7 Easy Keys to Residual Income

by Robert Plank
© 2013 Double Agent Marketing LLC

WARNING: Be sure to print this guide out onto paper, staple it together, and READ IT IN FULL if you want to claim your 70% discount from on our upcoming membership site plugin on December 4th 2013.

Free Upcoming Membership Training:
"Instant Passive Recurring Income: How to Create an Automated Money Site in Just a Few Clicks"
(Go to JoinWebinar.com and enter ID 126-983-730 to register.)

Can I tell you why you're not making as much money as you want online? It's because you're not actually doing and completing the tasks you start, or you're not performing the correct tasks...

I know, sounds like a pretty easy cop-out, but I would say that only about 5% of internet marketers have made any money online, only 1% have earned over $10,000 in a month and way less than that have actually made a consistent six-figure income online for a period of a year or more...

CONSISTENT income. You wouldn't believe how many so-called "peers" Lance and I have in this industry who either flat-out lie about their income claims OR they have to scramble 3 or 4 times a year just to pay the bills. Always "firing a shotgun" to try to see what sticks, not realizing that the one thing making them money is their list, affiliates, or the special favors they call in out of desperation.

Or even worse... over-promising a course or service that will take 6 months to pay off or selling off a money-making site just to get a quick payday. **Don't fall into the trap!**

Obviously how much money you earn in any niche is up to you. You are building a business and no one can guarantee any amount of income. But if anyone asks me how to take their existing business online or how to start an information product or software business in a niche, I tell them this:

- You need to join forums, buy your competitors products and find the HOLE in that niche -- where you can do a better job and teach a better or FASTER result
- Build an email list by capturing those buyers onto a buyer's list, create an optin page for free people to optin, and setup an affiliate program and paid traffic to continue to build your list
- Test and track the traffic that comes into your site and adjust once per month with a new improvement on your existing product, a new product or a new pitch or angle on a product... absorb any improvements from your competitors when they try to catch up

My short answer to setting up a long-term but FAST, steadily increasing and reliable income is this:

- Join our "Income Machine" program so you can get a niche, domain, website, optin page, autoresponder sequence, sales letter, download page, membership site, and traffic
- After playing around and having your first successes with affiliate marketing and resale rights flipping, join "Membership Cube" so you have a place to house your products, manage your members, and setup an affiliate program
- Join "Make a Product" so you can dictate a book, reports, and articles for content marketing

That's all great and a lot of people have used those programs to create and build a passive income online, but after a few weeks or months they fall into the trap of: getting comfortable and then SCRAMBLING again when the money runs out...

I hope you know me, my name's Robert Plank and I'm a computer programmer turned internet marketer. I create a sell WordPress plugins such as Backup Creator (WordPress cloner), Paper Template (sales letter generator) and Action PopUp (popup list builder) along with my business partner Lance Tamashiro...

When I first used the internet to make money (age 16), I tried banner ads (eAds), I made "some" money from eBay and Amazon Associates (it wasn't scalable) so I finally found a couple of internet marketing forums (there were three of equal popularity) and you know what I saw? At least 120 ways to make money online!

I could run my own ISP... I could build sites and flip them... I could run an ad for an Amazon product as an affiliate... I could create too many videos... I could outsource 100 articles a day and hope it paid off with AdSense... lots of things that either didn't make money or only made money temporarily until the bubble burst...

I went from biz-op to biz-op to biz-op (for example, running an article site that was bigger than EzineArticles or scraping together recipe sites with over 1 million pages listed in Google) until I realized that consistent income without a list only came from services. Being paid to create plugins and websites

for others. (You can still do this today, setup a profile on Fiverr to record videos for people and setup an account on oDesk to answer phones as a help desk operator.)

As you can probably guess, freelancing is anything but "free"-dom. You're trying to escape that corporate day job and you've just traded one for another. You're working from home but now you're only being paid a fraction for way more hours and you're easily replaceable.

