# HOW TO PROFIT

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(THAT TARGET FREE TRAFFIC)



**JASON CALUORI AND DONOTHAN GAMBLE** 

## The 5-Step Strategy Beginners Are Using To Create <u>Tiny</u> Websites That Generate Passive Income

By Jason Caluori and Donothan Gamble

Hey there,

It's Jason Caluori and Donothan Gamble here.

In this report, you'll discover what we believe to be the <u>most</u> exciting way to make money online in 2024 (and 2025).

How?

With tiny passive income-generating websites (that target free traffic).

We have been quietly using this strategy ourselves to make over 7 figures per year EACH in affiliate commissions...

...And this is all thanks to our simple <u>5-step profit strategy</u>.

If you're **struggling to make money online** using traditional business models, such as Amazon, drop-shipping, e-commerce, coaching, social media influencing, or using paid ads on Google Adwords, YouTube or Facebook to generate affiliate sales, this is for you.

We're going to show you...

## A Business Model That's <u>Easier</u>, <u>Faster</u>, and More <u>Effective</u>...

It's both perfect for newbies just starting out...

...AND it's highly complementary to other online business models because our system can bring you even MORE traffic to any offer you promote.

This unique business model *has made both of us millionaires*, transformed our lives, and given us true financial freedom.

It's also simple and straightforward enough that we've taught it to our **wives** and **kids**. That's how accessible it is.

And it's a professional and highly profitable business model that we're proud to share with friends, family, and now with you.

Before I go any further, make sure you sign up for our exclusive training that goes much DEEPER into this money-making strategy.

## LIVE TRAINING: The \$10k/Month Website Formula

During this session, you'll discover...

- Our EXACT 5-step system for building tiny websites that generate passive income using free traffic
- How to tap into 3.2 billion searchers by targeting high-converting "buyer intent" keywords
- How to use their cutting-edge tools to create high converting articles in under 5 minutes that get free traffic
- Why literally ANYONE can succeed (just 2 hours per day initially, then 1-2 hours per week)
- How to get a complete passive income website up & running in your first 30 days (with the website set up and initial pages done for you)
- How to Optimize and Scale Your Profits.
- We reveal our 10 most profitable niches where it's "almost impossible to fail"
- And more

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 Okay, let's address the elephant in the room...

## Profit From Your Own Website? You're Kidding, Right?

#### 3 Myths Holding People Back

We totally get why you might feel **skeptical** about profiting from your own website.

Most people think starting a website is extremely complicated, technical, or else, a lot of hassle and hard work.

#### Myths like...

- Myth #1: You need to be a whiz at programming, HTML, website design, creating content, responding to people's emails and comments, promoting products or creating sales funnels.
   WRONG! You can use pre-built sites that are optimized to rank on Google
- Myth #2: You need a huge amount of money to get started.
   HECK NO! You can get started for a very small amount.
- Myth #3: It takes a long time to start making money with a website.
   NOPE! A.I. does most of the heavy lifting for you.

## Be prepared to have your worldview shaken up as we prove why absolutely NONE of those beliefs are true!

We'll show you why every one of those beliefs is just a myth, and how they've been holding you back from starting the best lifestyle business out there.

## This Money-Making Strategy Is BIG News, Especially If You're...

- Fed-up with tricky sales funnels that just don't convert
- Sick of losing money on paid ads
- Frustrated with your lack of success on Amazon
- Angry about the money you wasted on trainings
- Disappointed with your lack of success online

We spend time in countless online communities and groups, and we constantly hear from people just like you who are doing their best to succeed but are still finding it difficult.

For years, we've seen people struggle and spend their life savings trying to make money with the latest methods that are trendy but tricky.

They end up with no results and often a deep financial hole.

We're not here to judge those methods or say they don't work for anyone. But we do know that making money online doesn't have to be so complicated, expensive, or high-risk.

We're here to show you a simple and effective way to build passive income, so you can achieve the kind of financial freedom you've been dreaming of.

