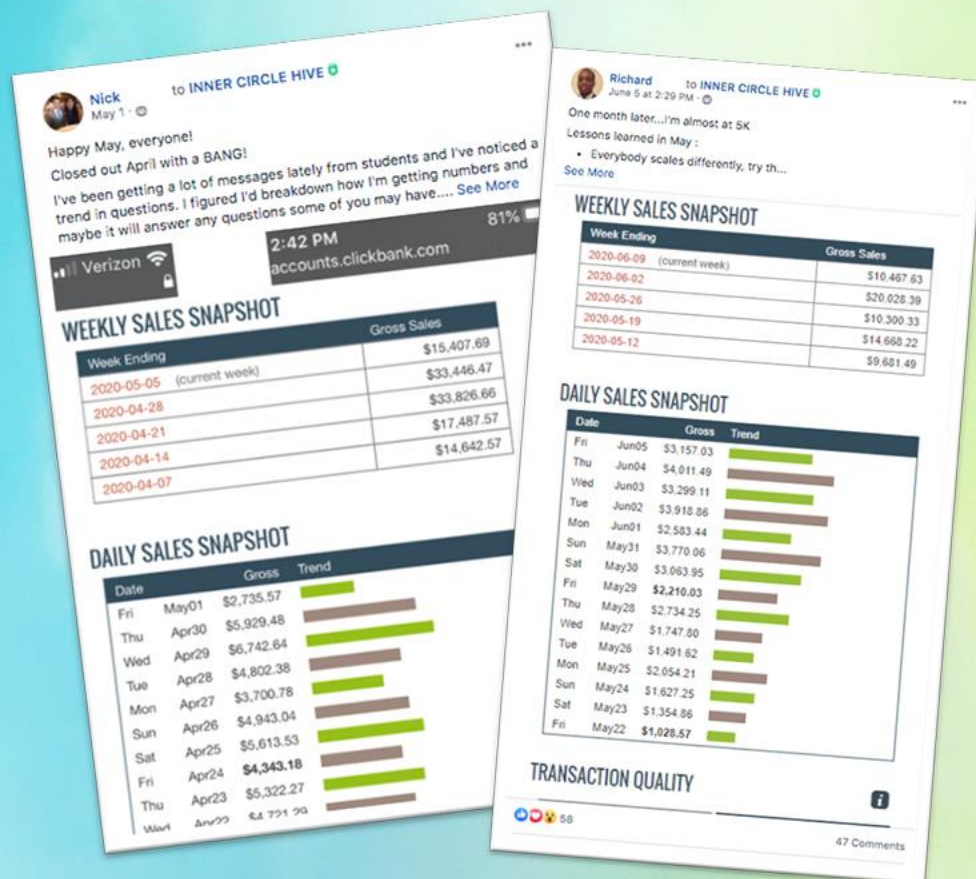


# The Golden Niche

How an **Odd Mix** of "Ordinary People"  
Are Tapping Into *The Most Unexpected Niche*  
To Make Huge Profits From Home



By **Rob Jones & Gerry Cramer**

# How to Earn Up To \$6,742.64 Per Day (or More) in THE Most Profitable Niche

...**And**, You Can Do It...

**WITHOUT** *Answering Emails*  
**WITHOUT** *Doing Customer Support*  
**WITHOUT** *Risking A Bunch of Money*  
**WITHOUT** *Needing to Build an Online Store*  
**WITHOUT** *Creating or Sourcing Your Own Product &*  
**WITHOUT** *Ever Needing to Leave Your House!*

Welcome and *thank you* for signing up to get this case study!

## IMPORTANT

Before you read this report, please register for our live coaching workshop where we will talk you through how to create your first “Perfect Storm Funnel” from scratch. We will show you the exact 5-step system hundreds of our students have followed to make their breakthrough, many earning upwards of \$1,000 per day and more, even while stuck in lockdown.

Register for the Live Workshop Here: <https://thegoldenniche.com/workshop>

**Warning:** The Workshop capacity is 1000 people. We WILL have a packed room, so register now and be sure to show up 20 minutes early to avoid being locked out.

Or register at: <http://thegoldenniche.com/workshop>

Imagine earning up to **\$6,742.38 per day**, working *less than 30 minutes per day...right from the comfort of your Living Room!*

In reality, in normal times you could do this from a beach, from another country or anywhere that you have an internet connection...

However, in these tough times we're living in, most of us stuck in lockdown, wouldn't it be nice to know not only are your bills paid, but you also have more than enough extra to take care of your family and build the life and the future you have always desired...

And when this lockdown finally comes to an end and the borders open up, wouldn't it be great to take a trip with your special ones to any location around the globe and know that you can still have that money coming in...

That's the *dream* many of our students are *currently* living. Nice, right?

While many others around the globe are struggling to make ends meet, unemployed or underemployed...our students are thriving!

Their success is not difficult or complicated. It only requires *following a simple plan* through to completion and leaning on the help of a supportive community.

In this **short guide**, we're going to show you the exact path many others have followed, so you can enjoy the same *financial freedom* our students are experiencing.

As you read this guide and follow along with us to the end, this could possibly be the most *life changing* moment you have ever experienced... just like it has been for so many others before you.

## A Money-Making System Simpler Than You Could Imagine...

At its core, making money online is simple...there are only 2 parts:

1. You need a way to drive traffic.
2. You need a way to monetize that traffic.

This is true of any money-making system online, however the way we do it is quite different. First, let's start with the traffic...

## Traffic is EASY...Just Buy It!

The way we do it, it's faster and easier to drive traffic than any other system we know of online.

There are virtually no barriers to entry.

If you have access to a credit card and a few bucks in your account, you can turn on the traffic faucet in 15 minutes.

It's that fast & easy.

Now most people who have never paid for traffic are often scared by the idea of paying an ad network for traffic.

But it's SO EASY!

And you get to ***skip all the headaches*** of "free traffic" sources.

Every year I hear people jump on their soapboxes and brag about how they got a bunch of "free traffic" from some complicated system...which typically involves ***spending*** a TON of their time and energy creating content, setting up systems, and not actually knowing if it will even work before they start...

The worst part is, in the end, after they've gone through all that energy and time, their so-called free traffic source doesn't even make them any money!

Guess what...they just paid in their time and it didn't even work!

I would much rather spend a little bit of cash and find out NOW if a system is going to make me money, BEFORE I spend a bunch of time and energy.

Wouldn't you like to know RIGHT AWAY if what you're doing is going to work? YES!

