

# Plucking Low Hanging Fruit

## How To Make Money Online Without A Website, Product, Or List

**Published by:**

Kevin Riley  
Heights Hanaoka 201  
Ikuno Higashi 2-1-26  
Ikuno-ku, Osaka  
JAPAN 544-0025

**Copyright © 2007 – Kevin Riley. All rights are reserved.** No part of this report may be reproduced or transmitted in any form without the written permission of the author, except for the inclusion of brief quotations in a review.

Note: This e-book is optimized for viewing on a computer screen, but it is organized so you can also print it out and assemble it as a book. Since the text is optimized for screen viewing, the type is larger than that in usual printed books.

### **Distribution Rights For This Report**

You now have the right to give this report away – for free! You may give it as a gift, include it as a bonus, use it as an incentive for opt ins.

However, you may not modify this report in any way. You may only pass it along “as is”.

Thank you, Kevin Riley

## Disclaimer

This report has been written to provide information about creating a number of simple online income streams. Every effort has been made to make this report as complete and accurate as possible. However, there may be mistakes in typography or content. Also, this report contains information on Internet marketing only up to the publishing date. Therefore, this report should be used as a guide – not as the ultimate source of Internet marketing information.

The purpose of this report is to educate. The author and publisher does not warrant that the information contained in this report is fully complete and shall not be responsible for any errors or omissions. The author and publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by this report.

If you do not wish to be bound by the above, please return this report.

## Message From The Author

Hello. I'm Kevin Riley.

I have been an entrepreneur – building and running businesses since 1977. In 1994, I first started building websites and created my first commercial site in 1995.

Now, I run a number of online enterprises from my home in Osaka, Japan. The information product business allows me to travel with my lovely wife, Rieko, and run my business from anywhere in the world.

I started creating products in 1982. Then, I was creating physical products – board games, taper candles, wooden toy kits. It wasn't until the late 1990s that I realized that future profits lay in information products – books, audios, videos.

Now, I'm an entrepreneur who markets information – I'm an infopreneur. And, at [Product Creation Labs](#), I help others to make their own money-making info products and succeed on the Internet.



Mission Leader Kevin Riley

[Mission: Make Money Online](#)

## Contents

<b>Low Hanging Fruit</b>	<b>6</b>
<b>The 7 Golden Perks Of Plucking Low Hanging Fruit</b>	<b>9</b>
<b>What's The Mechanism Behind The MPOs?</b>	<b>12</b>
<b>The Special Sauce In The Recipe?</b>	<b>15</b>
<b>So, How Do All The Parts Go Together?</b>	<b>17</b>
<b>Keeping The Momentum Going</b>	<b>18</b>
<b>A Special Offer</b>	

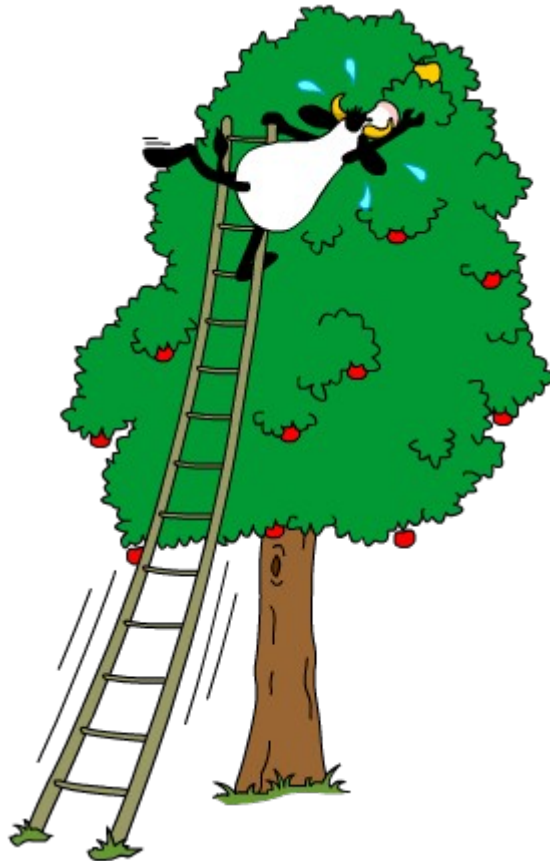
## Low Hanging Fruit

The dreamy Internet lifestyle – you know the one, where you lounge around your sparkling pool, sipping Pina Coladas while your online empire fills your bank account – is it just a pipedream? Or, can YOU actually achieve this?

