



Welcome

I'm so glad you opted to take the step and grab this guide, now I urge you to take one more step that most never do and set yourself above the pack... take action with it!

The sad reality, and dirty little secret of the Making Money Online niche is that most people spend all their time (and money) gathering information, plans, systems, blueprints, and guides, but they never take action and follow through with any of them, so they never succeed.

Don't be that person! What I'm giving to you here is a proven method to building an email list in almost any niche, that's full of motivated buyers. A list like that is like having a goldmine in your backyard that you can tap into any time you want to make profits.

“The path to success is to take massive, determined actions.” --Tony Robbins

I'm not going to fill this with any fluff or hype. You took the step to get it and so I'm going to assume you understand the value in a list of motivated buyers. When you read through the short guide below I believe you'll have several “uh huh” moments as you realize just how simple and brilliant this is.

Now, let's get into the nitty-gritty.

Who?

This is the easy one, right? The “who” is YOU. But, like all things, it’s never quite as simple as it looks. You have two decisions to make and it’s crucial that you make them, and then stick to them through the rest of this process.

Your first decision I’ve already mentioned in the welcome message above, will you take action? I hope you’re nearly shouting “Yes” from your seat right now, you need that kind of enthusiasm and energy.

“Outstanding people have one thing in common: an absolute sense of mission.” --Zig Ziglar

Your second choice is what sort of business are you creating or building? There are two options here, you’re either a B2C (business to consumer) operation, or you’re a B2B (business to business) operation.

The good news is this will work for you either way. However, it will be a lot faster and easier to get rolling for you if you’re running a B2C operation, just because there’s a far larger marketplace for you out there.

What?

To me, the “what” is about your traffic platform with an online business, and there’s no shortage of platforms. You can use a website, pay-per-click advertising, media buying, webinars, virtual summits, video marketing, content marketing, and so on.

Let’s step back and boil this down real quick, an online business is comprised of 3 things:

1. A Product (or Service)
2. An Offer (made on a platform)
3. Customers (traffic)

This guide is about Email Marketing as your traffic platform for putting your offer in front of buyers, my advice to you as an action taker is to stick to this one platform until muscle memory kicks in and you’re doing it--and profiting from it--with minimal effort or thought. Only then should you add another platform to your business.

It’s important to master your traffic platforms, learn them inside and out, rather than just throw together several without fully understanding them and hope for the best.

Like I said, it's good to have multiple platforms, I even encourage it, but do it the right way or it's just a hodge-podge mess. Learn and master one, then add another, repeat for as many platforms as your business (and you) can handle.

Where & When?

I'm putting the "where" and "when" together here because I promised you no fluff in this guide. Where is anywhere! Honestly, what I'm going to show you can be done from anywhere and all you need is a smart phone. Of course a tablet, laptop, or desktop may be easier (for typing, I've got short stubby fingers myself), but you truly can do this with a smartphone from anywhere you've got Internet service.

The "when" should be obvious, around-the-clock. Once you begin to apply this method it's going to produce for you all day, every day.

"The future begins today." --Wayne Gerard Trotman

One caveat I'll add to "when", is right now! You're an action-taker, right? So, as soon as you finish reading this guide I urge you to start putting it into action.

How?

Here we are, the nuts and bolts of this guide.

Before I begin describing the step-by-step process though, I want to take a minute to talk about the first time I personally put it together because it gives an overview of the process and I think that will help to have in mind as you go through the steps below. This particular example was all the way back in the mid-2000's, I really have been using this setup for over a decade and in multiple niches, and it's never failed me yet.

I had created a digital product. That's necessary but don't worry I'll show you how to easily do that in the steps below. A digital product can be a video trainer, video course, ebook, scripting, or software. In my case it was a piece of software because that's part of my skill set.

At that time website building was still mostly done in clunky and costly desktop applications, and often you needed to use multiple apps just for building a single web page.

One of the major apps of the time, Microsoft's FrontPage, was on the way out (in-fact Microsoft stopped supporting it by 2009), so there were holes in the web page building software space and I had developed an app to fill them for my own personal use. It was pretty advanced for its time and I thought I'd take a shot at releasing it as shareware to see if others would benefit from it too.

I wasn't certain there would be a great demand for the software, honestly I had wildly underestimated how many people were just trying to build simple websites for their small businesses and hobbies, so I didn't want to invest money into marketing for this.

Weeks went by as I wracked my brain trying to come up with ideas for getting the app in front of people who it might benefit, and one day while browsing YouTube videos on web design I had my own "uh huh" moment.