Wouldn't you like IMMEDIATE FEEDBACK that what you're doing is going to make you money? OF COURSE!

That's the beauty of the system us and our students use.

We can turn on the traffic faucet any time we like, and we can spend as little or as much as we want.

We don't have to risk a lot, and we know if it's working very, very quickly!

## Monetizing Your Traffic...Most People Make It WAY TOO HARD...There's A Much Easier Way!

There are countless ways to make money online, but most of them are very complicated.

With our system...

You **DO NOT** need to create or source your own products

You **DO NOT** need to create an online store

You **DO NOT** need any inventory

You **DO NOT** need any employees

You **DO NOT** need to live in the United States (You can live anywhere...even on the beach or holiday!)

You **DO NOT** need to do blogging or podcasting or content creation

You **DO NOT** need to build a following

You **DO NOT** need any experience

You **DO NOT** need a bunch of money to get started

**Sounds pretty *amazing*, right?**

Well, as you'll see in a minute, it's extremely *simple* and *anyone* can do it, regardless of your background.

## "Unlike Anything You've Ever Seen Before..."

In all the years we've been doing this, we've never seen *anyone* doing what we're doing or duplicating our results with so many successful students. The profit potential of this system is enormous, and our method is so simple, yet in all the years we've been doing this, we've never seen anyone else do it the way we do it.

When done right, with the right leverage points, making money online is so simple. And this simple system has consistently created some of the most impressive success stories from average ordinary people.

## **Let Me Tell You A Quick Story About A Small Group of Ordinary People Who Have Been MAKING BANK from Home... ...Especially Since February When the Whole Lockdown Began...**

Without a doubt, this has been a scary year.

We're in the middle of what experts are calling the Coronavirus Recession, the worst recession since the Great Depression.

And experts are forecasting it will only get worse in the year to come.

Yet during this dark time, while most people around the world are struggling to survive, a small group of ordinary people have banded together to help each other THRIVE!

These are people from all walks of life...

- Teachers
- Accountants
- Nurses
- Construction Workers
- Lawyers
- Students
- Young and old
- Men and women...

People from all different backgrounds and countries...

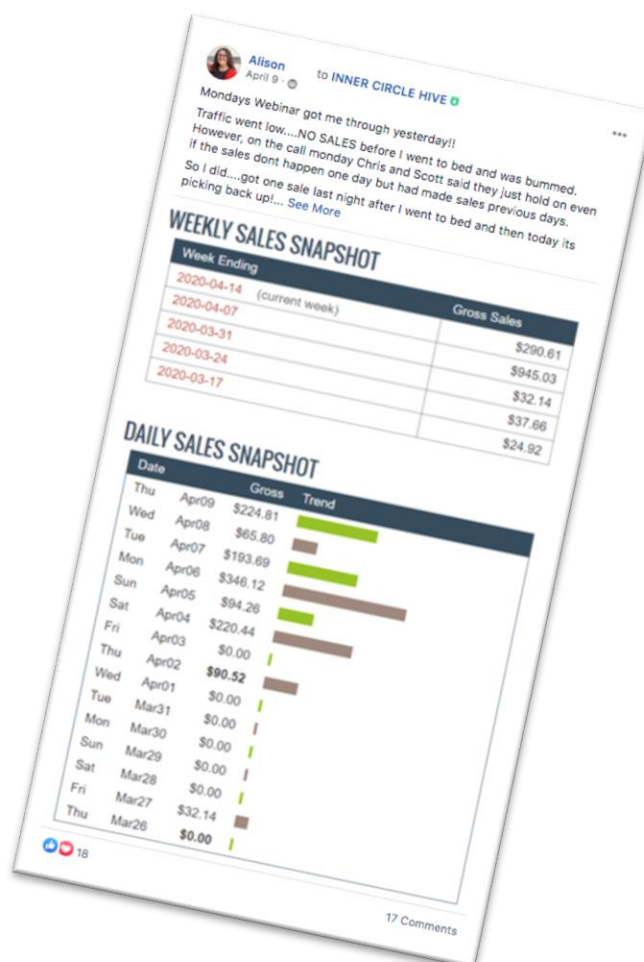


Yet in this community, called "The Hive"...everyone is equal.

Everyone is there with one simple goal...

To help each other BREAKTHROUGH & THRIVE!

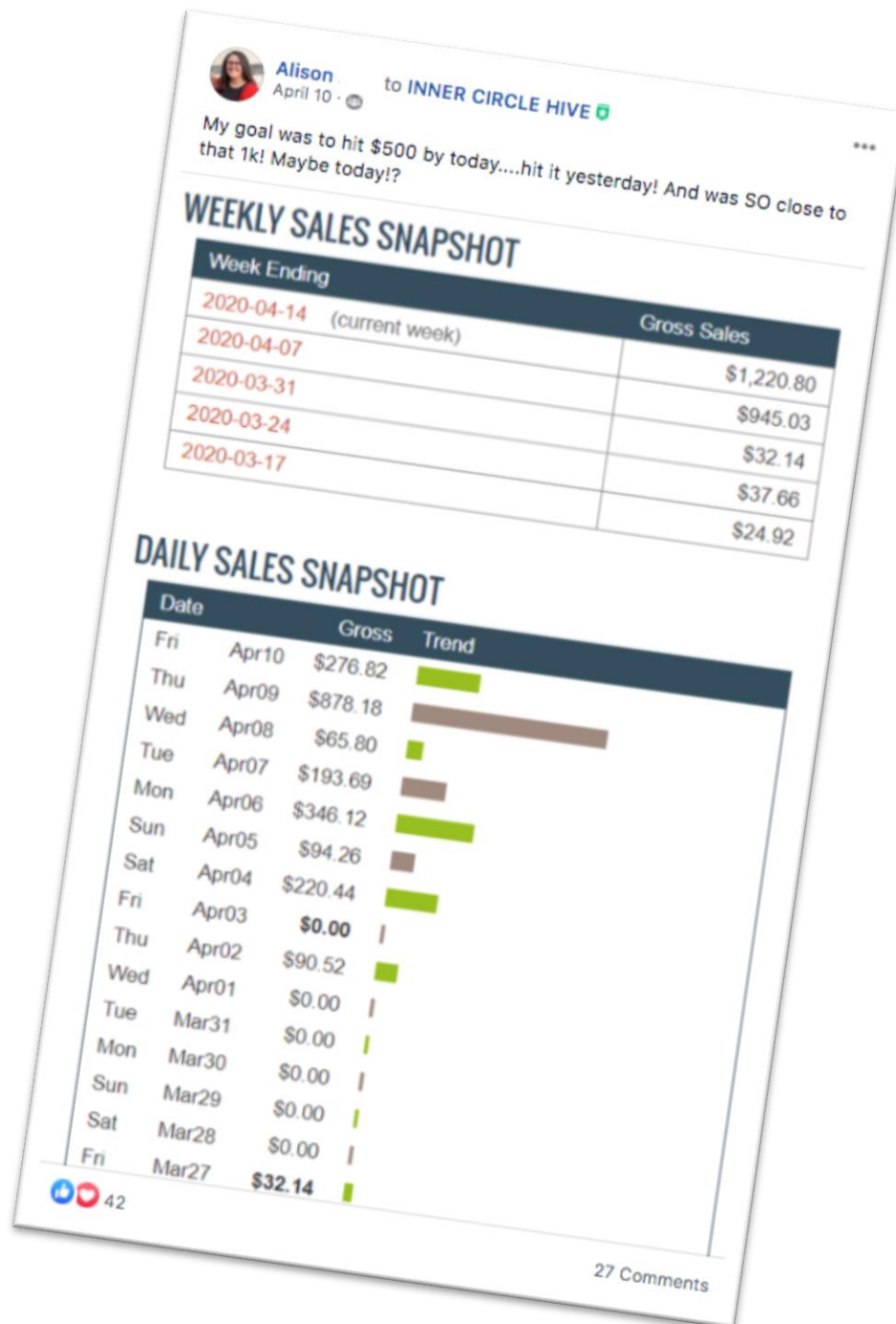
Check out some of these results:



