



# Get Rich...

By Telling People Where To Go



You Give Advice  
To People Everyday

When you do it online  
you can get paid for it.



This book tells  
you how to do it  
and gives you the  
ability to do it, too.

By Lee Romanov

IncomeActivator.com

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Get Rich... By Telling People Where To Go

## Your Opinion Has A Market Value

You give it every day...

You Recommend... where the best Spa is, which Nutritionist to go to, or the Lawyer that will give you a free consultation.

But... when you do it online you can get paid for it... **BIG Time!**

People Search For Information —  — Look For Recommendations



*Best of All... You decide how much your referral is worth!*

*If they agree to your referral fee... you have a revenue stream.*

**Recommend**  **Where To Go**



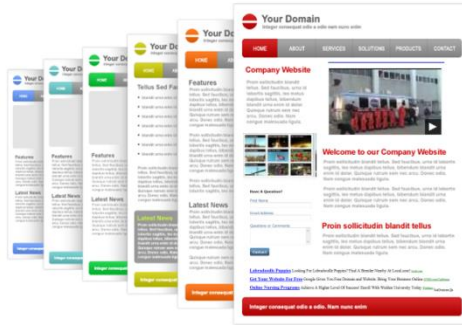
*If they say it's too much, then lower it.*

Get Your Website At [IncomeActivator.com](http://IncomeActivator.com)

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# Formula to Making Money Online

1. The more website pages you have...



2. The more visitor traffic you get...



3. The more money you'll make.



## Sales vs Leads

It's the popular belief that you have to sell something online to make money, *which is true*, but you can't make a lot of money doing that.

The number of people you need to get to your website to buy is too high to achieve for the vast majority of us. Statistically, only 1% of visitors will buy from you, and profit margins are usually only 50%. To make \$120,000 a year selling a \$20 item, you'll need 3,300 visitors a day to your website.

Whereas, making money from leads, you only need 40 people a day to visit your site. It's has 100% profit margin, and you can get up to 40% of your visitor traffic to follow your recommendations when you do 1 of 3 things.

1. Save Them Money (Best Price).
2. Provide A Benefit (Free Consultation).
3. Entertain Them (Check Out This Top 10 List).

What You Need To Make **\$120,000 A Year**

**Sales**

**vs**

**Leads**



**\$20 Product**

**1% May Buy**  
**50% Profit**

You need 3,300  
visitors a day  
to your website  
making 33 sales.

**\$20 Referral**

**40% Follow Advice**  
**100% Profit**

You need 40  
visitors a day  
to your website  
making 17 referrals.

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## Why Aren't We All Internet Millionaires?!

You can sell stuff... but send leads too!  
It doesn't have to be either/or... but if 99% of your visitor's aren't making you money... *Then Tell Them Where To Go!*

Here's the traffic volume you need to make 1 million dollars.

### 1 Million Dollars



What You Need To Make **\$1 Million** A Year

Sales

vs

Leads



**\$20 Product**

1% May Buy

50% Profit

You need 27,540  
visitors a day  
to your website  
making 274 sales.



**\$20 Referral**

40% Follow Advice

100% Profit

You need 345  
visitors a day  
to your website  
making 137 referrals.

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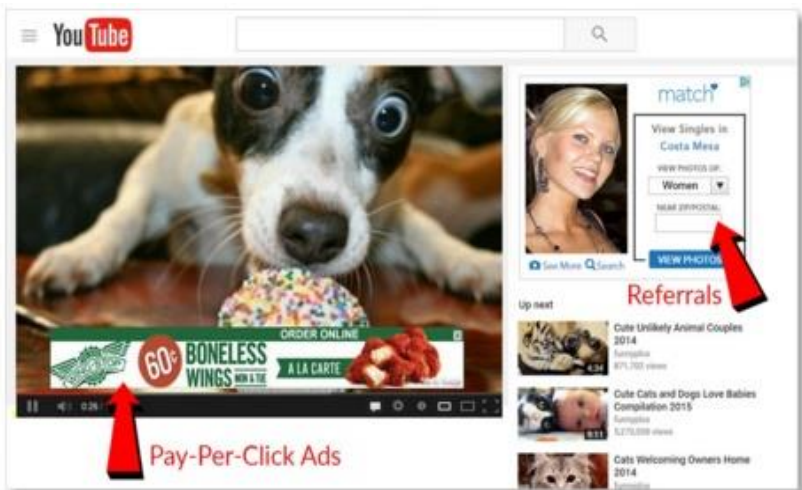
# What The BIG Money Companies Do... That YOU Don't Do

BIG Money Companies, like Facebook, YouTube, Pinterest, and Priceline do 3 things...YOU don't do. **They get...**

1. **Content:** They get their visitors, or suppliers, to give them content to add to their site for free.



2. **Revenue:** They send leads to companies that pay them by using Pay Per Click Ads & Referral Forms.



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*They **Do NOT** Sell Stuff To Their Visitor Traffic.*



You don't see Google, Facebook, YouTube, or Priceline selling to their visit of traffic! **Why?** Because they'll go broke.

## Want Proof?

Ask Facebook to sell your product or service. Ask YouTube to replace their lead revenue model, where they're paid by companies, with your sales model, selling to their visitor traffic.

They'll send you leads, but they will not sell your product.

They will NOT base their revenue stream on your ability to sell. This is called Affiliate Sales, where you get paid a percentage of selling someone's product or service.

**You will go broke doing this.** There may be a very few that find success in this, but they are the exception, not the rule.



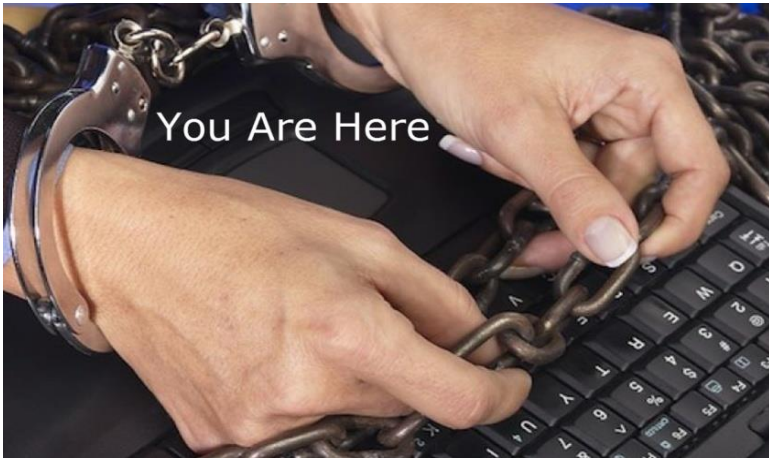


## Get Rich... By Telling People Where To Go

### 3. Control: They have complete control over their website.

Successful online businesses are not dependent on having to find a webmaster to make changes for them.

Plus they do not make decisions of what they need to do based on whether they can afford to pay their webmaster to make these changes.



You need to be in control of your online business.

You need to manage your online business exactly like you manage your offline business. If you had to pay somebody to come in and open your office door for you, dial your phone, do your emails... you would go broke!

BUT... that's the way many business owner are managing their online business. They're paying a webmaster to update every single little thing for them, and when they can't find them, or afford to get something done, they've missed the marketing opportunity to do what's needed to be done at that time.

It's essential that you're able to manage your online business yourself.

You need to be able to make your own updates, add your own pictures, videos, create your own forms, and send out your own emails, when you want to, not when your webmaster wants to!

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## You're A Star Ship Captain

You need to interface with the Internet world. It's like being in control of your own ship, like Star Trek. This is your business and you need to have control over it. Many website owners, like I was, are held hostage by their webmaster.

One of my webmasters demanded that I pay their mortgage or they'd take down my website. I constantly lived in fear of not being in control of my own online business.



That's why I created IncomeActivator.com, and have made it available for you to use. You need to get back in control of your own online business. You need to go in and launch your own pages, and grab visitor traffic, send out emails, and send leads to companies that pay you.

And you can do all this from the comfort of your own office or home. Most importantly, websites are meant to make money online, they are not meant to be an online brochure.

## You Can Do... What BIG Money Companies Do!

### 1. Content

Ask your visitors for their stories.  
Ask your suppliers for content.

Have your visitors participate  
in your website's growth and  
success.



### 2. Revenue

Websites are meant to make  
money. The problem is that  
people are too used to them  
not making money and have  
accepted that status quo.