There were tons of tutorial videos there on all different aspects of HTML, CSS, JavaScript, PHP, and all things related to web design... and some of them had hundreds of thousands of views!

These videos on YouTube already had the audience I needed consuming them, all I had to do was figure out how to get my app mentioned, or maybe even featured, by some of the video creators.

Buying advertising wasn't an option so the alternative that seemed to fit best was an affiliate program. Offering content creators a commission for registrations to my app. No risk to me, that sounded good.

The obstacle then became making the offer enticing enough that some of these video creators would give it a try. That's all that business is, stepping from obstacle to obstacle and figuring out how to get past them.

I already knew my price point for the software, as shareware users got a 30 day full featured trial before some of the features turned off if you didn't register, and the registration was a one-time \$29.95.

At first I tried a 50/50 split with video creators and the response was less than enthusiastic. Sure it was a solid commission rate, but the amount was still under \$15 and it just didn't seem attractive enough to get many video creators on board.

So I had moved the obstacle but not made it past it, I needed a new approach. This is when my next "uh huh" moment struck. Did I need to make much profit on the registrations of my software?

That may seem like an odd thought on the surface, but I was building a larger business around Internet Marketing and I knew that each registration of my software was "a lead", It was someone who:

1. Had an interest in web design and development, either professionally or as a hobby
2. Was a proven buyer of digital products (they bought my app to get here)

In a nutshell, these were proven buyers who were motivated, and I knew there were tons of verticals I could market to them. People who build web pages usually want to see traffic to the pages they build, and they want to see conversions from the traffic they get, there's no end to the related products I could market to such a list.

The answer to my obstacle was simple. I had to make the offer more attractive for content creators and shift my reward from the initial sale to the backend. So, doing the math and knowing that my costs (transaction fees and such) were just under \$3 per registration, I decided to give content creators a flat \$25 per registration in commissions. That meant my profit per registration would be a little over a dollar... and the lead on my list!

Did it work? Brilliantly! Suddenly I stopped getting ignored or courtesy "no thanks" replies from video creators I was reaching out to. For \$25 per registration, the majority of them that I contacted jumped in.

The app got so many mentions on YouTube, and from there on web coding forums and blogs, that I eventually got contacted by PC Utilities magazine and my app was featured in an issue.

Over the course of about 9 months I ended up with over 50,000 registered users. Yes, 50,000!

A ton of video creators made small fortunes, I had a huge, targeted, buying email list, and the topper was a start-up software company that bought out my app to rebrand as a cornerstone of their product catalog which was a nice little profit for me, but I kept my list!

I hope you see the real power and potential in this. Remember, I was making a little over a dollar on the initial registrations, so I made a little profit there in the end, but where I made a killing was in having that list of proven buyers with an endless number of related products to market to them.

Now, you may be thinking "sure, but I can't build software", and that's fine because you don't have to. I've used this same tactic over and over again since then in a wide variety of niches and never again with a software product.

People buy training videos and courses, people buy ebooks, and people buy any digital product you can create that will help them or solve a problem for them. Just look at Udemy, ClickBank, DigiStore24, etc., these places and the creators of videos, courses, and ebooks all don't exist if people don't buy.

Any digital product you create, as long as it helps people and/or solves a problem, can work for this, and you don't have to sell it at \$29.95, the pricing is going to depend on the niche. I've

done this same tactic and had amazing success with a \$9 ebook that I paid YouTube video creators a \$7 flat-rate commission on. The fact is some niches, especially smaller ones that don't have a ton of ready-made affiliate products to promote in them, still have enthusiasts and content creators starving for content.

The key is having a useful product that a) the content creator thinks their audience will want and benefit from, and b) doesn't compete with anything the content creator is already selling themselves or as an affiliate.

Fashion, Makeup & Beauty, Cooking, Marketing, Health & Wellness, Relationships, Money, Retirement Planning, Travel & Leisure, heck even Beading, no matter what niche you're into or want to get into there are people already on YouTube, Tik Tok, Instagram, and other platforms with growing followings that you can approach and entice into being an affiliate for you. Seriously, anything under the Sun that requires skills or resources is a viable niche for this.

Earning profits to build a hungry list that you can tap into over and over again, that's what this is about. I hope you're excited now because you're going to need enthusiasm and energy for the steps below, this isn't hard or costly at all, but there's a little bit of work involved to set it up right.

Let's take action!

