

MoneyPumps Money Making System

***Learn how to create a secure and ever-increasing income
from the Internet.***

By Dan J. Blackburn and Mari Peckham

Starting a Business That Will Work for You AND Your Interests

The MoneyPumps Money-Making System – Part One

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Introduction

The purpose of this short e-book is to enable you to identify a profitable niche market that will work for you. Identifying a profitable niche market is the first, and probably the most vital, step to creating success on the Internet.

This training series shows you exactly what we do to create a full-time income online. You can receive this series absolutely free of charge. However, please understand that there are some necessary and understandable costs involved with applying what we are teaching you.

The good news for you is that running an online business is a LOT less costly than running a “brick and mortar” business. The workload is generally less, and the profits can be a LOT higher and much easier to come by.

Throughout this first e-book, we will assume that you do not yet have your own online business and that you are interested in making BIG money on the Internet. Even if you already do have a business online and you are already making money with it, you will still find this information to be very valuable.

Both Mari and Dan use the very same techniques taught in this ebook to create full-time online incomes. They both left high paying jobs to work full-time online and both have achieved a **secure** and **ever-increasing** online income. For the record, Mari was an executive for a high-end International cosmetic company and Dan was a Metallurgist. They both struggled hard to get to where they are today.

We hope that you will find this information valuable, put it into practice and start making money online as quickly as possible...without falling into the same traps and money pits that they did!

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Any income examples given in these reports are for illustration purposes and should not be taken as typical. We cannot guarantee your future results and/or success. There are some unknown risks in business and on the Internet that we cannot foresee. Also, your success is dependent upon your dedication to following the system, as well as your own skill level. The use of our information should be based on your own due diligence, and you agree that our company is not liable for any success or failure of your business that is directly or indirectly related to the purchase and use of our information.

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Identifying a Profitable Niche Market That Will Work for YOU

This basic training walks you through setting up a website that builds traffic and makes money for you “almost” on autopilot. In more advanced lessons, we will also walk you through creating your own products and running your own affiliate program etc. You will not get access to the advanced lessons until you have completed basic training.

The real beauty of this basic training is that it shows you how to create multiple websites targeting various profitable niche markets. Each website has the ability to pump money into your bank account without you having to do much work at all, once the initial work is done.

Identifying a Profitable Niche Market

What Turns You On?

We're not asking if you like having your neck kissed or your feet rubbed. What you need to decide is what you are really interested in - even to the point of it being a bit of an addiction. This knowledge will help you on your road to determining a profitable "niche market" to work in. The Internet is full of profitable niche markets. The first thing you need to do before starting a business is to decide which niche market you want to work in. And, guess what? It's going to be a lot more fun for you if you **start** with something you are already interested in!

How Do You Identify A Profitable Niche Market?

Before we start, let's make one thing clear.

We highly advise you to NOT target "business opportunity seekers". Not for your first project, anyway.

Because this market is so prevalent online, it's easy to think that it must be a good niche market to target. But you know what? It really isn't. There is more money to be made, and much easier, by targeting something else.

The "business opportunity seekers" market is actually a relatively small market, but it is more saturated than any other niche market on the Internet. When we get into the specifics of how to identify a profitable niche market, you will know this to be true.

On top of that, the people making the most money in this niche market are among the best marketers in the world. Are you willing and able to compete with them? Get the system under your belt, start making money with some other niche markets, and if you still want to give this niche a go, then do it then.

Before we begin, watch this short video by Mari about identifying a profitable niche market. We will then go into more depth on this topic.

Download the Niche Market video by [clicking here](#).
Download the presentation notes by [clicking here](#).

OK, let's move on...

Need some ideas for a niche market to work in? Start with your own interests! What turns you on? What are you "o'holic" about? If someone gave you \$1 million tomorrow, what would you be spending your money on?

It's not essential to always target your own interests, but you'll find it easier to get going when you are focused on your own passions. Why? Because it's easier to be excited and write about something that interests you!

There are 2 main factors to consider before deciding on which "niche market" you are going to work in:

1. There must be people searching for "keywords" related to your niche market.
2. There must be money being spent online in your niche market, the more the better.

If you can meet these 2 factors, then you have a good niche market -- a niche market with "o'holic buyers", i.e. people who like to spend their money doing what

they love and are online looking for ways to do just that... but it's not quite as simple as that.

Let's start by doing a little research to determine whether your niche market is going to be profitable for you or not.

Here Is How to Do This the "Free" Way

[Search Overture](#) and type in a keyword phrase related to your niche market. A keyword phrase is something you might type into a search engine when looking for information or products related to your niche market.

[Click here to search Overture's inventory](#)

Look for at least ten to thirty thousand searches (10,000 – 30,000) on at least one keyword / keyword phrase relevant to your niche market. This will prove that the people you want to target are actually searching for what you want to offer them. The number of searches you find in Overture represent about 1/5 of the total number of searches online. You can make money in niche markets with fewer searches, but let's make it easy.

Another good tool for searching Overture's inventory is Good Keywords, which you can download for free by [clicking here](#).

When you have found a few niche keywords that have the required number of searches, hop over to Google and see how many other websites are competing for the traffic. You do this by searching for:

allintitle:**insert -your-keyword-here**

This will bring up all the websites that have your keyword in the title. If a website has the keyword in the title, then it is a sure bet that this website is targeting your niche market.

Divide the number of results by the number of searches to get your results to searches ratio. The lower this number, the better; you want to see results no higher than 8.

The more relevant keywords you find in your niche market that have a “results to search” ratio below 8 (as long as there are searches being done on those keywords) the better chance for success you have.

Next, check the amount that advertisers are paying per click for keywords related to your niche market. [Click here](#).

