

NEW PATH  
Retirement TO  
RICHES

Nick Usborne

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

# New Path to *Retirement Riches*

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

*And why this is the perfect money-making opportunity for anyone who is retired, or getting close.*

**Nick Osborne**

## What is this bonus chapter all about?

## And why is it written for people who are retired, or close to it?

This is an extra chapter for my book, [\*New Path to Riches\*](#).

It is written for anyone who is ***retired, close to retirement, or simply worried*** about how they will get by financially when they do retire.

It's about how ***we can no longer depend on our retirement savings*** to enjoy anything close to the good life when we do retire.

It's about how retirees now need to find a ***second source of income***, or a third.

It's about how the money-making model described in *New Path to Riches* is an absolute natural for people of retirement age.

***How much can you make by following this model? I have one site that makes me about \$500 a month, and another that makes me, on average, about \$4,000 a month. And I am working on a third site, following this exact same model, right now.***

## **It is the perfect fit because, if you are retired:**

- You have the *time* to spend on writing.
- You have a *lifetime of knowledge* to share with others.
- You have the *wisdom* to understand that there are no easy, get-rich-quick answers.

If you are not yet retired, but are getting close, that's OK.

You may have less time per week to devote to this right now, but you'll have longer to create a second stream of income before you actually do retire.

## **More than ever before, most people who are retired now *need* a second income.**

It used to be that people could retire comfortably on their savings. If they picked up some part-time work, it was a matter of choice.

Not any more.

There are now three storms raging, all pointing in the same direction to create – you guessed it – the perfect storm.

### **Storm #1.**

#### **Governments are running out of money to pay out in pension payments.**

In a recent article, *The Economist* came up with some very interesting historical facts regarding the whole idea of workers receiving a pension during their years of retirement.

*“WHEN Otto von Bismarck introduced the first pension for workers over 70 in 1889, the life expectancy of a Prussian was 45. In 1908, when Lloyd George bullied through a payment of five shillings a week for poor men who had reached 70, Britons, especially poor ones, were lucky to survive much past 50. By 1935, when America set up its Social Security system, the official pension age was 65—three years beyond the lifespan of the typical American. State-sponsored retirement was designed to be a brief sunset to life, for a few hardy souls.”*

The article goes on to say:

*“Now retirement is for everyone, and often as long as whole lives once were. In some European countries the average retirement lasts more than a quarter of a century. In America the official pension age is 66, but the average American retires at 64 and can then expect to live for another 16 years. Average spending on public pensions across the OECD is now the equivalent of more than 7% of GDP (they cost America just 0.2% back in 1935). In some countries the current figure could double by 2050, to say nothing of the cost of private pensions and extra spending on health and long-term care.”*

Here is another take on that, from an article on CNN Money:

*“Feeling insecure about retirement? You’re not alone. Americans’ confidence in being able to enjoy a financially comfortable retirement has hit an all-time low, according to the Employee Benefit Research Institute’s 19th annual Retirement Confidence Survey.*

*Only 13% of workers surveyed said they were “very confident” about having enough money to live comfortably through retirement, the lowest number since EBRI started asking the question in 1993. (The high was 27%, just two years ago in 2007.) And 44% of workers responded that they were “not too confident” or “not at all confident” about their retirement security.*

*Current retirees are feeling the burn, too: Their confidence in having a financially secure retirement reached a new low, with only 20% responding that they are very confident—down from 29% in 2008 and 41% in 2007."*

The shrinking ability of governments to pay people during their retirement is just one part of the storm now raging.

## **Storm #2.**

### **Wall Street is no longer a safe place for your savings.**

The second storm is the loss in value of everyone's savings. During the crash of 2008, many people saw their retirement savings slashed by 40% or more.

