

Powerful Google Earth Pro Money Making Suggestions

From Kurt Melvin

Here's the [Google Earth Pro Tutorials and Brainstorming page](#).

This report is a vital addition to the Google Earth Pro training and brainstorming page and will give you a number of ideas how you can make money from videos created by Google Earth Pro. I hope you find this info beneficial.

[Take your Google Earth videos to the top of the YouTube rankings with my special report Toob Ring of Fire.](#)
[It's the ULTIMATE guide to both on page and off page ranking your videos on Youtube.](#)

Magic Money Multiplying Travel Keywords

Family, Group, Luxury, Affluent, All Inclusive, Package, Seniors, International, Travel Abroad



Google Earth lends itself very well to travel related topics. When making videos to post on Youtube, including "money keywords" can help your videos generate more money. These money keywords are also useful to keep in mind when researching various travel affiliate offers.

For Youtube videos and affiliate programs, use keywords like "family" and "group" as they imply more than one person is traveling which can mean bigger sales, and bigger commissions for you.

Words like "affluent", "luxury" and even "seniors" can add money to your bottom line since seniors are more likely to have money to spend in nice vacations.

"Group" and "family" will mean more than one person, also often resulting in higher commissions per sale.

"International" and "Travel Abroad" will usually mean a longer average stay as well as higher travel expenses. More nights booked at more expensive hotels means higher commissions.

Two other keywords to use are:

Packages and "all inclusive", as these add in more services which raises your commissions.

Here's a couple of examples:

- Best family travel packages to Paris
- Best all inclusive Alaskan cruises for seniors

More About Travel and Local Keywords:

[Travel Keywords "Pick The Opposite"](#) - Here's a good article from Moz about selecting travel related keywords.

[A Compilation of Over 300 Keywords & Phrases that Trigger the Local Carousel](#)

More Things to Consider When Selling Travel Products and Services

There's three other things to consider when selling hotel rooms:

- Average room rate
- How popular the destination is
- How many nights is the average stay

This link will give you room rates and popularity in the USA and other countries:

<http://www.hotel-price-index.com/2014/fall/us/chapter-2/>

The link above also has many other pages with all sorts of hotel price info from around the Planet. The info is from Hotels.com.

I don't have a source for average length of stay. But again, using keywords like "international" and "travel abroad" will often result in longer stays. People don't often fly from Ames Iowa to Paris for a 3 night stay, like they may for a Las Vegas trip.

My memory may not be exact, but close enough for this example. The average trip to Las Vegas is about 3 nights and Las Vegas generally has very low hotel room rates, around \$116 a day according to the Hotel Price Index link above. Whereas the average stay in New York City is something like 7-8 nights and room rates are about \$261 a day.

This means the average cost of a sale made is around \$348 for Las Vegas hotel rooms. On the other hand, the average sale for a hotel in NYC is around \$1827.

Let's say your affiliate program pays 5%, that means for one average sale your profit likely is:

New York = \$91.35

Las Vegas = \$17.40

That's a big difference in your bottom line.

Youtube Monetization

This is self-explanatory. If you have a Google AdSense account, you can monetize your Youtube videos. I know this is obvious, but I still needed to bring it up. However, by using the money keywords suggested above, you're likely to see higher payouts per click.

Make Money as a Tour Driver/Operator

Cut out the middleman and be your own one man/one woman Uber. Check on the local laws, rules and regulations in your particular location. But if you have a decent car and good attitude it may be possible that you can sell rides and tours. You will also need a good bit of knowledge about the destinations included in your tours.

For example, if you live in a city or town that gets tourists and site seeing, put together a few car tours and sell them. Don't just pick a list of places, but learn about each stop and be able to talk about them and know enough to answer questions.

If there's regulations that prevent you from driving on your own, you may be able to join Uber and or Lyft, taking only good rides you promote for yourself. This way you only work when you know you've got a good fare and "cherry-pick" only the best trips. As a former I driver, only taking the best rides can be very lucrative.

- [Nat GEO - So you want to be your own tour guide](#)
- [5 Simple Steps On How to Start a Tour Guide Business](#)
- [Google: How to Start a Tour Business](#)

Sell Advertising, Leads or Appointments (Uber, limo, taxi, lawyer, etc)

If your videos target tourists, sell leads or appointments to travel and tourist related businesses such as limo, Uber, limo, tour operators and taxi drivers.