**Which is insane!**

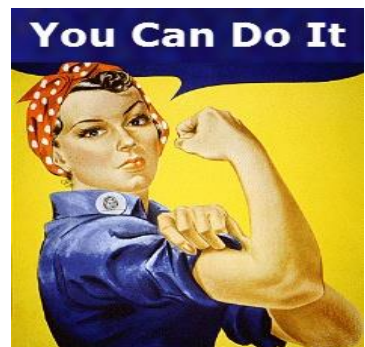
Ask your visitors if you can send  
them leads. Maybe they own a  
hair salon, or accounting firm and  
would welcome more business,  
especially if it comes with your  
recommendation! How about all  
the businesses you're already  
recommending? Tell them you'd  
be delighted to feature them on  
your website, with a BIG  
recommendation!



### 3. Control

You have control over your  
website when you use the Income  
Activator program. That doesn't  
mean you shouldn't hire a  
webmaster to do stuff for you.

**I do.** However, when I want to  
go in and do something, **I can!**



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## **STOP Paying For A Website... Let Your Website Pay YOU**

Income Activator's website platform allows you to focus your energy on generating revenue, rather than spending your time and money trying to get your website to work.

The website builders available to people like WordPress, GoDaddy and WIX, are little more than glorified brochures, and certainly don't include software that tracks your recommendations, and creates invoices.

Your Income Activator Website Platform is ready for you to enter in your content, and to send leads to companies you recommend. It comes with an online store along with pay per click and lead tracking software. Plus, you can easily add pages, pictures, videos, links, create forms, launch auto-responders, capture data, set up landing pages, and do email marketing.















Throughout the years, I too, experienced the trauma and expense associated with having an online business. When I sold my last website to Media Giant Torstar, I took that money and created IncomeActivator.com so I, and you, no longer have to deal with webmasters, gurus, SEO experts, programmers, and add-on software costs.



Get Your Website At [IncomeActivator.com](http://IncomeActivator.com)

## Get Rich... By Telling People Where To Go

This chart highlights in green what your Income Activator Website comes with. Everything in red is your next headache. It's what you'll need to add-on or purchase with the other website builders like WordPress, GoDaddy and WIX.

Features & Add-Ons	 Income Activator	 WIX	 WORDPRESS	 Survey Monkey	 GoDaddy	 weebly	 Wild Apricot	 volusion
<b>Total Monthly Cost Including Hosting</b>	All Inclusive \$30	Basic \$16	Basic \$8	Online Forms \$69	Basic \$25 - \$65	Basic \$8 - \$25	Membership \$25 - \$200	Online Store \$19 - \$149
<b>Ready-To-Go Website</b>	Green	Red	Red	Red	Red	Red	Red	Red
Ready-To-Go Mobile Website	Green	Red	Red	Red	Red	Red	Red	Red
Customized Website	Green	Red	Red	Red	Red	Red	Red	Red
Create Pages By Typing	Green	Red	Red	Red	Red	Red	Red	Red
Add Pictures, Videos, Links	Green	Red	Red	Red	Red	Red	Red	Red
Photo Albums & Sliders	Green	Red	Red	Red	Red	Red	Red	Red
Can Edit HTML Code	Green	Red	Red	Red	Red	Red	Red	Red
Page Templates	Green	Red	Red	Red	Red	Red	Red	Red
Easy Maneuverability	Green	Red	Red	Red	Red	Red	Red	Red
Picture Albums	Green	Red	Red	Red	Red	Red	Red	Red
<b>Revenue Models</b>	Green	Red	Red	Red	Red	Red	Red	Red
Online Store (eCommerce)	Green	Red	Red	Red	Red	Red	Red	Red
Your Own Affiliate Program	Green	Red	Red	Red	Red	Red	Red	Red
Sell Your Own eBook	Green	Red	Red	Red	Red	Red	Red	Red
Sell Affiliate Products	Green	Red	Red	Red	Red	Red	Red	Red
Sell White Label Products	Green	Red	Red	Red	Red	Red	Red	Red
Memberships / Subscriptions	Green	Red	Red	Red	Red	Red	Red	Red
Google Pay Per Click (PPC)	Green	Red	Red	Red	Red	Red	Red	Red
Your Own PPC Referrals 	Green	Red	Red	Red	Red	Red	Red	Red
Send Leads To Companies 	Green	Red	Red	Red	Red	Red	Red	Red
Directory Referrals 	Green	Red	Red	Red	Red	Red	Red	Red
Income Activator Affiliate	Green	Red	Red	Red	Red	Red	Red	Red
Build & Sell IA Websites	Green	Red	Red	Red	Red	Red	Red	Red
<b>Unlimited Email Messaging</b>	Green	Red	Red	Red	Red	Red	Red	Red
Import Names & Emails	Green	Red	Red	Red	Red	Red	Red	Red
Personalized Emails	Green	Red	Red	Red	Red	Red	Red	Red
Open, Click, Bounce Tracking	Green	Red	Red	Red	Red	Red	Red	Red
<b>Marketing Strategies</b>	Green	Red	Red	Red	Red	Red	Red	Red
<b>Search Engine Optimization</b>	Green	Red	Red	Red	Red	Red	Red	Red
<b>Create Forms &amp; Surveys </b>	Green	Red	Red	Red	Red	Red	Red	Red
Form Auto Responders 	Green	Red	Red	Red	Red	Red	Red	Red
Embedded Forms 	Green	Red	Red	Red	Red	Red	Red	Red
<b>Website Hosting</b>	Green	Red	Red	Red	Red	Red	Red	Red
Unlimited Bandwidth	Green	Red	Red	Red	Red	Red	Red	Red
Unlimited Storage	Green	Red	Red	Red	Red	Red	Red	Red
Personal Email Accounts	Green	Red	Red	Red	Red	Red	Red	Red
Business Gmail Email	Green	Red	Red	Red	Red	Red	Red	Red
<b>Create A Blog</b>	Green	Red	Red	Red	Red	Red	Red	Red
Visitor Comments	Green	Red	Red	Red	Red	Red	Red	Red
<b>Help &amp; Support</b>	Green	Red	Red	Red	Red	Red	Red	Red
Article & Product RSS Feeds	Green	Red	Red	Red	Red	Red	Red	Red
Free \$100 AdWords Coupon	Green	Red	Red	Red	Red	Red	Red	Red
Additional Login Accounts	Green	Red	Red	Red	Red	Red	Red	Red
Google Analytics	Green	Red	Red	Red	Red	Red	Red	Red

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## 10 Revenue Models You Can Activate

Income Activator has 10 Revenue Models, with all the Software, Features, Marketing Strategies, and Hosting included.

### 1. Pay Per Click (PPC) Ads From Affiliate Partners

You can add Google, Yahoo, Bing ads to your website pages. Google pays you 68% of what the advertiser pays them.

### 2. Your Own Pay Per Click Links

Cut out the middleman and send leads to your own advertisers just like Google does by creating your own PPC ads. The clicks are automatically tacked for you and the invoices to your advertisers are automatically created too.

The image shows a computer monitor displaying a website layout. On the left, there is a video player showing a woman holding vegetables. To the right of the video is a 'Free Nutrition Consultation' form with fields for 'First Name', 'Email Address', and 'Telephone Number', and a 'Get In Touch' button. Further right, there are several text-based advertisements for 'Medical', 'Capella University', 'Best Online Courses Info', 'Online Courses 0-3 Months', and 'Trident Courses 2015'. Three arrows point to specific elements: a red arrow points to the 'Medical' ad with the text 'Google Pay Per Click Ads'; a green arrow points to the 'Online Courses 0-3 Months' ad with the text 'Your Own Pay Per Click Ads'; and a blue arrow points to the 'Get In Touch' button with the text 'Send Leads Through Referral Forms'.

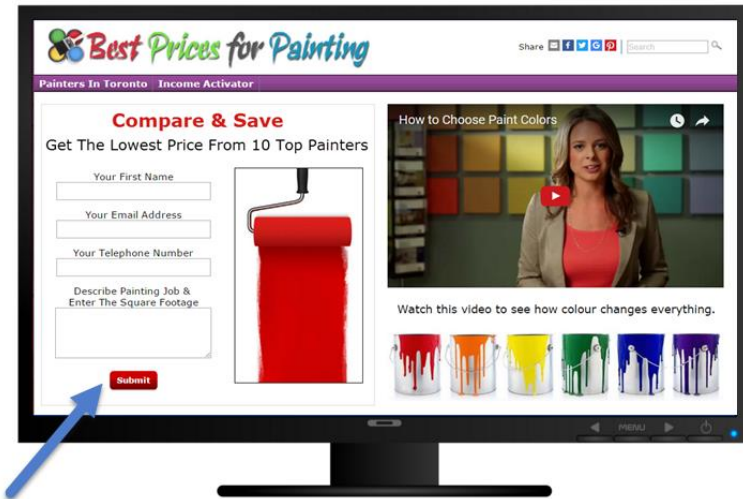
### 3. Sending Leads To Your Own Advertisers

You can easily create your own Referral Forms. Your leads are tracked and invoices are automatically created. You can also customize your referral form to ask your visitors any questions you want to give your advertisers the best referral ever.

