

"30 Days To Internet Marketing Success"

Volume 1



by Joe Kumar

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Publisher's Bio



Joe Kumar is an 18 year old full-time student living in sunny Singapore. He started off groping in the online marketing dark in November 2001.

All he did for the next 16 months was read, study and absorb everything he could about marketing on the internet, a bare minimum of 2 hours a day.

Even though he constantly felt he knew enough to start an Internet business, he never really had the guts nor courage to do so (this is the BIGGEST mistake most people make).

He remained inactive until February 2003, when he finally said to himself: "I'm sick of sitting in the sidelines. Internet Marketing industry, here I come!"

With assistance and mentorship by arguably the greatest Internet Marketer of all time (Mark Joyner - the "Tiger

Woods of Internet Marketing"), Joe is all ready and set to take his place as a true Internet Marketing expert, himself!

When Joe Kumar brings you his first product: "30 Days To Internet Marketing Success", he brings you the collective knowledge and expertise of himself and his panel of Internet Marketing experts combined, including: Mark Joyner, Michael T Glaspie, Chris Widener, Jim Straw, Joe Vitale, Marc & Terry Goldman, Neil Shearing and Phil Wiley among others.

Joe and his expert panel will transform you from a brand spanking newbie to an Internet Marketing expert in 30 days or less, GUARANTEED, or you'll be refunded all your dues.

Joe personally applies the knowledge within his own product every single day to help him achieve success in the Internet Marketing battlefield, and if you're smart, so would you!

Subscribe to Joe's Internet Marketing Success (IMS) Newsletter and receive a FREE sample copy of **30 Days To Internet Marketing Success! Just send a blank email [HERE](#) to subscribe!**

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Publisher's 'Special Thanks' List

Mark Joyner

- for believing in me when no one else did.
- for helping me get started with my Internet journey.
- for constant support and encouragement via email and over the phone.
- for advising me on what to do, and how to do it.
- for agreeing to be my first contributor.
- for everything else he's done for me (too much to mention – would consume the entire book ;-).

Jack Humphrey

- for helping me conceive my product idea.

Rick Adams

- for very valuable PDF advice and assistance.

Gary Knuckles

- for constant help and assistance.

Harvey Segal

- for constant advice and motivation.

Publisher's Introduction

Dear Reader,

This is Joe Kumar and over the past 4 weeks, I've posed a very serious and challenging marketing question to several Internet Marketing Experts.

I figured this is the 1 question online newbies (and even intermediate marketers looking to take it to the next level) would like answered above all else.

This is what I asked them...

"Hey <Guru Name Here>,

You suddenly lose all your money, along with your name and reputation, and only have your marketing know-how left.

You have bills piled high and people harassing you for money over the phone.

Plus, you have a guaranteed roof over your head, a phone line, and an internet connection for only one month.

You no longer have your big guru name or JV partners. Other than your vast marketing experience, you're an unknown newbie.

What would you do, from day 1 to day 30, to save yourself?

Joe Kumar”

Their answers are diverse and varied each expert goes into their own niche. Mark Joyner talks about list building, Marc & Terry Goldman talk about product creation, Gary Knuckles goes into teleseminars, Karol Gajda goes into auctions, Rick Adams discusses selling 'ideas', Jim Straw talks about offline marketing etc etc.

You're going to be able to just blindly COPY what these experts would do if they were starting from scratch.

You wouldn't have to invest even an ounce of creativity or ingenuity. All the hard work has (truly) been done for you, all you need to do is blindly copy your way to success.

With that said, let's proceed to the answers...

Adrian Ling – EasyBizTools.com

Hi, my name is **Adrian Ling**. I have a lovely wife Tricia and our little bundle of joy, Fara ... oh, btw, she's the "CEO" ;-)

From what we've observed, the **MAIN CHALLENGES** faced by Online Businesses are:

- 1) Developing and Marketing their Products
- 2) Finding suitable software/scripts that meet their unique business needs

We saw a need here, and hence, easyBizTools.com was conceived to help entrepreneurs like yourself with the **challenge #2**

Our core expertise and focus is developing innovative and specialized software and scripts that will enable you to give your Online Business the extra edge over your competitors !

We believe that your time would be more well spent and more profitable if you were to concentrate on solving/meeting **challenge #1**

For the curious, I've a BSc. with Honours in Electronic Engineering. I've been a system administrator, a programmer, a developer, and presently, CTO of easyBizTools.com. My lovely wife Tricia, holds a Honours

Degree in English and is currently the "Home Affairs" minister. Our daughter Fara, well, she's the CEO - what else does she need ? :-)

***We wish you all success in your
online business/ventures !***

Answer: By Adrian Ling

Day 1

I'll take a complete break – get away from everything and everyone to be alone. I'll take a walk in my favorite park and enjoy the wondrous beauty that God has created - the sound of birds singing, the smell of fresh flowers, the gentle bubbling of a brook I will take time to compose myself, my thoughts and not think about my loss. Today will be a complete day of rest.

Day 2

First thing I'll do is to write a short letter to all my creditors and ask for a 30 day grace period to settle all my debts. Personalize the letter and sent it to all my creditors so that I will have 29 days of un-interrupted time to fully concentrate on what needs to be done.

Then I'll map out an action plan -

- Identify my goal(s) - Is it just to pay my bills? Earn \$X in 30 days?
- Identify the obstacles ("road-blocks") and how to get around it.
- Identify the various options available.

Day 3

Identify my goal.

This is very important as it will set the direction and motivation for me to achieve it. Do I want to earn a few hundred dollars a month, just enough to pay my bills and live day to day? Or do I want to earn a few thousand dollars a month, and live comfortably?

Which goal will motivate me? Which goal will prompt me to take consistent and persistent actions, regardless of the odds against me? Which goal will spur me on when I feel like throwing in the towel?

A clearly defined (and written) goal will provide clarity on what needs to be done. After defining and writing my goal, I will read them before I go to bed each night, and I'll read them again when I wake up in the morning.

Note: it's very important to write down the goal, clearly and with as much details as possible. A written goal such as "I want to be rich" is not a goal at all and will not empower you in any way.

To help me formulate my goal, I will study a chapter from "Unlimited Power" by Anthony Robbins – (chapter XI Limitation Disengage – What do you want ?).

Day 4

Identifying and Overcoming the Obstacles. There will be moments of doubt, fear and discouragement ... especially as

each day passes and if I don't seem to be making any "significant progress".

Mentally prepare myself to negate these thoughts as it will put me in an un-resourceful state that won't allow me to do anything productive.

To do this (prepare myself mentally), I will:

- * Re-read my Goal visualize the day when I've achieved my goals, "experience it in the future – how would I feel ? What would I see ? Hear ?"

- * Remember and visualize my past successes – I did it in the past, I can do it now. My past successes will be sort of an anchor that will remind me of my abilities.

- * I will start each day by spending time with God first, and to commit the day to Him. Then, I'll spend at least 20 minutes of preparation – thinking through what needs to be done today and list them in order of priority. This will give me focus and clarity of mind to do what needs to be done today and minimizes the chances of having doubts.

Day 5 and 6

Identifying the various options to take. This is the time to determine the nature of the online business that I want to start – do I want to write an ebook ? Develop new software? Promote an affiliate program? I will list down:

- My strengths/skills
- My passion/interests/inclination

Since I'm good at it and like programming, I will develop software to sell.

Note: You may have specific skills, such as copy-writing, story-telling, magic-tricks, real-estate knowledge, taxes, healthy dieting, etc – which you can take advantage of ... write a book on the topic. If you're not a writer, you can do the outline/frame-work, i.e. provide the contents and hire a writer to write it on your behalf – you can do a search on this keyword – “ghost writing” or “freelance writers” on <http://www.google.com/> or you can search/post your request at <http://www.elance.com/>

Note: You should do something which you're passionate about (or at the very least, have some interest in). This will ensure that the next few weeks will be enjoyable and less stressful for you. Your level of passion/interests will fuel your desire to succeed and empower you to make your goals a reality.

Next, I need to find out what kind of software people are looking for and are willing to pay for it.

Time to visit some of the better known Free Internet Marketing Forums on the Internet.

<http://www.ablake.net/forum>

http://www.howtocorp.com/cgi-bin/webbbs_config.pl

<http://www.friendsinbusiness.com/board1/>

Get a notebook and divide each page into 4 columns –

- Column 1 – Date
- Column 2 – Name of the poster
- Column 3 – Email of the poster
- Column 4 – Website of the poster
- Column 5 – The contents of the post

(note: you can also use Microsoft Excel or Word if you prefer to do this electronically. If you use MS. Excel, you will be able to do sorting and searching which will speed things up.)

Spent the rest of today browsing through all the posts, paying close attention to various “problems” or “request for help” posts, and note them down in the notebook/Excel.

Day 7

Day of Rest. Take a break to refresh myself. Every Sunday will be a day of rest.

Day 8-14

My daily routine for the next 7 days

After time with God and breakfast, read the goal that I've set and spend about 20 minutes to prepare for the day – the things that I want to accomplish for the day.

