

NICHE PROFIT CLASSROOM

NICHE PROFIT

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REVOLUTION  
REPORT

BY ADAM SHORT & ALEN SULTANIC

Before You Start Reading The Niche Profit Revolution Report

# Here's How You Can Make Up To \$668 Per Day By Giving Away This Very Same Free Report To Other People...

Before you get started and start reading the Niche Profit Revolution Report, we want to show you how you can make up to \$668 per day by giving away this very same free report to other people...

Here's what's going on...

Right now as we're writing this, we just checked our affiliate statistics and looked at our top affiliate who is making \$668 per day by just promoting Niche Profit Classroom – that's not a small chunk of change by any means.

Here's a screen shot from our affiliate panel.

The top affiliate has 427 members referred to Niche Profit Classroom, and at \$23.50 a month each, that comes out to be \$668.96 per day.

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Home People Companies Affiliates Opportunities Orders Reports Setup

Affiliate Activity Summary View Another List: Please select an options: ▾

Start over Edit Criteria/Columns... Save... Print...

Results 1-100 of 723 Actions: Please select ▾

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Id	Name	NumClicks	NumOptIns	NumOrders	SumOrders	NumRecurring	ContactId
2409	Affiliate Names Are Hidden For Privacy Purposes	3522	27	427	Affiliate Earnings Hidden For Privacy Purposes	427	15895
1547		6235	33	228		228	14747
1263		2125	29	193		193	14443
3563		2388	132	73		73	17135
1453		2183	16	61		61	14651
2403		911	6	53		53	15889
2305		401	1	27		27	15757
1519		781	6	25		25	14717
4495		361	2	21		21	18121
4177		412	4	19		19	17789
1275		497	82	11		17	14459
2417		359	13	15		15	15903

And we want you to make up to \$668 per day promoting Niche Profit Classroom too. It's dead easy, and honestly, it doesn't take a lot of effort.

All you have to do is simply give away this free Niche Profit Revolution Report to other people.

The magic of it all is at the fact that you'll be able to embed your own affiliate links throughout the Niche Profit Revolution Report and whenever someone signs up as a member at Niche Profit Classroom, then you'll end up getting a monthly commission of \$23.50.

Here's the breakdown of your potential earnings when you give away this free report to other people...

Current Niche Profit Classroom Affiliate Structure: If Your Referral Stays For 6 Months				
Referrals	1st Month Commission	Monthly Recurring Income	Total 6 Month Income	Annual Income
1 In 3 Days	\$235	\$1,410	\$8,460	\$16,920
1 Per Day	\$705	\$4,230	\$25,380	\$50,760
2 Per Day	\$1,410	\$8,460	\$50,760	\$101,520
3 Per Day	\$2,115	\$12,690	\$76,140	\$152,280

**Now here's how your potential affiliate earnings break down based on your referral staying for 6 months...**

**If you refer 1 new member every 3 days:** You get \$235 up front commission and you get \$1,410 monthly recurring commissions...

**If you refer 1 new member per day:** You get \$705 up front commission and you get \$4,230 monthly recurring commissions...

**If you refer 2 new members per day:** You get \$1,410 up front commission and you get \$8,460 monthly recurring commissions...

**If you refer 3 new members per day:** You get \$2,115 up front commission and you get \$12,690 monthly recurring commissions...

Here's how you can get started making up to \$668 per day by giving away this free Niche Profit Revolution Report. Simply click on the blue "Click Here To Get Details" link below, and you'll be taken to a special page where you can get full rights to give away this report, and embed your very own affiliate links.

[\*\*Click Here To Get The Details\*\*](#)

(The Niche Profit Revolution Report Starts On The Next Page)

**From: Adam Short & Alen Sultanic  
Co-Founders of Niche Profit Classroom**

**Dear Friend,**

If you ever wanted to start, build, and grow a profit producing online business that runs on 100% autopilot...

...without spending a fortune on making your products, writing the sales letters, and creating the web sites - all while using 100% FREE profit producing search engine traffic...

...then this is going to be the most important information you're ever going to read.

Because the following 28 pages reveal this revolutionary new niche marketing method that we personally used to generate up to \$94,042 – Niche Marketing 2.0.

You see, not too long ago, we sat down with the legendary business blogger Yaro Starak and did a 2 hour interview where we reveal everything step-by-step about Niche Marketing 2.0...

In fact, we didn't hold back a single part to this method. Also keep in mind that this is the same exact method that's featured in Niche Profit Classroom, in our flag-ship 157 step-by-step Niche Marketing 2.0 video course.

Enjoy ☺

All the best,

Adam & Alen

## **Niche Profit Revolution Report Starts Here**

**Yaro Starak:**

Hi everyone, this is Yaro Starak. What I have for you today is a really fantastic interview with Adam Short. The topic of this interview is "How to Make Money with Niche Profit Websites". This is a subject I'm constantly asked about because people assume because I'm an Internet marketer that I have multiple websites in multiple niches. I certainly have dabbled in other niches before and I've bought and sold websites, but I haven't really done it as a system, as a real business. Instead I focused on one niche and have become an authority in that area. That's the system I use, the system I teach, and the system I advocate. However, it doesn't work for everyone and some people prefer not to necessarily become an expert or someone of a high profile. What they just want to do is have one or two or three or, you know, 10 or 20 websites that bring in a few hundred dollars a month each, to get themselves up to making a solid full-time income or more from the Internet. And that's exactly what Adam and his business partner Alen teach.

Adam, in fact, has 90 niche websites he himself owns. In this audio you'll hear him explain some of those websites in particular. One example he will give you is where he breaks down exactly how he built the website, how he makes money from it and so on.

I'll let Adam begin the call now. I think you're going to get a lot out of this interview. It's 100% content so I do recommend you turn off any distracting things you might have around you, phone, web browser, television, radio, anything that's going on around you. Focus your attention on what you're about to learn. There's some

fantastically valuable content in this interview so just enjoy it. It's really powerful stuff. So here we go.

Hi everyone, this is Yaro Starak here from Entrepreneurs Journey. I have a special guest with me, his name is Adam Short; and I recently got in touch with Adam and his business partner Alen. They run Internet marketing, several different niches but we're here to speak to him about one topic in particular, which I'm really excited about because this is something that I'm constantly exposed to. This is essentially the "niche business" model - - - where you're looking at different areas where there could be a profitable topic area, and setting up websites to capitalize on that to make a profit from it. Now there are hundreds of people that you know do this and make a lot of money from it. And there are also quite a few people who teach this. So I was actually quite excited to get Adam to come and to talk to us because he runs a training program on this topic and has a lot of background in it. And I also want to get an insight into what makes his system different and how people can go about making money in topics where they're not necessarily planning on becoming the leading expert in it. You know, you're having 5 or 10 or 20 or 30 different niches all making money for you. So, Adam, thank you for joining me.

**Adam Short:** Thanks very much for having me, Yaro.

**Yaro Starak:** And there's no pressure to fill those lofty objectives I've just laid out.

**Adam Short:** No pressure at all (laugh).

**Yaro Starak:** But yeah, let's make it easy to begin with and just give us a bit of background on how you even got into, you know, Internet marketing in general.

**Adam Short:** Sure, sure. Well, I guess when I first got into it back in college. It was my senior year, and I realized I was going to have to graduate soon and go find a real job. That kind of worried me. I really hadn't thought before that point too much about starting my own business. I mean, I'd never given it any real serious thought. So naturally I'm in a dorm room doing homework and kind of hanging out around computers, and I just started getting online and kind of exploring the Internet, and I stumbled across, I guess you could call it, the Internet marketing community-----a lot of these Internet marketing (sites) and how to make (money with) online-type products. I was completely drawn in by these sales letters and just mesmerized. I ended up buying all this stuff on Internet marketing and that was kind of my first exposure to it.

I didn't really, you know, after that I didn't have success right away. I ended up having to go get a job and ended up at a company called Overture, which was then bought out by Yahoo. I was there only for about six months, and while I was there I was able to build up some income with AdSense, just basic little AdSense sites. I quit my job, and my AdSense sites kind of started floundering a bit. I had, you know, a little early success there but it didn't last very long. Pretty soon I found myself having to go back and get another job.

But meanwhile, I was still exploring the Internet. A couple more years passed and then a course came out that really changed things for me. And that was a course called *Underachiever*, which Frank Kern and Ed Dale released. It was about niche marketing and how to build little niche websites and sell information products in these niche markets. If you (don't) know, we can talk about what a niche market is later if that comes up. That course really opened my eyes to the idea of selling information on the Internet in markets that I never would have thought of. I went to work and I added my own twist to the course and I started just kind of creating kind of a hybrid of what they were doing and adding to it. And over time, I started

building up my own niche business to a point, at one point where I had over 300 niche websites.

**Yaro Starak:** Wow.

**Adam Short:** And since then, yep, since then we've scaled back and consolidated some sites and gotten rid of others that weren't performing that well; and so at this point there's about 94 of them that I collectively manage myself and with my business partner, Alen, and I've been doing that ever since.

**Yaro Starak:** I love that you were working at Overture while making money with Google AdSense. That's like a real bit in the pants . . . making money with a competitor while you work for the other company.

**Adam Short:** Yeah, that's funny. It is funny, too, the Vice President of Overture, while I was there, he caught wind somehow that I was trying to start my own Internet business and he came over one day and ambushed me and said, "Adam, show me one of your sites." And he was looking over my shoulder at the computer while I pulled one up and I had AdSense all over it and it was a pretty embarrassing moment. I could tell he didn't like it.

**Yaro Starak:** It's funny when people have stories like that. Like that Mike Filsaime is making money while working at his car yard, and his boss saying you have to decide between your Internet stuff and working for, you know, this company. And he said, "Sorry, I'm going back and going to the Internet," you know.

**Adam Short:** Exactly.

**Yaro Starak:** So, those AdSense sights are obviously the first taste of making any money on the Internet. Let's jump to your first experience with the *Underachiever* method. You know that probably a lot of people got their start in niche marketing there. What was the first site you tested with you knew anything to do with niche marketing. Just so you can take us through the process of how you set it up.

**Adam Short:** Sure, the very first site that I had success with, when things really started to click, was with a site actually on a specific health condition called irritable bowel syndrome or IBS. That site, that was my first, I guess you could say, profitable niche website. And I was selling an e-book on how to treat IBS through natural ways to treat the condition.

