

How You Can Enjoy the Freedom Lifestyle by Creating Passive Residual Income

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How You Can Get the Most From This Book.

At the Top Will Be the Number and Title of Each Principle

The Main Text of the page or principle will follow here. This easily readable style of writing allows you to grasp the main points in small segments.

When a particular idea strikes you as important, jot down the number (or page number) so you can find it again easily. The Table of Contents is also "Navigable". This means you can click on the chapter title and "jump" straight to the content you want!

Highlighted Quote or Main Idea

This Green Shaded Box on each page holds the central idea or concept of that page. It may also contain a quote.

Valuable Resource or Tool

The Light Blue on many pages alerts you to additional resources or tools. Take your time and really explore and use these tools. Some of the resources and tools provide free help, and others you will want to invest in.

Your first resource is my free Internet Profits Newsletter. You'll get all kinds of tips and hints, including free books at times. Just sign up on the [Internet Profits Page](#).

Remember as you read this book that creative work calls for no hurry. You will get more out of this book when you really study and explore the ideas on each page.

Set aside an hour a day to build your passive income. Do not race through this book. Even if you only go through one chapter a day, that's perfectly OK!

You may find other colored boxes, outlines, and instructions throughout the book. These extras will be explained to you.

Feel free to print out this book or just keep it on your computer and open the PDF when you want to

read. Each method gives you advantages.

In either case, for best results you will want to access the internet for the additional tools and resources. Many of the resources and links will be free for you, and some others will not. Make a list of the highest priority items to build your unique passive income stream, and start today.

Christopher Westra

Action Step

The Light Yellow Box on most pages gives you a concrete action step you can take toward building your passive residual income.

Keep a note pad handy as you read, so you can do the action items that require some writing. Stay close to the computer so you can access the related resources.

1 Your Valuable Product: Give Value to Others First

Though it seems so obvious, I've learned that I must make this point directly. The only way to collect passive income is to give people value.

You must own the right to a valuable product. In the next section I'll explain the two ways of obtaining a valuable product.

On Giving Value

You must give more in value to your customers than you collect from them in money. Focus on how to make life better for your customers.

Christopher Westra

Science of Getting Rich

To learn more about the importance of giving value, read *The Science of Getting Rich*, by Wallace Wattles.

This book came free with this Passive Income Program, and is my way of giving value to You! Need [SOGR](#) Again?

Why should people give you money? Consciously think about the items you buy and why you buy them. What motivations cause you to pull out your credit card and make that purchase?

You will find that you make purchases based on perceived value. You spend \$25 on a product because you believe that the product is worth more to you than the money!

Yes, it's really as simple as this. My University Degree is in Psychology and I like exploring motivations. Knowing what makes people buy really helps in my writing and marketing also.

So, let's find out right now the two ways of supplying your own valuable product. Many people skip this foundational step, but not you!

Action Step

Write down the last five items you purchased. Off to the side of each one write down why you purchased it.

Be specific. Whether it was food, clothes, books, or whatever, list what you believe the item will give to you.

You know the income flows from the value you give.

2 Two Ways to Get a Product: Creation or Adoption

The two ways of getting a product to sell pretty much follow the two ways to get a child. You can create one, or adopt one.

Creating your own product gives you benefits and is valuable in certain ways.

Adopting someone else's product and selling it for them as an affiliate also provides for advantages and disadvantages. You must decide, based on your skills, goals, and desires, which is the best for you!

On Creation of Value

I heartily recommend creating your own product. Creating something new provides satisfying joy and fulfills the soul deeply. Creation in this sphere is one major reason we chose to come to earth.

Christopher Westra

559 Ways to Make Money

Another resource I'll give you as a bonus is my book on 559 Downloadable Book Ideas.

The book is simply a huge list of possible book topics to start your brainstorming! Get it at 559 Ways to Make Money.

You can do some of both, selling some of your own products and also linking to other related product choices. This is actually what I do.

Yes, half of all the items I sell consist

of other people's products. Right now I'm about 50/50 between my own products and linking to others. I'll go into more detail about how to do this throughout the book.

Before you go on, do the quick action step to the right. Questions create open spaces and lead to enhanced learning and growth!

Action Step

Create a space in your mind for the next two chapters by asking yourself this question:

"What are the benefits and drawbacks of creating my own product, and of selling other's items as an affiliate?" Write down your answers.

3 Creating Your Own Product: Benefits and Drawbacks

One major benefit of creating your own products is that you own it! This means you can change it, raise the price, give it away, or do whatever you want with it.

Another benefit is that you receive the full profit from each sale. If your downloadable product sells for \$28 and you make \$25 profit, you get to keep all of it. When you sell a product for someone else, you usually only get 25 to 50 percent. So in this case you might get \$12.50 per sale.

Benefits of Your Own Product

1. Flexibility of Ownership
2. Full Profits from Sales
3. Authority Status
4. Creation of New Value

The Seven Day Ebook!

I got started into my passive income by reading the [Seven Day Ebook](#) by Jim Edwards. Click the link above.

I've recommended Jim's book to thousands over the years.

One drawback of selling your own products is that you must deliver the product. You must also provide customer service when people need help downloading, operating, or using the item.

When you sell as an affiliate, you aren't the

one following up with customers. You just leave that to the developer or author of the product.

Another benefit is that being the author or creator of the product makes you the expert!

This means people trust you more when you recommend other products, which leads to increased sales for affiliate products too.

Action Step

Don't be too quick to say you can't create your own product. Go directly to [Clickbank](#) and hit "buy products" and scroll through the thousands of downloadable product items.

You can do better than a lot of them!

4 Selling as an Affiliate: Benefits and Drawbacks

One major benefit of selling for others is that you don't deliver the product. You just make the sale and you're done! This can leave you free to do other things or join more affiliate programs.

Benefits of Affiliate Work

1. No Customer Follow Up
2. Quick to Start
3. Easy to do Part Time

I like creating my products and doing customer follow up so I will continue to create new value.

The Free TUT Example

Mike Dooley is the Creator of the Infinite Possibilities CD set, and the free [Notes from the Universe](#).

I sell lots of his CD sets because of his excellent customer follow up. Try his free Notes at the link above!

However, many people think differently. They don't want to wait months to create their own book or audio program.

Well, as an affiliate you can get your passive income program started from the very first day. You don't even need a

website, or a subscriber list, or extra computer programs that you might need when creating your own products.

Note – you can operate an affiliate program without a website, but I do not recommend it. Your own website gives you too many benefits and makes it easier to build your income.

Because affiliate work can be quick to start, it's also ideal for those who only want to be involved part time.

However, remember the pros and cons. When you only make 50 percent of the profit, sometimes the profit margin becomes thin!

Another drawback is you may be selling a product that 50,000 other people are also selling.

Why should people buy it from you, if they can buy it a host of other places also? Selling a unique product that people can only buy from you is very powerful.

Your decision on a product will depend somewhat on your goals, purposes, and abilities.