Next, comb through all the marketing forums and start to participate. Make it point to contribute to at least 7 posts per day in each forum, leaving only my email address (no website url or affiliate link).

There's a reason for doing this – by contributing (without any ads or affiliate link), I'm introducing myself to the community as someone who's very helpful and who provides solid information. I'm building my reputation as someone who's helpful, knowledgeable and trustworthy to the community at the forum.

Pay close attention to all the “problems/request for help” posts in the forums and file them away in my notebook/Excel.

These posts are important as they will help me identify what software to develop. If many people are asking about a particular problem, then I have found my answer – “I shall develop software that will solve this problem”.

(note: This tip is equally valid if you're planning on writing an ebook – what is the recurring question people ask ? For example, if the recurring question is – “how do I build my subscriber base ?” Then you have found a potential topic for your ebook.)

Day 15

After 7 days of intensive forum contribution and taking note of the various problems posted by various people, I've narrowed down on the type of software/script I will develop. (The way I narrow it down is to find a "recurring problem" – a problem which is posted regularly and on multiple forums)

Many online merchants and Clickbank affiliates are asking, "How can I direct my visitors to a particular page at a merchant's site ?" and "How do I prevent someone from stealing my affiliate commission ?" "How do I contact my affiliates ?"

In other words, a Clickbank Merchant has no way of knowing who his affiliates are, and if the merchant is selling multiple products, the affiliates cannot send visitors to a particular product page.

I have identified a niche market with huge potential! I will now develop a script to address these problems/limitations.

(Note: <http://www.clickbank.com/> is an excellent 3rd party payment processor)

Next, check out the competition by doing search on <http://www.google.com/>. Enter the following keywords, + "Clickbank +Affiliates +scripts" in the search box. Visit all the websites that came up and jot down all the features of the products in each of those sites.

Much to my delight, none of my “competitors” has a product that does exactly what I have in mind. I shall proceed to develop my software, which I’ll call “easyClickGuard”.

* Note: this is how <http://www.easybiztools.com/> came to be in April 2002. EasyClickMate, then easyClickGuard was the first of its kind. Today, it has about 12+ competitors ;-)

Day 16

Today, I will contact my good friends at the forum whom I trust and run my software idea with them.

(Note: this is another hidden treasure in forum participation – you’ll get to build relationships with many people – some of whom will become your best buddies online. I have found my online mentor and many good buddies in this manner).

Based on their encouraging feedback, I decided to go ahead with the software development.

Next, build a “skeleton website” to start building my own mailing-list. As I don’t have the complete details of what my software is going to be, I can’t write the sales copy yet, but I do know what problem my software will solve.

The skeleton website will contain a brief description of the problem, and a short paragraph of the solution (my software) with the release date, 28th. There will be a simple

form for interested prospects to register themselves to get priority notification as well as a 20% early bird discount.

Then, I'll setup the automation software for my website, i.e. Autoresponder, Mailing List and a User-support forum.

There's a free autoresponder service at <http://www.freeautobot.com/>. There're also numerous free scripts for mailing lists and forums at: <http://www.hotscripts.com/>. I decide to install phpBB (<http://www.phpbb.com/>) as my support forum software.

(Note: if you've the resources, it's recommended that you get a paid autoresponder, i.e. either you purchase an autoresponder software and install it at your site or subscribe to a paid-service. This will add a more professional image to your business).

Day 17-22

The next 6 days is spent on software development. I will still continue to frequent the forums, but I will limit my time to only 2 hours a day and answer only 2-3 posts.

Now, each time I make a post, I will put the URL link to my "skeleton website". As I've already built a good reputation on these forums, people who visit my site from the forums will register themselves for the priority notification.

In this manner, I'm building my mailing list now, even before my site or software is even ready.

Day 22-23

The beta software is ready for testing. After ironing out the bugs, I emailed it to my friends again, asking them to review it.

Based on their feedback, I will adjust the features accordingly. This took another 2 days of development. I will also start to draft the outline of the sales copy as I put the finishing touches to the software.

The draft outline of the sales copy goes something like this:

1. Title – Unlock the Full Potential of Clickbank ! (The title should capture the interests of the reader and draws him/her to continue reading – it should provide the main benefits of the product)
2. Introduction - Summarizes the key points/benefits the product – (most people are in a hurry – they will scan through your sales copy and unless they see something which catches their attention, they will go away. This section will build on the main benefit stated on the Title and draws them to continue reading)

3. At this point, a testimonial may be appropriate – an endorsement to the claims that you’ve just made.
4. State the problem – what the reader will be missing if they’re not using my product, and state how the product will help them overcome it. Tell the reader how your product will help them, how it will increase their sales/solve their problems, etc.
5. More testimonials
6. Summarize the key benefits/points again.
7. Provide a 100% satisfaction guarantee.
8. The call to action – the order link. Make it easy for your readers to order.
9. Your personal signature and contact details
10. A bonus (if any) and or a P.S. (optional)

Note: You can view the actual sales copy at:

<http://www.easybiztools.com/>

Day 24

The software is finally ready. Contact my friends again and ask if they would be willing to promote it to their list. Profits will be shared 50-50. I will also ask them for a testimonial/endorsement if they found it useful.

(Note: Clickbank has a superb affiliate program in place, which will make it easy for me to do joint-ventures - I don't have to write cheques for my joint-venture partners, Clickbank will handle all the payments).

After getting a Clickbank Merchant account, I will start writing the sales copy based on the draft outline that I've made.

Day 25

Contact my friends again and ask them to review the sales copy. Based on their feedback, I will polish it further.

I will also add more info to the "early bird registration page" so that it has a more detailed info on the software. Continue to participate and contribute in forums with more vigor with my URL link to the registration page.

Day 26

I will do a final check on the sales copy and send an email broadcast to all who have signed-up at the "early bird registration". Replace the "early-bird registration page" with the final sales-copy.

Write a JV letter to send out. (This is where the notebook containing the name, email and website url of the forum participants comes in handy again).

In order to help me formulate the JV-letter, this is what I normally do: visit their sites to find out what they are selling and who their subscribers/customers might be, and how my software may benefit them.

The JV letter will begin with a few line of brief introduction of who I am and the reason I'm writing. Then, I'll proceed in more detail how a joint-venture might benefit their subscribers/customers and therefore, benefit them. I will also offer them my script for free. I will send the JV letter at a later date, after my friends have broadcasted to their lists.

Day 27

Sales start to come in from the "early bird registrants". My good friends will email their list today.

Wrote a "thank-you note" to each of my customers. (This part was manually done until the sales volume increased, then I automated it).

A sample "thank-you note" will look like this:

Dear NAME,

Thank you for purchasing easyClickMate. You may download the software and the bonus here: _____

Should you have any questions regarding the software or need any help in installation, please feel free to drop me an email or drop by our support forum.

Have a great day !

Kind regards,

Adrian

Ps: I would like to invite you to participate in our affiliate program where we pay you a generous 50% of the sales you make. Please note that our affiliate program is restricted and is not open to the general public as we want to protect your interests as our valued customer and affiliate.

Day 28

More sales came in from my friends' lists. Wrote and thanked each one of them for sending the email out to their list.

Now, to expand further by looking for other JV partners who I've not contacted yet. Polish the JV letter and do a mail-out to these marketers.

Day 29

Reply any queries I may have from the new potential JV partners. I do not submit to any search engines as the process is too tedious, but since my customers (who are also my affiliates) use my software to link back to me, the major search engines like Google will start to notice my site and soon it'll get listed. Also, the URL links (in my signature) which I leave on the forums when I post will also contribute to the link popularity.

Day 30

Research on "Back-end products" to provide me additional sources of income. What other tools/books will help my customers in their business? Can I promote these as well?

In the days to come, my routine will be customer support, building relationships with my customers as well as other marketers, and continue to search for suitable/complementary products for back-end-sales. And THAT is how you succeed on the internet, in 30 days or less!

Final Words:

"Instant Gratification" – almost everyone is guilty of that – me included. If you read carefully in between the lines of many pieces of sales copy, you will find that most of them promise you that their product will "make you an expert" almost instantly, and with minimal effort! It'll trigger something within you that says, "Hey, if I buy that product, I can start earning \$\$\$ by this time next week."

Well, sad to say, I've yet to find such a product (although I've bought many that promise that). I'm not saying that these products are not good, some of them are, but the real secret is,

"You need to put in lots of time, effort and discipline, especially if you're new".

How many years did you spend at school ? College ? How many years did you prepare yourself to get a job ? Likewise, one should expect to put in lots of effort, time and determination if one is to succeed in an Internet Business. It took me nearly 6 months of learning and 2 months of product development before <http://www.easybiztools.com/> was launched.

The important thing is that you learn something new each day and you PUT INTO PRACTISE what you've learnt.

Another thing to take note of is this, **"FOCUS"** – there will be 1001 legitimate and good business opportunities on the

net, but you've got to stick to one for sometime, nurture and grow it ... if you hop from one to another (each one promising instant riches), you will never find it. A rolling stone gathers no moss.

