crafts & Hobbies'. The page is sorted by 'Popularity' (High to Low). The first product listed is 'Tedswoodworking 16,000 Plans - \$125 Per Sale ~1 in 11 Conversions!'. The second product is 'My Shed Plans *top Aff Makes \$965/day! ~\$103 Per Sale ~9% Conversions!'. The third product is 'Secrets To Dog Training: Stop Your Dog's Behavior Problems!'. The fourth product is 'My Shed Plans *top Aff Makes \$965/day! ~\$103 Per Sale ~9% Conversions!'. The 'Grav: 84.21' value for the second product is circled in red, and a red arrow points to it from the right. The 'Filters' section on the left includes sliders for Gravity (0 to 100+), Avg \$/sale (\$0 to \$150+), Initial \$/sale (\$0 to \$100+), Avg Rebill Total (\$0 to \$200+), Avg %/sale (1% to 75%), and Avg %/rebill.

If a market strikes you as a little strange, look at it a little more closely instead of moving away from it. The rationale here is that other people may be avoiding that market, which may open up more space for you to find success. The most important reason is gravity though. This is a metric that ClickBank developed in order to assign it to products in the marketplace, and it tells you how well the product is selling.

It's a little bit obscure how ClickBank determines the gravity of a product, but Adam has talked to some of the "higher-ups" at ClickBank and has come to acquire a fundamental understanding of what that means. If you see a gravity of 84 that basically means at least 84 affiliates have made a sale in the last week, except that this number doesn't take into account that some affiliates are making more than one sale. It also doesn't factor in the fact that the vender is making some sales themselves.

Upon talking to ClickBank, Adam has discovered that you can usually triple the gravity of a product and get a more accurate estimation of the success of a product. So, if you have a gravity of 84, and you tripled that, you would end up with around 240. That's about how many copies of this product's owner is selling per week, and at least 84 affiliates are helping to make these sales happen.

What's a high gravity product, and what's a low-gravity product? To determine this, you need parameters and a filter. Adam has a way to instantly filter out everything but high motivation

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

markets. You would begin by hitting the 'Advanced Search' option, located next to the search bar on the upper-right corner of the page.

Search Marketplace - ClickBank

https://accounts.clickbank.com/advancedMarketplaceSearch.htm?c_token=01_C449CC180CA035842A3052ADCC4441E5F76A92647D62BC014DD90E1B22F739D11330F15D&mainCategoryId=1366&

CLICKBANK

English

MARKETPLACE

Choose from thousands of great products to promote

Advanced Search

Enter Keywords:

Exclude words from search:

In this Category:

In this Subcategory:

Results per page:

State

Gravity

Show items with gravity: Higher than

Initial \$/sale

Show items with initial \$/sale: Higher than

Avg \$/sale

Show items with avg \$/sale: Higher than

Avg Rebill Total

Show items with Avg Rebill Total: Higher than

Avg %/sale

Show items with avg %/sale: Higher than

Avg %rebill

Show items with avg %rebill: Higher than

When the settings come up, you will see that you have the option to set the results to show only certain levels of gravity. In the picture above, you can see that Adam has set this up so that his search will only bring up results with a gravity level that's higher than 6. That's the cutoff point, he says. You don't want to go into any markets that have a gravity of six or lower because that's where the motivation starts to get too low.

Adam knows this from having to do this so many times. After all, he failed at this more times than he has succeeded when he was figuring this system out, and mostly that was the result of choosing the wrong market. So, just trust him on this, and you should be fine. Stick with markets that have a gravity of seven or higher.

When you are done making this adjustment in the 'Advanced Search' option, go ahead and click on the 'Search' button. Just making this one little tweak will weed out about 99% of the ClickBank marketplace, which contains tens of thousands of products. You can see in the picture below that this adjustment caused only 893 results to come up. Now, the search results that you have are all really honed in on market where there is a high-gravity, or a lot of markets selling. In other words, what Adam has found are 893 proven winners to choose from. How cool is that?

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

The screenshot shows the ClickBank Marketplace search results page. At the top, there's a search bar with the text "Find Products:" and a search icon. Below the search bar, it says "Displaying results 1-50 out of 893 (pg. 1 of 18)". There are also options for "Results per page: 50" and "Sort results by: Popularity".

The main content area displays two product listings:

- The Venus Factor: New Highest Converting Offer On Entire CB Network!** (view mobile) - Avg \$/sale: \$47.43. Description: Absolute Media Monster. Guaranteed CB Best Seller! Venus Factor Is The Highest Converting, Highest Epc Female Fat Loss Offer Ever. Kyle Leon's Best Vsl By Far.
- Reverse Your Diabetes Today - Ask Us About 90% Commissions!** (view mobile) - Avg \$/sale: \$34.64. Description: Video Sales Page = Mind Blowing Conversions On All Traffic Sources! 75% Commissions On All Front & Back End Sales! Got Lots Of Traffic? We Can Offer You 90% Commissions! We Are Also Giving Away Over

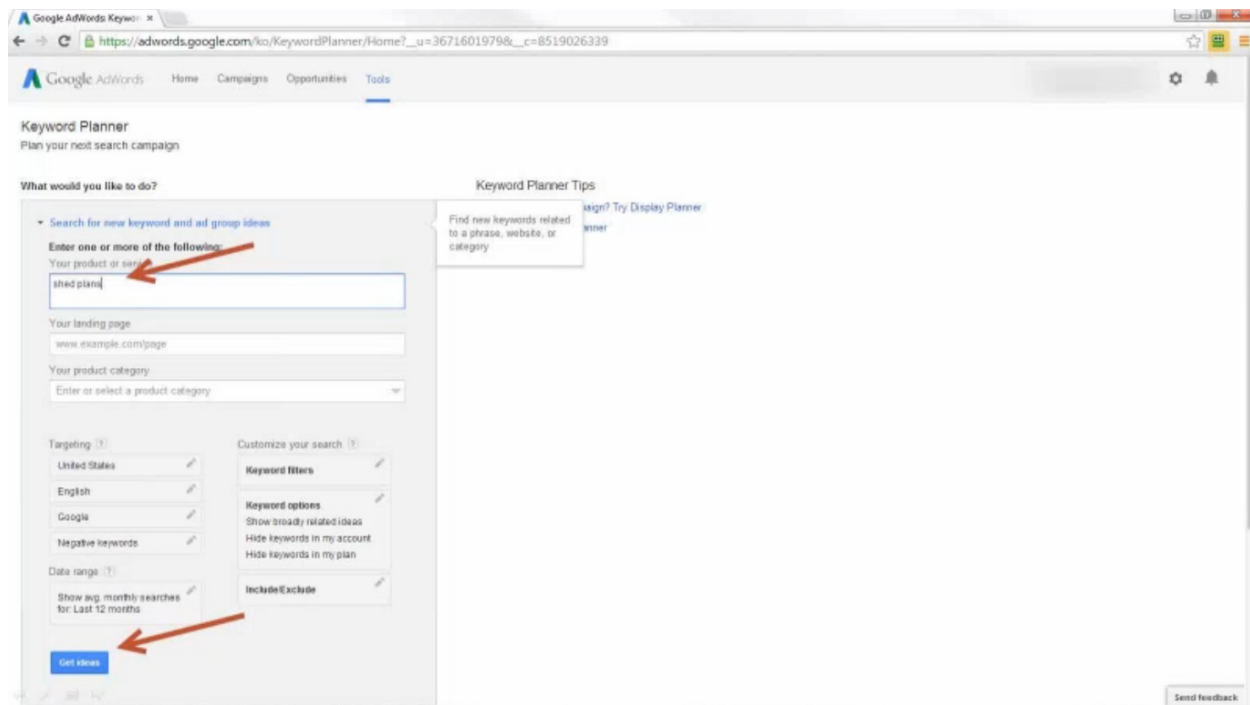
On the right side, there are sponsored links for "Work From Home With Google!", "Top Rated ~\$67 Per Sale!", "\$39,014.56 in 7 Days. How?", and "\$75 FREE for Affiliates!".

At this point, you would take that list of 893 products and put it into a spreadsheet. Now remember, the software is going to do all of this for you. However, if you were doing this manually, you would put them in a spreadsheet and chip away at that list by looking at the size of each market and its competition.

A question that Adam often gets is "If everyone is doing this and looking at the ClickBank marketplace, wouldn't there be too much competition between the members of this program?" First of all, Adam just found 1,000 markets in one single category on ClickBank. There are tons of markets for anyone doing this to choose from. In addition to that, the ClickBank marketplace is constantly changing. Products are moving into the top places, and products are moving out all of the time. For these reasons, your results today may be different from someone else's tomorrow. So, don't worry about any of that.

Market Size is the next thing that you want to look at. This is really simple. You just want to look at the search volume. Google has a keyword tool called the Keyword Planner that you can use to determine the search volume of a market. The more searches a given niche is getting on different keywords, the bigger it is and the more people are interested in the topic. You just want to make sure that the niche is big enough.

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**



So, what you want to do is go over to Google, type in 'Keyword Planner', and click on the first result. Click on this and you should reach the page shown above. You will need a Google Adwords account to access this tool. This type of account is free, so if you don't have one set one up. You'll need one anyway. Anyway, when you get to the screen shown above, type in your keyword.

You can see in the picture above that Adam typed in 'shed plans' because that's the name of the niche he is looking into. If you were considering going into salt water aquariums, you would type in 'salt water aquariums'. When you finish typing in a keyword that's appropriate for your niche, click on 'Get Ideas'. Afterwards, you will be redirected to a page of data pertaining to that keyword. There will be two tabs within this page, and it will be set to the one you don't need at first. So, click on the 'Keyword Ideas' tab next.

After that, you'll want to click on 'Include/Exclude', which is located on the bottom of the side menu on the left. This will cause a field to open up, and you'll want to type your keyword into this field as well. That's just a trick that Adam recommends; he found that doing this made his lists more targeted.

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

The screenshot shows the Google AdWords Keyword Planner interface. The search term is 'shed plans'. The results are sorted by average monthly searches in descending order. The top 10 keywords and their metrics are as follows:

Search terms	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
shed plans	14,800	High	\$0.56	0%	
Keyword (by relevance)					
storage shed plans	4,400	High	\$1.21	0%	
free shed plans	2,900	Medium	\$0.75	0%	
garden shed plans	2,400	High	\$0.72	0%	
wood shed plans	1,600	High	\$0.78	0%	
lean to shed plans	1,300	Medium	\$0.58	0%	
shed building plans	880	High	\$0.60	0%	
shed plans free	880	Medium	\$0.67	0%	
12x16 shed plans	720	High	\$0.42	0%	
diy shed plans	720	Medium	\$0.53	0%	
shed plans 10x12	720	High	\$0.62	0%	

When you are done, you should end up with a list like the one shown above. You can sort this list so that they are listed in a descending order of average monthly searches, with the highest search volume up at the top. Do this, and then add up the search volume of your top 10 keywords. When Adam did this for 'Shed Plans' he got 30,600 results for his top 10 keywords. The question still remains of whether this number is high or low. To figure that out, you need a filter. Here it is:

0 – 3,999 = Poor

4,000 – 8,999 = Fair

9,000 – 14,999 = Good

15,000 – 29,999 = Excellent

30,000+ = Jackpot

According to this filter, a total of 9,000 searches on your top 10 keywords is good enough. Adam added up over 30,000. That means that when it comes to market size, shed plans is a jackpot market. Now, if a market comes out to be rated "poor" or "fair", you want to eliminate it. So, if you have a market that seems to have a lot of motivation, but the search volume doesn't have a total value over 9,000, you want to move on. You really want to be ruthless with

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

these markets because there are so many of them. Again, you want to create a working assembly line.

