

• SECRETS TO •

FREEDOM

EVERYBODY WHO WANTS

TO

TRAVEL

NEEDS

TO

KNOW



School For Travelers
Your Way To Freedom

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Emilian Gaganelov

Yes, just like he said, 'wealth is the ability to fully experience life'. For a long time, I longed for something like this. I longed for this balance and this freedom. I didn't let it end in longing alone – I also struggled for it. I have realized that there's hardly anyone who doesn't want this too. But like me, you might just plunge down a road of trial and error and who knows how long it would take or the sacrifices you would be forced to make to discover what I discovered.

My name is Emilian Gaganelov and the knowledge that I want to share with you changed my life forever. I am nobody special and this book is not about who I am. It's about who you can become!

As I said earlier I struggled a lot before I succeeded. I know what it's like to have only \$6 in your pocket and be painfully uncertain of when or how you could get more money. Like most people, I heard about online businesses and how it was thriving. I heard that there were so many get rich quick schemes online as well as other businesses that rolled in big bucks. It was intriguing and I tried to figure out how the hell people were making so much profit online especially by talking in front of a camera. Thankfully I found out the truth and like they say it set me free. I have a lot to share with you but we will take things in steps so you can have all that you need by the end of this book.



The 9-5 Prison

We all recognize the term 9-5 as a way to refer to our regular day jobs that literally start in the mornings and close or end in the evenings. The thing about this term is that it is not meant to be an endearing term. It actually describes boring and unfulfilling jobs that people take on for the paycheck.



What's wrong with this you ask? Why is it further described as a prison you say?

Well, it's simple and there are many answers to this question starting with time. Your time is your life and with a 9-5 job, it just rolls away. When you sit at your desk praying and waiting for the weekdays to give way to the weekend you are literally praying to be closer to death. This is because time is not renewable. Time is fleeting and time goes. Consider how you feel on a Sunday. You should be enjoying your so-called free day, but then the thought of what awaits in a few hours can haunt you and cut short your joy.

Then there is the fear of losing your job. Anyone who is employed as an employee in a 9-5 setting has this at the back of their minds. It doesn't help that you can lose your job for several reasons. These reasons include upsetting the wrong people, sometimes refusing to bend on your personal beliefs, poor performance on a job, economic recession, skills go obsolete, and so on. You are constantly at the mercy of people like yourself only you can't trust or predict their actions towards you. One thing most bosses do is degrade employees, suddenly decide on a transfer, OR straight out fire you. If you have been putting your whole life in like they want you might get a promotion with a raise.