The cost per click on Overture is a good gauge of whether or not there is money to be made in your niche market. Why? Because if the cost per click is high, then it means people are willing to pay a high price for traffic. They are willing to pay a high price for traffic because they are making money from that traffic. If they weren't, they would stop paying for traffic and the cost per click would go down.

You want to see some competition in the niche market you want to target, because it shows that people are making money. No competition and a low bid price may seem like a good thing, leaving you to believe that you can get all that business for yourself. Unfortunately, that's not the case at all. If you find that there's no competition, then chances are that everyone who has tried to make money in this niche market has failed.

If the bid price is too low (i.e. no one is advertising in this niche market), then drop the idea and pick something else. You have proven to yourself that no one is making money in this niche market and chances are good that you won't either. If the bid price is 50 cents or higher, then chances are good that people ARE making money in this niche market and you can too, simple as that. When it comes to making money with AdSense, the more money the advertisers are paying, the more money you are going to make.

This is a very long, laborious and, quite frankly, mind numbing task. But it is essential to your success! You need to research whether or not a niche market is likely to be profitable for you BEFORE you put the effort in to creating a website in that niche market. You wouldn't want to do all that hard work only to find that it was a loser from the start, now would you?

The good news however, is that this need not be hard work at all! There is a very cool piece of software that will do all this work for you (and a lot more). It is called [KeywordElite](#) and I highly recommend it! It will save you hours and hours of painstaking work!

[Pick up your copy of KeywordElite here](#)

If you want more information on how this VERY COOL software works, read this free 85 page e-book titled "[Google Adwords Made Easy](#)". The book is mainly about setting up a successful Google Adwords campaign to promote your business (something we will discuss later), but if you read from chapter 6 onwards it will show you how you can easily automate the tasks above (and make a much better job of them) by using [KeywordElite](#).

KeywordElite does have quite a high price ticket, but it will make many of the tasks required throughout this training so much easier and less time consuming for you.

If you cannot afford KeywordElite right now, Do it the hard (free) way for this site, then buy a copy with the first profits you make from your first site, or better yet, sell your TV then buy a 42" plasma with the profits you make 😊.

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Continuing Niche Market Research!

By doing the research above, you will stand a MUCH better chance of making money with this system than if you just decided to set up a website without first analyzing the profitability of the niche market. Although this work can be boring (if you do it manually), the time spent doing this research now could save you a lot of time and frustration in future.

When you have found a profitable niche market to work in, visit all the sites that are paying top dollar for your keywords on Overture which you found through the bid tool earlier, or through Keyword Elite. Copy and paste the URL -- don't click and cost the advertiser money! Also visit all the sites that have a first page ranking on the main search engines, such as [Google Yahoo](#) and [MSN](#).

Find out what they are offering or selling, read their website copy to see how they are doing it. Remember, a top-bidding website will likely be making money. If they have a mailing list and/or a newsletter, be sure to sign up. This way, you can study precisely how they are marketing to their customers. Study what they are doing and then do it better than they are by using the information you will receive in these reports.

You aren't going to re-invent the wheel! The easiest way to make money using the MoneyPumps Money Making System is to put your own spin on something that is already working. Look for ways that you can improve on what other successful people are doing. This training will help you to do that!

Two other sites you can visit for "niche market ideas" are E-Bay and ClickBank.

ClickBank

If you don't already have a ClickBank account, [click here to create one for free](#). Once your account is set up, visit the [ClickBank Marketplace](#). You will be taken to a page that is divided into various categories such as: Business-to-Business, Health

and Fitness, Home and Family, etc. Start by clicking on the category of your choice. This will take you to a page with a listing of subcategories along with a list of merchant links that can be sorted in various different ways.

Although you are welcome to look through these more general links, we recommend that you narrow your search as much as possible by choosing a subcategory that fits one of your own interests. Sort the merchants by popularity to see what people are interested in and what's being advertised.

Spend some time here and do some research. Make note of various merchants and products that would appeal to some of the interest groups you wrote down in your brainstorming exercise that you did while working through Mari's niche market video.

You should also sort the merchants by gravity. Gravity is based on the number of unique affiliates who earned a commission by referring a paying customer to the merchant's products. This weighed sum is based on the number of affiliates paid in the last 8 weeks. The more recent the last referral, the higher the gravity value will be.

A great tool you can use to make this process easier is [ClickBankAccountManager](#). We will be recommending this product again later in the training when it comes to finding products to offer to your list. It's a great buy!

eBay!

Now, let's visit [eBay!](#) You can either do your own searches to see what's selling, or you can take a look at the eBay Hot List, which you can find through eBay's "Seller Central". The eBay Hot List offers a monthly overview of the top searches done in each category on eBay each month. Keeping up with this list will keep you current and up to date on the buying trends that are happening on the Internet! If you think about it, eBay is a just collection of profitable niche markets. That being said, it is obvious why you can get some great information just by searching eBay.

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Homework!

Your homework for today is to...

1. Brainstorm a list of 5-7 potential niche markets you would like to work in. For your first project, stick within your own interests.
2. Do keyword research and competition analysis on each niche market on your list.
3. Choose ONE niche market from your list and commit to following this system through to the end. It is essential that you set up a profitable website in this niche market before you consider working in another niche.
4. Continue to follow the [Simpleology](#) course.
5. Rewrite the following paragraph in your own hand writing and place it where you will see it every day.

"I (Your Name Here), have a burning desire to improve my lifestyle and bank balance. I know that there is no such thing as "money for nothing" and it is going to take effort to get where I want to be.

I know that the information contained in the MoneyPumps Money Making System will put me on a fast track to my goal of making money online. Therefore, I commit now to spending X (fill in your number) hours a day/week (delete as appropriate) to following this money making system.

Signed,
YOUR NAME"

Click the link below for the next report in the series

[Register the right domain for your business.](#)