Project Wealth

Cover Your Assets

- 1. Picking An Insane Money Niche
  - Google Adwords
  - Alexa Button
  - Similar Web
  - SpyFu
  - Facebook paid ads
  - YouTube traffic
  - Great for affiliate products
  - Short tail Keyword - running, horses, weight loss, hiking
  - Long Tail Keyword - Ketogenic recipes, Keto diet recipes, best hiking shoes for women
  - Buyer Intent!
- 2. Competitive Research
  - Who's Got Products in this niche? What are they buying?
  - Who's doing the selling? Where are they selling?
  - What are they charging?
- 3. Steal This Funnel
  - Determine a top selling product
  - Buy the product - copy every single page.
  - Buy every single upsell - copy every page
  - Copy even the shopping cart pages
  - Download the products
  - What happens after you buy?
- 4. Examine The Product
  - Paleo Niche
    - **Paleo Hacks**
      - Recipes and more recipes
      - Selling supplements as an affiliate
    - **Paleo Sweets**
      - Recipes and more recipes
      - Supplements, Supplements and more supplements
  - Value?
  - Did it deliver on it's promise
  - Did they call me to sell me more?
  - Do they keep selling more?
  - Will they ever go away?
  - What's their email followup?
  - What are they selling in their emails?
  - How many emails a day?
  - Which products do they repeat emails for?
  - Churn rate
- 5. Design Your Funnel
  - Parallel or mimic their funnel
  - Double Play
  - Get Person A to Create a Product
  - Give Person A's Product to Person B and tell them to create a product
  - Product B will be remote from the original product.
  - Turned it into A Book
  - Free Plus Shipping Offer
  - Upwork
  - Build One Step at a Time
- 6. Double Check
- 7. The Halbert Method
  - Direct Mail
  - First Class
  - SRDS
  - 5000 names
  - 500-1000 names
  - Check your income
  - If you made money roll over your income and mail 2000 names
  - Check your income
  - Mail the rest of your names
  - Buy 10,000 names
  - Roll out and mail lots more names
- 8. Just Add Traffic
- 9. Anticipations and Limitations