Action Step

Jot down more of the Pros and Cons that come to your mind about creating products vs. selling for others.

What would **YOU really like** to do?

5 Choosing Your Passion for the Freedom Lifestyle

You want a passive income for the freedom lifestyle. You may as well create or sell products in an area that you truly love.

If you love fishing and hunting, then don't try to build your passive income business around computer hardware. When you enjoy computers, gizmos, and software, why build a business selling health information?

Build your product line and your business around your "passion". Your unique interests, talents, and abilities will lead you to your true purpose in life.

Christopher Westra

Do What You Love

Read "Do What You Love, the Money Will Follow", by Marsha Sinetar. Marsha's excellent book was one of the books that motivated me to leave the prison and commit to my own business. I'm so glad I did it!

Just ask yourself what you really love to do. When you really get the passive income flowing, what will you do with your time? Build your product line and business around your "passion".

I happen to love writing about using your mind to create your own reality.

So that's what I "sell". I also enjoy researching wellness and vitality, and enjoy marketing some health related books and products also.

Start out with just one major focus for your business, whether that is baseball, hot rods, pets, hiking, plants, or whatever. You can always expand later.

With the internet, you can find millions of people interested in your topic and your products.

Enthusiasm sells, so choose a niche and

Action Step

Write down your **top five passions** in life on a piece of paper. Now look each of these words or phrases up in Google. See if people have already built businesses around these topics. You can too!

product you know and love with passion!

6 The History of Royalties and What This Means For You

Royalties used to be earned only by Royalty. This is the origin of the word royalties. When the royalty (Kings, Queens, Princes, Dukes, etc) owned all the land, the tenants had to pay the owner a "royalty" each month for the right to live on the land and use the land.

The best definition of a Royalty is a **payment made to a property owner** for the use of that property for a specified period of time.

Christopher Westra

The nobility never had to work for a living. They enjoyed a constant "income" of royalties that flowed to them month after month whether they worked or not! In these modern times, you can **earn royalties** from allowing others to "rent" or use any kind of property, including intellectual property.

You Are The Resource!

The history of royalties shows that those who own property enjoy the freedom lifestyle. You are the most valuable resource, and can create "new" property in many forms, including books, audios, videos, art, and more.

A royalty is a payment made for the use of a property. You can get royalties from books, patented inventions, copyrighted works of art, an idea, a franchise, or a natural resource.

You can also earn royalties by letting other people use your money. This kind of royalty is called "interest"!

Those who understand how to earn royalties get rich. To earn royalties, you must own (or create) something of value which you can sell over and over again.

You can groom yourself for future royalty by creating a book, idea, technique, or

Action Step

As you go about your life start thinking in terms of property and royalties. Write down what percentage of your expenses go to other people for the use of their property.

invention that you can earn royalties from.

7 The Common Factor in all Passive Income Streams

Nearly all passive income streams are based on the idea of royalties. Many of the wealthiest people in the world made their money in real estate.

In real estate, you buy property and then sell it for a higher value or you rent it out in order to establish a constant residual income stream. However, you must pay for the property before you get profit.

You can get royalties from ideas, books, audios, videos, franchises, real estate, money, mineral rights, plays, art works, inventions, software, databases, and much more.

Christopher Westra

Earn More Royalties, Pay Less

To start earning your royalties, get out of debt. If you are in debt, you now pay massive amounts of "rent" to the owner of the money you borrowed. Pay it off starting now, learn [How to Own Your Paycheck!](#)

Many rich people build their passive income on interest, or on dividends from stocks.

Interest and dividends are just another form of royalties, earned by letting someone else use your property. In this case the property is money.

People will always pay you to use your money, but you must own the property (money) in the first place in order to earn more!

With intellectual property, you create value from your own mind and inspiration!

Creating your own book, CD, franchise, or invention is the quickest way to own property that you can sell to others. That's how I started my passive residual income.

Action Step

Brainstorm ten ideas right now! Yes, grab a piece of paper and write down ten ways you could create intellectual property that gives value to others.

8 Matching Customers to Your Product (or Vice Versa)

The sooner you start thinking about pleasing your customers the more your passive income will grow! People want products that satisfy their needs.

One of the biggest mistakes that sales people make is trying to sell their products to everybody. I've made this mistake also! Just because I'm into mini-trampolines, or green superfoods, or whatever, it doesn't mean that other people are. I'll present more detail later, but the main point here is to match your customers to your product (or vice versa).

Keyword Marketing Tool

One of the **useful free tools** you'll use when doing a market analysis is right here.

[Overture Keyword Tool](#)

Just type your topic or keyword into the box and the tool will tell you how many people are searching for that term!

The more you learn about providing the items your customers really want, the more your passive income will grow!

Christopher Westra

Yes, people really do love different activities and products. You'll find "quantum physics" people and "golf" people. You can also find "fishing" people and "running" people.

I don't try to sell my potty training book to people who don't need it. You shouldn't try to sell your "awesome abs" video to anyone but people who want to develop a strong abdomen.

I now do "market research" before developing a product to make sure people want the item I'm creating! I'll teach you more about this marketing later, but do try the free keyword tool above.

You want a crowd that is "hungry" for what you can give them. Sometimes your first product may be off the mark.

Action Step

Using the Keyword Tool in the blue resource box, enter ten keywords or phrases (one at a time) to try it out. Include some of your "passion" topics from chapter five.

Learn from your first try, and then your second product soars!

9 Sixteen Basic Desires of All People

I came into this work from a background in psychology. So I've always thought in terms of people's desires and wants. All of us pretty much want the same things!

To give the most value to others, make sure your products satisfy these sixteen basic desires.

Christopher Westra

People want to:

1. **Have Financial Abundance.** They want to make money.
2. **Live Their Dream.** All people desire the freedom to do what they want to do when they want to do it!
3. **Be Happy**, and enjoy peace of mind.
4. **Develop Talent or Skill.** They want to feel competent and confident in the many areas of life.
5. **Obtain Increased Health.** Everyone desires more energy and vitality, and less pain and suffering.
6. **Increase Their Sense of Purpose.** People enhance their purpose through service, meaningful work, and connection to the universe.

The Secret about Motivations

You can pick up a free Talking Downloadable Book by the teachers of the hit movie "[The Secret](#)".

This free book will help you understand the deep desires everybody has to create and manifest these sixteen desires.

Just click on "The Secret" above.

7. **Live in Beauty.** We all want a clean living space and beautiful surroundings.

8. **Enjoy Respect.** People crave praise, popularity, and admiration.

9. **Maintain Control Over Their Life.**

10. **Feel Good About Themselves.** All desire to know who they really are

and feel worthwhile and loved.

