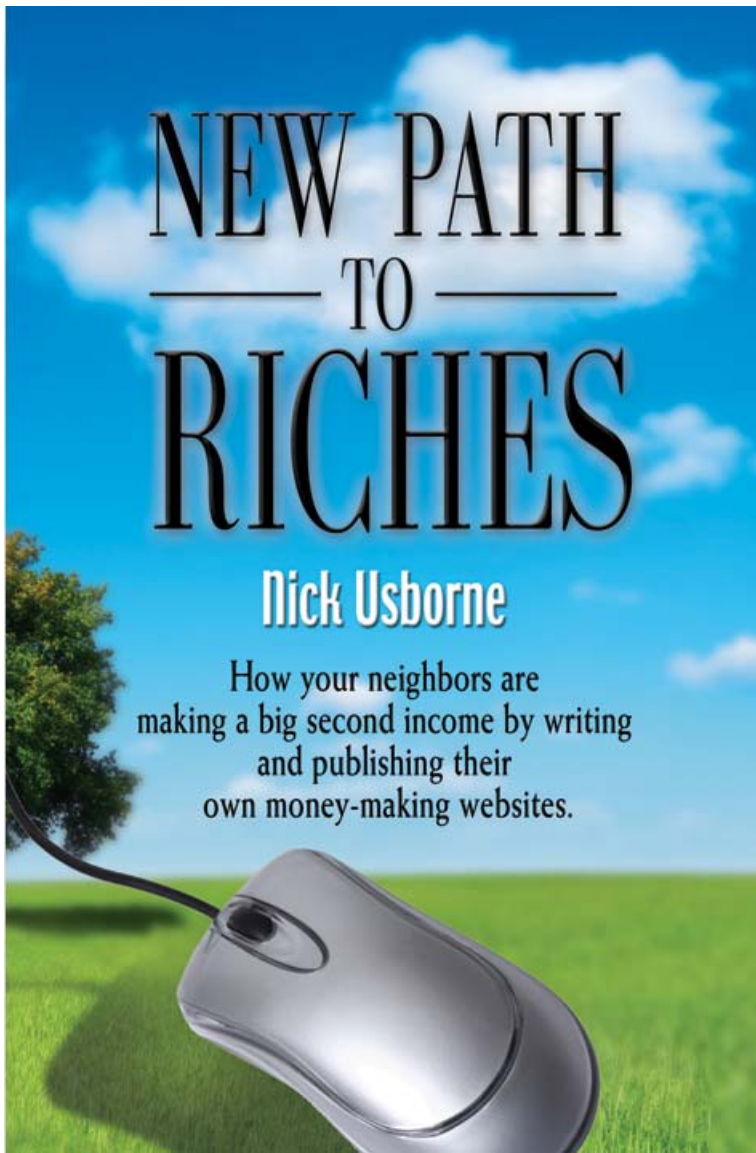


# NEW PATH — TO — RICHES

Nick Usborne

How your neighbors are  
making a big second income by writing  
and publishing their  
own money-making websites.



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## INTRODUCTION

Tens of thousands of people around the world, working in their spare time at home, are making thousands of dollars a month from websites they have created and written on topics that interest them.

And you can do the same. That's what this book is all about.

You'll learn about how changes in technology and in the publishing industry have opened the doors for gifted amateurs like yourself. You'll learn how to find niche topics about which people are hungry for quality information.

You don't need to be a professional writer. Nor do you need to be a qualified expert in the subject you write about. You just need to enjoy writing and be passionate about sharing information with others who are interested in the same topic.

The barriers to entry are minimal. It costs very little to build a website. And you won't have to pay for visitors to come to your site, because the new path to riches model I describe in this book is founded on having the search engines send you traffic for free.

Your job is simply to write authentic, engaging content for your site, and share it.

This book starts by explaining the changes that make this opportunity possible. You'll learn how big media has taken

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a huge hit with the growth of the Internet, and how their struggles can be transformed into your opportunity.

You'll learn how to find the topics people are interested in, how to get listed high up in the search engines, how to promote your website and, of course, how to make some money.

Basically, you'll be writing about a subject that interests you, and you'll make money as a result. How much? Maybe \$500 a month. Maybe \$5,000 a month. Maybe even more. How much you make will depend on how well you choose your topic and how hard you work on your website.