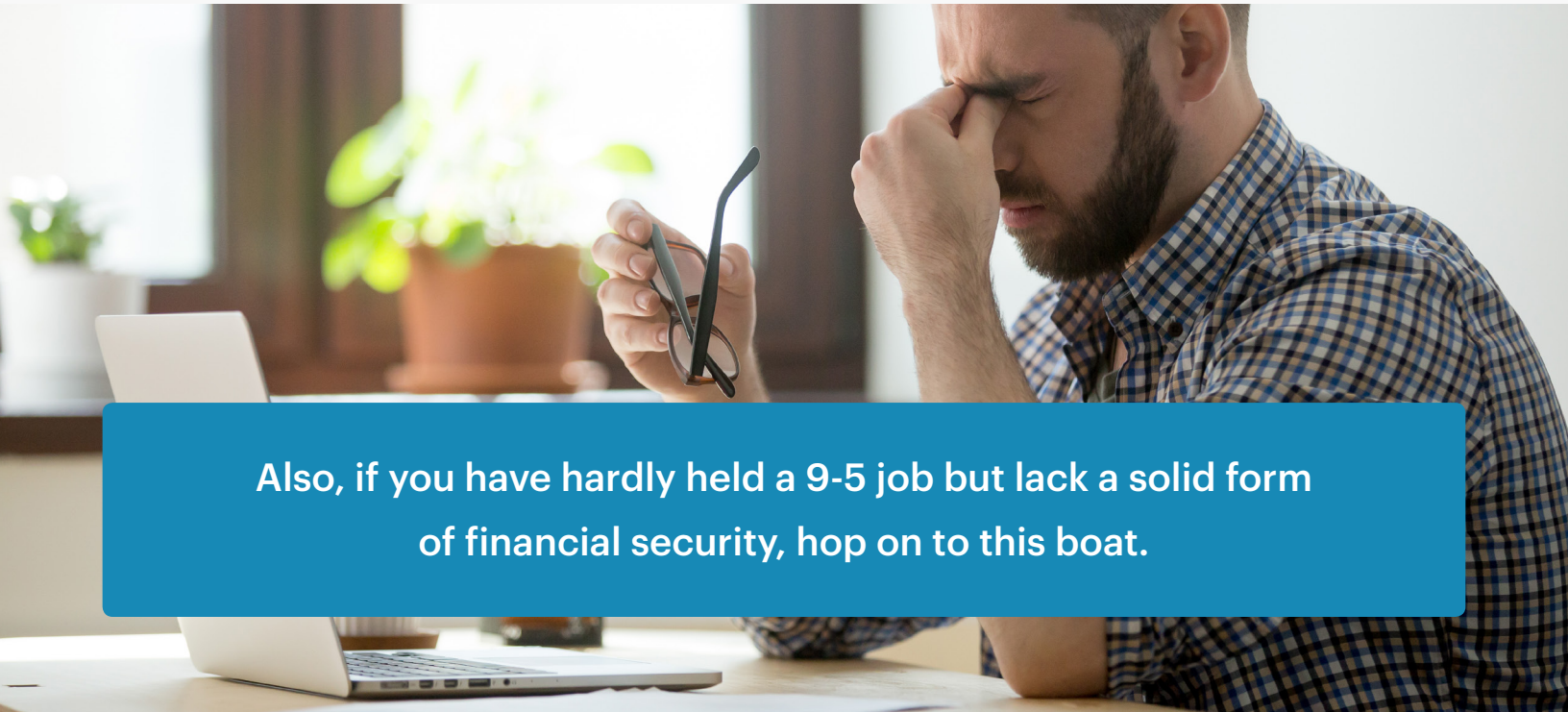
With a 9-5 job getting rich quick or early retirement are far dreams. The 9-5 was never designed to make employees rich. It was always designed to make your boss or the founder rich. For you, this means you have to put in more and more time, stay in the shadows and let your boss or superiors take all the glory and recognition for your hard work, and even when you try to save for retirement you quickly realize it's never enough.

How about your freedom mate? You lose that at a 9-5 too. Imagine having to take permission from a long line of superiors for issues as trivial as a doctor's visit, a visit to your kid's school, and more. Imagine how you are immediately perceived as a liar simply because you called in sick.

Let's not forget your health. The sedentary lifestyle never did anyone any good. Sitting all day puts your health at risk.

Your sexual performance, family time, relationships are not safe either. This prison has left no stone unturned in stripping you of everything while deceiving you with a paycheck that doesn't measure up with what you are actually putting on the line.

But I did escape the 9-5 prison. Now I want to help you escape the chaos. Right here, you are about to discover a path to freedom.

A man with a beard and a blue and white checkered shirt is sitting at a desk. He is looking down with a stressed expression, holding his head in his right hand. In his left hand, he holds a pair of black-rimmed glasses. A laptop is open on the desk in front of him. The background is slightly blurred, showing a potted plant and a window.

Also, if you have hardly held a 9-5 job but lack a solid form of financial security, hop on to this boat.



Starting with What You Have

It's strange that the keys to our success often lay with us but we can't recognize it. To escape the 9-5 prison means changing everything. It means taking back your time and using it as an asset. It means doing something interesting that you like. It means coming alive again.



So, here's how we start.

What are your current skills or fields of interest? If you somehow don't have any skills or fields of interest, now is the time to sit back and figure it out. But don't take too long because then time continues to pass you by.

When I say think about what you are good at, you might think yours is too stupid or silly to become anything of value. But that is where I slap the X button to tell you how wrong you are. Did you know there is a guy that turned his potato gun idea into multiple figure business? It's no joke I assure you, just someone who believed.

Think about what skills you have that you can share with others? Here are some ideas of how you can build a profitable online business with your current skills and knowledge.



LET'S GO



Photography

Do you know how to work with software, edit photos, lens for different type of photography, specific camera settings, how to clean sensor, impact of light and so on, right? Now you can turn these skills into profit.