11. **Develop Their Potential.** Like a seed, we desire to grow in knowledge and ability.
12. **Enjoy Loving Relationships.** We want sexual satisfaction, and close relationships with family and friends.
13. **Create Beauty.** Deep inside all men and women springs a desire to create. Creation can include art, crafts, writing, dance, hobbies, and so much more.
14. **Hope for the Future.** Hope is a full expectation of desirable things to come. We all want hope.
15. **Enjoy Comfort, Leisure, and Recreation.** All people want a balanced life, avoiding overwork and a frenzied lifestyle.
16. **Save Time.** Yes, everyone wants to spend their time in activities they find focusing, real, and engaging.

The list above contains the sixteen basic desires of all people. Look around you at the billboards and advertisements and you will see that pretty much every one appeals to one or more of these desires.

Think about the items you buy and why you buy them. You will find that you make purchases you believe will satisfy the sixteen basic desires in your own life.

Understanding your own motivations and reasons for purchasing will help you in developing your passive income. Anything you can learn about how to satisfy others will increase your skills at selling.

Action Step

Look over your notes about possible products and see how many of these sixteen desires your ideas will help to satisfy.

People will pay you when you can help them achieve increased life in the form of health, wealth, confidence, freedom, hope, comfort, beauty, and all the others!

Pick up the [Free Talking Book](#) mentioned in the resource box on the previous page. My friend Barry Goss interviewed the teachers from

"The Secret" and received deeper insight into people, intent, expectations, and motivation.

10 What is a Digital Product, and What are the Benefits?

A digital product is any valuable information that can be stored and delivered in digital format. Examples of digital products include electronic books, audios, videos, software programs, digital pictures, and more.

The simplest digital product to create is the downloadable book. Most “ebooks” consist of targeted “how to” information packaged as a PDF file.

Christopher Westra

One of the biggest benefits of digital products for the creator is the ability to sell the product over and over again. Because digital products can be copied at little or no expense, it’s easy to sell the copies while still retaining rights to the original.

The Ebook Resource

If you decide on an ebook for your product, don’t write it without Jim’s [Seven Day Ebook](#).

I recommend the Seven Day Ebook to every beginner who comes to me for help. Reading the book will save you hours.

With land, you can only rent it to one user. When you own the rights to a digital product, you can sell user rights to millions! In fact, there is no limit to the number of users.

I’ve written ten books now, and sold thousands of copies of some of my downloadable books. On some of the other

books I’ve only sold hundreds of copies because the market is smaller.

I purchase many digital products myself so I know what it’s like to be a user of electronic and downloadable media.

One benefit for the customer is the instant delivery. You can purchase a product and use it within minutes!

In this age of speed and automation, people do not want to wait a week for delivery.

Action Step

Write down ten areas in which you know more than 90 percent of the population. Now write down ten topics of great interest to you. Save this list as your possible ebook topics.

11 Choosing a Downloadable or Shippable Digital Product

Even if you decide on an information (digital) product, you still must decide whether the information is for download only, or can be shipped.

Sometimes you can offer both options, and the customers can choose one or the other.

I've even seen some marketers offer both the download version for "immediate gratification" and then send a CD version in the mail later.

Tip for Your Freedom

To maximize your freedom, maximize your automation. Outsource product delivery so you can spend your focus on creating new valuable products.

Christopher Westra

Fulfillment Services

Just look up Fulfillment Services on Google to get dozens of companies that will package and ship your CD or other product one by one.

One popular company that provides fulfillment services is lulu.com

Since your own freedom is one of the major reasons most people build a passive income, you want to automate as much as possible.

If you do want to offer a CD or DVD version or even a hard copy of your book, I would recommend getting some other company to provide this service for you.

I do sell some shippable products, but only those that are

shipped by somebody else! You won't have a passive residual income if your time is used up packaging and mailing orders

Over the years I've dabbled with ideas of shippable products, but the time expenditure is always greater than I would prefer.

Keep the sales message and the product delivery totally automated for best profit results.

One of the best shippable products I've promoted is the [Life of Learning CDs by Guy Finley](#). Guy knows how to connect with his listeners and give them true value.

Go right here to sign up as a [Guy Finley Affiliate](#).

Action Step

Think of your customer's needs and whether your product lends itself to immediate download. If a shippable product is more suitable, then you develop the product, and find another company to package and ship it for you.

12 How to Figure Your Sales Conversion Rate

Calculating a sales conversion rate is simple and easy. I'm amazed when I find marketers who don't know their conversion rates. For you beginners, a "conversion" is just another name for a purchase or a sale.

If you don't know your conversion rates for your products, then you really don't know what's working and what's not. In order to expand what works, and cut out what doesn't work, you must know which is which!

Sales Conversion Rate

Your Sales Conversion Rate is one of the top three statistics to know what is working in your business and what is not.

Christopher Westra

Statcounter.com

In addition to the visitor stats I can get from my own website "control panels", I also use statcounter.com.

Statcounter is absolutely free and easy to use. I add the code to almost every page.

To figure your sales conversion rate you only need two numbers. You can figure a conversion rate for any specified period of time. The first number you need is the number of people who saw or listened to your sales message. I call these "visitors" because they visited my web page.

The second number you need is the number of people who

purchased your product. I call this number "sales. Here's the simple formula for calculating your conversion rate.

Sales divided by # of Visitors, and then multiply by 100 to get the percentage. For example, let's say last month 378 people visited your sales page, and 6 people bought the item. Your conversion rate is $6/378 \times 100 = 1.59$ percent. Yes, 1.59 percent of your visitors were "converted" enough to make the purchase.

I've also found another useful way of looking at the conversion rate. It's basically the same information, but it's more "concrete" for some people. Instead of dividing the sales by the visitors, you just divide

the number of visitors by the number of sales. You don't multiply by 100 because in this case your number isn't a percentage.

So in our case above, you take $378/6$ and you get exactly 63. This means that one out of every 63 people purchased (on average). Knowing this really helps your decision making, advertising, product development, and more.

The table below gives you more examples. I've taken these numbers (except for the first line) from actual products I sell for others. I've left the bottom two blank for you to calculate, using the formulas given to you above. Note – these include some of my best products.

Item	Visitors	Sales	Conversion Rate	One of out every____ buy.
bogus	378	6	1.59	63
ML	17715	253	1.43	70
LL	9074	155	1.71	59
HB	3677	34	.92	108
SM	3589	87		
CT	10128	73		

Conversion Rate is often abbreviated CR so if you see "CR" in a marketing arena that's probably what they are talking about.

You'd probably think that the best item to sell is LL above since it boasts the highest conversion rate. Well, that would be ignoring the profit (or commission) from each product.

Now I'll introduce you to an even more important statistic than conversion rate, which is Average Visitor Value!

Action Step

Fill in the blanks for the conversion rate table above, or simply figure the rates and write them down on your notepad.

If you already sell products, figure your own conversion rate for each one.

13 How You Calculate Average Visitor Value

Conversion rate is extremely important, but it still ignores sales price and sales volume. Let's say product X converts one out of every 50 people, and product Y converts one out of 110 people.

At first glance you might think that one out of 50 sure beats one out of 110. But what if the first product (X) yields you \$10 per sale, and the second product (Y) gives you \$35 profit per sale? I'd rather promote and sell product Y under these conditions because I make more profit. This is why conversion rate is good to know, but not enough.