But if you can find someone willing to pay you for SPECIALIZED KNOWLEDGE, that's some real progress. I used to get paid $50 to $75 for 5 minutes of work... installing a hard-to-install plugin for people who didn't bother with the technical stuff. Lance used to setup affiliate systems and shopping carts for others. I've known copywriters, coaches, traffic brokers, you have to start somewhere.

That "somewhere" eventually led to me developing a series of tools and systems for things that could be placed on sales letters to improve conversions. I'm talking about popups, countdown timers, simple email autoresponders, password protected membership areas, you name it. Instead of only getting $500 or $1000 bucks for a week or work, I packaged my tools and made thousands of dollars every single week just from promoting these reports and plugins.

I quickly realized that I could only reach a few hundred people, and I was always reaching those SAME numbers of people, so I realized at some point I had to be a real marketer. That led to setting up an email autoresponder account and building a list (you can use Aweber for that).

That led to figuring out this thing called "copywriting" and crafting an exciting offer that gets people to BUY NOW, assembling a sales letter.

That led to creating launch events to get larger numbers of higher ticket sales in a shorter amount of time, running things these called live pitch webinars and live webinar classes.

I needed a place to store the content for those $97, $497 and $997 video-based programs and that's where membership sites came in...

What's the big picture and what steps do you need to take for a residual income? Let me list them first and then we'll unpack them...

1. Consistent but predictable action (list building)
2. Be careful about regressing or getting comfortable (email marketing)
3. Simplify, 80/20 and remove drama (mindset)
4. Market a "Netflix" style flagship product and an "iPhone" style mass market product
5. Create a free product that gives away something most of your competitors charge for
6. Establish a high ticket coaching (Platinum) program
7. Test and tweak your four-pronged attack (angles)

These actions require a couple of different kinds of thinking. One is that you need to set a few things up and let them stay there, never delete them. Other activities require consistent (but small) daily or weekly effort...

Easy Key #1: Consistent but Predictable Action (list building)

Everyone needs to build a list. It doesn't build fast enough. If you're brand new, you need to get to 100 subscribers and then 1000 subscribers and on from there. Once you have yourself an established business, you should look at the number of NEW LEADS PER DAY.

If your business is bringing in under 20 leads per day, PUT YOURSELF OUT THERE! I'm talking about networking and joint ventures. If your email autoresponder brings in 20 to 100 leads per day, you're doing great and if you have over 100 leads every single day then I would amp up your paid advertising until you're breaking even on the cost of new business...

In "Income Machine" we show you how to build a list by using grabbing three EzineArticles and pasting them into Google Drive, then save as a PDF file and use Paper Template to give it away in exchange for a name and email address.

Easy Key #2: Be Careful About Regressing or Getting Comfortable (mindset)

I find it really funny how several internet marketers will only email a few times a year or once a month... but then, if they either desperately need money OR they've mailed to an offer that's converting, they'll send a broadcast every day or sometimes multiple times a day.

I like to send an email to my subscribers every single day for a couple of reasons. One is that the traffic is consistent... I email 5 times in a week and I get 5 times the traffic. Another is that it keeps the relationship alive and people are used to hearing from me. It keeps my subscribers trained to open, click, and buy.

But best of all, they're already prepared for daily emails, so when we're running a big launch and I have to mail once or twice a day, people are already reading.

Send out a quick email to your list of 1000 subscribers or more every day, first thing, before doing anything. Even if it only results in a couple of blog comments, a $50 sale or a few hundred dollars in sales, that's a great start to your day. You can ALWAYS find an affiliate link, ask a question, send traffic to a blog post, promote an old offer, or share quick advice with your people... especially if you keep the message short.

YOUR list gets trained for certain things whether you want them to or not. Train them to open your emails, good. Train them to expect a free gift every day, bad. Train them only to buy low ticket items, bad.

I'm ALWAYS on the lookout for how Lance and I can increase the income we already have and NOT have the mindset of coasting, maintaining, chugging right along... I want to EXPAND the business and I want to do that with consistent daily action, even if that's just a SMALL amount of action. Four Daily Tasks.