We know photography as when you get a camera, make a few clicks and take a picture people swoon over. A few years ago, photography seemed so basic and unprofitable but check again. In recent times, it is a booming industry.

Here is real data on how important your skill of photography is to people:



<input type="checkbox"/>	Search Result	Volume (World)	CPC (World)	Comp (World)	Value (World)	OnPage Difficulty	OffPage Difficulty	SEO Difficulty	CTR Scope	Keyword Power	Trend (World)
<input type="checkbox"/>	dslr camera 	450,000	\$0.26	1	\$117,000	64	68	67	50	66	
<input type="checkbox"/>	canon dslr camera 	40,500	\$0.43	1	\$17,415	44	59	54	35	22	
<input type="checkbox"/>	dslr camera which is best 	40,500	\$0.31	1	\$12,555	5	62	43	75	52	
<input type="checkbox"/>	best dslr camera 	40,500	\$0.31	1	\$12,555	66	68	68	100	39	
<input type="checkbox"/>	mirrorless versus dslr 	27,100	\$0.29	0.41	\$7,859	16	58	44	75	42	
<input type="checkbox"/>	dslr camera price 	74,000	\$0.09	1	\$6,660	31	57	48	35	18	
<input type="checkbox"/>	dslr camera with price 	74,000	\$0.09	1	\$6,660	28	56	47	100	53	
<input type="checkbox"/>	best dslr camera for beginners 	9,900	\$0.47	1	\$4,653	42	68	59	100	25	
<input type="checkbox"/>	dslr camera canon 	8,700	\$0.43	1	\$3,741	40	67	58	100	22	





As you can see there is a high volume of people who are looking for answers that you already know. They are looking to know how to edit photos, photography tips, what lens to use, with what setting to shoot and so on. Some are looking to take a good picture as well. Since you know the answers, it's quite obvious you can provide them value, right?


The great thing about all of this is that photography is much more than just a picture. It has so many sub-niches to choose from. Experts will tell you that as a beginner or aspiring photographer you can explore almost every sub-niche. But you quickly discover that to gain experience and carve a name for yourself you must choose a niche to master. Examples of the sub-niche in photography are portrait photography, still life photography, landscape photography, food photography, sports photography, wildlife photography, macro photography, events photography, wedding photography, baby photography, fashion photography, street photography, photojournalism, documentary photography, stock photography, weather photography, architecture photography, and so on. You can see it's quite the list!

Drawing

What about if you have a passion for drawing? You know what pencils to use, different techniques, how to draw faces, flowers, and sketch. Or maybe you can work with software too. Like photography, drawing is an evolving niche that has become more important than ever.



Well let's look at the data and what people are looking for with drawing:



<input type="checkbox"/>	KEYWORDS PHRASES	SEARCH VOLUME ?	CPC ?	Competition ?	Trending Information
<input type="checkbox"/>	acrylic how to paint	450000	\$0.54	<div><div></div></div>	Trending Information
<input type="checkbox"/>	watercolor how to paint	368000	\$0.59	<div><div></div></div>	Trending Information
<input type="checkbox"/>	bob ross how to paint	301000	\$0.41	<div><div></div></div>	Trending Information
<input type="checkbox"/>	tutorial how to paint	74000	\$0.78	<div><div></div></div>	Trending Information
<input type="checkbox"/>	how to paint	49500	\$2.48	<div><div></div></div>	Trending Information
<input type="checkbox"/>	how to paint a room	40500	\$3.83	<div><div></div></div>	Trending Information
<input type="checkbox"/>	how to paint walls	27100	\$1.62	<div><div></div></div>	Trending Information
<input type="checkbox"/>	how to paint on wall	27100	\$1.62	<div><div></div></div>	Trending Information
<input type="checkbox"/>	how to paint the wall	27100	\$1.62	<div><div></div></div>	Trending Information
<input type="checkbox"/>	how to paint in wall	27100	\$1.62	<div><div></div></div>	Trending Information
<input type="checkbox"/>	how to paint a wall	27100	\$1.62	<div><div></div></div>	Trending Information
<input type="checkbox"/>	how to paint clouds	27100	\$0.95	<div><div></div></div>	Trending Information
<input type="checkbox"/>	videos how to paint	22200	\$0.43	<div><div></div></div>	Trending Information
<input type="checkbox"/>	videos on how to paint	22200	\$0.43	<div><div></div></div>	Trending Information
<input type="checkbox"/>	how to paint car	22200	\$1.65	<div><div></div></div>	Trending Information

It's insane how many people want to know how to draw all these different things, right? So you can provide them value and you can turn your skills and passion into profit. You can also draw them or draw to make money. The options are diverse. Stay with me here.