Last but not least is Market Competition. This is where a lot of markets that seem to be winners fall flat on their faces, and this is going to pull a lot of potential markets out from underneath you. Your list that started out of 893 potential markets might be comprised of more like 50 when all is said and done. Again, you're going to use Google to measure this out, and you want there to be as little competition as possible.

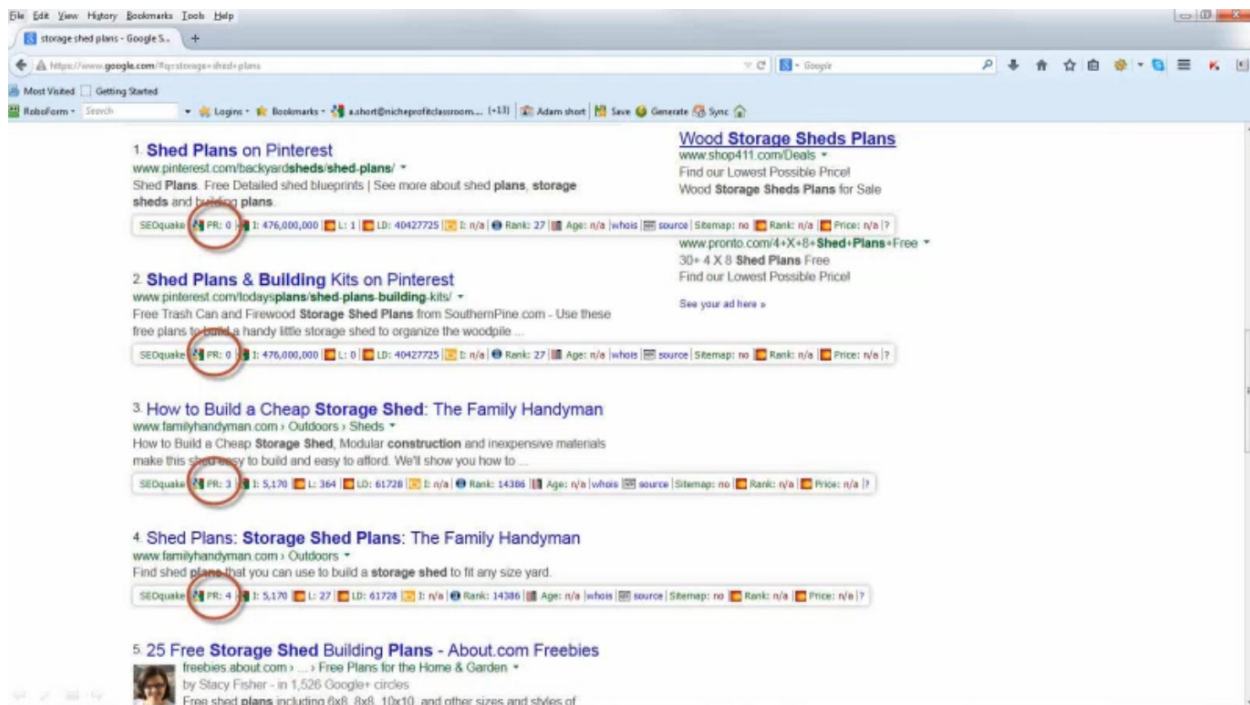
You might be thinking "The Internet is a big place. Why are we just using Google to measure these things out?" It's because Google is such a huge part of the Internet. Google runs through the backbone of the Internet itself. So many people use it, and it has such reach, that by going to Google and looking in the right places, you could really determine how competitive a market is just from that.

There's a cool trick that Adam has up his sleeve for quickly assessing the competition of a market. You may not have heard of this before, and if you've never seen it in action, it may be a little bit confusing. Just read through this portion of the lesson, and it should all come together in the end. What you'll be doing is looking at the average page rank (APR) of the top three most highly searched for terms in your market.

Google has changed a lot over the last few years with their algorithm updates, etc. This strategy, however, has continued to work well. The first thing that you're going to do is take your top three keywords from the keyword list you compiled in the keyword planner and search for them in Google to find out how competitive these keywords are. In other words, you're going to look at how many other sites out there are trying to get ranked for these competitive keywords in Google. When you know how many sites are trying to get ranked in Google, you will have a good idea of how hard it's going to be to get traffic in this niche.

You're not going to just use Google for traffic necessarily. There are actually five different traffic sources you're going to be using. For now, you're just using Google as a way to quickly measure and get a taste of your competition. The software that Adam is providing will do all of this for you, but you're learning how to do this manually for now. When Adam does this manually, he uses a special tool called SEO Quake to find the APRs of different sites that come up. This is free software that anyone can take advantage of. You will need to install it into FireFox for it to work.

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**



Once it's installed, go back and find your first keyword. In Adam's case study, the top keyword was 'storage shed plans'. He typed this into the search bar on Google, hit 'Search' and SEO Quake brought up a bar full of data for each search result, as you can see in the picture above. You may have to zoom in a bit, but you can see that the very first piece of data on this line is the site's page ranking (PR). This is actually a score that Google developed, and it's basically Google's assessment of the relevancy of a page.

The rank ranges from zero to ten, and the higher the page rank, the more highly Google looks upon the site, essentially. As a general rule, sites with a higher score tend to be higher in ranking within the results. With that being said, you can add up the page rankings of the top 10 results, take the average of that, and you'll have an idea of how hard it would be to break into the top 10 for the keyword at hand.

Adam's system isn't one that revolves around SEO. You're going to learn to use a lot of different traffic sources. Again, all you're doing at this point is assessing competition. To get the average, you simply add up the PR scores that come up for the first 10 results and divide them by 10. For 'storage shed plans' Adam added up:

$$0+0+3+4+2+0+3+0+1+6=19$$

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

Then, he divided 19 by 10, which gave him 1.9. Then, he repeated the process for his other two keywords, which were 'free shed plans' and 'garden shed plans'. He ended up getting 2.2 for both of those. Afterwards, he added these three averages up and divided them by three to get a final average of 2.1. Again, you need a filter to judge this number by. Here's Adam's filter for competition:

PR 0 – Very easy (days to weeks)

PR 1 – Easy (days to weeks)

PR 2 – Somewhat easy (several weeks)

PR 3 – Moderate (weeks to months)

PR 4 – Moderately Difficult (several months)

PR 5+ - Very Difficult (months to years)

You want the lowest competition rating possible. So, ultimately you are going into markets that are rated PR 0, PR 1, or PR 2. These are markets where there is very little resistance, meaning there are very few sites competing for traffic when you decide to step into the traffic stream. PR 3 markets are a little more difficult, but they are possible to compete in. Adam avoids PR 4, PR 5, and anything above that completely. You may find yourself going into PR 3 markets in many cases, simply because these markets tend to be larger. Adam says that 9/10 times he usually stick to markets that are rated PR 2 or below.

Once you have gathered all of this information, you can create a final score card for the niche. An example of this is shown below. For 'shed plans' the ClickBank gravity was more than '6'. The search volume of the top 10 keywords in Google was less greater than 8,999. Finally, the overall average page rank for this keyword was less than '3'. So, this passes as a viable market. It is a market that will make you money if you proceed with the remaining two steps of the formula.

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

Final Market Scorecard – *Shed Plans*

- ClickBank Gravity > 6
- Search volume of the top 10 keywords in Google > 8,999
- Overall average pagerank < 3

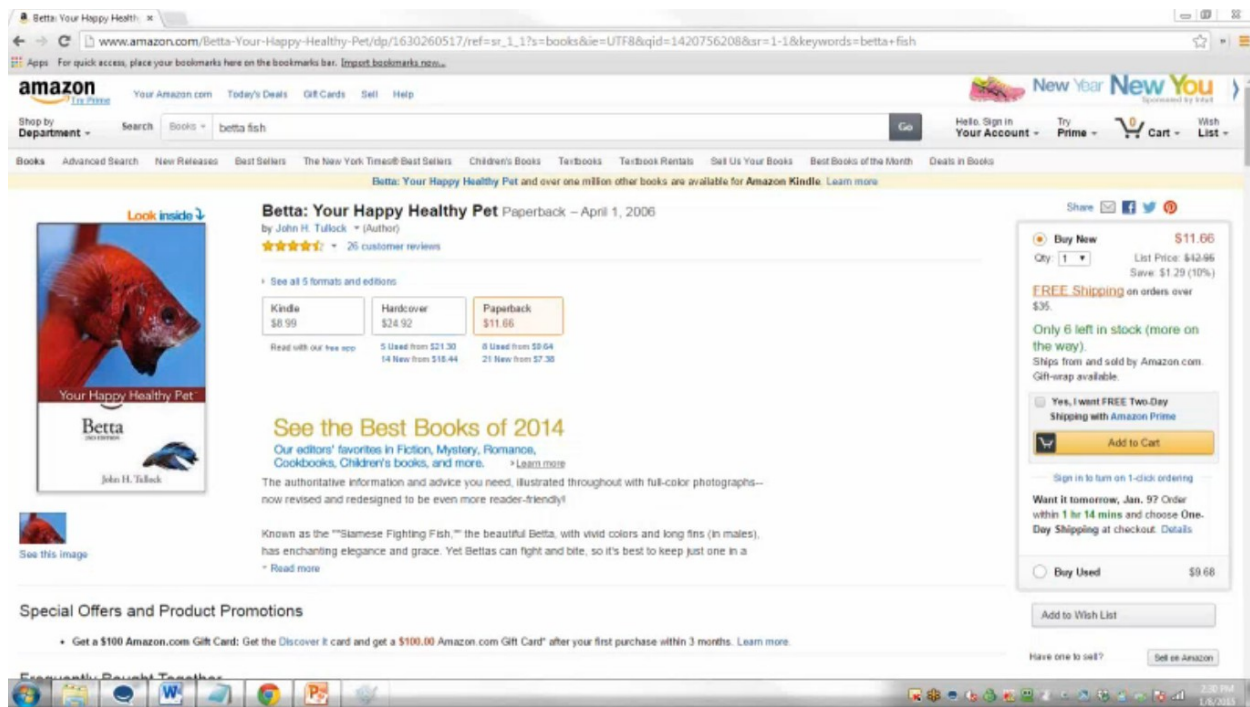


That's how you choose markets with this system. It's important that you base this choice on numbers and filters that are proven to work, such as the ones that you were just shown. Don't base your choices on your gut feeling when it comes to marketing because often that will lead you astray. If you're going to be creating lots of these sites, you need a system like this to ensure that you aren't putting a lot of hard work in for no reason.

If you run these numbers through the filters, you don't really even have to make any decisions. The filters are going to tell you whether you have a winning market or not, which really takes a lot of the stress off of you when it comes to knowing what to do. This is a foolproof, can't-lose method for finding the most profitable niche markets online.

This is how Adam used to go about checking out his markets in this way. Now he uses software that allows him to do all of this in about five minutes. You are going to receive this software as well. Once you have a market chosen, the next step is to setup your opt-in page with an automated email follow-up.