Here are Alison's stats in mid-April as she started to crank on the traffic...

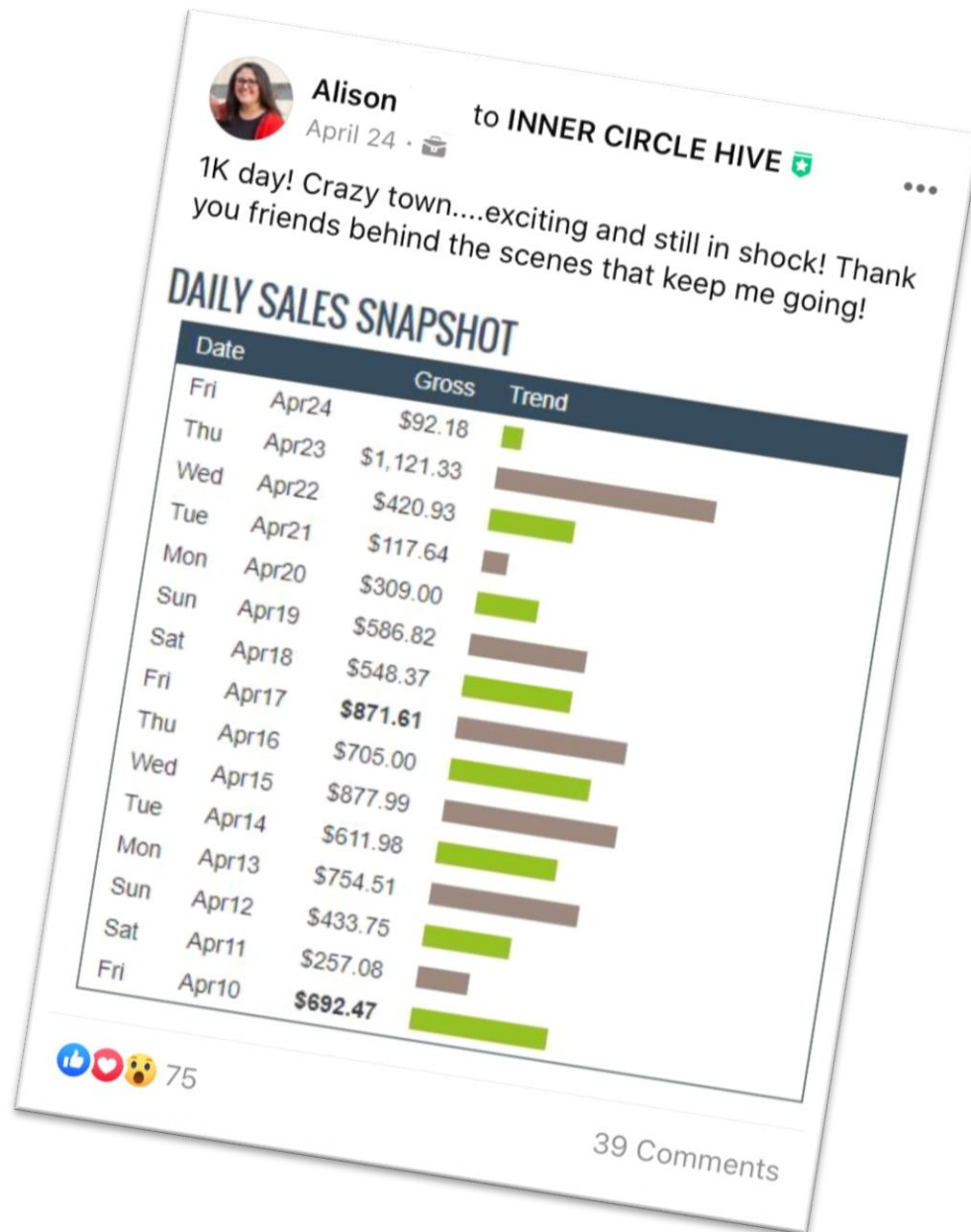
She struggled a little at first, but she reached out to the community, and they helped her.

The next day, she posted her first \$500 day, and boy was she excited:





Imagine her excitement just 2 weeks later when she hit her first \$1,000+ day:



But if you think she was excited, just look at the excitement of the other members of the community...they were just as excited if not more excited than her:



Fast forward a few months and she was breaking \$15,000 per week!



As you can see, she's making as much as \$4,087 per day, and she has continued to have success since then!

And then there's Angelo...

Angelo was born and raised in New York City. He now lives in New Jersey with his wife and two children.

In their early 30's they were both full time professionals.

