

Digital Resale Rights

PRESENTS

Travel Niche!



Learn how the average internet entrepreneur newbie can make an absolute fortune by setting up a simple online business in the multi-billion dollar online travel market. No experience required.

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**Global Real Estate Has Absolutely Exploded In Recent Times – Here's Everything You
Need To Build A Huge Presence In This Market Immediately Including Private Label
Content & Complete Profit Blueprint.**

A Very Brief Introduction To The Travel Niche

Before we get stuck into just why the travel niche may represent some incredible opportunities for you I'd like to tell you a little about myself – so that you have some confidence that I know exactly what I'm talking about. After all, you wouldn't accept medical advice from a comedian so you have every right to ensure that you're not wasting your time reading about something that was written by some clueless hack.

My name is Tuks Engineer, and I'm the founder of the [Digital Resale Rights](#) club. I initially started my career within investment banking (seven long years) before setting up my own internet publishing company (Global ePublishing Ltd registered with Companies House in the United Kingdom). While I have considerable experience with internet marketing, my area of expertise has evolved into sniffing out and penetrating extremely high profit niche markets that offer the niche marketer bountiful affiliate commissions, contextual income & various other income streams. I've developed positions in extremely high-profit niches and I've offered my followers the exact same content, website templates, graphics, videos and business models that I've used myself so that they can profit from these niches too.

I've investigated literally scores of potential niche markets – but I choose to enter only a select few. To date, the only niche markets I have chosen to enter have been internet marketing, the stock market and real estate investment. Three thriving markets simply bursting at the seams with **millions** of prospects all spending cash and buying products, courses, information and clicking away at Adsense ads like crazy.

To check out my main niche markets and why they are so perfect for an internet entrepreneur like myself, take a look at my main sites & products in these niches:

[Land Investment](#)

[Real Estate](#)

Travel Niche!

As you can see, I explain in detail exactly why I have chosen these red-hot niches. Without exception, these niches have been highly profitable for me. They “plug in” several different types of income that are earned on autopilot – Adsense income, affiliate income and information product income.

But now, I’ve identified a fourth niche market that is absolutely DYNAMITE. It shares the same high-profit characteristics as the other niches above. It’s an ideal niche for internet entrepreneurs because the online market for this niche is almost ENDLESS. The average prices paid for the products in this niche total thousands of dollars and now there is an excellent and reliable affiliate structure in place for you and I to scoop up BIG commissions from this niche. The contextual (Adsense) potential is also good. And there are BILLIONS of people who purchase products in this niche each and every year.

I am talking about the **travel niche** and I want to show you exactly how you can get started in this industry right away.

The Travel Niche – A Multi-Billion Dollar A Year Industry (And That’s Just Online)

What if I told you that the travel and holiday market is an industry that’s worth **over \$500 billion dollars a year**? People spend absolute FORTUNES buying holidays, plane tickets, hotel room accommodation & even information about their destination (have you been to the travel section of a book-store lately? It’ll have hundreds of books on just about every city and country in the world).

In terms of trends, a huge thing is happening – you see, more and more people are booking their holidays ONLINE because it’s convenient and safe. Without knowing it people are clicking on affiliate links and giving the affiliate site owner up to several hundreds of dollars & more per sale.

Personally, I don’t remember the last time I didn’t use an online agent to book my holiday – in fact one of the reasons that I initially investigated this niche was that I realized that one of my holiday bookings was via an affiliate link...I looked at the information on the website, clicked on the “more info” link and booked my trip. I booked for both my wife and myself so the commissions I generated for the affiliate was over \$600.

“Unbelievable. I’ve got to look into this!” I thought after realizing this. What I discovered was mind blowing – you see, the online travel industry is a very high growth market with more and more reliable affiliate programs offering high commissions for sale generation. After delving deeper and deeper into the possibilities that the travel niche offers, I knew I had to build my fourth major business presence around this niche.

That’s exactly what I’ve done, and I’m offering you a highly unique chance to piggy-back on all my research & hard work.

More on that a little later, first let’s see exactly what the (considerable) potential benefits & profits are to YOU when you set-up shop in this huge industry.