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**



Step 2: Set Up Your Opt-in Page w/Automated Email Follow-up

With the help of the software, you can have a market chosen in just 10 minutes. The next step is to get your opt-in page set up. After that, you'll put together your automated email follow-up. You may remember that more modern-style opt-in pages are working best for him, which is great because these are the ones that just consist of a background image, a great headline, and an opt-in box.

Adam's opt-in page on FreelanceWritingRiches.com actually converts at over 48%. That means that if he were to send 100 visitors to this page, he would get 48 opt-ins on average. If you know anything about conversion rates, you know that this page is extremely successful. A great image and an opt-in box are easy to come by. So, all you really need in order to create a well-converting opt-in page like Adam's is an attention-grabbing headline that appeals to your audience.

Now, you don't have to be a talented copywriter to come up with a good headline. All Adam does is go to Google and search for 'how to write great headlines', and all sorts of articles come up. One of his favorite sources is CopyBlogger.com. They provide some incredible information on how to write solid headlines. There's actually a formula that you can use for it. This will allow you to write a great headline in a matter of minutes.

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

Of course, after you create an opt-in page, you'll need to get it up and running. So, how do you go about doing that? There are a lot of pieces of software out there that will create opt-in pages for you, but many of them aren't very good. A few of them are. There are WordPress plug-ins that will allow you to do this. One such plug-in is called Optimized Press. This plug-in costs around \$200. So, it's expensive, but it will help you to create nice opt-in pages after you get over the learning curve. Adam has his own software that he uses for this.

Adam's opt-in page software is super-easy to use, and it streamlines this process for him. In fact, it contains templates that allow him to get an opt-in page up in about 10 minutes. Again, you're going to be given this software at the end of the lesson. After you get your opt-in page up and running, it's time to get your email course in place.

You have a couple of different options when it comes to your email course. You can either outsource it, or you can write it yourself. Now remember, you're going to be given master templates at the end of this lesson. Those are going to be done. You just need to tweak those a little so that they match your niche. However, you will need to write your content emails. It's about a two-week course, 10-14 days, and you're going to need about six content emails at this stage.

As far as writing your content emails, they don't need to be too long. It's actually counterproductive to write long emails filled with course content. They only need to be about 200 or 250 words long, and they need to contain short snippets of good-quality content. What you will need to do is slow down and think about your niche for a second. Think about the market that you will be marketing to and what kind of markets you think that they will be interested in. Then, you'll write emails about those topics.

When Adam isn't sure about what to write, he just heads over to Amazon.com. One of his searches is shown above. As you can see, he pulled up a book on Betta fish. That's because he has a product on Bettas. Let's say that he was researching this niche for the first time. He would go to Amazon and find a reputable book on Betta fish there, and then he would use Amazon's 'Look Inside' feature to look at the table of contents.

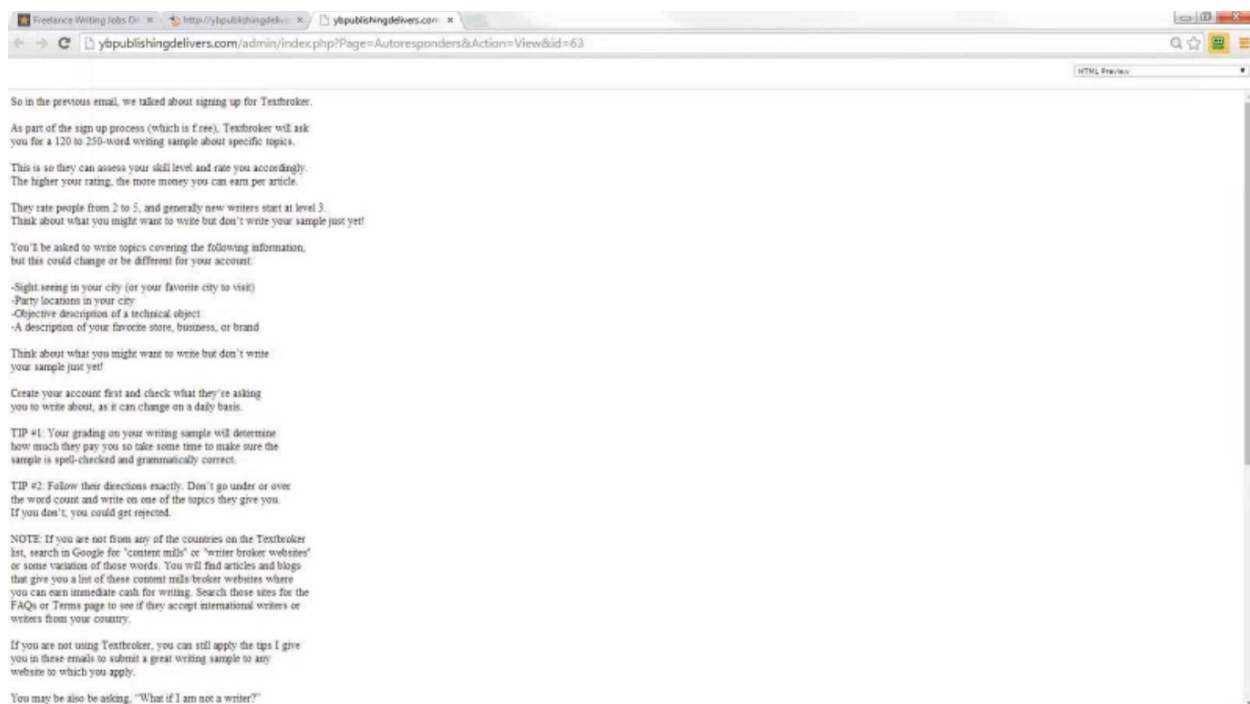
The book that Adam found was a top-selling book on Betta fish. The great thing about this method is that the author has already done all of the research for you. They have already chosen the topics that people are interested in and have crafted a book that's obviously getting a great response. So, you don't have to guess and try to figure out what the people in your market want to know about because it's right here in the table of contents of a popular and high-selling book.

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

Adam recommends that you pick six topics from the chapter titles that you find within a book pertaining to your niche. You can never go wrong with this method because you can always be sure you're choosing a topic that the people in your niche are interested in. You almost can't miss with this.

After you've written your six content emails, you want to combine those with your selling emails in order to create a course. Let's say that you have them all on Notepad files. At that point, you can load them up into an email service like AWeber or GetResponse. Adam uses a service called PinPoint quite a bit. All of these services work great. You load your emails up and set them to go out in a certain sequence.

One of Adam's emails is shown below. This is a content email for the freelance writing course he offers. There aren't any calls to action in an email such as this, and there are no links to click because this email is meant to inform his audience rather than try to sell them something. You want to write these emails with the intention of helping your subscribers. You want to provide real value to them because 1) it's the right thing to do and 2) this will result in more business for you in the long run.



Focus on providing good value when you're writing. Don't just slap something together that won't be any help to anyone. In other words, come at this with the right intentions and create

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

some good content for your subscribers. Keep in mind; your content emails can be short as long as they are solid.

You'll also have selling emails. It also contains some writing, but there are some calls to action and links embedded throughout. In the emails for the freelance writing course, these calls to action and links lead to the sales page for Adam's eBook.

Some of his follow-up sequences are up to three months long, and according to Adam, the longer a sequence is, the better. Adam teaches his students how to build their sites out in his advance training. You can build ten niche sites with this formula and have an email course for all of them. This tactic works very well. Anyway, the point is that the more emails that you can add to your follow-up sequences, the more money you're going to make because these follow-up emails consist of 60% content and 40% selling.



Step 3: Drive Traffic

You've chosen a great market, set up a nice looking opt-in page that converts well, and you have a solid email sequence in place. Now you just need subscribers. Once you have those subscribers, they are going to start going through that sequence, receiving emails, and you are going to be collecting profits from your site.

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

There are several traffic formulas that Adam uses. He has four different traffic courses that account for about 99% of his traffic. The other 1% comes from little things like commenting in blogs and forums. The bulk of his traffic comes from:

1. ClickBank
2. Google
3. Facebook
4. YouTube

The truth about traffic is simply that there aren't really any traffic loopholes anymore. There used to be, but the Internet has evolved a lot, especially in the last few years. Getting a lot of traffic these days really comes down to being well-educated on how to tap into these large traffic sources and get traffic. If you know how to do it, you will get a lot of traffic.

What this really comes down to is going to the sources listed above, and redirecting the traffic back to your opt-in page. You need to do it in a straightforward manner because the black hat stuff has pretty much been driven out. That doesn't really matter though because you can do an awful lot with the traffic sources listed above. It would require an entire other lesson to get into all of the details of how to use these, so Adam just provided some highlights about using each.

When it comes to Facebook, you'll want to setup a fan page. The fan page for freelance writing riches is shown above. At the time this screenshot was taken, this page had nearly 70,000 fans. There are about 80,000 now. After you set up a fan page such as this, you'll set up a paid Facebook ad campaign.

Adam says that when he started at Overture, he didn't realize how good he had it because back then you only had to pay pennies for clicks. That all went away. If you have advertised on Google Adwords any time in the last few years, you know that a lot of times you end up paying \$0.50, to \$1.00, to \$5.00 per click. These high costs have definitely pushed out the little guy to a large degree. With Facebook, however, things are more like they were back in Adam's Overture days. This isn't going to last forever, but the opportunity is here now. It will last throughout this year at least. So, you want to capitalize on this.

Start by setting up a Facebook fan page and a paid Facebook campaign. You can still get likes for a penny in many cases, if you tweak your campaign properly. After you get your fan base

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

built up on your page, you can start redirecting those fans back to your opt-in page. There are many different ways that you can go about doing that.