**Yaro Starak:** Right. Now, did you write the e-book? Did you, you know what, how did you put this together?

**Adam Short:** Well, yeah, it was very much the model that Frank Kern and Ed Dale were teaching so it kind of started at the very beginning. And you choose a niche market where there's a demand for some kind of information in that market. We can, again, talk more, a lot more about this. And this, again, is following their method. We've made a lot of tweaks to the system since then. But what they basically taught, and what I was doing at the time, is choose a niche market where there's a demand for a specific type of information in that market. You get an e-book created, maybe 50 to 100 page e-book, just, this is just a downloadable book. And to get that created I basically went out to Elance.com and I said I would like a health professional or somebody with health experience to write an e-book for me on this topic and I ended up finding a nurse who knew a lot about IBS. She ended up writing the e-book for me. I paid a pretty solid chunk of money for it. It was about, I think, \$750 for that e-book.

Now, since then we've figured out how to get e-books created for about one-tenth of the price, which I'll talk about in a bit. But at the time that's what I paid. And I got the e-book, put up a landing page to collect email addresses; and then, after that, put up a Google Adwords campaign--- didn't use Overture. Put up a Google Adwords campaign and sent traffic to the opt-in page. People gave me their name and email and I'd follow-up with them through auto responder sequences and sell the e-book. And that was, that really was the business model back then. And that's what worked back then. That doesn't work quite as well now, we can get into that. But that was my first site, that was my first experience. I basically took that and just started replicating it across multiple different websites, all being run through Google Adwords and following the exact same model and different niches.

**Yaro Starak:** And how much did you make with that first website?

**Adam Short:** On that first website I was selling a \$19.95 e-book and I was selling about 2 copies a day. So that first site and those two copies, I mean I had to pay a little bit for the Google pay-per-click cost so I had traffic costs in there; but I wasn't paying too much so I was making a profit roughly between \$30 and \$50 a day on that book. So that site was bringing in about \$1,000 a month in profit.

**Yaro Starak:** And then you knew the potential so you just went copy and paste into different other niches and...

**Adam Short:** Exactly.

**Yaro Starak:** So how did you ramp up your income from that point forward?

**Adam Short:** Well, I really ramped up my income quickly. I'd say within about, within about four and half months we were at over five figures a month. And, you know, I didn't do anything, you know. I guess one thing I did looking back that I think was the right decision, I didn't really consciously say to myself, this is the best way to do it at the time. What I'm really glad I did, is, I didn't try to get fancy at all. I just took the same template that I was using. I took the same auto responder series and I just tweaked it for the next niche market. I took the same landing page, tweaked that for the next niche market, and just started rolling out sites really quickly. And looking back I think that was the, that was the smart way to do things. Because I didn't get distracted or say, okay, you know I'm going to try this new thing that isn't proven. I just took what already worked, that I knew worked, and I just replicated it. So I was able to do it quickly.

**Yaro Starak:** And then when did Alen come on, come on board with this?

**Adam Short:** Well Alen, it's interesting. Alen and I had been talking for about the last two years, you know. So I had built this business up by myself more or less, and then Alen and I started talking about two years ago and he had built up his own niche business. You know, doing things a little bit differently than I had done. And we just, you know, for a long time we were just sharing ideas, kind of going back and forth on what I was doing, what he was doing. He had built up a niche business specifically in the health arena. And he was doing things, again, differently. And he was actually selling some physical products as well, in addition to information products. And I started sharing with him what I was doing. He started sharing with me what he was doing. As we kind of put our heads together and we started building sites together kind of combining what we had individually figured out for ourselves. And we created, that's the system that we now teach and what we call Niche Marketing 2.0, which is this hybrid system for niche marketing.

**Yaro Starak:** Okay, awesome, so let's jump into it. So you've, you know let's talk about the idea here that you went from testing your first site using this system and getting up to

\$1,000 a month. Then you went and replicated that and grow it, you know grew it to 10, I don't know what you're at, 10 or 20 or \$30,000 a month by having multiple niches. And obviously now you're at 92 or something. So you must be making very significant income from that. And, of course, you've then decided to share this information and help people. So let's talk about how you've helped other people. And, you know, before we talk about the system . . . . because I really want to break down how people listening to the call can replicate this process because it's pretty compelling . . . . to jump into any niche and turn on traffic and sell some information, and (how) you can make some money if you just get the equation right. How have you, how have your students done? Because, you know, I get people are skeptical when they hear that, you know, I'm talking to someone who's been doing this for awhile, maybe they're technically savvy. They're young, whatever the justification is. You know they think that there's a difference between you and them and that stops them from succeeding doing the same thing. So can you maybe just talk before we dive into the actual system, (about) some of your, you know, people who have studied under you. You know, what the demographics are. What niches they have gone into and how well they're going.

**Adam Short:**

Sure, sure. So, I guess to back up on the timeline a little bit. While I was building up my niche business, I also had a membership site that I had started on how to make money with these AdSense sites that I had started. I had two sources . . . three sources of income on the Internet at that point. . . . the membership site, the selling my own information products, and then my own AdSense site as well. So I had this site about how to make money with AdSense sites. And I started saying well, you know, this idea of selling information products is working really, really well. I'm going to start sharing some of this with the membership that I had at that time. So I just recorded some test videos and . . . . . they're about, I think, it was just five or six videos . . . . . and I uploaded them to the members area just to see if it would be something that people were interested in. And people loved it. They were a big hit within the membership, you know, (and) they wanted to hear a lot more of that versus the AdSense stuff. So I knew right then there was a lot of interest in learning this information. But the videos I released, they didn't really give the full system so people couldn't really work from that. So I decided to start a second membership site. This was about. . . . this was about two years ago I believe. And that site was called Niche Quake, it's no longer around, we since transformed it into NicheProfitClassroom.com.

But that site then, you know, I really sat down and decided to record in detail what I was doing. And so I uploaded some videos to that site. So about 250 or so people got exposure to those videos. And ,you know, if you go to NicheProfitClassroom.com now you'll see some of the testimonials and some of the successes that have come. But a few specific examples of successes is ,you know, one that's . . . . . one that I'm really, really kind of proud of is somebody by the name of Adamous, who . . . he lives overseas. I'm in the U.S . . . . And he knew about niche marketing and he had studied the *Underachiever* course, and he was so close . . . . .he was member . . . . . and he was so close to achieving the success. He had put 99% of the pieces of the puzzle together but he hadn't done it quite yet. So in the membership site he was able to kind of finally hook things together and he subsequently built a number of successful niche websites. One of them, one example, is his orchid site. He's actually . . . . . I kind of work with Adamous a bit now so maybe I can ask him to share that site with people at some point. One is on orchids, I don't want to reveal all of his niche markets, but he's got some other successful sites as well and that's what he does now.

I guess another example of something a little bit closer to home is my aunt, her name is Jody, and she had lost her job. And this was about a year and a half ago, and I basically just gave her access to these videos and she called me up a few times to get some personal help as well. But this is somebody who, you know, Jody

worked as a transcriptionist in a doctor's office for years and that was all she had really done. She hadn't had too much exposure to the Internet other than knowing how to use Microsoft Word and she was able to build a successful site on how to grow a specific type of houseplant. So she grew, she basically started this site from scratch and had never built a website before in her life and now sells an e-book. It's a \$15 e-book on this site. I don't want to give this site away without her permission. But I know the last time I talked to Jody that she's selling at least two copies a day of this e-book. So this particular site is bringing in, you know, and this is from free traffic, so it's pure profit on the e-book. So \$30 a day from this one little site and she's working on her second site now.

**Yaro Starak:** So she's already almost at a \$1,000 a month and that's from one site so that's pretty impressive. Well, you know, I'm always jealous of you guys to be honest because you know I teach blogging and it's hard to get success stories of blogging out at that speed. Because, you know, blogs take a little time to get going and with, you know, niche marketing it's often quicker because you can drive pay-per-click traffic and you have a very streamlined process. So that's why I really wanted to get you on the call Adam to break it down. And so for people who may be out starting with blogging or just want to get into different niches and, you know, focus on a system to make money. You can explain the system . . . . so let's, you know, stop beating around the bush here and let's dive right into how people do this. So...

**Adam Short:** Let's do it.

**Yaro Starak:** if anybody can do it, it's obviously the way that people can make money quickly. You know it's not necessarily something where you have to follow a passion for a topic because you know if you're going to replicate niches, let's just, you know, let's break the system down. So what's step one?

**Adam Short:** Let's do it, yeah. You brought up some interesting things, too, I want to touch on Yaro. And anybody listening to the call, you know, we, you know, I'm hoping in this call that Yaro and I can give you stuff that you can start using right now. So, you know, nothing is really going to (be) held back and, like Yaro said, we're going to step one, step two and just talk about exactly how to do it.

Step one with the system, and I guess before I kind of start with step one, I just want to make a quick comparison. The stuff that Frank Kern and Ed Dale were teaching when it came out in 2005 or maybe late 2004, I think, that stuff worked really well at the time. But since then, because Yaro as we know the Internet is always changing, it's always evolving. Google's always changing its policies and new services, and resources are always coming out too, they kind of change the face on how we do things like drive traffic. But anyway, so the system now that I'm about to describe is different than that system. And it's different because the stuff that works now, you know, the stuff that worked back then doesn't necessarily work now anymore. So I guess step one would be, you know, the old way of step one would be, go out and find a niche market that you're passionate about. And get an e-book created on the topic, that would be step one. You know, and pay a writer maybe \$750 to \$1,500 for that e-book. The way we do it now, step one is yes find a niche market that you don't have to be passionate about it and you pay much less for the e-book by this specific kind of technique that we use for outsourcing product creation.

So I guess we can start at how to choose a niche market and this is something that, you know, this is actually one of the, I would say biggest keys to the system and it's so, so simple, . . . . and that's market research. And so a lot of people make market research I've noticed out to be something that is really, really complex. There's lots of tools out there, there's lots of processes that people talk about for doing market research and drilling down the markets and extracting data and manipulating it. And I found that that's not really necessary. The more I've kind of backed up and just

relied on my common sense when it comes to choosing a market, the better off I've been able to execute. So the method specifically that we use now and it's so simple. I know some people are going to listen to this and go "oh, well that's too easy. It must not work." Well, it does believe me. So there's a golden rule when it comes to this selling information product stuff on the Internet. And the golden rule is, if you can sell information offline on a certain topic, you can sell information online as well.

