

www.RealOngoingIncome.com

# REAL ONGOING INCOME

2 Step Blueprint  
for Making \$100  
a Day Online



**RANDY MCLEAN**

**RANDY MCLEAN**

## **Introduction**

Could an extra \$100 a day change your life? For most of us, that would mean the freedom to do what you want to do.

This PDF is going to explain exactly how you can do this.

You don't need to reinvent the wheel. In fact you don't need to be a rocket scientist to accomplish this.

You simply need to model what successful people are already doing. This will cut your learning curve down drastically.

The key to making money online is owning traffic. Once you own traffic you can offer products and make a lot of money.

Without traffic you have no business.

The easiest and most efficient way to do this is setting up a simple sales funnel which is designed to do 2 things:

- 1. Collect email addresses**
- 2. Sell stuff**

In fact, it's so simple my grandmother could do it. The only thing required is a 1 page web site. This is called a squeeze page or lead capture page.

You can set up your entire marketing in funnel in a weekend. And it has the potential to make you a good residual income.

Once your funnel is set up, you can run this business in a little as 20 minutes per day. It won't interfere with your job or your family.

All you really need is:

- A lead capture page
- A sales page
- An autoresponder

Do it right and your business will profit. Do it wrong and you will struggle.

That is what this report will teach you. It will help you avoid the mistakes that are common with beginners.

So sit back, relax, grab your favourite drink and let's dive in!

## Why Email Marketing?

Passive income is about building a business that is stable. This means a dependable source of income coming in month after month.

The #1 way to accomplish this is with email marketing. Check this out:

- The list you build is **yours**
- You'll have a **higher** conversion rate
- You can promote **whatever** products you like
- Most of the process can be **automated**
- You can contact your subscribers **whenever** you like
- Email marketing is fully **scalable**

You will see a lot of gurus peddling get rich quick schemes and systems, yet if you watch them they are always collecting email addresses. It's important to observe what they do and not what they say.

List building is the common element in most online business models.

Most people won't buy something on their first exposure. You build a relationship with your subscribers by providing value.

Once you can demonstrate this they will begin to identify with you and trust your product recommendations. That is when you start making money!

Having your own list is like having traffic on tap. You can literally make money while you are sleeping.

And the more you grow your list with quality subscribers the more money you will make. The last thing you want is someone to visit your site and leave, never to visit again.

It takes a lot of work to bring traffic to your site. Building your list will maximize your efforts and also improve your conversions.

A lot of newbies try and direct link to an offer and try and make a profit. This seldom works and you're leaving money on the table.

Take a restaurant for example. How long do you think a restaurant would be profitable if they only had one time customers?

Having your own list is truly an online asset of your own. List building allows you to grow your business with each new subscriber that you generate.

List building is how the super affiliates make a ton of money. Some even make 6 figures a month!

Again, real businesses are made on repeat customers. If someone buys once from you, the chances are very likely they will buy again.

And if they don't buy one particular offer, perhaps they'll buy another.

## Supply and Demand

You need to sell what people want. This is marketing 101 and will save you a ton of time.

Stick with these 3 areas:

- Health
- Wealth
- Relationships

This is where people are spending money. And you want to make sure there is more than 1 product to sell in your niche.

You can also drill down into a sub niche of one of these categories.

For example:

**Fitness ---> Fat Loss ---> How to get six pack abs**

Competition is not a bad thing, it's a good thing. There is room and lots of money to be made.

If there is no one selling what it is you want to offer, that is a bad sign.

A good way to do market research quickly is to use Google. Type something in and see how many ads come up.

If there are a ton of ads, then chances are it's a hot niche. If not, it typically means people aren't spending money on that particular topic.

If you do not have a product of your own, you can sell things as an affiliate. You are acting as the middleman and there's no need to worry about customer service, product creation or order fulfillment.

It's the quickest way to get started.

You need to find a problem and offer a solution. That is what affiliate marketing is all about.

Ask yourself what keeps your potential prospect or customer up at night? That is what you want to build your squeeze page around.

Let's say you have lower back pain that at times is unbearable. You're surfing online and suddenly you see an offer promising the #1 secret to getting rid of back pain instantly.

Would you part with your email address to get the solution? Most definitely.

Figure out where they are, and help them.

## **How to Create a Lead Magnet Quickly & Easily**

A lead magnet is an ethical bribe you're going to use in exchange for someone's email address.

