

# How To Create Multiple Income Streams

...That Churn Out Cash  
On Autopilot

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# Why Build MULTIPLE Income Streams?

- Reduce Risk
- Increase Profits

...And, Why Put Them  
On Autopilot?

- Most people trade time for money.
- Whether you're paid \$10/hour or \$100/hour, there is a limit to the amount you can ultimately earn.
- To become truly wealthy, you must develop passive residual income.

# What is "Passive Residual Income?"

It is money you earn  
over and over again  
...from work you do  
just ONE time.

In Other Words...  
Money You Earn On Autopilot

# Some Familiar Strategies...

- Investing in stock and earning interest every month of the year.
- Investing in real estate and renting out properties.
- Building a network marketing organization.

# Investing In Stock...

- You must have a large amount of money to purchase quality stock.
- You must manage your stock well.
- It's risky, and there's no guarantee you'll earn more than you lose.

# Investing In Real Estate...

- Requires you have a chunk of cash to purchase property.
- When the property is vacant, you must pay mortgage out of your pocket.
- If a bad tenant trashes the place and skips out, you must foot the bill for the repairs.

# Building A Network Marketing Organization...

- Takes hours of time to prospect.
- Requires ongoing cash investment in marketing.
- Takes several months or years to build an organization large enough to provide generous income.
- If you stop actively supporting your team, your organization will fall apart and your income will dry up.

- Everyone Wants to Work Less and Have Time to Enjoy Life More.
- Everyone Wants to Retire on a Comfortable Income.

How Do You Build Passive Residual Income If You're Not Already Wealthy?

Easily and Affordably Create  
Multiple PASSIVE Income Streams

By Building Niche  
Affiliate Websites...  
the "Passive Profits" Way

# What Is A "Passive Profits Website?"

- NO Customer Support
- NO Constant Tweaking For The Search Engines
- NO Manually Adding Content To Keep Your Site Current!
- NO Ongoing Advertising Expense

**You Just Build It Once...And WALK AWAY!**

Use Automation To Transform  
What Used To Take 2-4 Months...

Into A Task You Can Complete In  
8 Hours Or Less!

# Using Automation The “Right” Way...

- Relevant content.
- Original content.
- Organic growth.

## The Litmus Test...

Is there value for the visitor when all forms of monetization are removed?

# What Is A Niche?

A group of hungry customers chomping at the bit to buy a specific type of item.

# How Do You Identify A Hot Niche?

- Watch the news.
- Read the newspaper.
- Surf online news sources...such as google, yahoo, and msn.
- Visit eBay and Amazon to see what's on their top seller lists.
- Software: Brainstorm Generator  
(<http://www.HollyCotter.com/brainstorm.html>)

# What Is An Affiliate?

The middleman who sells a company's product to hungry customers...

...And earns a percentage of the profits for every sale.

# How Do You Find A PROFITABLE Affiliate Program?

Easiest way is via Affiliate  
Networks...like CJ, Linkshare, and  
Shareasale.

# How To Easily Find Relevant Content...

- Datafeeds
- Article directories
- Software: Article Miner  
(<http://www.HollyCotter.com/miner.html>)
- RSS feeds  
(<http://www.HollyCotter.com/ezrss.html>)

# How To Easily Create Original Content...

- Read several articles on one topic, and then rewrite in your own words.
- Hire a ghostwriter.  
(<http://www.elance.com>)
- Rewrite private label articles.  
(<http://www.HollyCotter.com/yoa.html>)
- Software (<http://www.HollyCotter.com/articlebot.html>)

# How To Continually Add Content To Your Website... On Autopilot:

- Software: Article Miner  
(<http://www.HollyCotter.com/miner.html>)
- Service: EZ RSS Feeds  
(<http://www.HollyCotter.com/ezrss.html>)

# Easily Build A Website... Even If You Don't Know A Lick Of HTML

- xSitePro

(<http://www.HollyCotter.com/xsite.html>)

- Secret Money Generator

Attract Oodles Of Website Traffic  
Without Spending A Dime...

Using Linking Strategies!

# Getting Indexed vs. Page Rank

- Indexed = Search engines know your site exists.
- Ranking = What position your site is in search results.

# Some Quick & Easy Linking Strategies...

- Submit an original article to several article directories...resource box includes link to your website.  
(<http://www.HollyCotter.com/announce.html>)
- Submit your homepage URL to numerous website directories.  
(<http://www.HollyCotter.com/ds.html>)
- Exchange links with other website owners in your niche.  
(<http://www.HollyCotter.com/seo.html>)

Now That You Know WHAT To Do,  
Learn Step-By-Step HOW To Do It...

With My "Passive Profit Streams"  
Audio/Video Course:

<http://www.PassiveProfitStreams.com>