

CONTENT 2 PROFITS *Blueprint*

Your roadmap to multiple
streams of revenue



By Rae Vonshae

Your Roadmap To *Multiple Streams Of Revenue*



By Rae Vonshae

Rae Vonshae, founder of Rae Nation is an accountability coach who specializes in motivating and encouraging content creators to walk in their purpose while turning their content into profits.

Although this blueprint is NOT a guarantee of success, because NO ONE can guarantee YOUR success... this is a guide that I have created because I have applied everything that I am including that actually worked for me "RAE VONSHAE".

Table Of Contents

Introduction.....	4
How it began.....	8
5 Ways to turn your content into profits.....	22
Goal Setting and Planning.....	27
Getting Your Mind Right.....	29
Choosing Your Rich Niche.....	30
Laying Your Foundation.....	34
Finding Offers To Promote.....	38
Choosing Your Traffic Source.....	39
My 50k Formula.....	40
List Building.....	41
Advertising Facts.....	43
The Strategy.....	48
Steps To Success.....	54
Resources.....	56

Introduction

I am so glad you decided to grab this book. I'm excited that you've decided to take action. It's time for some eyes to be opened, and lives to be changed. If you want to build a brand and grow a successful business from posting online, this book is for you. We are living in the day of content creation and tons of people are turning their content into profits. Why shouldn't you?

Greetings,

My name is Rae Vonshae

I am writing this e-book to show you how I learned how to turn my content into profits from posting online.

There are multiple ways that you can turn your content into profits and in this blueprint you will learn the most effective ways to start and build a lucrative online presence.

Whether you post content about beauty, cars, fashion, finance, fitness, food, gossip, health, or marketing... there's pretty much a way to monetize your content and turn it into profits. But keep in mind... some has better profit margins than others.

As of today, I am here to teach you how to help people get what they need, as you get rewarded and compensated for your work.

Did you know certain businesses will pay you a referral fee when you send them a customer and the customer purchases their products/services? Well it's true and it can all be done ONLINE!

Credit repair agencies, plumbers, electric companies, car dealerships, "salons", dentists, and PLENTY of companies already have budgets set aside to pay for advertising and referrals. Just to name a few. I've done it all.



INCOME PROOF:

Although I can't show you every single check from every referral, I will show you some income proof. It's up to YOU to believe it's possible for YOU.

No one has to live in lack if they are willing to listen, learn, and apply what is being taught in this ebook.

The only people who fail are the ones who quit before their seeds grow into a harvest. Nothing is overnight, you must be willing to WORK in order to reap a reward. A lot of people start a business and expect to generate the same results that the next person is receiving. You have to understand we have invested YEARS, we have invested MONEY, we have invested SLEEPLESS NIGHTS, and we have put in plenty of PRAYERS. THIS IS WORK, you must work it like a BUSINESS!

Creating multiple streams of income is not as easy as it sounds, but it's not as hard as it seems either.

I didn't record as much of my journey as I should have. Therefore, I am here to tell you “RECORD YOUR JOURNEY FROM DAY ONE!” You want to be able to look back and see how far you've come.

Eventually, if you decide to start helping others you want to show proof of how you started so people will understand that what you speak of is real. These huge paydayes are actually from my car referral business.



I chose the car business. I advertise for car dealerships and I receive a referral fee each time someone purchases a car. This is not to boast or brag, this is to INSPIRE you to show you what's possible even as a beginner. There are people making tons of money from online marketing, these were just my newbie days. I advertise ONLINE and then I go to the dealerships to pick up my check or cash.

“You don't have to be great to start, but you have to start to be great” Zig Ziglar.



How it began

Hi, my name is Rae Vonshae and I've been a full time marketer since 2007. Although I remember back in back in 1994 when I had a job... I started as a temp at \$5.25/hr and then I worked there for 3 months and then a position became available in the accounting department and I was able to get the permanent position which was earning \$8.00/hr. Needless to say I was happy about that because back then that was a pretty penny being that I was only twenty-one years old. ANYHOW... after a year of working there, a higher position became available and of course I wanted to move up. Guess what?

Didn't happen! Instead, the company brought in a college kid with NO experience and had ME train him for the position and he came in the door making \$11.00/hr with no experience at all.

I was good enough to TRAIN HIM for the position, but I wasn't good enough to GET the position. That was a slap in the face!



But that's not the half of it. A few weeks after, it was time for my annual review. I went into my bosses office and sat down to wait for him to tell me how much my raise would be. Do you know what my raise was? **.23 cents**. YES, that's right. After a whole year of work... arriving early, staying late, taking work home, doing extra... I got A whole **.23 cents** raise. So I asked the boss was I seeing this correctly and he said “well it's better than nothing right?”

At that very moment, I realized that the corporate world wasn't as fair as it could possibly be and I did not want to work a whole year for a .23 cent raise ever again. I immediately got a stress headache because the thought of it all was so overwhelming. After I returned to my desk to finish the day, I sadly drove home to gather my thoughts. I went in to work the next morning, said hello and goodbye to everyone in the office, and gathered my things and walked out of the door to never see a job again. I QUIT!!!!

This was the beginning of my entrepreneurial journey

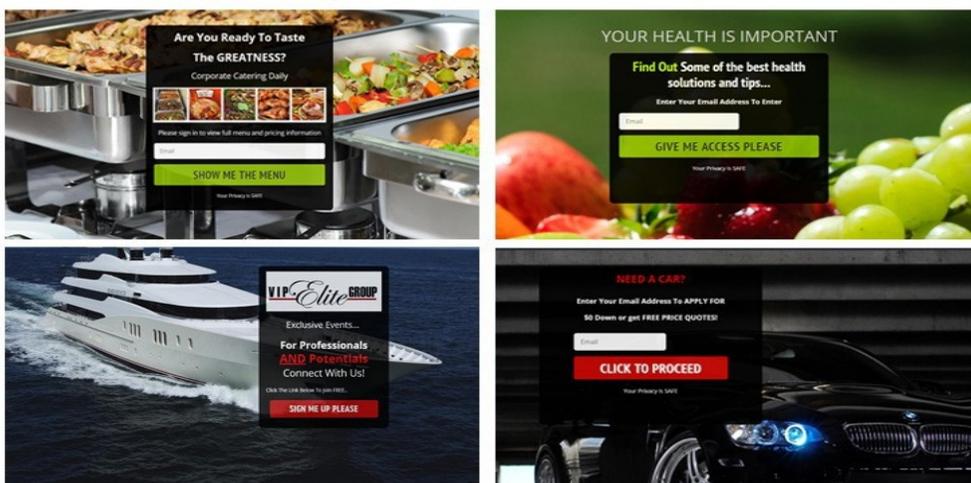
I began braiding hair for women, men, and children. I braided hair in salons, I braided hair at home, I even had a MOBILE SALON, meaning I would go to people's house and braid their hair in the comfort of their own home (for an extra fee of course). Shoot, I even put my ads in Spanish and gained a whole latino market! I was cold with it! Here are some samples of just a few of my styles. I was a braid SPECIALIST and being a specialist allowed me to become laser focused at one thing which was my braiding techniques. I specialized in freestyle braids, but I still did sew-ins, layers, tree-braids, and microbraids. Therefore I could hone in on the types of people who were looking for my services specifically. I was the Braid Queen.