But whether you make \$500 or \$5,000 a month, your own website could soon be earning you a very welcome second income.

It isn't difficult to do, but it does take some hard work and patience.

For me, the income I make from my own websites has made a big difference to my life. The money flows in every month, whether I'm sitting at my desk or not.

You can follow this new path to riches too.

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NOTE: All the resources mentioned in this book can be found at [NewPathToRiches.com](http://NewPathToRiches.com).

## **CHAPTER ONE**

### **JOIN YOUR NEIGHBORS IN WRITING MONEY-MAKING WEBSITES**

Go to a few homes in your neighborhood and ask whoever opens the door whether he or she is making any money simply by writing online, and you may be surprised by how quickly you'll find someone who says yes.

The question itself would have been unthinkable twenty years ago. The fact that you will likely find someone who says yes, somewhere along your street, is remarkable.

Rapid changes in technology can make us a little blasé about some very fundamental changes that have been taking place in recent years. It's all too easy to take for granted that almost anything is possible through the Internet or via our mobile phones. Banking online? Of course. Choosing and booking vacations without leaving your home? No problem. Taking and sending photos with a cell phone? Why not? Reading the newspaper on your laptop? Makes sense.

But none of these things were possible twenty years ago.

High-tech changes are the ones that grab the headlines. But behind the drama, some profound shifts are taking place in a very established industry—publishing.

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Publishing is no longer in the hands of the chosen few. Publishers and editors are no longer in control of the news. They are not even close in their second position. The primary disseminators of breaking news are people like you and me, armed with our cell phones, our blogs, and our Twitter accounts.

And it's not just the newspapers and TV stations which are taking a hit when it comes to news and publishing. Book publishers are hurting too. Fewer people are buying physical books.

Sure, some people now read books on their Kindles and other e-book readers. But there is something else happening. It is happening in a very, very big way. But we don't hear much about it. Big media companies, journalists, feature writers, and book authors are suddenly having to contend with a very large and determined group of competitors.

Who are these competitors? They are people like you and me.

The Web has democratized the process of writing and publishing.

For you and me to publish and share our knowledge, advice, and opinions, we no longer need a printing press, delivery trucks, or a store. We can write and publish online, often at no cost whatsoever.

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Some will say that the democratization of writing has simply resulted in millions of pages of low-quality rubbish being published online.

For sure, there is low quality and pretty useless and uninteresting stuff being published. But to dismiss every “writer next door” simply because there is a lot of rubbish out there is a very defensive posture to take. It’s a patriarchal attitude, suggesting that for writing to have value it first has to go through an editor and publisher.

I don’t think so.

Publishers of books, newspapers, and magazines would love to have us believe that *they* are the only reliable arbiters of quality writing and information. That has been their position and the foundation of their businesses for about five hundred years now. If you wanted to get published you first had to be judged worthy by a professional editor.

Sorry Mr. Editor. But those days are past. And you know it. You also know that you have published some rubbish of your own over the years.

There are tens of thousands of quality “writers next door.” They write and publish remarkable websites and blogs. They are functioning totally outside of the traditional world of publishing. They aren’t printing their work on paper and don’t need anyone’s approval or permission to publish or distribute what they write.



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The days of dead-tree publishing and having to get “approval” to publish are behind us.

**People are writing online about every topic under the sun.**

One of the things that changes when you become your own editor and publisher online is that you are able to address much narrower segments than traditional publishers. We’ll look at this in more detail later on. For now, it suffices to say that while scales of economy prevent big publishers from launching books and magazine on tightly-niched topics, writers who publish online don’t have that problem.

Online you can become the author of a site on very specific and narrow topics, like organic household cleaning, pet stores in Manhattan, or vegetarian couscous recipes. Online your audience is global, and you don’t have to ship atoms (books) from one part of the country to another, or to other countries.

The fact that a website can be found and accessed from any part of the world, at no extra cost to you, changes everything. Access to a global audience is just one of the things that make it possible for your neighbor to become a successful online publisher.

So how about you? Is there a topic that interests you? Remember, you don’t need to be an expert. You don’t need to be a professional on your topic. You just have to be able to write, and have a subject you would like to write about.

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To put all this into context, take a look at one of my own websites, [CoffeeDetective.com](http://CoffeeDetective.com).