**Finally, TAKE ACTION NOW ... no matter how small !
The longest journey begins with a small step !**

I wish you much success in your Online Endeavors !

Anne Ahira – EliteTeamAsia.com

Anne Ahira is the Founder of **The Elite Team Asia**. The 'Team' was created to help anyone, no matter where they live, learn how to build a **better** financial future for themselves, and to learn how to do so quickly and on a limited budget

If you would like to learn HOW to develop and operate a **REAL Business** that will give you a long term RESIDUAL income, and to receive PERSONAL guidance from Anne, simply visit her website at <http://realtactics.com/>

She is offering SPECIAL one on one, online training, and **personal guidance** for anyone who is seriously interested in creating a **more** abundant life for themselves and their families.

Anne Ahira, who goes by the nickname of **Asian Brain**, is 24 years old. She can speak **8** languages, graduated from University in less than 3 years and was **the top** student out of class of 832 students.

She is also the editor of **The BEST Affiliate Newsletter** which is read by professional networkers in over **70 countries** in the World. You can subscribe to her Special Newsletter by visiting her website at <http://www.thebestaffiliate.com/>

Being a reader of her **exclusive** Newsletter, entitles you to have "*Positive Team Course*" sent to your mailbox every week! The course, Free Mentoring and **Free Consultation** for YOUR business could be the 'little extra something' that you have been looking for!

Answer: By Anne Ahira

Day 1 and 2 -- Take the time to compose myself.

I am not going to panic! I will not attempt to do anything but make myself calm, and **I will stay positive**. I would probably go for a walk in the park, breathe deeply of the fresh air to cleanse my mind, so that I can think clearly when I come back home. This usually works for me when I have a problem.

Day 3 and 4 -- Contact everyone who is affected by my situation

I will make a list of everyone to whom I am in debt. I will be straightforward and let them know that I am currently experiencing some setbacks but assure them that I will honor my financial commitment with them as soon as I am able. I will make my sincere apologies and ask for their patience as I rebuild my business.

I will make certain I have their full contact information so I can keep in touch with them and send partial or full payment the instant I have the funds available to do so. If I find myself the recipient of anger and harsh words, I will put myself in their place and accept that I would probably feel the same if I were them.

Only after I have done the above can I then give my full concentration to re-building my business.

Day 5 -- Evaluate my errors:

I will start day 5 by evaluating what I did wrong. What had made me fail? I will find out where I was weak. From this analysis I will realize that I have learned valuable lessons which will help me to create **much greater** success in the future. I now know what to avoid and what I need to better develop.

Okay, here I sit with no big guru name, no JV partners, BUT I will stay positive because I have something much more precious and that is **knowledge**.

I can take heart knowing that once before I started from 'scratch', with absolutely nothing, and managed to achieve much success. So what's different now? In fact, now I have gained such knowledge and skills from hands-on experience that my journey back to success will be that much **faster** and easier!

I believe in the **power of thought**. So, instead of thinking of myself as a 'broke and failed business woman', I would rather think I am a "**Professional Newbie**", a "**Highly Skilled and Experienced business woman**" who knows what to do. :-)

Even though the first 30 days are critical and I will drive myself hard, I will ALWAYS allow myself a half an hour a day for physical exercise or aerobics and make certain that I get enough sleep.

If I don't take care of myself properly I will not have the mental and physical energy and creativity necessary to regain my former level of achievement.

Day 6 -- Sit down with paper and pen and start a list for myself

Before I develop a new business plan I need to know the answers to the following questions.

*To determine what is **the right business** for me I need to ask myself:*

1. What technical skills I have learned or developed?
2. What do others say I am good at?
3. How much time do I need to spend each day to run a successful new business?
4. Do I have hobbies or interest that are marketable?

Can I identify my "niche market" ?

1. What type of business am I interested in starting?
2. What services or products will I sell?
3. Is my idea practical and does it fill a need? or
4. Can I create a demand for my business?
5. What is my competition?
6. Can I provide quality service for my product?

Once I get this far I need to ask:

1. What will I name my business?
2. What equipment or supplies will I need?
3. What are my current resources?

4. What financing will I eventually need?
5. How much will I be able to compensate myself and when?

When I'm sure I've answered the questions above to the very best of my ability I'll be ready to begin putting ideas on paper!

Day 7 to 9-- Make a Business plan!

A well-thought-out business plan is a **detailed** description of the business and its goal; describes how the business will be operated, managed and capitalized, and will help to keep the new business on track and within budget. It should include:

An Introduction with:

1. **Executive Strategy**, which gives a detailed description of the business and its goals
2. **Management Structure** which will list the skills and experience I bring to the business

A Marketing Plan describing:

1. The products/services I will offer
2. What customer demand exists for my service
3. My market, its size and location
4. How my products/services will be advertised and marketed
5. The pricing strategy

Financial Information including:

1. Source of any capital

2. Monthly operation budget
3. Projected Profit & Loss Statement for the first two years
4. Narrative of Operational Budget explaining how the business will be managed on a day to day basis
5. Provide "what if" statements that address alternatives to any problem that may happen.

A '**Concluding Statement**' summarizing my business goals and objectives and expressing my commitment to the success of my business!

Day 10 to 19-- Start To Develop My Own Product.

Once I have completed my business plan, and know what product I will create, and feel comfortable with the content and structure, THEN I will start **DOING**.

People always need information. With my marketing knowledge and experience, I can easily apply what I know to create an ebook. Writing about something that I know very well I can write about "**Effective Marketing Strategies**",

I used to study Psychology at University, so I can apply that to my marketing. I can even write an eBook entitled "**Prospecting Skills Online: Psychological Selling**". I can also write about something more general like "**How To Handle Stress**".

Okay, so I've decided to write an ebook about "Effective Marketing Strategies". Once I've done my research and have an outline or draft I'll begin composing my book using HTML. For this I usually use '*Dreamweaver*' or '*MicrosoftFrontpage*'. This is exactly the same thing I would do if I were going to create a website.

My next step is to actually turn this material into an ebook. I do this using '*EBook Lite Compiler*'. This is software which you can purchase at <http://www.ebookcreatorlite.com/>. You will be pleased with the amount of help you can receive at this site; they will teach you step by step how to create an ebook in exe. files.

When my ebook is completed, I will upload it to my server and it is ready to be downloaded!

Not quite done yet. Before I can start promoting my ebook, I will first need to create some really good sales copy. This won't take long, I can generally make copy in a day or two. There is some controversy regarding which is better; short sales copy or long. I personally prefer to do a short but very to-the-point sales letter. Here's an example:

<http://www.asianbrain.com/> That is a **FREE** mentoring that I have created for people to learn more about internet marketing. My sales copy is very short but to-the-point.

See how simple that was?! Using the knowledge I already have I can easily write a truly useful, marketable eBook

within a week or so. You **can** do the same thing!

Day 20 to 30 -- Promote My New Product

Since I have lost all my money, and have no budget for promotions, one of the best ways to promote my new product will be by finding new "Joint Venture" partners.

A Joint Venture is basically when two people join forces to form a partnership to jointly promote their products. With a JV you can instantly **double** the exposure of your products and services by tapping into each other's built-in audiences, business relationships and mail lists.

Since I believe so strongly in the **benefit** of good Joint Venture's, I have created an article which goes into much more detail as to how they can be used. To get your copy go here: <http://www.thebestaffiliate.com/articles/jv.html>

I am not concerned that I have lost my last JV partners. There are **MILLIONS** of people online, worldwide and I know a few of them will be eager to do a Joint Venture with me.

Before I start to look for JV partners I need to prepare an email offer to send to them! Following is a letter I have successfully used when contacting potential JV partners:

SAMPLE EMAIL FOR JV PARTNERS PROSPECTS

Hello **NAME** :-)

My name is **Anne Ahira** and I am the owner of TheBestAffiliate.com. I am a recent visitor to your site (**JV PARTNER PROSPECT WEBSITE HERE**) and I must say that you've done a very good job. This site is well thought out and **professional** looking. I'm writing to you today to see if perhaps we could join together to the benefit of both our websites?

NAME, are your readers interested in Marketing? I'm asking this because I have just made an eBook about "**Effective Marketing Strategies**"

It's located at <http://www.thebestaffiliate.com/> and I would be flattered if you would take the time to check it out. :-)

Here I will give you a copy of the ebook for free!

<http://www.thebestaffiliate.com/gift.zip>

I make a genuine effort to provide useful information in a simple straightforward fashion and I'm finding that people are delighted with the opportunity to learn more about Marketing Strategies.

If you feel that my new eBook might be of interest to your subscribers, I would be willing to give you a **SPECIAL 60%**

commission to introduce it to them! Let me know how I can help you!

