

YOUR PORTABLE EMPIRE

How to Make Money Anywhere While Doing What You Love

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PAT O'BRYAN is an Internet marketer. He is also a founder and director of the Milagro Research Institute, CEO of Practical Metaphysics, Inc., an avid blogger and a successful blues musician and songwriter. Mr. O'Bryan has created more than 150 online products including DVDs, audio programs, e-books and teleseminars. He is the author of *The Absolute Beginners Guide to Internet Wealth* and the developer of the *Your Portable Empire* seminar series.

The Web site for this book is at www.yourportableempire.com.

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MAIN IDEA

The Internet now makes it feasible and practical for you to build and run your own “portable empire” – an online business which can be run from anywhere in the world in your spare time. You can even set up, develop and grow your portable empire while working full-time at another job, expanding your professional career or doing whatever else you choose.

The whole key is to develop and sell information products online. Day after day, people worldwide are spending good money to buy the information they want and need. If you can discover what information people are willing to pay for and then develop the products they are already searching for, you stand to make some very good money yourself. This is the way to build and grow your own portable empire.

It’s important not to over complicate things. There are only seven steps involved in building your own portable empire:

Seven steps in building your portable empire



“Your Portable Empire is a system for creating an online business you can run from home, or anywhere else. It’s almost totally automated. You choose your niche, gather your list, build relationships and solve problems. Then you sell solutions to your list. Most people make active income. They work once, they get paid once. The Portable Empire system is based on passive income. You work once, and get paid over and over again.”

– Pat O’Byran

Step 1 – Choose a niche you are passionate about personally Page 2

It’s impossible to try and be an expert on everything there is. That’s too broad and too ambitious a goal. Instead, you need to identify your niche – the one area of specialization you know a lot about. Identify a subject you feel passionate about and start there.

Step 2 – Identify what is a pressing problem within your niche Page 3

The key to making money from your niche is to identify some existing problems that need solutions. If you can identify a problem that really hurts people this will become your entrance point into your niche.

Step 3 – Create a solution you give away for names and e-mail addresses Page 4

Once you have identified a compelling problem, come up with a practical solution which you can give away to anyone who is interested. By doing this, you can build a list with the names and e-mail addresses of like-minded people. You can monetize your list at a later stage so don’t try and make a sale in one step. Build the relationship first.

Step 4 – Contact list owners and get them to give your solution away Page 5

Once you’ve created a great solution to a common problem you’re prepared to give away, you then start contacting other people who already have lists and offer your solution to them. The more list owners you can get giving away your solution, the better it will be for you. In effect, you ride on their coattails in order to establish your own list of subscribers.

Step 5 – Find more problems and create more solutions you can sell. Page 6

Once you’ve solved one problem for free, the people on your list will then welcome with open arms your intentions to help them solve more problems in the future. Keep coming up with new product ideas and you keep learning and growing in your chosen niche. Don’t try and broaden your scope too far, but stay tightly focused on the niche you’re passionate about.

Step 6 – Continue building relationships with customers and JV partners Page 7

Always stay focused on building your relationship with your subscribers and with your partners. Keep adding value at every step along the way. This will earn the attention of your list and some pretty worthwhile goodwill which can turn into opportunities in the future. Both are highly valued commodities in the online marketing world.

Step 7 – Repeat the cycle so you build multiple streams of passive income Page 8

Identify your initial problem and solve that for free. Then find more problems and sell the solutions you have to offer. Don’t get bogged down. Keep doing this over and over. If you do this enough times, it doesn’t matter how successful each individual product is because you’ll have multiple streams of income in place.

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