NOTE: In some of the steps below I will direct you to Google or YouTube for help at times. This is to cut down on the fluff in this ebook, there are fantastic tutorials already out there that will help you a lot better than I could here. However, if you have any trouble or questions, please feel free to contact me at mmocrewdotcom@gmail.com and I'll do my absolute best to help, or at least find you the perfect help for your problem. I want you to succeed with this so much that I'm willing to personally get you over any hurdles.

Step 1

Create Your Digital Product

Maybe you already have a product, or products at the ready, and if so, great! But, if you don't then I'm going to show you how you can easily create one for your niche, and guess what, **you don't have to be an expert** to do it.

Use Google, YouTube, Udemy, PLR sites like <https://www.idplr.com> and <https://www.indigitalworks.com> to find tons of material on your topic. Blog posts, videos, PLR and MRR content, spend a day consuming everything you can find.

Need to know what people are asking and searching for on the topic? Search it on Google then look at the section titled "People Also Ask:", Click on the questions there to expand and collapse them and guess what, more will appear. You'll go from 4 or 5 to dozens in seconds, and these are coming straight from Google telling you exactly what questions and pain points people in your niche have that you can answer for them. Talk about a gold mine!

Then, and this is vital, don't copy anything you find! Never mind that it's illegal and immoral, just don't do it. You want your product to offer something helpful and unique, it's the face of your business to the people who are going to buy it and join your list, so make it your own.

Take all of the information you've consumed, create an outline of what you want to share with people about the topic, and then use your own words, style, and what writers call "voice" to create an awesome digital product.

You can create it as a video or text product. Some say video sells better, personally, I've found it depends from niche to niche, but in the end whatever you're most comfortable with is what you should go with because your comfort will come across in the product as confidence, and that matters.

To summarize: use Google, YouTube, Udemy, PLR sites like <https://www.idplr.com> and <https://www.indigitalworks.com> to find tons of material on your topic. Blog posts, videos, PLR and MRR content, spend a day consuming everything you can find, then take what you've consumed and create an awesome and unique digital product that helps people or solves one specific problem for them.

It doesn't have to be very long. A video of 15 minutes or ebook of 10 pages is more than enough if it helps people and/or solves a specific problem they have. I've sold 3 page PDF's for \$9.99 over and over in multiple niches that solved a very specific problem people in those niches have. Buyers don't care about length, they care about results. Deliver a result and you've got a happy customer.

How easy is this?

Everything you need is out there for you to use, you just have to find it and then curate it into your unique product and you're on your way.

Step 2

I'm Not Going Into The Technical Weeds Here

This step involves [buying a domain name](#) and setting up a website where you can sell your product, and handle affiliates (YouTube, Instagram, Social Media content creators) and affiliate commissions from.

Now, this guide is about Email Marketing, so while having a site and being able to track and manage affiliates is vital, it isn't part of the direct core of the system I'm laying out for you.

What I am going to do here is describe briefly how I set up my sites for selling products and managing affiliates, listing all the scripts and software (all free or open source) by name, and trusting that you're capable of searching YouTube and Google if you need assistance with installing or using any of them. There's more than enough help freely available to you and I won't assume what your skill level with this stuff is.

When I set up a site for this, it starts with a [domain](#), I go for short and descriptive.

Next is [hosting](#), I use WordPress so basically any shared hosting service that you like is going to be fine, WordPress will run on all of them. The one caveat I'll put here is you absolutely will need your site hosted behind an SSL certificate, so make sure you [pick a host](#) that offers free SSL certificates, most do these days.

Most hosts these days will have a one-click installation option for installing WordPress onto your domain. If yours doesn't you can download and install it directly from [WordPress.org](#) and use their "[5 minute installation](#)" guide.

A WordPress site uses a "theme" for its appearance. I use some special plugins (listed below) so I look for a theme that I find to be appealing and that is designed to work well with WooCommerce (a WordPress plugin). There are a lot of free themes like this out there and Google will help you find them, but one I use often and have found easy to work with is called Astra (<https://wpastra.com>). It's got a free and pro version, I've never needed the pro version personally and it comes with multiple templates and drag-and-drop page builders you can pick from so that you can easily customize every page of your site to exactly what you want.

The next thing I do, before installing the WordPress Plugins that make everything we're doing work in harmony, is [set up an email list](#). You can use any list service you want, there's tons out there, I'm going to recommend [Aweber](#) if you don't have a preferred service only because they offer a free level and a very easy and intuitive user interface, that's a heck of a value.

Now that you've got your domain, your WordPress site online with a theme, and your mailing list created, it's time to install some plugins from your WordPress dashboard.