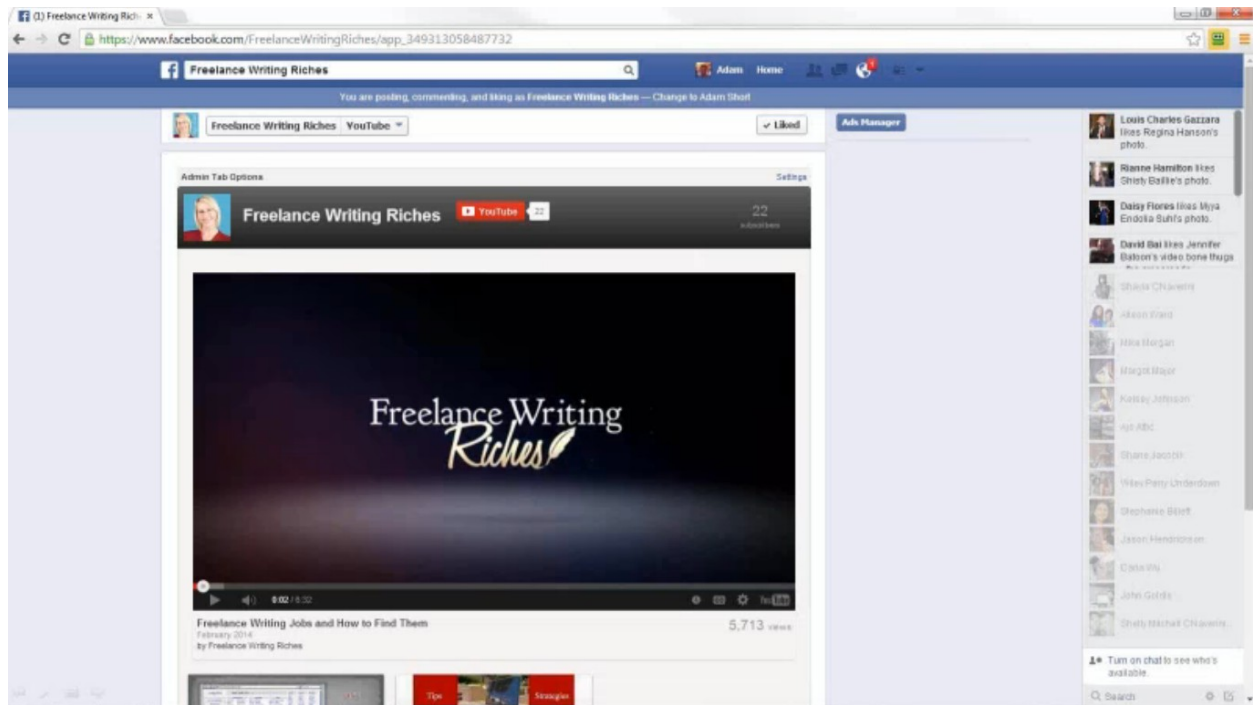
One way is to use a simple Facebook plug-in. In the picture above, for example, you can see that there is a little square ad next to the amount of 'likes' shown. It says "72 Hours to Immediate Income". When someone clicks on that, the plug-in pulls Adam's opt-in page in from his website and displays it right in the Facebook interface. A lot of people end up clicking this and opting in. In his 'About' section, Adam also has a link that directs traffic to his opt-in form.

Other than setting up your campaign and placing ads or links, all you have to do is post to your fan page often. You could always hire someone to post for you instead, if you like. These posts just need to contain some content snippets. Every now and then, you'll also want to post an ad for your opt-in form that says something like "Go get my free email course now...here are all of the reasons it's great...click here." You can usually get a good amount of traffic over to your opt-in page this way.

Adam says that he has built up a list of about 25,000 subscribers from these fans alone. It's pretty amazing how easy it is to convert these fans into actual subscribers if you continuously add content to your page and interact with those fans. Sometimes Adam is asked how many of these subscribers are converted into customers, and the answer is about 5%.

The next source of traffic that Adam uses is YouTube, and he has a cool trick that he uses for this site. One of the things that you can do, when you get your fan page up and running, is link it to your YouTube channel so that the two can play off of each other. You can see in the picture above that next to the '72 Hours' ad on Adam's page, there is an ad that says 'Free Freelance Writing Videos'. When you click this, Adam's YouTube Channel gets pulled into his Facebook page's interface. This is shown below.

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

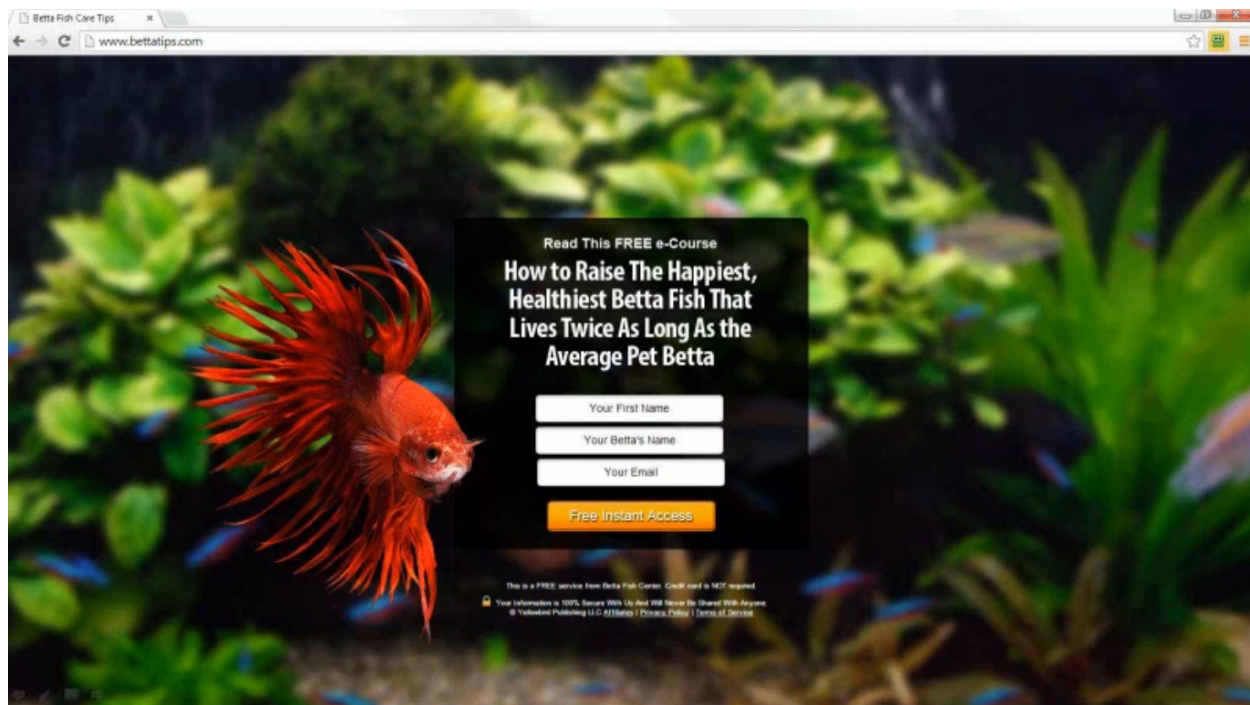


One of the keys to getting your YouTube videos ranked, both in Google and in YouTube, is through views. The more video views that you have, the higher the ranking your YouTube video is going to have. That's one of the biggest factors that YouTube looks at. A lot of people just don't know how to get those views. So, it's kind of a catch-22 situation. This is a good way to do it. Pull those videos into Facebook, fill up your fan page, your fans will start watching your videos, and your videos will start moving up in ranking on YouTube and Google.

YouTube is really a huge source of traffic for Adam and his students. Another website that Adam has is BettaFishCenter.com. The opt-in form for this site is shown below. You might say that this looks a lot like the last one, and you're right. It definitely has the same structure, as many of Adam's pages do since he is a big fan of this style of opt-in page. BettaFishCenter.com also has a YouTube page. There are only about 15 videos on this page, but the channel now has over 247,000 views, and it really hasn't been that long since it was put up. Doing well on YouTube comes down to three things. They include:

1. Putting out good content
2. Optimizing your YouTube channel
3. Optimizing each of your YouTube videos

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

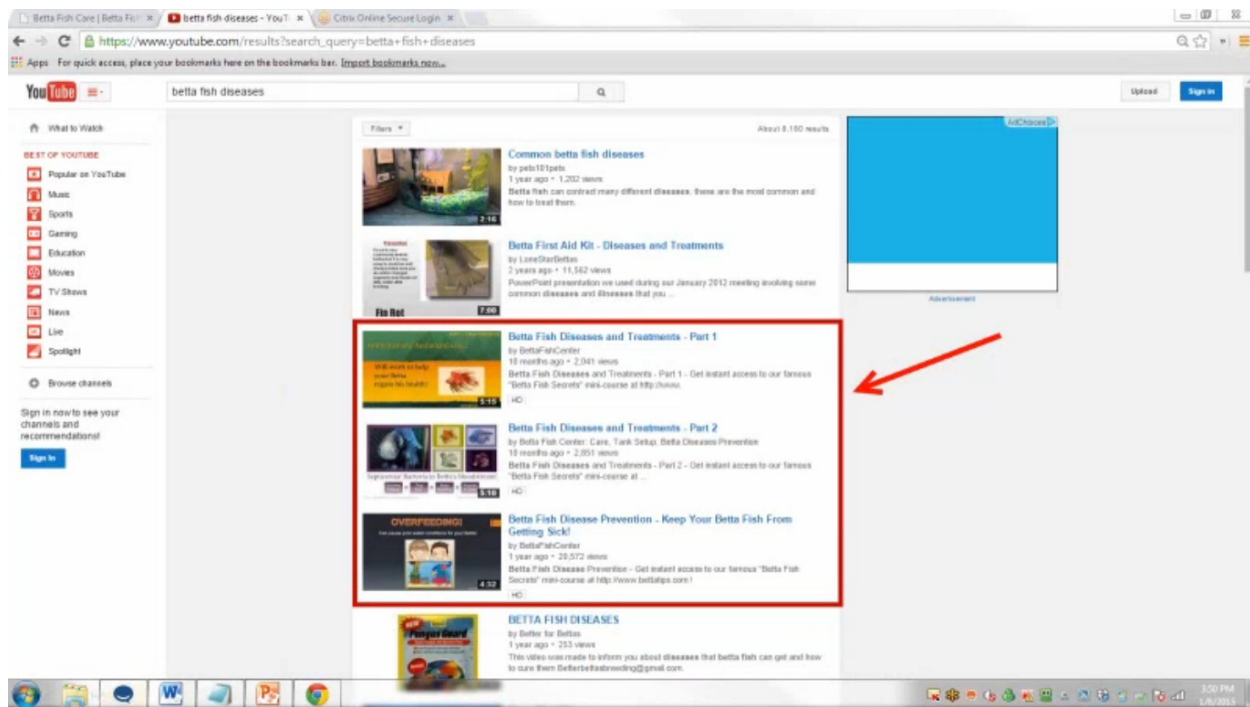


Unfortunately, all of the optimization factors couldn't be covered within this training, but you're going to be given some of the highlights. First of all, let's talk about getting your content created. You can literally get a high-quality YouTube video created for less than \$50 on Fiverr.com. That's exactly what Adam does.

When he wants a new video, he will go to Fiverr, give someone a bullet point list of what he wants the script to say and have them write the script, and when the script is ready, he'll hand that off to a PowerPoint expert who turns it into a very nice PowerPoint presentation. After that, he'll take the PowerPoint presentation and hand it off to a voiceover person. He or she will record the video, splice it all together, send it back to Adam, and he will upload it to YouTube. Adam doesn't do any of that, and he doesn't pay a lot to have this done either.

You might be thinking "I'm not sure if paying \$50 a video is worth it." Honestly it is. If you follow Adam's training, your videos could result in thousands upon thousands of videos to your site, which may result in thousands of opt-ins. This works well for both Adam and many of his students.