Although I had a very good clientele base, I just couldn't see myself braiding hair for the rest of my life. This is a talent that I'm able to utilize to earn extra income... but this wasn't the talent that was going to take me to millionaire status. Although it was, and still is, a great source of income... I knew that if I wanted to reach another level of success, I had to do more!

I started teaching myself how to design and print business cards, flyers, and brochures. Finally, I moved on to building websites and advertising for business professionals.

Then, I started my first advertising agency in 2001. I provided services for artists, restaurants, shoe stores, personal trainers, real estate agents, and any and everybody that needed advertising. I was all over the place, but I was making it happen. I was helping everyone! Printing business cards for this company and building websites for the next. I was just HELPING PEOPLE!



Afterwards, I decided to hone into a ONE niche and focus solely on the beauty industry, therefore I created a salon locator service. Since I was already familiar with advertising and I was already a braid specialist, I knew I could help others in the same industry.

So I built a website strictly for Salon Professionals. I created an online 50 state salon directory, designed and printed magazines, and charged salon owners for advertising on my site and in my magazines. I created packages specifically for the beauty industry and I hired a few commission only reps to help get the word out and we proceeded from there.

The website was exclusively for Salons, Spas, Barbers, Stylists, and Braiders. I started to create custom packages to sell to the beauty industry. Since every business owner was at a different phase in their business, I would usually work with their budget to create something specifically for them. The packages contained a mixture of website design, logo creation, business cards, and flyers, and any other promotional materials they may have needed at the time. Everything depended on their BUDGET.

One thing about working with business professionals. They already KNOW they need a budget for marketing, advertising, and branding so you don't have to pull teeth to get them to understand this.

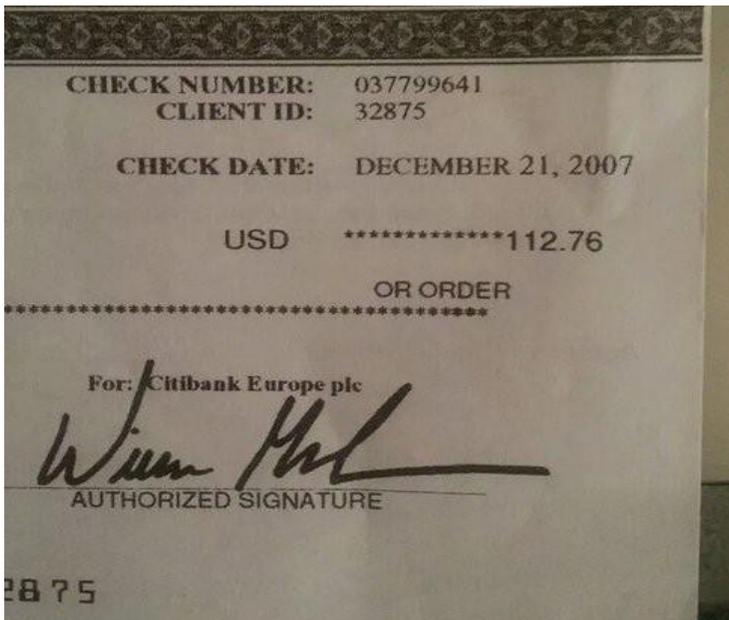
Physical and Digital Publisher Since 2007



At that point I was making money from them listing their business on my website, and from them ordering things from me that they needed to grow their brands. Plus I was able to place GOOGLE ADSENSE ads on my website to get paid per click.

I received my first GOOGLE check in 2007... it took me SIX months to earn my first \$100.00 with Google. Most people had already given up before they started making money from Google. Needless to say, if you want to start your own business (online OR offline)... you need **TENACITY** and **PATIENCE!** I can't stress this enough. You must be willing to keep going even when you don't see results.

(This is my very first check from Google Adsense)



The Lightbulb Moment

As I grew my online directory, people from around the world began to contact me from the beauty industry wanting to advertise their products on my website. Doctors offices, botox people, you name it... This is when I realized that I was on to something! People wanted to place their links and banners ON MY SITE!!! How cool is this?

It was like I had my own YELLOW PAGES!

See, once you brand yourself correctly in a niche, there are advertisers just WAITING to advertise on high traffic sites so they can get in front of your audience. I didn't realize how lucrative having a website could be until this happened... People PAY for advertising. And they use PAYPAL to do it!!! ALL DAY.

This is why it's good to be in a select niche because beauty advertisers most likely want to place ads on sites related to beauty. Financial advertisers want to place ads on websites related to finance.... and so on! By them advertising on sites that are related to their industry, it creates better conversions for them and a better ROI which means Return On Investment.

I began to work harder and harder exposing my business to tons of beauty professionals.

One day, out the clear blue sky, I received an email from a submission on my contact form on my site. This is the first request I'd ever received for someone requesting to pay for advertising with me from finding me on GOOGLE and being a complete stranger to me.



Trellix Mailer <builder@myregisteredsite.com>
To: salonrefer@yahoo.com



Jun 9, 2009 at 8:55 AM *

fullname: [REDACTED]
email: [REDACTED]@gmail.com
telephone: [REDACTED]
comments: Hello

I help run a beauty related site. It is basically all about facial plastic surgery that helps regain self confidence and boosts self esteem. If there is a choice to be beautiful all the time, why not stay as beautiful as always.

