



ONEMORECUPOF-COFFEE.COM

HOW TO MAKE \$0 ONLINE

How Three Years And Countless
Mistakes Created \$60,000 In Passive
Income

December of 2018 is a big month for me. My “side project” website will finally be in the black. After three years of experimenting with different monetization strategies, content creation methods, and traffic generation concepts I’ll finally have earned about \$7 net profit.

In other words, it took me about three years to make \$0.

FINALLY!

What’s there to be excited about?

If you’re a stats person, you know that data can be presented in different ways to prove whatever your point is.

“If you torture data long enough, it will confess”

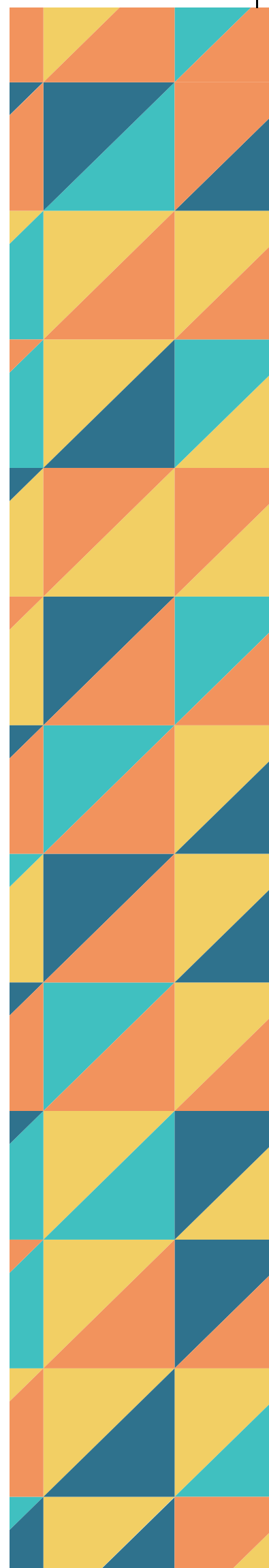
Data manipulation isn’t germane to the main subject at hand. I just think it’s funny.

The website I’m talking about is actually earning over \$5,000 per month, and needs very little input from myself. In fact, 90% of the content was outsourced, and that is relevant what we’re talking about.

My goal from the beginning of this website was to create a profitable online business that could run by itself, fueled by freelancer-generated content. As of December 2018, I’ve achieved this goal.

I have invested a total of \$60,000 USD into this online business, and having earned a total of \$60,000 dollars aggregate as of December, each dollar earned in 2019 is pure profit.

The past three years have been all about earning back money invested into the business. Moving forward, all that money goes into my pocket.



The impetus for the project stemmed from my own laziness.

I've built multiple profitable websites since 2010. Some earning hundreds per month, others earning tens of thousands in the same time period.

These websites were built using nothing but my own elbow grease; hours and hours clinking away at my keyboard, writing tens of thousands of words.

Research. Write. Research. Write. Link. Edit. Update. Repeat.

It was a lot of work.

Every. Single Time.

Simply starting another website was not only too much work for me, but also a little bit boring. "Oh, and another niche site.

Wow. So much fun. Let me spend hours writing product reviews and trying to build a social brand." Uh. I just couldn't stomach it - not this time.

So I wanted to build out a website that relied solely on outsourced content.

If I could find a formula that would allow me to simply send out a template to some freelancers and have them create money machines, then I could make as much money as I wanted.

In this exclusive PDF, I want to document what worked, what didn't, and what I'll do different next time to make success faster, smoother, and cheaper.



I realize you guys probably don't have \$60k in your pocket ready to invest in outsourced content!

However, you can still learn a lot from my experiences. not only will I show you what types of content yielded results, but I'll also share what type of outsourcing was the most profitable so you can successfully outsource your own content and get your business growing faster.

I'VE BEEN BUILDING SITES
FOR ALMOST 10 YEARS. SEE
WHERE I TOOK MY FIRST BABY
STEPS IN 2010



CLICK HERE!