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

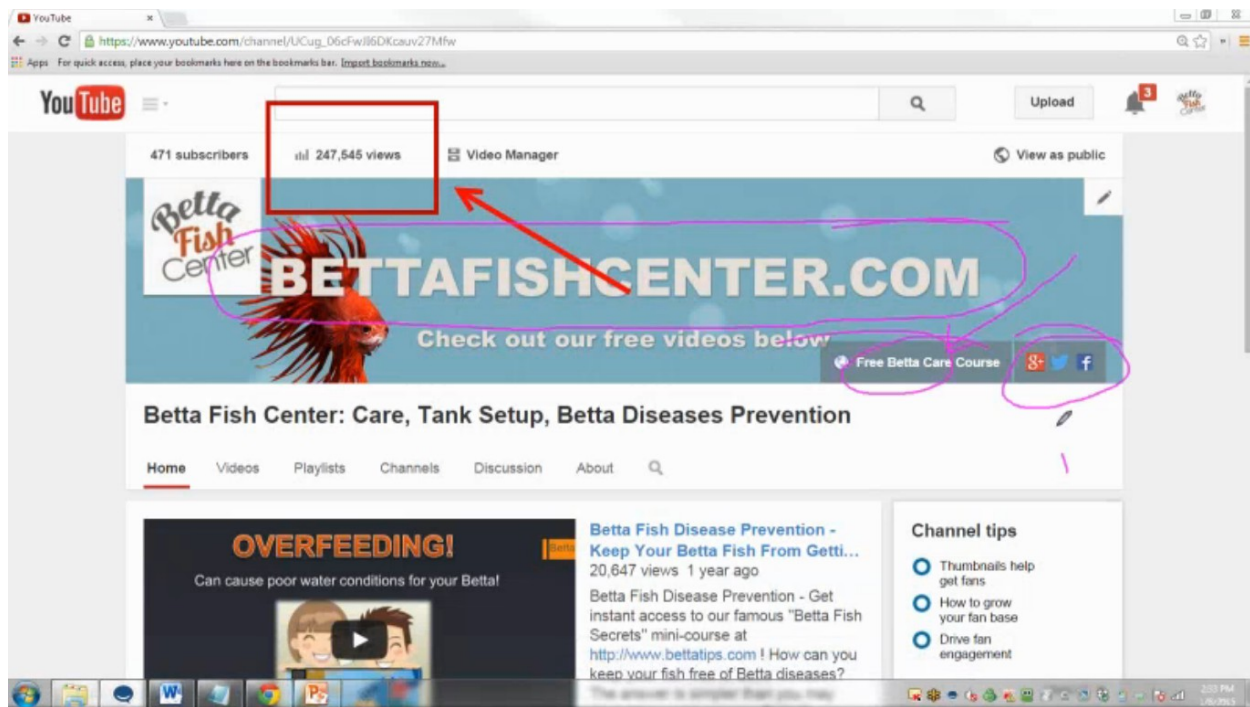


Look at the screenshot above. Three of Adam's videos are ranked up at the top of YouTube's results, and for the very popular keyword 'beta fish diseases'. These videos are also doing well in Google for the same keyword. If you follow these same processes, which Adam is going to teach you about, your video will do well too.

A lot of the videos that Adam and his team have produced are getting 20,000 views or more. So, one video might cost you \$50, but it could result in thousands of views and possibly hundreds of sales. It's just a matter of putting a little bit of money in to get a lot more back out. Adam has found this to be well worth it in most cases, and again, you don't actually have to make the videos yourself if you don't want to.

For the most part, this is all about getting the subscribers on your YouTube channel back to your site. So, you want to optimize your channel. Look at the picture below. You may notice that Adam has the URL to his Betta site placed strategically in the channel's artwork. That's key. People see this address and immediately visit Adam's website. There's also a link over on the bottom right of this graphic that leads to his opt-in page. YouTube also allows you to embed your social profiles, so Adam has links to his Twitter, Facebook, and Google+ accounts too.

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**



You might also notice that Adam's channel is named Betta Fish Center. So, the title of this channel even has his keywords in it. Those are just a few ways that you can go about optimizing your channel. There are many more, but this is just a quick overview. Another thing that you'll want to do is optimize your video. One way to do so is to put a link to your website at the beginning of your video's description. That's going to get people from your video page over to your website to opt-in.

Also, at the end of your video itself, you'll want to put a call to action telling people to go check out your opt-in page. You can use YouTube's annotation feature to embed some annotations as well. So, you can have a little ad pop up for your opt-in page every few seconds if you like. Those are all ways to get people to move from your videos to your opt-in pages.

YouTube and Facebook are Adam's two favorite sources of traffic, and those probably account for most of his traffic, especially since he connects the two sources and has them to play off of each other. There are other sources of traffic that are also great. His other two favorites are ClickBank and Google. He uses free Google traffic, by the way.

When it comes to ClickBank, you can't really benefit from this if you're an affiliate. However, if you're a product owner, you can use ClickBank to process payments for your product. That way, affiliates will promote you. So, to do this, you'll go to ClickBank and list your product in the ClickBank marketplace. As your product starts selling, it will begin moving up in the

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

marketplace. The higher your product moves up, the more affiliates you'll have promoting it and the more sales they will make for you.

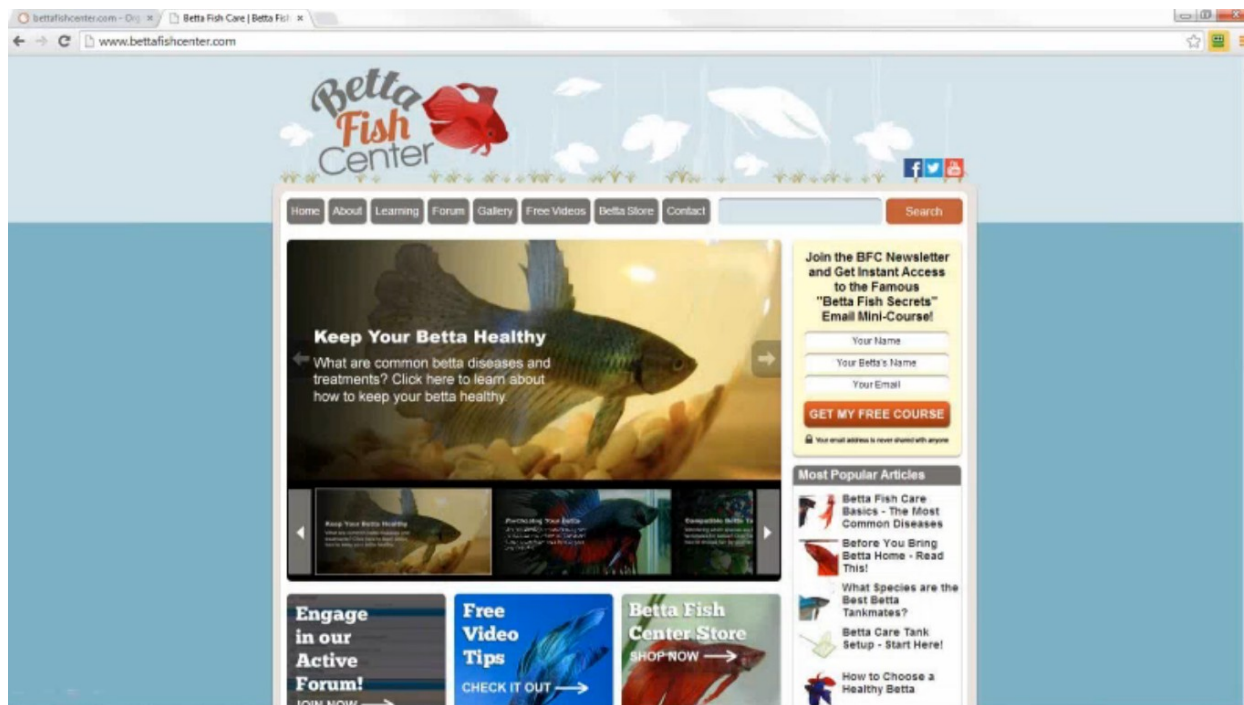
Adam estimates that his affiliates probably account for about 70% of his sales when it comes to his product Betta Care Made Easy. That's one of the big benefits of being a product owner. You benefit from all the spree affiliate traffic. They will do a lot of the work for you when it comes to promoting your product and driving traffic.

Now, how would you like to know how you can completely dominate Google's search engine rankings for your niche? Do you want to know how to get a lot of traffic from Google for free? Many people don't even want to deal with Google anymore. However, this can be an immense source for traffic if you have a thorough understanding of what Google wants and what it looks for when it ranks pages.

So far, you've only seen the opt-in forms that Adam uses. Well, if you really want to dominate on Google for traffic, you need to have a second site. You don't take your original site and build it out to make it Google friendly because Google doesn't like marketing funnels, for the most part. You can't build a marketing funnel that's as highly-optimized as you want it to be and still have it rank well in Google, in other words. It's probably possible, but it would be really hard.

It's better to build a site that's just for Google. The thing is that these days, if you want to do really well in Google, you need to build an authority site. Authority sites are sites that are the "go-to" place for a particular niche. That's what Google is looking for.

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**



The screenshot above shows Adam's second betta fish site. This is an authority site on betta, and it absolutely dominates Google. If you look on the page, however, you will find that there's still an opt-in box. So, you can still get your Google traffic to opt-in. It's just that this is secondary in this case because with Google you have to feature your content first.

Below you'll find a screenshot of Adam's SEMRush account. This program tracks rankings in Google. As of just a couple of months ago, Adam and his team had 166 top twenty rankings in Google. The site gets over 8,000 visitors per month just from Google. If you do feel like building a second site, and it's not that hard, you can benefit from a lot of traffic.

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

Keyword	Volume	CPC	URL	Traffic %	Costs %	Corn	Results	Trend	SERP source	Last update
beta fish center	1 m	0.00	www.betafishcenter.com	5.59	0.00	0.06	323,000			2 May 2014
make beta fish behavior	2 m	70	www.betafishcan.stm	2.16	0.00	0.06	57,000			5 days ago
beta behavior	3 m	210	www.betafishcan.stm	4.50	0.00	0.01	476,000			6 May 2014
beta fish behavior	4 m	480	www.betafishcan.stm	8.00	0.00	0.09	133,000			3 May 2014
beta fish behavior	4 m	40	www.betafishcan.stm	0.66	0.00	0.01	132,000			6 May 2014
beta fish secrets	5 m	20	www.betafishcenter.com	0.23	0.00	0.01	111,000			5 days ago
best plants for beta fish	5 m	70	www.betafishcan.stm	0.83	2.30	0.15	229,000			6 days ago
plants for betas	5 m	40	www.betafishcan.stm	0.47	1.07	0.17	309,000			5 May 2014
beta fish reptoys	5 m	70	www.betafishcan.stm	0.83	0.00	0.09	217,000			5 days ago
beta fish droppys	5 m	210	www.betafishcan.stm	2.50	0.00	0.01	23,000			6 May 2014
the beta plants	5 m	10	www.betafishcan.stm	0.11	0.00	0.52	693,000			19 hr ago
beta droppys	5 m	320	www.betafishcan.stm	3.80	0.00	0.02	54,000			4 May 2014
beta fish tank plants	5 m	40	www.betafishcan.stm	0.47	3.07	0.89	795,000			4 May 2014
best plants for beta fish	6 m	20	www.betafishcan.stm	0.23	1.19	0.20	177,000			6 days ago
the plants in beta tank	6 m	10	www.betafishcan.stm	0.11	0.00	0.06	201,000			4 hr ago
grow beta	6 m	390	www.betafishcan.stm	4.64	0.00	0.01	52,000			3 May 2014
rainbow beta fish	6 m	110	www.betafishcan.stm	1.30	3.36	0.09	161,000			10 May 2014
the plants for betas	6 m	10	www.betafishcan.stm	0.11	0.68	0.54	105,000			1 day ago
grow in beta fish	6 m	70	www.betafishcan.stm	0.83	0.00	0.00	20,000			6 days ago
plants for beta fish	6 m	40	www.betafishcan.stm	0.47	2.48	0.42	827,000			5 May 2014
beta fish and live plants	6 m	30	www.betafishcan.stm	0.35	0.00	0.32	174,000			11 May 2014
what plants can beta fish live with	6 (m)	10	www.betafishcan.stm	0.11	0.00	0.05	204,000			1 day ago
the plants for beta fish tank	6 (m)	40	www.betafishcan.stm	0.47	1.17	0.79	195,000			5 May 2014
why are beta fish aggressive	7 m	50	www.betafishcan.stm	0.47	0.00	0.00	113,000			

The way Google looks at how to rank pages nowadays is based on how much value your site gives away to its visitors. Let's say that someone came to Google and typed in a certain keyword. They will, of course, see some results and click on a site. If they leave that site, come back to Google, and click on another site, Google is going to look upon the first site negatively. Why? It's because the person obviously didn't find what they were looking for the first time. They had to come back to Google.

