

# Monetization of a Curated / Authority Site

## Passive Income Streams

- Adsense - cannot send paid traffic
- Amazon products - dependent on organic traffic
- Clickbank Products - formula and selection criteria
- Your Own Products - by far the easiest and most profitable - My product Digital Recording Magic
- other affiliate offer links - wso's/fso's/jvzoo

## Free Offer - Opt-in

### Squeeze Page

#### Free Product

- trial software
  - link to upgrade to paid version
  - link to the member subscription
  - WD 3 license special
- pdf info product
  - educate the user why they should purchase more from you
  - links to other products/offers

#### added to email list

### follow-up sequence (programmed)

- blog traffic
- other offers
- member site
- coaching program
- webinars
- upgrade offers
- free content

### things you can do

- affiliate offers
- email the list anytime to drive sales/memberships
- your own future products to promote
- solo ad biz

#### you CAN send paid traffic.

- Solo Ads
- Adwords - (Check first if your offer is acceptable to Google TOS)
- PPV