Cooking

What about if you are passionate about cooking?



<input type="checkbox"/>	Search Result	Volume (World)	CPC (World)	Comp (World)	Value (World)	OnPage Difficulty	OffPage Difficulty	SEO Difficulty	CTR Scope	Keyword Power	Trend (World)
<input type="checkbox"/>	how to cook quinoa 	165,000	\$0.71	0.06	\$117,150	69	67	68	75	59	
<input type="checkbox"/>	how to cook broccoli 	74,000	\$1.21	0.01	\$89,540	71	62	66	50	28	
<input type="checkbox"/>	how to cook rice 	201,000	\$0.36	0.06	\$72,360	79	67	72	100	69	
<input type="checkbox"/>	how to cook sweet potatoes 	74,000	\$0.81	0.02	\$59,940	53	65	61	100	71	
<input type="checkbox"/>	how to cook tofu 	40,500	\$1.45	0.01	\$58,725	45	66	59	100	62	
<input type="checkbox"/>	how to cook hot dogs 	12,100	\$4.57	0.03	\$55,297	54	65	62	100	37	
<input type="checkbox"/>	how to cook ham 	40,500	\$1.34	0.05	\$54,270	70	63	66	100	55	
<input type="checkbox"/>	how to cook a ham 	40,500	\$1.34	0.05	\$54,270	58	62	61	100	63	
<input type="checkbox"/>	how to cook a turkey 	165,000	\$0.32	0.08	\$52,800	75	62	67	50	42	

There is no underestimating cooking because, at the end of the day, everyone must eat! Cooking has always thrived but it only gets better too. Professional chefs pop out every day and even if you are not some certified professional people still want to relate to what you know.

From the image above you can see how people are looking for different food recipes. Or maybe healthy juice recipes?

The search volume is mind-blowing here. And guess what - You are right in the middle of that and you can turn your passion into a business. You just don't know how yet...



What about all other skills and interests you might have like - music, yoga, health and fitness?

<input type="checkbox"/>	Search Result ↓	Volume (World) ↓	CPC (World) ↓	Comp (World) ↓	Value (World) ↓	OnPage Difficulty ↓	OffPage Difficulty ↓	SEO Difficulty ↓	CTR Scope ↓	Keyword Power ↓	Trend (World)
<input type="checkbox"/>	workout 	368,000	\$1.32	0.08	\$485,760	89	63	73	42	35	
<input type="checkbox"/>	workout routines 	90,500	\$1.83	0.15	\$165,615	51	63	59	35	32	
<input type="checkbox"/>	shoulder workout 	301,000	\$0.54	0.03	\$162,540	59	58	59	100	96	
<input type="checkbox"/>	for abs workout 	450,000	\$0.36	0.3	\$162,000	52	67	62	100	96	
<input type="checkbox"/>	workout on abs 	450,000	\$0.36	0.3	\$162,000	54	70	65	50	65	
<input type="checkbox"/>	a b s workout 	450,000	\$0.36	0.3	\$162,000	5	72	49	100	96	
<input type="checkbox"/>	workout plan 	90,500	\$1.61	0.48	\$145,705	42	60	54	42	35	

Look at all the data showing how people look for different types of workout. People want to lose weight, keep fit, build abs, build chest, build their arms, build bone mass, and so on.

And if you are passionate about it you can deliver value to these people.

There's also woodworking, crafting, painting or pet training. I'm sure you get the picture by now that nothing is off-limits.

The real question is how to turn these skills into income. Let's find out then!



Turning your Skill into Income

The short answer to the question of how to turn your skills into income is VALUE.

The long answer we are about to get into. So, value simply means something of importance, worth, or usefulness. In this day and age, the value you offer can be exchanged for payment.

For example, as a photographer who takes stock images, people need those stock images and we see with real-life examples from platforms like Getty that people are willing to pay for these images. So you see the exchange – value for cash.