It must have a high perceived value. No one is going to simply enter their email address to receive a subscription to your newsletter.

This is where you offer value by helping them solve their problem.

Now here's the good news. Your lead magnet doesn't have to be long at all.

In fact, it should be shorter. No one is going to read a 200 page report.

These days, people have the attention span of a housefly. You want to give something away that can be easily absorbed in 15 – 20 minutes.

The quickest way to create a lead magnet is by creating a cheat sheet. You simply write it up in a word document and save it as a PDF.

People want quick solutions and a cheat sheet or a top 10 list will do just that.

You can also offer a blueprint, case study or even a short video.

You only need to know a little more than your subscriber does.

Everyone's a student and everyone's a teacher.

It doesn't really take long to research a topic for a short lead magnet.

You can even drop your affiliate link to your offer inside your report.

You can do all of this in a few hours. And you only need to do this once.

That's the beauty of simple sales funnels. Once you build the front end of your sales funnel most of the work is done.

Set it and forget it.

Once you get good at the process you can run your business in as little as 20 – 30 minutes per day.

Once your lead magnet is ready, it's time to set up your squeeze page. It's also called a lead capture page.

## **Squeeze Page Secrets**

The industry average is around 30% for squeeze pages. But you can do a lot better than that.

After all, who wants to be just “average?” My squeeze page converts at 51.8%.

That means that for every 100 visitors to my page I'll get 51 subscribers.

I get almost double the results with my traffic. This saves me a lot of money and maximizes my results.

I will show you 3 elements you need to make this happen.

### **1. Make a promise.**

Simply promise the desired result that your ideal customer wants. Make X number of dollars or lose Y amount of weight.

This is where you want to provide a solution to their biggest problem. Be plain and clear.

Don't be afraid to borrow (not steal) ideas from other pages. Find high converting squeeze pages and model yours after it.

The headline is the most important part of your page so spend the most time on that.

What you say on your page is a lot more important than how it looks. Always remember that.

To build my squeeze pages I use a simple drag and drop editor using a tool suite called [Global NPN](#).

I can build a high converting squeeze page in less than 60 minutes.

If you lack the technical skills to build your squeeze page from scratch you can check out Global NPN [here](#).

### **2. Keep it simple.**

The less choices and distractions on your page, the better. Look at Google - they figured this out.

Keep it really clean and simple.

I have seen squeeze pages that are a mile long with tons of text. You only have a few seconds to grab someone's attention.

A web site visitor will decide in a few seconds whether they will stay or leave. My best converting pages have been very simple.

No outside links, 1 headline, an opt-in form, a call to action and a photo. That's it.

I use a photo to make it a little personal. It's a faster way to form a connection.

Once this is set up, it's a very simple and efficient business model.

### **3. Make people curious.**

Use a line that makes your visitor curious enough to follow through with entering their email address. "This is weird but it works" is a classic example. Or "1 trick to lose belly fat."

Never give the solution away on your page. That's why they're entering their email address.

That's really all you need.

You can research high converting squeeze pages by checking out high profile marketers in your niche.

You'll usually always find squeeze pages or headlines that resonate with you. Put yourself in your prospects shoes.

### **4. Bonus Tip**

In the beginning your offer needs to be sexy...

Offer what people want, not what they need.

Once, they're in your funnel. Sell them what they need.

You will get a lot more opt-ins this way.

This is something not everyone will tell you. But it's true.

### **How to Minimize Risk**

I am going to explain a way you can start your online business while minimizing the risk.

Don't have a lot of capital? You should never let this stop you!

When I first started marketing I used no cost methods to start generating traffic. You will either need time or money.

The saying "time is money" is truer than you think.

I started posting for an hour a day on the Warrior Forum and started getting leads and sales that way. I then used my earnings to buy paid traffic.

This concept is called OPM or other people's money.

The key for quick growth is to reinvest your profits back into your business. This will really help you to scale your business fast!

Here's how it looks:

Make money, use that money to make more money. Repeat.

Don't maintain an employee mindset where you take your money and go spend it on liabilities.

Successful people spend their money on assets.

I don't know about you but I want to grow my business as fast as I can.

If your sales funnel is high converting it shouldn't take too long to make sales with free traffic. Then when you are ready for paid traffic you can dive right in.

