

Passions to Profits

**Using Your Own Interests and Skills to
Make Money Online**



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Welcome to Passions to Profits!!

I created this guide because I get a lot of questions around **how to get started** in this business - that is, how to make money online. I think if you read my email reports at www.InternetMillionsWealth.com and the www.AgileMarketer.com you discovered some ideas about online marketing but maybe not where to start or a way to bring this all together. Many people have some **passions, interests, skills or knowledge** but don't have any online experience that could take these to the next level.

That's what this guide is all about - the **very first step** into trying to earn money online without worrying about the tools and technologies - that can come later. **What you need first, is your own inspired preparation.**

DISCLAIMER: I can't guarantee that you'll make millions, thousands or even hundreds of dollars - but, if you stick to the plan outlined in this free guide you should be able to find your way to some form of online income. If you keep driving it forward, who knows - you might be the next internet millionaire!

REDISTRIBUTION: This report is **absolutely free**. You may give it away only as a free added bonus of your own package or ebook. I

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encourage you to do so especially if you are offering your own report on internet marketing. All I require is that this report not be modified in any way.

So, let's get started!

Chapter 1: Why an Idea is Worth a Million Dollars

Can you make a million dollars online? Absolutely! It has been proven over and over. Is it easy? **Absolutely not!** But why not?

If there was a simple answer to this question we would all be millionaires now. Nevertheless, **you can still make money online** - it is just a matter of your ideas, tools, passions and **long term focus**. If you're able to build on that you can reach the top.

What people fail to recognize is that the world is **hungry for information** - and I'm not talking about encyclopedic information - but information about common interests. You know, things like hobbies, skills, job related education and even experiences. **You have within you some knowledge, idea, experience, hobby that someone else shares or wants to learn.**

The reason the online gurus that you see today are making millions of dollars is because they've mastered the technique of combining an idea that is tied to common interests with products and services. Multiply this times the number of worldwide users on the internet and you have a **massive market right at your fingertips**. The goal you have as an internet marketer, or, as someone who just wants to make some extra money online is to tap into this.

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So, sit back and find a comfortable chair so you can find out how to get started.

Chapter 2: How People Get Rich Online

The concepts to earning money online are very basic. I like to call it the **EPIC principle**. Let me explain.

The **EPIC** principle means the following: basic **Education, Passion, your key Idea, and focused Control**. I'm telling you right now that if you follow this principle you will succeed! Just by getting one simple education guide (E - Education), understanding what you love to do (P - Passion), going online with one idea (I - Idea) and staying focused for a duration (C - Control) the dollars should start to appear. **But, it is up to you!**

You see, 95% of those trying to break into earning online either give up too soon or have too many options at their door which causes the 'work on many but focus on none' syndrome. When you look at some of the success stories I've mentioned in my email lists or at my own site, The www.AgileMarketer.com, their success was almost exclusively based on this principle.

So, how do you implement the EPIC principle into action steps? As I mentioned in the Internet Millions Wealth emails there are **six basic steps**: building a website foundation, adding original content, adding advertising, building membership, selling your own or someone else's product, and then repeated promotion. That's it!

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Sounds simple, I know - but what is it exactly that is making people money online? There are **four popular ways** you can do this:

1. Sell someone else's product - typically known as affiliate marketing the seller gives you a percentage of each sale. There are thousands of affiliate products out there from real, physical ones like Amazon.com to information products such as ebooks sold at Clickbank.com. Typically you place a link on your site to a product with an ID so that the main seller knows the sale came from you. Then you make anywhere from 3% to 75% depending on the product.

2. Sell your own product - this is selling your own physical product (which can be difficult with inventory and shipping), using drop-shippers (they own the delivery) or your own information product such as a how-to guide. Here you name the price and expand sales if you want affiliates to help you. The potential earnings can be very large if your product is good.

3. Advertising - by placing ads on your site you receive a small percentage of the advertising based on how many people click on the ad. If your site is popular and the ad is well positioned this can pay very well. Some people rely solely on this form of income. However, you must have a large amount of traffic to earn serious money. Typically ads are used as supplemental earnings combined with a product.

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4. Lead Generation - much like affiliate marketing in #1 you receive a cut for every lead you sign up. Insurance, banks and survey companies are trying to funnel in as many leads as possible. By front ending the lead capture you can earn based on volume. Health insurance lead capture, for example, is a huge market but very competitive.

These are only some of the more popular ways you can start. To realize this you just **need to apply the EPIC principle with the six basic steps** outlined earlier.

The best out there have mastered these principles and have, in fact, hired a staff to build this for them. Once they have mastered these techniques on their own they then can afford to accelerate all of their work using paid staff (which is not as expensive as you would think). By then the **money is rolling in** and they're on to bigger and better ideas.

So, what do you need to do? Before you get into setting up websites, writing ebooks or figuring out advertising you need this first - **an idea you really care about.**

Chapter 3: Finding Your Passions

Before you begin your EPIC action steps I really want you to **get inspired**. You may be desperate for money which tends to blind you from looking down the path to your own passions that could sustain you going forward.

Don't give in to desperation! That trap will send you down an unsustainable path, which lead to mistakes.

Let me start by giving you some concrete examples of real profit sites:

Microsoft Access Reporting

Cooking Photography

Sedu Hairstyle Products

Ice Dam Removal

Small Stock Investing

Specialty Auto Parts

Collecting Antique Furniture

I tell you the more I encounter sites like these the more I'm amazed at what can make money online.

Before you jump into your own idea you should take a moment and **walk away from this guide and your computer**. The reason is to stop and

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think about what topic or area of interest you would like to start online with. **This is very important** - in fact, the single most important step. Finding something that motivates you and drives you to keep pursuing it.

Then I want you to sit down, **grab a pen and paper and write down every one of these interests and skills that you've learned in your life**. Remember, sometimes the smallest interest can be an amazing online idea!

Simply list them all out on a notepad - it can be anything from a very topic or informational based idea to an entirely practical idea. You should be looking to add any ideas associated with a craft, skill or step by step understanding. These types of ideas can easily be used to create your own products in the future. Remember, **your goal is to find a topic that can be used as a source of information to place online** - people are hungry for it especially if it relates to their own needs or problems.

Let's explore this a bit differently. Let's say your real interests are golf, drinking coffee, and reading non-fiction books on science. Besides that, you are an expert auto mechanic and have a plethora of knowledge on that subject.

Your goal is to find interests that fit a particular niche online (more on that later). In other words, you're trying to find a place on the internet for

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