So what I mean by that, and what we do specifically is, you go to Amazon.com, which is the largest book seller on the Internet and the largest seller really of information when you think about it. They sell, they don't sell e-books, they sell actual physical books that you get in the mail. Go to Amazon . . . . . and Amazon is a massive database of information that you can sort and use to determine which markets are hot or not. So you go to Amazon, you can sort any best selling books in any niche that you want. I mean Amazon actually breaks it down in niche markets for you. If I had a screen capture right now I'd actually show you how to do it. But you can go, you can screen for, break things down in different niche markets, screen for the best selling books. Find out what's selling, specifically Amazon will actually tell you, you know, how well the book is selling. How well the book is being reviewed. It gives you all sorts of indicators of how hot the market is. And it's a simple relationship. If that information is selling off the Internet then you just need to ask yourself okay, well, can I, you know, can I bring this to the Internet? . . . and the answer is yes. If it's selling offline, you can online.

And the second step after that, after you make that relationship that yes, okay, it's selling offline, you can sell it online, is you want to assess demand on the Internet specifically. So now you want to say okay, there's demand offline and I just want to make sure that there's demand online as well. And that's when you want to do things like getting into keyword research to discover how much and how frequently people are typing keywords related to that niche into the search engines and looking for information on that topic. And once you do those two things, it's very simple. You know, whether or not you have a market you should be going into or not.

- Yaro Starak:** All right. so I'm just heading to Amazon.com right now and I'm just going to go to books.
- Adam Short:** Excellent.
- Yaro Starak:** Just because I can. And you know I'm going to find something that I'm reasonably interested in. Let's go to religion and spirituality, that's always interesting.
- Adam Short:** Yep.
- Yaro Starak:** Here's one. Eye opening insights about how the opposite sex thinks. I don't know how spiritual and religious that is...
- Adam Short:** It sounds like it might be a little mis-categorized.
- Yaro Starak:** Yeah I think it might be.
- Adam Short:** Well, this is kind of a blind test, but let's see what we can do here. Are you, let's see, let's see Yaro so you've gone to a specific category and it's called religion and spirituality. And do you have a list of books in front of you that kind of rank number one, two, three, four?
- Yaro Starak:** I've got their, their timely buzz, \*\*\*\* notable, great books on a budget, where would I find a top, there's the top ten, there's best sellers in religion and spirituality.

**Adam Short:** Just get them to check out.

**Yaro Starak:** I haven't heard of any of these things. Shack is number one.

**Adam Short:** Yeah, religion and spirituality, I mean is to be honest, is not a category that I've looked at that closely.

**Yaro Starak:** So I'm really testing you here, aren't I?

**Adam Short:** Yeah. I mean what Yaro is doing right now, what you're doing Yaro is, I mean, you have taken the first step. I mean, he's gone and found a category in Amazon and he's now in that category and he's looking at the best sellers in that category. And you can do this in any category. For instance, if I go click on, you know a better one, Yaro if you can, is you know click on something like "crafts and hobbies" or "home and garden" I think is the, if you click on "home and garden" that'll take you down into "crafts and hobbies". And then that will break the "craft and hobbies" into the different crafts and hobbies like bead work. All the different, you know, scrapbooking . . . .

**Yaro Starak:** Right, visual knitting, exciting stuff.

**Adam Short:** Visual, I didn't . . . . yes. actually knitting is a great market incidentally. It's a very, very good market.

**Yaro Starak:** Okay, I can see there's all kinds of possible niches here. There's Lego, Lego mind storms, hand painted yarn, wow, knitting sucks, yes.

**Adam Short:** Exactly. And you see, I mean, you've kind of hit on knitting and that's interesting because knitting is a great market. I fought for a long about going into that market and finally did and I was so glad I did. And what's great about that market is it gets a ton of search volume on the Internet and there's actually a lot of free resources out there on how to knit. That's what kind of discouraged me in the beginning, is there's so much free stuff out there, but I decided to launch a site anyway. And this is kind of one of the one interesting things about niche marketing that a lot of people don't really grasp in the beginning . . . . is that you can, you can sell information a lot easier than you think if you've building a list. So there can see all the free info out there on a topic . . . . but you're building a list on that topic and you're building a relationship with those people, and you can do that all automatically by the way. You're building a relationship sounds like oh, that's sounds complicated, it's not.

**Yaro Starak:** Right, right, well let's not jump ahead Adam, let's talk about . . . let's keep the knitting example and let's go to the keyword research. Since you're already done this niche to a degree and you've obviously revealed it now that you're in this niche. There's no sense of hiding it because people are often quite defensive of not sharing their niches because someone else will steal it, but you've done that already. So it's ready to be stolen. What's the keyword research you did? How did you do that research, and what sites did you go to? And you know and so forth.

**Adam Short:** Well this brings up an interesting topic that Alen and I, we've developed, I would say a unique keyword research methodology that we use ourselves and that we teach. I mean it's based on something we call the "money word matrix" concept. And I'll just describe that now best as I can without a visual example. But what we do, you can do it automatically using a certain keyword tool that we have, or you can do it manually. So I'll describe the manual process. You can go over to Google, the Google Adwords keyword tool, which is a free tool. So you would go there and you can type in, just type in the root word. So in this case it would be knitting. That's just the most basic word for this niche market. You type that into the Google Adwords tool and hit go and it's free and it's going to give you a list of keywords in

that niche market related to knitting. So it might say knitting socks. You know how to knit a sweater. All these different keyword variations might come up.

The first thing you want to look at after you have that first initial list, is you want to look at search volume. And so that's going to be in the column right next to keyword and . . . . I'm just visualizing this in my head so I'm a little off.

**Yaro Starak:** I'm actually doing it. So, I'm typing knitting as the top keyword phrase. And it'll give you the top, sort this by volume or anything like that.

**Adam Short:** Yes, yes, definitely. Sort it, it should say like December volume or January volume, just sort that by \*\*\*\*.

**Yaro Starak:** So knit, knitting, knitting patterns, knit pattern, how to knit.

**Adam Short:** Okay.

**Yaro Starak:** Knit scarf.

**Adam Short:** Okay perfect, yep. You have the beginnings of a keyword list there. So here's the thing, not all keywords are created equally. Some keywords are better than others and what I mean by that is some keywords are easier to rank more than others. So and when I say rank you know I mean rank in the search engines for your, for your website and get traffic back to your site. So the second step is you want to assess the quality of the keyword. So (what) you want to do specifically Yaro, if you can do this, open up a new tab and just go to the Google search engine. And go ahead and just take one of those top maybe ten keywords. Take knitting pattern or knitting socks or something, just grab it. And paste it into Google and put quotes around it. That's really important.

**Yaro Starak:** Okay.

**Adam Short:** And then go ahead and click go and Google will give you a list of results.

**Yaro Starak:** Oh good, there it looks like an authority site on this subject called [knittingpatternscentral.com](http://knittingpatternscentral.com). I looked up knitting patterns.

**Adam Short:** Okay. Now the metric that you want to look at, the actual number is in the upper right hand corner of the screen, it should say Google say you know results one through ten about of X number.

**Yaro Starak:** 1.7 million.

**Adam Short:** 1.7 million, okay. And that was for knitting patterns.

**Yaro Starak:** Yes, with quotes.

**Adam Short:** Okay. Okay, so the money, what we want to do at that point is take those two numbers, the search, what was the search volume on that keyword.

**Yaro Starak:** As in, from the keyword tool or from...

**Adam Short:** Yeah, from the keyword tool, the number of searches in December.

**Yaro Starak:** December, 165,000.

**Adam Short:** Okay. Okay, so now you can take those two things, you have search volume which is 165,000 and then we have a number of resulting pages which is 1.7 million. So

what's that? That is telling us that is supply and demand for that keyword. It's saying the supply is, or the demand for the keyword is 165,000. So there's 165,000 searches, that's how many people are looking for that particular topic.

**Yaro Starak:** Roughly.

**Adam Short:** The demand, yeah roughly. And then we have, you know, one through ten out of 1.7 million pages, that's how many web pages are competing for that keyword in the search engine. So that's how many competitors you really have if you want to rank for that keyword. So we've developed a matrix. If you can visualize a matrix . . . . . it's a series of boxes . . . .and you can take those two things and say "okay well this falls in this particular box" so it's a good keyword or it's a poor keyword. The criteria that we go by of what an excellent keyword is, is if it has 1,000 or more searches per month and less than 10,000 competing web pages. So in this case, knitting patterns, I think is the one you chose, this falls way outside, it's a poor keyword. Because it's got a lot of search volume, yes; but there's so many competing web pages for this keyword that's it's going to be really hard for you to rank if you were to try to target it.

So what a lot of people if they build their first site do is they go after, you know, the most competitive words because they have the highest search volume. Knitting patterns would be an example here. But you don't want to do that because you're going to be forever struggling, you're going to be forever consistently trying to rank for that word and you're going to have a lot of competition for it. So you want to find those keywords where there's a lot of search volume, 1,000 or more per month and less than 10,000 competing web pages. So high search volume, low competition keywords. And those are really, those are the money words.

**Yaro Starak:** Okay. So once you've found those keywords, those keyword phrases, what's the next step.

**Adam Short:** Okay, so once you've, once you've found those keywords and you have, you know you've found the niche is selling well on Amazon, you've found the keywords, you basically determine that the keywords, there's enough good keywords in this market that I'm going to get a lot of free traffic. The next step is to go ahead and build your website. And I just want to make another quick comparison here. The old way of doing niche marketing is just to put up a pay-per-click campaign and drive traffic to your site with PPC. But what we found is that over time because Google PPC has changed so many things with the way they manage their advertisers and the policies that they've imposed, it's really hard to turn a profit selling little information products like this with just PPC. At best, you're going to be breaking even. You know, and well the best you'll be making is a slight profit, but you're going to have to devote a lot of time to running that pay-per-click campaign. And so what we decided to do is harness free traffic and eliminate traffic costs and eliminate the headache of having to deal with pay-per-click. So that's an important distinction that what we do first is we use the money word matrix concept to get free traffic to our sites using very, very basic SEO, and it works.

**Yaro Starak:** So, how quickly can you get traffic given that you have to set up a website and wait for Google to find it and send you some traffic.

**Adam Short:** Well you can literally get traffic within a few days using this concept. And the way to do it . . . . we can get into this now Yaro or later. I think it would be, I think, it would for later because it's more like step five or six.