Easy Key #3: Simplify, 80/20, and Remove Drama (get a finger on the pulse)

As soon as I started running pitch webinars, asking for comments on a blog, asking questions of my subscribers, looking at my competitors from a BUYER perspective (instead of a jealous perspective) my marketing changed drastically from what I (incorrectly) guessed people wanted to what they actually wanted.

I was no longer the computer geek teaching people how to become a computer programmer... instead, I showed people how to easily copy-and-paste their way to more conversions and sales.

As I implemented each of these keys, I made more and more money as things picked up. I would test out new material (especially on pitch webinars) and I noticed that my more basic products such as "Sales Page Tactics" and "Fast Food Copywriting" by far outsold the geek stuff including "Simple PHP Volume III" or "Web Sites on Crack."

I began selling my own notes, blueprints, worksheets and bi-products which I developed into products like "Five Minute Copywriting" (which was just my glorified swipe file of headlines, bullet points, openers, calls-to-action and so on).

Easy Key #4: Flagship (Netflix) Product & Mass-Market (iPhone) Product

It's fun to dabble in a hobby, to play around on the internet and make a little bit of money. But what about building a REAL business where you put in the time now, and get paid for YEARS to come? Something where you don't need to be very hands on that could potentially pay for your family even if you were dead and not involved?

I'm not talking about flash in the pan "fad" types of products. Our Membership Cube course (flagship product) has been selling every day for over 4 years. Lots of people want it, and it costs $997 it's somewhat of a luxury product, but it's still a course that will never go out of style.

Take a look at Netflix. For $7.99 a month you can stream any of their thousands of movies and TV shows. For an extra $7.99 per month you can have 1 physical disc out at a time (or $11.99 for two discs). Notice how they don't throttle your speed, they don't limit how many movies you can watch per month, they don't nickel-and-dime you for every single thing you watch. One price, you get everything.

That's the attitude we have with Membership Cube. The membership software, training, and add-on plugins, everything is in there. No various levels to choose from (a confused mind never buys) it's just EVERYTHING we use with membership sites.

I bought a membership plugin over 5 years ago and it was "just" $79 bucks... but then I also had to buy a $39 WordPress add-on to make it operate with WordPress. Another $39 plugin to hook into my autoresponder, another $39 to work with PayPal. By the time it was all said and done, I had to pay $400 for EACH membership site I setup... what if I could get everything all in one for $97, in one plugin, no extra software to setup?

When we first offered our Webinar Crusher Live course, it included a USB headset. When we first sold Video Sales Tactics, it came with a Flip camera. I would have included a Chromebook in Newbie Crusher if we could have figured out a way to still make that profitable!

If you sold a $997 real estate course, what would be in it? Everything I would need to buy from you to flip a house for $20,000 including the contracts I should use and the swipe file for the ads I'd run. Heck, have one section on how to flip, another on how to buy and rent, another on how to grab foreclosure properties, so I wouldn't have to pick and choose. I would just get EVERYTHING.

Then look at the iPhone. Other than very minor differences (the 5C vs. the 5S, 16GB or 32GB model, black or white model) it's "basically" the same phone if you compare to the hundreds of Android phones, the Nexus, LG, and Motorola models.

Heck, you know that if Apple could get the manufacturing economics figured out, every iPhone would be 128GB's in size, they would all be white, they would all be free (the cost factored into your monthly phone contract), and they would all come with free overnight shipping to your door.

Unlike Netflix, the cool thing about an iPhone is that if you're young or old, man or woman, any place in the world, you need a phone and you MIGHT need it for text messaging, apps, GPS, and games IF you want it. But everyone can use one.

The "Backup Creator" plugin is our iPhone – mass market product. Everyone with a website should probably have a WordPress website, and it needs to be backed up. Most people have more than one website, or are planning on having multiple websites, so they definitely shouldn't start from scratch every single time... that's where our cloning comes in.

Once again, if I had my way there would only be ONE version of Backup Creator, the 47 dollar "Ultimate" version. But it turns out that for some of our buyers, 47 dollars is a lot more than 7 dollars, so we have our entry-level "Express" version which still clones, but only backs up 5 sites and doesn't run automatic backups, FTP, Amazon S3, or Dropbox.