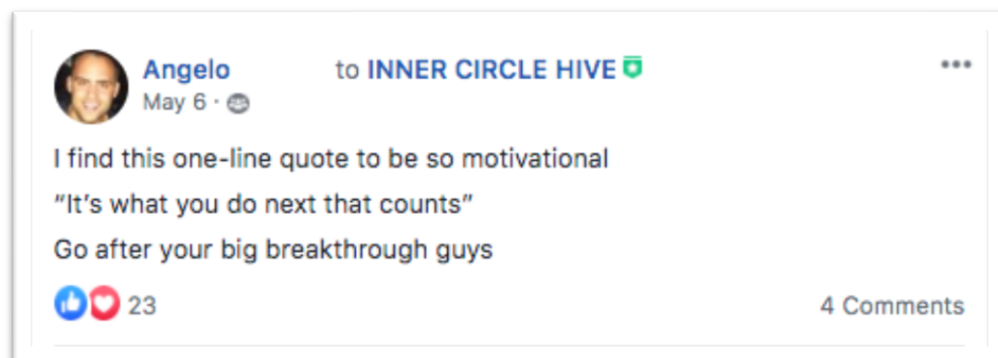
His family is right at the top for him, yet after 33 years of grinding away, he felt like he finally 'deserved' to live the good life. He wanted to build his own dreams and experience financial freedom.

Imagine his excitement when he experienced his big breakthrough:

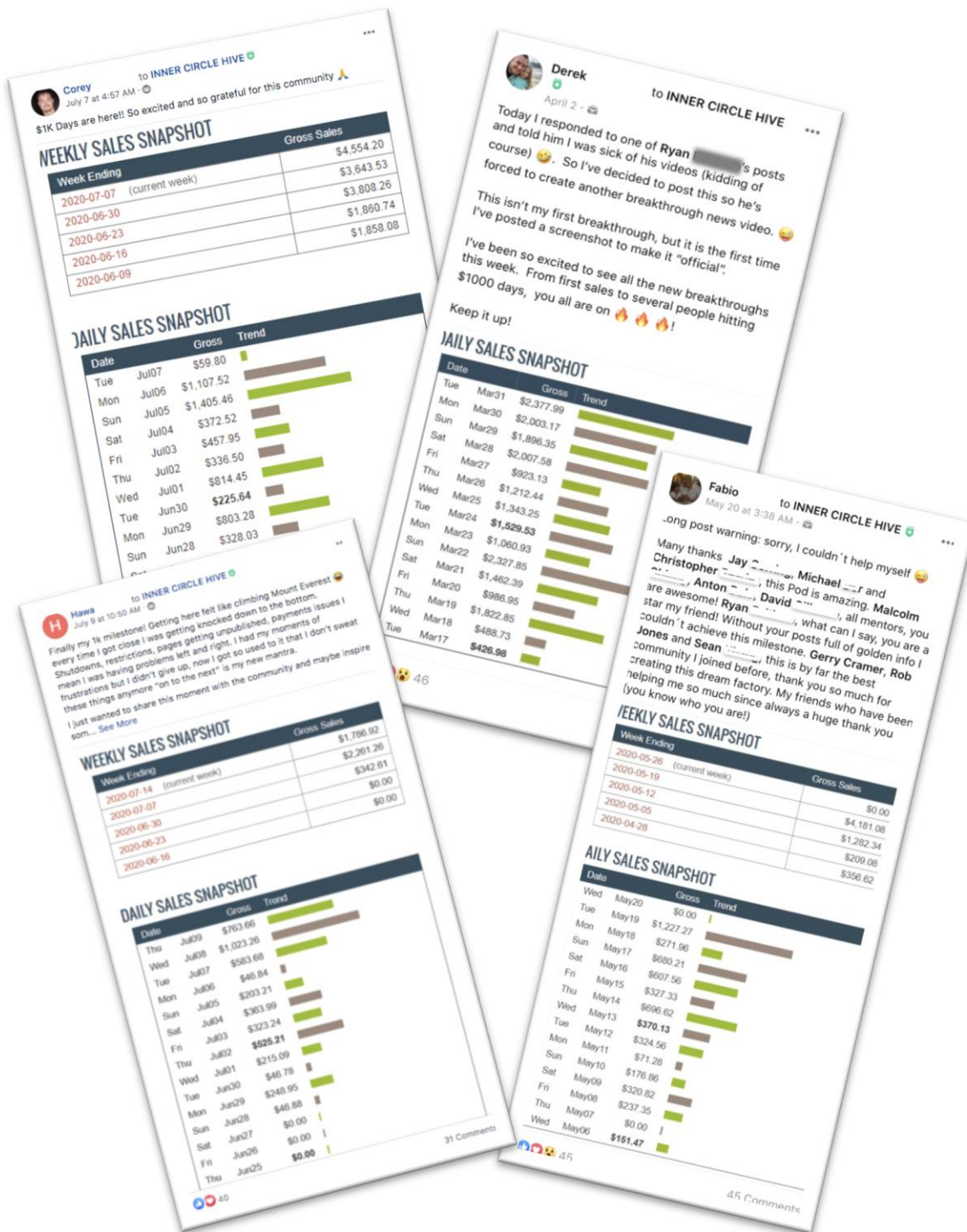


Not only did he experience his \$1k per day breakthrough, he then went on to make much more...in one day he broke \$8,617.05!

His quote says it all:



This is *just a taste*...the **success stories** go on and on!





And on and on...





...And on and on...Nick's success story is great:



Nick was so excited as he was able to quit his full-time job in April and finally become his own boss for the first time in his life...

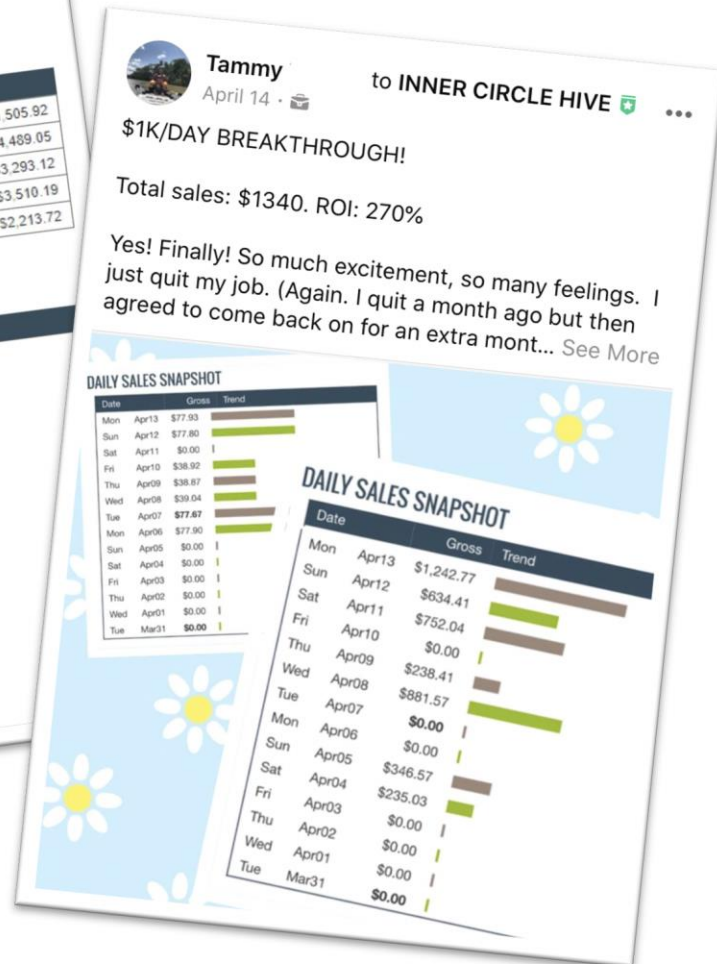
By May, he was already pulling in over \$33,000 PER WEEK and growing!