**Yaro Starak:** Okay.

**Adam Short:** So we'll say that yeah.

**Yaro Starak:** Okay, the next step.

**Adam Short:** So the next step I think you asked about, what comes after the keyword research is you actually want to build your website and you can build your website based on the keyword list that you gathered and what you determine your money words would be. So specifically what you want to do is build a content-based website all right. And the reason for that is because Google and other search engines love content. That is what they are there for. Their purpose is to deliver good content to the end user. I mean that's one of the reasons Yaro's blog does so well on the search engines. I mean it's a great concept.

**Yaro Starak:** Now I see this is where our training starts to overlap at last. So I'm all about content and authority. So how does that, well let me ask then, (you're) probably about to explain this to me anyway. . . what's your content source? How do you get content created?

**Adam Short:** That's a good question. You can do it one of two ways and there may be more ways. This is the way I focus on personally. You can either write the content yourself or you can hire, you know, you can get, I guess we can talk about a few ways. You can write it yourself. You can hire someone else to write it for you. Or you can buy it ready made.

The third option isn't really something I've done too much or would really recommend. Because it's hard to buy content. You know, if I'm going to go into a specific niche like how to grow fiscous plants. It's going to be hard to go out and buy ready made content on that. It's just where would you find it? It's such an obscure niche, so, you know, also I like to have control over my content as well so I know that I'm providing really good quality content to people.

So we're building a content site here and you want to come at it from the mindset of we're going to build a quality content site. The quality doesn't necessarily mean that you have to spend a ton of time or money on it. Just realize it's a quality site that people are actually going to want to come to and spend time on. So specifically what you would want to do is get five or six articles created out of the gates. Just get five or six articles, you can write them yourself or you can outsource them. And I guess we can talk more about outsourcing if we get to that point but there's ways to get articles written. People pay you know \$12 to \$20 an article. You can literally get articles created for \$3 to \$5 and I can talk about that more later, and these are good article, too.

So you want to get your articles created and you want to basically use those as content to put up your first website, register a domain. Let's just use the example knitting, let's call it "Knitting for Beginners.com" and register your domain name, put up your articles and your site is up, that's the next step.

**Yaro Starak:** Okay. Well you know you're teasing us there with how you get this content, these articles written for \$3. So how do you do that . . . . .it makes sense to know that now.

**Adam Short:** Yep, well this is something that we discovered kind of by accident. You know beforehand we were paying \$12 to \$20 an article and we were also paying \$750 to \$1,500 per e-book. And I happened to have a conversation with a friend of mine, his name is John Jonas. John knows a lot about outsourcing. And John specifically kept saying Adam you need to be outsourcing specifically to the Philippines. The Philippines is where you should be outsourcing for various reasons. And I said okay I'll try it. So I went over and just posted an ad on Craig's List and this is the exact same system, I actually use to this day. . . . is go post an ad in Craig's List

specifically in the Philippines. As I'm looking for somebody to create content for me to write e-books, to write articles, anybody interested. Well the first time I ever did that I got about 95 resumes flooding into my inbox.

**Yaro Starak:** Yikes

**Adam Short:** Yeah and I was like, Oh gosh, well I guess that's good but now I have to go through 95 resumes. Luckily I found that a lot of the people who submitted their resumes were just great writers. I know a lot of people in the Philippines learn English at an early age. They're well educated so they end up becoming good writers. And so, but I still thought to myself, well it's still you now the native language isn't English, the writing can't be that great. But I went ahead and had some sample content written and I found a writer I still work with today named Stephanie who writes my e-books. She writes my content, my articles. And they are better than I would say a good American writer, somebody you know whom I used to pay \$10 to \$20 an article for, and Stephanie of course charges much, much less. So I can get an e-book created for. . . . instead of paying \$750.00, I'm paying more like \$150.00 for a really good e-book. I wish I could show an example. The refund rate across our niche business is less than.....

**Yaro Starak:** Why don't you get some water. Sorry Adam to butt in. If you want to have a glass of water there. I just want to ask quickly since you're talking about the Philippine outsourcing because I've been getting a lot of queries about outsourcing and I brought on Jeff Mills to do a webinar and he actually mentioned the Philippines, too. So that's clearly a trend that's taking off and I'm really interested myself learning more about that. So if you can clarify two things, you just go to Craig's List Philippines. So it would just be a case of any normal Craig's List site focused on the Philippines and putting a post there for looking for workers. What are your thoughts on adequate pay levels because some people know it's morally wrong to be paying someone \$5 U.S. to write an article or even \$3 U.S. You know, it's slave labor in their mind. Now what's you're take on that.

**Adam Short:** Well, I think the average, I mean don't quote me on this, but I think the average, the average pay scale for, the average I think earning per family per month for an average person in the Philippines, I think, is like \$250, American dollars. So you know I did struggle with that a little bit in the beginning but I thought to myself well this person isn't going to working full time for me. You know they can write one e-book for me and make \$150. And if they write two e-books and they'll make \$300. And, you know, these e-books can be turned around usually in a week. You know, some people aren't comfortable with it. I've developed a great relationship with Stephanie. She loves working with me and that's what I would recommend, too. You know, get a feel for it. You don't want to cheat somebody and you don't want to, you don't want to try and get somebody to work for you who's reluctant. So find somebody who is really, really thankful and happy to be working with you. And negotiate something with them where you feel comfortable and they feel comfortable and they're happy. I mean, and you're going to know if they're happy or not.

And that's what I would recommend. I mean it's not for everybody but I think the way to look at it is that, you know, if you feel like you are actually helping the person who's working for you and you can feel good about it and you know they feel good about it, go ahead and do it. And you're going to be able to save some money and you're going to be able to give them money that they otherwise would not have had. So Stephanie now, you know her income is you know is much, much higher than you know her neighbors.

**Yaro Starak:** And that's a good point. And this is what I had . . . . someone email me basically saying I'm unsubscribing from your list because you advocate, you know, slave

labor wages with your outsourcing. Because I mentioned that Jeff Mills was paying you know \$5 to the Philippines. And, you know, I said I understand your objection and I've felt the same hesitation about it and it's pretty clear you have too Adam.

And then I, you know, thought about it and the situation as it exists now in the world is currencies are not the same, standards of living are not the same. And thanks to electronic commerce, you can you now give someone \$300 U.S. in wages like you're doing to write two books and maybe some articles and that's the equivalent to what they'd earn in a month, but they're doing it for, you know, a couple of weeks worth of work. Then they can raise their standard of livings above the average and you know that's the reason why this exists is because economies are not equivalent.

Now by employing people and giving them wages you're actually helping their economy you know improve it as well. Since they're going to go and spend that money locally. So, it's the argument of globalization, is it good or is it bad? And I don't like to think of it as, you know, you're actually taking money away from America. It sounds harsh when you do this and then giving it to the Philippines right. So you're actually helping the Philippines raise their standard of living. And one day they may you know reach the point where America and the Philippines have a similar standard of living. In which case, I'm sure the currency would be closer and this system wouldn't work anymore. But while the inequality is there, like you said, if it helps someone in India, in the Philippines, in eastern Europe, and it is a benefit to their life, then you know the only person you might be harming is you're taking wages away from your local country. So it's, it's a grey area but I think you need to look at this on the individual level and whether, like you said, are you helping Stephanie? Is she benefiting, you know if you didn't do that is she worse off? And if it's a win, win situation, helps your business, helps her, then that's great.

**Adam Short:** Exactly. Yeah, win, win situations is key there.

**Yaro Starak:** Okay, so we know that you've got cheap content production. We know how you're getting your books written. We know how you're getting content for these niche websites. Let's start to put the pieces together so . . . . .

And there ends Part I of the interview with Adam Short. I hope you've enjoyed it so far. In Part II we'll continue to break down the system that Adam and Alen use to make money from niche websites and what you'll learn is the actual part of the \*\*\*\* process. So what do they sell? How do they make money? You've already known the first part. You know how they find a topic. You know how they've developed keywords. You know how they then produce a website and fill it with content. What you're going to learn next is how they then make money from that website. How they build a back end. How they build an email list. How they, you know, sell a product or use advertising. And you just have the whole system broken down as Adam and Alen do it. So I know you're already interested in this topic because you listened to the end. If if you haven't got Part II, go grab it now. You can find it at my blog at [entrepreneurs-journey.com](http://entrepreneurs-journey.com) or Google my name, which is Yaro and you'll find my site there are the first result. Click the podcast tab once you get to my website and there you'll find the archive of all my previous podcasts. And you just have to look for the Adam Short interview Part II.

Now I haven't mentioned this and neither has Adam, but there's actually an option for you to try their coaching program. So if you're already convinced that Adam is a guy you'd like to learn more from and you want to take his coaching program and follow his step-by-step video process for replicating his niche profit system for making money online, then there's a special link you can go to. It's [nicheprofitclassroom.com/Yaro](http://nicheprofitclassroom.com/Yaro). And there you'll find a special offer Adam and Alen have made to my subscribers, my readers, my podcast listeners, and you can try out

their coaching program there and decide whether it's something you want to really develop and put some time into.

Once again, I hope you enjoyed Part I of this interview. Please now go and listen and download or do it in the other order if you're, Part II of this interview. I know you'll get a lot from it. And if you do decide you want to try out the coaching program, just head to [nicheprofitclassroom.com/Yaro](http://nicheprofitclassroom.com/Yaro). That's it for me. I will catch you on the next Part II of this series. Thank you. Bye Bye.

**Yaro Starak:**

Hi, this is Yaro Starak again. Thanks for joining me on this part 2 of the interview with Adam Short, on how to make money with niche profit websites. So, if you haven't had a chance to listen to Part 1, please make sure you do that first. You can get that audio file for free from my blog at [Entrepreneurs-Journey.com](http://Entrepreneurs-Journey.com). Or if that's too hard to spell just go to Google and search my name, which is Yaro — Y-A-R-O. And my blog will be the first Web site result there. Once you get to my blog, click the pod cast link and you'll find a list of all my previous shows. Find the Adam Short interview Part 1 and you'll be able to listen to that first.

This is Part 2. Now in Part 2, Adam continues to break down his system for making money with various different niche websites. So, what you can learn now is how he develops traffic through his websites. How he then turns that traffic into an income stream, by possibly selling his own products, or other people's products or using advertising. How he builds an email list and very quickly sets up an auto response follow-up sequence, which does most of the selling for him. So, it's a very automated system of doing so. How to set up a sales page, then to sell a product and so on.