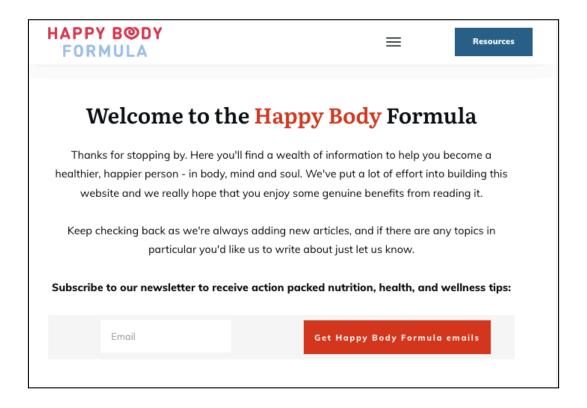
#### What Kind of Results Are Possible?

We want to start by sharing a few of our own results with this model to give you an idea of the possibilities.

The websites below are either still in our portfolio or have been sold for large paydays:

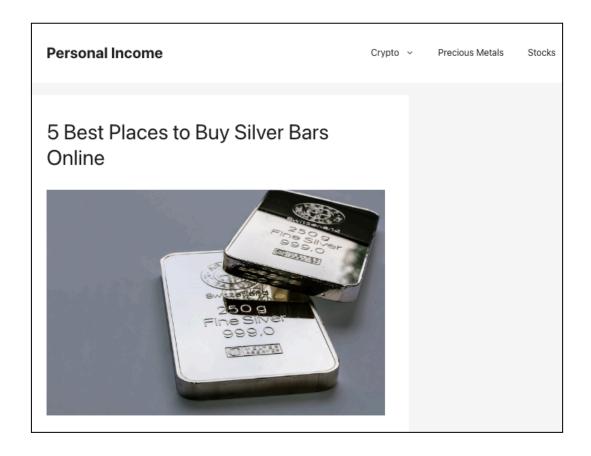
#### HappyBodyFormula.com

A passive income website in the health niche that averages \$10,000 per month.



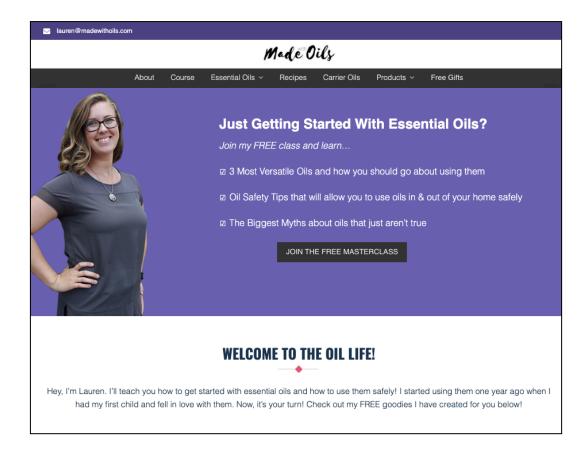
#### PersonalIncome.org

A website focused on investing in gold that was earning around \$20,000 a month before we sold it for a whopping \$446,000.



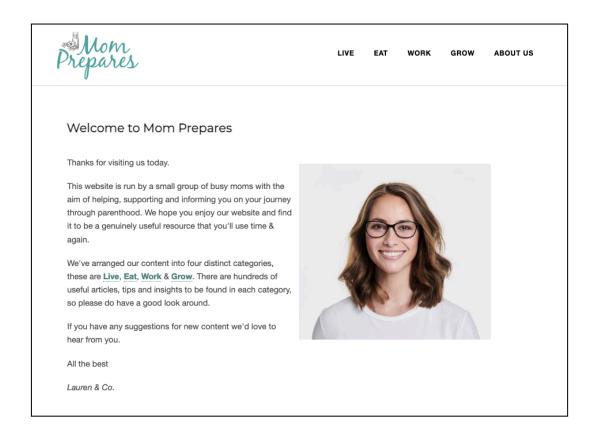
#### MadeWithOils.com

A site in the essential oils niche, earning \$7,500 per month.



#### MomPrepares.com

A website in the motherhood niche, generating \$10,000 monthly.



These are just a small handful of websites we own, profit from, and have sold for big pay-days.

- 1. We either build these sites, make a bunch of monthly income, and then <u>sell</u> them for huge windfalls of profit.
- 2. Or else, we <u>keep</u> them and add them to our portfolio of passive income-generating websites.

Plus, we've shared this unique business model with a tiny handful of private clients. And we've guided them to create their own money-making websites.

For example...

## Vernon, The Coffee King, Makes \$22,500 a Month



When Vernon came to us, he was struggling to make a steady income online as a coach.

He was burnt out and disillusioned.

We helped him find an amazing niche: alternative coffee.