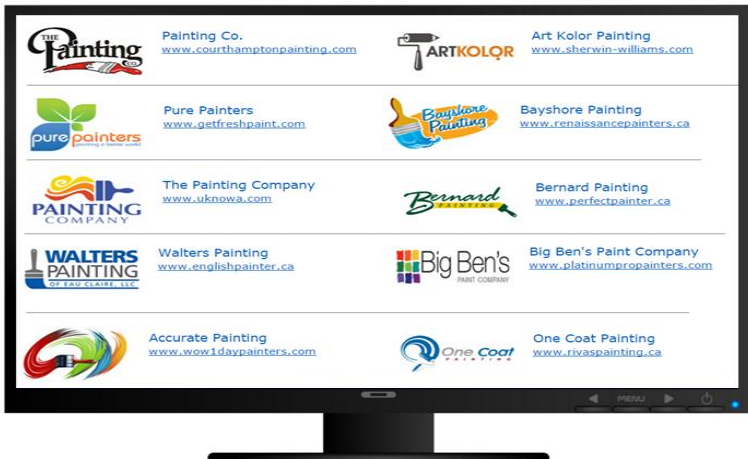
## Get Rich... By Telling People Where To Go

### 4. Sending Leads To A Directory Of Advertisers

You can send one lead to many advertisers at once. Say you wanted to offer the lowest painting price from the 10 top painters.



When your visitors click on the submit button they're directed to the 10 top painters. Each painter is instantly emailed the information to quote on. If each painter has agreed to pay you \$10 to bid on these jobs, you've just made \$100 for your referral!

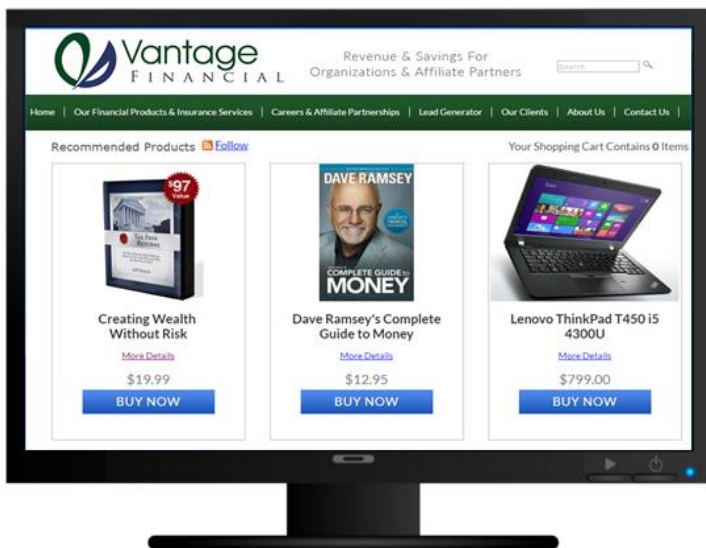


## **5. Selling Your Products from Your Online Store**

Income Activator comes with a fully functional online store. Visitors can pay by either using PayPal or credit card through your own merchant account.

## **6. Creating Your Own eBook**

There are also several eBook templates you can choose from that Income Activator offers where you can create your own eBook and sell it directly from your online store, or you can upload your eBook to a company like CafePress and sell a soft cover version of your book.



## **7. Creating a Membership Site**

Income activator also has software where you can create a membership site and sell memberships from your online store. Creating membership sites can be very profitable. Let's say you charge \$20 a month and have 100 members. You make \$2000. There are many membership sites that have a higher per month cost, but a lower membership fee. Let's say you charged \$100 and had 50 members. That's \$5,000 a month for you.





## 8. Creating Your Own Products

There are many white label companies you can use to create your own products from. You can add your own logo, or your own sayings to them. You can choose from hundreds of different product lines such as mugs, all types of clothing, and handbags. To find these companies just search online for “white label companies”.

## 9. Selling Art & Cell Phone Pictures as Stock Photos

TV and movie editors are constantly looking online for stock photography that they can buy inexpensively, and use immediately. They find a website that offers this and they will always use it. The pictures they most regularly search for are everyday pictures, i.e. like a girl playing with a ball, or a boy skateboarding down the street.

## 10. Selling Products through Affiliate Companies

You can sell affiliate products. With information products you can make commissions up to 75%. To find these products you can go to ClickBank.com. It's free to be an affiliate. For physical products you can go to LinkShare.com and sign up for free. Choose from thousands of stores selling products. Commissions for physical products usually range from 5% to 10%.

## Is Income Activator going to break the bank?

**NO!** Your only expense is a monthly fee of \$30 which includes hosting, updates and online support. We also attach your own domain name for free. There are no cancellation fees if you choose to stop for any reason. But why would you?

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## What's A Lead Worth?

Google AdWords		Search Term
Auto Injury Lawyers		
Search terms	Suggested bid	
auto injury lawyers	\$90.21	
Keyword (by relevance)	Suggested bid	
auto accident lawyer san diego	\$473.32	
car accident lawyer sacramento	\$445.89	
houston car accident lawyer	\$343.53	
attorney for car accidents	\$285.79	
offshore injury lawyer	\$264.41	
new york injury attorney	\$235.79	
car accident lawyer denver	\$231.06	

### Keyword Planner

You can use Google's Keyword Planner to find out what advertisers are paying Google when a visitor clicks on their Ad to get to their website.

In this example auto injury lawyers are paying \$90 per click, and for the keyword phrase 'Auto Accident Lawyer San Diego' lawyers are paying up to \$473 per click to Google for just one visitor. You need to ask yourself; "How much more is a lead worth if you can give the law firm the person's name, email, and what they're looking for?"



About 16,600,000 results (0.35 seconds)

#### Jacoby & Meyers Law Firm

[www.jacobymeyersaccidentlawyers.com/](http://www.jacobymeyersaccidentlawyers.com/) (855) 835-4942  
Car Accident Lawyers since 1972. Free Consultation. We Come to You

#### Car Accident Lawyer - Etehadlaw.com

[www.etehadlaw.com/Car\\_Accident\\_Lawyer](http://www.etehadlaw.com/Car_Accident_Lawyer) (800) 495-8834  
Millions of Dollars Collected in Compensation for Clients. Call Us.  
No Recovery, No Fee. - Se Habla Español - Free Initial Consultation

#### Auto Accident Attorneys - TomalasLaw.com

[attorneys.tomalasalaw.com/](http://attorneys.tomalasalaw.com/) (949) 756-8711  
30+ Yrs Experience Representing Auto Accident Victims. Free Consult  
Success Stories - Other Areas of Practice - Free Consultation

#### When To Hire A Personal Injury Attorney - Auto Insurance ...

[www.dmv.org/...when-to-hire-a-persono...](http://www.dmv.org/...when-to-hire-a-persono...) The Unofficial Guide to the DMV  
When To Hire A Personal Injury Attorney If You Are Hurt In A Car Accident.  
can help you deal with the process of your claim and reduce your stress in ...

#### Personal Injury Attorneys - Auto Accident Lawyers Listings ...

[www.dmv.org/personal-injury.php](http://www.dmv.org/personal-injury.php) The Unofficial Guide to the DMV

### Google Search Results

To find out which advertisers are paying Google for these leads, simply go to Google and search for the keyword phrase you entered into the Keyword Planner. In this example it's 'Auto Injury Lawyers.' The firms that have the yellow Ad icon are the ones paying for per click leads.

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## Get Leads & Give Leads

You can create referral forms to send yourself leads, or to send companies you're recommending leads. Every business should have a resource page with companies they recommend.

When your visitor enters their information into the referral form they are then directed to the referral company's website, that's embedded into your site. At the same time the referral company receives the visitor's contact information, and the visitor receives the referral company's contact information. You, as the website owner, also receive an email saying you just made money.

Your leads are tracked, and your invoices are automatically generated. Your referral companies can login to your website to see their leads and invoices. This is the best kind of Lead available in the marketplace, it comes with your personal recommendation, and your visitor has taken the time to complete a referral form telling your referral company what they need. Referrals are based on the lead not the sale.



Search

Home & Lifestyle | Buyer Info | Free Reports | Seller Info | Resources | Terms

### Recommended Resources

#### Home Staging

Get a free quote from trusted home staging companies.

First Name

Email Address

Telephone Number

Describe What You Need Done

Submit



#### Find A Skilled Contractor

Get a free quote from trusted and skilled contractor.

First Name

Email Address

Telephone Number

What Do You Need Done?

Submit



#### Home Inspection

Get in touch with an honest home inspector.

First Name

Email Address

Telephone Number

What Can We Help You With?

Submit



#### Interior Design

Get a free quote from trusted home staging companies.