So, this will complete the big picture to explain the entire system for making money with niche profit websites. As I said in the first part of this audio, this is some really powerful stuff. So, I recommend right now you turn off any distractions you've got around you. So, you can listen to this interview — absorb it and really understand how this system works, because it is one of the simplest ways I know of today to make money from the Internet. And really, anyone can do this. You should be able to tell already from how easy it was to get started with the first part of this audio, how simple this system truly is.

Make sure you listen to the end of this audio, as Adam will have a special invite for you. These are just for my readers and my listeners, where you can sample his coaching program that he runs with Alen his business partner, which is a great way to get more study. Get some videos and all kinds of resources to help you develop your own niche website. So, if you've liked what you've heard so far on the call, or what you're going to hear now in part 2 — you definitely want to listen to the end and have a — you know grab the free stuff they offer and consider joining the coaching program as well. And there'll be a link — a special link just for my subscribers that Adam will give you at the end of this call. So, with that out of the way, here it is part 2 with Adam Short on How to Make Money with Niche Profit Websites.

Let's start to put the pieces together. So, you decided on this meeting-related website. You're going to a person like Stephanie in the Philippines. You need like five articles on these topics. And I'm assuming, based on standard keyword research techniques, you get articles that use the phrase that you're looking to tap into as the title of the article. Is that right?

**Adam Short:** Yes ...

**Yaro Starak:** Close enough.

**Adam Short:** ... very close. Very close to it. Yes. I mean it doesn't — if it's a weird keyword that doesn't make sense in a title, you want to adjust it so it makes sense. But the concept that you just said Yaro is correct. Yes.

**Yaro Starak:** Okay, so most of our — my listeners are bloggers. We should be aware of the idea of going to a tool like Google — the adwords keyword tool. And, you know, I'm looking at something right now — “knitting hat”. Now, that is a title of a blog article, or a piece of content doesn't really make sense. But if you used it in a phrase like you know, “What's the best way of knitting hats?” or something like that. Then you've created a ...

**Adam Short:** Then you're on track.

**Yaro Starak:** Yeah.

**Adam Short:** Yeah.

**Yaro Starak:** Yeah, titles that work with humans, it'll tap into that traffic and off you go. So, do you use Word Press by any chance for the websites you create for this system?

**Adam Short:** I don't actually. I've been asked that question quite a bit. And — Yaro, I mean you and I even discussed this last time we chatted, but no. The answer is no. I don't personally. But a lot of people have asked and my answer is, because I've used Word Press in the past, I just happen to know that this system would work with Word Press as well. It might even work a little bit better with Word Press. I'm not 100 percent sure.

Yeah. Because Word Press — I mean we can get into all this, if we want to. But Word Press you know has just certain features that make content management easier — that make SEO easier. And it's really just a content management platform with a whole bunch of built in functionality that a static website doesn't have. So, I'm doing a lot of things manually that probably could be automated, if I was using Word Press.

**Yaro Starak:** So, how do you create your pages? They're just plain old HTML uploaded?

**Adam Short:** Plain old HTML. I just use Microsoft Front Page. I kind of switch between Front Page and Dream Weaver, depending on the computer that I'm using. And put in — put the article on and upload it to the Internet and it's really as simple as that.

**Yaro Starak:** That is old school man. Very cool.

**Adam Short:** Yep.

**Yaro Starak:** Okay, so that's great. So, you put up this content website. Now, you said the traffic starts coming, you know, reasonably immediately. Is there anything you're doing to build links or, you know, how does this traffic start coming?

**Adam Short:** Yes. The — that's one — one of the key things here that if it's missed, the system isn't really going to work that well. And the key thing is those money words. And what's so “key” about it is that these money words you can get ranked for really, really quickly. Because the less competition — I guess you could say the less people you have to jump over to get to the top of Google and Yahoo. So, you're

going to get there faster. And once you do get there, you're going to stay there. You don't have competitors pushing you down.

So, to answer your question, Yaro, specifically, all we do, you know, we get our content site up. We get our ebook created. We get a sales page. We get things hooked up. And we go ahead and implement a simple article-marketing campaign. And for anybody who doesn't know, article-marketing is simply the concept of taking an article, and distributing it to various locations on the Internet. Like EzineArticles.com., which is an article directory. And what that does is it gets you a link from that article directory back to your site. And that incoming link is going to give you a boost in the search engines. If you do that enough and you get enough links coming back to your site, that page that you're targeting is going to get ranked for that money word in the search engines, and it's going to get ranked quickly.

So, an example, as I just put up a site recently. It was three weeks ago at this point. It was a site on — you know I'm willing to share some of my niche markets — not all of them. But this site's on a specific type of fish — discus fish. So, I put up this site — did article marketing for about three days and my first sale came in on the fourth day — from just doing article marketing and getting traffic coming back in from Google. So, it's really — it doesn't always happen that fast, but it's fairly rapid. You don't have to wait a month for your traffic to come in.

**Yaro Starak:** Let me clarify that then. So, you — did you pay in that instance for this discus fish or niche. Did you pay for unique content be created for the website and also for the article marketing purposes? Like you're not replicating in two places there are you?

**Adam Short:** No, I'm not. That's a very important distinction, too. So ...

**Yaro Starak:** Okay.

**Adam Short:** I'm glad you brought that up. Yes. You want to have separate articles going out to the article directories, versus what goes on your site. Yeah.

**Yaro Starak:** So, how many articles did you buy or get created in this case?

**Adam Short:** Well, in this case 11. And so, what we do is what we call a 21-day article marketing campaign. We basically create an article marketing blueprint every time we come out with a site. And lay it out in front of us in a Word document that says, "Day 1, submit this article to this directory and target this keyword. Day 2, do this. Day 3, this directory, this keyword." And so, 11 articles you know submitted once every other day over a 21-day period.

**Yaro Starak:** Okay, so that's 11 articles for article marketing purposes. And how many articles for the actual website?

**Adam Short:** Start out with five. And you know you can stop there, or you can keep adding. The more articles you add to your site and the more you do this article marketing, the more traffic and sales you're probably going to get. But an example that I share often. I have this site. You can actually — anybody listening can go check it out. It's one of the sites I've elected to just share with everybody. It's called BettaFishCenter.com. You can go check it out. That site's been around for about three years now and I put it up. It cost me about \$30 to put up, because I did all the content myself for it. Launched it. I did simple article marketing for about two weeks and I completely stopped.

That site still to this day brings in between \$500 and \$1,500 a month. The traffic and the rankings are still there and I don't touch the site at all. It's completely

automated. And again, it ties back to which keywords are you targeting? Because when you keep targeting those — the right keywords, it's going to — literally your sites get super glued to Google. And you might kind of fluctuate in and out, you know, because that's just natural for those algorithms. But you're going to stay there for the most part. And that site, again, is three years old and it's still there.

**Yaro Starak:** Fantastic. So, now I've had some reservations. Because, you know, way back in my career I did this as well. And I was interested in niche marketing. And I had some reservations about the long-term stability of doing this. Now, we'll continue to lay out the system. We haven't quite finished the puzzle yet. But I'm — while we're talking about traffic. You just mentioned a site that's pretty much dominated the search results for a long time without you doing anything new. Was — is that a case of simply not any good competitors coming into the market? Like how have you managed to maintain your — that situation. . . . it's a long period of time?

**Adam Short:** Well, it's funny. You know that site — I've shared that site with literally thousands of people. And my first — when I first shared it, I was like this is going to get copied. I mean I'm just going to have chalk this site up as — you know, it's going to be a goner soon because there's going to be too much competition. Yeah. And you know I've seen a couple of competitors come and go. And what I've kind of come to believe is that along the way — you know, there's a lot of kind of subtle things that we're talking about here Yaro. And if you don't do one of them right, it's not going to work out.

So, a competitor might come, but they might be targeting the wrong keywords. Or they might have set up their list building mechanisms the wrong way. So, they're not converting their traffic into dollars. You know the way that I'm doing it. The way that I do it is completely automated. So, once I set a site up, there's no more effort involved really in maintaining the site. And that's for a lot of reasons that we can talk more about.

**Yaro Starak:** Okay.

**Adam Short:** But you know competitors they might be doing something different. They might have missed a step. They might be doing something where they have to put — because they've missed a step, it's not as automated. So, they're having to spend more time and more effort. And a lot of people you know they might give up eventually, if they're having to spend too much time on the site and it's not converting — the site is going to die off. And so, that's what I've kind of seen happen in this market. And it's one of the reasons I'm not too shy about sharing some of my sites is, because I'm just not too worried anymore about competition. You have to really learn this stuff and really like — really absorb it before, you know, before you can — you're confident enough to actually do this effectively.

**Yaro Starak:** I don't know if you can hear that crow. But he's really into what you're talking about as well. That's a crow in the background.

**Adam Short:** Yeah, he's liking the free traffic I think.

**Yaro Starak:** I think he is. I live around a lot of birds, so that's a crow talking at the moment.

**Adam Short:** Yeah.

**Yaro Starak:** Okay, so that's fantastic. I love you know the fact that the point of differentiation here, and why you're not afraid of putting these niches out there is the lack of people going out there who'll compete with you and doing everything right. So, it really goes to show that I guess — so, people listening to this who have tried niche marketing before and have not had great results — is they're just not clicking all the

right boxes. They might be doing part of it right. And if you don't, then like you said and you've dominated a market, because you're doing everything right. And no one has come along to take you down yet. I'm hoping someone is listening to us right now and one of my readers comes and — well, I don't want to wish bad things on you, Adam.

**Adam Short:** No, but I mean exactly, Yaro. That's exactly right.

**Yaro Starak:** Okay, well let's keep laying out the system then. So, people understand where we're at. Now, just a recap. We're finding a niche with Amazon.com, which is ridiculously easy now that I've looked at that. You're taking — you're doing some keyword research using the Google Adwords' keyword tool as a starting point. In particular, looking for phrases that have minimum search volume of what. . . . about 10,000? Was that what you said a month?

**Adam Short:** At least 1,000 search volume.

**Yaro Starak:** At least 1,000 search volume, so at least 1,000 searches a month according to Google Adwords keyword tool.

**Adam Short:** Right.

**Yaro Starak:** Then you check that phrase within Google search itself, to make sure there's not more than 10,000 competing websites also trying to optimize for that phrase, or ranking for that phrase. So, in other words, you're getting phrases that have volume, but have low competition. So, there's the money phrases. You then once you've got those phrases, you're going to purchase articles for two purposes. One, to get content created around those phrases to be put up on a website. And then two, to use those articles for article marketing purposes. And you have 11 articles over a 21-day article marketing campaign system . . . .so, every second day. So, you lay the foundation for a website that's targeting traffic that should come pretty organic. Now, what are you doing with that traffic to make money with it?