Anyway, I am writing to you because I have recently viewed your site and am impressed with all of the helpful information. Your site has the potential of reaching out to a wide range of people! I would like to request to have our site posted on your site, by way of paid contextual link advertisement. Let me know how much it would cost me to have my link placed on your main page, or other related internal pages.

I'd be delighted to receive a follow up from you. Please contact me at your earliest convenience so we can further discuss this interesting business opportunity.

[REDACTED]
Site Link Manager

I will never forget this email in June of 2009. I want to show you the power in having YOUR OWN website. I was happy yet skeptical at the same time. How did these people find me? Why do they want to place an ad on my site? I contacted them to discuss their needs and they helped me along the way. I didn't have a CLUE as to what I was doing because this part had never happened to me before.

All I remember is they told me they had an advertising budget to place ads on beauty sites. That's all I heard. At that point I was accustomed to reaching out to business owners and selling them my services or a directory listing; I was not accustomed to someone actually FINDING ME online and asking ME to list their business on my site. This was THE BOMB! I was LOVING it! They contacted me on June 9, 2009 and they were paying by June 10th. That's the POWER of the internet!

From that point forward, I had a whole NEW outlook on the internet and how lucrative it could be. I was SOLD on the whole internet thing.

Payment details

Amount: \$50.00 USD

Transaction Date: Jun 10, 2009

Transaction ID: [REDACTED]

Subject: You've got money!

[View the details of this transaction online](#)

[REDACTED] Corporation is a Verified buyer.

[REDACTED] Corporation has completed the PayPal Verification process to help confirm their identity, and they have a confirmed bank account, or been approved for a PayPal Plus Credit Card. The PayPal Verification process is a security measure to confirm that a user is the owner of the bank account or credit card they are using in PayPal. Confirming each user's identity helps prevent fraud, such as identity theft, and increases the security of payments in PayPal.

Have you increased your withdrawal and receiving limits? Just log in to your PayPal account, go to the Account Overview page, and click **View Limits**.

Sincerely,
PayPal

After only 2 years of being fully committed to online marketing, I was able to take my kids on our **FIRST** cruise in 2009 and it was so liberating because I didn't have to depend on ANYONE... NO JOB... NO SPOUSE... NOTHING but my **ONLINE BUSINESS!** All I needed was a credit card and my passport! It may not seem like much to others, but for me it was EVERYTHING!

My business was actually paying my bills! That was a big deal. No business loans, no help from family and friends. Just me, a computer, and a desire to win.

My FAMILY is my WHY! Before I leave this earth, I want my children (which are now adults) to EXPERIENCE everything that I didn't get to experience. I want them to understand that they CAN create something that will bring them more income than a job EVER will!

The most refreshing experience is knowing that no one can fire me because I am building my OWN business and I control my own brand!

“Success leaves clues, and they are available to the people who seek the answers”.

My Goal

“My goal is to help AS MANY people AS possible to see that you can CREATE your own lifestyle if you are willing to do the work AND MAKE the necessary Adjustments”. Rae Vonshae

I am here to help people who want to be helped by giving out as much information as I possibly can to those who desire change. You don't have to live paycheck to paycheck unless you choose to. I want to show the world that you can WORK a job, but you don't have to DEPEND on a job. Multiple streams of income is necessary in this day and age. If you have multiple bills, you need multiple streams of income.



I am generating MULTIPLE STREAMS OF REVENUE from content that I post on the world wide web! And YOU can do the same if you aren't already doing it!

Back Down Memory Lane

I was sick and tired of being sick and tired. I was tired of struggling, living below my means, running to the pawn shop, and getting pink slips on the bills. This is how it feels when you are building a business.

Things took a turn and business slowed down. Life Is A Roller Coaster!

I remember back in 2010, one of my cars had been repoed because business was up and down. Because I was still learning, growing, and building and although the money was good, it wasn't as consistent as one would think it should have been. So yeah, my 2007 Mitsubishi Galant got repoed hunny. I didn't have much money to get something as nice as I wanted to, but at the time I still needed a car to drive. So I went out and bought this 1999 Monte Carlo cash.



Was I discouraged? YES! Upset? YES! Did I give up? NO! Why? Because I knew that the ONLINE game was STILL a goldmine... there was just some more things I had to learn. And I had to eliminate some bills while doing so. I needed time to MASTER THIS THING!

I drove that white car around the world and back it seems. I went to my business meetings, to church, and home. It definitely served it's purpose and I was NOT ashamed of it because I knew something better was in store for me. All I had to do was KEEP GOING!

I knew there was SOMETHING I could do to get results. So I started to think of something I could do with a very small budget to get a return and it came to me... Start a referral agency.

At this time, seems like everyone and their mama was selling home alarm systems and getting paid a referral fee for it, and tons of other companies had jumped on the referral bandwagon and were paying \$ per referral; so I created a website and started promoting various offers on my site that paid referrals.

Again, I didn't know what the heck I was doing, I was just trying stuff... but Once I found my winning campaigns and began to generate income from them, I decided to dump more into my advertising budget. Since starting my referral agency, I have been able to help tons of people get what they need, and generate tons of leads and sales for companies.

I FINALLY CRACKED THE CODE!

Finally!

By 2012, I had FINALLY got the balling rolling steady and was able to land my first LUXURY CAR! YEEEESSS! That BMW 328 I was my DREAM CAR and I was able to do it all from a business that I created from HOME.

I taught my son how to do everything I was doing and he followed my instructions. Therefore, he was able to get his Cadillac of his dreams. We both had the cars of our dreams at the same time!

My son had a HEAD START because I saved him TIME, MONEY, and STRUGGLE. I taught him what worked and he just did what I told him to do.



Was it a struggle? YES. Did it happen in two months? HECK NAHHH! But being able to see the fruits of your labor is a blessing in itself when you have built a business from the ground up.

When I say from the ground up, I mean from the ground up. No job... no spouse... no loans... no help from friends or family. From the GROUND UP!

If I can create a business from the ground up, so can you. But it takes vision, focus, and tenacity.

Sidenote*** None of this is much, but the fact that we were able to create multiple income streams from a LAPTOP is EVERYTHING



Before we get started, I wanted to log in to show you my back office of just ONE of my accounts to prove to you that it's real.

There are tons of platforms that you can get connected to and start making money with. Again, this is just ONE.