Once you get a decent amount of subscribers you can do ad swaps with other marketers and continue to build your list for free.

### **How to Master Paid Traffic**

This is where things start to get exciting. If you really want to build your business fast paid traffic is the way to go. You can buy an ad in 5 minutes.

I do it all the time using nothing but my cell phone.

Paid traffic is instant, predictable, scalable and easy.

The problem is, it costs money!

I am going to share with you how I get around this obstacle. When I run an ad, I not only break even, I sometimes make a profit too.

That is the secret. If you break even right way, your leads are free. You then make more by selling other products later on.

Your goal is to break even. That's why it's important that your squeeze page is top notch.

Think about it, if you make one dollar back for every dollar you spend on ads, how quickly can you build your business?

I will show you how I do this.

### **The Initial Offer**

When someone subscribes to your list, make an offer immediately on the other side. It doesn't need to be expensive - in fact, lower priced products work better.

Shoot for the \$7 - \$27 range. This will target impulse buyers.

If someone doesn't know you or trust you yet, they will be more likely to spend \$10 versus \$100. Your conversions will be insane.

A lot of the affiliate offers have up-sells too. So there is even more money to be made here.



Once someone says “yes” it's a lot easier for them to say “yes” again.

These small sales will help pay for the cost of your ads. The technical term is called a self liquidating offer.

Test small with a few hundred clicks and see how it goes. If your results are positive, ramp it up slowly and keep going!

You can literally have traffic on demand.

### **Make it Relevant**

Keep your offer and squeeze page very closely related. If your page is about Paleo, don't make an offer about low carbs.

This will also help conversions because people who opt in are interested in what your page was about in the first place.

If someone opts-in and your page is about drop shipping, then offer something about drop shipping.

Make it all congruent.

It seems obvious, but many overlook this.

Again, your squeeze page itself needs to be high converting. This can make or break your business.

Just think of the difference between a 30% conversion versus a 50% conversion opt-in rate. You can almost double your results.

### **How to Set Up Your Initial Offer**

There are 3 different ways to set up your offer. Each way can work – you just need to pick one and test it out.

Remember, until you test something it's just theory. There are many variables to consider including ad copy, traffic source, number of clicks, your offer etc.

You just need to find what works for you and refine it.

For example, if you're getting a lot of leads but no sales, change your offer. If you're getting few leads and some sales, work on your squeeze page.

Find the weak parts of your funnel and improve it.

Now let's go over setting up your offer.

After a visitor enters their email address you want to redirect them immediately to your low ticket offer.

I'll start with the simplest way up to the most advanced.

### **1. Automatic Redirect**

This is the simplest and probably the quickest way to test an offer. You can build a whole sales funnel around the offer itself.

You can even use the ad copy of the offer (the headline) to model the headline for your squeeze page. They already know what converts so you save time doing the research.

Places like ClickBank or Warrior Plus list the top sellers in the marketplace so you know what converts.

When someone enters their email address into your squeeze page you automatically redirect them to your affiliate offer.

You do this using your autoresponder.

And since the offer is congruent with your squeeze page you have a higher chance at making a sale.

The only problem here is that they might be expecting the information you promised them right away.

They're not told anything and are left in the dark. Pre-selling always works better.

### **2. Delayed Redirect**

This is basically the same concept as the automatic redirect, except you create a simple page that redirects them to the offer.

This lets them know that their info is on the way but you have an offer they might be interested in.

It goes something like this:

“Your Gift Has Just Been Emailed to You

Before You Go You Might Be Interested to See This”

They see this for 5 seconds and are then redirected to your affiliate offer.

### **3. Bridge Page**

This is how I currently promote my self-liquidating offers and find it converts highest for me. It involves more pre-selling and creates a higher level of trust.

When doing this you should always review the product first. Imagine trying to tell someone about a movie you never watched?

You simply put your picture, thank them for opting in, and tell them their info is on the way.

Then in the next few lines invite them to check out your offer and include your link.

Explain how it's helping you solve your problem and focus on the benefits only. Make them curious enough to click your link. This converts really well.

## **Tracking Your Conversions**

The only way to know what's working is to track your conversions.

You don't want to waste hours of your time on a traffic source that isn't converting right?

If you never track you will never know.

Tracking lets you know what ad sources to focus on and which ones to reject.