Why The Travel Industry Is A RED HOT Niche Market That You Can Penetrate Immediately For Quickfire Profits

First, I want to tell you what I look for when I investigate niche markets. Pay close attention to this because here's your chance to use the very same basic blue-print to uncover an unlimited number of niche markets with excellent potential all by yourself.

Remember – when you're looking to enter any potential niche, there will be some very significant costs and time commitments...so you **MUST** make sure that you research your niches very carefully before opening up your wallet and spending many weeks hunched over your PC slogging away like a dog.

Here's what you should look-out for (in general) when analyzing any niche market – my **4 Point Niche Analysis Technique**

1. **Potential Prospects In The MILLIONS** - look, people say that size doesn't matter but in actual fact you should be looking for a target market with millions of worldwide prospects. It's just basic common sense...more people = more potential buyers. Now think about the travel market – there are literally BILLIONS of people who spend money on holidays and travel each and every year. And as the world becomes more prosperous and global travel becomes more accessible to more and more people this number will only rise.
2. **Prospects That Are Cash Rich & Are Eager (Not Just Willing) To Buy Your Products & Your Follow Up Offers** - It may sound unethical but the pure fact is if your proposed niche targets those without money or those who refuse to pay for the product or service then your niche probably won't make you a single cent. So what about the travel market? Well when was the last time that you got a free holiday? I never have – but I have paid several of thousands of dollars for a single holiday (many times). People will gladly pay a lot of money per transaction in this niche and that's great news for the internet entrepreneur. Consider this interesting snippet of information from a recent travel industry report that I was browsing – in the US alone, the average amount spent ONLINE

per customer per year was \$2,300. That includes holiday bookings, airline tickets, hotel reservations & car hire.

3. **There Must Be Good Quality Affiliate Programs & Adsense Potential To Maximize Your Potential Income Sources** – In the travel niche there are some incredible affiliate commissions to be made and there is a very busy Adsense market (you can imagine the number of hotels, airlines, car rental companies etc that would try and advertise via Adsense & other contextual programs). Owning websites with travel content is also a superb way of earning silent Adsense income – in fact many people when researching for holidays do so online (e.g. the prospect comes onto a website for the Maldives while researching Maldives holidays – there he sees many other Adsense displays for bargain Maldives holidays. Do you think he'll click on a few? Absolutely.) The other big advantage that the travel industry has over many others is the big commissions paid on travel. The travel market has many big ticket products on show – this means that even with a 5% commission, affiliates can scoop up hundreds of dollars per transaction.
4. **The Price Of The Product/Service Must Be High & There Must Be Repeat Purchases Available** – We've already discussed how the per sale values of travel sales can be several thousands of dollars and how most people purchase travel products (holidays etc) each year. In addition, the travel market is not a monopoly (some niche markets are hard to break into for this very reason).

These are the very same reasons that I have decided to establish a long term niche in the travel market. My strategy is pretty simple – target holiday destinations that are highly popular and highly expensive and then provide stunning information & video footage for targeted prospects. The income will come mainly from affiliate commissions & Adsense income. The luxury holiday market has always been very strong – and it's a perfect affiliate product because all aspects of paper-work, payment & queries is dealt with by the affiliate company. They do all the dirty work – we focus on providing quality information & video footage about the holiday destination. Simple, yet highly powerful.

A Luxury Holiday Market Niche That's ALWAYS In Demand...The Maldives!

The first travel niche I have identified is a real cash-generator! It's one of the most sought after locations in the whole world by the rich travel elite. To put it into perspective, some resorts charge up to \$3000 PER NIGHT for luxury villa – and people still pay these prices! More typically mid to top end resorts tend to charge between \$300 to \$1000 per night.

The Maldives attracts those with a lot of money and the good news if you happen to be involved with selling holidays there is that due to the HUGE demand for Maldives vacations there are now several more resorts being built to cater for this. Many additional private islands have been given the green light to enable construction to take place.

This is a red hot niche within a red hot niche.