WHAT WORKED

I started out this website trying to do a bunch of experimenting. I read a guide from a guru, and it had some very interesting concepts I wanted to try out. Most of them didn't work as expected, so I ended up relying on my same old methods.

Along the way, I discovered a few new strategies I've added to my repertoire. Overall, it's not that complicated to build a profitable website.

I spent a ton of money to do this stuff, but you could do the same thing for free if you write all the content.



1. REVIEWING SUBSCRIPTION-BASED SERVICES

I didn't start out writing reviews of subscription services, but eventually made my way back around to this stalwart tactic that's been one of the core reasons for my success.

Subscription services often mean recurring commissions, and that's a fantastic way to make money online.

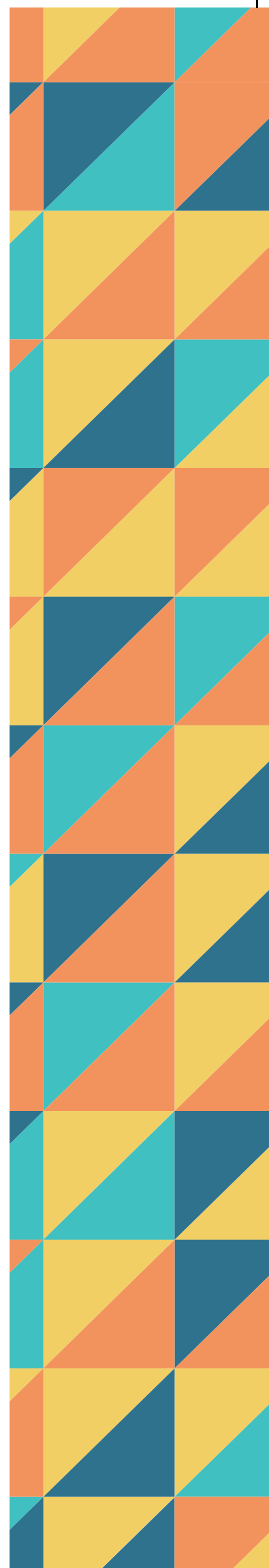
The ones I did this time around do not pay recurring commissions, but they are still very fun to review, and very popular products.

Subscription services could be clothing, food, digital products, or paid forums. They are fun to test out yourself, easy to talk about, easy to photograph, and simple review.

They are great for reviews, but they are popular and a little competitive.

Whatever your niche is, my advice is to brainstorm some recurring-payment products/services. For this website I built, this was also true.

My affiliate revenue was growing super slow until I started writing about subscription services.



2. CREATING “BEST OF” LISTS

You can basically make an entire website just from this. People love top 10 lists, and if you think of enough, you can make one list every day and end up with almost 400 lists at the end of the year.

Not only are lists easy to rank if you target the right type of keywords (see #3, what worked), but they are also shareable. Best of lists can also be a way to connect with other members of your community with “expert roundups.”

Although expert roundups didn’t work for me, I know they do work for others, and can be a simple way to build your social media following.

3. FINDING “MATRIX” KEYWORDS

This is a somewhat difficult concept to explain. Basically, you want to look for keywords to ‘riff’ on, so that you can build out a ton of related, but different content. I use these ‘matrix’ keywords in combination with lists. For example:

best shampoo for oily hair

best shampoo for dry hair

best shampoo for men’s hair

best shampoo for colored hair



best shampoo for thin hair
best shampoo for curly hair
best shampoo for baby hair
etc etc (there's tons more!)

All those posts can internally link. No matter what the traffic stats are, you KNOW people are searching for shampoo for specific hair types. Plus, the more variations in the matrix, the more you can write.

For example, instead of shampoo, what about conditioner?

best conditioner for oily hair
best conditioner for dry hair
best conditioner for men's hair
best conditioner for colored hair
best conditioner for thin hair
best conditioner for curly hair
best conditioner for baby hair

What about another variation?

best baby shampoo for curly hair
best baby shampoo for sensitive skin

That's 16 posts, just about hair care, and I didn't even create an exhaustive list.