This niche targets people who love coffee but have trouble sleeping, so they're searching for **caffeine-free alternatives**.

We worked with Vernon, and within 30 days, he was getting regular buyer traffic to his site.

Just a few weeks later, less than two months after going live, Vernon was making consistent sales and income.

Today, Vernon's website in the alternative coffee niche brings in about 10 sales per day.

Each sale earns him a \$75 affiliate commission, adding up to \$750 per day, or \$22,500 a month.

And here's the thing: he does **NOT** spend a dime on ads.

All his traffic is 100% free, using our strategies. This is what's possible with the right approach!

## Joseph from Miami was selling wholesale furniture in his local area (Now makes \$3k/week as an Affiliate).

He was a regular guy making enough to live off, but he knew he wanted more.

What makes Joseph's story so inspiring is his execution of our free traffic method in his spare time. He never quit his day job because he enjoys it so much.

So not only did he build his affiliate business on the side using our exact system... Even when his affiliate



income surpassed his day job income, he decided to keep his day job anyway.

Not because he has to, but because he chooses to as he enjoys it.

Joseph's results speak for themselves. His biggest single day brought in a \$50,000 commission.

While those massive paydays aren't the norm, his consistent **weekly income averages \$2,000 to \$3,000** from his affiliate business alone.

All of this happens while he continues to grow in his furniture sales career also.

The foundation of Joseph's success came from following our strategy of going 'three levels deep' into his niche.

Rather than competing in broad markets, he drilled down to find specific buyer keywords that others missed.

This exact approach led him from being unable to qualify for a mortgage to buying his dream condo in Miami.

Joseph told us he wishes he'd found our method earlier...

He would have saved years of trial and error and built his wealth much faster. Today, he uses the exact same proven system we're about to reveal to you.

## The same system that transforms specific keywords into multiple five-figure commission days.

Before we jump into the nitty-gritty details, here's why we believe this is the best way to make money online today.

## 10 Reasons Why This Business Is So Exciting!

- 1. **Fast to Start.** You can go live with your website in as little as 24 hours, and you'll see progress and growth daily. There's no waiting around to launch or dealing with complicated barriers to entry. This model is fast.
- 2. **Cheap to Grow.** All tools, services, and costs for launching and growing a website total less than \$2,000. You don't need to keep spending on ads, traffic, or other high expenses.
- 3. **Easy to Manage.** While there's no such thing as a 100% passive income, these websites come pretty close. You'll have a few simple tasks each week to maintain them, but they're incredibly low-maintenance.
- 4. **100% Virtual.** This business can be done anywhere, from your home or even on a smartphone. You don't need to be tied to an office, store inventory, or ship products.

- 5. **No Marketing or Advertising.** Our method doesn't rely on traditional advertising or marketing. You won't need to create ads, manage funnels, or pay for traffic.
- 6. **No Product Creation.** There's no need to develop or manage products. Instead, you'll use affiliate marketing in a way that's straightforward and highly profitable.
- 7. **Passive Income.** You can take weeks, months, or even a year off and still make money. Your site will keep bringing in revenue without the daily grind typical of other models.
- 8. **Multiple Streams of Income.** Since each website requires little maintenance, you can easily run several sites, adding more stability and security to your finances.
- 9. **Amazing Lifestyle.** With only a few hours needed per week, this model frees you up to live life on your terms. Whether you want more family time, travel, or leisure, this model delivers.
- 10. **Potential for Big Profits.** These sites aren't just sources of passive income; they're assets you can sell. Websites typically sell for 3-5 times their yearly revenue, so a site making \$5,000 a month could fetch \$180,000-\$300,000 in a sale.

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Now, you might be thinking...

#### **How Did We Discover This Business?**

Our backgrounds are probably similar to yours. We're just regular guys. I was a social worker until an injury forced me to rethink my career.

Donothan grew up in a family that went through a bankruptcy, which meant he learned early how to support himself and his mom. We tried multiple online business models, with plenty of failures along the way.

Eventually, we crossed paths while working at an SEO agency, where we learned the ropes of free traffic and converting that into profit with websites.

We didn't hit it big right away. But over time, we perfected our strategy. Today, we have a portfolio of sites that bring in millions, with one of our auto parts sites alone **making over \$800,000 a month.** 

And yet, it's just one of several websites we own.

We're not flashy, and we're certainly not driving Lamborghinis.