Here are some very strong reasons to build a holiday-Maldives website niche:

- The market is worth literally tens of millions of dollars each year (in fact tourism is the backbone of the Maldivian economy). It's a growing market and the throngs of new resorts being opened will bring additional affiliate commission & adsense opportunities.
- There are some excellent holiday companies offering strong, high paying affiliate programs that often specialize in offering holidays to the Maldives.
- There are a real lack of quality websites and blogs offering information & video to prospects that are interested in holidaying in the Maldives. The holiday market is one where the more attractive the website – both in terms of informational content & visual aids such as video/audio – the more comfortable the prospect is likely to feel. In fact, in my research I did not come over one single site offering video presentations of the Maldives! That's just crazy and I've spent an absolute fortune to capture some stunning footage & images to use on my own site (I'll also offer you the chance to use the exact same footage, images & content too – more on that later). I've also noticed that many of

the websites are just coyote-ugly! Yet, many of them continue to make highly impressive affiliate sales & contextual income simply because of the large volume of browsers who go onto their sites. Just imagine the potential of the website that offers actual video footage of the Maldives in all its glory – footage capturing the beauty of the islands from a sea-plane...footage that gets the turquoise blue waters and the aquatic life that swims around even a couple of feet away from the sands...video of trips to inhabited local islands and cultural shows and even boat trips. Of course, the visitor would click all over your site – they'd be interested in seeing what type of Maldives holiday you're offering. They would check out the Adsense ads on your site.

You probably already know that Blogs are very effective communication tools and a great way of setting up Adsense & affiliate based sites both quickly and cheaply – a quick search on technorati.com (a search engine dedicated exclusively to blogs) reveals that there are a SHOCKINGLY low number of blogs set-up for Maldives or for travel affiliates.

The Key To Building A Highly Desirable Site That Sells Holidays By The Boatload!

The first thing you should understand is what your customer is thinking when he or she ventures onto your site. For instance, a customer searching for a Maldives holiday comes onto your Maldives holiday website – what’s going through their mind?

“Is the Maldives the right place for me to visit?”

“What’s there to do there?”

“Is it really as beautiful as everyone says?”

“How can I get a really good deal?”

“What do I need to bring?”

Now having looked at a handful of the Maldives specific sites that are out there, I can tell you that NONE of these questions are answered. I wish I could share some of the woeful sites I’ve visited – but that wouldn’t be right. I’ll describe them for you – poor layouts with Adsense Ads in the wrong places plus text and design that’s just an eyesore.

But more importantly...THEY LACK ANY VISUAL STIMULATION! Some don’t have more than a handful of pictures (none I’ve seen have video).

Sure, they may make some sales...but imagine how much more they could sell if they could immediately answer all the questions that are going through their browsers minds.

The best way to do that is to optimize the site design, have a lot of intriguing pictures & useful content and (most importantly) SHOW them exactly how STUNNING the Maldives are. We live in an age where streaming video can be put online onto any website with relative ease...yet no-one seems to have applied this obvious use of video to the travel market and I find that absolutely incredible!

Now let’s say your site DOES have streaming video. I click onto it and it’s great – you’ve got content about the various island resorts and their facilities. You have information about transport,

culture, marine life, diving, fun & activities, excursions and about every useful fact that the visitor wants to know. But there's more – your information is accompanied by high quality pictures so that your browsers can practically see themselves strolling along those golden sands and lying on a deckchair under the shade of a cool parasol staring into the ocean.

It doesn't even end there – you have several short videos to tempt them even more. Videos that show the beauty of a seaplane ride, sunsets, boat trips, the scenic beauty of the islands, cultural shows organized by the resorts. You've got them hooked. They're mesmerized. What happens?

Two things:

First, your visitors will come back again and again – if you've optimized your pages correctly then the AdSense ads will be highly targeted and bring up very relevant adverts...i.e. your page on the Taj Resort brings up contextual adverts for the actual Taj website...before you know it your one user has gone through and clicked on all 50 or so resorts from your contextual Adverts. How's that going to affect your AdSense income? Not going to hurt is it?

Second, on each page you'll discreetly leave your affiliate link to a highly competitive company that provides holidays to the Maldives. You've already got a targeted prospect LOOKING for a Maldives holiday...I can tell you some of these prospects will go ahead and book via your link. And one sale of a Maldives holiday alone can be worth \$500, \$1000 and sometimes a lot more (depending on the affiliate program and the resort rating – remember, some rooms fetch prices of \$1,000+ for a single night...and most bookings will be for couples or families!).