Hopefully we can find a way to work together and I am always open to any ideas you may have. Thank you for your valuable time and whatever your decision I wish you the very best in your business. :-)

Warm Regards,

Anne Ahira

Founder of The Elite Team Asia

Editor The Best Affiliate Newsletter

<http://www.eliteteamasia.com/>

<http://www.thebestaffiliate.com/>

<http://www.asianbrain.com/>

<http://www.anneahira.com/>

Now that I am ready with my letter for JV partner, I can also start to locate Publishers whose target market is compatible with my product, and who are willing to endorse my new ebook to their list. I am a member of Directory of Ezines for life. You can go here to learn more:

<http://directoryofezines.com/>

In this directory, you can find **many** ezine Publishers along with the names of their ezines and their email address's. They are listed according to categories such as business, marketing, and web promotion, which makes it a little easier to find exactly what you are looking for. You can also find information about the list they have, what is their target market, how many subscribers they have etc..

Once I find the publishers I would like to approach I will personally email them, and offer to give them my new ebook for free as well as a 50%-60% commission on sales, if they will mention my new ebook in their publication or newsletter.

There are **many** ways to go about finding appropriate JV partners. I also can go to my favorite search engine, <http://www.google.com/> or <http://www.yahoo.com/> , and type in the keywords suitable to my product. In this case I type in: "**Effective Marketing Strategies**".

In Google I found 1,280,000 links to different resources with content about web promotion and marketing! Now I will look for webmasters who have a product related to mine and who are willing to market someone else's product. Once I find them I will email them politely and ask if they would like to do a Joint Venture with me.

Another way for finding JV partners is by going to Forums. I can 'politely' post in the forums and introduce myself. No blasting of advertisements please! That is just not cool or

ethical. Instead I will ask them to 'review' my website. When they do, they will see that I have a good product for which they can earn a 50% sales commission.

These type of strategies give me **great** exposure to several new clients, which means the chance to generate sales but more importantly, the opportunity to continue to build my own **opt-in list**. Are you wondering how all this will help to build my list? Okay, this is how.

When a JV Partner or a publisher promotes my ebook in their newsletter my website will be mentioned. I know that at least some of the readers will visit my website. When they do, I will have something free to offer them. For example I could have a pop up which says "**Get FREE 'Positive Team Course' and a FREE Consultation for YOUR business**". If they are interested they will have to fill out a form with their name and email address or I can simply make a popup which when clicked automatically adds them as a subscriber to my list.

ALSO, as people read my ebook they will find links to my site. Once again they will see that they can receive valuable, interesting material if they become subscribers to my newsletter.

In conclusion:

ANYONE in business could suddenly find themselves back at square one but as long as you maintain the **right positive mind set** and continue to believe in yourself, you will once again achieve success.

Remember, whenever you experience a setback, to evaluate and learn from your mistakes so you can avoid making the same ones again. Success in small business starts with **decisive** and **correct opening moves!**

Don't just race off to start anew. Give yourself enough time to KNOW where you are going. I can't stress this enough! When you begin your new business plan be sure you incorporate all you have recently learned from your past errors; this will help to insure your future **success**.

If I have done my restructuring correctly and have several good products to market, I should begin to see a small income by the second month. Sufficient, at least to keep me online for one more month! Each month will be better than the one before until I reach and finally exceed the income generated by my previous business.

It takes discipline, desire and hard work to regain success. For the coming months, I will need to **stay focused** on my business plan. To help me do that I will place reminders of my goal everywhere; in my bed room, on the refrigerator door, in my work place. This is an old trick but it usually motivates me to stay on track and work harder.

So there you have it, everything I would do for the first 30 days to '**restructure**' my business. Since I would still have my existing client list to draw upon and all the tools I used to operate my previous business, I know that if I followed my own advice and were willing to work hard, that my new business would be even **more** successful than my last.

Bryan Kumar – About-Secrets.com

Bryan Kumar is the author of several well-known marketing products, including the popular title "Email Marketing Strategies Revealed!" and his most recent work, [Money & Power: Interview With A Crazy Marketing Millionaire!](#)

His various products have received rave reviews from some great, well-respected marketers like Allen Says, Jonathan Mizel, Yanik Silver, Jimmy D. Brown, Tom Hua, and many others.

He is the owner / webmaster of <http://www.about-secrets.com> and several other sites. He is best known for simplifying complicated strategies and concepts, and is a big advocate of automation, systemization and multiplication. He believes that "time" is your most precious commodity. By systemizing and multiplying your business, you can reach your goals a lot sooner and much more cost effectively.

Bryan has been online since 1995 and started marketing on the web shortly thereafter. Prior to that, he was in the direct response / mail order business. His other significant careers have included: martial arts/self-defense instructor, hypnotist, and 'success coach.'

He is currently a full-time online marketer and information publisher, working out of his home office, in sunny California.

Answer: By Bryan Kumar

Day 1: The first day is the most important day of all. It's about finding your center and **creating the right mindset!**

This is extremely important! You can have the best tools and strategies at your disposal. But if you have a poor mindset, those tools and strategies will not do you much good.

If you want to succeed, you have to pull out all the stops and use all that you have. And your mind is the greatest asset you possess.

First of all, realize the simple fact that every problem is really an opportunity in disguise. Think about it...Most of the people in this world are stuck at dead-end jobs that they absolutely hate. And they can't gather up enough courage to just drop it and go after their dreams because, let's face it, it's pretty darned scary. How do you give up 9 to 5 job, as much as you hate it and as little as it pays, to step out into the unknown? Most people just can't do it.

But here we are, forced into this situation. And the opportunity? Well, we have to opportunity here to **start from scratch!** We don't have to pick just another job and get stuck in it again. We have a chance to pick something that we actually enjoy doing! I mean, what's the worse that can happen? We'll no longer have what you don't have right now anyway?

The only way is up from here. And that's what we will focus on. We have an opportunity here to find what we are really passionate about and do that!

I would use this day to clearly outline a few rules for myself to follow, for the rest of the 30 days, and beyond:

- I will realize that my failures are in my past. They're gone, old news. I'm not going to dwell on them or beat myself up over them. Today is a new day and I'm going to make a fresh start! I will simply learn from my mistakes and forge on ahead!
- I will not worry or panic about the situation, as that will not help matters at all; it will only slow me down. If I run across any problems or challenges, I will spend very little time focusing on the problem while spending most of my time focusing on the *solution*!
- I will also realize and keep reminding myself that every problem, every challenge has within it the seed of a new opportunity! Including my current situation. And that's what I will focus on - the opportunities.
- I will spend the next 30 days focusing only on success, optimism, solutions, and on *moving forward*.
- I am going to keep the negative people out of my life for *at least* the next 30 days.

- I will remind myself that this is totally doable! There are people out there with much less intellect and resources than me that have created amazing successes. If they can do it, I can definitely do it! All I need is to take action, pay attention to where I'm heading and improve accordingly, and persistence!
- And finally, I will realize that this world really is a place of abundance. Just look around. You've got the entire Internet at your disposal! And as if that were not enough, you've got public libraries full of information and knowledge. It's yours for the taking. Put it to use! Everything you need is there, including money. We just have to put forth the action and claim what's ours.

Every morning, before I do anything else, I will remind myself of the above. My goal is success and that's all I'm going to focus on. Failure is not an option. If anytime during the day, I begin to feel down, I will go through the above list again and get back in touch with what's real.

Every night, before falling asleep, I will visualize myself as having already reached my goals, as clearly and vividly as I can. I will also get in touch with all the feelings that go with that vision and really embody the experience. I will see myself exactly as I want to be, living the life that I want to live, enjoying the things and experiences that I want.

This is my primary focus for the next 30 days.

Please do the above every single day! I cannot stress the importance of it enough.

Remember...

You can have the best tools and strategies at your disposal. But if you have the wrong mindset, those tools and strategies will not do you much good.

Get your mind *firmly focused* in the right direction and the rest will fall into place!

The next thing you want to do is to **learn to relax**. The more relaxed you are, the more efficiently your mind (and body) will function.

Here's a simple relaxation technique you can use to center yourself: Lay down in bed or sit in a comfortable chair. Close your eyes and start taking deep, slow breaths. Let your mind go from all other thoughts and just focus on your breathing. In and out. With each in-breath, see yourself filling up with energy and vigor. And with each out-breath, see all the stress, tension, worry and confusion drifting out of your body.

Do this for 5 to 15 minutes every morning, and a couple of times during the day when you take breaks. It will center your mind and relax your body. Both are essential for optimum performance, and success.

And finally, you have to keep your body healthy! Your body is your vehicle, without it you won't be able to do much. Keep yourself well nourished and hydrated throughout the day. When we are faced with tough situations, we tend to abuse our bodies with unhealthy foods and drinks. Make an effort to not do this. Avoid junk foods, high-sugar foods and drinks, and alcohol. For the next 30 days, make an honest effort to eat healthy so that your mind and body can function at optimum levels.

It is also very useful to add in at least 20 to 30 minutes of brisk walking into your schedule. You can do this in the mornings, at noon, or in the evenings. It's your choice. If you can't do it every day, do it at least 3 to 4 times per week. This can also be a time for you to take a break from everything for a few minutes. I find it very useful to grab a notepad or tape recorder while I go on my walks. The very moment you let go of everything is when some really great ideas come to you. (It's because your mind has a chance to relax and roam freely.)