Imagine having multiple accounts with multiple streams of income in each account. Imagine 99% of the money coming in while you are sleeping or even at your day job... while you are at lunch or even on a date. Imagine logging in to check you account multiple times per day and seeing it grow on a daily basis because you are making the RIGHT moves and taking THE RIGHT steps.

Don't allow skepticism to tell you that things are not real when they really are. Your mindset is what takes you to the next level or keeps you stagnant. There are too many people doing this very thing and the only difference between you and them is “THEY ARE IN THE KNOW”. Once you learn it, you can do it too!

The screenshot displays an earnings summary at the top with the following data:

Category	Amount
Today	\$80.00
Yesterday	\$574.00
This month	\$5,841.00
Best month (10 - 2017)	\$7,411.80

Below the summary are two active campaigns:

- YAASA STUDIOS:** Features an image of a bed. Text includes "ADJUSTABLE BED/MATRESS" and "COUPON CODES AVAILABLE". The campaign description reads: "YAASA - The latest in high converting mattress campaigns! **16% of Sale**". A blue button labeled "Campaign Details" is visible.
- TransferWise:** Features an image of a person using a laptop. Text includes "TransferWise" and "TransferW money, **\$10.**". A blue button labeled "Campaign" is partially visible.

This is only ONE account! Sometimes the monthly earnings are higher, sometimes lower... but it all adds up once you put it into action.

5 Ways To Turn Your Content 2 Profits

- **Advertisements**
- **Social Media Platforms**
- **Affiliate Marketing**
- **Sponsorships**
- **Brand Deals**

There are FIVE great ways to start generating income online.

We will tackle each avenue, so you can get a better idea and choose which what's best for you.

1. Advertisements

Advertisements are ads displayed on a website. Google ads are a great example of this. When you have a website/blog and you are creating content on a particular topic, you can apply for Google to place ads on your site and these ads get clicked or get viewed, you make money.

In fact, just one ad click could pay you \$1 – \$5 if you are in a lucrative niche.

When you're getting tens of thousands of visitors to your blog every single day – you could earn a full time income blogging. (But it takes work – you **MUST BLOG** and drive **TRAFFIC** to your site)

Advertisements are the most **PASSIVE** way to generate website income. They're easy to set up – The more visitors you get to your blog, the more ad revenue you'll make. It's as simple as that.

This is best for people who don't want to be seen or get in front of the camera. You can write and still get paid from it! (As long as people are reading your blog posts).

The main drawback of ads is that they distract your readers away from your content... But if you are creating the website with ads in mind, that's a part of the game.

Also, to make good money with ads, you need A LOT of traffic. Most website's make \$5-\$10 per 1000 page views on their websites. You'll need around 10,000 page views per day to make \$100. The whole purpose is to drive traffic to YOUR site so people can see your content that has the advertisements on it.

The type of content most suited for ad revenue are informational type blog posts or gossip blogs or news blogs. Remember, most of these visitors aren't looking to buy anything. They're simply looking for info. Displaying ads on these pages is usually the best way to monetize this type of traffic. You can use Google Ads or you can get people to pay to place ads on your site once you get enough traffic. As long as your website is niche specific and very targeted to a specific audience, you can get ads placed on your website.

For instance, companies like Google Adsense, Mediavine, and Ezoic are great places to start when you want to monetize your written content for blogs. There are tons of companies that are willing to place ads on websites and pay you for the clicks and views. You just have to create the content.... write, write, write!

2. Social media platforms – These platforms are paying content creators to post content on their platforms.

Let's discuss the platforms and how each pays.

Facebook Reels – Pays .40 cent per 1,000 views and some people are being offered challenges. This means you can earn an additional bonus for completing each challenge. They also have other ways to earn money as well, such as FACEBOOK STARS... your supporters can send stars to your live videos or your reels, and you will earn cash from it. Each star is worth .01 cent so if someone sends you 200 stars, that is \$2.00 for you.

Instagram Reels – Pays \$5.00 per 1,000 views and then after you reach \$100.00 it drops down to .03 cents per 1,000 views.

Tik Tok – Pays .03 cents per 1,000 views and they allow you to receive gifts in your lives and earn extra money.

Youtube – Pays an average of .25 cents to \$4.00 per 1,000 views depending on your niche, advertisers, type of viewers, countries that are viewing your content, and more...

3. Affiliate Marketing

Affiliate marketing is when you get affiliated with companies to promote another businesses product or service for a commission. This is how I earn 90% of my income online. I love affiliate marketing because as long as you know the formula, you can promote ANY product or ANY business you choose. Amazon is a great place for beginners to get started with affiliate marketing because it gives you a TON of things to promote and they pay up to 10% commissions for each sale generated through your link. The

companies give you specific links coded directly to you for you to promote. Amateurs take the link and start plastering it all over the internet and most are not making a dime from that method because that's not the right way to do affiliate marketing. You could create a blog in a particular niche and start reviewing items in that niche, and place a link on your site for that product that you just reviewed... and when someone clicks on your link to buy the product, you get a commission.

The goal is to show them how a product can help them... and give them the opportunity to buy it through your link.

If you do a good job “pre-selling” the affiliate product – readers will understand how the product will help them and you will make their buying decision clearer.

There are affiliate products to promote in almost every niche. Affiliate marketing is really about referring your readers to places where they can buy something that will help them with their lives. What YOU need to do is WARM up your readers to the idea of buying the product / service... that is your ONLY job. Your job is NOT to sell the product. If you have a great product, the product should sell itself or the product owner should be selling the product. Your job is to get people to click on your link.

These programs will ask you for your website so you will need a fully functional website that relates to the offers you choose so make sure to do things in order to ensure you get approved for the campaigns.

4. Sponsorships

Sponsorships is when a company pays you to create a piece of content for their product/services.

Companies are always searching for content creators to post about their products because they know that most are very influential. This is why it's best to be able to get to know your audience, so you will know what products best suit them and what types of sponsors to approve or pass on. All money is not good money so you don't want to accept everything just because they have a dollar sign attached to it.

5. Brand Deals

Brand deals is when companies reach out to you and send you items to review and post content about. For instance, Tech companies, fashion brands, shoe brands, jewelry companies, and other types are known for this. It's great because a lot of big influential people get brand deals. That means they get TONS of stuff for FREE just for giving shout outs and creating content about particular brands.

