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The Passion Into Profit Checklist

The Mobile Digital Business Checklist



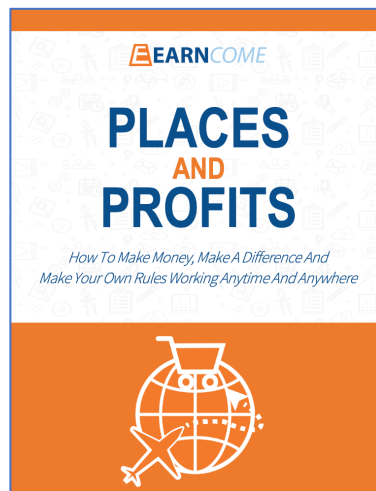
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make your own rules for working anytime and anywhere you want.

Resource #1

The Passion Into Profit Checklist

The ultimate digital business that “*turns your passion into profit*” should accomplish three core objectives. It should...

1. Make A Difference. You get to help other people solve their problems, reach their goals and/or enjoy their interests.
2. Make Money. You get to generate income from a niche market (people you will help) and a niche topic (what you will help them with).
3. Make The Rules. You get to decide how to run your business instead of having someone else tell you what you have to do. You can run it...
 - *Wherever you want.* You get to work from the comfort of home, the beach, an RV or any other place with an Internet connection.
 - *Whenever you want.* You get to set your own schedule that fits a lifestyle which lets you focus on what matters most to you.

It's really pretty simple:

If you have to drag yourself through every work day with your business, then you're going to burn out pretty quickly.

If you dread what you do, eventually you're going to find yourself procrastinating. Productivity will plummet.

The point is:

*It's hard to create a profitable business
if you're doing something you hate.*

On the flip side, if you love the “work” you're doing, then it won't even feel like you're “working.” You'll look forward to mornings. You'll look forward to

Mondays. You'll love what you do.

The question is, how do you create a mobile, digital business that you truly enjoy, that truly helps other people and that truly generates revenue to support your lifestyle? Answer: by following the five guidelines in this checklist 😊 ...

Step One: Find People You Love Helping

Start by figuring out who you'd love to help, and THEN LATER you'll determine if that niche is profitable.

Brainstorm: Who do you feel connected to? Who is your "tribe"? Who would you love to help?

Examples: runners, home educators, single moms, DIY home improvers, RV travelers, pastors, golfers, restaurant owners, MS sufferers, online gamers, fantasy football players, gardeners, dog owners, etc.

Ask yourself these questions to make a list of potential people you can help...

1. What are your hobbies?
2. What types of books, reports, blog posts and similar do you read?
3. What topics of conversation do you never grow tired of?
4. What types of forums and groups do you belong to?
5. What types of pages and accounts do you follow on Facebook, Twitter and other social media?
6. What types of videos do you watch on YouTube?
7. What classes really interested you while you were in school?

8. Have you ever done any work (volunteer or paid) that really interested you?
9. What types of problems have you overcome?
10. What goals have you set and achieved?
11. What are some of your other interests?

Once you've found people (a niche) you're passionate about, then check if that niche is profitable. Here are some steps you can take...

- Check if customers are buying plenty of products and services in the niche through online marketplaces like Amazon, eBay, Etsy and similar.

Tip: Search for your broad niche keywords such as "weight loss," "car restoration," "gardening," "homesteading," "marathon running," "arthritis" and similar.

- See if there are a lot of websites in the niche by searching for your broad keywords in Google to see what pops up. You're looking for a lot of different websites, marketers and blogs serving the market.
- Consider what types of businesses exist offline to serve this same market.

For example, if you're interested in wedding planning, it's clear that there are plenty of businesses serving the niche such as wedding bakers, jewelers, florists, bridal gown and tux rental stores, caterers and similar.

- Check social media and other communities to see if there is a lot of activity and interest. Look for plenty of ACTIVE pages and ACTIVE discussion groups.
- Determine if people are searching for information in the niche by using a keyword tool like WordTracker. Again, you just search for

the niche keywords, and then the tool will show you how often people in the niche input related words into the search engines.

- Check offline for evidence that a niche is popular and profitable. (E.G., Are there print magazines serving the niche? Are there offline events related to this niche, such as expos, trade shows and conferences? Can you find offline meetings in the niche on meetup.com?)
- Look for paid ads in the niche. Here you can look both online and offline to see if marketers in the niche are placing paid ads, especially over time.

For example, you can check the sponsored ads on Google when you search for a niche's keywords, and you can look at ads in related offline publications. If several businesses or marketers are investing money over time to advertise in a niche, that's a sign of a profitable niche.

Then pick the niche you love that's also profitable/popular.

Step Two: Focus on a Topic You Love

You've found a profitable niche – now you need to find a topic *within that niche* that you love.