To some people, this all may seem like unnecessary work, but it's absolutely critical to your success that you do them.

Now that you've taken care of a plan for your body and mind, it's time for the next step.

Find Your Passion!

Day 2: Now it is time to choose the right target to shoot for. The more clear you are on what you're shooting for, the better your chances will be of hitting the mark.

I would lock myself in my room and take the phone off the hook...or even better, find a place away from your normal environment, a quiet peaceful place, preferably around nature - in the woods or a nice park, etc.

Once I'm there, I would take a few moments to relax and soak it all in. Get your mind to a calm, comfortable, relaxed state. (You can use the relaxation technique mentioned earlier.) Then, I would start by making a list of all the things I enjoy doing, all of my interests and hobbies, all of my **passions**. Since we're starting from scratch, we might as well pick a subject/business that we would enjoy doing, right?

I would spend *at least* a good few hours on really getting this information *out of myself*. Think of what your ideal jobs or careers are. What have you enjoyed doing in the past? What did you enjoy a lot as a kid? What are the things that really make you come alive? Add everything to the list. Don't worry about how you're going to make money doing those things yet. Just put together as thorough a list as you can.

See...you want to do what you enjoy, what you love.

Pick the kind of lifestyle you want *first* - *then* build the business *around* that!

Only after your list is done, should you think of turning those hobbies/interests/passions into a business. Pick the top 5 choices out of your list and think of how you can *help others* by doing them. For example, if you really enjoy cooking and that was one of your top 5 choices, you can now start thinking of ways to turn that into a business.

You could, for example, share your recipes with others, teach them to cook like you, or you could even cook *for* them. Personally, I love selling information. So, I would probably decide to sell an *informational product*, say a book of recipes, a 'learn-to-cook' type of manual, or something along those lines.

My belief is that when you do something you really enjoy doing and you find a way to help others while doing it, making money is just a natural end result.

However, if you are not yet as confident of the above beliefs as I am, you can always check to see if there's a demand for the subject you chose before you go any further.

Just go to www.yahoo.com and do a search for whatever it is you've decided to do. Let's say that we decided to sell recipes and cookbooks. In which case, we would run a search for words such as: recipes, recipe book, cookbook, cooking, etc. If you don't find any sites dealing with recipes

and cooking and you'd rather not take a chance pursuing that, you can move on to the next choice on your list. If you do find many sites about them, you have established that people are in fact interested in recipes and cookbooks.

The reason I picked Yahoo to search on is this: getting a good listing on Yahoo is not easy. It can also get very expensive. That means, if there are companies who have gone through the trouble of getting good listings on Yahoo, they have probably done so for very good reasons. In other words, there is money to be made with recipes and cookbooks.

You can also run a search on www.amazon.com for recipe books and/or even step into your local Barnes & Noble bookstore to check out their front shelves.

While we're on the subject of 'doing what you love,' let me take this opportunity to share something else of importance.

Most new marketers tend to start by selling marketing products. And while there is still money to be made in marketing products, it's not like it used to be. These days, the competition in the marketing field is fierce and I don't see it letting up anytime soon.

You will have a much easier time succeeding with non-marketing products. In other words, "niche marketing" - doing what you love, what you enjoy, what you have a passion for.

I will be creating a very informative special report on the subject of niche marketing within the next couple of weeks that will really help anyone pick the right niche and become highly successful at it. You can be one of the first to get your hands on this powerful report. Be sure to [reserve your free copy here](#).

I myself have also started to move away from creating marketing products. I've been doing it for a few years, and I'm finding that there are many other areas I'm interested in. My **Secret Collection** site, at <http://www.about-secrets.com> was born as a result of one of these interests, and I'm planning on getting back to this site and really beefing it up.

Let me also point out that I've made more money with this site than with all of my other marketing products **combined**! And I have quite a few marketing products out there. I hope that gives you some idea of the importance of pursuing a market that you have a love or passion for, instead of going after something that seems to be making other people money.

If you absolutely love marketing and showing others how to market, then by all means sell marketing products. Otherwise, stick with what you enjoy and love, and become the king (or queen) of that niche!

Find The Right Product

Day 3: Next, I would find or create my product(s). Creating your own products is not difficult. However, it does take a little time to get it done, create a sales letter for it, work on the site, test it out, etc.

Since I'm short on time (and money), I would probably start by looking for **existing** products that I could acquire resell rights to or become an affiliate of.

You can go to www.clickbank.com and browse through their Marketplace for a product you can affiliate with. I like clickbank because they automatically (and instantly) transfer your commissions into your account. You don't have to depend on the product owner's schedule to receive timely commissions. And, you can become an affiliate of all of their products at *no charge*.

You could also go to www.google.com (or even Yahoo) and search for sites selling recipes, recipe books, cookbooks, etc. and look for sites you could affiliate with. It would be to your advantage to work with sites/products that offer a generous commission (at least 50%.)

Tip: As you look through these sites, pay attention to how professional the sites look, how convincing the sales letter is, and also how soon after the sale they send out commissions. If you personally feel good about the site, see some great testimonials, and feel that you would want to do business with that company, you've probably found a good business to affiliate with.

(Let me also point out here that if you do have some experience with creating your own products, feel free to do so. It doesn't have to contain 100 pages. It can be only a few pages, as long as you provide solid, valuable information.)

Find (Or Create) Some Killer Reports

Day 4: Next, I would (keeping the time factor in mind) look for *existing articles* that I can get reprint rights too. There are many great articles on the Internet on just about any subject you can think of. Find some good ones and ask the authors if you can get permission to share them with others.

Of course, if you do have previous writing experience, and can whip out something good fairly quickly, you could write some articles of your own.

It's a good idea to tie the report into the product you're planning on selling. So, if you're selling recipes, you could use an article that shares a great recipe. No rocket science there.

If you would like to write your own articles but don't know how, just find some good articles/reports and study them. Look at how they're written, layed out, etc. Go to the library and pick up a book on writing if you need to. It's really not that difficult at all. You could easily whip out an article a day.

Day 5: Now, we want to create a signature line (i.e. ad) for the report that would promote our product to the readers. Go through the sales letter of the product you chose and pick out a strong benefit that you can use to create a small ad. The headline of the sales letter usually works well for this.

(This is another reason why I would find an *existing* product to sell first. The sales letter is already written and has probably been tested for effectiveness. And...you don't even need to get your own site to start selling.)

So, if the headline of the sales letter reads "Get 25 Delicious And Easy To Prepare Recipes For Every Occasion", your ad can simply say...

Get 25 Delicious And Easy To Prepare Recipes For Every Occasion!

Visit: <http://www.greatrecipessite.yum> (<--- insert your affiliate link for this product here)

Add this short ad to the end of your report. Now your report's ready to go!

Day 6: Next, you need to find an autoresponder. Go back to google.com and search for 'free autoresponder' and sign up for one.

Load up your article into the autoresponder and test the system out (by sending email to it and timing it's response rate, etc.)

If you're satisfied with the AR (autoresponder) you picked, add a few more lines to your AR message...

At the very top, add the words...

"Thank you for requesting your free _____ recipe! Enjoy, and feel free to forward this email to your friends and family."

At the end of the AR message (before your ad for the affiliate product), add these words...

"We will send you more great recipes, tips, and resources soon! If you do not wish to receive these from us, please let us know."

Day 7: Go back to google.com and search for "recipe forums" and/or "cooking forums." Go through the forums and either make a list of all the good ones into a Notepad/Wordpad document, or simply save the links into the Favorites folder of your web browser. (You could create a sub-folder to store all your pages in, for this project.)

Browse through the forums. Get a feel for what the environment is like on each forum. Read through the posting rules and FAQ's if they have any available.

Note: The reason I'm focusing on recipe and cooking forums instead of general interest forums with larger audiences is simple. I want to get as targeted an audience as I can get. This is very important.

Moreover, the less money/time you have, the more targeted you need to get. Because you don't have time/money to waste on untargeted/unresponsive people.

It's better to go to a forum of only 100 members that are highly targeted than to go to a general interest forum that has a thousand members.

Expose Your Report (And Ad) To *Existing* Traffic Pools

Day 8 - 11: Next, create a signature file for your forum postings, that would offer your free report to others. So, if your report was offering a free chicken recipe, you could use something like this:

Here's The BEST Fried Chicken Recipe I've Ever Come Across!

Get Your FREE Copy From Here: (your autoresponder email address goes here)

Now you're ready to start participating in the forums. You can ask questions as well as help others with their questions. Each post you make will carry your signature line (at the end of the post) promoting your free chicken recipe.

Anyone interested in the recipe can send an email to your autoresponder and get the recipe within minutes. They also get to see your ad for the product you're selling at the end of the recipe.

You're also building your mailing list as you go along. A definite bonus!

(Note: When you start getting responses, there may be a few people who will ask you not to send them any additional recipes or tips. Remove those emails from your list right away.)

Make It Viral Immediately!

To get maximum exposure for your report (and the affiliate product), offer your readers free reprint rights to your report/recipe (as long as they publish it with your signature file.) This can get your report to spread like wildfire.