Once you learn how to combine these things together, you will have your business running like a well-oiled machine. That's the goal isn't it?

Multiple streams of income AND FREE STUFF? You WINNING!



Goal Setting And Planning

The first thing I did when I decided to start my business was set goals. My goal setting phase started out as a questionnaire. It's best to BEGIN with the END in mind.

First I had to decide WHO I wanted to help and HOW I wanted to help them. Next, I had to ask myself WHY did I want to help people. Then, I had to also ask myself WHAT would set me apart from the people who were already doing it. Also, HOW would I differentiate myself from the competition? How would I DOMINATE in the marketplace?

These are serious questions that are a major part of the goal setting phase of starting a business.

After I set my goals and created my vision board, I hosted MY OWN vision board party by myself, FOR MYSELF, because I knew I was ready to go to the next level and many people didn't understand.

Yes, I actually went to the Dollar Tree and bought a big poster board, some glue, markers and scissors, and came home to start cutting pictures out of magazines. I was ready for elevation.

My vision board was FILLED with pictures, affirmations, quotes and goals. It was time to MANIFEST my dream life.



Write the vision and make it plain! This is why you MUST write things down. It's the main step for creating your lifestyle of freedom. (Financial and Time)



Getting Your Mind Right

Most people think that when they start a business, everyone is going to automatically support their endeavors... not actually! Truth is, as you start to grow, you will meet all new people and find an entirely new support system from total strangers. It's rare that your family and friends will support your growth, so get your mind right and understand it NOW!

You must prepare for the opposition because the enemy does not want to see you grow, so he will use any and everyone to come against you and your dreams if you allow it.

The enemy comes to kill, steal, and destroy. This can be a literal thing or an analogy... either way it can mean, kill your dreams, steal your ideas, and destroy your faith.

So you must enter into this phase of your life with the mindset that "I will not let anything stop me from achieving my goals."

Anytime you start progressing and moving forward, there will always be some sort of obstacles or road blocks to get in your way and try to stop you. Remember that POSITIVITY speeds you up towards success and NEGATIVITY slows you down, so try to surround yourself with as many positive people as possible so you can stay on track to your success.

Beware of anyone who plants seeds of doubt into your mind. It's hard enough making the decision to step out on faith so you want to minimize as much noise as you possibly can.

Choosing Your Rich Niche

Have you ever heard the phrase “The Riches Are In The Niches?”

There are two ways you can go about selecting your niche, but remember, most people are on the internet for EDUCATION or ENTERTAINMENT.

- One – you can select something you are passionate about and post content around your passion.
- Two – you can find out what makes the most money and post content in that area.

OR you can find a happy medium and try to get somewhere in between.

What I usually do is find a niche and research how much money is involved and then ask myself “is this something I can talk about on a consistent basis?”

If the answer is yes, then I go all in because I am in business to make money; this is not a hobby for me.

I tend to do quite a bit of research before I decide on a niche. I look at keywords, competitors, the value of the niche, and everything before I start to lay a foundation and build a brand.

According to statistics the Top Niches that make the most money are

- Health – Sub Niches (lose weight/fitness/supplements)
- Wealth – Sub Niches (make money, save money, invest money)
- Relationships – Sub Niches (dating)

Although these are not the **ONLY** niches that make tons of money, these are the main ones that most people gravitate to.

These niches are actually proven to work and have a huge demand. On the other hand, the **ENTERTAINMENT** niches are the ones that generate the most views, especially if you are seeking fame.



You can choose if you want an evergreen niche or a seasonal niche.

There are several different strategies for each one you choose to take, so this is why it's best to develop a game plan first.

Do you know you can **RESEARCH** what keywords people are searching for **BEFORE** you ever write a blog post or create a video? This process will show you if a product is even **WORTH**

they were obviously interested in getting more information to purchase it. I created a VIDEO on YOUTUBE talking about the NRG pills and RANKED the video on YOUTUBE and then I put the link to where they could purchase the NRG pills in the description of the video. Therefore, anytime someone searched google for NRG pills, my video came to the top because of ranking. This is how POWERFUL the internet can be if you just take your time, educate yourself, and put in the effort. This is the true meaning of making money while you sleep!

There are tons of people making money online, but most of them have developed a strategy to do so. You must have some sort of strategy to gain success as a content creator.

Laying Your Foundation

The first step to laying the appropriate foundation is Goal Setting... Which we've already covered earlier in the blueprint.

Now, let's get to the good stuff.

HOW YOU THINK ABOUT YOUR BUSINESS

Making money online is simply this... REFERRALS

Everything stems from you speaking good about a product or service and telling others how they can purchase that same product or service through your link, and when your audience takes action, the company pays you a commission for helping them generate sales.

Most people have a limiting belief that kicks in and says “I'm not a sales person.” Ok, did anyone ask you to be a sales person? But actually EVERYONE is a sales person, it's just that people sell in many ways and different aspects.

Let's just say you aren't a sales person.

“You are NOT a SALES PERSON...You are simply a REFERRAL AGENT”!

My question for you is, can you speak highly of others and recommend other people's products?

If you said yes, then YOU have the potential to make money on the world wide web.

Here's another question, can you influence people to take action from your recommendations?

If you said yes, YOU definitely have the potential to make money in the internet streets.

Final question

Can you review products, try on clothes, showcase hairstyles, talk about how certain books changed your life (such as This blueprint)?

If so my friend, YOU have the potential to make money online.

In the world of online opportunities you have several options:

Create your own products – and then recommend them to people so they can buy.

Connect with companies that already have products – and then recommend them to people so they can buy.

The main thing is setting up your foundation correctly so that you CAN get connected to the companies or even create your own products.

DISTINGUISH THE DIFFERENCE

There is a difference between making money and building a business.

Anyone can make a few bucks here and there through sharing their links online, but building a solid business where you can create consistent cash flow is another ballgame.

In this day and age, a website alone just isn't enough. With each niche growing and your competitors becoming more aware of what it takes to reach success, you must understand that to make money online, you have to be in the right position and apply the correct formula for success.

You wouldn't believe how many people have heard this same stuff but never applied anything they've learned, consequently they are still in the same boat because they won't APPLY it.

Remember back in the early 2000's when we had static websites that contained ALL of the tabs across the top so people could browse around your website in HOPES that someone would complete your contact form or call your phone number? This is giving people too much control over YOUR business. In business YOU want to have the control.