When Google send you a visitor, they don't want you to send that person back to them. That's how Google serves their customers, by helping their customers find what they want. So, you need to help Google by providing people with what they want. That means that you need to build a really nice site, a site that people can visit and get what they need without having to go anywhere else. That's the whole premise behind how this all works.

Google will track things like how long people stay on your site, and how many links people click on in your site. Are they clicking on different pages, or are they just clicking away and leaving? Is the bounce rate for a particular site really high? What this means for you is that you need to focus on creating a site that's really sticky. Adam and his team use a formula now to crank out these authority sites like crazy using a special piece of software that Adam has deemed The Authority Site Builder. It creates these really sticky, high-quality sites that Google loves. The

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

best part is that you don't have to be a really technical person to use this program. You just use the templates that are embedded in the site builder.

The tool can really do a lot. For example, Adam's site has a slider with images on the homepage of his site. The site also contains a forum, and the forum feed is fed into the homepage. So, the homepage is always being updated, which makes the site look alive and fresh. This also encourages people to click. You always want to try to get people to click into your site because Google is tracking how many pages on the website people are visiting.

Adam's site contains different galleries, one of which is a learning gallery. Different articles are posted there, and they are divided into different categories. This is shown below. Each of these different categories contains articles. So, if you were to click on one of these categories, you would be directed to a page which lists all of the different articles in that category. Then, you would just click on the one that you wanted to read.



All of the different articles contain a link that you can click on to comment. There's also social media buttons embedded that allow people to like the article, tweet about it, or share it on Pinterest. There's also typically a side ad that allows people to purchase Adam's eBook, and each page contains his opt-in form. Another thing to take note of is that the pages interlink between each other. So, people can click these links and go to different pages, which again, Google loves.

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

As previously stated, Adam's site has a forum embedded. The Site Builder will create a forum for you automatically. Forums are powerful because they make your site sticky. If people click around in them, they typically stay for a while. The site also contains an image gallery, which also makes people want to stay longer. These images are also divided into different categories.

The images within the galleries are ones that visitors to the site have submitted. These are all original images, and they get indexed in Google Images. You can get a lot of traffic from this. In other words, if you were to go to Google Images and search for pictures of betas, chances are you're going to be led into Betta Fish Center.

On top of everything else, Adam's site contains his YouTube videos as well. When people watch these, their numbers of views go up on YouTube. So, as a side effect of this, these videos do even better on YouTube. The video pages and image pages contain links for commenting and buttons for social sharing as well.

Another thing that you would probably notice if you visited Adam's site is that it contains no strong calls to action, aside from maybe the opt-in box he has placed at the upper right hand corner of these pages. He says that they get a lot of opt-ins from having the form up there.

Take note that Adam does not build an authority site for every niche that he goes into. He might do so for about 10% of them. These types of sites just take a lot more time and effort to build. You have to create nice articles for the site, for example. This doesn't work if you just put up spun articles or low-quality rehashed content. So, if you were to create one of these sites, you would have to hire someone to write some nice articles for you or write it yourself.

Adam pays between \$10 and \$20 an article these days. He says that it's not as cheap as it used to be, but it's well worth it. If you do this right, it's going to pay for itself over and over again for a long period of time. You should also know that when these articles are written, they are based around certain keywords. The team does keyword research to make sure that the articles are based around keywords that are easy to get ranked for.

Building a site like this is totally optional. By no means do you have to do this; it's just a way to get excess traffic and better rankings from Google. The system itself just boils down to the funnel that was first shared with you at the beginning of the blueprint.

Even the bottom of the funnel diagram is optional, meaning that you don't even have to have your own product to make this work. If you like, you can simply build an opt-in page, an auto-responder sequence, and send people to affiliate offers. You don't have to use Google or ClickBank for traffic. You can simply lead people to your opt-in form through Facebook or

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

YouTube. Even just working as an affiliate, you could potentially make a lot of money with this system.

Introducing Niche Profit Classroom

Niche Profit Classroom



High quality
video training



Cutting-edge
software



Ready-made
niche businesses



Ongoing
coaching & Support

Back in 2009, Adam was in a mastermind group with some guys that he had met at an internet marketing conference. At the time, he was just using this system and keeping it to himself for the most part. But the members of his group encourage him to teach this to others. Adam really liked the idea, so he decided to create Niche Profit Classroom (NPC) where he taught other people how to do this and gave them access to his software, his systems, and his training.

When he started NPC, it was really important to him to do it right. He wanted his product to be absolutely amazing, and he wanted to make sure that the people that went through his program were successful with it. Adam is really, really proud of NPC. The first class took place back in 2009, and it quickly grew into, pretty much, the most popular internet marketing training platform online. They have upgraded all the way up from Version 1 to NPC 5.0.

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

NPC contains four massive shortcuts to building a niche empire online and doing it incredibly fast. Those shortcuts include:

1. High-quality video training
2. Cutting-edge software
3. Ready-made niche businesses
4. Ongoing coaching and support

Adam is often asked what NPC is, and there's so much to it, that it's hard to tell people. If he had to summarize it though, he would say it was a cutting-edge command center for building a thriving niche business online. You can log into NPC, and not leave for a couple of hours, and come out with a profitable website, or several, literally. In fact, you can do this all at record speed. Let's go through these shortcuts in more detail:

Shortcut #1: Video Training

- **11 modules** covering the complete money-making formula from a to z



Shortcut #1: Video Training

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

The first shortcut is the video training. It's cutting-edge, and it's up to date. One thing about the Internet is that it's always changing, but the video training contains information on stuff that's working right now. These modules are constantly updated. There are 11 modules in total, and they cover the complete money-making formula from A-Z. The classroom modules include information on:

- Introduction
- Market Selection
- Product Creation (optional)
- Email Course Creation
- Opt-in Page Creation
- Sales Letter Creation
- Upsell Flow Creation
- Website Launch
- Traffic
- Kindle Profits

Each of the modules contain very high-quality and extremely detailed videos going into each of the subjects above. For instance, when market selection is being covered, not only are you shown how to select a market in detail, Adam actually builds real sites right in front of your eyes. Throughout the course Adam builds four different sites, and he demonstrates this all of the way from choosing a market all of the way through profitability. Adam follows these formulas on camera, so all you have to do is follow along and do the same thing.

Backed by all of this is the software suite. So, when you get to market selection, you're shown how to do this, and then the step comes where you are told to go ahead and fire up the software. So, you can actually get the step done within about five minutes. You can breeze through this course if you like and get through it in just a few hours. Once you've gone through it and you know how to use the software, you can start putting together your marketing funnels.

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

There's no real reason to go through each of these modules in too much detail. You can probably get a good idea of what they are just by reading their titles. One thing that Adam pointed out was that in the 'Product Creation' module, he shows you how to get really high-quality products created super-inexpensively. Plus, he shows you how you can repurpose those products quickly and easily. He shares the exact formulas, and the places that he goes to have these things done.

When it comes to 'Email Course Creation', you'll be getting a piece of software that actually creates your emails and Adam's sales email templates. For 'Traffic', you'll be receiving all of Adam's traffic blueprints, and he goes in-depth on Facebook traffic, in-depth on YouTube, in-depth on ClickBank, in-depth on Google, and in-depth on seven additional traffic sources that he hasn't had the chance to demonstrate yet. He's going to show you how to maximize traffic across all of them. On top of everything else, he uses real case studies and real sites, which a lot of people don't do in their training.

Last but not least, there's the Kindle Profits module, which is a module unto itself. You can just watch that one module to learn how to create and market Kindle products and make a killing. You can make thousands of dollars a month on Kindle, and you don't even need a website. The training, by the way, doesn't consist of video after video telling you that you have to complete dozens of tedious, monotonous tasks. This system is simple, and you're going to be using the software inside NPC to launch your sites ultra fast.

As previously stated, Adam is going to build real sites right in front of your eyes using the software. You just need to follow along and do what he does, and you'll have your first site launched with a few clicks of a mouse. It's that powerful.

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

Shortcut #2: NPC Software Suite

FUNNEL CREATION TOOLS

- Hot Market Finder
- Email Campaign Creator
- Optin Page Creator
- Sales Letter Creator
- Upsell Flow Creator
- Authority Site Builder



Build Full-Fledged
Funnels in
MINUTES!

Shortcut #2: NPC Software Suite

The first set of software tools you are getting are the funnel creation tools. These are the only tools you need. There are more tools beyond this, but your funnel creation tools will enable you to create amazing-looking opt-in pages with high-quality email follow-up. You're going to be able to create full-fledged funnels in minutes with this software. This set of tools includes:

- Hot Market Finder
- Email Campaign Creator
- Optin Page Creator
- Upsell Flow Creator
- Sales Letter Creator

Hot Market Finder will help you to identify hot markets incredibly quickly. Actually, it will find those markets for you and score them. Email Campaign Creator will enable you to create your sales emails extremely fast. The Optin Page Creator will generate optin pages for you, and the

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

Sales Letter Creator will create sales pages for you so that you have everything you need if you decide to become a product owner. The Upsell Flow Creator will create your upsell pages.