You can create cyber video tours using Google Earth to use on Youtube to generate interest and gather leads.

Use a third-party phone call tracking service like [CallRail](#) to track the number of calls (leads) you send your customers. CallRail gives you a phone number that you can use to forward calls to any phone number you can change it at any time.

CallRail also allows you to create an account so that your clients can log into an account for them where they can check out the stats and since the stats are from a third-party service, it adds a lot of trust for your services.

If your videos are about a single location and the people that live there, you can sell leads to just about any business near that location.

Take it a step further and use a little salesmanship and sell confirmed appointments where you close the sale.

Make Money Creating Videos for Real Estate Companies and Agents

Selling Google Earth videos of homes, apartment buildings and businesses to real estate agents could be a very valuable, and lucrative, service. Be sure to tell them you can only do the outside and neighborhood of the properties. If you're in the same area, you may be able to upsell other services such as interiors if you have the right equipment and skills, or sell the jobs to someone that has.

You may also be able to upsell videos of the local area and neighborhood. Show shopping. schools. parks and more the the real

For me, also be sure to speak to people in the local area and neighborhood even shopping, concerts, parks and more and the real estate agent can use to "screen" prospects before taking them personally to check out the properties.

Make Money Selling Videos To Businesses

Real Estate agents aren't the only possibilities for selling your video services. Below are brainstorming ideas. Many of these suggestions are also ideas of businesses that could be interested in buy videos you create. Maybe a hotel/motel would like to show some the the attractions, restaurants and shops near their business?

Rent Your Videos

Use [Youtube's Annotations and Cards](#) as a "billboard" to sell advertising space on your videos to businesses. Since you can't really change the video itself after it's been uploaded, but you can change/add/delete annotations and cards at any time, you can add contact info to annotations and cards, and remove the contact at time if you're not being paid. You can also charge based on how long the annotations are. In this way, your clients are "renting" space on your video(s).

Custom "How to Get To Your Store" Videos for Local Businesses

Create a video that shows how to get to a particular business from different directions and give them away or sell them very cheaply as an ice breaker to build leads with local businesses.

A great thing about GE is that you can create "How to Get to" videos for just about anywhere on the planet without having to actually be there.

After making contact, you can "upsell" services like adding your "How to get to" video to the end of a promotional video they already have, offer to make more videos and split test them, as well as a number of online and offline marketing services.

However, the hard part is getting your foot in the door and giving them a "how to get to your store" for free may just do the trick.

TRAVEL AFFILIATE PROGRAM RESOURCES

Popular Travel Services

This is NOT written in stone, but this is the general order I'd rank these travel affiliate programs:

[Booking.com](#) - If I could join just one travel affiliate program right now, this would probably be it.

[Trip Advisor](#) - One reason Trip Advisor is so good to use along with Google Earth is that Trip Advisor has so many things to use for videos like ratings and recommendations. For example, take [their Choice Attractions](#). Then create Youtube videos of the areas and name them something like "Trip Advisor's 5 Best (Whatever)" and monetize them with Trip Advisor's affiliate program.

[Expedia Affiliate Network](#) - Big time name with lots of offers.

[Agoda](#) - Has both "[affiliate](#)" program and a "[travel agent](#)" program.

[Hotels Combined](#) - Pays per lead, not sales. It searches prices of many of the top hotel reservation sites on the web finding the lowest price for your customers. Pays 50 cents - \$2 per LEAD.

Individual Hotel Chains

Many hotel chains offer individual affiliate programs.

[Wikipedia List of Hotel Brands](#) -

[World's Best 100 Overall Hotels](#) -

[World's Top Hotel Brands](#)

[12 Most Luxurious Hotel Chains Around the World](#)
[Hotel Chains](#)

TIP: Pick a hotel chain and create a Youtube channel optimized for that chain. Then pick a hotel for that chain in different locations. Use Google Earth to make video tours of the various hotels. Show the hotel itself from different angles as well as show things within waling distance. Don't forget an affiliate link to "book this hotel".

High Ticket Travel Affiliate Programs

~~High Commission Affiliate Programs~~

The following affiliate programs are for luxury travel-related services and can have very high commissions.