If you're paying for traffic it will also tell you the quality of that traffic. You want top tier traffic from people who have credit cards in their hands.

By top tier I mean the following countries: USA, Canada, UK, Australia, and New Zealand.

What's the point of getting thousands of clicks from traffic that can't buy your products?

Tracking lets me refine and improve my numbers. That's the key.

And it will also help you from getting ripped off when buying traffic.

I use the ad tracker that's included with my [Global NPN](#) membership. It tells me where my traffic is coming from and how many completions have been made.

It then spits out my opt-in rate.

## **Refining and Testing**

Internet marketing is about doing small tests and gradually improving your numbers.

This is how you win at this game.

The most important thing is to put something out there and see how it does.

If it does not do as well as you expected find out why and try again.

Don't abandon your project and jump over to something else. This is the reason why most people fail.

Here's the scenario of the typical, struggling newbie:

They try a new business model. When it doesn't work (usually by the next day) they quit.

Two weeks later they try another business model. When that doesn't work they quit again.

See a pattern here?

In this PDF I have given you the quickest and easiest business model to succeed with.

All you need is one good sales funnel for this to really take off.

Think about that and let it really sink in.

So once you test your funnel keep these things in mind:

- Does your squeeze page solve a specific problem?
- Is your squeeze page congruent with your offer?
- Do you have a winning headline?
- Is your offer high converting and low ticket – would you buy it?
- Is your whole funnel simple and not too complicated?
- Does the overall layout look attractive and professional?
- Is it geared towards greed and vanity?

These are a few things to ask yourself before you launch your first test.

If you can answer yes to these questions, your chances of having a high converting funnel are that much greater.

### **More About Traffic**

Traffic is an area a lot of people struggle with. Which is why I will share more about it.

If you're going to buy traffic the best place to go is through the Facebook group called Solo Ad Testimonials.

There are over thirty five thousand members and I have found some decent solo ad sellers there. It's also a great place to find out who the scammers are.

You'll also find that prices vary per click from as low as thirty five cents a click all the way up to one dollar.

Don't be afraid to message a seller and ask if they offer a “first time buyer” discount. It's a good way to save money on ad spends and it can really help with your ROI.

This is a good way to test your sales funnel also.

Here's the golden rule: Never spend money you don't have.

If this isn't in your budget right now you can also do free methods.

YouTube is also a great way to build your list. Just be consistent and upload a few videos a week.

Stay away from dinosaur methods like article marketing and blog commenting. They're not only time consuming, they also don't work like they used to.

## **The Secret to Working Less and Earning More**

When you're running your business you should only focus on income producing tasks.

It's easy to get distracted by checking email or making sure your web site looks perfect.

Those tasks won't make you any money. Only research something enough to complete a particular task without becoming distracted.

Then move on.

The two incoming producing tasks you want to focus on are:

- 1. Content creation**
- 2. Marketing**

This is what's going to make you money. You accomplish this by driving traffic and emailing your list.

You can buy an ad in 5 minutes. And you can write an email in 20 minutes.

Over time your results will snowball. Take your profits and reinvest them into your business.

This is how you scale it up.

List building is one of the few online business models that can be run with minimal time involved.

It's a great way to start if have other commitments or you are just lazy...like me!

That's why having a good autoresponder for making money online isn't an option. It's a must.

Your autoresponder is responsible for storing and managing your database of contacts.

And it also lets you automate part of the process by sending out follow up messages at set times.

This is how you make money while you're sleeping.

Not all autoresponders are created equal. Some will charge you more as your list grows.

That's why I use the autoresponder that's included with my [Global NPN](#) membership. You get unlimited contact lists and unlimited subscribers.

You can try out all of the tools for only \$1.00

[Click here](#) to learn more.

## **The #1 Mistake Newbies Make**

The most common mistake new marketers make when just starting out is taking their affiliate link and throwing traffic at it.

I hinted at this earlier.

This rarely works and is a great way to piss your money away.

People need to see your offer multiple times and they also need to know, like and trust you.

Another thing I see people doing is taking their company made lead capture page and promoting that.

While this is a little better it still won't convert as high as your own unique squeeze page.

People have already seen these generic squeeze pages a million times so what makes yours any different?

You need to stand out from the crowd and brand yourself.

If you show your picture, and tell people a little bit about yourself you'll be miles ahead of other people trying to market the same products.