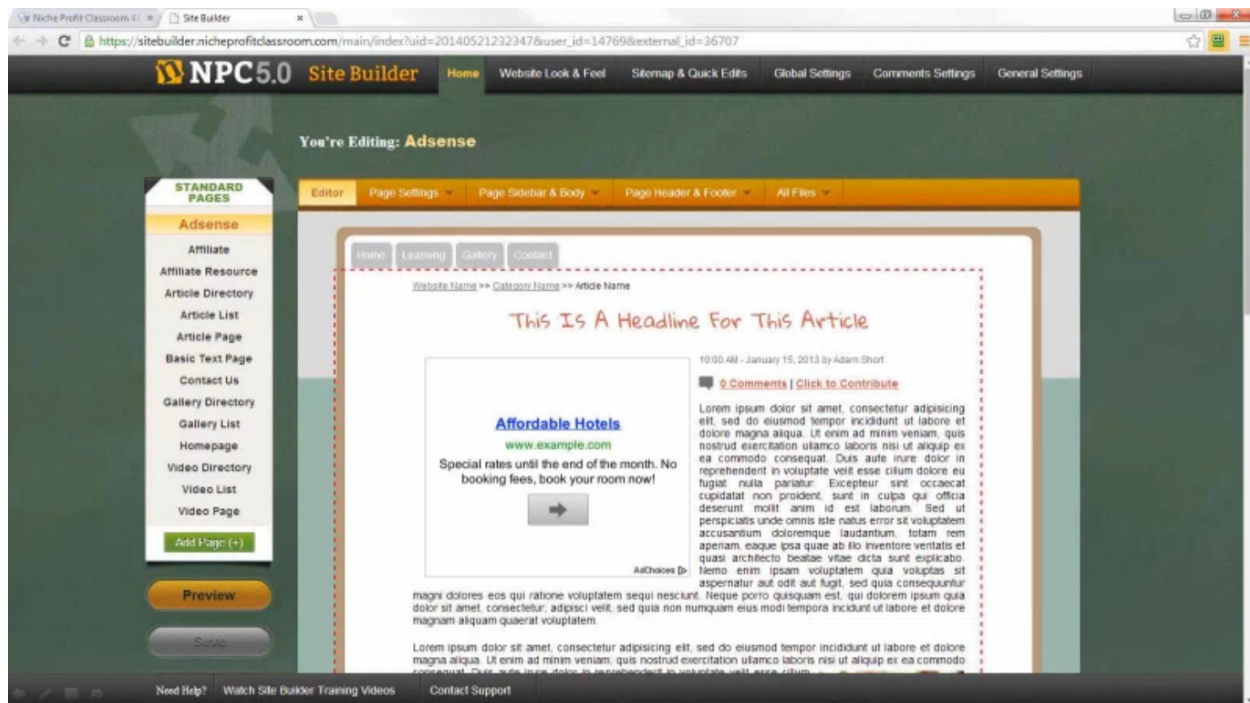
If you want to completely dominate the search engines, you have the ability to build incredible authority sites with ease using the Authority Site Software. This is just one of the tools in the SEO Software Suite you'll be receiving. This suite also contains a keyword tool and a content generator. The Keyword Tool will find low-competition, high-converting keywords for you, and the Content Generator is a research tool that will pull content for you so that you can create your articles much, much faster than you would normally be able to. Again, the Authority Site builder will actually generate these sites for you. It can create your forum, make a forum feed, pull all of your pages together, etc.

	KD	DV	APR	FR	CPC	TRD
betta fish for sale	5400	1.25	2160	DarkGreen	\$0.38	2160
betta fish names	1900	2.48	760	DarkGreen	\$0.17	760
betta fish with other fish	720	1.23	288	DarkGreen	-	288
betta fish colors	400	2.58	160	LightGreen	-	160
lifespan of a betta fish	300	1.58	120	DarkGreen	-	120
pregnant betta fish	520	0.98	208	DarkGreen	-	208
caring for a betta fish	260	2.88	104	LightGreen	\$0.42	104
betta fish price	210	3.98	84	Yellow	\$0.37	84
how long do betta fish live	3600	2.88	1440	DarkGreen	\$0.28	1440
buy betta fish online	300	1.83	120	DarkGreen	\$0.19	120
water for betta fish	210	1.83	84	DarkGreen	\$0.28	84
betta fish pictures	400	1.87	160	DarkGreen	\$0.21	160
betta fish wiki	140	2.88	56	LightGreen	-	56
betta fish for sale online	200	1.87	80	DarkGreen	\$0.48	80
do betta fish sleep	1600	0.87	640	DarkGreen	-	640
cool betta fish tanks	400	2.88	160	LightGreen	\$0.29	160
betta fish breeds	90	2.87	36	Red	-	36
crownhead betta fish	400	2.33	160	LightGreen	\$0.24	160
female betta fish for sale	210	1.98	84	DarkGreen	\$0.22	84
betta fish center	50	1.75	20	LightGreen	\$0.42	20
how to mate betta fish	260	-	104	-	-	104

A screenshot of the Keyword Tool is shown above. It pulls keywords in from Google and color codes them so that you know what keywords to target when you are creating articles, or having them created, for your authority site. The Content Generator will pull in content from various sources online when you type in a keyword. Once it pulls in this high-quality content, you'll be able to view it all in one place, which helps a lot of you're creating your own articles. You could also let a person you have hired to create articles use this software to make their job easier and cut down how much you have to pay for articles.

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

Below you'll find a screenshot of the Authority Site Builder. Adam and his team actually invested over \$100,000 to get this software created. It is very powerful and robust software. There's no way to really go into everything that it does at this point. It works very similarly to WordPress, but it's built for marketers, and it's built just for creating authority Google site. So, you can do more with WordPress in the sense that it has thousands of plug-ins and widgets. The site builder is sort of a streamlined version of WordPress that's faster and easier to use. It does everything that you need, but also doesn't do anything that you don't need.



All of the software, including both the funnel tools and the SEO tools, are tied in together in a dashboard within NPC. All of the optin pages that you create, all of the keyword lists that you create, and all of your authority sits are saved within your dashboard. They can be retrieved, edited, and republished at any time. All you're going to need is the domain name. So, when you build a website, you plug the domain into the site dashboard.

The software is compatible with thousands of third-party hosts. This is used as a simple publishing system so that when you create your page with one of the tools within NPC, all you have to do is click the 'Publish' button, and it will publish your page right up to your domain name. In other words, it basically FTPs your pages up to your site. You can update your pages

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

as much as you like. You own all of the pages, and everything is controlled with whatever host you have under your domain name.

Shortcut #3: Coaching & Support



Shortcut #3: Coaching & Support

When you get into NPC, it's really important to Adam that you get the coaching and support that you need. There's a lot of that built into this platform. First, all of the members get access to private webinars every two weeks. This is cutting-edge webinar training where the latest techniques and strategies that Adam and his team are using in their own business are discussed.

Adam has been doing this for a long time, and he and his team are always improving. They are always finding new ways to get more traffic, get better conversions, or make more money from their funnels. Also, things are always changing online, and when these changes happen, sometimes you need to make adjustments. For instance, Facebook might change their ad platform, and so you might need to redo some things. When things like this happen, you need to be informed.

A lot of times, people will invest in internet marketing products, and even if it's a good program at the beginning, it will soon become obsolete if it's not updated. At NPC, you're not only

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

updated through these webinars, the team also constantly upgrades and updates the software. The training is also consistently being updated and upgraded.

You're also going to have access to the members-only forum where you can also get coaching from Adam and other NPC coaches. Plus, you can talk to other successful members. You should also help others too if you have had success with the system and run into someone that's having trouble. In any case, this is a great place to connect with others since everyone is working towards the same sort of goals.

Shortcut #4: Ready Made Niche Sites



Shortcut #4: Ready Made Niche Site

This is a favorite among NPC members. Every single month Adam's team goes to work creating full-fledged, quality product-based websites that are completely done. These are called niche packs. These are delivered to your account. You are going to get two per month, and you will continually receive them for a full year when you join NPC. So, you'll get a total of 24 ready-made niche businesses.

Again, these are full-fledged vendor sites, and you are going to get an eBook product, graphics package, SEO-optimized articles, an opt-in page, a sales letter, and a full 10-day email campaign. All your keyword research is done and everything. You can literally set up these

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

sites, use the NPC software, and have them launched in minutes. All the content, all the designs, and all of the products are done for you. After you set them up, all you really have to do is follow the traffic training to start getting traffic to your opt-in pages and begin making sales.

This is a massive acceleration package that you're getting access to. Some of the members who join NPC only use these niche packs and just make money with them. The people who do the best, however, use these niche businesses but build their own sites as well. You have the option to do one or both. You can build as many niche sites as you like.

Another thing that you should know about is that Adam and his team recently built a gallery for their successful students. They decided to have a little fun and tie it into a t-shirt campaign. They just asked their students to submit screenshots of their results and share how they were doing with the NPC system in return for a t-shirt representing what they have made. They got thousands of replies back. As you can see in the screenshot, if a person made \$1 to \$499, they got a green t-shirt, if they made \$500 to \$999 they got a light blue one, and if they made over \$1,000, they got a black shirt.

This is called the NPC Hall of Stars. You can see pictures of people wearing their shirts on this page. This has really grown into something very cool. It's exciting for these students to be able to wear their shirts and wear them as a trophy to display their accomplishments. This makes Adam especially proud, and he loves it when people send in their results. This is also proof that the system works and people from all around the world are having success with. In fact, many of the people that are making a profit with this system hardly even used computers before they joined.

The doors for NPC are actually going to be closed permanently in about two weeks. So, this is actually the last chance you'll have to get into NPC for a long time to come. As a result, a massive discount is being offered to only select groups of people. This is normally a product that people are charged monthly for, and that monthly fee is pretty hefty. Right now, however, you have the chance to get access to NPC for life, and not pay anything extra ever, for a low one-time cost. Plus, the members who join in now are going to receive all future upgrades for free, which is something that people usually pay a recurring charge for.

Normally, when a person goes and joins NPC, they are presented with a series of upsells, one of which are 17 ready-made niche packs. That's in addition to the two you're getting each month with your membership. This is an extra \$344. You would also be offered 30 link tracks, which cost \$97 more dollars. This is all going to be given to you for free if you join.

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

You might be asking what a link track is at this point. Well, if you try to build an authority site, you're going to need backlinks to your pages in order to get pushed up through the Google results. This does all of your backlinking for you because the team has gone out and found over 300 places online for getting high-quality backlinks. These are high page ranked, high quality sites. The process is all laid out in these link track documents which explain which sites to go to and how to lock in your links. Each document contains 10 link tracks, which make up 300 sites total. This will give you a massive boost in the search engines that you propose to use.

Finally, a \$47 cost that people are paying is for the 30 Hot Markets package being offered. This package contains researched reports on 30 of Adam's favorite markets. These reports go in depth on what the market is and how to get the most out of it. Altogether, people are paying \$498 for all of this. These will all be included in your membership at no extra cost when you join today. Not only that, but you're also going to be enrolled in the highest level account offered for NPC. This is known as a PRO account, and although this is the most expensive account, you are going to be enrolled at no extra charge when you join.

With a PRO account, you can actually have other people build your business for you. The PRO account contains:

- Outsourcing Secrets Video Course
- Employee Accounts
- Niche Profit Collab Project Management Software

This training shows exactly how Adam has been able to outsource his business. He has other people build his websites for him for a very, very low cost. They use the software, they go through his training, and they build his sites. With your PRO account, you're going to get employee accounts. These are accounts that you can let other people log into, and the best part is that Adam's team will train them for you. The team will provide your workers with everything that they need, and you don't have to anything except find good people. Plug them into your account and they can go through the training, they can use the software, and they can build the sites for you under your account. Then, in the end, you keep all of the profits.

This account also comes with the Niche Profit Collab Project Management Software. This is a collaboration hub that you can use to communicate with your workers. You can send emails and share files through it as well as create a calendar and set deadlines. This software is very useful when it comes to keeping your team on track.

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

NPC usually costs \$97 per month, and on top of that, people end up paying \$488 for optional upgrades. Even though these upgrades are optional, about 70% of the people who sign up end up buying them. That comes out to be \$585 worth of fees right off the bat. This doesn't even include the ongoing membership fee.

NPC normally costs \$97 per month, plus **\$488** in optional upgrades. That's \$585 in potential fees right off the bat...