I am not a coffee professional. I have never worked in the coffee industry. Nor have I taken any courses about making coffee. But I do like coffee and am interested in many aspects of coffee and coffee making.

A few years ago I decided to get started and created the site with maybe fifteen pages in total. Today it has over 700 pages and is growing day by day. And now I don't even have to write all the pages myself. My readers submit their own coffee reviews, photos, questions, and comments.

If you can, spend a little time on that site and see what I have done.

It's not a very sophisticated website. It doesn't look terribly slick or professional. And that's because I haven't spent much money on its design or functionality. It is just a place where I can write about various aspects of making and enjoying gourmet coffee at home.

You'll also notice from my writing on the site that I don't sound like an industry expert on the topic. I'm just a guy who knows more about coffee than my neighbors. We'll look at this more in Chapter Three, because the rise of the "expert next door" is having a profound impact on what gets read.

Right now that site attracts over a thousand visitors a day. They almost all arrive through search engines like Google

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and Bing. I don't pay for that traffic. I simply write pages that are useful enough for people to want to read and share.

My site is one of tens of thousands of "writer next door" websites. All are written by passionate amateurs. None have been approved or even seen by traditional publishers.

Could you do the same? Yes, you almost certainly can. You're probably already writing online. Maybe you add comments to your favorite blogs. Or you have a Twitter account or Facebook page.

You already know how simple it is to communicate online with others who share the same interests.

The step to actually creating a website of your own and filling it with interesting, quality information is a very small one.

**If this is the new path to riches, how can *you* make money by writing a website or a blog?**

Not everyone who writes online makes money or even wants to make money. Some people are very happy to contribute their opinions and expertise just for the raw pleasure of it. Consider Wikipedia. Wikipedia is an online encyclopedia, published in multiple languages and all written by gifted, passionate amateurs. None of the writers are paid for their work. Why do they put in so much time without any prospect of being paid? Because they enjoy

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what they do. Because they feel they are making a worthwhile contribution.

But if you do want to make some money in return for your efforts, there are certainly ways to do that. As the publisher of your own website or websites you can put yourself in the position of an intermediary. To put it another way, you will grow an audience that companies would like to sell stuff to. That gives your site value.

Take another look at some of the pages at [CoffeeDetective.com](http://CoffeeDetective.com). You'll see that many of them include text ads delivered by Google. I just put some code on the page and Google delivers ads which are paid for by companies which would like to sell stuff to my audience of coffee lovers. If someone clicks on one of those ads, the advertiser is billed for the click, and Google and I share the revenue.

You will also see a lot of links on those pages. Some of the links point at other pages on the site, while others point to outside websites. Many of those external links send my readers to sites which sell coffee and coffee makers. I don't get paid for the click, as I do with the Google ads, but I do get a commission if that click results in a sale. This is called affiliate marketing and is an excellent way for people to monetize their websites.

I also occasionally run ads for coffee companies which approach me directly. They want to reach my readers and they pay to have their advertisement included on some of my pages.

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Finally, if you find my coffee page for beginners, you will see that I also sell an inexpensive e-book to help people who are just starting out in their love affair with gourmet coffee. When people buy that guide, I get the revenue.

These are just four of the ways you can make money by becoming an online publisher. One way or another, as soon as you have an audience, you have the potential to generate an ongoing stream of income.

Interestingly, these same revenue sources are also used by some of the largest content sites on the Web. Go to CNN or NewYorkTimes.com and you'll find both display ads (banners) and some contextual text ads.

Whether it's The New York Times, me with my coffee site, or you with your own site, we are all on a level playing field. We all have the same possibilities when it comes to making money. The scale is somewhat different, but the revenue model is the same.

Think about that. The Web actually enables you to launch a business with the exact same business model as some of the largest publishing companies out there. In fact, as we will see later, you can sometimes beat them at their own game. Best of all, unlike in the world of bricks and mortar, the price of admission is almost negligible. You can set up your website for about the same price as breakfast for two at McDonalds.

As one person working from home you don't have to worry about paying salaries, buying printing presses, or leasing a fleet of trucks to deliver newspapers, magazines

or books. Your total costs will comprise a very modest website hosting fee, and the time you choose to spend writing.