In October of 2008, The Wall Street Journal reported:

*"Retirement Savings Lose \$2 Trillion in 15 Months - The stock market's prolonged tumble has wiped out about \$2 trillion in Americans' retirement savings in the past 15 months, a blow that could force workers to stay on the job longer than planned, rein in spending and possibly further stall an economy reliant on consumer dollars, Congress's top budget analyst said yesterday."*

Almost every retirement portfolio lost some of its value. In some cases, due to fraud or bankruptcy, retirees lost most or all of their savings.

It used to be that the stock market was a sure thing, if you just kept putting aside a little money from every pay check. But not any more.

### **Storm #3.**

#### **The piggybank at Medicare is running out of money.**

Paying your regular bills while retired is hard enough. But our golden years are also the years when we need to make more visits to the doctor and pay for more prescriptions.

Unfortunately, we can no longer rely on Medicare. Here's a sobering quote from the New York Times, May 13, 2009:

*"The Medicare fund that pays hospital bills for older Americans is expected to run out of money in 2017, two years sooner than projected last year. The Social Security trust fund will be exhausted in 2037, four years earlier than predicted, it said."*

## **The Perfect Storm.**

For many Americans, the prospect of retirement is becoming bleak. More often than not, you will be forced to delay retirement, and seek out part-time work when you do retire.

If you are fortunate enough to find some part-time employment, don't expect a generous benefits package.

The same is true for Canadians and Europeans. The pressures are the same. The concerns are the same.

## What's the New Path to Riches approach all about?

In the fall of 2009 I wrote and published a book called New Path to Riches.

The book is about how regular people, like you and your neighbors, can write and publish a website that actually makes you money.

This isn't a selling thing, or a marketing thing...and it's definitely not a get-rich-quick thing.

It's about becoming an "expert next door", and making a nice second income by sharing what you know.

Pick a topic that interests you, something you know about, and publish your knowledge in the form of a website.

Of course, it isn't quite as simple as that. You have to learn a bit about creating a website that is filled with quality information, and highly rated by the search engines.

There is a learning curve, and it takes a little time.

***Perhaps the easiest way to describe what I mean is to show you one of my own websites. It's called [CoffeeDetective.com](http://CoffeeDetective.com)***

Here is what the home page looks like:



This is the kind of website I'm talking about. It isn't very fancy and certainly doesn't look like it was put together by a high end designer. But it works. It attracts tens of thousands of visitors a month and makes me, on average, about \$4,000 a month in income.

What do I have to do to make that money? Nothing, other than keep writing useful information about coffee, and answering my reader's questions.

The money comes in when my readers click on ads or links to companies with which I have a commission agreement.

I don't have to do any selling. Nor do I have to ship products or deal with customers. I simply provide help and information, and then refer readers to other sites where they do sell stuff – like coffee and coffee makers.

And I don't have any professional qualifications when it comes to coffee. I have no background in that industry. I just like coffee, and know more about it than most of my neighbors.

You don't need to be some kind of fancy expert. Nor do you need to be a professional writer or web guru.

This model for making money by sharing your knowledge is accessible to anyone who likes to write and is comfortable on the Internet.

## How can this work? How can a non-expert actually write a website that makes money?

If you have taken a look at my CoffeeDetective.com website, you might be wondering about a few things.

Things like:

1. How come you know so much about coffee? Are you some kind of expert?
2. How do you get thousands of people coming to your website every day?
3. How do you make any money from all those visitors?

Let's take those questions one at a time.

### **How come you know so much about coffee? Are some kind of expert?**

No, I'm not. I have no professional or formal training in coffee. But I do like coffee. And liking coffee gave me the incentive to learn more about it, and share what I learned on a website.

It turns out there are a lot of people who want to know more about making gourmet coffee at home. They don't understand all the coffee industry language they find on most coffee websites, but they do

connect with the way I write about coffee. How come? Because I'm just like they are. Just a regular coffee enthusiast who shares what he knows. The only difference between my readers and me is that I know a bit more about the subject than they do.

I'm like the expert next door. The guy on the street who grows the best roses. Or the mom who bakes the best cakes. If you want advice on growing roses, you don't need to find someone with a PhD, you just ask your neighbor – the expert next door.