Increasing Performance

Where performance is measured, performance improves. Where performance is measured and reported, the rate of improvement accelerates.

Thomas S. Monson

Excel Formulas

You can use Microsoft Excel to figure the conversion rate and the average visitor value for you.

I keep a chart like the table below for my affiliate programs. I just enter the visitors, sales, and earnings, and then use formulas to let Excel figure out the other data for me!

I've read that two thirds of the marketers don't know their own conversion rate. Probably even less know their average visitor value!

You won't be one of those because I'll teach you right here. Just as with the conversion rate, you can calculate the average visitor value for any specified period of time.

You start with the number of visitors again, and that's your first number. You also need to

know your earnings from that product for the time period. To get your average visitor value, you simply divide the dollar amount earned by the number of visitors.

For example, in our first case we had 378 visitors. Let's say that from those 6 sales we made \$90. The average visitor value is $90/378$ which comes out to be .24 per visitor. The average visitor spends 24 cents on your site, and that information is so helpful to know!

If you know you can get visitors to your site for .05 cents per visitor, and that your sales give you .24 per visitor, then you can profitably increase your traffic.

You can calculate the average visitor value for each of your own products. Then figure it out for the products you sell for others. With this valuable statistic you can clearly see which programs and products build your freedom lifestyle and which do not.

I've added two more columns below onto the table from the previous chapter. I've added Earnings, and Average Visitor Value.

Item	Visitors	Sales	Conversion Rate	One of out every____ buy.	Earnings	Avg. Visitor Value
bogus	378	6	1.59	63	90	.24
ML	17715	253	1.43	70	5405	.36
LL	9074	155	1.71	59	2573	.28
HB	3677	34	.92	108	675	.18
SM	3589	87			1041	
CT	10128	73			1046	

If you sell many products from the same web page you may not be able to figure out the average visitor value for each product. However, you can still calculate your overall average visitor value.

I promise you will make better financial and business decisions knowing when you know these statistics. Take the time to do the action step for this chapter.

For more info about saving time and efforts, I also recommend Jim Edwards book, "[The Lazy Man's Guide to Online Business](#)."

Action Step

Calculate the average visitor value for the last two lines above, and write them down on your notepad.

If you already sell products, figure your average visitor value for each.

14 Choosing the Best Affiliate Programs

In this chapter I'll show you how to choose the best affiliate programs. The first condition you want to address is whether the product is relevant to your customers, visitors, or audience.

Nearly every company provides affiliate programs these days, so the options are almost endless. Be choosy. If your website is about eating healthy foods, or cooking with natural foods, then great recipe books could be super for your list. If your customers consist of outdoor enthusiasts, then give them outdoors products. Does this make sense?

Questions to Ask

1. Is it relevant?
2. Is it a great product?
3. Do they provide great stats?
4. Is the commission decent?
5. Who is behind the product?

Christopher Westra

Your Own Experience

Use your own experience with products to help you choose what to sell. What products, books, or tools do really just love?

Your natural enthusiasm will come through in your sales message.

I see all over the web violations of this common sense principle. I see hiking websites with ads for web hosting. People try to sell health products on any web page. You will always sell more if you give your customers what they want.

I've broken this rule myself and learned from it. Now I give my subscribers and visitors the very best products in their niche,

which is mind power, manifesting, and creating reality.

The second question to ask is, "Is it a great product?" Only recommend super products that you use yourself. Your customers trust you and you must deserve that trust! I get hundreds of opportunities and requests to promote products, but I only choose a few to offer to my customers. My customers only get the best.

Don't sell programs, books, CDs, or any product that you don't use and believe in.

The third question to ask is, “Do they provide great statistics?” The previous two chapters on statistics show you the importance of knowing your numbers. At the very least, you need to be able to know your sales, visitors, and earnings for any particular period of time.

The fourth question to ask is about the commission. For downloadable products, a common commission (affiliate percentage) is 50 percent. For shippable products, the commission is usually a little lower, perhaps 20 to 40 percent. You should consider not only the commission rate, but the price of the product. When a product only costs \$10, I don’t even consider it, even if they pay me 70 percent!

The last question I ask is, “Who is behind the product?” In nearly every case, I contact the author, owner, or creator of the product. Many of my online “colleagues” and peers are the creators of the products I promote. In most situations, these friends promote my books also, and that’s always a bonus.

You may not always make contact with the creator of the product, but it’s a nice touch when you do. When you recommend it, you can truly say, “Yes, Carol called me a few days ago to let me know about this new product, and now I want to tell you about it.”

If you don’t make personal contact, the person or company behind the product should be someone you believe in and can trust.

You want a long term relationship with this company.

Some of my best affiliate programs send me free products whenever they come out with one. They know if I like it I’ll promote it to my list.

Start with just four or five affiliate programs. Keep it simple. After a few months, you can add more, and often cut some of the original ones.

Action Step

Make a list of the top programs and products that you may want to promote? Ask yourself the five questions in this chapter and whittle the list down to the top four or five.

Sign up and get going!

15 Four Places to Put Your Affiliate Links

When you sign up for a new affiliate program, you'll usually get two links. The first is your affiliate link, or the link you want people to click on to go to the sales page.

The second link you get is the link you use to access your stats. Don't get the two mixed up! The first is the link you want to distribute as widely as possible, and the second is only for you to get stats and other affiliate tools, such as pre-written emails.

Keep all your affiliate links in a handy organized list in a safe place. I use Excel for mine. You can just use a table as shown below, but a spreadsheet is easier. I won't show my Stat Links because they aren't for you.

Product	Affiliate Link	Stat Link
Mike's CDs	http://www.tut.com?a_aid=17211977	
Masters	http://www.mastersofthesecret.com/?join=520	
Energy Healing	http://www.caroltuttle.com/cmd.asp?Cik=2004470	
Guy's CDs	http://www.guyfinley.com/Welcome/36/CD460/0	

Web Building

A simple resource for learning how to build your web site is Josh Reid's [Web Design Made Easy](#).

His book tells you specifically how to use Microsoft Expression Web for building your web site. Expression Web is what I use.

Put Your Affiliate Links:

1. On your web site.
2. In your newsletters.
3. In your PDF downloads.
4. In your downloadable books.

Christopher Westra

The first place you put your affiliate links is on your web page. Yes, you can get a web site. Web domains are cheap, hosting is also, and you can learn to build your web.

The second place to put your links is in your newsletters. I'll tell you more later about newsletters. Your subscribers gave their permission to contact them, so certainly send them links to relevant products.

The third place to put your links is

in your PDF downloads. Often you will want to provide downloadable PDF documents in addition to providing information on your website. I'll give you some examples below.

[Your Invisible Power](#)
[Ten Laws of Attraction](#)
[Positive Emotion List](#)

People download these PDFs and then pass them around to friends and family. Some of those friends click on the links and end up back on my web pages. You can create a simple PDF about anything. Here's one about my Raw Chocolate Fudge.