Our goal has always been to create a lifestyle where we can give back...

## Spend as much time with family as we want, and live life on our <u>own</u> terms.

And that's exactly what we've achieved.

I grew up with a single parent. My Dad. And he was always working to put food on the table. I didn't really see him much growing up.

So I designed my life around giving my kids what I didn't have, which was a Dad who had time for me.

So I work a couple hours per day, wherever I can. My work hours vary. My kids and wife come first.

In Donothan's case, he spends a lot of the money he makes helping single Mom's and underprivileged kids in his community.

Taking families to Disney World, giving them opportunities and experiences in life they wouldn't otherwise get.

I know he's paid off his Parent's mortgage.

His neighbors and friends, too.

He loves taking big groups of people from his neighborhood to football games, taking them out for dinner, and showing them a good time.

We're really not flashy guys. Just regular dudes.

However, something happened...

## Something really boiled our blood.

We saw so many people online struggle to make money with the most popularly promoted business models.

We know first-hand how difficult it is to succeed with those strategies.

We know how financially risky they are, too.

And we also know how much easier it's been for us to succeed with this website business model we're about to teach you... AND... how much passive income and free time it's given us.

So we met up a while back, sat down for dinner one evening, and decided...

Why not give people the chance to do what we do, earn what we earn, have the kind of free time that we have, and live the kind of lives we live?

So we've decided to share this opportunity with you.

So with all that said, let's jump into the **five-step strategy** we use to build profitable websites for under \$2,000 that generate \$3,000 to \$10,000+ a month in passive income.

#### Step #1: Pick a Hot Niche

The first step to creating a profitable website is choosing a high-demand niche.

Some niches are practically "foolproof," and if you get into them, you're nearly guaranteed to succeed.

These niches have large, passionate audiences and are evergreen, meaning they're popular year-round, regardless of trends or economic shifts.

## Here's our list of the top 10 niches for passive income websites

They're all high-potential, and we've personally worked in most of them:

- 1. **Parenting –** A high-spending audience, especially moms, makes this a lucrative and evergreen niche.
- 2. **Investing** People interested in investing have money to spend, whether it's stocks, gold, or retirement. Websites in this niche can sell for a high price.
- 3. **Pets –** The pet niche, especially dogs, is enormous. Owners spend big on training, health, and care, making this niche both profitable and evergreen.
- 4. **Sports** Sports fans and participants are always looking for information and products. Golf, in particular, stands out for its affluent audience.
- 5. **Make Money –** This is a massive niche, especially during economic downturns when people look for side hustles.
- 6. **Fitness** Fitness is an evergreen category with endless demand for content around workouts, diets, and health.

- 7. **Health –** Topics like weight loss, diabetes, anti-ageing, and memory are high-value and evergreen.
- 8. **Auto Parts –** This niche is off the radar for most people but hugely profitable, with an industry projected to reach \$1.1 trillion by 2030.
- 9. **Food** Food sites, especially those focused on specific diets or cuisines, can make tens of thousands monthly.
- 10. Fashion With a steady demand for fashion advice and trends, this niche offers huge revenue potential!

These are some of the best niches to get started with. And the great thing is that you don't need to pick a "perfect" niche.

Just choose one that interests you, and you're good to go.

#### **Step #2: Target Buyer Traffic**

Now that you've chosen a niche, it's time to focus on getting the right kind of traffic.

To make money, not all website visitors are created equal.

There are three types of Google traffic:

- Type #1: Passive Interest Traffic. This includes searches for news, jokes, or weather updates. People here are browsing, not buying, so this traffic is low value. They're just chilling, killing time, or looking for entertainment online. We don't want this traffic.
- Type #2: Active Interest Traffic. People in this category might search for things like "How to sell a house," "Stop dog barking," "Save for retirement," etc. This type of traffic is more valuable because people searching for these things clearly have a problem and need a solution. So they are more likely to spend money. But again, this is not really the type of traffic that we want.

• Type #3: Buyer Intent Traffic. People who fall into this category are looking to purchase a solution. So examples of buyer intent searches would be, "Buy gold coins," "Best weight loss supplement," and "Most popular Italian cookbook." People who search for things like this want to buy so the conversion on this traffic is HUGE. So when we get this type of buyer intent traffic to our website, we can make a LOT of money.

Our model focuses ONLY on attracting *buyer-intent traffic*, ensuring that every visitor has a high chance of converting into income.

