

## Earn More Money in Your Online Business by Creating a PIG

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What exactly is a Passive Income Generator?

As the names suggests, a P.I.G. is a product, system or service that will pay you and your company long after it has been implemented. In fact, the ideal P.I.G. is one where you do the work once and it pays you over and over and over with little to no maintenance on your part.

An example of a P.I.G. could be a book, an audio CD, a patent, the license to use your idea, a service that you contract out, and much more. Let's take a book as an example. You diligently research, compile, write, edit and proofread your book. Depending on who you are this may take you anywhere from 14 days to 14 years. Once the work has been done, a publisher will usually help with the marketing and promotion of the book. Once all that has happened, you the author are left with a passive income generator that will keep selling books while you sit in the sun enjoying a margarita.

Making money with a P.I.G. has become so much more important with the acceptance of internet commerce. Today, there are some amazingly quick, simple and inexpensive ways of creating a P.I.G. As an example, take a pay per click advertising campaign. This type of a business revolves around driving traffic from the search engines at a small cost to a sales site. Once at the site, automated software can take the browser by the hand and market and market the product until a sale is made. If the product is virtual like software or an e-book, no human ever needs to get involved in the transaction (other than the buyer).

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