**Why income from your own websites is the best kind of income to have.**

For most of my adult life I have earned my living as a freelance copywriter, first in the world of print and then, for the last 10 years, online. It has been a rewarding career for me. But for all that time, I made money only when I was working. More or less, I was paid for the hours I worked, and wasn't paid for the time I wasn't working.

This was fine most of the time, but it made me think twice about taking long vacations. If I was away from my desk for two or three weeks, that was two or three weeks when I wasn't earning a penny.

This is pretty much the case for most of us. If you are an employee, even while you might get paid vacations, for most of the year you are paid on the understanding that you will turn up for work and put in a certain number of hours each week.

If you are a lawyer or consultant the same holds true. You watch the hours as an indicator of how much you are going to earn.

But money coming in from a website such as mine is known as "passive income." Once you build up a body of visitors and they start clicking on money-making links, you'll make money whether you are at your desk or not.

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Recently I took a two week vacation and didn't take my laptop. Nor did I access any computers while I was away. During that period, there was a certain drop in some areas of my income, as there are some things I do which still require me to be sitting at my desk and working.

But over that two-week period there was no change in the income from my CoffeeDetective.com website. I was relaxing, enjoying myself, and staying away from computers, but was still making money. But what if I had spent more than two weeks away from my desk? Last year I got so busy with other work, I didn't find time to work on my coffee site at all for about three months. Again, there was no decline in my income. The dollars kept coming in at the same rate.

I don't want to make a habit of ignoring my site, and usually spend two or three hours a week editing pages, adding new pages, and finding ways to improve the overall experience on the site. I want the site to grow, to become better. I want more and more visitors. I want my income to increase. But I can do this work as and when I feel like it. There are no deadlines. I don't have a boss or a client. And if I do need to ignore the site for a few weeks or even months, I can do so without any ill effects.

This is pretty remarkable. Many of us grew up with a work ethic that told us we would make an honest day's wage for an honest day's work. There is something of the Puritan in this. To be a good person you have to work hard for your money. And you make money only when you roll up your sleeves and are actually working.

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The exception, of course, has always been that business owners can make money at any time of the day by employing other people to do the actual labor for them. Successful business people have always been able to enjoy a passive income. That said, the idea of being a business owner and spending your time on the golf course is something of a myth. Most employers will tell you they have to put in more work than the people they employ.

Or, if you have millions of dollars in hand you can invest them and enjoy a passive income from the interest that money earns.

However, most of us are not employers, nor do we have millions of spare dollars to invest.

What the Web is doing right now is enabling regular people to earn a significant passive income in their spare time. Working on your own, investing a few hours a week, you can now join the exclusive club of those who earn a passive income.

It is tempting to take this for granted, as just another of the benefits of being on the Web. But to do so is to minimize both the opportunity and the enormity of the shift that is taking place. As we will see in the next chapter, the changes taking place in the world of publishing right now are not gentle, they are tectonic. The traditional publishing industry, which has remained largely unchanged for hundreds of years, is showing some massive cracks in its structure.



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**Do you have to be a professional writer in order to make money from your own websites?**

Absolutely not. Of all the people I know who make money by writing their own websites, only a very few have any professional background in writing. Most are just regular people who have the normal writing skills one picks up in everyday life. They write e-mails to friends and relatives. They write comments on blogs. They just enjoy using the written word to share what they know and express their opinions.

Again, this is an extraordinary shift from traditional ways of making money as a writer. Until now it has almost been a given that to make money by writing one has to study hard, take exams, and end up with a degree or some other professionally recognized qualification.

But making money by writing your own websites takes you outside of that traditional structure. The act of writing, publishing, and making money from your efforts has become democratized in a massive way.

In other words, this opportunity is open to anyone and everyone. You don't need any training, certificate, or recognized qualifications. You just need to write in a way that comes naturally to you.

**The door is wide open (wider than you think), but not many people know it.**

Technology news always focuses on what's happening now, the leading edge. We hear about the latest gadgets,

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the newest operating systems, the thinnest laptops, the latest micro-blogging platform and so on.

But for our purposes the really interesting stuff is actually happening well back from the leading edge.

New technologies, services, and tools tend to follow the usual bell curve. First the early adopters try something new. Their numbers are small, but their enthusiasm and influence is significant. These early adopters are followed by a larger group of slightly less adventurous people who are interested in trying something once it has received the thumbs-up from the early adopters. Finally, the masses come on board. It happens in fashion. It happens in consumer electronics, such as with iPods and plasma TVs. And it happened with the Internet.