Well ... you can! Anybody can do it. BUT ...

### Which Route Will You Take?

What you need to decide is this: Do you want to do it the hard way? Do you want to battle all odds to go after the elusive golden apple, sitting way up there in those hard-to-reach upper branches?



Going after the "Big Money" is not just hard work – it can be downright dangerous.

Is this really what you want? Let's face it! Only a very tiny handful will ever strike it rich. Making "the big killing" is usually just a dream.

## How About An Easier Way?

Or, do you want to take the easy route ... and go after the LOW HANGING FRUIT? You know, the apples at the bottom of the tree may not be as big, but they're just as juicy and delicious – and one heckuva lot easier to pluck!



Plucking that Low Hanging Fruit is so much easier.

In your quest for making an easy online living, you're going to leave the inaccessible fruit to those hardy souls who are ready to risk life and limb to go after a golden apple. You're going to casually stroll onto the Internet and pluck the Low Hanging Fruit – over and over again.

While others take the risks – with only a small chance of actually hitting paydirt – you'll be quietly filling your basket with one apple after another. That's the way to make a good living!



Plucking one apple at a time – you soon have a whole basketful. One by one, small income streams add up to a large river.

Plucking Low Hanging Fruit is a lot more fun than putting yourself through the stress of chasing after the elusive golden apple.

## So ... What's It Gonna Be?

Making money online can be complicated, or it can be simple. Which do you want?

When you take the easy route, you create a nice cash flow for yourself – without the hassles, stress, and risk. You can create a great supplement to your present income, or you can replace that job.

## Here, It's Gonna Be The Simple Way

In the Recipe For Plucking Low Hanging Fruit From The Internet , I'm going to show you the simple way. You'll follow easy steps to set up a system that does the plucking for you, while you *lounge around your sparkling pool, sipping Pina Coladas.*



Making money doesn't always have to be a lot of work. Sometimes it can just be downright fun.

## The 7 Golden Perks Of Plucking Low Hanging Fruit

An easy, laid-back way to pluck Low Hanging Fruit from the Internet is to put in place a network of Money Pumping Oilwells. By following a simple step-by-step plan, you'll easily build a network of MPOs – that will steadily pump out your no-work income.



Building a network of simple MPOs is easy and fun. Before you know it ...



... you'll be a Tycoon

Simple? In the next chapter, you're going to see for yourself just exactly how simple this is going to be. SIMPLE AND PROFITABLE – what more can you ask for?

### But First ... What Are The Golden Perks?

- 1. No Product.** That's right! Not even a small report. No need to concern yourself with annoying interferences to your easy-going lifestyle – no failed downloads, no stupid questions, no customer support, no refunds.

Also ... no need for those long, painful sales letters that take weeks of hair pulling to get right.

- 2. Unlimited Income Potential.** With the simplicity of your Money Pumping Oilwells, you'll just keep putting up more and more of them – and sit back to watch all the income streams pouring in.

By simply investing a few hours a week, you can easily erect 4-5 MPOs a month. That translates to an online income that is steadily growing by \$100-500 each and every month.

Low Hanging Fruit never tasted better!

- 3. Low, Low, Low Budget.** You're not going to need a website, so you can even kiss those low hosting and domain costs goodbye. The only advertising money you'll ever shell out (if you decide to go after even more income) is less than \$10 a month (I'll take you on a guided tour of this fantastic resource – in the Recipe).

You can write your own content (however, that kinda goes against the Low Hanging Fruit/Take Life Easy principle), or you can pick it up ready-made at a price that lets you make an absolute killing.

I'm of course assuming that you already have access to an Internet connection (otherwise, I'll have to wonder how you are reading this now). So, seems like you're already well outfitted and on your way to plucking Low Hanging Fruit.