4. PRODUCT COMPARISONS FOR POPULAR PRODUCTS

I'm genuinely surprised at how popular my comparison posts are. Actually, I started these just as "fluff" content to link back to my review posts and try to boost my rank with internal linking.

Well, it turned out that those posts ranked much more easily and are getting traffic.

The internal linking strategy was not a fix-all, so I'm not sure if it helped the rank for my product reviews at all, but I'm happy with the comparison post traffic.

My advice here is to not invest a ton of time into comparisons unless they are mega-popular products and need to be broken down.

For example, Apple Watch VS Samsung Watch. You could write 10,000 words on that topic.

For more esoteric comparison related to a specific niche, 1200 words is fine, especially if your keyword tools are showing little to no traffic expected.



5. USING DISPLAY ADS FOR LONG-FORM CONTENT

A lot of these top 10 lists, comparison posts, and other types of content that actually rank easily do not lend themselves to easy monetization.

Product reviews are an easy-in for sales, but that is well known, and therefore very competitive.

If you rank a post like “Top 10 Christmas Gifts For Beer Lovers”, maybe 3/10 items will have an affiliate program. You can pick a “#1 choice”, but even then there will just be a lot of tire kickers on this type of content.

That’s OK. These types of content rank well, are shareable, and can still make good money with display ads. You can also double down on Pinterest, Twitter, and Facebook to increase traffic to these posts.

If a post costs you \$100 to produce, and makes just \$0.50 per day in traffic you’ll break even in less than a year.

Build out a few hundred of those and suddenly you’re earning \$100’s per day just in display ads.

It takes a lot time to build, but along the way you are gathering backlinks and social clout, building authority for your whole site and boost the rank of other content.



With a 3,000 word blog post you can display a lot of ads, which means more revenue. Of course, these are more expensive to produce, but you can get cheap content for lists if they are not in-depth.

Just 50 words about an item in a list of 50 things is 2500 words. Even if your English isn't perfect, you can probably produce a 50-word blurb. \$6/hour or .01-.02 per word is not unreasonable for a cheap-ish freelance VA.

Worried about display ads affecting affiliate conversions? Disable them on your review pages, but keep them for lists and informational articles which aren't contributing to conversions. This will help you monetize ALL your pages instead of just a couple main ones.

I have conflicting views on display ads. They are ugly, for sure, and everyone hates them.

However, you're producing free content for everyone to read, so ads are the cost of that free content. Plus, they get clicks, so many people are actually getting value from them.

I'm not a huge fan of them, but they make good money (\$3k/month!).



6. SEARCH ENGINE RANKING (LONG TERM)

With as many high hopes I had for this site helping me discover the “secret sauce” to making money online, I ended up relying on the same old stuff - ranking content in search engines.

I’m not going to delve into the exact tactics of how to research keywords and rank. There’s a ton of info on my site, and in my recommended training programs. I hammer home those points in my email list, and in my daily content on my blog.

In general though, keyword research and writing original content is still my strongest asset when it comes to making money online. There are people searching for the weirdest, most specific stuff online, and owning your own website is best way to reach out to them.

Hopefully, you take a personal interest in the niche you chose and enjoy researching, writing, and helping people wit the topics you write about.

Even if you don’t have a personal interest in your niche, and you just outsource the whole thing, for every article you purchase you need to make sure it’s a good idea worth writing about.