**Adam Short:** Okay, yeah that was — I mean the way you just described it is exactly. Just one thing I want to clarify there is that one of the reasons . . . . some people might say, you know, “Just 21 days of article marketing. That's it and the site's done?” The reason for that specifically is that usually I go into small or smaller to medium sized niche markets. So, there's literally either no or very little competition. So, I don't have to do a lot of article marketing. If you're going into a more competitive niche market, you might want to do a 42-day traffic blueprint instead. So, just to clarify that.

**Yaro Starak:** And actually one more other thing to clarify . . . . how much traffic are we actually talking about here? Like what's needed in one of these small niches? Because, you know, I talk to about thousands of daily readers, but somehow I don't think that's the kind of traffic you're requiring for this.

**Adam Short:** No, the betta fish site, used as an example again, because I just checked stats recently. It gets an average of about 500 uniques a day from Google traffic. And so, it's not a massive amount of traffic, you know, and it's going to grow again as you get kind of embedded into Google. So, we're not talking about thousands of visitors a day, no.

**Yaro Starak:** Okay, and what's the lowest amount you think you can run off, in terms of traffic?

**Adam Short:** You could have a profitable site with 100 visitors a day. You could still have a profitable — and I'm talking about getting a sale a day there or a sale every other day. I mean if your sales letter is converting at 1 percent, you're getting 100 visitors

a day — you should be getting a sale a day. I mean if you went to a sale every week, you can get away with 25 visitors. But, you know, we obviously — I would like — you know I had to find a successful site as a site that makes a sale a day from the book product that's being sold.

**Yaro Starak:** Okay, awesome, so let's keep going. Let's put the last pieces of the puzzle together. How do you make money?

**Adam Short:** All right, how to turn traffic into dollars basically. And I mean there's lots of different ways to do that. You know you can — I won't get into all of them. I'll say specifically how we do it. And the way that we found to be the most effective is to build a list. So again, if you're on the call, once you're done go over to [BettaFishCenter.com](http://BettaFishCenter.com) and look specifically at the home page. And you'll see that the home page is just designed pretty much to do one thing. And that's to get people to opt-in; to give me their name and their email address. And once they do that, what happens at that point is that the person's going to receive a series of emails. We call this thing a "silent sales machine". It's just a fancy name we've given it. If you opt-in there, you know, you can spy on me basically and see what emails are sent. You can go give your name and email, and you're going to get an email a day over a 10-day period.

**Yaro Starak:** Well, what URL is that again? Beta? B-E-T-A?

**Adam Short:** Uh, two Ts.

**Yaro Starak:** Ahhh, B-E-T-T-A Fish and then Center as in C-E-N-T-E-R?

**Adam Short:** Correct, yup.

**Yaro Starak:** Or Betta Fish Center for those with a different accent.

**Adam Short:** I think that's the proper pronunciation actually BEY-TAH. Betta.

**Yaro Starak:** Okay, great looking out. So, it looks — it kind of looks like this is a sales page. That's what I'm pretty much — well, sort of an opt-in page.

**Adam Short:** It's an opt-in page. It's ...

**Yaro Starak:** What is the actual content that this site is you know — because this site is getting search results right? So, there must be more than ...

**Adam Short:** Yep.

**Yaro Starak:** ... just one page.

**Adam Short:** Yep, the content — I mean the content you can access specifically, if you go down to the footer.

**Yaro Starak:** Yeah.

**Adam Short:** And you click on site map. You can start digging into. I think that site has about 20 articles on it.

**Yaro Starak:** Okay.

**Adam Short:** So, you can get there from there. But that one page is kind of a hybrid. It's designed — most websites — a lot of websites out there will leak visitors. You know, but that page is designed — you can see Yaro there's no exits really. You can either click the "x" or click the back button, or you have to give your name and email to get into the subscribers. And that's what we want people to do.

**Yaro Starak:** Hmm, interesting. Who would have thought that people interested in a little type of fish, but keep going so . . . . .

**Adam Short:** Exactly.

**Yaro Starak:** Turn the traffic into an email list.

**Adam Short:** Yep, so we're finding a passionate market. I stumbled upon this market kind of by accident. This actually happens to be a market that I'm really, really — I wouldn't say really, really — but that I'm actually interested in. It's always been a hobby of mine. So, you'll actually see that the ebook is written by me. The articles are written by me.

**Yaro Starak:** Really?

**Adam Short:** Often on my sites — Yes.

**Yaro Starak:** You wrote about fish?

**Adam Short:** I did, yeah.

**Yaro Starak:** I'm impressed.

**Adam Short:** Thank you.

**Yaro Starak:** You know \*\*\*\* marketer, you go outside of that including small fish.

**Adam Short:** Yeah, yeah. I mean obviously — I mean I'm not an expert at all 93 topics that — but betta fish interestingly enough is a fish that you know — because I've always — you know our family always had betta fish. So ...

**Yaro Starak:** I've never heard ...

**Adam Short:** It's always been an interest. Yeah.

**Yaro Starak:** Maybe you can't get them down here and that's probably why I don't know. But ...

**Adam Short:** Yeah, it's interesting — it's interesting that you can choose a market that's so obscure like this. You know that most people have never heard of. And, it's true, I mean there are thousands, thousands, thousands of niche markets out there, where you can do this. I give the example of selling an ebook on a fiscous plant. I mean literally. I mean that's a real life example. I'm not making that up arbitrarily. So, people are — it's amazing that you can sell information. If you go over to Amazon, again it's information being sold there. You can sell it online too.

So, going back to the turning traffic into dollars concept. You have your ebook written. And what most people do — or what a lot of people attempting this do is they will send their traffic, instead of sending it to an opt-in page first, they'll send it directly. But by getting them into an auto-responder series, a 10-day mini course on the topic of betta fish — you're doing something really important and that's building a relationship with a visitor. So, you're actually going to, into that mini course, again subscribe and watch it. And it's an educational course. It educates them on a topic,

while at the same time selling them on the ebook. So, it gives away — you know it's moving a free line. It gives away free content to get the person — you know to get the person some good content. Get them — build a relationship with them. And then they're suddenly not only a one visitor — a super hot visitor that are going to buy your stuff from you.

**Yaro Starak:** Okay, so it — and this is, again, the e-course that you write all the content for yourself in this case?

**Adam Short:** I did personally for this site. Yes.

**Yaro Starak:** You love fish. But if you didn't love the fish, this is something else you could be having your Filipino writer write for you.

**Adam Short:** Exactly.

**Yaro Starak:** Okay, so nowadays with 92 niches, do they all have an email sequence follow up as well?

**Adam Short:** Yes, every single one of them.

**Yaro Starak:** And did you write most of those? Or ...

**Adam Short:** No, but the same structure is used for every mini course. So, I'll have — so, for instance, you want to do — you want to mix in education plus selling. So, on day 1, they might just get pure lesson. Pure lesson on you know how to clean your tank. Day 2, they might get another lesson on how to, you know, do something else. You know pick plants for your tank. Day 3 though, you're going to say, "Well, you've learned some cool stuff here. Check out my ebook."

So, day 4, go back to education. Day 5, education. Day 6, you want to sell them. Day 7, you maybe sell them again. Day 8, education. Day 9, and then — so, you're hitting them multiple times with sale mixed in with education. And you can apply that same format of, Day 1, do this. Day 2 — across all the sites. So, we've kind of tweaked it until we found out what's optimal. And you know what maximizes conversions and we've just used that same structure. So, an email — so Day 3 is a hard sell let's say. A hard sell email. That same email can be applied from Betta Fish over on another pet care site, and just tweaked for that particular site.

**Yaro Starak:** Okay, so you could ...

**Adam Short:** An easy way of ...

**Yaro Starak:** You could find a market you had your first success in. And then just sort of look horizontally across that market for similar like you know betta fish — then you can do the fighting fish — then you can do gold fish. And just assuming the numbers work out with the keywords, you could just keep replicating that process. Or go into other animals, et cetera.

**Adam Short:** Exactly.

**Yaro Starak:** Okay.

**Adam Short:** And a concern I've heard that people have — this is kind of a side topic — that they say, "Well, you know isn't that a little dishonest you know? I mean are you pretending to be an expert on all these topics, when you're really not?" And the answer to that question is "No." For this particular betta site — I mean I would consider myself an expert. So, I can legitimately say I'm an expert. But let's say

that you've chosen a niche market that is like obscure that you don't really know anything about. A really effective way to position yourself, if that's the case, is number one, you can use a fake name. So, don't think that you have to use your real name. That's just using a pen name. You know authors like Stephen King. You know famous authors use pen names. There's nothing unethical about using a pen name.

So, we use a different pen name across all our sites. So, number one, you know you can use a pen name. And you can say, you know, instead of saying I'm an expert — you can say you know saying flat out, "You know I have 25 years of experience." You can say, you know, "I'm an expert, because I was really passionate in this topic. I went out and I compiled all the information I could about it. And I've created this ebook for you. This ebook that's helped a lot of other people. This can help you too." And that's just as an effective way of selling. You know you wouldn't think so, but it is. So, you can position yourself still in a favorable way, without having to be dishonest.

**Yaro Starak:** I'm still thinking it's important that the content that is provided is of value. So, if you are getting a writer, and it's probably quite important to test that person. And ...

**Adam Short:** Oh yeah.

**Yaro Starak:** ... you know you don't want to just assume what they're writing is good content. You know, have a read of it yourself. Make sure it makes sense to you. Have you checked out some of the facts? Because they've probably done some research to find out. Because if you've got, you know, one or two people writing about all kinds of niches, they're obviously good research people as well as good writers. Who have to go find the answers to certain common questions. So, especially for an ...

**Adam Short:** Yes.

**Yaro Starak:** ... entire ebook. That's a significant chunk of work sometimes. So, like you said, you're not necessarily having experts writing it. But they have to get some kind of real information, or there's no value there.

**Adam Short:** Oh yeah. Definitely. That's a great point and you know you could — a way to make that fairly easy on yourself, is just make sure that your ebook writer provides a list of resources for you at the end of the ebook. And then just go spot check like you just mentioned, Yaro. Go spot check and make sure number one, they didn't copy straight out of those resources. They actually rewrote in their own words. But also that the facts are correct.