[Raw Chocolate Fudge Recipe](#)

The fourth place to put your links is in your downloadable books. You can see that I provide lots of links in this book. You can also build small "free" books that you give away for the sole purpose of spreading around value. As these books get passed along from one to another, people read them and click on your affiliate links.

Where not to put your links.

I wouldn't recommend putting affiliate links in your email signatures. Put links to your own domain instead, but keep it very simple.

Also, don't put your affiliate links on business cards, flyers, or any printed material. Why? People can't click on them! Put your links where people can simply click on them.

Action Step

Go to the pages above for the downloadable PDF documents, and download some. Take a look at the links inside and how they lead people back to my websites, or to other products which I promote.

I promise you that almost nobody will ever go to the work of typing in <http://www.caroltuttle.com/cmd.asp?Ck=2004470>.

You can find other places online to post your links, so go ahead and experiment. However, these four places will provide the bulk of your traffic.

16 How to Prepare the Minds of Your Customers

One reason I get more sales than others in my business is that I prepare the minds of my customer. I consider all my visitors and contacts to be customers, not just those who purchase something.

Always remember that to persuade you must educate. You promote with education. I see beginners in the marketing field just sticking up links to products anywhere. This won't work because you haven't "prepared" the mind of your customer before sending him to the "sales page".

Let's say you are an affiliate for ten different natural food specialty products. One of these companies sells a stunning array of raw and gourmet honey products. You can simply put a link up on the side or top of your web page that says "Gourmet Honey" but this won't prepare the minds of your visitors.

How to Prepare Minds

1. Increase interest
2. Educate about benefits
3. Tell your story
4. Provide other testimonials

Christopher Westra

Examples of Pre-Selling

Check out these pages to see one method of increasing interest and using education to Pre-Sell.

[How to Manifest](#)
[Power of Imagination](#)
[How to Earn Royalties](#)

How much better you can do by writing a brief little "article" about the Ten Astounding Energy Benefits of Raw Honey, and THEN providing a great contextual link to the honey store!

In the second situation, you literally "pre-sell" the customer by educating them about the benefits they will receive from the product. Your Pre-Selling will be even stronger when you add your story

or testimonial.

One of my very first successes at affiliate marketing was with the [Holosync Brain Synchronization](#) Product. All I did was tell people how much I loved listening to Holosync and the specific benefits I received,

and the sales started flowing in. I get a great check every month from these sales!

You can also increase interest in the product by providing testimonials from others, even if there are already testimonials on the sales page you are linking to. People respond to details, benefits, testimonials, and stories.

Don't assume that your customer already knows about the benefits and is simply ready to purchase the product. Think instead that your visitors may have heard about the item but are merely researching to see if it's something that might benefit them.

Promote with enthusiasm and honesty. Give details and specifics and benefits without being preachy. Always tell your story and personal experience with the product. Remember, you love the gourmet honey products or you wouldn't be trying to sell them, right? Marketing is merely sharing your love for a product or a book.

I also have affiliates who sell my books. The most successful of these prepare the minds of their customers before sending them to me through their affiliate link. One of my books is on [How to Potty Train Your Child](#). One affiliate is so good at pre-selling that he sells more potty training books than I do!

Through the power of education, you can get your customers to desire the benefits of a product for themselves before they even get to the sales page. Then when the customer clicks on the link and does get to the sales message and order button, it builds your passive income and freedom lifestyle.

Action Step

For each of your products, come up with six specific benefits that will increase desire when you educate people about them.

Now come up with one simple experience or story about each product. Stories connect in a human way we all love.

17 Three Ways to Get Traffic to Your Website

You will find many ways to get visitors to your sales message. However, you can start at the very beginning with the basic three methods.

Go to the work to set some traffic goals. Remember that a rough average is one sale per 100 targeted visitors. So how much do you want to make from your website?

Three Top Web Traffic Ideas

1. Pay per click (visitor)
2. Organic search rankings
3. Referrals from other sites

Christopher Westra

For example, my first downloadable product was my book on the Raw Food Diet. As long as my visitors were looking for raw food related terms, I'd make about one sale for every 100 people. I received \$20 per book. Let's say I wanted to make three sales a day. Well, I'd need about 300 visitors to my sales page per day.

Google Adwords

Starting your [Google Adwords](#) campaign will cost you a whopping Five Dollars at this time.

Then you just Pay Per Click when people click on your little "Google Ad" and go to your sales page.

The quickest way to get lots of traffic is to pay for it. All the major search engines provide two lists of results when you look up a keyword or phrase. The two lists are the "free listings" and the paid ads.

If you want to be seen when people type in "raw food recipes" then you just pay for it. I've tried many pay per click (PPC) companies but only use Google Adwords right now because they are the quickest and easiest to use.

Adwords also brings the most traffic. For me, the other search engines aren't even worth the time. You can link to Adwords from the resource box above.

You can learn from the Adwords tutorials all about setting up your campaign and ad groups. Take your time to learn about the Adwords

process. I get the great majority of my traffic from pay per click marketing!

The second way to get traffic is to rank in the “natural” or “free” rankings. To rank high for specific keywords requires that you build a relevant, highly focused article on that niche or topic. You must also put in the proper titles and tags which tell the search engines what your page is about. Depending on how much competition for a specific keyword, you must also work to get many incoming “links” to your page from other websites.

Many entire books are devoted to this search engine optimization, and it takes time, work, and patience to get traffic in this way. Some marketers specialize in SEO work, and others ignore it completely. I did ignore it for the first couple of years of my business. I now play around with it, and I’ve learned the basic principles.

I do get some free traffic but this is small when compared to how much traffic I generate from pay per click marketing!

The third common way to get traffic is to get links from other sites. Some of this will happen naturally over time if you build great content. Other website owners may find your site and link to a specific page or article.

Action Step

Start a Google Adwords account today. If your product isn’t ready, you can still go start a “pretend” campaign. Then just “pause” it while you get ready.

You will build confidence in your abilities by jumping in and doing this now.

However, this happens more slowly than most beginners think it will. Many webmasters and marketers actively cultivate networks and build relationships with the owners of related web sites. They provide links back and forth, or sometimes in an indirect fashion.

In your web stats you will also see a category called “direct/bookmark” or something to that effect. This means that the visitor didn’t link to your site from anywhere else, but typed in the domain name (URL) directly. These visitors may also come from their own “bookmarked” links. Traffic that comes in this way is super, but it only comes after the customer has found your site in one of the other three ways.

18 How to Get Subscribers for Your Newsletter

You'll want to offer some kind of newsletter or "ezine" to your customers. The reason is that this gives your customers value, and provides you the opportunity to contact your customers again and again.

I started my first newsletter fairly early on, but I didn't fully realize the value of my subscribers until much later. Your subscribers freely give you their email address and permission to contact them again. Use this valuable trust carefully!