First Name

Email Address

Telephone

Describe What You Need Done

Submit



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## Using YouTube's Videos

Using YouTube is an amazing way of getting traffic to your website, and creating intriguing, interesting and fascinating pages of content.

The baby video below has received over 50 million views.

When you put it on your website with content describing what the video is about you will capture people searching for this video.

When your website has a specific niche like all about babies, or all about golf, or all about travel, putting YouTube videos on your site that pertain to that subject will allow you to come up higher in the search engines like Google, Yahoo, and Bing, and capture more visitor traffic.



The best videos to find, and put up on your site are the ones that are trending. Meaning they're just gaining popularity and 1000s of people are starting to search for them. You can find videos that are trending on sites like Reddit, Daily Motion, and in the YouTube trending section.

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## This Is Legal, Right?

Isn't putting other people's videos from YouTube on your site illegal? **No. Why?** Because people put their videos on YouTube to be shared with the world. Putting their videos on your site simply gives them greater exposure.

When you add a video to YouTube you have the option to share it or not. About 90% of videos on YouTube are there to be shared. And it's simple to copy a YouTube video to place it on your website.



The image shows a YouTube video player interface. At the top, there is a search bar with the word "whale" and a search icon. Below the search bar is a video player showing a whale breaching the water near a city skyline. The video title is "Whale nearly high fives kayaker in the face". The channel name is "Cimeron Morrissey" with a "Subscribe" button and "1,978" subscribers. The video has "6,107,440" views, "18,070" likes, and "1,648" comments. Below the video player are sharing options: "Add to", "Share", and "More". The "Share" option is highlighted with a red arrow pointing to the text "Share This Video!". Below the sharing options are "Share", "Embed", and "Email" links. The "Embed" link is highlighted with a red arrow pointing to a code block containing an iframe embed code. A green arrow points to the view count.

You simply click on the share link, click on the embed link, and copy the code into your website.

The video above shows over 6 million views. This is definitely a viral video you would want to be on your website, if your website was about boating, traveling, or big fish.

## Get Rich... By Telling People Where To Go

**Omeleto.com** is a BIG Money Company that does this brilliantly. They take the best trending videos they find online and put them on their website, surrounded by pay per click links and referral forms.



He Breaks Down Crying Telling a Cop the Secret About His Foster Home. Watch What the Officer Does.

When Detective Jack Mook befriended two Pittsburgh boys, and didn't expect to get a family at 1:15...



More From Omeleto by Taboola



From the Web Sponsored Links by Taboola



These Are Leads Being Sent to Advertisers

These Are YouTube Videos

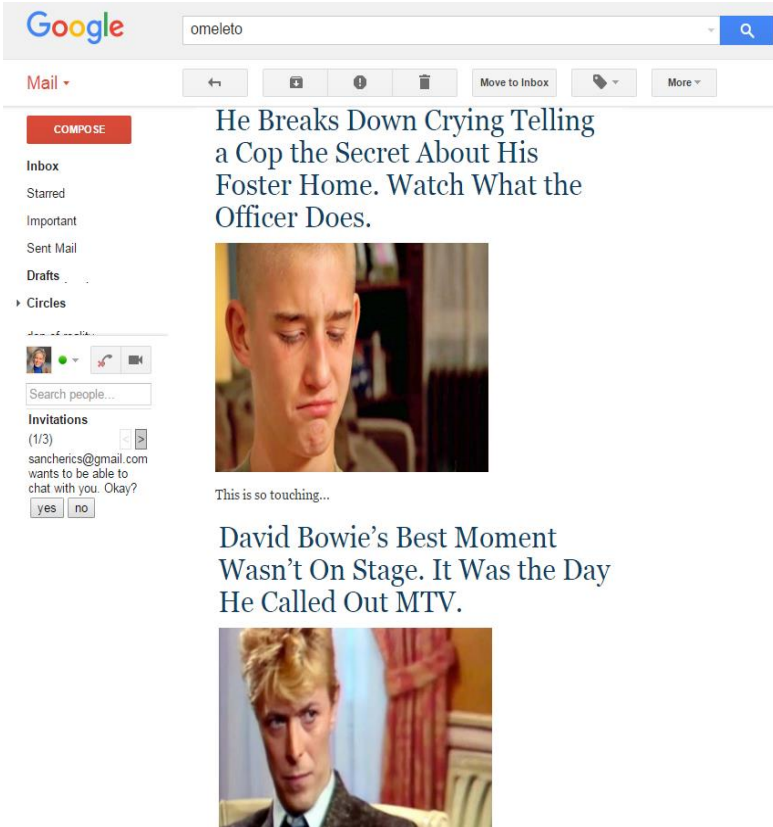
These Are Leads Sent To Advertisers That Trick You, As They Look Like YouTube Videos

## Get Visitor Traffic

Omeleto.com sends out daily emails featuring the best of the videos they find, and create eye catching headlines. They sent this email to my sister, who forwarded it off to me, and I subscribed to get their emails daily too. That's how you build your visitor traffic.

I now use Omeleto as a resource for interesting videos that I can use to send to my subscribers. The internet is amazing for the free resources it has available to you! I would suggest that you sign up to Omeleto to see how this process works, so you can do it too.

How could you not click on these headlines?



The screenshot shows a Gmail interface. At the top, there is a Google search bar with 'omeleto' entered. Below the search bar, the Gmail navigation bar includes 'Mail', 'Compose', and various action buttons like 'Move to Inbox' and 'More'. The left sidebar shows the 'Inbox' and 'Circles' sections. The main content area displays two email entries:

- Entry 1:** The headline reads "He Breaks Down Crying Telling a Cop the Secret About His Foster Home. Watch What the Officer Does." Below the text is a photograph of a young man with a shaved head, looking down with a sad expression.
- Entry 2:** The headline reads "David Bowie's Best Moment Wasn't On Stage. It Was the Day He Called Out MTV." Below the text is a photograph of David Bowie with his signature blonde hair, looking directly at the camera.

Below the first image, the text "This is so touching..." is visible, which is part of the email's content.

## BRAND YOU

The idea of BRAND YOU is developing in greater and greater numbers because the labour market is becoming increasingly competitive, and you will no longer be able to be an anonymous cog in a wheel.

Instead you will really have to stand for something, and that idea is being accelerated because of outsourcing of jobs, and world globalization as a result of the Internet. The idea of BRAND YOU means come hell or high water, or hell and high water, you now need to think about your areas of distinction.

Your advantage is that you can start branding yourself today without even having to have a product or service to sell. You can brand yourself from the knowledge and experience you have. Regardless of your age, gender, race, or culture.



### The Process To BRAND YOU Is Simple

1. You decide what your message is.
2. People search online for information about that topic.
3. You give them the information they're looking for.
4. Then they look for recommendations.
5. You make recommendations where they should go.

When you attach your recommendations to tracking software you can get paid for your leads from Your Brand.



Get Rich... By Telling People Where To Go

## No One Knows You're A Dog... When You're Online

If you don't think you have a special edge to brand... then brand your pet. Even your pet, even if it's a pet rock, can make money like the BIG Money Companies do.

Growing your website with free content is easy when you ask your visitors contribute their pet stories to your pet's website. You post them and send them a link to the page where you've featured their pet story. **They will love it...** and forward the link to all their friends and family... where they will give you their pet stories to be featured too!

You can generate revenue by placing your own pay per click ads around their pet stories. You can also add referral forms and send leads, to companies you recommend. In this example leads are being sent to local veterinarians. Check out my dog's website, [WhoLetTheDogIn.com](http://WhoLetTheDogIn.com). Because my dog, Shiner, is illiterate, he gets his visitors to send him their pet stories. When he wants steak for dinner, he gets me to cash one of his Google AdSense checks!

WhoLetTheDogIn  
No one knows you're a dog when you're online.

Home | Astrology | Find A Vet | Stories | Gifts | Funny Photos | Funny Videos | Sponsorship | Pet Insurance | Contact Us

Elephant Loves Dog . . .  
The concept of altruism in animals has been discussed and theorized by biologists and animal experts for quite some time. For us humans, one of the most touching examples of this is when another animal's heart seems to break when their friend, from another species, takes ill.

Find A Trusted Veterinarian  
Fill out this form to find a trusted vet near you.

First Name  
Email Address  
Telephone Number  
Telephone Number  
Your Country  
Select  
How Can We Help?  
Find A Vet

Potty Train Dog in 6 Days  
This 4 Minute Exercise Teaches Your Dog to Potty Outside Every Time!

Valentine's Pet Pampering  
The Path to Your Valentine's Heart Will Come to You - Call for Today!