- 4. Ultra-High Profit.** This really goes without saying. When you're using such a pittance of cash to run your online empire, and you're sucking in continual streams of money, the profits are insanely high. Even bank robbers don't make this kind of profit (Diamond drills, dynamite, and getaway cars really cut into the profits).
- 5. Move At Your Pace.** A big, huge, gigantic perk of setting up your MPOs (without products or customers to worry about) is the extreme flexibility in your day-to-day schedule. No longer is someone else dictating your working hours. You *work* (and I use that word lightly) when you want – play when you want.

You can choose to spend a few hours every once in a while setting up an MPO, or you might decide to dedicate a whole day to setting up a bunch of them. It's up to YOU ... and how much money you want to make.

Once you taste this freedom, you can NEVER go back to the shackles of a 9-5 job.

- 6. Tons Of Free Time.** Sure, you will have to invest a little time setting up your Money Pumping Oilwells, but – as you'll see in the Recipe – you can basically set one up in an evening. Then, you go and enjoy yourself – while your network of MPOs happily plucks Low Hanging Fruit for you and pays your bills (and then some!)

Yep, you'll no longer be the bread winner in the family, forced to don a suffocating suit and schlep your tired carcass to a stuffy office where you slave for an ungrateful boss who resembles Attila the Hun. Does that bother you? Or, are you ready to hand that task over to your Money Pumping Oilwells?

With all the extra time on your hands, you can finally partake of all those sweet things in life you've been forced to forego. Will it be roaming castles in Scotland? Driving a Ferrari along the Cote d'Azure? Taking skydiving lessons over the Mojave? Reading all of *War And Peace*? Nude bungee jumping?

- 7. Live Anywhere.** Without a storefront, office, warehouse, workshop, factory, sales booth, shoe shine stand ... you are free to work from anywhere in the world. Well OK, I hear it's still a wee bit difficult to get a reliable Internet connection in some parts of the jungles of Papua New Guinea, but ...

It's just you and your laptop. Well ... actually, any old rattletrap computer sitting in a cheap Internet café will do the job. After all, we're not talking high-tech here!



## What's The Mechanism Behind The MPOs?

To make sure you enjoy all 7 Golden Perks, I'm about to reveal to you a system that let's you make money hands-off. Yes ... once you've walked through the few easy steps to get your Money Pumping Oilwells up and running, you can walk away and forget about it. Just leave it alone – let it pump out a steady income for you.

The mechanism that makes this hands-off operation possible? Affiliate marketing.



### Affiliate Marketing?

If you've never been involved with affiliate marketing, it's simply this: Getting paid for recommending a product or service. You tell others where they can find Widget BX-10, and the kind folks who are selling Widget BX-10 give you a nice fat commission. How easy is that?

The great benefit to affiliate marketing is that you don't need your own product and you don't need to do any selling. All you're doing is recommending other people's products – and collecting a nice commission when people buy those products.

Affiliate marketing can be a great way to make money on the Internet.

### Just "can be"?

Let's face facts! Many a would-be affiliate marketer has dabbled with a few products ... and hardly made a red cent out of it. There's a reason for that. There's a **WRONG WAY** and a **RIGHT WAY** to approach affiliate marketing.

## The Wrong Way

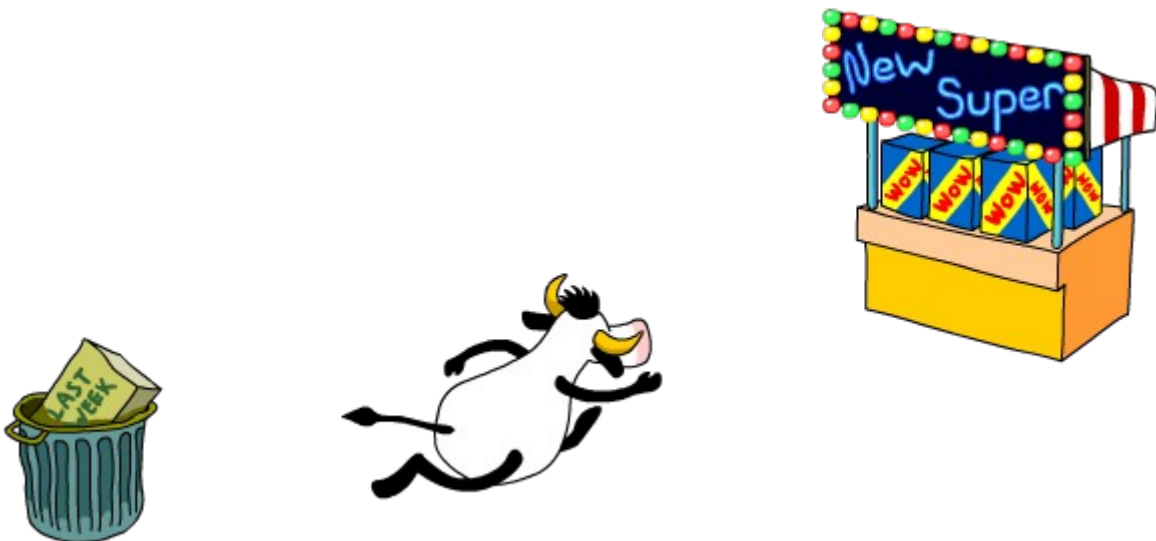
Too many would-be, wanna-be, might-never-be affiliate marketers see that everybody else is pushing the latest sexy, slick product. They jump on the bandwagon with a take-a-stab-at-it, shot-in-the-dark, half-hearted "Hey, I might as well give it a try" approach. They slap an affiliate link up on their website or blog, then sit back and wait for the commissions to come rolling in.