! *That does not include the ongoing monthly*

membership fee

- 3 months = \$291

- 6 months = \$582

- 12 months = \$1164

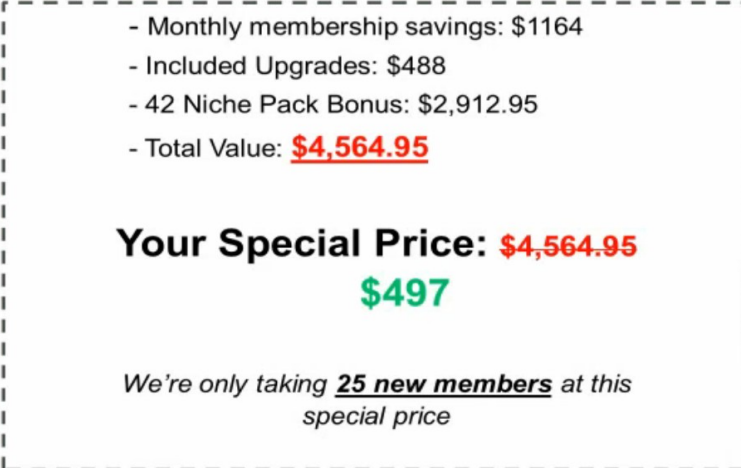
After three months people end up spending \$291 on this, after six months \$582, and after twelve months \$1,164. So, after one year a person would have paid \$1,652 to be part of this program. Thousands of people have paid that, and it was well worth it to them. However, today you are getting a very special deal, but you can only take advantage of it by taking advantage of this offer right away. This is not available publicly.

Right now, you can get lifetime access to Niche Profit Classroom PRO, plus all of the upgrades, for just one payment of \$497, with no additional fees, ever. Furthermore, you'll be able to build an unlimited amount of sites with this membership. This is a limited offer though. Only 25 new members are going to be accepted at this time. The reason for this is because Adam and the team like to keep the community pretty tight knit. Adam likes to be able to give people plenty of attention when he is coaching, and the whole team wants to preserve the value of the membership.

NOTE: Adam sold out of the 25 spots before the end of the workshop... So I convinced him to add 25 more. But hurry, these will likely go fast as well.

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

If you stay for just one year, you will have saved \$1,164 by signing up right now. That includes the upgrade cost that people normally pay of \$488. In addition to all of this, you're going to receive a niche pack bonus. This hasn't been covered yet, but Adam is giving away 42 additional niche packs to each person that signs up on top of the two they are getting per month and the 17 others. That by itself carries a value of nearly \$3,000. The total value that this carries is \$4,564.95. Your price is just \$497.



- Monthly membership savings: \$1164
- Included Upgrades: \$488
- 42 Niche Pack Bonus: \$2,912.95
- Total Value: **\$4,564.95**

Your Special Price: \$4,564.95
\$497

*We're only taking **25 new members** at this special price*

Again, you're going to receive 42 additional niche packs when you sign up right now. That's on top of the 17 extra you are getting with the membership. So you're going to get a huge amount of ready-made niche sites that you are going to be able to plug in immediately after you join. Afterwards, all you're going to have to do is get traffic to whatever opt-in pages you set up. Each of these packs contains:

1. eBook
2. Sales letter
3. Email course
4. Template
5. Articles
6. Keywords

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

All of this together, including the training, software, and ready-made businesses, in compilation becomes a ready-made command center that you can use to create an assembly line of sites. You'll be able to crank them out quicker than you ever thought possible this way, and hopefully you will find success in the same way that so many NPC members have in the past and are doing now. To begin taking advantage of this very limited offer go to <http://www.NicheProfitClassroom.com/jam>. Be sure that you go to this exact page because that's the only way that you're going to be able to get this very special deal.

It's highly recommended that you sign up right now because it won't take long at all for the 25 slots to add up. When those slots are gone, this deal will be shut down. There's no reason to hesitate. This offer comes with a 30-day, 100% money-back guarantee. If you get in and you find out that this isn't for you, or you are unhappy with this program for any reason at all, let the team know within that 30-day period. They will give you your money back with no questions asked.

30-Day Money Back Guarantee



There is absolutely NO RISK to you because you're protected by our **Love it or Get 100% of Your Money Back 30 Day Guarantee**

In addition to the guarantee, Adam wants you to realize that he and the rest of his team are there for you. This isn't a program where you hand over the money, get something in the mail, and never hear from Adam again. He's going to be right there by your side, his team members are, the support people will be, and so will many of the members in the forum who have already gone through the training and tried what you're attempting now.

Adam is putting his reputation on the line for your success. It's really on him for you to get the most out of this, and he's going to be there to help you do that. This program has been around since 2009, and its reputation is still in high standing. That wouldn't be true if the system didn't work and people were unhappy with it. So, if on the fence, take the chance. Join now by visiting www.NicheProfitClassroom.com/jam. Adam says that he would love to help you get to the next level this year. Thank you and good luck!

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

James Jones and Jay Boyer Bonuses

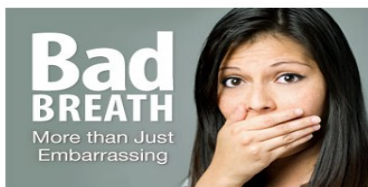


25 Additional Niche Packs

Each pack includes

- 25 custom written PLR Articles
- Affiliate resources
- Keywords

Example Niche Packs:



**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

Embarrassing Product Riches



- Detailed 63 page manual
- 8 In-Depth Training Videos
- Top 20 Profitable Embarrassing Niches Video
- Keyword Research Video



**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

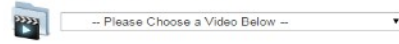


Passive Profits Formula – Exclusive Bonus Package

Niche Monetization Trainings



Youtube Niche Marketing



“Money Niche” Video Training



Case Study Guides

- [Kindle Case Study Guide](#)
- [Forum Case Study Guide](#)
- [Fiverr Case Study Guide](#)
- [Squeeze Page Case Study Guide](#)
- [YouTube Case Study Guide](#)
- [Press Release Case Study Guide](#)
- [PLR Case Study Guide](#)
- [Udemy Case Study Guide](#)
- [Mini Sites Case Study Guide](#)
- [Squidoo Case Study Guide](#)

Monetization Guides

- [P. Release Monetization Guide](#)
- [YouTube Monetization Guide](#)
- [Mini Sites Monetization Guide](#)
- [Kindle Monetization Guide](#)
- [Udemy Monetization Guide](#)
- [Squidoo Monetization Guide](#)
- [Squeeze P. Monetization Guide](#)
- [Fiverr Monetization Guide](#)
- [PLR Monetization Guide](#)

380 Done-For-You Niches

- [Niche Package 1](#)
- [Niche Package 2](#)
- [Niche Package 3](#)
- [Niche Package 4](#)
- [Niche Package 5](#)
- [Niche Package 8](#)
- [Niche Package 9](#)
- [Niche Package 10](#)
- [Niche Package 11](#)
- [Niche Package 12](#)
- [Niche Package 14](#)
- [Niche Package 15](#)
- [Niche Package 16](#)
- [Niche Package 17](#)
- [Niche Package 18](#)

Jay Exclusive Bonus – Social Profit Machine

[Exclusive SPM “Case-Study” + Q&A Training](#) (Wednesday, September 3, 2014 10:00 AM EDT)

Social Profit Machine Core Reference Guides

- [9 Laws of SPM Success](#)
- [Overview: Market Research](#)
- [Demo: First Steps](#)

FB Image Pro

- [FB Image Pro Guide](#)
- [Access FB Image Pro](#)

Flipping Paradise

- [Flipping Paradise Digital Guide](#)



**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

Questions & Answers

“Weird niche banks Cindy 295 subscribers and \$1,560.51 and counting...”



- ✓ Received first two newsletter subscribers on the same day the site was launched
- ✓ First ebook sale @ \$24.77 the day after her website launched
- ✓ Alexa ranking started out at over 13,000,000 and now at 452,107
- ✓ 259 active subscribers
- ✓ Gross sales from day 1 to present is \$1,560.51
- ✓ 4603 Unique visitors in November
- ✓ Only 1 refund request so far
- ✓ Average of 150 visitors per day
- ✓ 4559 Unique visitors in October

Is this too technical for someone that doesn't have a lot of background with computers?

No, it's not. Hundreds of people that hardly have any technical skills are making money with this system right now. There are teenagers in this program, there are people in their sixties, and there are people from all walks of life all over the world. So, this works great for all kinds of people, and you have ongoing support with this program if you do run into any issues. You have absolutely nothing to worry about on the technical front.

The software is literally push-button and plug n' play. Plus the videos show you exactly what to do. Also, keep in mind that there are only three steps involved in making this system work. You can do this if you get in and start following the training. There's no question about that. The biggest problem people have is simply not taking action, so get in there and get started.

If I joined the program, what other additional costs might I incur?

You'll need a domain name for each site that you build. You can get one for about \$10 per year. You're also going to need an email marketing service. There are free ones out there that you can use, and there are ones that you pay for as well. AWeber, GetResponse, and PinPoint

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

are all good ones that you might want to check into. A lot of these services cost between \$20 and \$70 per month, but there are some really good free ones too.

Some of these services don't charge you until you've built up a really large mailing list. The paid ones cost money for a reason. You are going to get higher amounts of email deliverability and additional features. What you might do is start with a free one and move to a more expensive one after you've built a list and start turning some real profits. Other than that, there's really not much to be concerned about as far as additional costs go. The only thing that you can't really work around is that \$10 budget for each domain, and you will need hosting too.

Is this a one-time charge with no annual fee?

Yes, this is a one-time charge with lifetime access. You're going to get everything with ongoing updates. NPC has been around since 2009, and it's not going anywhere. It will be around in 2020 and beyond, and the team will continually upgrade NPC. It's just going to keep getting better and better. The team reinvests over \$100,000 a year in upgrades for NPC.

How fast can I make money with this?

It's impossible to know, and it's also legally risky for Adam to say that you will make any money at all with this system within any particular time frame. He does say, however, that if you come in and take action with the information, tools, and materials you're being provided, it's possible to make money very, very quickly and a lot of other people have already done that.

There is a testimonial shown above, at the beginning of this section, that's from a woman named Cindy. She was able to make \$1,560.51 within the first three weeks. A snapshot of her stats and comments are also shown. These stats also state that she got 4,603 unique visitors, 150 average visitors per day, and 259 active subscribers in that period of time. She came in with no prior experience, so there's no real reason why you shouldn't be able to if you take action and follow the steps of the training closely like she did.

Do you host my sites or do I need a host?

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**

NPC doesn't host your sites because the team doesn't want you to feel locked into NPC. On top of that, the team just doesn't offer hosting by any means because there's a lot that goes into that. Adam uses HostGator a lot. You can get a pretty good package there for \$4.95 a month, and you can host multiple domains on that.

Can I use NPC on my existing website?

Absolutely. You can publish pages to whatever website you like. A lot of people that come to NPC already have blogs and other such things that they begin using the software for. For instance, let's say that you had a blog, but you don't have a good opt-in page for it. You can use the Optin Page Creator to publish an optin page to your blog. That's just one example of the many different things that you could do for your own sites with this software. Another thing that you could do is use what you have learned from the training to better optimize your blogs or other web pages you may have.

**Join NPC for Life and Claim Your
17 FREE Turnkey Niche Profit Businesses Today:
<http://www.nicheprofitclassroom.com/jam>**