[Private Jet Charters](#) -

[Sandals Resorts](#) -

[LuxuryLink](#) -

[BoatBookings](#) - Yacht Charters

[Sailing Europe](#) - Yacht Charters in Europe

[Accor Luxury Hotels](#) -

[Faremont Raffles Hotels & Resorts](#) -

[Orient Express Luxury Trains & Hotels](#) -

[Africa Point](#) -

[Luxury Travel Team](#) -

[Exotissimo Travel](#) - Travel and tour company in SE Asia

[Hotel Travel Check](#)

[Luxury Travel Team](#)

[TourGuate](#)

[Tour Radar Adventure Tours](#)

[Travel Payouts](#)

[Walt Disney World](#)

Luxury Car Rentals

[Hemingways - Europe](#)

[Las Vegas Luxury Cars](#)

[MPH Club Exotic Car Rental](#)

[SilverCar - US \(Apply through CJ.com\)](#)

Yacht and Sailboat Charters

[BoatBookings.com](#)

[CruiseDirect](#)

[Sailing Europe](#)

[Yacht-Rent](#)

Medical Tourism

Medical Tourism is when people visit a country with two purposes: To have a vacation as well as to save money on medical and dental procedures that are more expensive in their home country. Often, the savings in their medical treatment will more than pay for their travel and vacation expenses.

Medical tourism is a very lucrative niche. If you live in a country that's a destination for medical tourism, do a little research and find which medical services your country specializes in. Then create video tours of where the medical centers and doctors are, as well as some tours that would appeal to those traveling to those areas. Tell them the best places to eat and drink, as well as things like what areas they should avoid for safety reasons.

Medical Tourism Affiliate Programs

[Costa Rica Medical Tourism](#)

[MediTravel](#)

[Stem Cell Malaysia Stem Cell](#)

[ThaiMed](#)

Misc. Travel Affiliate Programs

[Affiliate Guide](#) - This site has a good variety of travel related affiliate programs like sports event tours, urban adventures and helicopter tours of Las Vegas and the Grand Canyon and a lot more.

[Affiliate Directory Travel](#) - Has lots of travel affiliate programs. The advanced search lets you find programs that pay by Paypal, have affiliate tools like data feeds and email, etc.

TIP: One of the best ways to sell travel products is by using comparison charts, with the best choices having your affiliate links. You can [get some great WordPress themes with comparison charts here](#).

Physical Products

Don't forget about physical products from affiliate programs like Amazon and eBay. If your videos are "Best places to scuba dive in Hawaii", include eBay and Amazon links to scuba gear and underwater cameras. etc. If your videos are about "best places to camp in _____", include links to camping equipment. Luggage, cameras including GoPros, binoculars, sunglasses and more are all possibilities.

And if you're promoting luxury travel of any kind, think of high-end products of all kinds like watches, luggage, gourmet food and more.

Sponsorships

[FameBit](#) is a site that hooks Youtube video makers up with sponsors for your Youtube videos. I believe if you have at least 5,000 YouTube subscribers you can join [FameBit](#) for free. Check it out for the details.

Build a Mailing List

Another obvious way to profit from your videos. Offer your viewers free reports in exchange for their email addresses. Youtube is a great way to build email lists. See "How To Create Email Bait" towards the end of this report.

Create Travel, Tour and City Guides

Repurpose your GEP images into a variety travel guides, and when appropriate include links to optin forms and affiliate programs. Give them away and/or submit them to ebook directory sites, PDF sites, and PowerPoint sites.

Be sure to check out Google's usage rights when using images from Street View:

<http://www.google.com/permissions/geoguidelines.html>

Grab Attention in Your (and your customers) Video Ads

Sites like Youtube, FaceBook and Twitter allow you to use video ads. Some of them allow you to target by location. Reports are, videos are the most effective of all the advertising media. If you are targeting a local area with your ads, starting your advertising video with images or video of familiar buildings and other landmarks will help capture their attention and very likely make a huge impact on your ad's viewers. GEP is perfect for this, although you may want to add other elements to your video ads.

Quick YouTube Tip:

If your video is one that ranks or rates something, like 5 Best Taco Shops in Orange County CA, be sure to ask for Youtube viewers to comment and add their own choices. Interaction on Youtube gives social signals and is a major ranking factor that may give a big boost to how well your video will rank. People love to share their opinions. Encourage them and it will help your performance on Youtube.

The next step is promoting your videos on Youtube.

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Take care,

Kurt Melvin