I have used a slightly different variation of the above strategy to get over **1000 subscribers** in a single week! You can read the free report I wrote explaining exactly how I did this. Just use the link below...

<http://www.about-secrets.com/1000subscribers.htm>

My "1000 Subscribers" strategy has one huge benefit over the "forum signature file" strategy, in that you get to add every reader to your subscriber list. However, be careful not

to abuse this strategy or you'll regret it later. (In other words, don't spam the forums with your reports. Use good judgment.)

It also requires you to have your own site. At this point, you may just want to get a free site for this. Just go to google.com and search for 'free web site' or 'free web space.'

So far, you've been able to offer something of value to others (your free recipe,) build your list, and probably pull in a few orders. Without having your own product or even a web site. Not too bad, eh? ;-)

Day 12: Here's another way to get your reports (and affiliate product) more exposure. If you're writing your own reports and/or recipes, start submitting them to other publishers (of ezines or websites) so they can offer it to their prospects / customers.

You could either look for these sites/publishers on google.com or simply ask on the forums to see if anyone is interested in free content for their publications or web sites. There are usually quite a few people looking for content.

Submit your report/recipe to as many publishers/webmasters as you can. Not everyone will agree to post it, but that's OK. Get as many as you can.

Make a list of all the publishers/webmasters that did agree to publish your report. You can contact them later for your other reports, products, and/or joint venture deals.

Note: You can continue to use the above strategy for as long as it works. When your results start to diminish, get another great free report, change the signature file for your posts to match and repeat the process. Also, submit the new reports to the other ezines and sites.

Day 13: At this point, I've got some money coming in. I will probably get my own domain name and a cheap hosting service to set it up on. Again, just doing a search on google.com will give me many options to choose from. (As low as \$4.00 per month for hosting!)

By the way, I use www.000domains.com to register my web sites. They're affordable (\$13 per year), have a great system and offer great service.

Now that I've got some money coming in, and have my own site set up, I can start working on putting my own products together. The great thing about your own products is that you get to keep 100% of the profits, and you have full control over it. That means, you can offer resell rights to others, start an affiliate program, etc. More on this later.

Create Your First Product

Day 14 - 17: Let's say you decide to create a "how-to" type product that teaches people to cook. You can surely go to the library or bookstore and get some ideas on layout, table of contents, etc.

You already know how to write reports and articles. A how-to manual is just a bunch of reports/articles put together in a logical sequence. Do your research, look at other books and reports, and start putting your reports together. As I mentioned earlier, it doesn't have to be hundreds of pages to make you money. If the reader finds it useful, he/she will be willing to pay you for it.

The great thing about short informational products (delivered via the Internet) is that you can make a profit even if you sell it for a few bucks. (Most of my products are less than 20 pages in length, and sell for anywhere from \$9.95 to \$39.95.)

After your product is done, head on down to www.adobe.com and use their trial system to turn your document into *Adobe Acrobat* format. This is the most commonly used format on the Internet and caters for both PC and Mac users.

Day 18: If you haven't already done so, go to clickbank and set up a paid account so you can start selling your own products. The reason I like clickbank is because they also offer an easy way to set up your affiliate program (which is great way to grow your business fast.)

If you can't afford a clickbank account yet, head on to www.paypal.com and set up a free account with them. Be sure to set it up for bank transfers right away so that you can move money from your paypal account into your bank account quickly.

Day 19 - 21: Get a sales letter (and download page, etc.) ready for your new product. If you have decided to offer resell rights to your book, add the information (and order link) for resell rights towards the end of the sales page as well.

Keep in mind that while you're working on your product and sales letter, your free articles are being spread around with the help of the viral technique we used and your list continues to grow. This also means that you probably have a few sales trickling in for your affiliate product. (This is why I started with an existing product, to get things moving fast and the cash flow coming in.)

Day 22 - 23: Send another free report or two out to your list.

Along with the second one, include some information about your new book that you just released! Outline the juiciest benefits of your new product and direct them to your sales page. (Do **not** try to sell from within the email. Let the sales page do that.)

You can offer your list members a *special discount price* that no one else is going to get. Make them feel special.

If you already have a paid clickbank account and have decided not to offer resell rights to your book, you can offer each customer who buys your book a chance to become your affiliate. (You can have this information on your thankyou/download page as well.)

If you don't yet have a paid clickbank account, you can offer your affiliate program to them at a later date (after you get the clickbank account set up.)

Form Alliances With Other Marketers (i.e. Joint Venture)

Day 24 - 28: Start by contacting those publishers and webmasters who agreed to post your report/recipe to their lists/sites.

Offer them a good percentage of the profits if they help you get the word out about your product. i.e. if they endorse your product to their database of prospects and customers.

Next, contact other webmasters and ezine publishers in your field and offer to join forces with them as well. (You can find these either at the forums or our handy google.com search engine.)

The more enticing, beneficial, and unique your offer is, the more joint venture successes you will create. If they happen to have a phone number on their site, pick up the phone and give them a call. If not, send them an email (or even a postal mail) about your JV offer.

Note: Offer each JV prospect you contact a free copy of your product so they can review it before they decide to joint venture with you.

Important: Each successful joint venture deal can jolt your subscriber rate *and your profits* significantly! Don't be surprised to see a lot of orders pouring in through joint ventures alone.

Day 29: Oh heck, I don't know, respond to any emails that came in, watch more orders coming in and...**take the rest of the day off!**

You've worked your butt off for the past 28 days and you're starting to see some really great results. It has really paid off.

Take a moment to smile and be thankful for all the great things that are beginning to happen. Coz, believe me, this IS just the beginning.

Between the viral reports, the affiliate program, and now the joint ventures, things should start rolling pretty well.

Month 2 and Beyond: From here on, I only need to focus on a few things...

- Building my mailing list consistently, using the techniques outlined above,
- Building a strong relationship with my list members by offering them great value through free reports, articles, and tips, AND...
- Offering them great products and services on a consistent basis!

Don't be afraid to **sell** to your list. Those who are only there to get free stuff will probably drop out eventually. And that's what you want! Those who appreciate the value you provide for them will stick around for a long time.

Continue to joint venture and make deals with other publishers / webmasters to build your list as well as generate profit.

Survey your list and find out what type of products they would want in the future. Find out what their main wants, concerns, and problems are. Then, either find the appropriate products or create them yourself, and offer it to them.

Another powerful concept you can introduce into your business is to **add residual income streams**. These are

usually businesses (your own or others) that continue to pay you a *monthly* income per each customer that you bring in. You bring in a customer one time and continue getting paid for that customer for as long as he/she is with the company. A great example I've come across, that has made a lot of people a lot of money over the years, is Warrior Pro also known as Host4Profit. The reason this service is so popular is because it takes a great hosting package, combines that with a ton of really powerful marketing products, and it gives you the opportunity to create a residual income stream that can continue to generate income for you indefinitely. Not a bad deal.

In closing, I'd like to say that...the strategies I've offered above may sound simple but they **work**! If you put in the time and effort, you will see amazing results.

Keep it as simple as you can and continue to improve on the basics.

Finally, keep in mind that in this business (or any other business for that matter), you will get to hear some "no's" along the way. Don't take it personally. Learn from them, move on, approach others and *keep moving forward*. Action and persistence are really the keys to the castle.

Success is at hand! I wish you the best...

Sincerely.

P.S. Many of the powerful strategies and concepts I use in my business are really borrowed from someone else ;-)

I have learned them from a marketer who has influenced my way of thinking and marketing more than anyone else I've encountered. I'm talking of course, about **Allen Says**, the genius behind Internet Marketing Warriors and Host4Profit. I recently got to interview this crazy genius marketer. What I learned really blew me away and left me speechless. To take a peek inside this guy's head, you should really check out this [interview](#). I'm confident that you'll be very pleasantly surprised. :-)

You can read more about the interview here:
<http://www.about-secrets.com/moneypower/>

Carmen Maranon – MarketingChick.com

Carmen Maranon is the owner of **ALACAR Interactive Media, Inc.**, a company she started in 1996 to provide affordable, quality marketing services for small office/home office entrepreneurs.

Best known for her "creatively aggressive" Internet marketing style, Carmen coaches her clients to develop their own unique marketing strategies, quickly putting cash into their hands, as they build a strong, positive image online.

- **ALACAR Interactive Media, Inc.**
Blowing away your competition, even **BEFORE** you make your grand entrance! High-impact marketing.
<http://www.MarketingChick.com>
- **AimDIRECT Entrepreneur Ezine**
Find Carmen in the FREE subscribers forum!
Ready-to-use action plans and creative strategies to position yourself ahead of your competitors
<http://www.AimDIRECT-Ezine.com>
- **Internet Marketing Support Network**
Immediately attract customers and profit without wasting valuable time and money. Results-only strategies, and UNLIMITED support.
<http://www.InternetMarketingSupport.net>

- **Carmen Approved Internet Marketing Resources**

A list of marketing tools, services, and publications I've personally purchased, used and *Highly Recommend*.