I know it sounds cheesy but there's only one you. And there will be people out there that will identify with you.

Those will be your customers.

And you'll also be able to market other products too.

You'll make a lot more money this way.

It's how you build a long-term, stable business.

## **How to Write High Converting Emails**

If you want to make a lot of money, writing good emails is one skill you need to get good at.

The more you email your list, the more chances you have at making money and forming a relationship.

These days people are busy and are on multiple lists. If you don't email often enough, people will quickly forget about you.

And when you do finally get around to emailing them they'll be wondering who you are and you'll get more unsubscribes.

If you are in the IM (internet marketing) or Biz Opp niche you should email your list daily.

Here are some quick guidelines to writing good emails:

## **Keep Your Emails Short**

You only need to write emails between 100 – 300 words to get your point across.

Unless you're an expert copywriter, writing long emails is suicide.

People have very short attention spans.

## **Be Entertaining**

People mostly come online to be entertained. They're bored.

Don't be afraid to put a little life and personality into your emails. Write like you talk.

Let me ask you a question. Who makes more money, teachers or actors?

People pay a lot for entertainment.

Avoid hard teaching in your emails. Let your product do the teaching.

Tell them what they need to do but not how to do it.

## **Make It Easy To Read**

Keep your sentences short.

Avoid using 3 and 4 syllable words. You don't need to show people how smart you are.

You're trying to build trust and a relationship.

## **A Simple Trick for Writing Good Subject Lines**

It all starts with your subject line. This is when they'll decide whether to open your email or not.

The goal of each line is to get them to read the next line.

The key to writing good subject lines is to make them curiosity based. This creates an “open loop” and in most cases they have to find out more.

People are curious by nature and will have to find out more.

Here are some examples that have worked well for me:

- Are you guilty of doing this?
- Here's why most people don't succeed online..
- (Case Study) Yes this really does work
- It hurts doesn't it?
- Selling hamburgers to vegans...

- If you're reading this...
- Are you ashamed?
- How to make more sales
- Do you have an “I” problem?
- You wouldn't do this...would you?

These subject lines have had the highest open rate for me. It just takes a little practice.

Asking the reader a question also works well.

It's also a good idea to keep a swipe file. Pay attention to email subject lines that grab your attention.

You can then save them all and use them for ideas.

### **What to Say In Your Emails**

One of the biggest obstacles people have with email marketing is creating content.

Some people use the excuse that they have nothing to say.

The following topics work well for easy to write emails:

- Problem, agitate, solution (your product)
- Common mistake
- Straight up benefit
- Story based emails
- Mock your competition
- Curiosity
- Q and A

When writing your emails you always tie your product in seamlessly at the end. That way you're pitching in every email without hard selling.

### **Promotional Offers**

You can mix this content up with straight up promotional offers.

Your promo offers should be short and sweet. They should also include emotional triggers to get people to buy.

Here are some good emotional triggers:

- A good result (make X amount per day or lose Y amount of weight)
- Easy to get that result
- It should work quickly

They should also be benefit based. Don't explain what the product does, rather what it can do for them.



Here are some common benefits:

- Relaxing vacations
- The ability to quit their job
- Get out of debt
- Not worry about money
- Eating out more often

And finally, make your offer simple and newbie friendly.

- Anyone can do this
- No technical skills required
- No web site
- Only 20 minutes a day

Here's an example of a promo email I sent out on a Friday that did well.

Subject: Total Time Freedom

Body:

It's Friday and the weekend's here.

And tomorrow's Saturday. Now imagine if every day was Saturday.

You need something like this:

==> [Link to product](#)

Imagine being able to:

- . Eat out more often
- . Have extra cash when you need it
- . Take relaxing vacations

Check it out here:

==> [Link to product](#)

Enjoy your weekend!

(Your name)

That's it. The email is benefit driven and curiosity based.

You can include more than one element or emotional trigger in your emails.

## Putting It All Together

I hope this report has opened your eyes to the reality of making money online.

If you're really focused, the whole front end of your sales funnel can be set up in a day or two.

Just be consistent, take action, and never give up.

If you would like help with any aspect of this I am available through [Global NPN](#).

Simply take the \$1 trial, contact me and I'll help you set everything up.

“The best time to plant a tree was 20 years ago. The second best time is now.” - Chinese Proverb

Go for it!

*Kandy M. Ben*