This is what the Internet is so good at. It connects us with these kinds of experts – even if they actually live thousands of miles away.

So how about you? What do you know about? What really interests you? What do people ask you about?

Remember, you don't have to be an expert. You just need to know more about the subject than most other people.

## **How do you get thousands of people coming to your website every day?**

The simplest answer is that you need to write plenty of pages for your website, and make sure they are of high quality and deliver useful, relevant information to your readers.

More technically, there is a skill online known as search engine optimization. You'll learn about this in *New Path to Riches*. It's about how the choice of certain words and phrases on your pages can help get those pages listed high up on the search engine

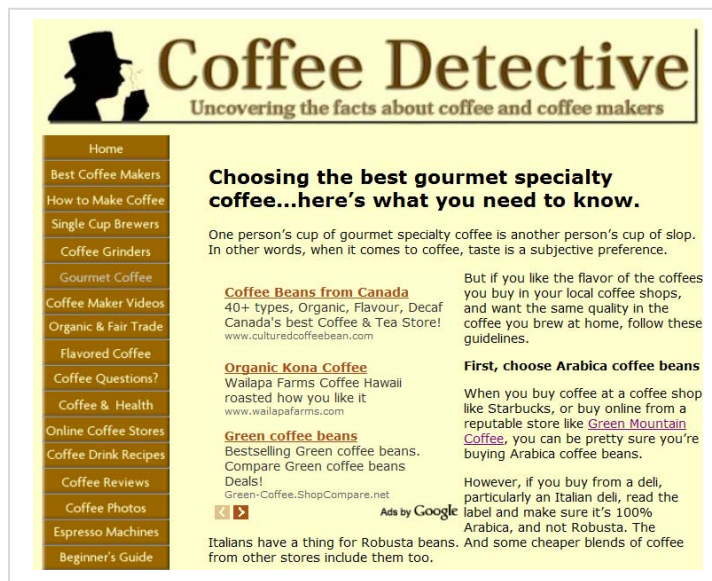
results. This is one of the keys to getting your website found by your readers.

That said, it takes time to build up your numbers. You won't get thousands of visitors coming to your site within the first few weeks of going live. You have to write your content page by page, adding more and more useful information. The more pages you add to the site, the more visitors you will receive. Over time, you'll see your numbers rise steadily, until you really do get over a thousand visitors a day.

## How to you make any money from all those visitors?

With the New Path to Riches model, you don't have to do any selling. You simply keep writing great pages. Then you start adding links to your pages. These links could be in the form of Google AdSense blocks.

Here is a page from the CoffeeDetective.com website, showing a block of AdSense ads. (Ads by Google.)

