EVERGREEN
INTERNET PROFITS

What is evergreen?

- Not seasonal
- Sales throughout the year
- Do hard work at beginning
- Can be source of passive income

How to find the right evergreen niche?

- ☐ Choose topic you're passionate about
  - Easy to create lots of content
  - Not many people may be interested
- ☐ Choose a profitable niche
  - Potential to earn money is there
  - Easy to outsource content creation

Top evergreen niches

- ☐ Health niche
  - Fitness and weight loss/gain
  - Diet and nutrition
  - Cures for diseases
  - Exercise
- ☐ Wealth niche
  - How to make money online/offline
  - Crypto currency
  - Foreign exchange
  - Stock market
- ☐ Personal development niche
  - Leadership
  - Communication
  - Job interview
  - Self-confidence

Build a solid foundation

- ☐ Help many people
  - Make this your top goal
  - Make products that help people

- ☐ Have business plan in place
  - Assess if idea is feasible or not
  - Save time and money
- ☐ Separate personal and business lives
  - Have boundaries in place
  - Separate finances as well
- ☐ Have systems in place
  - Helps you become efficient
  - Document all working systems
  - Helps with training new team members

Create a trustworthy brand

- ☐ Branding is important
  - Non-negotiable
  - Your brand's reputation is on the line
  - People's impression of your brand
- ☐ Ways to create brand people will trust
  - Create unforgettable experience for customers
    - ☐ Engage with them directly
    - ☐ Make impact on them
  - Build relationship with customers
    - ☐ Helps them trust you
    - ☐ Build a community around your brand
  - Be personable and authentic
    - ☐ Don't hide behind fake personas
    - ☐ People hate being lied to
  - Stay consistent and follow through
    - ☐ Don't make false promises

Establish social presence

- Have a goal in mind
  - ☐ Plan out your social media objective
    - Educate customers
    - Customer service
    - Technical support
- Identify important social media channels
  - ☐ Choose 3-4 sites for your niche
  - ☐ Cost effective option
- Consistency across platforms

- ☐ Use same logo, colors, etc.
- ☐ Helps with branding
- Publish timely and relevant content
  - ☐ Don't post non-relevant content
  - ☐ Helps establish authority
- Use media in content
  - ☐ Attractive images
  - ☐ Relevant videos
  - ☐ Gets more shares
- Share other people's content
  - ☐ Adds value to your followers
  - ☐ Can gain you more followers
- Create a community
  - ☐ Gets people engaged with your brand
  - ☐ Puts you in authoritative position
- Pay for ads
  - ☐ Helps when you're starting out
  - ☐ Fast way to get followers

Create content that sticks

- Most popular content types
  - ☐ Articles
  - ☐ Blog posts
  - ☐ Videos
  - ☐ Podcasts
  - ☐ Info graphics
- Ingredients of great content
  - ☐ Original
  - ☐ Actionable
  - ☐ Great headline
  - ☐ Solves pain point
  - ☐ Your audience's language
- How to create content that sticks
  - ☐ Understand audience's journey
  - ☐ Make content relevant
  - ☐ Know your audience
  - ☐ Include call to action

Repurpose content

- Benefits of repurposing
  - ☐ Maximizes your research
  - ☐ Visibility in many platforms
  - ☐ Increase credibility
  - ☐ Get more views
  - ☐ Backlinking opportunities
- Ways to repurpose
  - ☐ Start with outline
  - ☐ Have specific audience in mind
  - ☐ Use your brand's identity
- Repurpose into other formats
  - ☐ eBooks
  - ☐ Infographics
  - ☐ Slide decks
  - ☐ Videos
  - ☐ Roundup posts
  - ☐ Podcasts

Generate traffic from multiple sources

- Paid traffic
  - ☐ Cost per click
  - ☐ Cost per mille
  - ☐ Fixed rate
- Free traffic
  - ☐ Social media
  - ☐ Participate in Q&A sites
    - Quora
    - Yahoo! Answers
  - ☐ Join forums
  - ☐ YouTube marketing
  - ☐ Podcast audience
  - ☐ Guest post
  - ☐ Email your list
  - ☐ Slide sharing sites
  - ☐ Photo sharing sites
  - ☐ Blog commenting
  - ☐ Promote discount codes

Build email list

- Why have an email list
  - ☐ Online asset
  - ☐ Easier to sell to
  - ☐ Drive traffic to website
- How to build email list
  - ☐ Offer something valuable
  - ☐ Put opt-in forms in visible places
    - Top of sidebar
    - Header
    - Blog posts
    - Timed pop-up
    - Lightbox
  - ☐ Drive highly targeted traffic

Create and sell your evergreen course

- Why do it?
  - ☐ Huge demand
  - ☐ Passive income source
  - ☐ Many topics to choose from
- How to create and sell course
  - ☐ Choose profitable topic
  - ☐ Test and check profitability
  - ☐ Create course outline
  - ☐ Create content
  - ☐ Upload course online
    - Your website
    - Third-party hosted platform
    - Online learning marketplaces
  - ☐ Promote course to target audience