Problem is, with no plan or system, those commissions never come.

"Dang this program. It doesn't work. Time to give another program a try ... blah ... blah ..."

*{Horrible screeching sound as needle is dragged off this broken record}*

STOP ... RIGHT ... THERE!

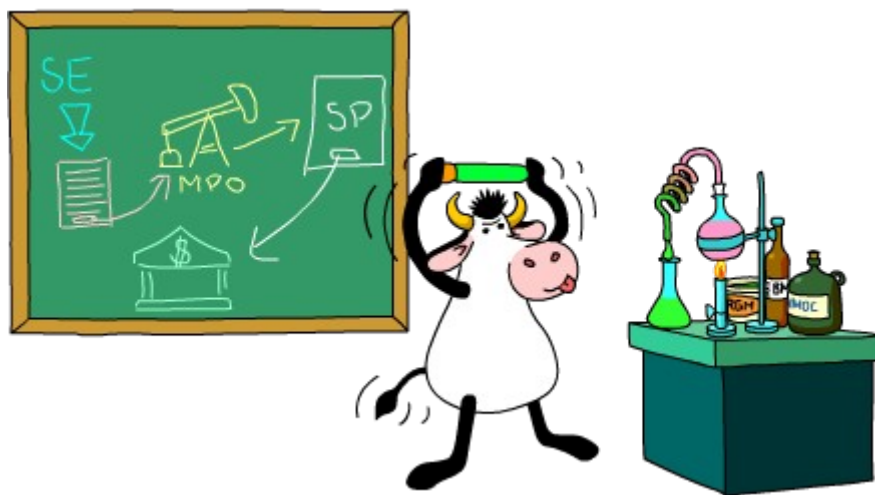


Jumping from last week's "hot item" to this week's "Hot Item" is a sure route to failure. Only persistent effort will pay off in the long run.

## The Right Way

With your Money Pumping Oilwells, you're not going to be drilling where everybody else is. Who needs to butt heads with the competition? Instead, you're going after the Low Hanging Fruit.

And, to make sure you get that Low Hanging Fruit, you'll have a system – a winning system that automatically makes you money. In the Product Creation Labs, I've created a Recipe for you that brings together the very best of BM<sup>1</sup> and NMOC<sup>2</sup> – mixed well with my own special brand of KRGM<sup>3</sup> and some good, old-fashioned GM<sup>4</sup> – to create a simple, powerful, money-making system that will pump a steady stream of cash into your bank account.



## Keeping It Simple

Because I'd rather be doing other things than working – and I'm sure you would too – I've created a step-by-step Recipe that takes the very minimum of time. It's also simple enough that my sister the technophobe could do this, and cheap enough to put a smile on Scrooge McDuck.

- 
- 1 Bum Marketing – An innovation on article marketing that allows even bums to compete.
  - 2 Niche Marketing On Crack – A controversial title, but an effective means of increasing affiliate sales.
  - 3 Kevin Riley Ghetto Marketing – My own thrifty (some would say “downright miserly”) methods, which keep my monthly advertising costs to less than the price of a pizza. [Correction: In Japan, that would be a slice of pizza]
  - 4 Guerrilla Marketing – The low-cost methods that allowed small entrepreneurs to compete with giants, even before the Internet.