Pay Per Click Ads

Referral Form

**Get Rich...** By Telling People Where To Go

## **Be Your Own Directory!**

### Turn Your Business Card Collection Into The Next Angie's List

This is a perfect way to get paid from the companies you're already recommending. Simply create your own Resource page on your own website. Then at a party when a friend asks; *"Where did you get your hair done?"*... You can say; *"Go to my website, all the contact information is on my Resource page."*

### Your Business Card Collection Is Worth Money


You know that business card collection you've got going on? Use these business cards for your own personal directory.

The next person that gives you their card, ask them if they want to be featured on you website directory where you can send them leads. Tell them that it a lead costs only \$10. Then compare it to buying a \$1,000 ad in the newspaper, with the prospect of nobody calling. Here you get 100 people completing your referral form to get in touch with them for that \$1000!



## Get Rich... By Telling People Where To Go


To promote themselves, they can give you their content, pictures and/or videos. When your visitors want to get in touch with them, they simply complete a Referral Form that directs them to their website, and their contact info.



**Recommended Chiropractor**

Have back pain, neck pain, or other body pain?

Get in touch with a chiropractic center focusing on removing disturbance and interference from the nervous system to achieve personal health and potential through state-of-the-art subluxation station.



**Get In Touch**

First Name

Email Address

Telephone Number

How Can We Help You?

**Get In Touch**

When they the referral is made and an invoice is automatically created. As you make more referrals from your site, your invoice is updated accordingly. You don't have to do the math.

## 3 Steps To Creating Your Own Directory

**1. Create a Directory Index:** Ask a company if they want leads. Add them in as a category to your index. When a visitor clicks on their category, it takes them to their page. These page templates are supplied by your Income Activator website platform.

**2. Get Content From Your Referral Company:** Ask your referral company to supply you with their content, pictures, and videos so you can easily create their featured page. When your visitor completes the referral form, they are sent to the referral company's website.

They give you content, you send leads back to them based on their content, and get paid for it. How cool is that!

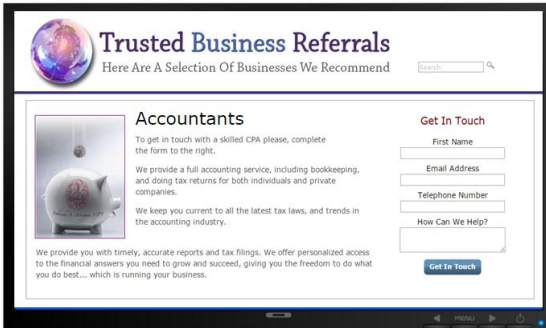
**3. Embed the Company's Website:** Then you can embed their website into your website, because you don't want to kick your visitor off your website, ever! I never understood why website owners have links that send their visitors off to other websites. **It's crazy mad!** You spent so much time and money to get your visitors to your website... **don't kick them off it!**

Get Rich... By Telling People Where To Go

## Directory Index



## Referral Company Content



## Embed The Company's Website



Get Rich... By Telling People Where To Go

## Give Up Your Facebook Drama For Dollars

I wish I could tell people how much money Facebook has made from them adding their content, pictures, and videos to their Facebook profile.

What if I said it was \$1,000 a year, what if I said it was \$1,000 a month, what if I said it was \$1,000 a week? At what point are you going to stop working for social media sites for free and add your own content, pictures, and videos to your own website, with your own pay-per-click ads and your own referral forms?

The image is a screenshot of a Facebook page. At the top, there's a search bar and navigation icons. The main content area features a sponsored post from 'Marketo' with the text: 'Having trouble creating a #social plan for your company pages? Download to get started!'. Below this is a graphic for 'SAMPLE SOCIAL MEDIA TACTICAL PLAN' and a 'DOWNLOAD NOW!' button. A red arrow points to the 'DOWNLOAD NOW!' button. Below the graphic is a form with fields for 'First Name', 'Last Name', 'Work Email', 'Job Function', and 'Company', and a 'DOWNLOAD' button. A red arrow points to the 'DOWNLOAD' button. Below the form is the text 'Social Media Tactics! Check out this sample plan to drive more unique traffic to your website and convert visitors through social media...'. Below this is a 'Referrals' label and a 'Download' button. A red arrow points to the 'Referrals' label. Below the post are interaction buttons for 'Like', 'Comment', and 'Share', and statistics for '190 Comments' and '1.3K Shares'. To the right of the main content area is a sidebar with the 'facebook' logo, a 'Give Feedback' button, and sections for 'PEOPLE YOU MAY KNOW' (listing Andrew Haggith) and 'SUGGESTED PAGES' (listing Provender Toronto). Below the sidebar is a 'SPONSORED' section with a 'State Ad' for 'Dr. John Deming' and 'Les Brown'. A red arrow points to the 'State Ad'.

Isn't it worth it to find out? I didn't believe that the Internet could really make me money when I started out, but in my first month I made \$300, and that changed everything for me. I focused on what I was doing online. I grew that revenue to \$3,000 a month, then to \$30,000 a month, and that grew and grew!

## Women... STOP Giving It Away For FREE ...I Mean Your Advice

Women are notorious for not realizing their value. We think it's our obligation to give as much advice as we can for free, and not to worry about ever getting paid for it. Well hopefully those days are gone and you realize that your advice is worth something. Perhaps millions, like mine was.



Of course, I didn't believe that when I started out. All I asked was for one insurance broker to pay me \$5 if I sent them a lead for car insurance. I had no idea, and neither did they, that \$5 was going to grow into an invoice over \$50,000 a month.

It was only at that point that I decided to get a second insurance broker to send leads to because I was getting very used to that income. It starts out slowly... and then it builds. Think of it as the first brick that someone laid for the Great Wall of China.

What people think is that you need to have a bunch of advertisers to send leads to, but you don't. You just need one.

You can even start off by sending leads to yourself, then call up somebody that you believe would want your leads, and give them, to them. Then ask them if they want to be part of your lead program.

**Your answer will be YES!**

## Car Carma Be Ready For BIG Traffic

The reach the internet has is HUGE, and you never know when something is going to go viral, and you need to be prepared for it. If you're not, you could be missing out on thousands of dollars.

It happened to me, and luckily I was prepared.

I was always upset at the insurance companies charging young drivers higher insurance rates because of the probability they might have an accident.

Given I had a huge database of driver stats, I compared 100,000 drivers and their accidents to their age, and then I compared it to their astrological signs. What I discovered was shocking.

There was only a 2% difference between drivers 20 years old to 40 years old. BUT there was a 40% difference between the astrological signs!

So I sent out of simple press release saying that I believe the insurance companies have it wrong, they should be basing their rates on the driver's astrological signs not their age.

### Car Carma ... and the inner driver



When Bad Things Happen To Good Drivers...  
...Blame Their Astrological Sign.

The story was picked up by CNN, Fox, CBC, BBC... it went viral around the world, and I had over 1 million visitors to my site in one day. Luckily, I had created my eBook, and as expected I made only a few thousand dollars in sales, but tens of thousands of dollar from my visitor traffic wanting to know which insurance companies had the lowest rates for them. If you want to know which drivers have the best to worst driver's sign go to [CarCarma.com](http://CarCarma.com)



## RDCARS

### Signs You're a Bad Driver

INSURANCEHOTLINE.COM analyzed accidents and traffic tickets of 100,000 drivers by astrological sign. From the top down, the worst to best:



SIGN	TRAITS	CAR KARMA
<b>Libra</b> Sept. 23 - Oct. 22	Indecisive; craves consensus; flirtatious	Lacks ability to make the snap decisions necessary to avoid a crash
<b>Aquarius</b> Jan. 20 - Feb. 18	Stubborn; rebellious; unconventional	Ignores the rules of the road, especially speed limits
<b>Aries</b> Mar. 21 - Apr. 19	Risk-taker; impulsive; childlike	Wants to race you off the line when the light turns green
<b>Pisces</b> Feb. 19 - Mar. 20	Daydreamer; theatrical; vulnerable	Doesn't pay attention; prone to road rage and fishtailing
<b>Scorpio</b> Oct. 24 - Nov. 21	Vengeful; possessive; strong-willed	Might chase you if you cut in front of them in "their" lane
<b>Taurus</b> Apr. 20 - May 20	Cautious; deliberate; stubborn	Has an urge to charge at red lights; fails to yield
<b>Sagittarius</b> Nov. 22 - Dec. 21	Talkative; independent; traveler	Argues with police; extreme driving; talking on cell phone at the wheel
<b>Capricorn</b> Dec. 22 - Jan. 19	Goal-oriented; designing; traditional	So focused on the destination they ignore speed limits and traffic signs along the way
<b>Virgo</b> Aug. 23 - Sept. 22	Analytical; skeptical; timid	Focuses on minor details (the squirrel)—instead of the big picture (the speed trap)
<b>Cancer</b> June 22 - July 22	Moody; nurturing; family-oriented	Considers other drivers an "extended family"; maneuvers car quickly
<b>Gemini</b> May 21 - June 21	Alert; adaptable; curious	Need for mental stimulation helps them spot changing traffic patterns
<b>Leo</b> July 23 - Aug. 22	Generous; egotistical; optimistic	Strives to be a "star" driver and be respected for it



# Make Money Writing Your Book

## How to write a book & get paid while writing it

Everyone writing a book gets writer's block. Everyone writing a book needs to find their audience. Here's how you can solve both of these problems, while making money at it too.