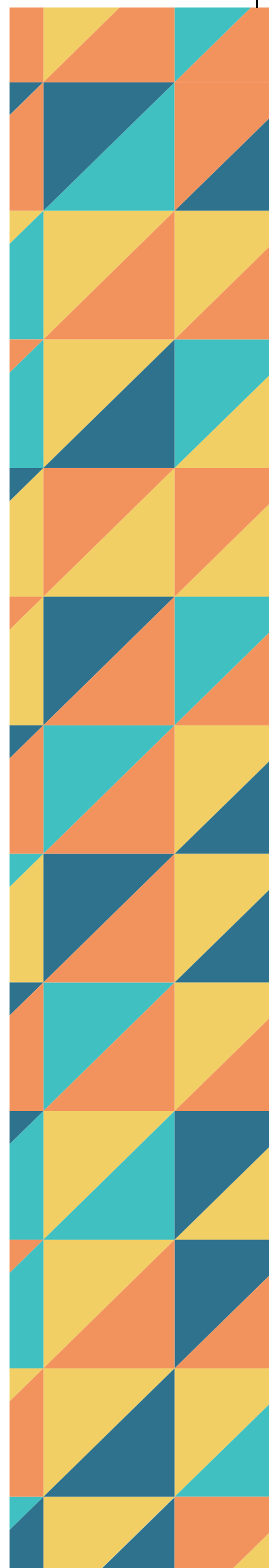
Lots of stuff won't rank right away. You've got a new site on your hands.

But if you start out with quality content, and somewhat aim your direction at keywords associated with some traffic, you'll start pick up a trickle of visitors, and your rank will improve over time, increasing traffic along the way.

Writing quality content is key to ranking, keeping people on your site, making sales, and building an authority website in your niche.

LEARN HOW TO RANK YOUR WEBSITE LIKE I DO

 **CLICK HERE!**



WHAT DIDN'T WORK

I really went all out on this website. I spent A LOT of money in the beginning. I was spending \$3k-\$5k per month on content, and meanwhile making \$0. Most of the stuff I spent money on did not work, so I have plenty of advice to give in this category.

1. REVIEWING SIMILAR PRODUCTS

I really tried to hammer similar keywords like

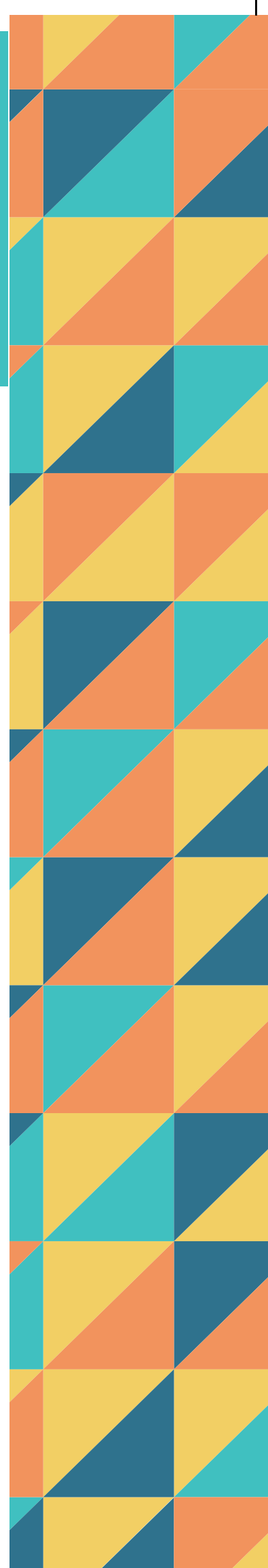
Product A Model 123 Review

Product A Model 456 Review

Product A Model 456 Special Edition Review

This strategy did not work well. Not only did the reviews not rank well (initially), overall they haven't made many sales for me.

The lack of sales could be due to the products I reviewed, so don't discount this method completely. However, I think the lack of interest and ranking is because people don't really search for products like that.



They search for “Product A Review”, then pick a model on the vendor website. They normally don’t have model number or specific variation in mind when searching in Google. Sometimes they do, mostly not.

In a similar vein, doing reviews specific to model numbers didn’t work out well either. Even when I picked just one product to review, but wanted to go super specific, I found that I was outranked by Amazon listings for that keyword.

After almost a year, some of these reviews are ranking now, and do make some sales. They do not make consistent sales though, so I'm just getting random and sparse clicks.