Amazing right?!?

Richard hit his \$1k per day breakthrough in May and by June he was already breaking \$4k per day!



I could go on with these stories for days...



Case after case of ordinary people helping each other to experience a breakthrough and start making more money than they ever thought possible...

All from the comfort of their homes...

Without needing to leave the house...

HUGE SUCCESS...even in the middle of LOCKDOWN!

But here's the crazy thing...

## **Get This...They're All Making Their Money in the Exact Same Niche!**

How is this possible?

It's simple really.

They are all doing something entirely different than what most Internet marketing training will tell you to do.

Most Internet marketing training will tell you to go after the smaller niches...because they say they are supposedly less competition and therefore easier to have success...

However, our experience has been much, much different...

## **MYTH: Smaller Niches Are Easier to Make Money In...**

In our experience, this is entirely untrue.

In fact, if you follow our simple 5 step system, it's actually MUCH easier to make money in the biggest niche out there...

There are a few reasons for this.

I'll explain those reasons in just a minute, but first you need to understand some key concepts.

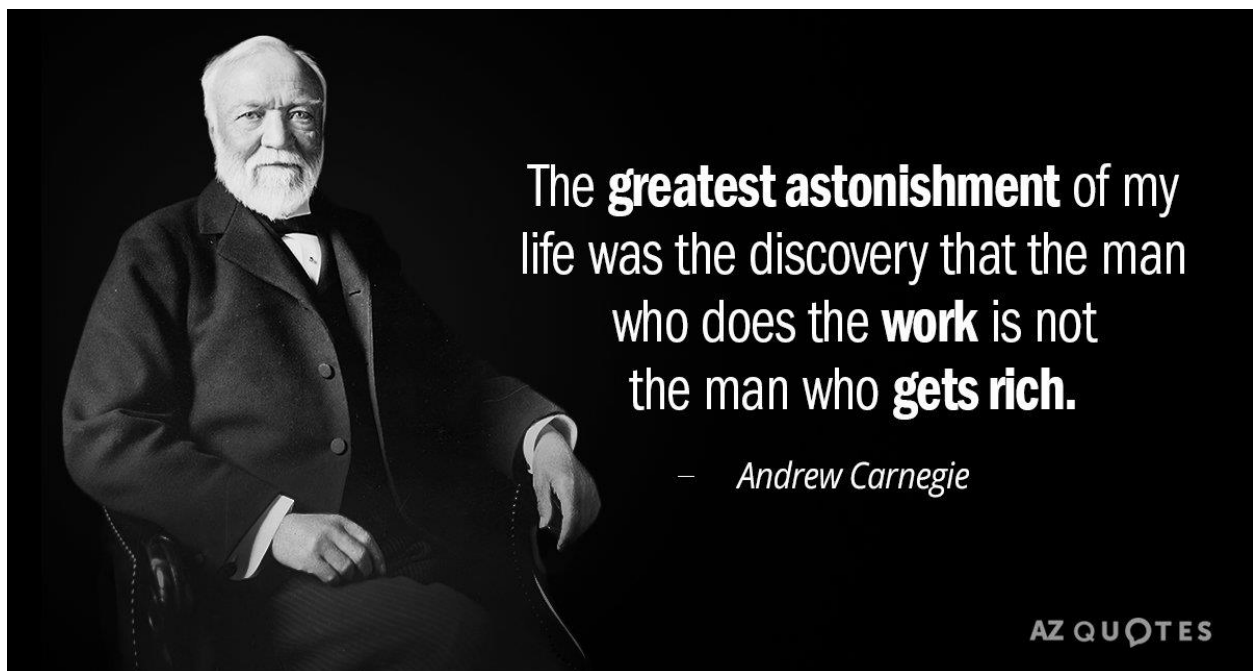
Before I reveal the most profitable niche we have ever come across, let me spell out a few principles we follow as a community that have always opened up huge opportunities for us:

## 3 Key Success Principles to Skyrocket Your Profit Opportunities

If you follow these 3 simple principles, I guarantee you will be able to make far more money and experience much more freedom and success than you ever thought possible...

### Success Principle #1 – Leverage Other People's Hard Work

Andrew Carnegie, who was at one time the richest man on the planet and one of the pioneers of the modern philosophy for work, famously said this:



If the richest guy on Earth basically said if you want to be rich, you shouldn't be the one doing all the work, I'm happy to follow his advice!

This principle has led us to buckets and buckets of income...and you'll see how in just a moment...