**Yaro Starak:** Okay, so I guess the last component now is the final sales page. So, you've got the peak traffic coming to the website. They're going onto your email sequence. The sequence every now and then in between the education content says, "Grab my ebook." And when you do that the link points to a sales page for the ebook. So, how do you get sales-page creative?

**Adam Short:** Well, if you're not a great copy writer, like me — and you know that's one thing that some people can be intimidated by is the concept of having to write copy. Or thinking that either they have to become a great copy writer, or go out and hire a copy writer and spend, you know, \$1,000 for a sales letter. That's not the case at all. You know to give kind of an example. I mean the betta fish letter I wrote myself. And then you know it converts well enough. And I've applied it — that same letter format across all my different sites. So, you can write a letter once and apply it to all your different sites. Inside NPC, we have a sample letter template that you can use for your sites. So, that you don't have to spend a lot of time writing a letter from scratch.

**Yaro Starak:** I'm looking at your sales page for the betta fish one and it's not a massive page. It really, you know, it's four — or three testimonials. You know it's very small considering — compared to, you know, a traditional sales page. That was the early selling of \$15 ebooks. So, it doesn't need to be super long anyway. But I could see someone — especially, if they had this as a template you could just sort of put in your own content to replace the ideas here. And ...

**Adam Short:** Exactly.

**Yaro Starak:** ... have a sales page done quite quickly. And obviously this is working for you. So, you know I'm always concerned with copy. People seem to think that if you don't have that \$3,000 copy written for you, then you're actually leaving a lot of money on the table. And true, you might be leaving something on the table here with the betta fish sales page. If you had more — you know spent more money on the copy. But you know that's a cost benefit analysis. Is it better to go and maybe focus on creating more niches, rather than spend a lot of money on a \$15 ebook sales page? So, the system obviously works in your case.

**Adam Short:** Exactly. You know, and one thing that people in the IM space are always reading is IM sales letters — Internet marketing related sales letters. And those sales letters are often written by really good copy writers. So, a lot — we're all kind of conditioned to think that, you know, we need that. But most of these people are just normal people who haven't been exposed to that. You know, they just are interested in their betta fish and they come to the sales page. And so, what might look like a mediocre sales page to us is actually really, really compelling to the person. As long as it addresses their main concern.

You know what is their main concern? It's, "You know my betta fish is sick or something and I want to make sure it stays healthy." As long as you address that concern, you've already built the relationship through the email marketing. They're going to go — most of them aren't even going to read the sales page. They're going to just look for the order link. And that's just something to consider as well.

**Yaro Starak:** All right, so I guess we've put together the big picture now. It's been a long call. We're over an hour already Adam. But I think it's been great to complete the picture. Is there anything we're missing? Have you pretty much covered everything?

**Adam Short:** I've covered as — yeah, as much as I possibly can in an hour. This site — there's actually four different ways that this site makes money. We've touched upon one of them which is the ebook. There's some more things I'd love to talk about. I mean I'm sure, Yaro, you know we'd love to stay here all day and talk about this stuff, but we can't obviously. You know maybe on another call I can talk about how to take your ebook and turn it into — re-purpose the content to turn it into multiple product offerings.

**Yaro Starak:** Well, just quickly Adam when you say there's more than one way this particular ebook's making money. Can you — are we talking about affiliate marketing, or what else are you doing?

**Adam Short:** Sure. Well, there's — I'll give away one technique, which works really well for creating a back end. You can take your ebook and you can either do this yourself, or you can outsource it. You just take your ebook, and you know I'm sure a lot of people on this call have heard of an audio book. Audio books are becoming really, really popular. It's a really growing industry. People are loving to listen to stuff in their car, on their CD player. Instead of sit there and read you know. Some people

don't want to read a 100 page book on betta fish. They just want to sit there and listen.

So, you can just take your ebook and simply record it into a recorder and create mp3 files. And then you can sell that as well. So, in addition to the ebook they can buy the audio version, which is maybe 30 bucks, instead of 15 bucks.

**Yaro Starak:** And when do you put that? Do you put that in the follow up sequence or ...

**Adam Short:** You put in — yep, I just had it in the follow up sequence. There's a little thing that you can do in Awebber, and this may be getting a little too technical. But, yes, short answers I put it in the follow up.

**Yaro Starak:** Okay, I'm assuming you're talking about segmentation, where you ...

**Adam Short:** Yes.

**Yaro Starak:** ... once they've bought the physical — I'm sorry the digital text version of the book, they go onto a new list. And then that list starts selling the audio version? Is that ...

**Adam Short:** That's exactly right.

**Yaro Starak:** Okay. Now, let's ...

**Adam Short:** And then the third ...

**Yaro Starak:** Go ahead.

**Adam Short:** Yeah, I guess we could keep going forever. I guess we should stop there.

**Yaro Starak:** Well, that's exactly \*\*\*\*. You know I think it's awesome once you've got a niche that's made some money. Because it is easier to sell to customers already. And you know we haven't even touched on back end techniques. Like you're just starting ...

**Adam Short:** Right.

**Yaro Starak:** ... to mention them now. And once you've got a person who's bought your betta fish book, chances are they'll start buying — you know you could start selling affiliate products to them of actual tanks. And you teach in the book where to buy that stuff and you could sell it as an affiliate. I'm sure Amazon probably sells tanks and things like that. So, you can use that affiliate program. You know, you could produce a bunch of videos showing people how you do things with your tank. And sell that as an additional back end product as well. And just basically, as I teach when I talk about my blog, is just creating that sales funnel around one profitable niche.

So, let me just ask, then, how much of this is dependent on front end sales versus back end? Is your — you know does this business model — is the money really made on the front end, or is it more on the back end?

**Adam Short:** You know interestingly, the money's about even on the front end, versus the back end. So, yeah. Short answer to the question is it's about even. You know in some niches it tends to be skewed towards the back end. In this particular one, it's about even. It just kind of depends. But, you know, these aren't really high tech back ends or so. They're not \$1,000 courses, or even \$100 back ends. So, you know and a lot of people who buy the ebook are satisfied with that. So ...

**Yaro Starak:** Okay.

**Adam Short:** ... but it's about even.

**Yaro Starak:** All right Adam, I think this is a great run through of the basic model you're using. And it's nice to get some insights into the differences of your niche system, versus like you said the *Underachiever* method. You know I've got Andrew and Darryl Grant. I did an interview with them and they also sell ebooks. So, they have a different system as well. I really like that you guys are current. You're very much doing this right now and you're always in new niches. And the fact that you've got 92 of your own niches that you're currently running — means you're obviously very up-to-date and capable of teaching people what's currently working. Can you just — just for the excitement. I love hearing about numbers. How much money are you making from those 92 niches on a like month-by-month basis?

**Adam Short:** Well, I don't want to give exact numbers. But I will say well into the five figures a month.

**Yaro Starak:** Darn! All right.

**Adam Short:** Yeah, but I mean you can take — you know you can kind of do the massive betta sites. They're not also as profitable as the betta site. You know some of them make 250 bucks a month at the low end. And we have a couple that make a couple of thousand dollars a month at the high end and everywhere in between. So ...

**Yaro Starak:** Right. You know and if you do the math of over 92 sites that's well and truly over a six figure a year business. Like you know multiple six figures. So, great stuff. Now, there's obviously a lot of detail into doing this. And there's been several sections, where you've mentioned things that are sort of proprietary to what you do. You know the keyword matrix you mentioned. Your sales page, templates, your email follow up sequence. I'm sure you've got template emails for when to provide to educational content — when to provide sales content. And your research process within Amazon. So, there's all kind of things to learn in this process. And of course, you've got a program, which is called “Niche Profit Classroom” and is that relatively new? Am I to ...

**Adam Short:** Yes, it's new. We actually just opened on December 2.

**Yaro Starak:** Okay.

**Adam Short:** So, it's only about a month and — a little less than two months old.

**Yaro Starak:** Right. Really? Okay, fantastic. And because of that I guess the information's really current. It's mostly video I believe is your preferred teaching

**Adam Short:** Yeah, it's video software and personal coaching.

**Yaro Starak:** Okay, well then break it down for me. Because what I've organized with Adam, is for any of my listeners and readers who want to have a trial “his system — their system” for doing this and learning more about how to put this all together. We're putting together a trial offer. But before I talk about that, just tell me exactly what people get in a quick breakdown inside this training program.

**Adam Short:** Sure, yeah I'll just do it briefly. So, Niche Profit Classroom is a membership based website. And the reason we wanted to do that is so that we could provide personal ongoing coaching. And so, secondly so that we could have a place to update the course, as the Internet itself changes. But I don't suspect that's going to be too often. But we didn't want to sell a home study course and say, “That's it.” Because

you know the training is just as important to us, as the product itself. So, we created a membership site. The — it's broken down in the following way:

There's the classroom area, where we teach this model, which we call, "Niche Marketing 2.0" which is 158 videos, broken into 14 modules. So, somebody will say, "Oh, that sounds like way too much." Well, the videos are pretty easy to go through. And, you know, it is a lot, because we start at the very, very beginning. We show you the what, the how, break down the technology — everything. So, that's the core training right there.

As a secondary supplemental training, we've created what's called the NPC Center. And I mean we kind of — we basically took every Internet marketing related course that we've ever taught and we put it in there. So, the NPC Center alone contains over 650 additional videos on various topics. From how to set up a Word Press blog — to how to use Skidoo to drive traffic. So, you know, you start out with the Niche marketing 2.0 training. You get that going. And if you want to move over to the NPC Center after that, to enhance what you've already done — that'd be the way to go.

We have built-in hosting. So, you can host up to 15 domains in your account. So, you know if you're just getting started, you don't have to go out and pay for hosting. You can eliminate that cost. There's five different software programs that Alen and I used personally, that we built into the site itself. So, there's the keyword tool, which is going to find money words for you automatically. So, that you don't have to do it — like Yaro and I just did it on the call. We did it kind of manually. You can do it automatically with the tool. As a tool that's going to help you with your market research. And there's some other tools I — you know, we need to wrap up the call I know, so I won't go into that.

**Adam Short:**

There's a form of course. And we just added a — oh, there's also down loadable niche packs that we give away each month. So, every month we upload two fresh niche packs to the site. These are ready made websites with an ebook — the articles, the template, the audio upsell, the auto-responder and everything else that goes into this. And the purpose of that — you know, everybody says "Well, isn't everybody going to be getting those sites?" Yes, you know so. You know the purpose of those sites is that you have a real life model that someone can download and dissect on their computer, and really see how these sites are supposed to be made. So, it's just supplemental to the training. But those are created by the content team that creates my own sites. There's a lot of value there.