Now, are you starting to see the HUGE potential of setting up a high quality Maldives related holiday website that is filled with quality content, pictures & even video?

I know what you may be thinking right about now – how exactly are you supposed to get hold of quality content, pictures & even video content to one of the most expensive holiday destinations in the world without completely breaking the bank? After all, what I'm proposing would cost literally thousands of dollars. Here are just some of the costs:

Hire a copywriter to come up with well written content - \$1,000

Hire a camera/video professional & pay for his trip & video/photo services - \$10,000

That's already \$11,000 – now that sounds like quite a heavy investment but when you consider the potential rewards...even an average of just \$500 per sale means that it would take only 22 sales to break even. If you achieve just a conservative 1% conversion rate then after your 2,200th visitor you're in pure profit – and that's not even counting for the AdSense income that will be pouring into your coffers everyday.

Then there's the snowball effect – you see, your video site will be the talk of many forums, newsgroups and people that are interested in the Maldives will come flocking to your site in order to check them out. Friends tell friends. Traffic snowballs. So do your AdSense profits & affiliate income.

So even though an \$11,000 investment seems incredibly steep, you can see how it's easily justified.

But if you don't want to spend \$11,000 on getting hold of some incredible rights to Maldives travel content, pictures & video plus a website that's crawling with your AdSense code & affiliate links then I have some good news...

You can have your own Maldives holiday website open for business in just a few hours from now. It would have some stunning content targeted to answer the questions that potential Maldives holidaymakers would have. It would have stunning pictures on all aspects of the Maldives. And it could have sensational video footage that shows your visitors exactly how incredible these islands are to holiday in (they really are – I have been and it was worth every last penny).

Look, I know you probably don't have a spare \$11,000 handy – that's why as a thank-you for reading this book I've got a VERY special deal for you. You can actually pick up an incredible Maldives website for just a few bucks. It's AdSense optimized, you can customize it with your own high paying travel affiliate links...and best of all you get private label rights to the actual written content, as well as the video and photos that come with it.

I don't want to turn this into a sales page, but in case you're interested you can view this special offer here:

[Turnkey Travel Maldives Website With Private Label Rights Content, Video & Photos](#)

Everything is already done for you – you get professionally written content about the Maldives as a holiday destination (with editorial rights). You get AdSense optimized website templates so all you do is link them up with your domain name. Incredibly, you also get actual video footage and photos of the exotic Maldives with editorial rights too.

Of course you can develop your own travel packages too – there's a whole world out there and billions of people want to see it & hear about it. If you can be the one to help them discover great new holiday locations then they'll return to your travel website network...over & over again. They'll click on more of your AdSense displays, check out your affiliate links and become loyal back-end customers for years to come. If you'd like to know more about setting up your own niche travel websites make sure you're subscribed to my reputed [DRR Newsletter](#). I share a lot of resources, products, information & secrets that have helped thousands of people develop profitable niche businesses.

Now, let's look at some of the important considerations that you'll need to think about when developing your very own content based travel websites. There is a lot of work involved (this is the case with anything that's worthwhile) but once you put in the effort & overcome the technical learning curve it will be well worth it. Remember, there are potentially billions of people in the travel niche.

Developing Your Own Content Based Travel Websites

The number of different business models in the travel niche is almost as wide as the number of travel destinations! However, I'm going to only focus on content based websites because that's where I've got experience and seen success.

The Basic Content Model – When you develop your own content based website you must design it in such a way so that you can retrieve income from the following sources:

- **Adsense & other contextual advertising displays** on every page of your website. You must be careful to provide a balance between providing the right amount of content to advertising here. I experimented with this a lot before coming up with a format that works. Too much advertising and you'll find that your website viewers may well feel they are being bombarded with too many adverts and leave. Even if your content is good, they will not stick around for it. The way in which you spread out your adverts is also highly important – there are ways to “blend” in the ads with your website so that they almost seem part of the content. Once you achieve this, your click-through rate and consequent advertising income will blow through the roof. There are MANY tricks to maximizing your income with Adsense – you can check out this [video demonstration](#) if you want to know more about extracting maximum cash from Adsense.
- **Potent Affiliate Links** – This is crucial. This is your big-ticket item and ideally you should have one on EVERY page, preferably in graphic format. I've been researching travel affiliate programs for months and believe me there are MANY good ones and an equal number of AWFUL ones. They all look similar. They may change according to your travel location but ideally you want programs that pay commissions of 5% or so on the big ticket items (like the Maldives). If your site set-up is optimized, and you have a highly relevant quality affiliate site to funnel your visitors into then you can make thousands of dollars in travel commissions, automatically and quite quickly. In the [Travel](#)

[Niche – Maldives](#) package the *best* travel affiliate programs with the highest commissions are revealed.