## Success Principle #2 – Leverage Other People's Money

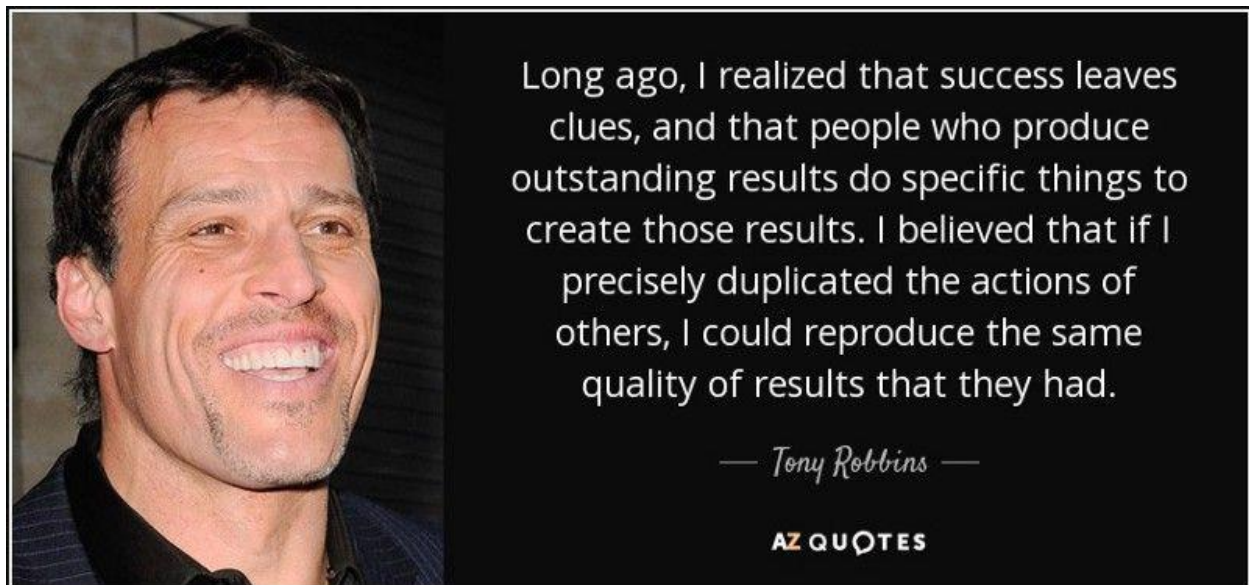
As they often say in business, you need to spend money to make money...HOWEVER there are many cases where this is not the case.

This extremely powerful principle applies in many situations, which I'll spell out as we go through the rest of this guide.

## Success Principle #3 – Leverage Other People's Hard-Earned Experience & Knowledge

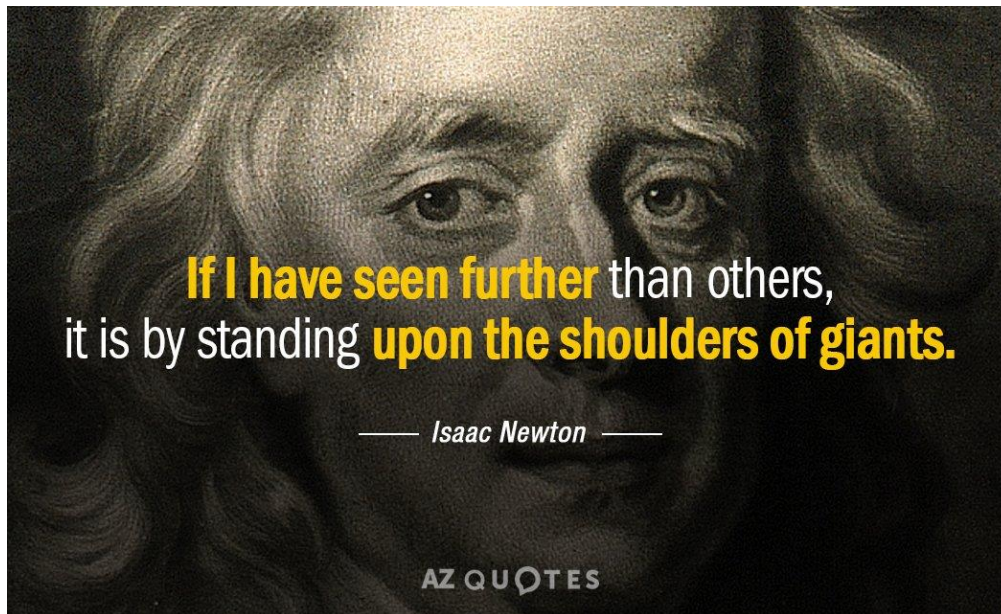
This is perhaps the most important success principle of all.

Here's a quote by Tony Robbins to help illustrate the point...

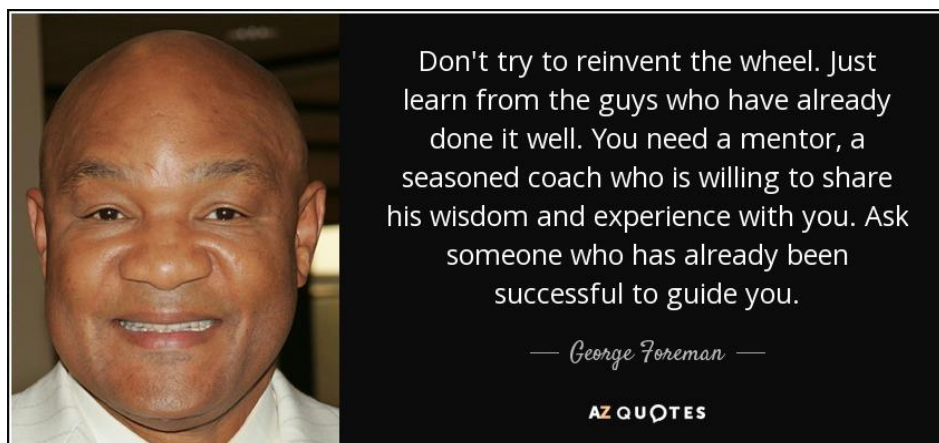




Here's another quote by Isaac Newton...



And here's another quote by George Foreman...



This is such a simple concept, but it is so important that it bears repeating...

You DO NOT need to reinvent the wheel in order to have success. You simply need to follow in the footsteps of those before you who have achieved the success you want to achieve.

So, with these 3 principles in mind, let's talk about the surprising big niche that all of our small underground group of people are using to experience such big success...

## **HEALTH...the ONLY Niche You Will Ever Need to Set Yourself Up for a Future of Unlimited Wealth & Freedom!**

Think about it...

We are all going to die one day...

We are all falling apart one day at a time...

It's an eye-opening thought.

We don't have a lot of time on this earth and at some point, this realization hits every person on the planet like a pile of bricks.

Fact is, you can't buy more time on this planet, but you CAN extend it by improving your health.

Health is the key to so many things in this world...

Want to feel better every day?

Want to wake up feeling refreshed and excited, without aches and pains, able to focus and achieve everything you ever wanted?

Health is the key!

Want to get the guy or girl of your dreams? It certainly can't hurt to be slim, fit and healthy!

To look and feel your best!

There are so many ways that our health controls and even dictates our happiness in life.

That is why the health niche is by far the most profitable niche we have ever come across.

## **FACT – You Will Never Have to Worry About Market Saturation When You Target the Health Niche the Way We Do**

Think about this...

How many women do you know who wouldn't mind losing a few pounds?

A better question might be how many women do you know who wouldn't like to lose a few pounds?