Thankfully, technology is always in the picture and it has enhanced the way we do business today.



All of this has brought us to the real nucleus of this book which is **Affiliate Marketing**.

A lot of people think that in affiliate marketing you have to sell a product to somebody or better still you have to push them to buy. But the reality is that you don't have to become a crazy, pushy salesman in the name of affiliate marketing.

You are not selling directly, but providing value and getting the profit of that exchange. And this is how you build a business of your passion.

Affiliate Marketing is first an ideal way to make more money. In business terms, it is an advertising model where a company pays you the third party for the leads and sales you generate using your specific links. The commission fees for the sales and leads you bring in vary by company, product, and program.



So, let's take a step back and look at lots of impressive stats that should spark your interest even more.

Each year in the United States there is a **10.1%** increase in affiliate marketing spending.

This means that come 2020, we will be looking at a \$6.8 billion figure.

84% of publishers and **81%** of brands already leverage the power of affiliate marketing and the number is said to increase yearly as well.

According to Business Insider **15%** of e-commerce revenue can be attributed to affiliate marketing.

35% of affiliates earn over **\$20,000**

Affiliate programs generate **15%–30%** of all sales for advertisers.

Again you get the picture right? The stats go on and on and they all go to show that affiliate marketing has risen from the shadows into the limelight and its here to stay. Why is affiliate marketing a sustainable business right now? Because we are sitting firmly in a computer age, a mobile era, a modern era. Everything is becoming more and more internet-oriented. And for us affiliates, that is all we need!



To make money with affiliate marketing using the skills we have discussed earlier, you can align yourself with different companies as an independent affiliate marketer, and recommend their products to people who are already looking for the result this product will deliver to them. You can record a video, write a blog post or create a course where you will link to the products you recommend. By doing this, you would have developed multiple streams of income.

Here are some practical examples:

- 1

How to clean my lens?"

—

This is the question or rather the need of the consumer. You have the knowledge to help them but you can link this knowledge to advertising a product and getting paid if the consumer takes your advice and uses the product. So your typical reply to this need should be something along the lines of - I use this kit and you can get it from Amazon (link inserted by you.) More examples below;
- 2

What lens to use for night photography?"

—

Question or need of the consumer
These are my 3 favorite lenses to use. = Your reply
- 3

How to draw a rose

—

Question or need of the consumer
Here is a tutorial, I recommend using this brand pencils/paper also if you want to learn more drawing techniques check my course. = Your reply
- 4

Recipe for vegan food

—

Question or need of the consumer
This is the recipe and you can find all the ingredients on amazon plus check my course/book on cooking. = Your reply
- 5

Abs workout tutorial

—

Question or need of the consumer
Here is my tutorial, I personally use these proteins that you can find useful here and also check my course if you want to learn more workout techniques. = Your reply

It's cool how it all comes together, right?

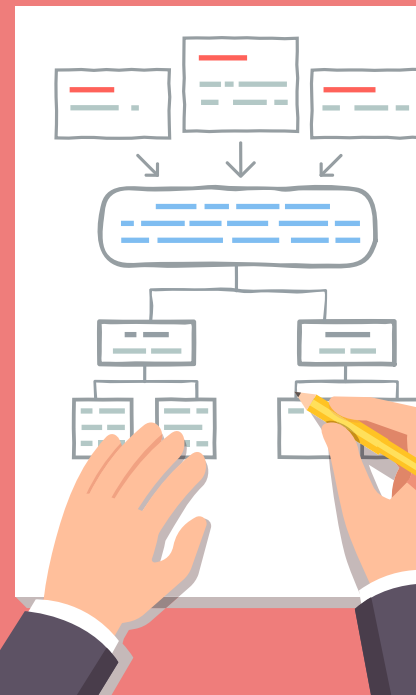
Okay, now you have an idea how to turn this into income, let's talk about how to structure your business.



How to Structure your Business

So let's reverse engineer the process of marketing and what it takes to be successful online.

At the end of the day you want to live a better lifestyle, right? You want to grow, quit your job, travel the world, and support your family or whatever success means to you? Your desires actually pan out like this in the affiliate marketing and your business structure;



- To live a better lifestyle you need money.
- To have money you need to earn a commission/make a sale or find a means to generate income.
- To make a sale you need to convert people through value and communication.
- To convert someone you need to find and focus on an audience – build a list.
- To build a list you need a capture mechanism or a landing page where you provide some free value in exchange of an email.
- To capture an email you need to send traffic.

