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Spotting A Good Opportunity?

(please visit <http://www.PassiveCashflowSecrets.com/productowners/> to watch this movie)

OK. Welcome back!

What I'd like to do in this movie is give you some tips for how to spot passive income opportunities.

I'm hoping that, having shown you the various opportunities you've seen so far, the various passive cashflow streams that I've generated, in my business, I'm hoping that having watched these movies a couple of times, and maybe taken some notes, you will see business opportunities in a different light... **you will be looking for business opportunities that provide you with passive cashflow.**

If you're working online, people will come to you with business opportunities all the time... they'll say, "would you like to buy my SEO services?", "Would you like to link to my site, I'll put a link back to your site?", "Would you like to help promote this ebook of mine?". Now, instead of accepting one-hit-deals such as "Would you like to promote my ebook?", or "Would you like to promote my software?", or "Would you like to promote such-n-such?"... instead of looking to promote "one-hit-deals" for just a flat-rate commission, I want you to start looking for opportunities that offer **residual commissions or monthly commissions.**

Like that message from Rosalind Gardner [earlier movie] where she said she looks for dating site (affiliate programs) that pay her monthly or web-hosting (affiliate programs) that pay monthly ... or perhaps an Internet marketing Private Site (affiliate programs) that pays monthly.

Start looking for opportunities where **you can see that you're going to project money into the future...** and it's going to come to you month after month after month, year after year. As you build those income streams that are passive, and they put money in your pocket month after month, then that is much more



beneficial to you than doing one-hit deals selling ebooks or selling software because you'll have to find another ebook or another bit of software to sell next month... and you'll have to do it again the next month... and **your list will get tired of hearing from you...** you'll have to keep finding products to keep promoting, or generating them yourself.

So, instead of that, if you have passive income sources coming in to your bank balance, or your wallet or your pocket, every month, then that gives you the luxury of saying, "**OK, I can take my time generating my next product**", "I can take my time and not bombard my list with ever 'flavour of the month' offer that comes out". It gives you time to sit back and relax and say, "Hey, I've got this money coming in every month I don't have to worry about my business so much... I can go off and do some of the things I always said I would do with an Internet business.

OK, so you need to have a **change in your mindset** of how you look at business opportunities... you'll be looking for the residual element.

Now, I want to give you an example. It's a little bit complicated, but imagine you own a forum... and people come to your forum... they're creating posts and they're reading posts...and they're creating replies and so on and so forth. You may remember that, when I was talking about my Private Site I said that it started off free, my forum started off free, but it was getting so much traffic coming through that it was costing me a fortune in bandwidth and I wasn't directly monetizing the forum so I was basically losing money doing it, apart from the prestige it gave me of having one of the most visited Internet marketing forums online. So, instead, I took the forum private and charged people per month to access it.

But now there's a different solution. Imagine you had a forum and you could sell add space at the top and the sides of the forum pages. Imagine if someone gave you the scripts that would allow you to insert the blocks where people could buy advertising into your pages. Imagine if someone **gave you the scripts for free...** would that be useful? Yes!

Imagine you've got an active forum... OK, you download the scripts, install them and are able to sell advertising on the website... so you can make some money from the forum. Now, you haven't actually paid for the scripts... so the way in which you "pay" for them is that **a percentage of the sales that you make for the advertising go to the people who created the scripts.** Say you sold advertising worth \$100, the perhaps you'd get \$80 and \$20 would go to the people who created the scripts. The scripts are so clever, they "know" the



PayPal address of the people who created the scripts and they know your PayPal address to send you money. So when you make a sale, the people who created the scripts get 80% and you get 20%. Now, how does that sound? Does that sound good to you? If you don't sell any advertising, you don't make any money... but you also don't pay a big, upfront, fee for the set of scripts. If you do sell advertising, you get 80% and the people who created the scripts get 20%. It sounds like a fair deal to me. **So far, so good.**

Now, what if, **the person who mentioned the scripts to the forum owner gets a cut?** So, for example, if I sent an email to you saying, "Hey, do you run a forum? If you run a forum, you may really want to get hold of these scripts because you can put them on your website for free, and then you'll make money based off of any advertising you sell".

