



WEEKLY ACTIONABLE CONTENT SERIES

11.06.2017

## *“Research Revenues Blueprint”*

Quick Intro

Another strategy from “My 100k Blueprints.” I thought some of the strategies inside were fantastic. I’d like to share this one with you now:

[Research Revenues Blueprint](#)

## Premise & Summary

“Research Revenue Blueprint” is one of the most accessible & reliable “old standby” revenue generators; it’s also straightforward, easy, and quick to generate cash.

Though our situation might be somewhat different than your own, we have been – and continue to be – on ‘both sides’ of this Blueprint.

Perhaps the best way to summarize the “what” is to give you a sense of the consumer side – the point of view of the end consumer, or customer.

As a small internet marketing company, we outsource a lot of work. As you might imagine, this includes the ‘standard fare’ such as content or article writing. The reason we do this – the reason for most outsourcing – is time: we simply don’t have the time to do it all ourselves.

Article writing is relatively easy to outsource; there are a lot of people doing it – which also drives down price.

But there are many other functions that we outsource if and when we can. By far, the service with the highest value to us is research, in part because there aren’t many people offering it, and in part because it’s much more specialized – which is why there aren’t many people offering it in the first place!

This Blueprint revolves around research, but not just to fulfill outsourcing opportunities. The research we ‘consume’ is just one step away from becoming a hotly marketable product – and THAT is what we’re talking about here: ready-made ‘research’.

If you peruse some of the marketing forums, such as Warrior Forum, or

browse Fiverr, you'll see this in action every day: offers for 'ready-made' or 'pre-packaged' research of all types.

Some common offerings include keyword lists and niche research. In this Blueprint, we're going to show you how to create and market your own high-value, "evergreen" research offerings.

As you sell these services, you'll also be building a high-value list of buyers; you can continually query them for new research offer ideas. And after a certain point, you'll be able to just send out an email 'announcing' your newest offering, along with a payment link!

This Blueprint is truly an easy, 'evergreen' business, requiring next-to-no overhead or investment, yet can provide an excellent income of \$100-\$200 per day with just a part-time effort – and can even be launched and run from a library or internet café!

## The Blueprint

### Step 1 – Preliminary

In order to "sell" research, you'll need to assemble and familiarize yourself with your research 'tools'.

Depending on the services you intend on performing, this will include access to basic tools such as keyword research, and some manner of 'packaging' your products.

Below is a list of free services, sites, and apps with which you can

assemble, package, and sell a very wide range of offers.

Packaging can consist simply of formatting a word processing document or spreadsheet.

## Keyword Research

### Google's Keyword Tools

<https://adwords.google.com/select/KeywordToolExternal>

<https://adwords.google.com/o/KeywordTool>

Note: While you can access Google's basic keyword functions from the 'external' keyword tool, you'll need to be signed in to access Traffic Estimator, Contextual Targeting Tool, and many more. It will also let you bypass captcha's.

### Bing Keyword Research

<http://www.bing.com/toolbox/keywords>

### SEOBook's Keyword Tool

<http://tools.seobook.com/keyword-tools/seobook/>

Excellent research tool as it gives you side-by-side listing of Wordtracker, Yahoo/Bing, and Google keyword search volume, plus one-click access to numerous additional related research tools.

Word stream <http://www.wordstream.com/keyword-research-tool>

Another excellent collection of keyword research tools.

KeywordSpy Pro <http://www.keywordspypro.com/>

KeywordSpy Pro offers a plethora of tools for creative research on domains, keywords, and ads. You can sign up for a free account and get their tutorials on various high-value research methods.

### “Ad Spying”

KeywordSpy Pro <http://www.keywordspypro.com/>

KeywordSpy Pro offers a plethora of tools for creative research on domains, keywords, and ads. You can sign up for a free account and get their tutorials on various high-value research methods.

Spyfu <http://www.spyfu.com/>

Spyfu has numerous tools for creative research on domains, keywords, and ads.

