



Hi, Michael Cheney here and welcome to this passive driven profits case study. You are gonna love this. So this was outside of the business space, right? So this was in a niche outside of business, outside of marketing that I'm used to doing, it was outside of the internet marketing space. So nobody knew who I, I also adopted a brand new name and a new identity as well. Uh, so this was a true test of this traffic source.

So you can see how it was done, how I was able to get a lot of traffic for free quickly and turn it into passive traffic and then passive profits. And I was totally unknown in this market. So let's talk about this source of traffic and the statistics relating to this traffic source. So it has 300 million monthly active users. So it's huge. 35% of Americans use it.

54% of adult users of this site report a household income of over \$100,000. So that means there's a lot of money on this website. There are rich people and wealthy people on this site ready to take action and buy things. 65% of the users have a college degree. So they're well educated and therefore by definition, most

of them will be well paid users are third, 7% more likely to be in a management position. Of course, again, this infers money and adults on this site spend twice as much time on it as people do on LinkedIn, 63% of its visits come from online searches, which means it has a great presence in the search engines like Google users spend on average four minutes on it.

So over four minutes per visit, which is huge, and there are over 400,000 topics available on it that you can attract people for.

So it works for any niche. It ranks 80th for global traffic, according to alexa.com. Okay. Which is huge. You think of the billion of websites that exist is ranked eight. Now mobile traffic makes up three quarters of its visits and it's reported to be worth 2 billion. Here are seven reasons why this is an incredible source of free traffic. And then I'll get into revealing what it is and how you can use it.

Number one, you get leads coming to, to you rather than the other way around. See how people approaching you and wanting to do business with you rather than you having, having to go out and fish and hunt for them.

Number two, people who are desperate for your help are lining up to give you their attention and money on this site. And anyone can do this without experience and no extra Ts required. You can also get page one on Google as a nice little side benefit. It works in all niches. These are some of the top niches of this site in terms of topics covered.

So pretty much everything. If it doesn't matter what you are promoting as an affiliate, you're gonna find an area of this site that talks about it, that you can get traffic from. You can also massively and directly help people and make a difference in their lives with this website while simultaneously growing your business and your profits, which I'll show you how to do. It's also like getting free market testing data because you can see the proven winners.

You can see what's working from keywords point of view from topics point of view, and you can take that repurpose it, and then leverage it to scale up free traffic fast. And we'll get into the details of all of this in subsequent modules. So here am I results from using this website and then I'll do the big reveal. So thousands and thousands of views as a result, nearly a million views of my

content on this website.

These are individual pieces of content you can see here. So this is just five pieces of content. The most successful piece of content you can see as been viewed 147,000 times. It been shared 90 times, and this has all turned into traffic, subscribers and sales for my business. This is the result of the website traffic. So this is actually the result of getting traffic from this source. This is statistics from my website that I was sending to in this weird niche. Okay. So you can see there over 7,000 users, 12,000 page views. Um, my content has been shared 320 times externally, so on other people's websites on news websites, high profile sites, authority sites. My content has been shared to other platform 320 times as a result of this, I was able to build a list of nearly 1700 people and counting at time of recording.

And all of this has generated thousands of dollars in revenue. Now all of this was achieved for free by spending approximately 20 minutes a day, doing easy stuff, and I'll show you how to do it. And you can get early results within days, and then you can start to ramp up within weeks. And then you can have massive scale within months. And this is passive. Okay. It keeps driving traffic and sales even now. And even though I now never touch, okay, this is something that I set up one time and it is still sending me traffic and sales.

Now, of course you could keep driving it and keep doing this and keep ramping and scaling and so on. Okay. But I've done this one time and it's still getting me traffic subscribers and sales. And this was all done through the amazing free traffic platform called Quora buckle up because I'm gonna show you exactly how I did this starting in the next module. And if you've seen anything about Quora before, I want you to come into this with a blank slate, I've got ninja tactics,

Which nobody has ever revealed before. Nobody else is teaching this stuff. So make sure you get ready for the next module and I'll show you how to do it. And if you've never heard of Quora before don't panic, I'll take you through the exact a to Z guide from a standing start through to getting great results. I'll see you on the next module.