And finding these keywords doesn't have to be difficult.

We have tools to help you pinpoint these high-value search terms quickly. This is the foundation of consistent, daily income from your site.

Want to learn more?

Discover How To Find <u>Hundreds</u> of Buyer-Intent Keywords at Breakneck Speed!

Register for the LIVE training session! https://www.stealthstr.com/register

Okay, next up...

**Step #3: Create Your Website** 

Most people are shocked to discover how **fast**, **cheap**, and **easy** it is to create a website these days.

With pre-built templates available for the price of a tank of gas, anyone can get a site online within hours, even with zero tech experience.

The trick is using a website **template designed for passive income**, as most templates aren't optimized to make money.

But having a site is only the first step—what you really need is targeted, high-converting content.

Now, with that said, having a website is one thing.

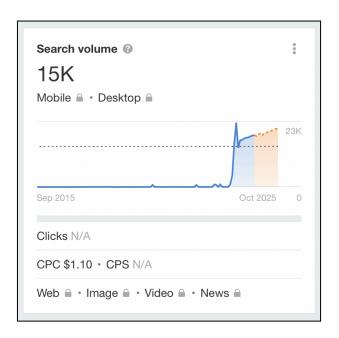
The other thing you need is <u>content</u> on the website.

Killer content.

Content that motivates your website visitors to purchase the solutions we are affiliated with. Content that's directly aligned with what our buyers are searching for.

For example, there are 15,500 people per month going to Google and searching for the term, "best hydrogen water bottle."





Those people are <u>buyers</u>.

They're shopping for the right product to purchase.

So if your website gets into a top position on Google search results you're likely to get 40% of that traffic (6,000 buyer clicks) to your website.

Now, what if you had hundreds of articles like this?

All with people who are in a "buying state" ready to spend money.

The income potential is MASSIVE.

Now, I know what you're thinking, "But isn't creating content hard, expensive, and time-consuming?"

Nope.

- In The Past: Creating high-converting content was challenging and expensive. You had to either be an expert writer or hire costly writers.
- **Today**: Custom A.I. tools generate this content for you effortlessly. In fact, our A.I. tool–developed specifically for our business model–produces income-generating articles in a matter of minutes.

Just input a few details about the target keyword and product, and the tool generates a polished, ready-to-upload article in a flash.

All you need is **10 minutes this week** to create your first piece of content, which could be the start of monthly income from your own site.

To clarify, this is NOT blogging!

You won't be churning out daily posts or entertaining articles.

Instead, you create purposeful content based on the exact buyer keywords you're targeting, often just a handful of articles per site.

Each article serves a specific buying intent, converting your visitors into passive income.

And each article does it without ongoing maintenance or constant updates.

This is the third step to **creating a \$3,000 to \$10,000+ monthly income** from your website.

Okay, so at this point you've picked a hot niche.

You've found your list of buyer intent search terms.

And, you've got a website that converts that buyer traffic into passive, daily income.

Want to see *exactly* how we do this so fast and easily?

## Watch Our Breakthrough A.I. Tools Create Money-Making Articles In a Flash!

Register for the LIVE training session! https://www.stealthstr.com/register

Now it's time to...

#### **Step #4: Drive Buyer Traffic**

To drive buyer traffic to your website, the focus is on three DIFFERENT strategies to gain consistent, free traffic from Google.

Strategies that transform your site into a passive money-making machine:

Strategy #1: Keyword-Optimized URLs. Matching your website
URL to your target keyword boosts its relevance in Google's eyes.
For example, if your keyword is "Best Wrinkle Cream to Buy," a
URL like <a href="www.BestWrinkleCreamToBuy.com">www.BestWrinkleCreamToBuy.com</a> signals strong
relevance, improving your chances of a top Google ranking. This
straightforward approach makes a massive difference in visibility
and is the simplest way to attract more buyer traffic.