We have that low-ticket product that EVERYONE in our industry needs, and a high-ticket product that MOST people in our industry need. Our competitors only copy one of these halves... either the high ticket product and they don't have the list of buyers to fill it, or the low ticket product and they get lots of sales, but because they have to deal with support, it isn't profitable.

This is the product you want to become known for. You might have to go through 1 to 5 "dud" products that sell a decent amount (a few hundred copies) in order to find a "hit" (one that sells thousands of copies). A must have tool of piece of software that YOU built for YOUR own business that YOU use every day, so it's meant for others in your industry to use every day. Whether this is a desktop software, mobile app, or WordPress plugin... it's a tool that other businesses depend on...

The key is staying 100% focused on the next easiest way of making money that's right in front of you, so you can plow through the duds and get to the hit.

Easy Key #5: Free Product That Others Charge For (iWork or WP Import)

An easy way to build a big list FAST in any industry is to find something that literally everyone charges for, and find a way to give it away for free. The easiest way is just to create a product and give away the "lite" version (with only a couple of features) for free.

Don't make the mistake that most people do of creating a free product FIRST... all you'll do is spend a bunch of time GUESSING about what people might want. It's better to put out a course, plugin, service, anything... for a price that's just below what you're comfortable with, and raise the price to the point where you're slightly UNCOMFORTABLE and there's enough price resistance in the marketplace for you to actually have a decent pitch, sales letter, and autoresponder sequence to make that sale.

Another mistake: discounting yourself or otherwise trying to market on price. Did you know that Apple recently made its iWork software (basically, Microsoft Office: a word processor, spreadsheet tool, and presentation software) free for all new iPad and Mac users. They didn't do it to be "cheaper"... they did it to make things simpler. Now you don't have to first buy an iPad and then spend more money to buy the actual apps to make everything work properly... you get it all in one.

I once put out a plugin that imported articles into WordPress for blog posts. People came out with knock-offs for $47 and $97. I made mine FREE and built a huge list of thousands, then added enough features to justify charging for it, and finally made it FREE as part of one of our courses. We did the same thing with early versions of WP Notepad and Member Genius.

Look, anyone can give away a free report and a free video, so once your industry gets too crowded with list builders giving out free items, give away a fully functioning piece of software that fits in very well with a larger course OR just a stripped down version of the software that gets newbies started right away. You'll stand out.

Easy Key #6: High Ticket Coaching Program (All Your Products Included)

You need to build a list, you need to experiment with different products, give away a freebie to keep bringing in new business... but list building WILL always be your bottleneck, and... once you start bringing in a decent level of consistent income, you'll start to wonder if there's money just sitting in your list that you aren't properly mining.

The top 1% of your subscribers are the power users who actually have existing businesses and are perfectly fine paying you $10k if you can show them, or do, a couple of things that bring an extra $20k into their business.

I feel like I keep having the same conversation with business owners who just need something simple like an autoresponder with one scheduled email that lasts just 12 short messages. Or how most people don't know that they could be sending a direct mail campaign to all their subscribers TONIGHT for 30 cents per postcard. Or that they can hire someone to call their best customers on the phone for $1 per lead. Or send a voice or text blast for 5 cents per lead. Low hanging fruit that they don't see hanging in front of them.

Lance used to include free 10-minute or 20-minute coaching calls to the buyers of a few of our courses (no longer available) like Newbie Crusher or Webinar Crusher. We discussed them and there business, where they were stuck, and quickly got them unstuck. Many times the problem was... point me in the right direction for this, tell me what to price for that, tell me what to change on this web page. We had fun doing it.

Way back in early 2011 we started our Platinum program. Lance and I noticed that we started putting so many products on the market, even high ticket courses, that it was difficult for people to keep track. We also had those one-percenters, the power users to think of. If someone wanted to buy access to US, if someone wanted to buy EVERYTHING we had, how could we do it without discounting ourselves?

I won't tell you how much we charged for Platinum in the beginning. Rest assured that price is higher than any products we have on the market and we have steadily increased the price since then. We created a one-sheet piece of paper listing all our products, PLUS it includes a standing 1-hour meeting on the same day every week at the same time of day that we all agree on beforehand.