## Domains

Expired Domains <http://www.expireddomains.net/>

Stuck Domains <http://www.stuckdomains.com/>

Network Solutions <http://www.networksolutions.com/index.jsp>

DomainsBot <http://www.domainsbot.com/>

## Products & Offers

Amazon <http://www.amazon.com/>

OfferVault <http://www.offervault.com/>

Affplus <http://www.affplus.com/>

oDigger <http://odigger.com/>

## Step 2 – Product Offers

The next step is to create your actual offers.

Here creativity is King. Below is a listing of bundled research we've seen being sold and for which we know there is a market.

Where you can stand out – differentiate yourself, and most importantly bump up the perceived & actual value, along with the price – is by creative 'bundling' of data, and by finding new & different research data to offer.

As a rule, the more difficult or involved a list or compilation is to create, the higher the value.

### Keyword Research

1. Keywords On The Homepage Of Google's Top 10 In The "xxxxxx" Niche 1000 Long-Tail Keywords In The "xxxxxx" Niche
2. Long-Tail Keywords With At Least x,xxx Search Volume
3. SEO Competition In The "xxxxxx" Niche
4. SEO Analysis In The "xxxxxx" Niche

### Domains

1. Domains Expired/Expiring Domains With Backlinks
2. High-PR / Expiring Domains
3. Keyword/Niche Specific Domain Names

#### ❖ Backlinks

- '.edu' & '.gov' Blogs With Open Commenting
- 'KeywordLuv'/'CommentLuv' Blogs In The "xxxxxx" Niche
- Squidoo Lenses With 'Link Lists' In The "xxxxxx" Niche

#### ❖ Headlines

- 150 Top Magazine Article Headlines In The "xxxxxx" Niche
- 100 Top Blog Post Titles In The "xxxxxx" Niche
- 200 Top Online Article Titles In The "xxxxxx" Niche

#### ❖ Hot Products / Offers - Specific Products / Offers

- Products meeting particular criteria
  - ◆ Amazon Products with 100+ Positive Reviews
  - ◆ Amazon Products Costing Over \$xxx with xx Reviews
- Offers meeting particular criteria
  - ◆ High-Dollar Affiliate Programs
  - ◆ CPA Offers Paying More Than \$xx
  - ◆ Affiliate Products For "xxxxxx" Holiday
  - ◆ Affiliate Programs In The "xxxxxx" Niche

#### ❖ "Ad Spying"

- Ad Copy
  - ◆ Ad Headlines For "xxxxxx" Product
  - ◆ Ad Headlines In The "xxxxxx" Niche
- Ads
  - ◆ Ads That Have Been Running For xxx Days In The "xxxxxx" Niche
  - ◆ Ads That Have Been Running For Products In The "xxxxxx" Niche
- Products
  - ◆ Products That Have More Than xx Advertisers
  - ◆ Products That Have Fewer Than xx Advertisers
  - ◆ Products That Have Fewer Than xx Ads

### ❖ **Bundled Research ‘Product’**

- Bundle ‘Products’ Plus ‘Keywords’

### ❖ **Create ‘Niche Bundles’**

Example (taken from actual Warrior Forum WSO offers – average sales of 25 per niche, avg. \$6/ea):

#### ***“Done-For-You Niche Research - Guitar” includes:***

- ◆ Raw Keyword List (text file)
- ◆ Excel “Learn Guitar” Long-tail Keywords List
- ◆ Excel “Learn Guitar” Market Research List
- ◆ 4 Excel SEO Competition Lists
- ◆ 3 Excel Keyword Analysis Lists
- ◆ Excel Products List (Clickbank & Commission Junction)
- ◆ “Learn Guitar” Domains List

There are THOUSANDS of ‘evergreen’ niches & sub-niches for which this research data will sell.

Warrior Plus has their WSO Tracker that lets you list & sort WSO’s - use this to search on terms like “done for you”, “market research”, etc. to find offers that people have had success with, and copy them, create variations, etc.

<http://www.warriorplus.com/wso/>

With the research data, it is WAY more valuable than simple PLR websites – which sell every single day!