- Strategy #2: High-Quality, Relevant Content. Your content must align perfectly with buyer intent, providing real value to visitors. Google rewards pages where users spend time reading them, so keeping visitors engaged is <u>key</u>. Thankfully, with our custom-built A.I. tool, creating targeted, effective content takes only a few minutes. Simply input your keyword and product, and the A.I. generates an article tailored to convert your visitors into buyers, removing the need for writing skills or outsourcing.
- Strategy #3: High-Quality Backlinks. Backlinks are links from other websites pointing back to your site, which Google interprets as endorsements. Publishing articles with backlinks on reputable platforms like Medium.com can significantly boost your rankings. However, quality and diversity matter. Avoid low-quality or spammy backlinks, as they could hurt your site's ranking. Aim for a slow and steady approach, adding just two quality backlinks per week, which takes about 30 minutes. Our A.I. tools can even generate backlink-friendly content for these articles, further simplifying the process.

Here's what I mean: If there's a website ranking for your buyer search term, and they have 10 backlinks.

Then you can take over the top spot!

How?

#### Simply by having 11 or 12 backlinks.

Take a look at this, for example...

This special research tool shows us that the number website for the search term "Best Hydrogen Water Bottle" has 10 backlinks.



So, one of the **11 things** we would need to do to take over that top spot is to get 12 or more high-quality backlinks.

How much traffic does a top website have for that search term yet?

At the moment, it's 12,503 clicks.

## This is a HUGE opportunity for massive profits!

As I mentioned earlier, you can get about 40% of a search term's traffic to your website if you rank in the top spot.

But let's be conservative and say you just get 20% of the search traffic.

Here's the breakdown:

• Clicks: 12,503

• Get 20% of clicks: 2,500

Convert 10% of visitors to buyers: 250

• Commission: \$30 per sale

• 250 sales x \$30 = \$7,500 a month

That's \$90,000 a year in passive income!

And that's from just one buyer search term in that niche.

There are usually dozens more.

With our A.I. tools and list of high-traffic sites to publish on, you'll see just how accessible and profitable passive income can be.

#### **Step #5: Make Passive Income**

With a steady flow of buyer traffic coming to your website, it's time to set up passive income streams. There are 12 different ways to earn, and you can choose how many to use.

We'll cover the three easiest and most passive options here.

- Passive Income Strategy #1: Affiliate Marketing. Affiliate marketing is simple and effective. We embed affiliate links within our articles, allowing visitors to click through to products we recommend. Additionally, banner ads placed strategically on the page, which we receive directly from the offer owners, bring in further revenue. No funnels, ad creation, or complex marketing tactics are needed—just text links and banners that require no prior experience.
- Passive Income Strategy #2: Brand Advertising. We love, love, LOVE brand advertising. That's when a brand wants to run banner ads on your website. So let's say you have a passive income-generating website in the dog niche. One of the most popular brands of dog food is Purina Pet Care. You can get Purina Pet Care to run their ads on your website. And, depending on how much traffic your website gets, they might pay you \$10,000 a month (month after month for years!).

• Passive Income Strategy #3: Co-Registration. Co-registration is another powerful income generator. Here's how it works: if your site brings in 10,000 visitors monthly and 20% of them sign up for a free report, that's 2,000 new leads. On the confirmation page, you can offer additional reports, and you get paid for each signup. With typical earnings of \$0.50 to \$3 per opt-in, 2,000 leads can generate up to \$6,000 in recurring monthly income—fully automated. Partner platforms handle the offers, so once you're set up, the income flows.

## Why This Business Model Is So Incredible For Beginners (and Experts)

With this model, you can forget about most of the hassles of online business.

To make passive income with this business model requires...

- No product or service
- No employees
- No merchant account
- No inventory
- No drop shipping
- No customer support
- No being a copywriter
- No need to be a traffic expert
- No creating ads
- No tech skills
- No investing a lot of your time into this
- No creating video sales letters
- No complicated sales funnels
- No investing a lot of money to get started
- No creating videos
- No running webinars
- No need to live in America
- No specific skills
- No complicated marketing or advertising theory or jargon
- No blogging or podcasting
- No conventional Internet marketing whatsoever!

Instead, all you do is build tiny passive income-generating websites.

## How To Fast-Track Your Success To \$10K+ a Month

If you're tired of complicated, unreliable ways to make money online, we're excited for you to try this.

This approach is simple, scalable, and provides real passive income.

Whether you want financial security or more time for what you love, this model could be exactly what you're looking for.

And we're here to guide you every step of the way.

If you're ready to create your first profitable website, sign up for our **exclusive training...** 

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⚠ Warning: Our sessions can only accommodate 1,000 attendees due to software limitations. Believe me when I say we WILL fill up fast.

Thanks for reading this report.

Cheers.

Jason & Donothan