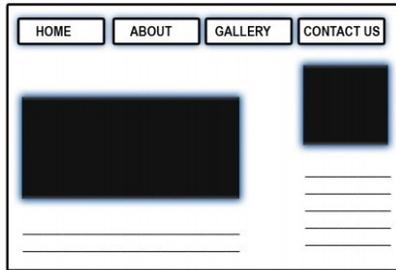
With this model you have no clue of who visited your site. You don't know who clicked on the tabs, and you have no way of contacting them if they visit your site and leave. Your website is an advertising tool that should be in place to help you generate sales, not just look pretty.

The goal is referrals, leads, and sales.

We use SOCIAL MEDIA to post content and direct traffic to our own sites!

The internet is constantly evolving and we should be growing with it. You don't want to leave your website stuck in the last decade while everyone else has upgraded... Or do you?

You STILL need a blog in this day and age because you want to build an AUTHORITY site and you want to be able to control your negotiations better than the average person who is not investing in themselves.



There is a combination of things you need to generate a consistent income online... not just ONE thing.



Finding Offers To Promote

There are several platforms available for you to find offers to promote

Clickbank.com

Cj.com

Impact.com

Digistore24.com

Jvzoo.com

My personal favorites are

[Shareasale](#)

[Fiverr](#)

[Systeme](#)

These are some of the best platforms on the internet in my opinion. I have been paid through every single platform that I have listed in this blueprint. Only connect with companies that align with your niche. The thing about most of the companies on the platforms is that most will review your website to make sure it aligns with their business and follows certain rules before they approve you to work with them. This is why you must do things in a particular order to increase your chances of getting approved for campaigns.

Choosing Your Traffic Source

When choosing your traffic source, there are a few things to take into consideration.

Are you going to do FREE or PAID traffic?

Are you going to do SHORT FORM or LONG FORM content?

Are you looking to grow FAST or SOLID?

After asking yourself these questions, you can then make a decision on which traffic source you wish to begin with.

The best traffic source in my opinion is YOUTUBE. Why? Because Google is the number one search platform on the internet and Youtube is number 2... and Google OWNS YouTube. So most of the time when you can rank a video on YouTube, you will get Google traffic as spillover just because Google owns YouTube. Isn't that lovely?

The second reason that YouTube is a search based platform, meaning that people are consistently searching for answers on YouTube. People go to YouTube to find solutions to their problems. If you know what your audience is searching for and you can create a video to answer their questions, you have a great chance in being a success on the platform.

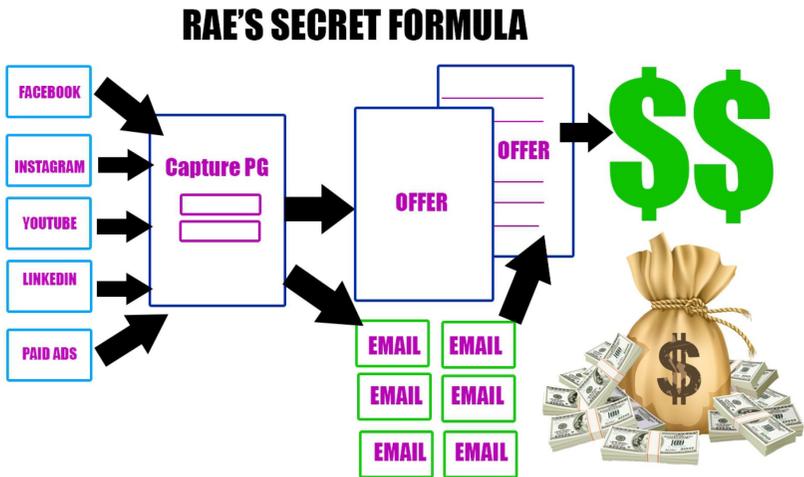
As opposed to Google and YouTube, Facebook, Instagram, and TikTok are social media platforms that rely on virality. These platforms are more for entertainment.

All platforms work, you just have to find the platform that works best for you and then stick with it long enough for it to work.

My 50k Formula

No matter which business I start or what type of website I create, the money making formula basically stays the same.

I lead people FROM the traffic sources TO my capture page then from my capture page to the offer(s). That's it.... That's the formula!



The reason why people don't win at the online game is because they don't follow the steps in order. They make things harder than what they are. They don't have the right offers in place, or they don't follow up with their prospects... therefore, they quit before they see results.

That's typically why people lose online. They just give up TOO SOON! You must keep going!

List Building

Success stems from doing the things that are important in your business. Most people do not understand the importance of building your own list. Everyone is trying to rely solely upon the social media platforms and that's not the best idea when you are serious about building a business. What if Facebook or Instagram ban you today? What will you do? What if YouTube deletes your channel, what would you do? We must learn to think AHEAD instead of waiting for things to happen and THEN trying to think about it.

Building your own email list is imperative if you are growing a business. The goal is to get traffic FROM the platforms and drive them TO your own website or blog so that you can capture the lead of that person and begin to build a relationship with them through your emails.

IMAGINE THIS

1 email subscriber = \$1.00 per month

If you knew this, would you start focusing on building your email list sooner or later?

People perish for lack of knowledge.

At 10,000 email subscribers- you could possibly be making 10,000 per month.

Although the one dollar per email is not guaranteed, but a general rule of thumb, it all depends on the offers you promote and the amount of the offers. The numbers may not be exact but the concept still works.

My income grew TREMENDOUSLY once I started focusing on building my email lists and understood the email marketing strategies.

When it comes to email, you are using your email to build RELATIONSHIPS with your potential clients. The more you email them, the more they can get a sense of your business sense AND your personality. That's why it's good to SHOW UP for your community. The more you show up, the more you will earn. (This is not a guarantee.)

Success is not guaranteed

But failing certainly is!

Keep going until you are FAIL PROOF!

Advertising Facts:

CONSISTENCY IS KEY

Here is where a lot of business owners miss the mark. We must realize that consistency is the very thing that will help you generate more leads and sales.

The average person has to see your ad 7-10 times before they take NOTICE.

Therefore if you are only posting once per day, it will take you 7-10 days to even get noticed when another person is posting 7-10 times per day. It will only take them one DAY to get noticed.

Think about it.

Only 2% of sales are made on the FIRST contact and 80% of sales are made on the 5th - 12th contact. That's why having an EMAIL list and a FOLLOW UP system is so important.