And the final thing that we just added is the Niche Profit Mastermind. And every month — we just had our first session last night. We did it on a call with members — two to there hour call and we just mastermind. We do hot seats. Find out where you are in your business.

We help you — you know if you have questions you can talk to us personally. We'll show you more of our own sites. It's a personal — it's a true mastermind group meant to get you past your sticking points. So, that's the personal coaching. There's also personal coaching inside the members' area. And there's other little parts I could go into. But it's very much a community. And we very much want anybody who joins to be successful. So, there is a lot of hands-on personal coaching to work with it. So, that's the product in a nutshell.

**Yaro Starak:**

All right it sounds like there's an awful lot there. I'm really interested to have a look myself. I kind of better dig into the system. So, we talked about a trial. I've arranged with Adam to offer a \$1 trial to have a look inside this training program.

And decide whether the niche marketing, or niche business model is the one you want to follow. Because you know, obviously, it's not for everyone. But I think it certainly is something everyone can have a go with. And that they — you know, seeing this as something they can do. It's not a complicated process. It's a system you can replicate and go through. And if you like the way Adam talks — I think, Adam, you lead a lot of the videos don't you? — that you train with, right? So ...

**Adam Short:** Yes.

**Yaro Starak:** ... you know if you've been finding Adam is a good person to learn from, then the videos in there will resonate with you as well. So, what's the URL we're giving people for this \$1 trial?

**Adam Short:** The best place — well, the only place to go for the \$1 trial is [NicheProfitClassroom.com/Yaro](http://NicheProfitClassroom.com/Yaro). So, [NicheProfitClassroom.com](http://NicheProfitClassroom.com) — make sure you go to the forward slash Yaro, otherwise you're not going to get — you're not going to be able to see the \$1 trial.

**Yaro Starak:** Yeah. That's Y-A-R-O for those ...

**Adam Short:** Correct.

**Yaro Starak:** ... people who don't know me that well. Only one 'r'. Okay, so that \$1 trial we're only going to put it up for a week. And we've got the dates written down. It's going to end on Friday the 13th of February. So, by the time you get this audio, it may be close to that period. You know I'm giving you five days to get the trial. The trial will last for a week. So, once you've joined you get a week to try — to play with the materials and go for it. But the actual offer the one day — \$1 trial is only available up to Friday the 13th, from the point that this audio is released. So, definitely if you're even remotely interested, just go try it. If you find out it's not for you, just cancel out of it. And I'm sure Adam and Alan will be — you know not going to make that hard for you. But if you do decide it's great, after the \$1 trial week — and what's the regular price Adam?

**Adam Short:** Regular price is \$47 a month.

**Yaro Starak:** Okay, very reasonable after that. If you decide after the \$1 trial, if you like what they're teaching and you can see yourself really getting results with their system, it'll be \$47 a month to maintain your access and continue to go through the program. And obviously, you know I've only recently been introduced to Adam and Alan. But as you can see, the way Adam presents this material, it's quite down-to-earth and quite systematic. Which I think is why — one of the main reasons I wanted to bring him on the call. And I think he'd be a great person to learn from, if you're interested in going into the multiple niches business model and making some money online.

So, one more time that's [NicheProfitClassroom.com](http://NicheProfitClassroom.com). And niche is a tricky word. N-I-C-H-E. Niche or [NicheProfitClassroom.com/Yaro](http://NicheProfitClassroom.com/Yaro), Y-A-R-O. And I'll put the link of course, along with this audio. And you know I'd say go for it. You know, even if you're kind of half interested I recommend you give it a shot. Because you only have this option for a \$1 trial for the week and that's it. So, Adam, thanks ...

**Adam Short:** Yep.

**Yaro Starak:** ... again for your taking the time. I know we've almost broken the hour and a half time frame. But that's — there was a lot to cover. And I think there's some great stuff there. And I hope everyone who listened to the call, even if you don't intend to try out their system — learned something. I did. The bit about the Philippines in Craigslist. That was a real eye opener for me. So, thank you for sharing that and you know great stuff. Keep up the good work.

**Adam Short:** Thanks Yaro. Thanks so much for having me.

**Yaro Starak:** That's it for Part 2, of the interview with Adam Short. I hope you enjoyed the two-part series with Adam, and learned a lot about how to set up your own niche profit websites. Just in case you haven't gotten Part 1 yet, you can find that at my blog [Entrepreneurs-Journey.com](http://Entrepreneurs-Journey.com). Look for the pod cast tab there and you'll find an archive of my previous shows and just look for Adam Short. If Entrepreneurs Journey is too hard to spell, you can Google my name. Which is Yaro, Y-A-R-O and you'll find my site that way.

Also, if you didn't catch the Web address for the special invite from Adam, you can go to Niche, that's N-I-C-H-E, ProfitClassroom — all one word — [.com/Yaro](http://.com/Yaro), Y-A-R-O. And there you'll find the special offer that Adam and Alen are making just to my subscribers. And you can decide whether their coaching program is right for you, and sample some of their free videos as well — which has got some great information there. I hope you enjoyed this interview series, and of course, you're welcome to grab any of my other previous pod cast shows at my blog. My name is Yaro Starak and I'll catch you again on the next interview. Bye-bye.

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- **Create simple 5 to 10 page "under the radar" content web sites** (*that don't look like they sell anything at all*) - that each generate between \$500 and \$1,500 a month (on 100% autopilot)...
- **Tap into an unlimited source of free profit producing search engine traffic** (*that never slows down*) and only increases over time - without ever having to pay a penny for it, using the revolutionary MoneyWord Matrix that lets you skip the line in the search engines and superglue your pages to the top...
- **Take that free profit producing search engine traffic and funneling it through little-known, yet brutally effective silent sales machines** that'll get you an astronomical 5% to 10% conversion rate - plus additional massive sales that you'll put into place after the initial buy...
- **Build a massive sized opt-in list** (*without even trying*), and creating a buying frenzy at will (using ethical, yet sneaky little mind-control tactics) that'll generate cash on command with pin point accuracy (this works every time)...
- **Create gold standard information products** (*that you see in bookstores*) for dirt cheap using a 2-step process (no one has a clue about), and cutting your costs down by 70% (imagine being able to create 3 to 4 information products for the price everyone else pays to get one created) - and have it be triple the quality.
- **Automate the entire process** so it's a true set-it-and-forget-it autopilot income stream that runs 24/7 (*generating profits even while you sleep*) - without you having to put any energy into it.

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You see, we know from personal experience that it's not easy to start, build, and grow an online business, especially when you're new and there's no one to ask for help.

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We not only give you all the video training, downloadable resources, software and tools that you need to succeed, **but most importantly...we'll be there with you along every step of the way as your personal guides on the road to success in your venture to create a profitable online business.**

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When you join Niche Profit Classroom, you'll get everything you need in one place to build a successful and profitable online business.

Here's a snapshot of what you get when you join Niche Profit Classroom...

- **Niche Marketing 2.0 Training:** Niche Marketing 2.0 is a full-blown video course walking you step-by-step through the process of setting up a perpetual income stream on the Internet selling your own products, or affiliate products.
- **Niche Profit Center:** NPC Center contains hundreds of additional videos on Internet marketing, broken out by course title. We cover a wide range of topics - everything from the most basic concepts, to advanced Internet marketing techniques and strategies. Simply click a video title below to access the full course.
- **Exclusive Software & Tools:** You'll instantly get access to an arsenal of exclusive never before seen software and tools that we have personally developed to use in our own online businesses (to get the cutting edge advantage over everyone else), and now we're sharing these same exact software and tools with all Niche Profit Classroom members. This includes the Moneyword Matrix Keyword Tool, Market Profiler, Market Checklist Tool, and 15 Minute Sales Letter Wizard.
- **Niche Profit Press:** You'll get your hands on a breakthrough SEO optimized WordPress template and system that's designed to work with Niche Marketing 2.0 style web sites. With Niche Profit Press, you'll be able to create Niche Marketing 2.0 web sites in minutes – it's a true click-and-go web site creation system, and best of all, you don't have to know anything about how to create web sites to use it.
- **Teleseminars & Webinars:** Every month you're going to have a chance to participate in a live tele-seminar or a webinar where you'll discover the latest cutting edge tactics, techniques, and strategies for starting, building, and growing a successful online business.

- **Niche Profit Leaders:** You'll get to interact with a team of 10 highly qualified Internet marketers who are there to give you first hand support if you ever need help when it comes to creating your very own profit producing niche marketing 2.0 web sites.
- **Niche Profit Mastermind:** You'll join our very own personal niche profit mastermind group every two weeks on a two hour live webinar, where we'll mastermind with you one-on-one to help you take your online business to the next level and to make sure that you succeed. You'll also get to participate in hot seats where the entire niche profit classroom community gets together and helps you build your online business.
- **Monthly Interviews:** Each and every month we interview some of the most successful Internet marketers in the world. You get to listen in first hand as we pick the brains of the best of the best, spilling the beans on what works and what doesn't.
- **NPC Premier Web Hosting:** Here at Niche Profit Classroom, we want you to succeed online and make money. That's why we went out and created NPC Premier Web Hosting, free to all Niche Profit Classroom members. You can host all of your profit producing web sites with us and never have to pay a single penny for hosting ever again.
- **Ready Made Niche Businesses:** Every month, we're going to have our personal team of researchers, writers, designers, and copywriters put together two profit producing niche businesses for you that you can begin making money with immediately.

Every readymade niche business comes with...

- Professionally Written eBooks
  - Ready Recorded Audio Up sells
  - Professional Web Site Templates
  - Proven Sales Letters
  - List Building Opt In Forms
  - 10 Day Mini Course
  - SEO Optimized Articles
  - Keyword Research
  - 21 Day Traffic Blueprint
  - Niche Profit Press Template
- **One-On-One Support & Coaching:** One of the fastest ways to achieve success is with the help of a personal coach. That's why here at Niche Profit Classroom we offer a full support and coaching system for free to all of our members, where you can get help with anything related to the success of your online business directly from Adam and Alen.

- **Niche Profit Community:** You're going to be part of one of the most successful and exclusive Internet marketing communities on the Internet, and also get to hang out and communicate first hand with some of the most successful Internet marketers in the world.
- **Niche Profit Control Panel:** The Niche Profit Control Panel let's you organize an unlimited amount of projects and keep track of where you are with each project.

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