Ask yourself:

1. Who do you want to help, and what sort of help will you provide? (Be sure to specialize.)
2. What problems do you love solving for people?
3. What goals do you love helping people achieve?
4. What interests do you love seeing people enjoy?
5. What topics do you love studying and talking about?

6. What topics do you know a lot about?

Let me give you a couple of examples...

Example #1: Maybe you have a keen interest in ultra-marathons, and you've trained for and run quite a few of them. Now you have friends who are approaching you to get tips about how to train for their first ultra-marathon too. That's a potential topic for you to teach.

Example #2: Perhaps you absolutely love dogs, and you've had them all your life. And maybe in the past decade, you've started adopting dogs with specific behavioral issues, such as dogs that bark a lot, and you've had great success in training them to become really pleasant family dogs. Here again, maybe you even have friends, shelters and others asking you for your training tips – that's a sign that this would be a great topic for you!

Now double check that your selected idea is in-demand by doing market research.

TIP: The easiest way to do this is by seeing what people are ALREADY buying in the niche. You can research marketplaces such as Amazon, Udemy, eBay, Etsy, the Apple Store, the Google Play store, ClickBank and similar.

You can confirm your findings by taking these steps:

- See what's popular in groups and forums.
- Check Quora.com.
- Browse niche blogs.
- Look for trending social media topics.
- Use tools like WordTracker.
- Survey your audience.

This brings us to the next step of this process...

Step Three: Figure Out How to Make Money

You've got a niche – now let's figure out how you'll make money in this niche. Ideas to consider:

- Create and sell information products.
- Provide coaching or consulting.
- Become a freelance service provider.
- Sell physical products (your own or drop-shipped products).
- Promote affiliate offers.
- Become a YouTube Influencer.
- Create, buy and sell websites.
- Sell licensing.
- Sell software/apps.
- Become a broker for freelance services.
- Sell ad space.

Which one is right for you? Here are a couple of tips...

TIP #1: I recommend creating and selling your own offers, such as infoproducts or coaching.

TIP #2: You may combine these methods, such as selling both your own offers as well as selling some affiliate or drop-shipped products.

The general process for starting and growing a digital business is to simplify

things in the following way...

1. Create ONE offer (what you do/sell to make money) to start with.
2. Build ONE platform (such as a mailing list) to sell your offer through.
3. Pick ONE source of traffic (to find people interested in your offer).
4. Then add pieces as you start getting results (e.g., add another traffic source, add another offer, etc.).

There is no need to complicate this. Keep it simple.

Step Four: Factor in Scheduling and Space

Create a schedule that works for you:

1. Determine how much time you need to work each week to achieve your business goals.
2. Block out time on your calendar each day and commit to this schedule.
3. Take consistent steps daily towards achieving your business goals.

Next, choose a place to work. Here are some of the places you might consider working:

- A quiet room in your house. This could be in a spare room, in the basement, or even a quiet corner of the bedroom. Working from home is ideal since you don't need to spend any time or gas going somewhere.
- A public place like a coffee shop or library. This, of course, depends on your ability to ignore the normal noises you're likely to hear at these places. If they become bothersome, you can wear noise-canceling headphones.
- Outside. This depends on what sort of equipment you have (e.g., if

there is a lot of glare on your screen). If working outside is a possibility, then you can choose your own backyard, a public park, or similar types of places.

As you select your space, ask yourself:

1. Will you be interrupted or distracted (by people, by pets, by weather, etc.)?
2. Is the place conducive to working (ambient noise to your liking, access to the things you need, etc.)?
3. Do you feel comfortable in this space (temperature, amount of room, type of seating, etc.)?

From among your options, choose the one that will most suit your personal preferences and needs for getting work done.

Step Five: Fine-Tune As You Go

Perfection is a nearly unobtainable goal, so don't aim for it. Instead, aim for excellence as you build the various pieces of your business, and fine-tune as you go.

Consider these ideas:

- You don't have to have a complete funnel in place to begin.
- You don't have to have a fully loaded blog to begin.
- You don't have to have a major signature offer to begin.
- You don't have to have lots of affiliates and JV partners to begin.
- You don't have to have all the bells and whistles to begin.

Learn this...

You need one offer, one list and one source of traffic to begin.

It really doesn't matter WHAT you are doing to make money, you only need a few pieces in place to begin. And then you can IMPROVE upon those pieces before expanding your business.

For example, perhaps you're selling an information product. You can create your infoproduct, proof and polish it, and then release it. You can then gather actual feedback from users to determine how to improve the product. You can create a 2.0 version of your product, send this updated version for free to current users, and re-launch the new and improved offer. Not only will you make money the entire time, but the re-launch will create more excitement and another surge of sales.