This is not something I could build on long-term.

My advice? Just stick with Product Name Review: Catchy Follow Up Title



2. BUYING PRODUCTS BEFORE SEEING RESULTS

Even though buying physical products to test bombed for me, I still recommend it. I'm just listing it here because it did not work well for me this time around.

I thought for sure this would be my big ticket to affiliate commissions! I would have original content, original photos, and have hands-on experience with the products.

Unfortunately, I kind of ran out of things to say. I bought about 40 versions of Product A, and 20 versions of Product B.

After testing three types of product A, I didn't know what else to say. They weren't that different other than exterior color, and maybe a few button functions.

With product B at least there were more differences to talk about, but I was soooo bored testing and writing about these things.

Try squeezing 5 reviews into a week where you have to unbox, learn, test, photograph, write first draft, upload photos, edit for final draft, then start again the next day. Boring!!!

Not to mention I spent a ton of money on these things, and reselling them was another time-suck.



Actually, I ended up giving away 75% of the items to Goodwill because selling took too much time and the money I'd earn back wouldn't be worth the time.

Oh, and did I mention this was a huge part of my budget? At \$100 per item, I spent about \$10,000 on products alone and definitely have not made my money back on that little project.

I still think buying products to review is a good idea if you have the budget for it and if you pick your products carefully.

How do you know what products will be profitable to buy and review? I don't know yet. I'll get back to you on that one.

I'd like to also mention that I kind of gave up on this project. I could have gone further by doing videos, infographics, and writing more content about the subject. After many defeats here, I definitely dropped the ball and gave up.

Should I have stuck in longer? Meh. I think I made the right decision here. They were boring products to review in the first place. I was just looking at the commission price.



3. PAYING FOR ORIGINAL IMAGES FROM A PROFESSIONAL PHOTOGRAPHER

Here's another fantastic idea I had. I bought my own camera and studio equipment and wanted to make original product photographs for how-to guides. My photos sucked. I didn't have time to learn how to be a photographer. So I hired one.

I also outsourced the how-to guides, so my idea was to combine the work separate freelancers, while I would be the project manager.

Including paying for product testing time, photograph time, written content, and ownership of the photographs I was spending \$500 a week or \$2k/month for this service.

As of today, those particular pieces of content haven't made *jack* for revenue. These posts don't even rank well. They were just bad keywords.

The content quality and photos were good, but just no search volume. I didn't do keyword research before getting the content - I just thought they would be interesting to post and share on social media.



I was wrong. Or at least I didn't push hard enough. This was my worst idea ever, and I dumped a lot of money down the drain here. I still think it could be good for the right project, or the right keywords, or for a cheaper price maybe, but in this case it was a major fail.

4. CREATING "BEST OF" LISTS FOR AFFILIATE PRODUCTS PEOPLE DON'T BUY ONLINE

Best of lists are great for traffic. This content I'm speaking about ranks consistently for the top 3 spots of page 1 in search results. The trouble? No one buys anything from the affiliate links.

These were large, expensive items I was promoting. The price range was \$3,000 to \$10,000, and the weight was definitely over 200 lbs. I thought for sure that society had advanced so far that everyone purchased everything online.

I guess not.

Despite ranking and getting traffic, these posts have made zero sales to date. Worst of all, I hired a UK writer who was quite confident in his writing skills so I paid out big bucks for these articles. I was sure that I'd make my money back with just one sale, but that sale never happened.



5. HIRING A PINTEREST MANAGER

At the advice of a mentor of mine, I took about six months to really make a push for Pinterest traffic.

Apparently, Pinterest is a gold mine if you can harness its energy! This should be easy, right? Just hire someone to do my social media work for \$5 per hour!

Even at less than \$10 per hour, several hours per day scheduling pins can add up. I had this guy joining group boards, sharing other people's content, sharing my content, and pinning my stuff across the web as much as you can without spamming.

The results?