The truth is it's nearly half the planet!

That's the power of the health niche...and that's why we have laser focused all of our efforts and energy into only making money in the health niche!

And as you can see by the abundance of results, even while stuck in Lockdown, it's working better than ever!

So now that you understand the basic success principles we follow, and now that you know the one big niche we all as a group make our money in, let's jump into the 5-Step System we all follow to make over \$1k per day...even while stuck in quarantine!

# How to Make Over \$1k Per Day from Home (Even in Quarantine!) in 5 Simple Steps

Here is the basic roadmap for success using this method.

## Step #1 – Properly Warm Up Your FB Ad Account

There are plenty of websites where you can buy traffic online, but Facebook is by far the fastest and easiest.

There is virtually no barrier to entry...as long as you have a credit card to buy ads, you can get an ad going in a matter of minutes.

However, I want to be completely honest with you...

There is something you need to be ready for...

As you may have heard before, people do get their Facebook ad accounts shut down from time to time.

For some reason, nobody ever talks about how to deal with this.

*Listen carefully to me...if you ever go to buy any course that has to do with Facebook, and they don't show you how to address ad accounts, DO NOT buy it. They don't know what they're talking about.*

It's actually quite simple to minimize your risk of getting your ad account shut down...

We follow **a very simple process** to warm up our ad accounts.

It entails spending a small amount of money over the course of a few weeks in a specific way, so that Facebook can charge your card through a few billing cycles and see that your ads do not get negative feedback.

It's really super simple to do, and very cheap, but this step done the right way will ensure your online business will have longevity and sustainability now and in the future.

This is an absolutely critical step to ensure your business will have longevity and sustainability.

What good is making \$1k per day OR MORE if you can't continue to make that money today, tomorrow and on into the future...

A little bit of preparation makes it possible.

This step is not hard to do. So just do it.

And also, don't worry about your ad account getting shut down...it's very easy to deal with.

First of all, there are simple steps you can take to get your ad account re-opened if it does get shut down.

Second of all, Facebook makes it very easy to open up multiple ad accounts. Almost right after you start warming up your ad account, they will allow you to open up 5 more ad accounts...and even more as you go.

EVEN IF you get your ad account shut down, if you follow this one simple step, you will be able to get as many ad accounts as you need.

It's a slightly unpleasant part of the business that so called "gooroo's" out there try to avoid talking about.

Your ad accounts are not these super valuable things...they are simply a commodity...like eggs for a baker. You need eggs to bake a cake. Sometimes you break an egg but it's not really a big deal if you know how to deal with it.

If you're willing to make this subtle shift to your mindset and just accept that this is just part of the business, you will have a huge advantage and it will open up the possibility to such massive amounts of profit...

Sound good?

Alright, let's continue...

## Step #2 – Choose a ***“Money Machine”*** Offer to Promote

Here's the amazing thing about promoting offers in the Health niche...as a community, we can all promote the same offers and there's zero issue with saturation, because there is an ocean of traffic we could never fully tap into.

There are a few reasons why health offers are the absolute best offers to promote...

They spend WAYYY more money to make sure their offers are ***“Money Machines”*** that will make you as much money as possible

***Remember...LEVERAGE OTHER PEOPLE'S MONEY!***

Imagine you have a company that is making \$30 to \$50 million per year...that means you're going to have a far bigger budget to spend on world class copywriters and a tech team to test all kinds of different variations of your sales page until that page turns traffic into CASH like crazy.

This doesn't happen in the smaller niches.

If you're promoting a smaller offer that only does a few million bucks a year, they just don't have the team or the budget to optimize their sales page to make you the serious bucks.

That means the traffic you send to their offer won't make you as much money.

Think of it like this...

When you're buying traffic on Facebook, you're spending money to make money.



You want your money to turn into more money...the more the better.

So, imagine you're staring at two vending machines. The vending machine on the left is selling \$2 bills. The cost is \$1 each.

Not a bad deal, right? I'd put \$1 bills in there all day to make \$2.

The machine on the left is selling \$5 bills, which also cost \$1 each.

Which machine would you pick?

Of course, it's better to buy \$5 bills for \$1 each.

But there's more.

The machine that is selling \$2 bills has a limited quantity.

That's because it's a smaller niche. The amount of people interested in that product is much smaller. So, it's easy to tap out that traffic source.

However, the machine selling \$5 bills has practically an unlimited supply. You can buy those bills ALL DAY LONG and it won't run out.

This is what it's like promoting the "Money Machine" offers in the health niche.

They are highly optimized and tested so your money you spend on sending traffic will turn into much more money back to you in your pocket.

Obviously, there's a little more to it...we'll get into it in much more detail on our upcoming live coaching workshop:

**[Click Here to Register for One of the LIVE Workshops...](#)**

Or go to: <http://thegoldenniche.com/workshop>

## Step 3 – Create Your Ad

Before I get into the ads, I want to mention a few more benefits of promoting offers in the Health Niche directly related to ads.

When you're promoting "Money Machine" offers, there is way more room for error.

In many cases, we've had students who screwed up and did a bad job on the copy (the text) in the ad, or they did a bad job on the ad targeting (picking the audience who sees the ad) ...

Yet even with their mistakes, they were still able to make money!

This doesn't happen in the smaller niches.

In the smaller niches, you really have to get your targeting and your ad copy and all the little details perfect, or you won't make money.

In the health niche though, as long as you're following the proven steps in our system, it's much more forgiving.

You can often make money, even if you screw up a few things!

However again, remember you shouldn't try to reinvent the wheel.

There's no need to figure things out for yourself or test a bunch of new ideas to see what works...

The key is to use what is already proven to work.

There is important psychology that goes into the ad copy and the images in the ads we use that gets people to click on your ads like crazy!

The power is in using the same proven methods as your peers who are doing the same thing successfully.

Here's why:

Facebook doesn't charge you by the click.

Facebook charges you based on how many people see your ad.

So, the key to getting cheap clicks is to get AS MANY CLICKS AS POSSIBLE from the people who see your ad.

The cheaper you can get your ad clicks, the easier it is to make a lot of money.

More clicks = more money

Cheaper clicks = more profit per click

Simple right?

Just make sure you follow the simple rules the whole group follows to get these cheap clicks.

We'll be going into more detail on how to get these cheap clicks on the live training session coming up, so be sure to register for your seat now:

**[Click Here to Register for One of the LIVE Workshops...](#)**

Or go to: <http://thegoldenniche.com/workshop>

## Step 4 – Send Your Ad Traffic to a Proven “Presell Page”

This is a critical step.