Why not write your book online, and have your visitor traffic contribute to your success.

**Writer's Block** - Start by writing your book online. Send the first few pages to your friends and family and ask them for their feedback. Then send them to the next page of the chapter with an Opt-In box allowing them to contribute their suggestions or ideas, which you may even use! This will grow your visitor traffic.

**Audience Involvement** - Ask your visitors to also contribute their storyline ideas. Have them offer their personal experiences. Maybe you'll even write them into a chapter. As you know, sometimes life's experiences are sometimes even more unbelievable than fiction. Feature them and their story ideas on one of your website pages. **They will be thrilled**, and will send the link to their page to all their friends, who may participate too, and want to follow your story line online as it unfolds.



## Get Rich... By Telling People Where To Go

**Revenue** - Does the content of your book allow for sending leads to a specific industry? Personally I can't think of a topic that wouldn't apply to some type of industry. Barring that, you can simply use Google's pay per click ads to generate revenue. You can also add related books that your visitor traffic can buy at the bottom of your website pages.

Don't forget about adding YouTube videos that pertain to your topic as well. Even if the YouTube videos are just a song that complements the mood of your story, they will still get you traffic. Google displays pages with videos on them ahead of pages without videos on them. I'm guessing it's because Google owns YouTube. Plus, it will simply make your pages more interesting.



Once your book is finished you have an established audience to send it to. Book sales to an audience that has been participating and involved in your storyline will be a lot easier.

You can sell your eBook on your Income Activators online store that comes with your website. You can also get a soft cover of your book made on CafePress.com for free. When somebody goes to order a soft cover copy of your book CafePress prints out individual copies, and sends them out for you. Then they send you a check. There is simply a revenue split for this. It's an excellent way to do this.

Get Rich... By Telling People Where To Go

## Passion + Purpose

So now that you know the system you can let your passion explode online.

1. Use YouTube videos as content
2. Getting visitor traffic through sending emails out to your friends and family, who will send it out to their friends and family, and so on, and so on...
3. Use lead revenue, instead of trying to sell stuff to your visitors.

There's nothing stopping you from creating a website that you're passionate about.

You can even become the Oprah of your passion by grabbing YouTube videos, commenting on them, and asking your visitors for their point of view, and their stories.

**All That Jazz...** Who wouldn't want to get an email of the best jazz video found online that day... *that is if you're into jazz.*



## Get Rich... By Telling People Where To Go

And then you get a jazz video every day when you subscribe. You can even send in your own jazz music or a story you have about jazz, to be featured. In fact, you can even take an online jazz lesson, which of course is a referral where the owner of the website gets paid for the lead.



And you just keep adding pages to your Jazz website. These pages never go away and they never stop making money. The more pages you have, the more traffic you'll get, and the more money you will make from lead revenue. That doesn't mean you can't sell products on your website, it just means that if only 1% of your traffic will buy, why not tell the other 99% where to go!



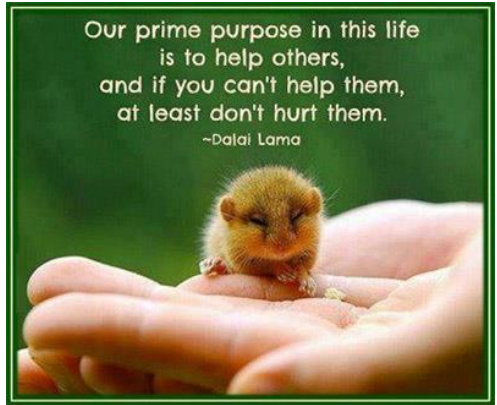
## Share Your TOP Secrets

The internet allows you to share your secrets with the world.

No one has your exact same knowledge and experience. No one has your brand of passion.

No one walks in your shoes and can give the kind of advice you can.

It's time to share with the world your secrets to health, wealth, and happiness. You can share your humor, music, and art. Whatever is in you to share. There are no restrictions to age, gender or culture. The first time someone said to me that I inspired them, I nearly dropped my glass of wine.



Having an internet business where you can give your advice, and make recommendations is powerful. When you don't have to be dependent on selling stuff to your visitor traffic, you are seen as an authority, and you are. You are providing a need.

People search for information online and you provide them with that information. Then they look for recommendations of what to do next, and you tell them. You are consulting them for free, and being paid by the companies you're recommending. It's that simple, and easy. Don't complicate it. Start with one company you recommend, and grow from there.

The freedom of having your own online business gives you a balance between your work and home life. It also gives you creative freedom, and the flexibility to do what you want, when you want to do it. Shape society in your own way.

Don't live with your story trapped inside you. When you share it with the world, great things can happen, even if you only touch one person. Don't let your learning lead to knowledge, let it lead to action.

## Search Engines... OMG

SEO means Search Engine Optimization. Which means you get to tell the search engines like Google, Yahoo, and Bing what your website page is about so that they can index it and presented to people doing online searches.

### Rules Of The SEO Game

- 1. Websites:** Websites that are focused on a niche topic or industry come up higher in the search results than websites without any focus.
- 2. Content:** Pages with unique content are indexed higher for better search results. Pages providing information as opposed to trying to sell something to someone are also indexed higher.
- 3. Pictures & Videos:** Pages with pictures on them are indexed higher than pages without pictures, and pages with videos on them are indexed higher than pages with just pictures. Maybe that's because Google owns YouTube... *just saying...*
- 4. Backlinks:** Backlinks are when other websites link back to your site. It's only relevant when the websites that link back to you are relevant to your site. If you have a site on Teacup Piggies and a site selling shoes links back to you, it's not relevant, and doesn't count. However, if CNN does a story about Teacup Piggies and links back to your website... **CELEBRATE!**

**It helps if you think like you owned Google.** If somebody was searching for Teacup Piggies would you send them to a website with 5 pages on it, or to a website with 100 pages on Teacup Piggies? Would you send them to a website that hasn't been updated in a year or to a website that was just updated recently?



## Get Rich... By Telling People Where To Go



I'm actually a **Certified SEO Expert** because I got tired of paying someone \$2,500 a month to SEO my website. When I created Income Activator I made it so that anyone can SEO their own website pages just like, or better, than an SEO expert.

## SEO History

Let me begin by giving you a little bit of history about SEO. I think Google pulled a fast one on us, as they were trying to drive search traffic to their site. They reported huge search volumes for specific keywords and you could find out what they were using their free Keyword Tool. In this example they have reported that the keyword phrase "Design Courses" had 450,000 searches per month. These are Google's actual stats from their Keyword Tool report.

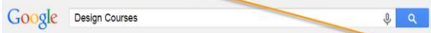
## Google Keyword Tool

	Search Term	Monthly Searches
1	Design Courses	450,000
2	Master Degree Program	368,000
3	Auto Injury Lawyer	110,000
4	How To Do Online Trading	165,000
5	Rehab Treatment	246,000
6	Medical Courses	246,000

## Get Rich... By Telling People Where To Go

This created a huge industry for SEO Experts to flourish in. But when your website did get to the top of the Google Search Engine the traffic was nowhere to be found.

Keyword Tool “Design Courses”  
Has 450,000 Searches Per Month



About 670,000,000 results (0.30 seconds)

### Online Design Courses

<https://www.udemy.com/courses/design/> - Udemy  
The ultimate online design courses - learn how to design web sites, logos, posters and more. Find a course on Udemy and start learning today.

### Free Online Art, Web & Graphic Design Classes ...

<https://www.creativelive.com/design/> -  
Join free online art & design classes taught by the world's most inspiring instructors. Learn web design, graphic design, typography & more.

### Design Classes - Skillshare

[www.skillshare.com/classes/design/](http://www.skillshare.com/classes/design/) - Skillshare  
A list of upcoming and ongoing skillshare classes. Categories include staff picks, popular, in-progress, and recently added.

### Courses - Pomona - Cal Poly Pomona

<https://www.cpp.edu/~artart1/Courses.html>  
May 12, 2014 - As an art and/or graphic design major you should register for at least two art... It is very important to take courses sequentially since most have ...



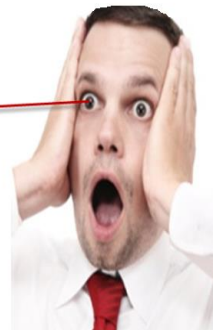
Eventually people got suspicious and started questioning the volumes of traffic Google was reporting. Suddenly Google took down the Keyword Tool and replaced it with the Keyword Planner.