Here's a list of the Plugins I use, all of them can be found from your dashboard in WordPress by going to the "Add New" page under plugins and typing the names into the search bar:

NOTE: All of these are free, or have free versions that carry all the functionality this setup requires at the time of this writing. You don't have to spend a dime on any of the plugins below to make this work.

WooCommerce Plugin - Allows you to sell from your site using several payment gateways, PayPal and Stripe are the easiest to me but you use what works for you.

YITH WooCommerce Affiliates Plugin - This is what lets you create and manage an affiliate program for your product(s). It's fully customizable so you can set commission rates and has everything you're going to need to make this system work for you.

GDPR Cookie Consent Plugin - Nice and easy to be compliant and avoid any issues over privacy rights.

Really Simple SSL Plugin - This makes sure that your WordPress site is properly handling all requests for users to be secure.

Site Kit by Google Plugin - This lets you set up Google Analytics on your site and gives you overview displays of performance right inside your WordPress dashboard.

W3 Total Cache Plugin - This will keep your site page load times as low as possible for your visitors and that's a common courtesy on the modern web.

NOTE: W3 Total Cache Plugin like all caching plugins is a great tool, but can cause some minor issues with the shopping cart and checkout pages of WooCommerce, fortunately there's a simple fix for this and it isn't very technical at all. Here's a link to information on how to tweak this plugin so that it doesn't create any issues for you:

<https://docs.woocommerce.com/document/configuring-caching-plugins/>

Step 3

Create Your Site & Product Pages

Again I'm not going to fill this guide with fluff here and I'll assume you know what pages you need on your site and how to create pages in WordPress. If not, Google and YouTube search is your friend.

At a minimum I would suggest your Product sales page, an About page, a Contact page, a Privacy Policy page, an Affiliate Signup page, and a Terms Of Service page.

Specific details for setting up your product page and affiliate commission rates is easily found on YouTube with video walkthroughs if you need them.

Step 4

Now You're All Set To Roll, Let's Get Some Affiliates

With your site online, your product page created to sell from, and your affiliate system ready to go, the final step is finding and reaching out to Social Media content creators and enticing them to share your helpful product with their audiences in exchange for a commission on any sales.

NOTE: I haven't mentioned pricing or commission rates in the 3 previous steps for a specific reason, I don't know your product or niche. But you should, so my best advice is to use your best judgment based on knowing the product you've created and the niche you're in, and don't undervalue yourself. Look at other similar products in the niche, see what they're selling for as a guide, and then price yours accordingly.

You might think this is all about finding YouTube content creators, but it isn't. That's one place to find people with audiences in your niche, but so is Pinterest, Instagram, Twitter, Tiktok, basically any social media platform. Even niche bloggers.

They all have content creators on them, you just need to do the legwork of finding the ones who are at least frequently posting content related to your niche and who aren't promoting a specific product that's in direct competition with yours, then use the "About" or "Profile" or whatever-it's-called on the platform section to either find their contact details or send them a direct message and make your offer, it's as simple as that.

Most content creators on social media are struggling to earn money from their channels. Not all, but most. I've talked with YouTube creators who have a million+ subscribers and can't make a livable income from the advertising in their videos.

That boggles my mind. I've had email lists with just a few thousand subscribers that consistently earned me a livable income from sending a couple of emails a month to, and here are people with a million+ followers who barely earn more than minimum wage while spending hours per day creating and editing content to upload.

But, that's the reality of it and that's your opportunity, especially in the less popular niches (by less popular I mean not the big 3 of Health, Wealth, and Personal Growth). I've mentioned Beading earlier, how about Finger Painting? Stamp Collecting? Memorabilia Collecting? DIY? On and on...

Some of these niches may not have the giant audiences that the big 3 do, but the people who are interested in them, like all things, are usually passionate about them and if you can put a product in front of them that helps or solves a problem they have, you're on to the winning formula.

All of these niches are going to have content creators on social media with followings, and that's your goldmine where you can make money by making their followers your own and then tapping into those followers over and over again on your email list.

So, how do you find the content creators?

My system is really simple and I'll use YouTube as the example but it generally applies to all platforms so you can use it across the social media landscape.

Let's say I'm entering the Beading niche. I'd go to YouTube and perform a search like "beading how to" or "beading tutorial", you get the idea. I want to find videos that are "teaching" viewers because a) this tells me it's the right kind of content creator for this, and b) it's exactly the audience I want to go after, people seeking help in the niche.

Then I filter the search results by upload date. I want to find the most recent videos uploaded because those are going to be from currently active creators. Finding a video that's 7 years old by a creator who may have stopped posting to YouTube long ago is a waste of time.