Lance and I meet with this person, we schedule a recurring calendar appointment and a recurring GoToWebinar session. THEY tell US what needs to be done in that hour, usually we show them something technical or tweak what they've setup between meetings. As the meeting is winding down we have them list 4 tasks they'll complete before the next session, post it in a private area only they can access, and post our recording of the session. All we really have to do is show up (if they can't make the meeting that week then there is no rescheduling) and it costs us nothing to include access to all our products for free.

This is a great alternative to done-for-you work or "freelancing" where you get paid a flat fee for a job that's always supposed to be quick, which ends up taking at least twice as long as you thought, so you're

never getting paid enough for your time and you've traded one day job for another. When you're coaching instead of freelancing, you know EXACTLY how much you're getting paid for your time.

Another important part of your coaching business: this includes all your products and training along with your live coaching, but if someone cancels from your Platinum program, they lose access to all those additional bonuses and have to re-buy them separately.

Easy Key #7: Four Pronged Attack (Newbies, Up-and-Comers, High-Achievers & Burnouts)

Have you ever heard of outdated concepts like... a customer avatar? I've heard this idea done to death. The idea is to have a picture in your head of what your ideal, "average" customer is like. Maybe his name is John and he's 54 years old with two kids, a boy and a girl, one just finished college and the other is a lawyer, makes $100k a year and pays a $2000 per month mortgage.

Eben Pagan came up with this idea. You invent an imaginary character that has just about all the traits you'd have in an ideal customer. That way... when it comes time to make a product, record videos, assemble sales copy, write quick emails and so on, you have an EXACT picture in your head of who you're talking to. You aren't trying to please everybody.

Have you heard about an "elevator pitch" or an "elevator speech?" Most people can't explain their website or their product in one sentence, in 60 seconds, in 30 seconds. If I ask what you do and what your website is, can you tell me? I can tell you that my site is Backup Creator and it's a WordPress plugin to instantly clone your blog, membership site, sales letter, and more.

I can tell you I sell courses that make technology simple, especially running membership sites, webinars, and becoming a published author. Boom, done. I'm not inventing cute phrases that sound cool and mean nothing. I'm not going on and on for 5 minutes, 10 minutes, an hour, like some people do. Clarity, simplicity!

Let me combine this with a third idea and that's Eugene Schwartz who tells us that the marketplace goes through four cycles: novelty, enlargement, sophistication, abandonment. Weight loss courses flood the marketplace, then they compete to teach faster results, then they compete to teach more complex results (like body fat loss or muscle growth), then the marketplace is so exhausted that there's a weeding out process and the "simple" guys are back on top.

A huge stumbling block for me early on: I mistakenly thought that I had to keep inventing a new "information product" every week (in my case, a package that consisted of videos, a book, and some PHP plugins for websites) in order to make money. The reality is that if someone needed to learn stock trading from you last month, it's still relevant now, or whatever the niche is. There are also a TON of reasons why people didn't buy from you right away:

- The timing wasn't right (they weren't ready to buy)
- They weren't on your list yet

- You hadn't said the exact magic words they wanted to hear
- They were too busy with other things

Either way, it's perfectly acceptable for you to show people how to achieve an amazing result, like organic gardening, and then promote that same exact course next week or next month because if your product is somewhat evergreen, and you're building a list (even slowly), then there you'll always have people on your list who found you, but didn't buy from you yet!

Here's what I call the four-pronged attack and the simple explanation is that you create FOUR customer avatars instead of just one (using Eugene Schwartz marketplace cycles as a template), and compress it down into as much of an elevator pitch as you can. That just about writes your sales letter and webinar pitch for you, and even a BOOK if you want to promote your paid course even further.