Advantages of a Newsletter

1. Builds customer relationships
2. Gives people valuable info
3. Allows you to educate
4. Provides a chance to sell
5. Fun to write
6. Keeps you learning

Christopher Westra

Your subscribers can also "unsubscribe" at the touch of a button, so you must give them value in your newsletters. You must provide free information and content, not just marketing messages.

Aweber Autoresponder

An Autoresponder is a system that allows customers to subscribe, maintains your email address list, and sends out your automated newsletters.

The best autoresponder I've found is Aweber, and you can give them a free test drive right here:

[Free Aweber Test Drive](#)

The three major parts of your autoresponder system are your email list, your newsletter, and your subscription forms. Every good autoresponder will allow you to send emails to your subscribers on an unlimited basis.

The actual "mechanics" of how to use your list will depend on the system you use. I use Aweber and you can link to them from the resource box.

You can see some examples of subscription forms all over the web. In fact, you've probably already used them to sign up for many newsletters and ezines yourself! Now you can make your own.

You will enjoy watching your subscriber list grow over the months. The more traffic you get to the pages on your website with subscription forms, the more sign ups you will get.

Decide right from the start how often you want your newsletter to get sent out. This will depend on your time and focus as well as the depth of your niche. My "I Create Reality" newsletter gives a daily positive thought. Remember that you will need to write all your newsletters, so take on only what you can deliver.

Most newsletters are weekly, and some get sent out only monthly. I lean toward more often rather than less often. My internet profits newsletter gets sent out every five days.

You'll want to know the difference between a follow up message (newsletter) and a broadcast newsletter.

Your follow up messages start with number one and get sent out in a specified order. When a customer subscribes, he or she receives number one, and then a few days later gets number two, and then number three, all in order. You want to keep your follow up messages "timeless" because a visitor may be receiving message number one three years from now. You want the message to be relevant.

A broadcast message, on the other hand, goes out to all your subscribers on your list on the same date at the same time. You use broadcast messages for time limited offers, special deals, current events and comments, and things like that.

When you build a list of many thousand subscribers, the messages you send can educate these people about the benefits of new products. You as the educator receive your payment and build your passive income!

Action Steps

1. Sign up for the [Aweber Test Drive](#)
2. Subscribe to my [I Create Reality](#) newsletter to learn how daily messages can provide a mix of free items and marketing messages.
3. Sign up for my [Internet Profits](#) newsletter for ongoing support and internet changes.

(for matching chapter) Your best customers desire the benefits that only your product can give them. They crave the value you can deliver.

Christopher Westra

More topic ideas

Aweber (subscribers and newsletters)
PDF Documents --

More on marketing and targeting
More on freedom lifestyle
More Stories from the other marketers –
Start a Passive Income Master Mind Group
Difference between clickbank and others
Targeted visitors

By Tim Ong - Ten Reasons Why I Choose to Sell Online

I've been making money online for several years now. It all started because I wanted a way to earn passive income. Here are 10 reasons why I choose to sell online.

1. Low Start Up

An online business is one of the most affordable ways to start a business. All you need is a domain name, a web host and a product of your own. Nowadays, you can get a domain name for less than \$10 a year and there are many web hosting companies who offer their services at extremely affordable prices. For less than \$100, you can have a web hosting plan with more than enough storage for your use.

2. Set Up Once, Run Perpetually

Once you've set up your website to sell your products online, it works like an outlet for your products to the entire world and it works tirelessly 24 hours a day, 7 days a week, throughout the year, year after year, for as long as you continue to maintain your domain name and web hosting.

3. Almost Fully Automated

Your entire business processes can be automated almost completely, from the sales page on your web site to continuous follow up with your prospects to processing the sale transactions, all the way to delivery and fulfillment of your sales. This is especially true if you are selling digital products as delivery is practically instantaneous.

4. The World is Your Market

With the Internet, you can reach out to practically anyone in the world who has an access to the Internet. No matter where you live, you can sell your products to prospective customers from USA to Russia to China.

5. Can Work from Anywhere

It gives you the freedom to work from anywhere with an Internet

access. Most time, Internet entrepreneurs work from home, but they can choose to work even while they're holidaying in the Bahamas.

6. Choose Your Own Time to Work

You can work at your chosen time. Most Internet entrepreneurs begin by working during their spare time but as their Internet business grows, they almost always choose to stop their day job for the flexibility and freedom of an Internet business.

7. Choose Whom to Work With

Most Internet entrepreneurs work alone from home. However, you can also choose to do joint ventures with other Internet entrepreneurs. You'll find that many are usually equally keen to work with you.

8. Multiple Source of Income

Since once you've set up a website, it practically runs on its own, many Internet entrepreneurs own more than one websites to sell different products. After all, why earn from one automated website when you can earn from ten and increase your profits. It makes good sense to always have more than one source of income.

9. The Sky is the Limit

The Internet is still very new. There is practically unlimited potentials that you can mine from the Internet. People are creating new software, new products and new technologies every day. Thus the Internet represents an infinite possibility for you, limited only by your own creativity and innovation.

10. Benefit of Conversion

You earn in US dollars. For those whose local currency is weaker than US dollar, your Internet profits represent a substantial source of income after conversion into local currencies. For example, US1 is presently being converted to RM3.5 in Malaysia where I am residing, thus each dollar earned is like earning 3.5 times more for a similar effort done locally.

About the Author: Tim Ong is a medical doctor with keen interests in self improvement, mind science and spirituality. He is the author of "From Fear to Love: A Spiritual Journey" and "The Book of Personal Transformation". He is also the webmaster of The Self Improvement Site at <http://theselfimprovementsite.com>

Note from Christopher: This book helps you to calm your mind and allow your divine purpose to unfold creatively and without resistance.

From Fear to Love

Tim's book is called [From Fear to Love - A Spiritual Journey](#) and I was amazed at the simplicity and clarity. The book helped me in my family life, and also with a personal issue about fear that I've had for many years.

Dr. Tim Ong takes the simple ideas of faith, doubt, trust, ego, and courage and explains what they really are.

Your life will be enriched by the clear and refreshing writing. He tells you how to live in the present moment.

By Wendy Jensen – The Part-Time Freedom Lifestyle

I first became interested in passive residual income when I saw the success my brother (Christopher Westra) had with his Internet business. I am a stay-at-home mom of six children, ages 11 and under, and so I don't have a lot of "spare" time during the day. However, I decided to take advantage of little pockets of time (when my children were napping or involved in an activity) to bring in a little extra income for our family. I had always enjoyed doing some part-time freelance work in my field of expertise, but I usually had to pay a baby-sitter to watch my children, as well as gas money to drive to and from each job, both of which ate up a good portion of the money I earned.