Keyword Planner “Design Courses”  
Really Has 170 Searches Per Month



Keyword Tool Planner

	Search Term	Monthly Searches	Monthly Searches
1	Design Courses	450,000	170
2	Master Degree Program	368,000	110
3	Auto Injury Lawyer	110,000	480
4	How To Do Online Trading	165,000	50
5	Rehab Treatment	246,000	90
6	Medical Courses	246,000	320





## Get Rich... By Telling People Where To Go



### Keyword Planner

design courses	(170)
Keyword ideas	
Online Graphic	(40)
Online Web	(9)
Fashion Courses...	
Free Course	(44)
Game Design	(7)
Website Design (...)	
Course Nyc	(7)
Online Classes	(18)

The Keyword Planner said that a single keyword phrase like "Design Courses" really only has 170 searches per month.

You actually needed to take into account all the "related keyword phrases" to reach the traffic volume of 450,000 for "Design Courses" which there were literally hundreds, even thousands of related keyword phrases to consider.

By that time Google had a stronghold on the industry and there was nothing anyone could do about the deception.

At the same time Google introduced **personalization** which meant the websites you search for most would come up highest in your search results. This played well into the hands of many SEO consultants, as they would simply tell their clients to search for their website every day. Soon their website was at the top of the search engine results and they were happy to keep paying for SEO.

## Google Personalization



The proper way of checking to see how well you are doing in the search engines is by using Google analytics which will tell you how many people have visited your website that day NOT if you happen to see good search engine ranking.

# YOU Are Now An SEO Expert

SEOing your website is pretty simple, and your Income Activator platform has made it easy for you to do.

1. To begin you type in the "Search Term" you think people will be using to find your page online. Example "Pet Insurance".
2. Then type in your SEO Title. That's the blue text that shows up in the Google Search Results. You can consider it your "Headline" to grab people's attention.
3. Then you enter in your keywords for your Page Address. This is what shows up in the green text. It's your page's URL.
4. Finally you enter in your Page Description. This is your Ad to get the person searching to click to your website
5. Finally, type in your page content. Make sure your 1<sup>st</sup> line addresses the person's search enquiry.

## SEO Made Easy

Home Website Pages Mobile Forms Comments Members Messaging Store Referrals

Search Term **pet insurance** 1

Menu Title

Page Title

Describe Your Page For Online Searches

SEO Title **The Best Medical Care Possible For Your Pet** 2

Page Address **pet-insurance-plan** 3

Page Description **Get A Quote Today! 90% Off Vet Bills Covered No Payout Limits. One Simple Plan.** 4

Save

## Google Search Results

Pet Insurance

Web News Shopping Images Videos More Search tools

**Pet Insurance for Dogs & Cats with ASPCA**  
<https://www.aspcapetinsurance.com/>  
Trusted pet insurance plans to cover dogs and cats illnesses, wellness care and more. Get a free quote!

**Best Medical Car Possible For Your Pet**  
[www.pet-insurance-plan.com/](http://www.pet-insurance-plan.com/)  
Get A Quote Today! 90% Off Vet Bills Covered No Payout Limits. One Simple Plan.

**Pet Insurance Review - comparison of VPI**  
[www.petinsurancereview.com/](http://www.petinsurancereview.com/)  
Compare pet insurance and read unbiased reviews 10000 customers. Find out which companies pay


**Pet Insurance Plans | Pet Health Insurance**  
[www.gopetplan.com/](http://www.gopetplan.com/)  
Lower vet bills by up to 90% with our pet insurance plans! America's best-loved pet insurance provider

**Healthy Paws Pet Insurance - Rated Best**  
[www.healthy pawspetinsurance.com/](http://www.healthy pawspetinsurance.com/)  
Healthy Paws Pet Insurance for dogs and cats covers illnesses, emergency care, and much more.

**Pet Insurance for Your Dog or Cat**  
[www.trupanion.com/](http://www.trupanion.com/)  
Pet Insurance has one simple plan that covers 90% of vet costs with no payout limits. Get a quote today for your dog.

Find The Best Pet Insurance 5

INSURANCE & COVERAGE QUESTIONS	Vet insurance
If a pet becomes sick or is injured what is covered?	Accident & illness
If a pet becomes sick or is injured what is NOT covered?	Pre-existing conditions Hip-Dysplasia-optional coverage for new puppies and kittens



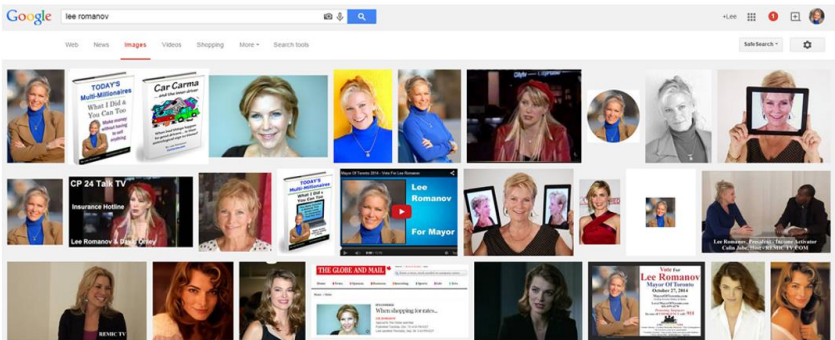
Get Rich... By Telling People Where To Go

## Become A Global Authority

To become a global Authority the most important thing is to know what you're talking about. Assuming you have met that criteria, then you begin to creating pages on your website of good information.

Never create a page without a revenue stream, and always try to make sure it includes a video. Then add your picture to the page. The search engines will index your image, and when people search for you, many images will come up, confirming your authority position.

When someone clicks on your picture it will take them to your website. It's an awesome way of getting additional visitor traffic to your website too.



Also make yourself available to people. Do not hide behind your website. If somebody needs to reach me my phone number is visible on my website's Contact page.

In 20 years of being available to people, I only had one bad caller. This stalker would call me every evening at 7 p.m. and their ugliness was escalating. I advised the police, and they said there was nothing they could do. So, I made my problem, their problem, and called forwarded my phone to Division 55. The next time my stalker called... they got the police answering their call...saying..."Police Station Division 55." My Stalker calls soon ended. You're welcome to use this strategy when needed.

**But really... be available to people.**

Get Rich... By Telling People Where To Go

## Website Builders & Social Media Sites Are Not Your Friends

Website Platforms & Social Media Sites are designed to make them money, **NOT You!**

Website platforms like WordPress, GoDaddy, and WIX are simply glorified brochures. Sure, to begin with, the website might be free, but when you want to make money from it, it will cost you BIG Time!

The only revenue model 'of choice' that's available to you is an online store... so you can sell stuff to your visitors, where 1% may buy from you. WHOWIE! And you'll end up spending on BIG money software, webmasters, all kinds of gurus, courses and seminars.

And no one is there to tell you that the revenue model used by all the BIG Money Companies is Leads, NOT sales.

However, BIG Money Companies, like Google, with their AdSense program, is happy to allow you to promote their pay per click ads on your website and give you a percentage of the revenue... BUT you'll not be given tracking abilities or control.



## Get Rich... By Telling People Where To Go

**Social Media Sites** make you think... if you give them your content, pictures and videos for free, this is a way of promoting yourself, and somehow this will turn into revenue for you.

Instead they're the ones making money from your visitors going there, clicking on their ads and completing their referral forms.

The image shows a screenshot of a Pinterest homepage. On the left, there are navigation options like "Don't like the Pins you see?", "Are your friends saving ideas you might like?", "More ideas from friends", and "Invite friends to Pinterest". The main content area features several pins. One pin is titled "The Best Marketing Info Package Anywhere" and includes a form with fields for "FIRST NAME", "Last name", and "E-mail", and a "GET INFO PACKAGE!" button. A red arrow points to the "FIRST NAME" field with the word "Referral". Another pin is titled "33 Desk Accessories That Will Make Your Day Better" and features a cute USB drive shaped like a slice of toast. A red arrow points to this pin with the text "Pay-Per-Click Ads". Other pins include "Paria Canyon-Vermilion Cliffs Wilderness, on the Colorado Plateau, Arizona", "Powerful LED Flashlight Used by Navy Seals Just Released to The Public For a Limited Time. Protect Your Family With This Military Grade Flashlight.", and "Parts of the Computer - Keyboard Scramble Worksheet".



Social Media Companies are making a fortune from your content. This is why it is so heavily promoted. Now, people are even paying social media experts to put their content on social media sites.