This is the process that you need to understand before you start building your business because if one of those elements is not working properly, the whole chain will break.

Observe this example

If your capture mechanism is not converting, it doesn't matter how much traffic you send it's not going to go down the chain.

Or if you build a huge list but the traffic you send is not targeted, you are not going to convert a sale.



It's awesome you don't need to have any fancy or tech skills because there are tools for every step of the chain (perks of the technology of this day and age!), that helps automate the whole process. There are really a lot of awesome tools that will help you craft your own business.

I want to help you build a successful business for yourself. There is so much noise online about how to build a business it's almost impossible to focus on things that are actually working. Thankfully, we are both here communicating via this insightful ebook, so all that noise is shut out.

Here are 3 rules for successful online business:

Rule #1

Always build your own list and capture emails. - Use autoresponder tool



In an online market place, your list becomes your business asset. The list is your audience and you can monetize your list again and again and again... because it's yours. You are going to create multiple streams of income by recommending many products to your audience.

So through lead magnet with free value, you ask for an email. When someone registers or provides this email, your automatic email sequence will kick in, which will help you communicate with your list, I recommend using [ConvertKit](#). And a lot of sales will come with this sequence because it will be value-driven. If it's not value-driven, then you can kiss the plan goodbye. Part of your value offerings are recommending different products/services/reviews and so on. It could even be a 30-day sequence. However, you like it. Just pick up some basic knowledge on email marketing so you don't end up sending messages nobody would open.

Also from your emails, you will send your audience to your home on the internet which I call "Hub". This is where you build a business because this page will be about you and what you represent/ want to teach/share. The business structure is already in marvelous shape!



Rule #2

Never ever waste a click - Always re-target your traffic.



Many people will come to your page and bounce off your landing page. But, read rule 2 again, never waste a click. You have to be smart and install tracking pixels on your pages to re-target all clicks around the internet with your message. This is how you never waste a click, even if they don't convert immediately you can bring them back to your world on a different value page.

This is a very powerful strategy that brings an insane amount of profit. Key players in online businesses will tell you so.

Rule #3

Always promote a result, not a product itself.



There is a lot of psychology behind marketing. Shall we call it an 'invisible force'. You must understand this if you want to thrive.

People don't buy a product, they buy a result that this product or service will deliver to them. For example, I don't want to buy a new lens for my camera, but I want to take better pictures. So I am looking for a result that the product will deliver - and this is how you will position your message. A tip I'm glad to share here is, always craft your landing pages around value a.k.a free stuff - People like free stuff.

Show them that you care about them. Teach them something they didn't have to pay for and build a relationship with your audience. I recommend [ClickFunnels](https://www.clickfunnels.com) for page builder- it's an amazing drag-and-drop tool with a lot of templates for people just starting online businesses. It will help you start with building a door to your online world.



Look at it like your virtual home - You put an advert on your door that you can solve a particular problem (you send traffic) ----- People interested in this subject will open the door (click your ad) and enter your hall (your landing page) -----Here you must show them how you can solve their problem, or provide the information they are looking for through value for an email exchange (list opt-in) -----So people are right now in your living room (might be even sales page) where you will show them the one thing that will solve their problem (might be a product, service, course, content) This is how you move people down' the funnel to where your commission is waiting for you.

There is no reason for you to not be successful. You can do this and I want to help you craft your successful online business.

There is a blueprint model that will guide you on how to structure your highly profitable affiliate marketing business & engineer success. This model helped me and my students generate an insane amount of income

You are invited to attend my FREE online class, where you will learn how I went from employee to successful online entrepreneur following specific marketing systems and how you can model this blueprint.

I will show you **3 secrets**



- 1 How to select and promote products that people already want to buy
- 2 How to build a 6-figure marketing system around that product
- 3 How to drive unlimited high quality targeted traffic to your landing pages

You are going to get a lot of value and learn how to structure a successful business for yourself.

Looking forward to seeing you at the training.

To Your Freedom,

~ **Emilian – Founder School for Travelers**



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