Now let's change the percentage split. Instead of it just being the site owner and the people who created the scripts, let's include a third person. So, let's split the \$100 of advertising sold so that **\$75 goes to the forum owner, \$20 to the people who created the scripts, and \$5 to the person who referred the forum owner to the people who created the scripts (the affiliate).**

If I'm the affiliate, and I've promoted the offer to my lists. I've said, "OK, guys, are you interested in these scripts... they're free... every time you sell \$100 worth of advertising, you'll get \$75 and the remainder will be split between the people who created the scripts and me as an affiliate". If you had a highly trafficked forum, a forum that was visited by thousands of people a day, and you think you could sell some advertising, that message would be useful to you because **you could test that new method of monetizing your forum.** The scripts are free to install.

Say you tested it for a month, and you had AdSense on the forum beforehand. In the month you had AdSense, you earned \$20... and you said, "Right, I'm testing these free scripts." In the second month you install the scripts, sell a few ad spots worth \$100 and you actually get \$75 because of the 75/20/5 revenue split. So you've earned \$75 in that month, from selling advertising at your forum compared to \$20 the previous month from AdSense. So **you've increased your monthly money, and you're a happy bunny.** The scripts didn't cost you anything.

You're going to go forward each month saying "thank you very much, I'll have \$75 instead of \$20". And the people who created the scripts have an incentive, month on month, to improve the scripts because they've earned \$20 basically, from your installation. And the person who referred the site owner (that would be me if I did a mailout), would earn \$5. So every time the people who own the forums sell any advertising via the scripts, if I'd recommended them, I would get a



percentage of that revenue. **I'd get a percentage of every advertising sale that occurred on every forum where I'd recommended the scripts to the forum owner.**

So, you can see, perhaps I don't just have one person sign up and install the scripts... perhaps I have 100 people... and if they sell perhaps \$100 worth of advertising, on this 75/20/5 formula, then instead of saying I'd get \$5 per month, I'd get \$5 multiplied by 100, which is **\$500 per month... every single month...** as long as each of the 100 people that installed the scripts sell \$100 worth of advertising. Obviously, it won't be that plain and simple. You'll have some forums that will sell mega-bucks of advertising and you'll have a lot of forums that won't sell any advertising. Maybe it will average out to each forum selling \$100 worth of advertising per month.

But you can see, in this opportunity, how there is the possibility of earning **recurring income** based on every forum that has the scripts installed selling advertising.

This is **precisely** the business opportunity that you should say, "Hey, that looks fantastic. That's what I want a slice of."

And I'll show you... this actually happened. It's not a hypothetical example. If you go to <http://www.ClickBankSuccessForum.com>, you can see exactly what I'm talking about. These are the ads at the top. Over here, on the right, is a "Gold" ad. There are more ads down the side and some "featured links" at the bottom of the page, in the middle. There's also a link which says, "Powered by Forum AdManager", which is precisely the set of scripts I've been talking about.

This exact opportunity came across my desk a couple of days ago. It's by Adrian Ling, the guy I talked about in another movie... and he said, "Hey, do you want to get behind this?" and he offered a percentage split along the lines of what I was just talking about. People visit the page "How to advertise on this forum", decide whether to buy gold ads, silver ads or featured links and the revenue is split in the way I've explained to you.

And so, **that opportunity was much more interesting to me... and should be much more interesting to you... because you've followed this course and because it contains an element of passive income.** Those are the exact opportunities you should focus on in order to create these passive cashflow streams of income and basically make life much easier for yourself in the future... rather than building a business that relies on selling this product and that product and getting "one hit" amounts of cash coming in.



Check out <http://www.ClickbankSuccessForum.com> in more detail, check out the ads and learn more about it.

This is the type of opportunity you should be seeking out. When it comes into your Inbox, you want to be focusing on the opportunities that provide an element of passive cashflow.



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