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**How To Earn A Great, Long-term On-line Income**

**By Willie Crawford**

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Everybody wants to make their on-line fortune instantly. We don't want to slowly build our on-line empires. This is what drives many of the ebooks and special reports that I see lately. The question of how do you do it in 30 days or less is even the main question in an ebook that I was recently featured in. However, in Joe Kumar's book, the need to earn an on-line income in 30 days or less was presented as if it was an emergency situation. Then the "gurus" each explained how they would do it.

The fact that there are so many books and reports out there telling you how to do it, should be a clue. Since these books are selling so well, that tells you that most people don't know how to do it. Read through Joe's book and you get a lot of great, viable ideas. Using these ideas, you can generate an on-line income in 30 days or less. However, I still believe that the best model is setting up a business that generates a long-term residual income. If you have time, build a very solid business with several pillars in the foundation. This is the key to long-term on-line success.

How do we do this? Locate or create products or services that are consumables. Those are products or services that people use over and over again, and that they pay you for – over and over again. Examples of products would be medications, vitamins, or printer cartridges. Examples of services would be the shopping cart system I promote at <http://ProfitAutomation.com> Other services offering

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residual income include web hosting, website maintenance, long-term consulting, perhaps writing articles on contract with an ezine.

You want to set up several of these products or services offering residual income so that you are not totally dependent upon any one of them. Ideally, you want to set up several related businesses. You want them related so that you don't spread yourself too thin, and so that you can develop a deep level of expertise on your product line. Your increased expertise will dramatically improve

customer relations and referrals.

I am a big proponent of creating your own product or service. However, if you are in a crowded field, it is probably better to affiliate with someone already offering the service. It must be an in-demand product. You make one sale, and then collect the residual income for a long time. It's a time-tested, proven model. It's doing what my friend Jonathan Mizel describes as "going for the low-hanging fruit." It's "not re-inventing the wheel."

I'll use my shopping cart mentioned above as an example because it is my favorite project :-). With the shopping cart featured at <http://ProfitAutomation.com>, an affiliate earn a 30% commission on each referral. Clients pay from \$19 – \$69 per month. So affiliate earn from \$5.70 to \$20.70 per referral per month. I prefer to think of that as \$68.40 – \$248.40 per year. Looking at it in those terms, you see that time spend generating just one referral is much more productive than selling your typical ebook or piece of software.

A very important key is to select quality products to spend your limited time promoting. With my shopping cart system, it's something on-line entrepreneurs really need. It becomes the very center of their on-line operation since it allows them to automate so many tasks. You refer them, and many will use the service for years. You refer them once and many will be earning you that \$248.40, per year, for years to come!

There are literally thousands of suitable products and services that fit the model we just described. If you can't

readily identify them then you may need to shift your niche slightly. There is no point spending a lot of time riding a dead horse. If you are in a niche where you can't implement the model we just examined, then it will be nearly impossible to go for that low hanging fruit.

Spend some time today looking for or examining how you can create products or services that offer you that long-term, residual income that really makes your hard work pay off. Otherwise, you'll only experience temporary successes and will forever be searching for the latest thing that will solve your dilemma. There is no need to get such predicaments.

I do recommend Joe Kumar's book by the way. I found lots of great ideas in it. You can get it at:  
<http://williecrawford.com/kk.cgi?kumar> A lot of successful

people brainstormed for this book and offered their best ideas for quick success. However, you need to make sure that the quick success is not also fleeting.

### **Residual Income: The Secret to Long-Term Internet Income**

**By Jeremy M. Hoover**

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Perhaps the best product is one that has recurring monthly fees. This is known as residual income, and is the best income to make, because you make one sale but are paid month after month.

Would you rather make one sale for a one-time \$65, or one sale for a monthly subscription at \$10 per month? I would rather have the monthly subscription, because after the seventh month I will have made more than the \$65 from the first sale, and the money will keep coming! It is possible that you can still be making money three years down the road from one sale.

Here is another example to show you the power of residual income: You work everyday for a company. Your paycheck is dependent upon your working. If you don't work on a given day and you are paid hourly, you will not be paid for that day. If your job is to make widgets on an assembly line, you must make those widgets to get paid.

But what if you were the one who patented the widget? Then you would receive income over and over

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again any time someone made or bought one of your widgets. You don't have to make the widget anymore, but you get paid every time someone buys a widget! This is residual income: it is income that you make over and over again from working one time. There are many great affiliate programs that you can market that can bring you residual income. You can also start your own subscription or membership website.

A related concept to residual income is leveraged income. Leveraged income is similar in that it can be residual. More importantly, leveraged income is money that you make from other people's efforts!

To use the same widgets example, if you make widgets on an assembly line for your job, you have to do that to get paid. But if you were the one who patented the widget or the technology to make the widget, you would continually receive income every time someone made or bought one of your widgets.

As this related to leveraged income, imagine that in addition to you working on the assembly line, you could train others to do the same work and make a percentage of each person's income that you trained?

For example, you work the assembly line and earn \$1000 each month. What if you could earn 10% of the income for each person you trained to do the same assembly-line work? You would do the work (training) one time and be paid over and over again (residual income that is leveraged via other people's work).

Suppose you trained ten new people each month, for three months. Your monthly income would begin

to look like this:

1st month: You make \$1000 and each of the ten people you train earn \$1000. In addition, you earn 10% of their monthly income ( $10\% \text{ of } \$1000 = \$100 \times 10 \text{ people} = \$1000 + \text{your } \$1000 = \$2000 \text{ total}$ ).

2nd month: You still make your \$1000, but now you have 20 people who each make \$1000. Your income is thus:  $10\% \text{ of } \$1000 = \$100 \times 20 \text{ people} = \$2000 + \text{your } \$1000 = \$3000 \text{ total}$ ).

3rd month: You still make your \$1000, but now you have 30 people who each make \$1000. Your income is thus:  $10\% \text{ of } \$1000 = \$100 \times 30 \text{ people} = \$3000 + \text{your } \$1000 = \$4000 \text{ total}$ ).

But wait! In your third month, 10 of the thirty that you trained each trained 5 more people. Another part of your business agreement said that you would receive 5% of the income of anyone that was trained by someone you trained. So, you have 50 more people each earning \$1000, and you earn 5% of that -->  $5\% \text{ of } \$1000 = \$50 \times 50 \text{ people} = \$2500 + \text{your month 3 total of } \$4000 = \$6500 \text{ total in month 3!}$

This is the beauty of leveraged and residual income! By your one act of training someone to do the work, you will get paid over and over again from their efforts, and again if they train someone else to do the work!

Jeremy M. Hoover makes residual income from his site, <http://hoovermarketing.info/leads.htm> . Get a free affiliate marketing course at <http://hoovermarketing.info/amg/introduction.htm> .



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