The MONEY is in the LIST but the FORTUNE is in the FOLLOWUP.

Successful people don't ignore the things that will make their business a success. Every successful person understands that MORE money is made on the back end than the front end. You have to be willing to set your system up correctly so you can generate sales from your email system, or it will be much harder to reach the goals you have set for yourself.

The chart below shows that one of my niche websites has a 58.6% conversion rate. This means out of 100 people that visit my page, 58

people sign in with their name, email and phone number. This gives me an advantage over my competition because I now have the opportunity to FOLLOW UP automatically with my leads without even making one phone call.



Type	Displays	Submissions	Conversion Rate
inline	232	136	58.6%

Email is not dead and will never be. The reason why most people can't get anyone to open their emails is because they aren't providing enough VALUE for the people to want to hear from them.

Also, they haven't established a RELATIONSHIP with the people on their list because they are not showing up for them.

This is what separates the winners from the people who aren't winning.



Imagine sending an email blast to a list of people who have actually OPTED IN to your mailing list.

These people have opted into your mailing list because they WANT to receive emails from you. Imagine having 10,000 people on your list and you send out an email that promotes an offer for \$100.00 .

Now think if just 1% of people on your list took you up on your offer. $10,000 \text{ people} \times 1\% = 100 \text{ people}$

now let's say 5% of those people actually purchased your offer.

$100 \text{ people} \times 5\% = 5 \text{ people}$

$5 \text{ people} \times \$100 \text{ offer} = \$500 \text{ FOR AN EMAIL!}$

This is what most people fail to realize about email marketing. It actually works and it's a numbers game. You always want to build

your foundation the right way so that you can create a LONG TERM business and make money for years to come.

Now imagine if you had a system that was set up correctly so that you can generate leads 24-7. Then after you collected the leads, you sent out follow up emails.

This will allow the people on your list to get familiar with you as a person and as they begin to know, like, and trust you... they will eventually spend money with you. RESULTS ARE NOT GUARANTEED and nothing can be promised seeing that LIFE ITSELF is not promised or guaranteed, but this is a better way to build a legitimate business online and a long term income other than just posting random things on social media and HOPING someone buys something.

There's a strategy to all of this!

No matter what type of business you are advertising for.

- **Car dealer** - Drive ads, capture leads, follow up
- **Auto detailer** - Drive ads, capture leads, follow up
- **Credit repair** - Drive ads, capture leads, follow up
- **Stylist** - Drive ads, capture leads, follow up
- **Insurance** - Drive ads, capture leads, follow up
- **Real estate agent** - Drive ads, capture leads, follow up
- **Restaurant** - Drive ads, capture leads, follow up with coupons

THIS FORMULA STAYS THE SAME ACROSS THE BOARD

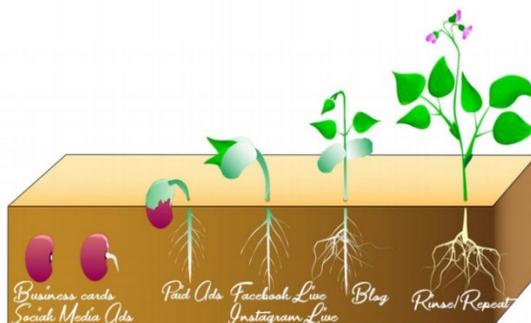
If you are starting your own advertising agency and you want to do affiliate marketing, cpa, ppc, or lead generation... remember health, wealth, and relationships are evergreen niches. The same rule

applies...

DRIVE TRAFFIC – CAPTURE LEAD – SEND TO OFFER – FOLLOW UP

As you capture leads, you are then able to send them emails when you create NEW content... NEW videos... and drive them BACK to your website. It's really a great profit cycle, but it doesn't happen overnight.

PLANT THE SEED – WATER IT – FERTILIZE IT – TILL THE GROUND



Every action you take TODAY will contribute to your success in 6 - 12 months (not tomorrow)

Rae Vanhae

Each action you take is a seed planted towards your growth. In business you must be willing to put in the time it takes to produce the results you desire.

The Strategy

Step 1. In order to be successful in the online world, you must decide to become a problem solver. The people who make the most money are solving problems. What is the problem that people have and how can you solve it? Better yet... find a problem then find a solution and become the middle man to bridge the gap.



Bridging the gap is when you connect someone who is **LOOKING** for a product and someone who **HAS** the product. This is how you make money. Learn how to **BRIDGE THE GAP!**

- **Real Estate Agents are Middle Men**
- **Auto Brokers are Middle Men**
- **Travel Agents are Middle Men**
- **Temp Agencies are Middle Men**

Once you learn how to do this, you will control your financial future.

Ask yourself these questions.

Does AIR BNB own ALL of the properties? Or do they just list them on their website and connect the owners to the people who are looking to rent.

There are PLENTY of other sites that operate this way, it's time to open your mind and get creative.

MINDSET SHIFT

“He who thinks he can't, and he who thinks he can are both right.” Confucius

In order to be successful online, one must decide to change their mindset. Most people approach entrepreneurship with a job mentality and the truth is, being an entrepreneur and being an employee require two totally different mindsets.

When you decide to start your own business, whether online or offline, you must know that everything will change. You will have no one to blame for your failures, everything is all on you. At least with a job, you can blame your boss if they shut down the company and go out of business. But if it's your company...
WHO WILL YOU BLAME?

And remember... please DON'T say “I'm not sales... I can't do sales”.

No one asked you to be sales. You are a Referral agent, NOT sales. You are a Lead generator, NOT sales. You are an advertising agency, NOT sales.

With a referral agency, your ONLY job is to provide valuable information to the marketplace and point them in the direction of the solution to their problems. You must first CHANGE YOUR THINKING so you can change your life!

Although, you must be able to influence people to take action and you must have the persuasion in order to get people to go in the direction you are leading them. If you don't possess these skills, you may want to research those things before starting a business for yourself. You should be able to get people to listen to you so that you can get them to where they need to go.

Now, since we've gotten all of that out of the way. Lets do this!

For Example: If you want to recommend headphones, you can create a website about head (just an example),

You can write blog reviews on headphones on your website, and create review videos on your youtube channel...