Now that I've got the right videos sorted by upload date I'm going to start scanning the results. I'm looking for videos posted in the last month with thousands, or maybe even hundreds of views depending on the niche. These creators are going to be the first ones I look at.

On each video result with the minimum views I'm seeking I'm going to right-click on the creator name and open it in a new tab on my browser. Then I'm going to go to the "About" section of their channel and look for contact details.

Often I'll find an email address listed there. Sometimes there's no email but there will be a website URL and I'll have to visit their site and use the contact page there. Sometimes there's no email or website, but under "Links" will be their account on Twitter or another social media platform where I can direct message them.

Rarely, you won't find some way to get in touch with the creator, but it happens now and then so I just move on to the next result.

That's it for finding content creators to reach out to. Depending on the size and popularity of your niche you could spend an hour or you could spend days creating a list of creators to reach out to, it's worth it either way.

Making Contact

You're reaching out to someone on social media, so a brief and friendly approach is what I've found to work best.

Here's an example of an actual pitch I've used that got a great response rate:

Hi NAME,

I'm a big fan of your SOCIAL_MEDIA_PLATFORM content,
You really put it out there to help people interested in NICHE.

I try to help people with NICHE too, and recently published
a PRODUCT called "PRODUCT TITLE" selling for \$9.99
I believe it would be of value to your followers and wanted to
ask if you'd mention it with a special link that would earn you
\$7.50 from everyone who purchased it?

You would be helping your followers and earning a little
profit as well. If that sounds good to you just use this link
to become an affiliate and get your special link to share with
your followers:

AFFILIATE_SIGNUP_PAGE_LINK

Thanks again for all the great content you share and I hope
you have a wonderful day!

Regards,
NAME

That's it. Short, complimenting, and to the point.

Keep your expectations practical. The higher the commission rate the more responses you're
probably going to get, but you're not going to get 100% response rates. Probably not even 50%
response rates, though I have seen that level with some offers.

Don't fret over non-responses and don't bother people with multiple contacts if they don't
respond. Focus on the ones who do reply to you, when they join your affiliate program through
your website reach out by email and welcome them. Ask them if there's anything you can supply
to help them share your product with their audience. Offer them a FREE copy of your product.
Make it impossible for them to become an affiliate and then forget about you and your product.

This is one Email Marketing formula I've used for over a decade to build lists of passionate and
proven buyers in all kinds of niches over and over again.

To earn money (even if it's a tiny profit) just for building my list, then having that list to tap into
repeatedly to earn much larger returns from.

BONUS

Now I'm going to tell you the one secret that will make all the difference for you with email marketing. Pay close attention because this is where so many get it wrong and blow it.

Ready for it?

Don't be a jerk to your list!

Honestly, so many email marketers view their list as numbers and cash cows and that's the fast track to having an unresponsive and unprofitable email list.

This is exactly why some marketers out there have these huge lists and they can't make them convert into profits, then they start shouting "Email marketing is dead".

Email marketing is still the most personal and profitable way to build a relationship between yourself and your customers, you just can't abuse them and think it will work out well for you.

You got these people--remember they're people with hopes, dreams, desires, and problems--onto your list by offering them something helpful and of value.

Make sure you keep doing that.

Don't just hammer them over the head with email after email of "Buy this affiliate product so I can get a new boat" sales messages.

Don't forget about them until you have an offer to hit them with.

Stay in touch with your list, at least every other week send them a message, and make sure it's something good, useful, and/or helpful for them. The same way you gathered content to create your product in the first step is how you can constantly keep creating smaller pieces of gold-nugget content to give your list going forward.

You're cultivating a relationship here. You want your list eager to see the next message you send them.

Do this, and keep the offers to a reasonable rate in your emails, I shoot for roughly 1 offer email out of every 5 emails I send to my lists. That means 3 or 4 giving emails that are pure free value to the list for every single taking email that offers them something to buy so I earn commissions or revenues.

This keeps your list happy, it keeps your unsubscribe rates lower, it keeps your open rates high, and it keeps your click-through and conversion rates higher.

I hope you see the value and potential of all this, and if you've read the full guide to this point I hope you've been taking action with each step. If not, **do it now!**

Don't be the person who collects systems and plans and blueprints for generating income but never uses any of them. This one works, it costs next to nothing to start (beyond a domain name and hosting fees), and it can be set up from a smartphone in less than a day.

I wish you great success and you can always reach out to me with questions or comments (I love feedback) at mmocrewdotcom@gmail.com

Regards,

Scott