



WEEKLY ACTIONABLE CONTENT SERIES

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## **“Calendar Cash 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:

**Calendar Cash Blueprint**

## Premise & Summary

“Calendar Cash Blueprint” is an easy-to-understand, “evergreen” revenue generator; it’s straightforward, impossible to saturate, and can generate enormous amounts of cash.

It’s also one of the very first strategies I intentionally – and aggressively – pursued. It’s made me, and many others, a lot of money – and continues to do so. Anyone can pursue this strategy and succeed with it.

The basic premise of this Blueprint revolves around taking advantage of things that are going to happen, but haven’t happened yet: new product releases, future events, upcoming movie/music/book releases, ‘invisible’ early trends, etc.

By focusing on future events, you can target products & niches that will spike in popularity, but aren’t yet getting much, or even any attention – in other words, wide-open opportunities with little competition.

You’ll create simple websites that are easy to build, and monetize them with contextual advertising & affiliate links.

By getting in ‘early’, you can be set up and capture the trending traffic easily.

This Blueprint is truly an easy, ‘evergreen’ business, requiring next-to-no overhead or investment, and can be repeated over & over & over.

These sites generate revenue directly, and can be ideal for flipping as well.

## The Blueprint

### Step 1 – Research

The most important part of this Blueprint is your research: finding the products, trends, etc., that you will be monetizing.

For upcoming product releases, Google News is your best friend: simply search terms like “announced” for news articles & releases about products that have been “announced” but not yet released.

You want to focus on products that have affiliate programs, or can be sold through an affiliate relationship. Amazon is ideal for this as they carry virtually every type of consumer product.

Types of products you should consider are:

New models / versions of cell phones

PDA's/tablets/computers

Video games

Video game consoles and other home entertainment (i.e. flat screen & 3D TV's & monitors, surround sound / speakers)

Digital cameras

Car audio / accessories

New sporting equipment releases (i.e. ski's, jetski's, hot workout devices/programs, etc)

Movie releases can be very lucrative, particularly big budget flicks that have merchandising tie-ins.

For upcoming events, you can simply Google the event or prior events to find out upcoming dates. For example, Google "World Cup" and you'll find out that this year's World Cup begins in August, but the 2014 World Cup begins next June.

The types of events you should consider are:

Sporting Events – national, regional, and international (i.e. Olympics) o Soccer o Golf o Tennis o Bicycling o Football/baseball/basketball o Racing o Gymnastics

Holidays & celebrations – 'universal', regional, religious, idiosyncratic (i.e. "Mothers Day")

Political – Major elections, conventions (i.e. Democratic National Convention / Republican National Convention, NRA, etc)

For products, you want to look for releases at least a month or two in the future, preferably longer.

For events, you want at least a few months 'lead time', preferably more – however, you don't want to put resources into something more than a year in the future.

## Step 2 – Keyword Research

1. Your primary keywords – the ones you want to rank for – are the product name or event name & date.

Beyond that, you want to develop a list of keywords & phrases to rank for.

This is done with simple searches using Google's Keyword Tool – or your keyword research tool of preference.

Focus on unique and/or idiosyncratic keywords, and longer-tail phrases of 3 or more words. The higher the search volume, the better.

Googl e's Keyw o rd 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.

**Step 3 – Content**

You'll need content for your website, as well as for link-building opportunities.

For your website, you'll want relevant, high-quality content.

For link-building opportunities, the quality isn't as important, so long as it's original and on- topic.

How much content will depend on what you are leveraging – product release, event, etc. – and how aggressive you want to be with your link-building efforts.

For product releases and most events, you'll need a main article and at least 2-3 supporting articles.

You can create your own content or outsource it.

Your main article should have the name or event name & date in the title. Supporting articles should use the keywords from your keyword research. Supporting articles can be 'curated'. To do this, you grab other content such as the announcements or press releases, reviews of prior models or of the manufacturer, or similar content, and then create a 'framing' article around those, simply talking about the topic and referencing the other articles.

Set up Google Alerts to find content to curate, using the product name(s) and/or manufacturer for your alerts.

Content for link-building should not be optimized for the product name or event name & date as you don't want to set up your own competition.

## Step 4 – Domain Name

Your domain name should include the product or event, but avoid “EMD’s” – Exact Match Domain names.

Alternately, you can register a ‘generic’ domain that can be re-used. Depending on the product or event, examples might be “NewFlatScreenReviews.com” or “TopCycleRace.com”.

Your domain name should be a .com.

## Step 5 – Monetization

You’ll want to find, and sign up for the appropriate affiliate programs. These might include Amazon, Café Press (event-related merchandise), and where possible, direct product and related product opportunities.

For these, Google the actual products and check for manufacturer’s sites, both in the search results, and ads.

You can also check the large affiliate networks such as Commission Junction (<http://cj.com> ), Shareasale (<http://www.shareasale.com>), and others.

## Step 6 – Website

You can use any site-builder, but we recommend Wordpress for it's ease and inherent SEO optimization.

You'll want to set up your site with your main article, and 2-3 (or more) supporting pages.

Once you have your website set up, add your affiliate links, banners, etc.

## Step 7 – Promotion

Promotion consists of basic link-building.

Because you are looking to rank for products that haven't yet been released, and/or events that are still in the future, ranking for your chosen keywords will be straightforward and easy.

Use your content to create Web 2.0 sites (see our resources blog for lists of these sites, where you can then add links back to your main site.

Post your content to social networking sites like Facebook, Google+, etc., and article directories (see our resources blog for lists of these sites and link back to your main site.

Create additional links through blog comments, forum comments & sigs, and social bookmarking sites.

## Extending This Blueprint

Rather than limiting yourself to affiliate sales – particularly as you may not see as much via affiliate sales prior to the actual product release or event date - use AdSense or other contextual advertising on your site.

This will also generate more revenues as you start ranking for your various keywords.

## Variations

There is a very effective strategy known as “Launch-Jacking”, where you create review websites to take advantage of the buzz and traffic for upcoming info-product launches.

For example, if someone was going to release a product called “New Age Weight Loss”, you might buy the domain “NewAgeWeightLossReview.com” and build out a website with your affiliate links.

Then anyone searching for a review or responding to the buzz around “New Age Weight Loss” will find your site, read your review, and then purchase through your links.

You can treat trends the same way: getting in early enough on something that trends ‘long & high’ is effectively the same as getting in on a product announcement or event before it trends.

Use the ‘trend’ sites such as Google Insights and Yahoo Buzz to identify trends that you can readily

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**