<http://www.CarmenApproved.com>

Carmen currently resides in a suburb of Chicago, IL with her husband, Al, their (incredibly adorable) son Joshua, and their dogs and cat - Mikko, Valentine, and Kaela. She is also a dance and music instructor and a volunteer 2nd grade religious education teacher.

ANSWER: By Carmen Maranon

This is an ***emergency action plan*** designed to quickly build and profit from your business with \$0 cost. In addition, the techniques outlined below will enable you to establish yourself as a "friendly" authority in your market, allowing your prospects to lower their defenses and welcome your recommendations with confidence.

Day 1: Collect my thoughts... FOCUS.

Successful people make quick and definite decisions, and act on it immediately. I must decide NOW that I will succeed in getting myself out of this predicament and gaining everything back - and more. It is said that "thought, if supported by strong desire, is capable of transforming itself into REALITY."

I can't just go through the "motions" of reaching for my goals and expect to succeed. I must make a definite decision to succeed... a decision so strong that I practically assume I've already surpassed my goals.

"The only limits to our realizations of tomorrow will be our doubts of today." - Franklin D. Roosevelt.

Day 2: Find a large group of passionate people with money to spend.

Knowing very well that I shouldn't just choose a product to sell and then find people to sell it to, I begin my search for a hungry market.

I must be able to provide an immediate solution for a large group of people who are passionate about a specific problem. These people must have cash to spend, and they should be easily accessible. If you target a group of people with no money, you won't be making a profit any time soon. If you can't easily reach your market, then it will be very difficult to promote your products to them.

So first, I will point my browser to goodkeywords.com and download the free Good Keywords software. This will help me find out how many people are searching for certain information on the web. Once the program is running, I begin to look for keywords showing a large number of searches. I need to be as specific as possible (ie. instead of "skin care", explore "acne control" or "blemish treatment").

I've finally chosen "acne control" as my keyword phrase. There were 58,858 searches on that phrase last month, and 175,000 listings on Google groups! I also search on Amazon.com for books on "acne" and find 53.

I will now search for off-line publications on my target market using a free service like <http://www.mediafinder.com/>. Publishing an offline magazine is very expensive... so if one exists for your

market, it means there are people buying the magazines, AND the products and services advertised in them.

NOTE: *Find a large market, offer to solve their problem, and make sure what you sell is something that you know your customers will value more than the price they paid.*

A very large group of people suffer from acne... they face this problem so passionately that they would try almost anything to make it go away. I need to provide them with a solution and price it so they'd feel ecstatic with how much I've overdelivered.

There are a few things I need to do before I continue:

1. Create a folder on my desktop and name it "acne solutions",
2. Create a bookmark/favorites folder in my browser named "acne sites",
3. Create an "acne lists" folder in my e-mail program,
4. Point my browser to <http://www.paypal.com/> and open a free account, enabling me to accept credit card payments for whatever I decide to sell.
5. And finally, get an "idea notebook" to avoid being infected and distracted by the "Idea Virus". **I have to**

keep my mind focused on one goal and see it through. If I happen to come up with ideas for another project, I'll write it down for later.

Day 3: Research the "wants" and "needs" of my target market.

Today I'll start looking for common questions and concerns.

- I'll search for and subscribe to e-mail discussion lists pertaining to my market at <http://groups.yahoo.com/>, <http://www.listtool.com/>, <http://www.coolist.com/>, and <http://www.discussionlists.com/>. I'll set filters so e-mails coming from these lists are filed into my "acne lists" folder in my e-mail program.
- Now I'll search for forums related to my market by typing "acne forums" in <http://www.google.com/>. I need to bookmark the forums I've found, as well as any newsgroups covering my topic found at <http://www.google.com/grphp> into my special "acne sites" folder in my browser for easy access.
- Finally, I search the web for competitor websites to see how a business already established in this field approach the market. I carefully study their sales letters, subscribe to their newsletters, and bookmark their websites into my "acne sites" folder.

Now I have a good number of resources to begin my research. As I read through the posts and submissions, I take notes of ALL questions and answers presented through the forums, newsgroups, and discussion lists and save it to a text file in my "acne sites" folder on my desktop.

Day 4: Find solutions.

I open my file containing my notes of ALL questions, their answers, and unanswered questions I've found yesterday. I highlight the most frequently asked questions because they're what my target market is most concerned about, as well as most frequently asked questions that are unanswered, because those solutions would be **priceless!**

Now I'll take a break from my computer and head out to a bookstore. What I want to do is look for publications on my target market and take notes on articles and ads to get a feel for what they really want. Then, I visit the local library to research more magazines and their back issues. I'll also search for as many books on skin care and acne that I can and take out to study at home.

Now that I'm back home, I'll look for solutions to answers that have not been answered using the books from the library. I can also search online by using a keyword-phrase related to the question. I record all of this information in a text file I save in my "acne solutions" folder.

Day 5: Pick up the phone!

I want to hear directly from the dermatologists. Contributions from these professionals will add credibility to my final product.

I list the common questions and concerns.. including questions I could not find answers for, and arrange them in a questionnaire format.

I look through my local phone book for listings of dermatologists, and begin calling, asking for a quick interview with a physician. I'll want to interview at least 3. So far, the receptionists have told me the doctor will return my call later. I continue to call the remaining numbers on my list to be certain I will have a good number of callbacks.

As I'm nearing the middle of my list, the calls starts to come in. I explain that I'm researching for a book I'm writing on the topic of "acne control", and let them know they will be referenced in the book if I use the information they provide me.

GREAT! 6 physicians actually got a hold of me and volunteered (more called on "call waiting" as I was conducting an interview). I save the interviews into my "acne solutions" folder. Now I have advice and solutions from actual Authorities in this field!

Day 6-12: Crunch time!

It's time for some SERIOUS studying! Like cramming for a final, except if I fail, my electricity will get shut off. I'll go through all the information I've gathered, as well as the books from the library, and educate myself on this subject.

I want to introduce myself as an expert in skin blemishes by the end of the week, so I should be able to confidently provide detailed solutions to all questions and concerns that were raised in the forums, discussion lists, and newsgroups.

I will continue to visit the newsgroups, discussion lists, and forums, as well as review newsletters being published by competing sites during this time.

Day 13-15: Foot in the door...

Now that I know just about everything there is to know about the problems and solutions concerning acne, I need to establish myself as an expert in this field.

I will "introduce" myself to my market by participating in discussions, and by offering advice to questions posted to the forums, e-mail lists, and newsgroups. I want to start building credibility and familiarity. Although I want to establish myself as an authority, I need to maintain a personal level with my market.

I continue to take notes on the questions being asked, answers provided, and questions that are left unanswered as I participate in these discussions. This will keep me busy by for the next 3 days.

Day 16: Drinks are on me!

Now I position myself as a friendly authority figure by writing a free, 10-part e-mail 'info series'/newsletter dealing with acne problems. Each part (article) should contain some interesting facts as well as simple remedies to control acne. It should be a quick read, but the information contained should be of high quality.

I want people to expect only the best information from me so when I offer a paid product or service, they won't doubt my recommendations.

I will also include a "recommended resource" guide in one of the followups, listing some products and services that were highly recommended by the dermatologists, online experts, and previous acne sufferers. (If any of the resources offers an affiliate program, I'll sign up for the extra cash!)

This will allow me to collect names and e-mail addresses to use for followups later. I want to build a personal relationship with my readers, so I will open each article with a "private" note from myself.

All I need to do now is to load my 10 daily articles into my account and I've completed setting up my follow up newsletter.

Free Tools: Setup your free e-mail followup account using getresponse.com, yourmailinglistprovider.com, or smartgroups.com.

Day 17: A public announcement brought to you by...

Now that I have my articles saved in my e-mail followup account, I need to promote this free information. I would do this by posting a personal introduction on the forums, discussion lists, and newsgroups.

This is NOT a sales pitch. The message is strictly to introduce myself to the market. I want to let them know I have several solutions for their skin blemish problems, and mention that a number of dermatologists have contributed their professional advice to assist me as well.

I'd include a few unique home remedies I've collected in my research, and a solution to one of the most common questions asked online, that have been left unanswered. I won't reveal all the solutions and information I've collected because I'll need them for my final product.

I'd also mention that on top of offering help at several forums, newsgroups, and e-mail lists, I'm here to help them

any way I can, and they're free to contact me directly with their concerns.

The message ends by informing the reader about my free 10-day info series that addresses solutions to common acne problems. This includes instructions on how to subscribe.

I'm just beginning to activate the laws of reciprocation (I scratch your back and you scratch mine) and authority (I'm an expert in this field, so trust me and I'll help you).

Day 18-19: The birth of a new product.

Today I will gather all the information I've collected from my research and create a detailed outline for my product. I've decided to create an ebook on 'Solutions To Acne Ails'. I want my ebook to compliment my free info-series newsletter.

Now that I have my blueprint, I start creating my book. Each chapter will focus on a specific problem and it's solutions. I will include a directory of resources that were highly recommended by the dermatologists, online experts, and previous acne sufferers, and a special section that lists solutions to the most frequently asked questions that went unanswered.

