

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

By Willie Crawford

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

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

How do we do this? Locate or create products or services that are consumables. Those are products or services that people use over and over again, and that they pay you for - over and over again. Examples of products would be medications, vitamins, or printer cartridges. Examples of services would be the shopping cart system I promote at <http://ProfitAutomation.com> Other services offering residual income include web hosting, website maintenance, long-term consulting, perhaps writing articles on contract with an ezine.

You want to set up several of these products or services

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

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

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

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

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

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

I do recommend Joe Kumar's book by the way. I found lots of

great ideas in it. You can get it at:

<http://williecrawford.com/tk/tk.cgi?kumar> A lot of successful people brainstormed for this book and offered their best ideas for quick success. However, you need to make sure that the quick success is not also fleeting.

Willie Crawford has been teaching others how to build an on-line business since late 1996. Frequently featured in radio, magazine and newspaper articles and interviews, Willie teaches the average guy what the top marketers are doing but seldom talking about. For example, Willie demonstrates the power of automated residual income through his system at:

<http://ProfitAutomation.Com> Test drive this system now.

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