My Pinterest account grew from 200 to 2,000. That looks awesome, but for six months work and several thousand dollars? It wasn't worth it considering my traffic didn't budge. I had more followers, but zero engagement.

Plus, by the end of the six months, I was not adding any followers at all. Despite continuing his work, some kind of new Pinterest algorithm was preventing him from doing his regular tactics to grow accounts (this guy had a decent history of success).

Social media is a tough nut to crack. I still don't get it, in terms of how to get your accounts to be effective for making money.



6. EXCESSIVE PAGINATION FOR CLICKS

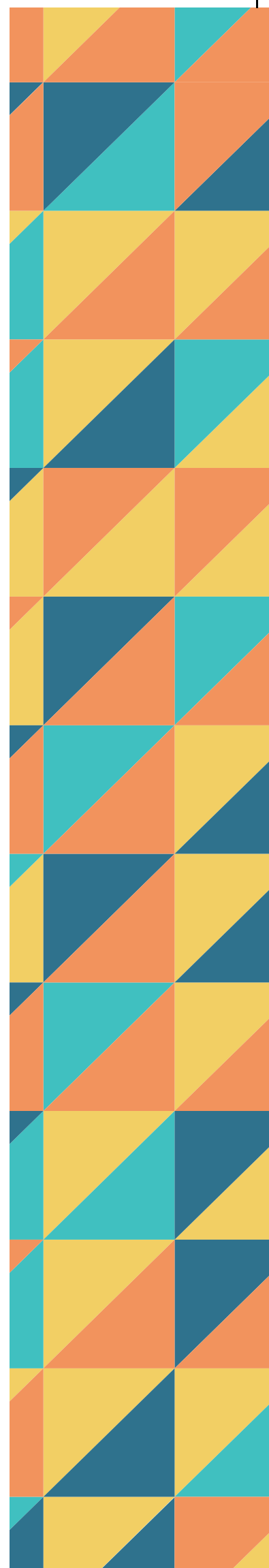
One common tactic people use to get more clicks to their display ads is to “paginate”.

That means dividing you content into pages. A 3000 word post can be divided into six 500 word posts. Each page flip means new ads, and new money in your pocket.

I went through all my pages and paginated painstakingly for a couple days (I had several hundred pages to go through at this point). Done!

Unfortunately, I didn't see my RPM go up. Everything looked kind of ugly, and pagination is kind of annoying when you just want to scroll through some images.

Time on site and pages per session improved slightly, but not enough to get excited about.



7. COMPLICATED MENUS AND RELATED PAGES

As my content grew in volume, so did variety. I wanted to make sure people could find all my amazing stuff!

I tested out a bunch of “related posts” plugins, as well as mega-menu plugins to make sure everything was visible and discoverable.

After hours and hours tweaking things to be visually appealing...there seemed to be no budge in my site metrics. I guess the content I was producing just wasn't good enough to get casual browsers to stick around.

I eventually got rid of my mega menu since it was slowing down my site, and kept the related posts plugins because, well, I have no reason to get rid of it for now.



8. SOCIAL MEDIA (BECAUSE I HATE NETWORKING)

I started all the normal accounts: Facebook, Twitter, Google+, Instagram. Google+ is dead now. That was a waste of time.

Facebook got the most engagement, but just on Facebook as opposed to engagement on my website.

I got very few clicks to my site. Instagram was fun, but a dud, therefore a waste of my time. Twitter was pretty much the same, but with a little more engagement.

Social media was working great for other people in my niche. They were actually interested in what they were talking about, and it showed in their results.

While I was interested in what I was publishing, I wasn't *that* interested. I wanted to publish the content, then go watch a movie (someone else was writing it anyway).

Meanwhile, the "pros" were making awesome videos, graphics, etc and I was just hoping for clicks and sales.

Again - this falls on me. Social media works excellently for some people. For me, because I hate it to begin with, I found it very hard to stick with it after the honeymoon phase.



9. EXPERT ROUNDUPS

This CAN be a winner, depending on your niche and your tenacity. For me, this part of the project failed.