- **Additional Travel Related Affiliate Programs** – these are those that do not sell direct holidays but travel related products. Examples include Amazon (travel books) or luggage & travel accessories. This can create a nice side income for your travel site.

How To Create Content For Your Website & What Content Management System Should You Use?

Obviously, one of the ways that you can get content NOW for your website is to buy it. If however you do not have the funds to do this then the only way is to try and create the content yourself. This can take a few weeks depending on how fast you are and how good you are at writing.

You'll also need the technical knowledge to create the website. If you're lacking in this area I highly recommend my [Digital Resale Rights](#) members area. You can pick up literally every resource you'll ever need to build and market your website into a powerful online force from scratch.

I want to focus more on content management now. You can actually pick up a fantastic piece of content management software for free. I have written an article on creating content & what the free content management software is here:

<http://www.digital-resale-rights.com/content/contentsites.htm>

Marketing Your Travel Website & Getting Traffic

Now we're on a topic that is so large that entire volumes of books have been written on it. There are a lot of quality resources on this topic in my DRR club and newsletter. However, here are a few of the ways that you can attract targeted traffic to your website:

- Buy traffic through means such as Pay Per Click search engines or [buy leads and turn them into subscribers & customers](#).
- Write articles on your travel location & submit them to various article directories.
- Visit travel forums and answer questions about your travel locations, leaving a link to your website in your signature.
- Search Engine Optimization.
- Exchange links with related websites.
- Set-up RSS feeds on the content on your website. This is a superb way of getting huge volumes of traffic to your website. It's also a wonderful way to get your site spidered and indexed in many search engines fast.
- Buy adverts in related ezines and consider placing OFFLINE adverts too.

Again, this is just a summary of some of the ways that you can attract traffic to your website.

Capturing Video & Photos Plus Having The Means To Stream Them On Your Website

You've probably noticed that video is becoming more and more popular in just about every online niche. You see video presentations within internet marketing (made from tools such as Camtasia) and in various other industries too. Surprisingly, video does not seem to have reached the majority of the online travel industry. I say surprisingly because effective video can seriously improve a websites perceived image and make the viewers more responsive and come back for more.

So why do more websites not cover video? First, it's very expensive to capture travel footage. To go to a travel location, especially abroad, costs thousands of dollars and this is just not cost effective. Buying the rights to video footage can be equally expensive too. Then there's the cost

of purchasing or hiring digital cameras and camcorders. Then there's the fact that most webmasters do not have the technical knowledge to stream video on their sites. These issues were actually quite high on my agenda of problems to overcome when I set about to create the [Travel Niche package](#). I wanted my members to have access to digital video footage & photos but I also knew I needed to give them the best training to use them. That's why I spent a small fortune on the rights to several high quality products that show you exactly how to stream video on your website – you get it all for free with the package.

Other Income Streams You Can Plug Into Your Travel Websites Once You're Up & Running.

The potential to plug in further income streams to your website is almost endless. For example, selling advertising directly to travel product owners such as hotels. Once you prove that you have traffic coming into your website you can do the following:

- Set up your very own niche pay per click search engine & get advertisers to pay you every time someone clicks on their advert display. This is somewhat different from Google ads as you can keep 100% of the commissions. Or, you could sell some advertising space for a fixed fee.
- You should always set-up an opt in mailing list that your website viewers can subscribe to. You can then offer them back end products and also sell advertising space in the ezine. Just one single classified ad can fetch \$50 while a solo can yield several hundred dollars depending on the readership of your ezine.

I hope you have enjoyed this book – if nothing else I hope it opens your mind to the amazing wealth of niches that you can penetrate outside of the internet marketing arena!

Wishing you immediate success,

Tuks Engineer

www.digital-resale-rights.com