### Step 3 – Packaging & Pricing

Care should be taken to create a polished, professional deliverable. It is an easy way to enhance the perceived value of the product, and to position yourself as a provider of top - notch, professional research, which will also improve the perception of quality of the product itself.

Whether you're using Microsoft office, or the free open office suite, take the time to learn some basic layout and formatting.

Alternately, within each package and as additional separate downloads, you can get and apply templates with preformatted styles that will give your documents a much more professional appearance. Avoid at all costs delivering plain, unformatted documents or spreadsheets.

You should also brand your reports. This will give you some consistency, and leverage in additional future sales. The customer who is happy with your keyword research report won't have to be resold when you produce another report under the same brand.

Pricing will depend on many factors, but to some extent will be dictated by what's included, and where it's being sold.

Obviously when you're selling on Fiverr, the price is predetermined.

Selling on the Warrior Special Offers board or other similar boards is less straightforward, but you can use the WSO Tracker Warrior Plus to look up similar offers and get a baseline sense of pricing.

Generally speaking, you want to price the typical report or package between five dollars and \$20. If you limit quantities, you can sell at the higher range, particularly when you're bundling more than one data type such as specific products plus keywords and search volume.

## Step 4 – Marketing

Marketing consists of getting your offer in front of prospects who can take advantage of them. You can do this a number of ways, using numerous channels.

One of the quickest high-volume channels is Warrior Forum's WSO board. For \$40, you can put your offer in front of hundreds, potentially thousands of buyers.

If you use one of the affiliate programs that tie into the WSO board, you'll also have your offer in front of affiliates hungry for solid products to promote.

The two most popular are JVZoo and Warrior Plus. JVZoo is more full-featured and easier to use, but Warrior Plus has many more affiliates. Both now have free options for listing offers (you still pay for the WSO).

Another good channel for these offers is Fiverr where you can post jobs at no cost (as the seller, you'll give up \$1 of the \$5 for each sale to Fiverr).

Among the benefits of Fiverr is wide exposure that grows; and of course, building a list of buyers on Fiverr.

You can also join relevant Social Media groups – think Facebook and LinkedIn.

Similarly, you can post to classifieds, and use a 'signature' link on relevant forums.

## Step 5 – Upsells

Anyone who buys your research is a potential candidate for expanded, and/or customized research.

If you did your homework and set yourself up properly, doing the actual research should be a pretty quick, painless, at least partially automated process, making upsells easy.

If that is the case, you should include in every delivery an offer for expanded and/or customized research.

## Extending This Blueprint

One big benefit is that the pricing is completely different: businesses will expect to pay hundreds of dollars for ‘professional’ services like competitive keyword research reports.

❖ You should also consider setting up a website to market your research reports from. This has many benefits, among them that buyers of one report may very well purchase additional reports. You can also command a higher price than you would get on fiver or a forum special offer board.

This also makes it cost-effective to promote the site itself.

❖ Look for marketers who sell PLR - they may be interested in partnering with you. One way would be to have them include an upsell or OTO (“One-Time Offer”) with their products and for which you split the revenues.

You can do the same with marketers selling almost anything niche-specific, including niche sites.

❖ Another excellent avenue is local businesses.

Search Google to see what local businesses (professionals, professional services, contractors, etc.) are advertising with Adwords - they are almost always ‘winging it’ themselves.

Offer them ‘professional’ research to improve the performance of their ads, such as keyword lists for bidding, known-effective ad headlines & copy, etc.

## Variations

\* Combine a “Bundled Niche Research” package with a header graphic, PLR content, and free theme for a “Done-For-You” niche website. (There are a few marketers I know personally earning 6-figures using EXACTLY this ‘formula’).  
With the research data, it is WAY more valuable than simple PLR or PLR websites – which sell every day!

END.

As always, if you have any questions about this strategy, feel free to reach out to me at:

[kamjenningspro@gmail.com](mailto:kamjenningspro@gmail.com)

Good luck out there guys!



**-KAM**