My contractors wrote the content, contacted the experts, and even managed some social aspects. We did this for a few months, doing maybe 50-100 pieces of content on the topic total.

The results?: A couple more social shares than normal.

Most experts weren't that interested in my lists. I think it's kind of a played out strategy at this point. I have personally been featured on various "make money online" lists, and to be honest, it gets kind of tiring.

It's a common strategy, so you have a bunch of new guys hoping to leech off of your success by talking about you and hoping flattery gets them clicks and shares to grow their brand.

Some of these people are probably honest, and just want to grow their site. They are excited to make contact with big players in their space.

How do you tell which is which? I don't know.

But if you have a long day of work ahead of you, it's real easy to just ignore the email since any benefit you got from them is already done - you got featured on the list, and a link back to your site.



Anyway, long story short, I didn't get much action from the experts in my niche, and gave it up after a while.

Do you see now why it's important to have a personal interest in the niche sites you build? I am confident this strategy works; so many people talk about it! For me, and this niche, I was just tired of making content no one cared about so I quit.

10. FACEBOOK AD ARBITRAGE

Though many of the strategies that didn't work for me I still have faith could work for some people, in some niches, under some circumstances.

In the case of Facebook ad arbitrage, I'm not sure if it works anymore (at one time, it did!).

The basic strategy outline is that you pay for clicks on Facebook, then you get paid ad money from your site. You pay \$10 to get 100 visitors do your website, then those 100 visitors earn your \$110 from display ads. You make \$10 profit.

I was unable to get cheap clicks at all. I couldn't get anything near the .01-.05 needed to make money with display ad arbitrage.

I wasn't making nearly enough RPM from my site either. Even though my RPM is now 5x what it was 3 years ago, it's still not enough to justify paying .50 per click.

Could this possibly work? Yeah, anything is possible. However, I would only recommend this strategy if you're in a high CPC, highly visual niche like technology.



WHAT I WOULD DO DIFFERENTLY NEXT TIME

With all these successes and failures under my belt, what exactly would I do differently next time to achieve more success, at an earlier point?

I would spend less money. That's for sure. I would do all my cheap projects first, start making some income, then devote that income to the site for more and more projects.

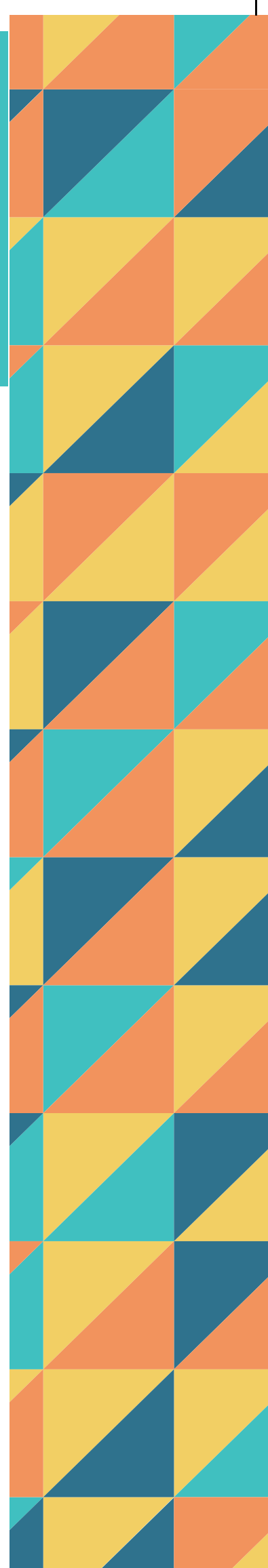
I guess on a long enough timeline, as long as you're eventually profitable, it doesn't really matter.

However, it was a huge stress in my life for several years watching thousands and thousand of dollars going down the drain and having to believe that eventually it would be worth it. Looking back, it was worth it. It wasn't a fun process though.

I'd spend more time outsourcing lists with simple image instructions.

