

# Simple Income Strategy

by: Ron Killian

<http://www.profitweek.com>

Super Secret, Super Duper, Exclusive Report

**Rights To This Report:** You are encouraged to read or print out this report. You can give away if you wish, say to your website visitors, or list subscribers. You can include it as a bonus to your own products. There is only one thing you can NOT do with this report, you can NOT claim it as your own and you can NOT edit it in any way what so ever. **Kapesh?**

## About the Author

Wanna know what I'm about? I know you do. If not you can skip this section.

I have been a full time marketer since 1999. Well except for that short "I'm burnt out episode" about 9 years back. It happens.

I started my career in affiliate marketing and it that for just shy of 10 years. Before I got "online" I was SO sick of working for other people, I used that to drive my online success. If you want my full story, you can find it here:

### [Tipping Point Of Success and Failure](#)

Anyways, I Worked my butt off when I first started and it paid off. I was making a full time income in about 6 months. I was also lucky enough to meet other people that helped me along the way, increasing my success. Goes to show the power of networking.

I got out of affiliate marketing, only because I was getting a little bored of it and the market I was in was getting over crowded, full of cheating affiliate programs and sales conversions were eroding fast. I was working more and making less. No fun at all.

Don't get me wrong, affiliate marketing is still one of the best way to make money online and it's perfect for people just getting started. I still do some affiliate marketing, but not as much as I use to. Actually there are some things I really miss about it.

Anyways, I've moved on to selling my own digital products, email marketing and membership sites, with a little affiliate marketing thrown in the mix. Just what I wanted to do, and was something new. Guess I switched gears huh?

I currently own and operate a few websites.

**They are:**

[thePLRstore.com](http://thePLRstore.com) - Largest selection of PLR products on the planet. From articles to ebooks, pre-written autoresponder messages, listbuilding packages, video's, audio, software, templates and more.

[Profit Tweaks.com](http://ProfitTweaks.com) - This is in filled with many proven ways to make money in the internet. If your struggling to make cash on the net, you need to check this one out. Includes many video's showing how to, set by step. **You can even join for FREE.**

[Upgraded Traffic Tactics](http://UpgradedTrafficTactics.com) - Covers everything about generating traffic to your websites. I will be included every way possible to get visitors to your websites. If you're not getting enough traffic, you need to click the link. It is also **FREE to join.**

[Copystash.com](http://Copystash.com) - Dedicated to copywriting. Here's how to increase your sales conversions and sell more of your what your selling.

Plus lots of little things in between.

Enough about me.

Let's get to the good stuff...

# Welcome!

What's smellin, melon?

I wrote this report because I wanted to share a strategy I've been using for quite some time that makes me money on a regular basis.

The other reason I wanted to write this because I needed more writing time. Though I probably won't be a Hemmingway, it does seem, the more I write, the better it gets. In my mind at least. And that's all that matter, right?

I am not going to tell you that my strategy will make you rich. Sorry, no magic button here. But it is a system that puts money in my pay pal account on a regular basis. Even better, it's an automated system, do it once and it keeps working for you.

## **Set It and Forget It.**

You might already know this strategy. It's not really a big secret.

But are you using it? That's the question. Or are you using it as much as you could?

So, what's my simple income strategy?

Easy short reports.

**"Oh Ron, Your Such a Genius! Not!"**

Yes, it's the exactly the answer to life. But it IS a strategy that works, works well and has been working for me for some years now.

The idea is you get free reports out there (I'll cover the getting them out there part shortly). In these reports you have links that go to places that make you money.

See, I did say it was simple.

## How does it work?

Once you have your report, and get it out there, people are going to read it. They read it and if you do it right, some of those people will click your links and some of those people that click your links, will buy something, and you make money.

As you might have guessed the beauty is, once you create the report and get it out there, your work is done. Once and done.

### Here's one way I do it...

Several years ago, I picked up and started using a cool little script called [\\$7dollar Secrets](#). It is script that automates the selling of digital products, such as ebooks.

What's great about the script is that it's a complete sales system, that hooks up directly to pay pal. Once set up, you just drive traffic to the sales page, when people buy, the money goes into your pay pal account immediately. Pretty much instant cash in your pocket.

I still use it today, and it still makes me money today.

But... when I first picked up my copy, the instructions were not that clear, much was left out. I think I struggled a little when I first used it.

So later on, I decided I'd create a short report that helped setting up and using that script.

I also figured out that the script could be used as a give-away script, to build a list, bypassing the "sales" process, and I wrote a report about that as well.

Was really just to help other people through the struggle.

I posted those two reports on my websites, gave them away where I could, sent them to my list subscribers and so on.

**The Profit Part is, I add links in the reports, to things that make me money, where appropriate, where they made sense.**

What's interesting, is those FREE reports made me money and still do to this day. Not like I make enough to buy a 10 room mansion, but it's almost like free money because I did the work once and it's still paying off.

I've also created other short reports on many different internet marketing subjects, and I will continue to create more.

For me, I create the reports as a way to help people, so it's not like I am hard selling them. My money links are added where they make sense, not like the reports are packed with links.