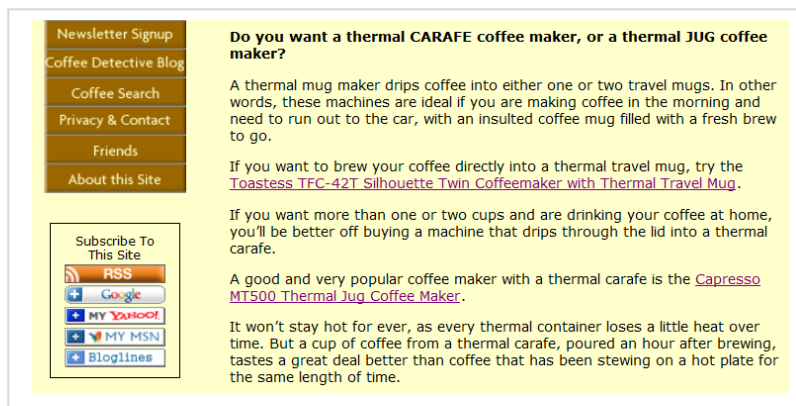


The image shows a screenshot of the Coffee Detective website. The header features a logo of a detective in a hat and the text "Coffee Detective" with the tagline "Uncovering the facts about coffee and coffee makers". A sidebar on the left contains a menu with items like "Home", "Best Coffee Makers", "How to Make Coffee", "Single Cup Brewers", "Coffee Grinders", "Gourmet Coffee", "Coffee Maker Videos", "Organic & Fair Trade", "Flavored Coffee", "Coffee Questions?", "Coffee & Health", "Online Coffee Stores", "Coffee Drink Recipes", "Coffee Reviews", "Coffee Photos", "Espresso Machines", and "Beginner's Guide". The main content area is titled "Choosing the best gourmet specialty coffee...here's what you need to know." and contains several paragraphs of text, including "One person's cup of gourmet specialty coffee is another person's cup of slop.", "Coffee Beans from Canada", "Organic Kona Coffee", "Green coffee beans", and "First, choose Arabica coffee beans". The page also features a Google AdSense ad at the bottom with the text "Ads by Google" and "Italians have a thing for Robusta beans."

When a reader clicks on one of those ads, you earn some money. Maybe a few cents, or maybe a dollar or more...depending on how much the advertiser has bid for each click.

You can also make money by signing up for affiliate programs. As an affiliate of an online merchant, you stand to make a commission whenever one of your readers clicks through to the merchant's site and makes a purchase.

Here are a couple of affiliate links on my site.



The image shows a sidebar from a website. On the left, there is a vertical menu with links: "Newsletter Signup", "Coffee Detective Blog", "Coffee Search", "Privacy & Contact", "Friends", and "About this Site". Below this menu is a "Subscribe To This Site" section with buttons for "RSS", "Google", "MY Yahoo!", "MY MSN", and "Bloglines". To the right of the menu, there is a yellow background section with the heading "Do you want a thermal CARAFE coffee maker, or a thermal JUG coffee maker?". The text describes thermal mug makers and includes two affiliate links: "Toastess TFC-42T Silhouette Twin Coffeemaker with Thermal Travel Mug" and "Capresso MT500 Thermal Jug Coffee Maker".

The colored text you see are affiliate links. When someone clicks on those links, they are taken to the online merchant's website – maybe Amazon.com, for example. And the link contains a unique code, so Amazon will know it was you who referred that visitor. And if the visitor buys, you earn a commission.

Using AdSense ads and affiliate links are just two of the ways you can make money by writing your own website. There are others, but these are the two that make my sites the most money.

## Why this money-making model is such a perfect fit for anyone who is retired.

By the time you are retired, you know a lot about a great many things. You may not always think you do, but you do. You have a full lifetime of learning behind you.

Once retired, with more time on your hands, why not share that knowledge with others – and make a nice second income at the same time?

It makes perfect sense.

Here are some examples.

- If you love cooking, you have a lifetime of recipes to share with others.
- If you raised a large family, you can share what you learned with a new generation.
- If traveled a lot for work, you can share travel advice with other professionals.
- If you have had to deal with some big ups and downs in your financial fortunes, you can help others to deal with their own finances.

- If you have pursued a favorite hobby for many years, you can share what you have learned through your new website.
- If you have DIY skills – maybe you worked in construction, or simply did a lot of renovations to your own homes – share what you know.

Being retired means you know a lot, and can share a lot. It also means you have the time to write down what you know, and share it in the form of a website – and make some money.

Every generation of retired people bemoans the fact that young people don't listen to their elders any more.

That may be true. But they **do** read on the web.

For the first time the older generation has a platform through which they can share their knowledge with hundreds of thousands of people.

This isn't a get-rich-quick scheme. Nor will it make you a millionaire. But it can certainly generate enough money to make a big difference to your quality of life now you're retired.

If you enjoy writing, and feel comfortable on the web, you can do this.

## Next steps...

I hope this bonus 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 are not yet ready to decide, you can get Chapter One free. Simply sign up at the [New Path to Riches Free Chapter page](#) and I'll email you a link to the chapter online.

P.P.S. You can also read a lot of [reviews](#) written by some of the many people who have already read New Path to Riches.