You can't just send traffic straight from your ad to the offer's sales page that you are promoting.

The reason is simple.

People don't come to Facebook to buy stuff.

They come to Facebook to socialize. They come to have conversations with their friends and do social stuff.

The purpose of the "Presell Page" is to shift their mental focus from that social mindset into focusing on their problem that the sales page can solve for them.

In other words, the presell page shifts them into "Buyers Mode."

We have 2 proven types of presell pages that effectively do this. All of our community uses the same 2 types.

Within those presell pages, there is powerful psychology that properly triggers this mental transition for people who click on your ads.

The great thing is, everyone in our group follows the same roadmap...we all use the same templates, and the psychology is built right in.

***Remember...Leverage Other People's Hard Work & Experience***

We'll be going into more detail on the live training workshop, so be sure to [register for your seat](#) and show up 20 minutes early to grab your seat!

It's going to be a full session and it'll be packed with simple step-by-step guidelines on how you can do this yourself, just like so many ordinary people in our community have done!

## Step 5 – Test Small, Optimize & SCALE UP

This is where the real money comes in.

The steps until now are quite simple. You just need to follow the exact same proven roadmap that the others have done before you.

You promote the same proven offers...you use the same style of ads...and you use the same presell page templates...

*Here's how you turn it into big bucks...WITHOUT taking big risks.*

Not every ad will be a winner.

The key is to test small and test quick.

Turn off the losers.

Tweak the winners to be even better.

Then SCALE UP the ads that are making you the most money.

Here's our simple formula for doing this...

### **Phase 1 – \$5 Per Day**

Start running 5 ads each one with a \$5 per day budget. At this point, you're not worried about getting sales. All you care about is if your ads are getting a high click through rate (CTR).

After one day, pause any ads that have a low CTR. Those ads won't make you good money.

Let the high CTR ads keep running for 3 days. If they get a sale, bump them up to a \$25 per day budget. If they don't get a sale, pause them.

### **Phase 2 – \$25 Per Day**

Now you should have your ads weeded out down to the ones with high CTR and at least one sale.

Let these ads run for up to 3 days. If they are getting negative ROI (making less money than you're spending) for 3 consecutive days, pause them.

If they're making positive ROI (making more money than you're spending), let them keep running. That's a winning ad.

### **Phase 3 – Optimization**

At this point, you'll have some ads that didn't make any sales and some ads that did make some sales.

Most likely, you won't have any ads that are getting positive ROI on your first run. This is perfectly normal and to be expected.

This next step is the important one.

Look at the key stats of the ads that got sales.

Take each ad that is making sales and look closer at the numbers.

We have specific numbers we aim for with the ads and the presell pages.

The ads should get as many clicks as possible. The click through rate (CTR) needs to be higher so you can get cheaper clicks.

If your ad CTR is not high enough, it means you should test variations on that ad image or the text on your next round of tests.

At this point you can test small changes in those elements.

You also want the presell page to get as high a click through rate (CTR) as possible.

This is usually not a big problem if you're following the proven presell page templates. They are pretty rock solid and consistent.

However, if the numbers show a low click through rate (CTR) on your presell page, you should take a look at what you got wrong on that page.

If you bump up the CTR on your presell page, that means more people will click through to the offer, and that means you'll make far more money.

Simple, right?



So now you're ready to go back to phase 1 and do another round of tests based on the data you collected from the first round.

If you follow these simple steps properly, you will get a working ad that makes more money than you spend.

It's really pretty simple, and people from all ages and backgrounds are doing it every day, from construction workers to grandmothers!

If they can do it, you can do it!

## **Scale Up**

Once you have an ad that is making more money than you are spending, you are no longer spending money on ads.

You are literally trading money for more money!

It's just like the vending machine analogy. You put in a dollar and you get more than a dollar back!

It's actually really simple when you see it in action. We'll be going through a demonstration on the live training session, so [be sure to register and come so you can see it in action](#) and fully understand how it works, so you can do it yourself quickly and easily.

Our initial goal is for our ads to make us back at least 100% ROI in order to scale up.

That means every time you spend \$1 you make \$2...just like that first vending machine.

However, right now there are special types of "MAGNIFIER" health products lately that have been making us as much as \$5-10 for every \$1 we spend on ads...just like that 2<sup>nd</sup> vending machine.

How crazy is that?

We'll talk more about "MAGNIFIER" products on the live training session.

So...once you get an ad that is making you at least \$2 for every \$1 you spend (\$1 profit) then it's time to start scaling that ad up.

We have specific ways that we scale up our ads in order to make money as quickly as possible, which we'll go into on the upcoming live training session...

This is the point where you can see exponential growth.

This is why if you look back at most of the success stories we shared earlier, you will see that upward spike in money made after they hit their initial breakthrough.

And there's absolutely no reason why you can't experience the same level of success if you follow in the same footsteps as so many others who are having such big successes.

## **Beyond The 10,000 Foot View...**

In this short guide, we've *dug into* and shown you *the 10,000-foot view of the system*, because we can only effectively show you so much in a PDF, which is why we've decided to offer a **FREE live coaching session...**

Please be sure to **Sign Up Now** for this limited special live coaching session **coming up soon** where we'll be digging into the whole system *in even more detail...*and giving you a demonstration of exactly how simple it is to do this for yourself!

## **Plus, you'll get to see our NEW SECRET WEAPON...**

You'll get to see how we nearly automate this entire process!

Even if you have zero tech skills, it is easy as pie to get your own "Perfect Storm Funnel" up and running in minutes.

You'll be amazed at how fast and fun it can be!

So, what are you waiting for...now is your chance!

# Now Is Your Time to Finally Experience Your Own Big Breakthrough This Year...Even If You're Stuck in Lockdown!

When you look back on this year, what will you want to have accomplished?

Do you want to **get out of debt**?

Do you want to **replace your job**?

Do you want to **have more time and freedom**?

Do you want to be ready to finally take that **big vacation when the borders open back up**?

Do you want to finally **get control of your finances** and **your time**?

**Now is your chance.**

When you look back on 2020, will it be the year you experienced more of the *same frustrations*? Will you be in the *same spot* you were last year? **Or worse?**

Or will you look back, proud of what you've achieved, as someone who is now experiencing complete **financial freedom**? *The choice is yours.*

All you need to do is set aside a little time to attend one of our *live training workshops*.

**Go here to register now:**

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Thank you for reading, and here's to your big success in the year to come!

**- Rob Jones & Gerry Cramer**