## Get Rich... By Telling People Where To Go

This isn't to say, don't use social media sites. Some people use social media sites very well, and that's what you should do. Use their traffic to drive people to your website. But, put your content, pictures and videos on your own website, with your own referral programs generating you revenue, NOT them!



Why would you update your Facebook page where only your Facebook friends see it?

Why not update your website, and have the world see it?

Every time you add a new page to your website you have over 150 search engines indexing your page for free! **It's insane** not to use this!



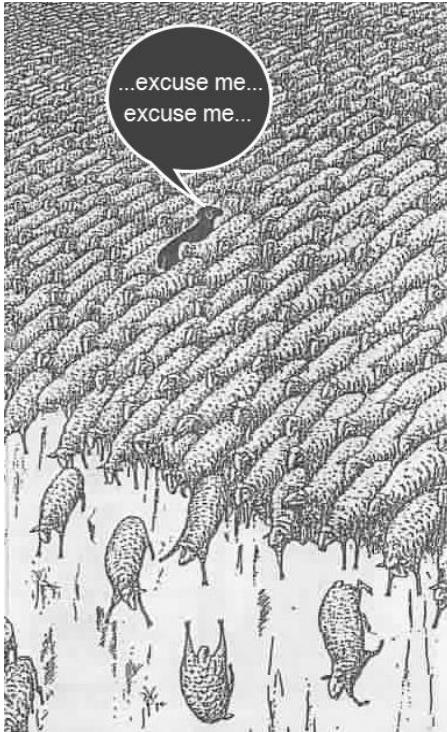
## When You Update Your Website - The World See's It



These search engines will present your website pages to people doing online searches through them!

As an Internet marketer I love the fact that most people have gotten off the internet, and freed it up again. Now it's even easier to get to the top of search engines, when you know what you're doing. And I'll tell you how to do that too.

## ~~OH SHIT SHEEP~~



The beginning of making money online was all about follow the leader. That's another reason we are not all Internet millionaires by now! The direction of the internet was set by the first few people that made a modest amount of money selling online, and began to hold Internet seminars.

These people that were the first few in, and speaking at these seminars, seemed to have the **Holy Grail...** and quickly realized that they could make way more money selling courses on **'How To Sell Online'** then actually making money selling something online.

They could sell these courses anywhere from a couple of thousand dollars to over \$100,000! Many of the people that bought these courses, had some success selling online, but they too realized there was much more money to be made selling these courses too.

Now you have millions of people that have never sold anything online, teaching millions of people how to sell online. And as you know by now selling online, to make a living at it, for the majority of website owners is simply a losing proposition.

Again, you have to have 3300 people a day to your website to make \$120,000 a year if you're selling a \$20 product...

**which is really hard to do.**

## Get Rich... By Telling People Where To Go

These gurus teaching you 'How To Sell Online' is only based on a concept, or hearsay, and not on their real life experience.

### Real Life Sales Experience

I, on the other hand, have real life experiencing selling online. I had a 150,000 people in my email list that I would send emails out to twice a month. It would include, stuff to buy, and where to go to get the lowest car insurance rate, which was my referral model.



Every time I sent out an email, I knew I could make up to \$5,000 in lead revenue, but my sales were miserable. It wasn't even worth a trip to the bank to cash an affiliate check. I couldn't even sell snow tires to Canadians.

BUT, I discovered that I was extremely good at online sales.

**Why?** Because I had to convert my

Corporate Paid Model to a Consumer Paid Model at one point, and I actually got a 3% conversion rate from my visitor traffic, as opposed to the 1% conversion rate.

What happened was the insurance companies wanted to raise their rates, and the government didn't want them to, so the insurance company stopped writing business. That meant they were not going to pay me for my leads. At that time I was making about \$30,000 a month from my website traffic. My website traffic had sky rocketed to 10 times its volume, because people were desperate to get quoted lower rates.

I thought when I changed my corporate paid model to a consumer paid model I was going to be making \$300,000 a month! I was going to buy an Island!





## Get Rich... By Telling People Where To Go

Instead my revenue plummeted to \$1,000 a month. On a 1% sales conversion, I should have been making only \$300 a month. According to the Gurus... I should be happy with these results!!!

Luckily for me the insurance companies and government kissed and made up, and I resumed my Corporate Lead Revenue Model.

So now, not only do you have millions of people making their living by teaching people how to sell online, but the website platform that people are using are incomplete. This has splintered the Internet market into many, many categories where you can find gurus in every sector.

You have webmasters, and programmers, and online store software, software for forms, and auto-responders, and email marketing, SEO experts, social media experts, and the list goes on, and on, and on. This list of Internet experts could put a financial strain even on Donald Trump's budget. And the industry is not regulated, anybody can claim that they're an Internet expert, what are you going to do, Google them?



Then you have people like me, who were making a pile of money from leads and too busy to stop what I was doing to teach anyone. So this lead software was never developed for the average website owner.



Lead software is all customized, and it's expensive to create. But as you know all the BIG money companies knew how profitable leads were, and developed the software for themselves, **NOT** for you.

## Crystal Ball Predictions

People say I was ahead of the curve when it came to making money online. I say it was because I was unencumbered by credentials. I wasn't a lawyer, or doctor, and definitely not an accountant. I had a BA, and nothing to sell.

All I needed to do was find the cheapest car insurance to save a few dollars, and when I compared insurance company rates I saved a bunch of money. It was then I decided this would be a great service for others to save on their car insurance too. So I grabbed an insurance rating database, put it online, and I was making about \$20,000 a month sending \$5 leads to insurance companies. Companies like Progressive soon followed my lead, as I made insurance rates transparent online.

I lived through the Boom & Bust where websites were popping up everywhere, saying they weren't interested in niche markets, like mine, and that somehow their traffic would magically generate revenue for them. I know they'd bust... they had no lead revenue or even a sales model. **It was insane...** but I admit I was jealous at seeing all that money being thrown at websites that didn't even make a dollar.

Now I'm seeing all these people giving their valuable content to the media sites like Facebook, Pinterest, and YouTube for free, making them money. NOT You!

### **“I Predict”**



The next BIG thing will be the **Brand YOU** online identity.

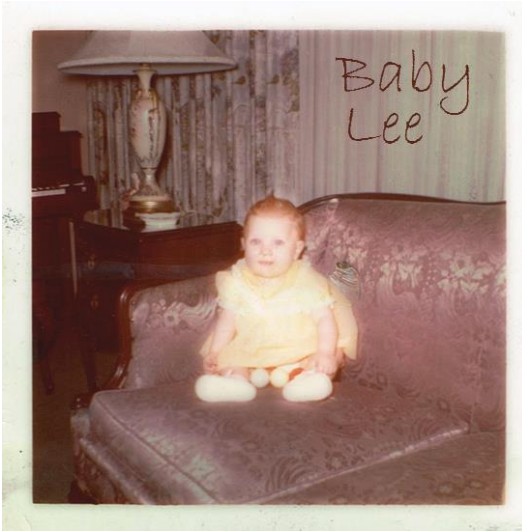
No longer will people be interested in giving their content for free to these BIG Money

Social Media sites. They will start putting their own content, on their own website and make their money from their own leads through pay per click links and referral forms.

Plus, with the help of lead revenue, people selling their stuff will be more creative as they won't be as dependent on sales.

**And I'm going to help make that possible for everyone.**

## Life Isn't About Finding Yourself... It's About Creating Yourself



We all come into this world a little differently, some are born rich, some poor. Some are born tall, some short, some **are born with balls, some had to acquire them.** That's what makes you, uniquely you.

I believe we experience similar life lessons, but we experience these

lessons a little differently, and therefore have something special to share with the world. No one can be you, like no one can be me, and that's what makes your **BRAND YOU** yours.

I wrote this book to let you know that there was another option available to you to generating an online income, lead revenue. It worked well for me, and that's why I'm sharing it with you.

The Income Activator website platform that I created I'm sharing with you too. It's what I use. It's meant to give you the ability to get your voice heard, while being able to generate online income in as many ways as you want. It will never cost you more than \$30 per month, and it has all you need to be able to get your online business started without being financially ruined by trying.

If you follow my advice in this book you should be able to achieve great success. My wish for you is that you can work at your passion, from anywhere, at any time. And that you can generate the level of income you need, to be able to share your greatest message with the world.

*Thank You For Reading... Lee Romanou*

# Get Rich

## By Telling People Where To Go

This book tells you how to make money online without ever having to sell a thing, and offers you the website platform to make it happen!

IncomeActivator.com is the only website platform that allows you to track your pay per click leads and referrals that you send to companies you recommend.

You can have a lucrative online business that you're passionate about, and operate it from anywhere in the world at any time, even if you're a one finger typist.



Lee Romanov  
Author, President  
IncomeActivator.com

Shiner Romanov  
Tycoon Terrier  
WhoLetTheDogIn.com

\$29.98