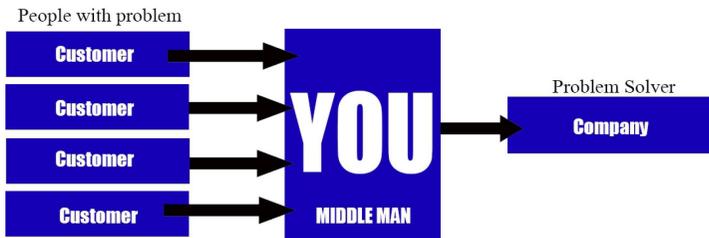
Tell your Social Media friends to go visit your site if they are searching for the best headphones... Then you place a link to your website where you have your headphones and give more details

about the headphones.

This is where you are persuading them to actually make a decision to buy so you must put a little effort into it.

Once they click the link on your website and they go to the advertisers site, when they purchase YOU get the credit for it and the company pays you a commission. Most companies pay once a month.

Find a problem... offer a solution.....**OR**
Find people with problems... find people with solutions.....CONNECT the two



To be honest, you don't even have to be the one to PROVIDE the solution, all you have to do is become the **Middle Man** and DIRECT people with the problems to the people with the solution. Make sense?

How To Advertise

When you first start out with your business, most likely you will be on a strict budget unless you have a bigger budget to work with, but social media will be your best friend in the beginning. WHY? Because you can get a lot of FREE traffic to your website from these various platforms.

As you grow and begin to invest in your traffic, you can actually create sponsored posts on these platforms. This will allow you to target your audience a little better and reach people with certain interests and you will be able to generate better quality leads. The more you target your audience, the better your leads and conversions become. But it takes time. Start where you are and grow from there.



When you are ready to start creating your authority site, you will have to start blogging consistently. You can blog yourself or you can hire someone to create blogs for you.

This is called **OUTSOURCING**. Outsourcing your work simply saves you time and allows you to work on other things to grow your business.

We use sites like **FIVERR** and **UPWORK** to hire freelancers for tasks. You can hire people to create your social media banners, write blogs, design web pages, create YouTube videos... the list goes on.

Most entrepreneurs begin wearing all of the hats of their business until they can afford to outsource and hire freelancers. It all depends on you as a person and your budget.

STEPS TO SUCCESS

1

Select the niche that you are interested

2

Register a domain name that relates to your niche.

This allows you to maintain control over your own business.

You will need your own .dot com name. There is no other way around getting this. If you want to be perceived as a professional you have to brand yourself as a professional. **YOU BRAND YOU!** Not me, not the company, but **YOU**. **NEVER (I SAID NEVER)** promote an offer **DIRECTLY** even when they provide you with a link. **WHY?** Because **OFFERS COME AND GO** and you don't want to spend all of your time and hard earned money promoting a particular offer, then suddenly you wake up one morning and it's no longer there. You want to brand **YOU** so that even if the offer changes, you can switch and no one will ever know anything happened. **THIS IS WHY YOU NEED YOUR OWN DOMAIN.** Most newbies make the mistake of branding companies directly but if you are serious about building a legitimate business, you will take the appropriate actions necessary.

3

Purchase your web hosting plan

This allows you to create your website and blog and add as many squeeze pages and as much content as you like to your site. Your goal is to be an authority site.

4

Purchase your autoresponder software

This allows you to be able to automatically email your potential clients and follow up with them via automation. You don't want to be emailing people one by one when there are systems in place that will do it for you automatically once you set it all up. You want to automate as much of your business as possible so you can get the financial freedom AS WELL AS the time freedom you desire.

5

Purchase Your Landing Page/Squeeze Page Software

This is the software that allows you to collect leads and create pages that will make your laptop lifestyle easier.

These 5 steps are the most important parts of creating a legitimate online business.

Resources

Would you like an all in one software that will help you get started FAST? [CLICK HERE](#) to create your FREE ACCOUNT now!

For a complete list of resources and tools to grow your business or enhance your brand, [CLICK HERE](#)

Remember, when you create a SQUEEZE page... This is the place where you will drive traffic from the ads or posts you create on social media.

Whether you pass out business cards at events, post ads and banners on social media, or create YouTube videos... you NEED a capture page.

(Lead page/Squeeze page/Capture page it's all the same).

Think of a front door to your home. Don't you want people to RING YOUR DOORBELL or KNOCK before they just come into your home and start roaming around? This the front door of your website.

You want to have an account for EVERY person who comes to your website. You want to be able to develop stats... so that you can create your custom formula.

For instance...

Out of 100 people who visited my site, if 50 people completed my form to sign in... that's a 50% conversion rate.

OR

Out of 100 people who visited my site, if 20 people completed my form to sign in... that's a 20% conversion rate.

But you must KNOW your conversion rates so you can fix your web pages accordingly to INCREASE your rates. This is the beginning steps of increasing your income (KNOWING YOUR STATISTICS).

After you capture the lead of the person who visited your site, (This means the person has put in their name and email into your form), THEN you will be able to send them to your offer.

Here is the best part about all of this. If they don't take action on the first time, YOU my friend, can email them and follow up with them with the same offer, another offer, or even multiple offers.

You are able to use your auto responder software as a way to build relationships with your POTENTIAL clients so that you have a better chance of turning them into customers.

The saying is “people do business with people whom they know, like, and trust.” The best way to build all of these things is through consistent communication.

THIS is how you monetize your list. You invest in your ads and drive traffic to your website and you make money from the offer on your site after people purchase or take actions. If your offer is ALREADY making money, you just need to enhance it with this email formula in order to MAXIMIZE your profits.

You need your squeeze pages and funnel! Most business

owners stagnate their own growth because they just won't adjust with the times.

The times of the old fashioned websites are 10 years gone. It's time to upgrade and move with the times. This is why you see a lot of people doing it wrong and not making any money because they won't UPGRADE their websites.

In conclusion, it's time to take action! Make your next move your best move.



HOW TO MAKE MONEY

STEP 1:
Find out what people are having problems with

Step 2:
Find people who offer the solutions

Step 3:
Connect the two

RAE Vanshae

CLASS DISMISSED

I hope you enjoyed this ebook enough to take action and get started today! Feel free to join the [Rae Nation](#) community if you want to surround yourself with like-minded individuals.

Wishing nothing but success to you!
Now go get started.

RAE Vanshae

This blueprint was created by **RAE VONSHAE**. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without permission in writing from the publisher.