As I write this, there are now over one billion people around the world accessing the Internet. That represents 16% of the total population of the world. In other words, what was once leading edge technology now has mass appeal.

One billion people want to find answers online. In addition to the e-mails they send, the games they play, the sports results they follow, and the conversations they have, they also want to know stuff. Find out about stuff.

They want to know where the best beaches are in Kenya, which coffee has the most caffeine, how to keep squirrels out of bird feeders, how to mend a wrist watch, where to buy roses, how to cook a great dinner for two for under

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\$5, how to play poker, where to find out what brand of sunglasses Michael Jackson wore.

Across the major search engines there are several billion searches made each and every day. That's billions, not millions. It is within this mass of global searching that our opportunity lies.

Forget the leading edge, unless you are a software genius or have a ton of money. For the rest of us, there is an extraordinary opportunity to be found in that vast volume of everyday searches.

And that opportunity is wide open for a very important reason.

Large publishers of online content don't do a very good job of answering questions like, "How do I keep squirrels out of my bird feeder?" Large media groups focus primarily on the dissemination of news (preferably disasters or political scandals), celebrity gossip, sports, and other areas where they know that millions of people will be interested. Their revenue model demands that they publish information on topics which have broad appeal across the population.

While the large online media groups take care of the big, popular topics like Hollywood and the Super Bowl, who is going to answer those billions of questions about much narrower topics?

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The answer to that is...you are. It is people like you who write and publish useful and interesting information about narrower, special-interest topics.

Let's go back to the question about those pesky squirrels. Without the Internet, how would you find an answer to that question? Not from your local or national newspaper. Probably not from a magazine rack, unless you were very lucky and found the one issue of the last decade that actually had an article on the topic. Not from a book, unless you scanned the table of contents of dozens of books about birds and gardens. And even then you might miss the one paragraph that was relevant.

Without the Internet, the most likely source of that information would probably be a relative, friend, or neighbor. You ask the people you know. And you would pick those people who had gardens with bird-feeders. That said, because of the limits on the number of people you know with bird feeders, you would be lucky to get the answer you want.

But what if you had immediate access to millions of "neighbors" who have bird feeders? What if you could ask them all, simultaneously? Or what if you could ask Google to find the answer for you?

All this is to point out that there are millions of unanswered questions out there. And in many cases, the answers are not being found.

As an example, let's take another look at my coffee site, [CoffeeDetective.com](http://CoffeeDetective.com). I offer a Q&A service on the site.

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My readers use a form to send in questions, and I provide the answers.

Here is a list of the kind of questions I receive.

What proportion of coffee to water should I use?

Where can I find an all-metal or all-glass coffee maker?

Does dark roasted coffee stain your teeth more?

Why doesn't Dunkin Donut coffee taste the same at home?

Should I store my coffee beans in the fridge?

Is coffee good for plants?

Are chemicals used to make flavored coffee?

Is there a drip coffee maker with no plastic parts?

How do you make Swedish coffee?

Is coffee fattening?

Paper vs. metal coffee filters. Which is best?

Do you think you could find the answers to those questions in your local library? Or in a magazine or on TV? Almost certainly not. In fact, without the Internet you

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would be very lucky to be able to find answers to those questions anywhere.

The same kinds of questions are being asked about every topic under the sun, every minute of every day.

These are the types of question that big media are very ill-suited to answer. It just doesn't fit with their business model.

But when you, as an individual, pick a topic about which you are already reasonably knowledgeable, you are in the perfect position to create a website that addresses these very specific questions.

Therein lies the opportunity for gifted amateurs, the experts next door...you and me.

## **Next steps...**

I hope this first chapter inspires you to learn more about how to write a website that makes you money, month after month.

If it does, if you feel a small shiver of excitement, don't wait. Buy the book and find out how this process actually works. You don't need any special expertise. You just need to enjoy writing.

This could be the spark that ignites a whole new source of income in your life.

[Buy New Path to Riches from Booklocker.com \(e-book version also available\)](#)

[Buy New Path to Riches from Amazon.com](#)

Best wishes,

Nick Usborne

P.S. If you have any feedback you would like to share after reading Chapter One, please contact me through the Contact page at <http://www.NewPathToRiches.com>