Keep these points in mind:

1. Perfectionism is usually a way to procrastinate on the actual process of finishing something. (It's often "busywork" rather than being productive.)
2. Endlessly tweaking something doesn't necessarily make it better.
3. Testing and tracking is the best way to know if you're improving something. E.G., you can test and track your sales page and let people vote with their wallets and their satisfaction.

Now that you've got a good overview of the process, it's time to take action. Print this checklist off and get to work.

And if you want a step-by-step, fully detailed plan of action for "turning your passion into profit" to make a difference, make money and make the rules for when and where you work, check out *Places And Profits* by [clicking here](#).

Resource #2

The Mobile Digital Business Checklist

Maybe you'll want to run your digital business from the comfort of your home. You won't have to commute or clock-in. You can sit around in your pajamas all day if you want to do so. Work at your own pace in your own place. That's a great option. Sounds lovely, right?

But another very appealing option is to hit the road. That is, to make your digital business "mobile" and enjoy a lifestyle of travel to see and experience things around the state, country or world. That's another great option, right?

That second option is what this checklist is all about. If you want to make a living while enjoying life on the road, then be sure to review this document, which covers the seven must-dos for making the most of your mobile lifestyle.

Must-Do #1: Plan Your Logistics

Ask yourself this question: *How are you going to travel?*

- Rent an RV?
- Buy an RV?
- Travel by car?
- Travel by airplane?
- Travel by train?
- Some combination of the above?

TIP: If you plan to buy an RV, you may want to consider renting a few different kinds first to determine which size and model best meet your needs.

Ask yourself this question: *Where are you going to stay?*

- Campgrounds?
- BLM lands?
- RV resorts?
- Hotels?
- AirBnB/VRBO/rentals?
- With friends and family?
- Other?

Ask yourself this question: *How will you take care of basics?*

- How will you dine from the road? E.G., pack your own food, restaurants, combination?
- How will you pay bills? TIP: Go paperless and pay bills online whenever possible and/or set up automatic payments.
- How will you deal with other mail? Paperless when possible, ship to Amazon lockers, use campground mail services, etc.

Then, create an itinerary and determine:

1. What you'd like to see at each destination.
2. How much time you'd like to spend at each destination.
3. How you will travel between destinations.

TIP: Build a cushion into your itinerary in case of travel delays, wanting to stay longer at a destination, etc.

Must-Do #2: Find Your Connection

In order to run your business, you need to find a way to get connected from the road. Check out these ideas:

1. *Create your own hot spot.* This is a good option if you have a lot of data on your phone. You can also purchase a hot-spot device and plan from your carrier.
2. *Get a satellite connection.* This is a good option if you're going to spend extended periods in remote areas where it may be difficult to get a regular mobile connection.
3. *Connect to public WiFi.* This is a good option if you're staying in hotels, RV resorts, or are going to be near places like coffee shops, etc.

TIP: Create a plan, which may involve using multiple ideas above. For example, you may use your own hot spot but then connect to public WiFi when possible to conserve your data.

TIP: When you have a good connection, download needed files and tools in advance to use later.

Must-Do #3: Establish Your Routines

Ask yourself this question: *When will you work?*

You need to set a schedule for your work and then commit to sticking to this schedule. Determine:

- What time of the day do you work best?
- If applicable, what time of the day can you work uninterrupted?
- How will you work your schedule around your sight-seeking, hiking, touristy activities?
- How much time do you need to work each day?

- How many days will you work each week?
- What are “bad” days for you to work? E.G., travel days, perhaps the day after a long travel day if you tend to be tired, etc.

What might this look like? Take a look...

Example: If you need to work four hours per day and mornings tend to be productive (and quiet) for you, you may get up and work from 6:00 to 10:00, and then you'll have the rest of the day free to enjoy your current location.

Ask yourself this question: *Where will you work?*

Determine whether you work best in silence, with white noise, or in a variety of conditions. Options:

- RV table.
- Outside (near RV, beach, local park, etc.).
- Corner of hotel room.
- Hotel business center.
- Coffee shop or similar.
- Other?

TIP: Be aware of the “vacation mindset,” where you start putting off your work. Prioritize your work, and then you can go out and have fun without worrying.

Must-Do #4: Maximize Your Budget

Unlike a regular vacation, you can't splurge all the time when living from the road, or you'll quickly run out of money. As such, you need to plan your budget by asking yourself these questions:

1. How much will you need for traveling? Gas, RV maintenance and insurance, airline tickets, Uber rides, etc.
2. How much will you need for lodging? Hotels, campgrounds, AirBnBs, etc.
3. How much will you need for food? Groceries, dining out, snacks, etc.
4. How much will you need for entertainment? Park passes, event tickets, souvenirs, etc.
5. How much will you need for business expenses? Hosting fees, domain fees, tools, education, advertising, outsourcing, etc.
6. How much can you set aside for an emergency fund? E.G., What happens if the RV breaks down? The generator breaks? You get stranded somewhere?
7. How much will you need for your other bills/expenses? E.G., credit cards, loans, etc. – everything not included above.