Text is easy to outsource, and cheap. Photographs and video are not. It's easy to spend over \$100 per post for original, high quality images and video. 5 posts a week and 4 weeks a month...that adds up super quick.

For general content, go for text based stuff with screenshots you can just get online.



I'd also make a better review plan before starting a website. I just kind of jumped in, figuring my reviews would rank because I'm able to rank so easily with One More Cup of Coffee. It wasn't the case this time around, and many of my reviews don't rank.

Specifically, I research low competition reviews to do, and what type of supplemental content to write after publishing the review.

With a better plan in place, I wouldn't have wasted so much money buying products to review where the content doesn't rank. Wasted money on products. Wasted money on photos. Wasted money on content.

WHAT I DID RIGHT

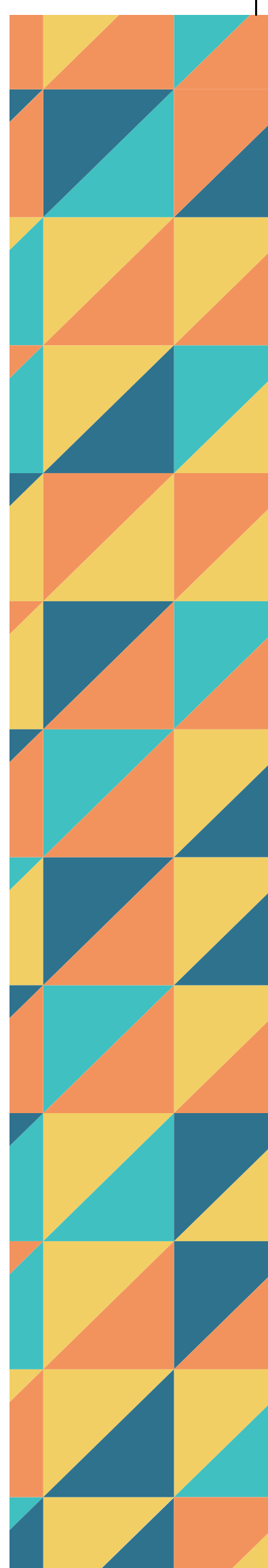
Not everything is negative! I did in fact make \$60,000 with the site so far.

Although that's over the course of three years and not that impressive, the site is still growing, and I have tons of ideas of what to do next. Overall, the project was a success.

I was also smart enough to go broad. Though the typical advice is to get a "niche", and specify your audience, I have much longer-term plans for this website.

I'm talking 10-20 years down the road, so I have a huge runway for content in years to come, and won't run out of things to say.

With a smaller niche website I think I would have run out of things to say by now.



You never know though! Maybe spending \$60k to develop a niche website could turn you into THE authority on a niche, no matter the topic.

Maybe my sixty grand was a drop in the bucket compared to other big players in my niche, and the reason why it took so long to see results.

Overall, I picked a great topic that I'm still happy with, and I'm making money. I can't complain about that!

START YOUR OWN PROFITABLE AFFILIATE WEBSITE



JOIN HERE!



THE END

This success story has a bittersweet ending. Yes, I now have a website earning \$60k/year, and it will probably be more by the end of 2019. (Of course, the new goal is to earn six figures in passive income.)

Also, I do have some great ideas of where to start for my next project.

I know more about what works and what doesn't, so the next time around, I can waste less time in the beginning, get the ball rolling faster, and invest less money before I cross that \$0 line into profitability.

However, I have not yet discovered the "magic bullet" or "guaranteed success" formula that I sought. Perhaps it's still out there, and all I need is more experience, trials, and failures.

For the time being, it seems that each niche is unique. Each brand, and each audience has a different path that will lead them to profitability.

There's no one single way to build out a niche site, and what's worked for me in this case, may not work for you.

That being said, you can leverage my own experiences from the past three years, as well as my \$60,000 investment to jumpstart your own business. Take what's worked for me, use it for your own site, and don't give up until you see results.

The only people who fail are the ones that quit.

Nathaniell