Guess you could say it's more soft selling. It's like referring things that people can use, or what I've used, that helped, that made money, or brought in traffic.

## How Do You Create Short Reports?

You could of course write your reports from scratch. This is the route I recommend. Since they are free reports, they don't have to be that long, heck they could be even just a couple pages. As long as they are useful and give something to the reader. Something the reader can use. Give them value.

**What do you write about?** They could be about anything you can think of. On any subject you want. They should be something that is in demand and of course subjects that you can add related money links.

By in demand, I mean markets or niches that have paying customers. A report about dieting is always going to have a big audience. A report about shining silverware, not so much. Bad example, but think you know what I mean.

Great way to get ideas is to go to forums related to the subject. Scan the forum and see what people are talking about, or what questions they are asking. Often you'll see some of the same topics come up and time and time again.

Another way is common sense. There will always be people who need to lose weight. There will always be people who want to make money. There will always be people who want to find the love of their life.

You could also go to places like Barnes and Nobles and check out the magazine rack. The big magazines write stories and create content about subjects that are in demand. Pre-done content idea's for you.

If you're not a writer, don't know the subject or just don't have the time to write you could take the easy way and pick up some [PLR](#) or [Private Label Rights](#) reports.

Like you didn't see that coming :)

They are a huge time saver that allows you to get more stuff out there. As you've probably already figured out, the more you get out there, the more you stand to make. The more automated income you could have coming in.

Plus it never hurts to try different markets and niches. You might find some pay better than others, or make you more money than others.

**Here's a good example:**

<http://www.theplrstore.com/rescue-your-relationship-plr-report-with-private-label-rights-p-4747.html>

This is a short report that is ready to go. It is also a good niche because there will ALWAYS be people who need help with their relationships.

**Another example:**

<http://www.theplrstore.com/potty-training-plr-report-with-private-label-rights-p-4745.html>

Babies and parenting is big business, with an almost endless supply of things you could sell. That one could also be used to promote items from affiliate programs like Amazon. Or better yet, send them, to your own [Amazon Baby Store](#). Just an idea.

But do you see where I am going with this idea?

You have a free helpful report that contains links to things that could make you money and drive traffic somewhere.

**One more example:**

<http://www.theplrstore.com/low-carb-diet-success-plr-report-with-private-label-rights-p-4743.html>

Here again, SO many people want to lose weight or eat better. Just imagine the products you could promote with that one!

Okay, I think you're getting the idea.

Obviously, the key component to this system making you money, is that you put in links that lead to something you will profit from.

Of course, as I've said, you don't want to fill the report with links. That will just turn readers off and they might not even finish reading your report.

**IMPORTANT TIP:** When your adding links to your reports, use a link redirect. You know, the ones that are something like yoursite.com/go/email-marketing. These are the programs where you put in your destination link and it creates a shorter, friendlier looking link.

Why do this? Because if one of your links ever goes dead, you can change it. Say you have a link promoting an affiliate product and they product goes away. Since your reports are already out there, it's not like you can grab them all and change the link.

But is you use a redirect program, you can change the links any time you want. I say this is important because it does happen and it will happen to you.

If your using Wordpress, [Pretty Link](#) is a great one to use for this purpose.

**IMPORTANT TIP #2:** When your finishing your reports, the last but most important step is to CHECK YOUR LINKS! After you turn it in to a PDF, go through it and click on every link to make sure they all work and that they all go to the right places.

### How do you get them "out" there?

Here's just a few of the ways you can get your free reports out there...

- **Your Website(s)** - First and most important, post them on your website, for free download. You could even write a post about it on your blog if you have one. This should be your first step because search engines pick up PDF documents, just as they do text content. Wouldn't it be sweet when your free report get ranked and traffic from the search engines?
- **Forum Signatures** - If you frequent related forums, and you should, a simple link to the report in your signature could get it out there in a big way. You do need to make sure your adding value to the forum and not just pimping your sig. That could get you booted and banned quickly.
- **Tell Your List** - If you do email marketing, here is the quickest and easiest way to promote your free report. Send off a simple email, "I created this free report that will tell you how to \_\_\_\_\_. Here how to get it".
- **Document Sharing Sites** - Sharing site such as Scribd is made for your reports. They make it easy post and they have traffic as well.
- **Free Websites** - Places like Hubpages or Squido are another fantastic places that already has built in traffic you could promote your report to. And the linkbacks to your site wouldn't hurt either.

- **Free Book Sites** - There are websites out there you can submit your ebook to for free. Could be a great way to put it in front of many people.
- **Press Release** - This is a more advanced tactic, but a press release talking about your free report could bring you a ton of readers and make you money.

There are just a couple of ideas. I am sure if you give it some thought and look around you could come up with even more.

Who knows maybe some blackhatter will pick it up, thinking they dug up some gold, they will post it on their secret forums and spread it even more for you.

You never know how the links and reports could spread around interwebs.

Okay, that's it from me today.

The mother ship is waiting.

Gotta go.

I'd love to hear your thoughts. If this has been helpful or not.

If you need help with anything, let me know, maybe I can be of assistance.



**Ron Killian**

<http://www.profitweek.com>