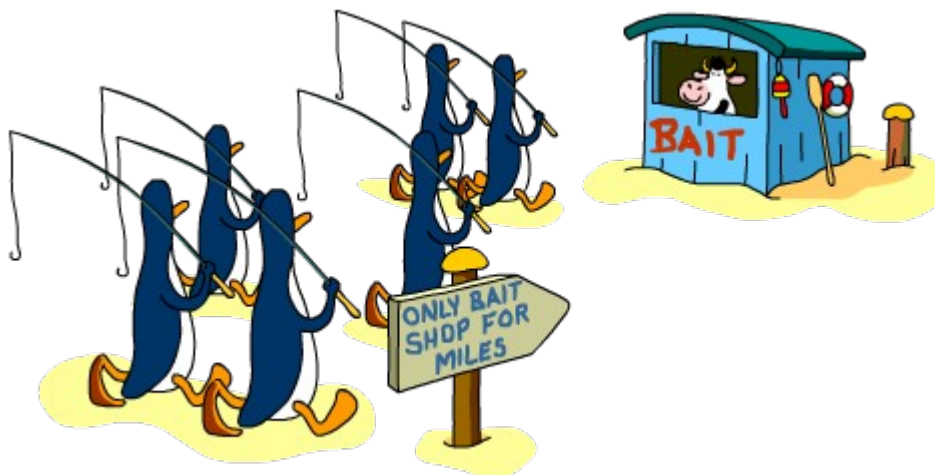
## The Special Sauce In The Recipe?

There are a couple of ingredients that make this Recipe work so well. One of the vital ones is your batch of articles. Not just any articles will do, these have to be written a certain way to create the most effective Money Pumping Oilwells.

### It's All In the Keywords

Your articles need to target those keyword phrases that have 3 important features:

- 1.** Low competition in the search engine results. This makes sure your article can set foot on the hallowed ground of Page One On Google. When your article is sitting in these rarefied heights, the lion's share of traffic is diverted your way.
- 2.** Steady search volume. You don't need wildly popular search terms (after all, these will naturally have lots of competition), just keyword phrases that get a decent amount of searches. Realize this: If you're getting the lion's share of just 5-10 searches a day, that could translate to as much as 2-3 sales a week – a very healthy income, and from just one of your MPOs.
- 3.** Words that actually lead to a sale. Not all search terms are created equal. Some are the kind of phrases people use when their ready to buy ... some are the kind used by those who are “just thinking about it” ... and some are the kind used by those who are never, ever going to buy.



By situating your MPO where there's little competition, and in front of a hungry crowd, you can get the lion's share of business – or commissions.

## The “But, I Can't Write” Problem

Let's address this right away, because many will be going, “Oh man! Write articles? That's gonna cut into my leisure time.”

It's not just the writing, it's all that research before you ever set words to the blank page. And, then there's that time spent staring at that blank page. Yep! Writing isn't for everyone. So, how are you going to turn this into a case of plucking Low Hanging Fruit (or, taking the easy route)?

## No Sweat Equity

To ensure Perk #6 of picking Low Hanging Fruit, get articles written by others. After all, how can you enjoy all that free time, if you're chained to a writing desk – cranking out article after article. Pre-written, Private Label Rights articles are a tempting solution, but ...

## Tread Cautiously Among The PLR

Not all PLR articles will be a true solution. For one thing, you can't simply use the articles “as is”. You still have to re-write them, to avoid being penalized for duplicate content – or outright rejected by the article directories.

Of course, re-writing is one heckuva lot easier than writing from scratch. Somebody else has done all the research. Somebody else has conquered that blank page. Somebody else has created the framework. You simply reword it!

But, if you're going to go the easy route – the PLR route – you also need to make sure those articles meet the 3 Criteria for keywords (see page 15).



Whether you write your own – or re-write PLR articles – your articles must meet the criteria.