Think about the process an excited newbie in your industry takes on their way to a tired expert:

- **Newbie:** gullible (but not in a bad way), lots of possibilities, lots of enthusiasm but slightly gunshy and confused about all the possibilities, does not want to admit they're a newbie
- **Up-And-Comer:** has tried out a few other programs before finding you, knows and recognizes quite a bit of your niche's jargon, has made some progress and probably has a few results to show for it
- **High-Achiever:** already achieving success but has hit a plateau and needs a boost or just some direction
- **Burnout:** has seen it all and is tired of keeping up, keeps seeing the same patterns over and over, just wants to clear out the clutter and the noise

The example I always use when we teach this process at our live Product Unviersity events is for our webinar course, Webinar Crusher. We want to align with someone's beliefs and show that we understand what they've tried, where they're coming from and steer them away from things that don't work -- the punchline at the end being our webinar system, which does work, and is better than all the alternatives we presented at the beginning...

The "newbie" has heard of teleseminars and webinars but hasn't done them probably just from a lack of where to start. The "up and comer" has run or tried to run a webinar but didn't get results and gave up. The "high achiever" is cranking away at webinars but has gone too far down the rabbit hole with trial offers, fake webinars, hangouts and things like that. The "burnout" needs to fix a specific webinar-related problem, probably building a bigger list and performing in front of larger audiences.

We usually make the mistake of assuming everyone's at the advanced level (because we probably are) and that's also more fun for us to teach. But most customers are the newbies, and if we play out these four types of people, we can walk them through four possible scenarios (some may be in the future for them) and at the end, say... I know you've had ups and downs with webinars but I want to show you this complete system that has everything you need in it and it's called Webinar Crusher.

How about this...

In the future we can also create four entire 1-hour webinars centered around each type of person.

The format that has always worked for me is: 45 minutes of teaching, then 15 minutes of pitch at the end... in and out in an hour, 20-30 slides prepared, magic trick in the middle, no scripting, no Q&A, in and out in one take.

I know that seems like a lot at first. But as far as webinars go, we could create...

- a webinar showing how to use webinars to grow or even start their business
- a webinar showing how to actually make a product, run a pitch, get attendance, build a list and increase sales (everything they want)
- a webinar that distills all the noise they hear about webinars into an easy to understand plan of action
- a webinar showing our massive results and one magic trick that might be over a few heads (possibly involving software) that gets them to buy right now

I'm talking about four separate presentations here. But don't worry, you could present one of these in January, another in February, another in March, another in April... and center that whole month around promoting THAT particular webinar, and then re-promoting the replay afterwards.

Nice to Haves

I could keep going on about the things your online business "should" have 6 months or 9 months from now, but here are those things that you "should" get to once you have a profitable business up and running:

- book (containing your greatest hits organized in a logical step by step fashion)
- blog (a place for you to vent about everything wrong in your industry and point out a better way)
- podcast (easy way to generate lots of spoken content that says EXACTLY what you wanted to say the first time)
- Facebook fan page (more reach and traffic to your existing subscribers)
- articles and SEO blog (content marketing)

All these things are centered around sending people to YOU... to a sales letter offering them access to YOUR membership site, and I want to help you get your very own membership site in record time, or at least improve the membership site you already have.

That's why I want to meet with you live (over the internet, but not a recording) on this coming Wednesday, December 4th, 2013 at 2PM Eastern for this free training about your future, your income, your business and your membership site:

Instant Passive Recurring Income:

How to Create an Automated Money Site in Just a Few Clicks

(Go to *JoinWebinar.com* and enter ID: 126-983-730)

You might get locked out if we are filled to capacity. But here's the thing: I can guarantee you a spot if and when you click that link and register right now. And while you're at it, here's an easy checklist for you:

1. Register for our December 4th training by going to JoinWebinar.com and entering ID 126-983-730, then fill in your name and email address to reserve your seat
2. Signup for our affiliate program at: http://www.MemberGenius.com/affiliates and grab the affiliate tools if you want a banner graphic for your blog or swipe copy for your autoresponder list or your Facebook timeline
3. Print out this report in full, staple it together, take a picture of it with your camera phone and email it to robert@robertplank.com (my personal email address)

Do those three things and I will reply on Wednesday, December 4th 2013 how to get a 70% discount off our upcoming membership site plugin. Please complete all three steps right now while it's still fresh on your mind, and I'll talk to you very soon.