I thought it would be ideal if I could set up a business from home where I could work at my own convenience instead of relying on someone else's schedule. Since my background is in Sign Language as well as writing, I decided to write an e-book on how to teach babies and toddlers American Sign Language. It was a big job writing the book, making the sign language videos, and putting together the web-site. However, once the project was finished, I started receiving income each month from the sales of my product. Now, two years later, I am still receiving a check every two weeks from this venture. (<http://signing4babies.com>)

After having success with my Sign Language book, I decided to write a book on parenting. I recorded both my books as audio books and started a free on-line parenting newsletter. I now have thousands of subscribers from all over the world and frequently receive "thank-you" letters from my readers. (<http://firststratefamily.com>). I had so much fun writing the parenting book that I decided to write an e-book on a subject I feel very passionately about – motherhood.

(<http://www.celebratingmother.com>) I also put together a free e-book on family traditions and rituals.

Some days I spend a lot of time on my business and other days I do nothing at all. I love the freedom and flexibility this opportunity provides me! I spent the past two weeks vacationing with my family and while we were gone I still earned money on my e-books through clickbank. When I returned from vacation, there were SIX clickbank checks waiting for me! That is the beauty of passive residual income!

My husband and I were talking about this subject with a good friend of ours who is an attorney. He said, "That is what I need!" He went on to explain that he made good money, but he also worked long hours. The minute he stopped working, he also stopped earning money. That is the way it is with most people. Although it takes discipline, work and effort to set up a business that brings in passive residual income, it is well worth it in the end!

Note from Christopher: Wendy is not only my sister but she is an excellent mother and writer as well. Check out her parenting book in the resource box to the left. Wendy is a great example of what you can do part-time to generate a passive income.

Positive Parenting

Wendy's book is about the GOLD Standard. The subtitle is "Developing Discipline without Yelling, Spanking, Nagging, or Time Outs".

Sign up for her free newsletter at [Positive Parenting](#)

You don't have to run your freedom lifestyle business full-time unless you want to.

By Richard Webb – Working Smarter, Not Harder

I started my own internet business back in 2000 selling health food products. I believe that you should have a passion about what your business is built around in order to be successful and I have always had a passion for eating healthy and promoting healthy foods. My business took off, but the issue I had at the time was that I had inventory and was doing the shipping. I started out storing the product in my in-laws basement and then rented warehouse space after a short period of time.

For 3 1/2 years, I ran a warehousing business... I was not building a passive income at the time and I did not have the time to manage the vision of my business because I was spending so much time running the day to operations (purchasing products, shipping, employees, etc.) Although we generated revenues of close to 1/2 million in 2003, our costs were excessive and we were not profitable, despite the stress and all of the long hours I put in.

Eventually, I sold the warehousing portion of the business and went strictly to 100% drop ship, meaning that other suppliers of mine did all of the shipping and would only charge me for the products purchased and shipped. This was the smartest move I could have made. I am an internet marketing guy, not a warehouse manager. So, basically, I continued doing the same thing, only I eliminated my responsibilities at running a warehouse and now spend approximately 1-2 hours/day on my business with around \$4-5K in profits every month. With my time freed up, I was able to design an order management system to help streamline the process of fulfilling orders through drop ship websites, automate my pricing updates from suppliers for thousands of products on 6 websites (in order to keep profit margins aligned), focus more on marketing efforts and other things to work "on" the business instead of "in" the business like I was doing before.

My life is so different now then it was before. It was like getting rid of a huge load of stress that burdened me for so long. I am not saying to not have a warehouse business, if that is your thing and you are good at it. But in my situation, I had 1000 food products (with expiration dates) and I was just starting out and had no previous funding. If I could have done it over, I would have started out 100% drop ship and built a profitable business that way.....

About the Author: Richard Webb's site on MannaHarvest.net is a health food lover's dream. Check it out and learn about drop shipping products with a different type of website.

Note from Christopher: Richard was the first internet friend who started to teach me about how the search engines work. He showed me some resources to learn about organic "search" as well as organic food.

Organic Food

Peruse over 8000 of the highest quality nutritional products at MannaHarvest.net

Now I use both pay per click and organic search results to get traffic to my web sites. Learn from your network of friends, and help each other out!

By Apryl Jensen – Selling Fairy Dust

As a mother with young children at home, creating a passive income has fit into my life perfectly. I love the incredible flexibility it offers as I can set my own hours. Often I will work in the early mornings or late evening, so I can still spend the days with my children and family. In fact, we were able to take an 8 day camping trip together, and I was able to keep up on my business, often from a WiFi (wireless Internet connection) at our campground!

With a passive income, I can put my time and effort into a project, like creating an ebook, and then enjoy the fact that once my book is created, I can sell it again, over and over, without having to write the book again. The number of books I can sell is limitless, and with digital downloads, I am free from shipping and publishing costs as well.

As an artist, I sculpt [One of a Kind fairies](#) and art dolls. I enjoy this work, so it is more of a hobby for me, but each time I start a new sculpture, I start over with a lump of clay. I put in many hours and enjoy my final result, but I only sell the sculpture once--with no further income from the time I put into it.

Recently I've begun **teaching** what I know about sculpting, and selling booklets on its various aspects. By doing so, the actual doll-making process itself becomes profitable again and again, as I take photographs as I sculpt along and use them in booklets later. As digital products, these booklets become an additional source of residual income for me, that I don't have to "start over" each time I sell.

Another aspect I enjoy is my connection with people around the world. I maintain several websites and this enables me to share what I am learning currently with others. Since I naturally love learning, I love even more the fact that I can share my learning journey with people all over the globe. As topics interest me, I will often create new articles around that topic and share my learning with all who visit my website. I often hear from my subscribers and have created many good friends in the process.

An amazing aspect of earning a passive residual income is that this opportunity is open to practically anyone. The process of deciding what to offer the world takes one on a journey of self-discovery--*What knowledge can I share that would be of value to others?* If you decide to write a book about your area of expertise, no longer are you limited by the whims of publishers. You are free to create what you'd like and offer it to your audience. And neither are you limited to writing--digital products can be created by those with voice talents, graphic design abilities, a flair with food preparation--you name it.

There is probably a way to share what you know with people all around the world. You can use video, audio, written word--the possibilities are limitless. Think about it--what is it that interests you, you enjoy, and would like to share with others? Thus begins a residual income business where you can do what you love, and experience financial rewards for doing it.

There is nothing quite like waking up in the morning and find you've been making money in your sleep. With a digital download business, your website continues working for you while you are sleeping or off playing with your family. It is one of the most ideal working situations ever created.

About the Author: Apryl Jensen is the author of *Everyday Manifesting: How You Can Be the Conscious Creator of Your Life and Joyfully Manifest the Things You Desire*.

Everyday Manifesting

Apryl's [Everyday Manifesting](#) book combines two topics I hold dear to my heart, joy and manifesting.

Note from Christopher: Apryl writes in such a poetic style, with stories and examples, yet the true practical principles shine forth and do what every good book should - it enriches my life.

She reveals that we are joy-seeking beings, and then tells the reader how to go about this in a conscious way. By reading this book you will understand about the blueprints we create with our thoughts. These templates or patterns then attract the physical matter and create our life.