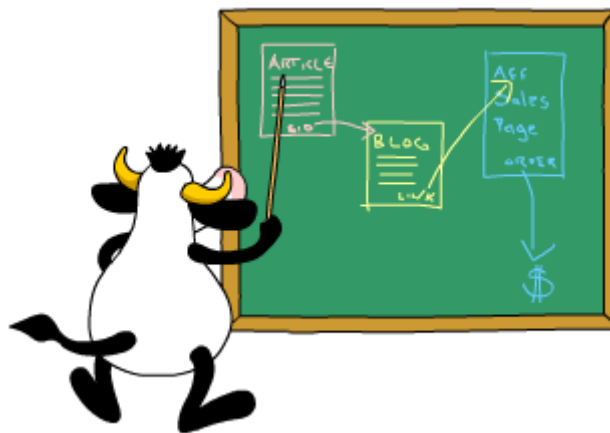
## So, How Do All The Parts Go Together?

The internal engine of your Money Pumping Oilwell is a blog – just a simple Blogger blog, that you can basically throw up in far less than 10 minutes. This is where you can place your affiliate link, with a call-to-action that gets your Internet visitors to click through ... buy the affiliate product ... and put a juicy commission in your account.

### And ... How Do Visitors Find Their Way To Your Blog?

The external driving force of your MPO is those important articles. Placed on popular article directories, these keyword-targeted articles are soon picked up by the search engines, and – because these article directories are favoured by the almighty powers-that-be (Google), your article pulls ahead of the lacklustre competition.

Internet traffic (searchers, readers, surf dudes) find your article. They may come because they have a problem to solve, a product to find, or a question to answer. Your article gives them the good information they were seeking, so they follow your link (at the bottom of your article) to your blog ... (You know the rest of the story. If not, go up and read that top paragraph again.)



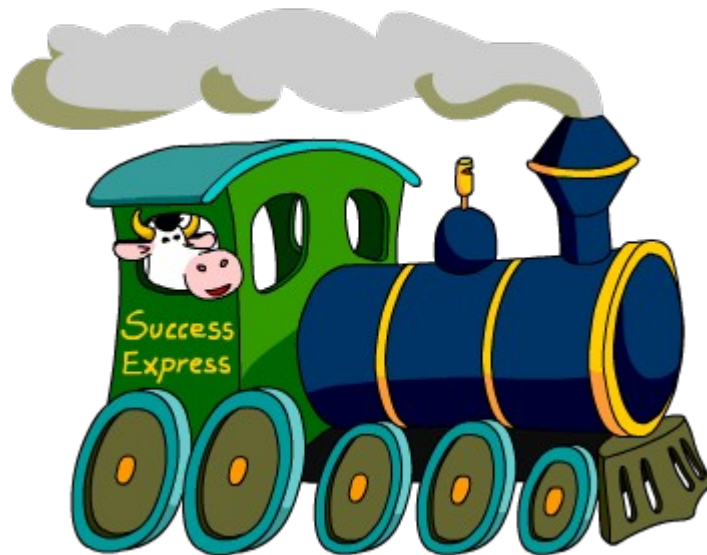
Your MPO draws traffic, via articles on popular directories ... to your blog, where interested readers click your affiliate link ... go on to the affiliate's sales page ... and you get a commission from each sale.

## Keeping The Momentum Going

As your articles slide off the front pages of the article directories (yesterday's news is soon forgotten, as new articles are submitted), your standing in the search engines will take a quick fall into the depths – where none but the intrepid Internet explorers ever venture.

What to do? Is that it for your easy commissions?

Not a chance. Your article may slip away into the void, but your MPO will keep purring along. All you need to do is submit another article. Feed the article directories, and they'll feed you.



With an occasional new article to keep the traffic flow going, your MPO network will keep the commissions flowing in – as you build more and more.

## **Are You Ready To Take Action?**

Are you ready to finally start generating a steady income from the Internet?

What you have just seen in this report is an easy-to-use system that will build a steady, passive income for you. It will build multiple streams of income – guaranteeing that you will always make money from the Internet.

### **However ...**

Without taking action, you will never get this easy money.  
**You need to get started today!**

To help you build your own network of MPOs – and make sure they are profitable – I've created a simple, step-by-step Recipe for you. It will lead you through the process of setting up and running MPOs, with all steps fully illustrated.

To take a closer look at this Recipe, [\*\*click here now!\*\*](#)

**[Take action today!](#)**