

PASSIVE INCOME *Blueprint*



Strategies For Earning Big
With Information Products

Passive Income Blueprint

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Passive Income Blueprint – Lesson 2

Become Absolutely Indispensable (and Memorable) to Your Market

One of the biggest misconceptions in internet marketing involves the primary research you must do in order to succeed in any niche.

Usually, all we hear about is keywords, keywords, keywords. Well, keywords are important – and we will get to that – but the first thing you must do is **make a strong, personal connection** with every individual in your target market.

Tall order, huh?

Not as tall as you might think: There are 2 highly effective ways to achieve this goal – neither of them as touchy-feely nor labor-intensive as I've startled you into suspecting.

1. Find a **great product** to promote and sell. Then go out and find the exact person who is desperate for that product – who attaches a value to it much higher than its actual cash price tag (“perceived value”)
2. Find a group of people with **an overwhelming need or unsolved problem** – and fill it/solve it.

Either way, your focus should not be all about extracting money from your niche market – it should be about providing everything they need and helping each one succeed. The paradox here is... when you put aside your own needs and focus on the needs of each individual who trusts you enough to subscribe, you **create a value on your name and services** that is a bigger asset than all the initial quick sales in the world.

What you are doing is **playing matchmaker** who brings 2 soul mates – product and person – together. Your message is, “Hey, I know everything you need – and I can give you the things you can’t find.”

You are the neighbor who rushes in with the vital missing ingredient – right before the dinner party is about to become a disaster! Your message is: “Here it is! I saw you were in trouble, so I rushed over right away, even before you asked.”

If you think of yourself as the person who stops all gaps, provides the Band-Aids and reassurance, builds their confidence and helps them succeed – just like you would your own kids, or sister, or best friend – you’ll soon find yourself providing your market with high value offerings automatically.

And – what is more important – they’ll think of you, that way, too. Gaining your niche market’s trust is the most intangible yet most vital asset anyone hoping to profit from ongoing passive income could ever create.

You don't do it by staying "in your head", detached from their problems. You need to feel their problems – by getting to really know them – in order to meet the challenge of becoming a true leader in their eyes.

How to Create the Perfect Match

It helps if you are passionate about the niche in which you've decided to work – but I've learned from personal experience that it isn't always necessary to be so. Sometimes you find a product that's way outside your normal area of interest, but it's got all the hallmarks of success stamped all over it.

If you find one that's a gem like this, you quickly grow genuinely passionate about it – because it's going to make you money, and you're going to get a warm, fuzzy feeling from pleasing the target niche market who perceives your great product as truly perfect!

(If it's truly outside your normal list, that's when you would quickly create and promote a new mini site for it, anonymously, because your name at this point would not be an asset.) All that's left to do, before you rush to sign up, is find the market for your wonder product.)

Having an eye for a product – or a niche – or a need – may feel difficult, at first, but it's something that quickly becomes second-nature.

Positioning Doesn't Happen by Accident

There's more to becoming indispensable to your niche than just filling product gaps: you also need to **position** yourself at the top, and **leverage** your competition.

This is not as hard as it sounds. If you're new, you don't have to make a public fanfare of the fact that you're new. If you've done your homework and you're convinced you've got just the product for your niche – go ahead! Let them know you're the person they need to hurry to, in order to get that prized product.

As for your competition, having competition is a good thing. There's truth in the saying: "If there is competition in a niche, it can make you money."

If You Can't Beat Them, Join Them...

Of course, you don't want to focus on too broad a niche, or too big a competitor. But if you can't beat the top "super affiliates", **put them to work for you!**

Of course, you don't position it that way... What you actually do is: You tell the super affiliate you've found the perfect product for his or her list, and propose a simple JV (joint venture) partnership. It doesn't matter how new you are – if you present your proposal professionally and, above all, you have an offer that's highly targeted to their list, they will be interested! (Top marketers are always hungry for list-pleasing offers.)

3 things that will greatly increase your chance of receiving a “yes” answer from a super affiliate?

1. Offer a **high commission** – if you have no list yourself yet, perhaps even 100% (it's worth it, to add their subscribers to your own list!) Another option is lifetime cookies, so they continue to reap recurring income from repeat sales from that customer.
2. If the item is a report or eBook you've created, make sure you allow the super affiliate to **brand** it with their own name and information
3. Keep in mind that super affiliates usually don't waste their time on low ticket items. You're much more likely to receive a “yes” if the sale is worth their while. (How low they'll start is unique to every super affiliate.)

So, to recap, it doesn't really matter whether you started with:

- A great product
- A great niche
- A great long-tailed keyword

Follow the principles laid out above, and you'll rise more quickly through the ranks, gaining visibility – and credibility.

Next lesson: Increasing Your Visibility

Past Lesson:

#1 [Passive Income – Real or Fiction](#)