Visit Apryl also at CreatingConsciously.com and MakingFairies.com

By Adrian Cooper - Following Your Passions

Unlike most people considering the possibility of gaining the freedom that comes with owning an Internet based business, I also have the benefit of 30 years experience in “bricks and mortar” business, the first 14 of those in the computer industry and the last 16 in Internet services and Internet marketing.

I can say therefore, beyond any doubt, that there has never been a better time to start an Internet business of your own, either full time or part time, thereby enjoying the considerable freedom that earning a passive income brings, freedom that can be spent with your family, following hobbies and passions, and generally enjoying the freedom of not having to go to “work” and be answerable to others as well as other pressures that being “employed” brings.

Because I have been involved in the Internet business for so many years, from the earliest days in fact, people ask me if they too could achieve the freedom that making a passive income brings, and in particular what they should sell.

My answer to that question is simple – follow your passions! In order to be successful in business, and in particular the Internet business, it is absolutely crucial to see each new day as something to look forward to, and never, ever a chore. If you are marketing products and services that you are passionate about, you will succeed providing you follow the basic guidelines for Internet marketing and sound business principles generally, not the least of which is that your customers always come first and foremost.

My own passion for the last 40 years or so has been seeking the truth about who we are, what we are here for and where we are going, in other words the truth of life, the Universe and our true destiny, during which time I have been blessed with considerable knowledge from many different sources, both physical and non-physical.

In recent years I noticed an “awakening” beginning to occur around the world as increasingly more people sought to break free from the programming of their upbringing and of society generally in order to discover the truth about life and reality.

I then knew the time was right to share my knowledge with the world, and was inspired to write a book to achieve that. The result was my

600 page, 115 chapter book "[Our Ultimate Reality](http://ourultimatereality.com), Life, the Universe and the Destiny of Mankind", or at <http://ourultimatereality.com>.

Since its original publication the book has been a great success, and, based upon the feedback received from numerous readers, really is helping people greatly in the way I originally intended, and in many different ways.

I have subsequently expanded my range of products and services to compliment my book by offering books and software for developing powers of the Mind and psychic powers. I also publish a weekly newsletter, which anyone can subscribe to, and which is read by a very large readership.

I feel truly blessed by being in a position to not only follow my own passions, and enjoying a passive income at the same time, but also in a position to help so many people around the world, making a difference in their lives, something I will continue to do for as long as I possibly can.

So again – if you are considering starting an Internet business to make the passive income you require for the freedom to spend your time with family and to generally enjoy life to the full, the most important single piece of advice I can offer is follow your passions. If you have a particular passion, you can be sure it will be shared by countless other people around the world. And if your passion includes helping others through life, you will be truly blessed as I am.

About the Author: Adrian Cooper is the author of the book *Our Ultimate Reality, Life, the Universe and the Destiny of Mankind*:

Adrian also provides a superior collection of [Mind Power Books](#) and a free newsletter on [Developing Psychic Powers](#).

Our Ultimate Reality

[Our Ultimate Reality](#) contains material on Astral Projection, Out of Body Experiences, The Eternal Now, Imagination, Law of Attraction, Healing, and much more.

Note from Christopher: Adrian lives and runs his passive income business from the Isle of Man.

This shows you that you can run an online freedom lifestyle business from nearly anywhere.

By Aine Belton - Internet Marketing and the Law of Attraction

My journey into internet marketing began with an intention. I wanted to earn a living in a way that enabled me to have the freedom and time to explore my various other interests and pursuits. I did not want to be tied down in a 9 - 5 job that did not fully utilize my strengths, talents and potential.

I consciously asked the universe for help, insight and guidance, and kept my ears and eyes open for signs, pointers and nudges in my reality. At this stage I knew nothing about residual income and the wonders of internet marketing

It was not long before I heard about a friend of a friend who had become financially free in a matter of months after writing a number of ebooks. He was now running financial freedom workshops to inspire and inform people. 'Fantastic' I thought, and I enrolled to attend his next one.

That evening, I went to see Mike Dooley (one of the teachers in The Secret), give a talk in London on Manifesting. Whilst watching him speak I affirmed again my intention to earn a living in a way that gave me the freedom I desired. At the end of the evening I spoke to the lady next to me and it turned out she had written 3 ebooks herself and was making good money. This seemed like a great synchronicity!

She kindly emailed me information on how to go about writing an ebook. I now had the resources I needed to get started. Everything in life starts with a first step and I was now committed to take it. The universe was opening doors for me and it was my job to walk through.

As natural health and nutrition was something I was passionate about I wrote my first ebook on superfoods (Miracle Superfoods).

Once my book was written and I was ready to launch it online another magical synchronicity presented itself. I received an email with an offer of a free two day seminar on internet marketing in London being led by one of America's top internet marketing gurus. What a gift! It came at just the right time and attending it gave me all the additional information I needed to promote my ebook online.

At this seminar I also learned the value of having a list of subscribers (such as running an ezine) as well as the benefits of affiliate marketing (promoting other peoples products for a cut of the profits).

As my primary passion is metaphysics, personal development and spirituality I decided to create an online newsletter called Manifesting Secrets that offered people a wealth of free material on Manifesting whilst promoting other peoples products and building a subscriber list at the same time.

Shortly after starting this newsletter I was asked to write a chapter for the ebook 'Inspired Attraction' that features contributions from teachers in The Secret Joe Vitale and Dr. John Demartini. This was a great joy, especially as I'd been exploring the principles within The Secret for many years and felt a strong affinity with it.

By this time I had already begun to create my own 7-part program, the Miracle Mind Manifesting Program. Before coming across internet marketing and informational products I had intended to present this material in the format of seminars and workshops. I now realised that the internet was a perfect means to bring this information out and reach far more people across world.

In short, I focused on the end result and the universe provided 'how to get there' by opening doors and presenting opportunities that led me to running an successful internet business in a relatively short period of time with no prior knowledge, experience or expertise.

So to summarize, set your intention, follow your passion, ask for help, look for the signs, signals and opportunities the universe presents, act on them and stay committed.

For more information on the law of attraction and how you can engage it fully in your favor you can download your free book below:

About the Author: Aine Belton is the author and creator of the Miracle Mind Manifesting Program. Get her free downloadable book about 'Law of Attraction – The Bigger Picture' at the link in the resource box below. Try out her full program also about the miracle mind manifesting program. The [miracle mind](#) contains a manifesting audio that I listen to nearly every day!

Law of Attraction

Ready to create miracles?
Then make that shift in
consciousness! Start with this
free downloadable book on the
[Law of Attraction](#).

Note from Christopher: You can believe in miracles! Remember that energy follows thought. Aine's [Miracle Mind Program](#) tells you how to use Vibrational Manifesting to commune with the intelligent substance of the universe.

Yes, we must use our minds to supply the instruction code, the blueprint of the end result we really want. Aine provides specific tools with her manifesting blueprint meditation and vision sheets. Make the commitment to get the tools you need to train your Miracle Mind.