How much money do you bring in each month? Does it cover the above expenses and leave some left over for savings/investments?

Look for ways to save money. Examples include:

- Gas cards (for discounts).
- Coupons, Groupons and discounts.
- Travel platforms like Hotwire, AirBnB and VRBO.
- Loyalty programs.
- Campground/RV clubs that offer reduced rates.
- Costco / Sam's Club memberships.

- Traveling during the off season.
- Asking for discounts (never pay “rack rate”).
- Boondocking when possible.
- Seek out free activities such as hiking, birdwatching, swimming, biking, etc.

TIP: If you're in a city at a hotel, then select a hotel that offers free breakfasts, choose a room with a fridge and microwave, and decide which meals you'll eat in and which ones you'll eat out.

Next...

Must-Do #5: Create Your Backup Plan

In our perfect utopia, everything goes according to plan, and nothing ever goes wrong. But down here in reality, we know that rarely happens – and it can be really stressful when things go wrong.

That's why you want to create a backup plan, which will give you peace of mind even if your plans fall apart, and things go horribly wrong. Here are a few big issues to consider...

1. Back up your data regularly. (USB drive, cloud, etc.)
2. Bring backup equipment, such as an extra tablet in case your laptop goes down.
3. Create an emergency fund and be sure it's easily accessible. (Carry some in cash in a secure location.)
4. Get insurance and roadside assistance plans. For example, it's a good idea to get roadside assistance, such as a AAA membership.
5. Plan for illness, medical emergencies, etc. You may want to keep common meds (such as painkillers, lotion to deal with poison ivy, anti-

itch creams, decongestants, bandages for blisters and similar) on hand in your first aid kit.

6. Brainstorm other potential problems and make a plan for these issues. For example, what will you do if the refrigerator in your RV goes out while you're miles away from civilization?

Moving on...

Must-Do #6: Set Your Boundaries

Earlier we talked about establishing a routine and schedule so that you ensure you'll get your work done while you're on the road.

However, you also need to carve out some time for fun, as all work and no play will leave you feeling drained and unhappy.

That's why you need to balance your work with the enjoyment of seeing new places and experiencing new adventures. So...

Create a "must do" list of things you want to see and do at each location.

Then create a work-play schedule that prioritizes your must-do activities while leaving plenty of time to work.

Build flexibility into your schedule, as things won't always go to plan. Note:

- Don't be too flexible, or you may miss your reservations and then not have a place to stay.
- Don't be too rigid, or you may miss out on some fun, or a delay (like a flat tire) may throw your entire schedule off.

Then, finally...

Must-Do #7: Ensure Your Safety

Nothing can spoil a trip faster than having an accident or ending up in some other sort of danger. Whether you're exploring a city or the backcountry, make safety a top priority.

That's why you'll want to prioritize your safety with the following tips...

1. Let others know your plans.
2. Travel in groups.
3. Know the dangers where you're traveling (e.g., carry bear spray if you're in a place known for bears, pack food away, etc.).
4. Be weather aware by having a good weather app that you check daily.
5. Create evacuation plans in case of fire, floods, etc.
6. Avoid dangerous situations, such as walking in bad parts of a city at night.
7. Be prepared, such as having food, water, lights, first aid, and other emergency supplies in your pack while hiking.
8. Plan ways to stay in touch in an emergency (such as using a satellite phone).

For logistics, consider carrying these three items...

- Carry your phone. Be sure your phone includes a mapping app and a weather app.
- Compass and paper map. Be sure you know how to use these items to navigate before you head out.
- Garmin inReach Mini 2 Satellite Communicator. This gear lets loved ones track your progress, plus you can communicate with them using satellites. You'll want to consider buying this equipment or something similar if you tend to travel in places where cell coverage is sparse. It's

also a good backup in case your cell phone breaks, a natural disaster takes down towers and similar.

Conclusion: Funding Your Fun

You're already imagining what it will be like to live your dream lifestyle, which can very much feel a bit like a permanent vacation as you flit from one fabulous travel destination to the next. But the question is, how do you plan on funding your travels?

That's kind of a must-do, right?

If you weren't born with a trust fund, no worries – you can make a living working online from anywhere in the world. And best of all, there are multiple ways to do it, so you're sure to find a business idea that's a great fit for your interests and skill set.

I'm already living this lifestyle, and I'd like to teach you how to do it too. That's why I've created the *Places and Profits* course, which shows you how to set up a business you like and make a difference in the lives of your customers while generating a nice income for yourself.

Best of all, this course will guide you through starting and growing a business that you can work at any time, from anywhere in the world. To learn more about how you too can make a living from the road, check out my *Places and Profits* course now.

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