After I've done putting my information together, it's time to make it look more professional. I don't want to distribute my

information as a text document, so I browse to <https://createpdf.adobe.com/> and convert it into a PDF format using Adobe's free service online. This format is platform independent, which means everyone will be able to download and read it.

Day 20: Introducing... ME!

I've finished creating my 55 page ebook, and decided to sell it for \$24.00.

I go to paypal.com and create an order link for my product. I will use a free short URL redirection service to shorten the paypal link.

Free Tools: [shorturl.com](http://you.shorturl.com) (you can have: <http://you.shorturl.com> as well as <http://anything.you.shorturl.com>) and tinyurl.com

I'll go back to my e-mail followup account and add a small signature line mentioning my ebook at the end of each article. Each ad will focus on a different benefit (what it will do for them), a reason why they need to buy it from me now, and the order link I created.

Now, I take my personal introduction I wrote a few days earlier and submit it to the forums, newsgroups, and discussion lists I've been frequenting. I'm NOT trying to sell

anything through this message. I'm simply extending my help to anyone who might have questions regarding acne.

As I submit my introduction, I'm also collecting the names and e-mail addresses of those answering most of the questions into an "expert.txt" file and save that into my "acne solutions" folder on my desktop. I will need this later.

Day 21: My good deeds have not gone unnoticed!

I immediately find 3 orders sitting in my e-mail box! That's \$72.00 right off the bat!

I've received a few subscribers, and some personal e-mail asking for help. I reply to both the personal e-mails and new subscribers. I'd assure them that I'm here to help, and throw in a subtle reference to my new book (in my book, I give detailed instructions on how to...)

Some people have sent me questions by e-mail without subscribing to my free newsletter. I make it a point to suggest they do so. That's where they'll find my signature line promoting my ebook ad and order link !

The personal contact paid off because by the end of the day, I made 5 more sales... \$120.00! That's a total of 8 sales... \$192.00 already!

{ TOTAL PROFIT: \$192.00 }

Day 22: Kickin' my free e-mail series up a notch!

I found 12 more sales for \$288.00 in my inbox this morning! That's a total of 20 sales... \$480.00 so far!

Now, I will search for "free newsletter directory" in google.com and begin submitting my e-mail newsletter (the free info series) to the appropriate directories.

When I'm finished, I will find sites that accept articles by typing "ezine article directory" in google.com, and submit each article separately. This is where editors search for new content for their ezines!

I will also visit a free directory of ezines such as <http://www.ezinesearch.com> and search for ezines in my market. After reviewing their article submission guidelines, I will submit my articles directly to the ezines editors in my target market. I'll take note of the names of all ezines I contact and the names and e-mail addresses of the editors into a text file which I will save in my "acne solutions" folder on my desktop.

!! I need to remember to leave my signature line at the end of each article mentioning my ebook!

I continue to offer help in the forums, newsgroups, and discussion lists, as well as offer answers to requests I receive by e-mail.

{ TOTAL PROFIT: \$480.00 }

Day 23: Press Release.

I'm greeted by 7 new sales in my inbox! That's another \$168! A total of 27 sales... \$648 to date!

Today, I will begin writing my press release. My announcement will direct readers to my free info series. I type "free press release distribution" at google.com and submit to the 3 services listed:

- <http://www.prweb.com/>
- <http://www.pressbox.co.uk/>
- <http://www.free-press-release.com/>

Obviously, the personal help I'm offering as a knowledgeable friend, is paying off. I continue offering help in the forums, newsgroups, discussion lists, and privately by e-mail.

{ TOTAL PROFIT: \$648.00 }

Day 24: Joint Ventures with ezine publishers.

I take out my list of ezine editors that I saved when submitting my articles. Keeping in mind that ezine publishers receive 5-15 JV proposals each and every day, I need to make my offer so *delicious* the publisher will feel as though they will lose if they pass up my offer.

So, instead of the ole 45%-50% commission, I offer them 100% commission on the first 5 ebooks they sell, and 50% commission for sales thereafter, IF they agree to send my endorsement to their subscribers within the next 48 hours.

:: Sample JV Proposal Letter ::

Hello [NAME],

My name is **Carmen Maranon**. I have recently released my new ebook, **'Solutions To Acne Ails'** and would like to propose to you, an incredible deal that will make money for both of us.

I am offering you **100% commission** for sales of the first 5 ebooks at \$24.00, if you will broadcast an endorsement for my ebook within the next 48 hours.

That's a total profit of \$120.00, which is more than the rate you are currently

asking for to run a solo ad!

After the initial 5 sales, I will share 50% of the profits made from additional ebook sales.

Please let me know if you'd like to receive a **free copy of the ebook for your review**. Say the word, and I will immediately forward the PDF file to you as an e-mail attachment.

If you would prefer for me to write the endorsement letter, please let me know. I'd be more than happy to do so!

I'm looking forward to hearing from you.

Respectfully yours,

Carmen Maranon
carmen@MarketingChick.com

Now, I contact the 27 people who purchased my ebook so far, and ask how the book has helped them. I will request permission to use their kudos to include as testimonials in my followups as well as my e-mail signature line.

Finally, I'd open my file containing contact information of the experts on the forums, newsgroups, and discussion lists, and offer them my ebook for free in exchange for their feedback and testimonials. I'll also include these testimonials in my followup articles.

Day 25: The answer is...

Another 9 orders raising my total to 36 sales and \$864.00!

14 of the editors I contacted with my proposal replied with an A-OK! My ad will go out to their entire subscriber lists tomorrow! I set up 14 new paypal links and attached each order link to a separate link tracker using a free service such as <http://urllog.com/>.

On top of that, my press release submission was accepted by all 3 services and will be published in the next 48 hours!

{ TOTAL PROFIT: \$864.00 }

Day 26: JV's with webmasters.

14 publishers sent out an endorsement for my free report and ebook today, and already I see my subscription rate to my free info series shoot up!

Now I want to contact websites ranking high on search engines under my keyword phrase, as well as webmasters who purchased sponsor ads on the search results pages and send them my "can't refuse" JV proposal!

Day 27: MOOLAH!

Sales and subscribers are starting to come in from my JV's with ezine publishers.

Money and subscribers are POURING in like mad from my press releases! I've made \$1,320.00 in sales today, and there more to come! I keep 100% of the profit from these sales! That's a total profit of \$2,184.00 to date!

4 webmasters have contacted me about my JV proposal with an A-OK! My ad will go out to their subscriber lists tomorrow! I set up 4 more paypal links and attached each order link to a separate link tracker just like I did for the ezine editors.

I continue to keep personal contact via the forums, newsgroups, lists, and e-mail. I'm doing a great job building a relationship with everyone. This is great for credibility and familiarity! It's much easier for people to accept a recommendation for a pay product from a friend, than a sales pitch from a salesman!

{ TOTAL PROFIT: \$2,184.00 }

Day 28: The BIG day!

First thing in the morning... I purchase a domain name (describing my market... acneails.com, blemishexpert.com, etc.) and a website from an affordable and reliable company like Host4Profit.

Then, I'd browse to websitebilling.com and sign up for a free account to accept credit cards and set me up with an affiliate program for my ebook!

These should all be ready to go by tomorrow!

I've made a total of 210 sales = \$5,040 from my ezine JV's BEFORE the publishers' cut. After taking out the publishers' cut (for the sake of making this easier to understand) $5 \times 14 = 70$, $70 \times \$24 = \1680 goes to the 100% commission pool. 50% of remaining \$3360 = \$1,680! Making a total of \$3,864 profit so far!!

With the \$3,864 I've made so far, I've paid all of my bills and things are looking up! Actually, it can only get better...

{ TOTAL PROFIT: \$3,864.00 }

Day 29: "I would rather earn 1% of 100 people's efforts..."

"...than 100% of my efforts alone!" - J. Paul Getty

My webhost and domain name is ready, and so is my credit card/affiliate account! I'll follow the simple instructions for setting up the affiliate signup and management which WebsiteBilling has sent me, and post it on my new site using the Host4Profit handy-dandy control panel.

I've purchased an affordable ebook compiler/rebrander such as ebookpaper.com and created a short ebook on acne solutions including an order link to my ebook and a subscription link for my followup series.

I'm ready to send a message to my subscribers announcing my new affiliate program, inviting them to earn a commission from the ebook sales. It's free to join, PLUS, they get a free gift! It's a special free ebook which comes with rights to rebrand (customize) it with their name, e-mail, and website address free of charge, and they can give it away to their own visitors!

Best part is, they have my permission to replace my order link with their own affiliate link, and earn commission whenever someone purchases my ebook through their link!

I'm not finished yet! I'll search google.com for "free ebook directories" and begin submitting my ebook to as many

directories I can find. Then, I go back to all forums, newsgroups, and discussion lists I frequent and give them a "heads up" about my free ebook.

Now THAT's viral marketing :)

By the end of the day, I've made an additional \$1,440.00 raising my total profit to \$5,340.00! Imagine, over \$5,000.00 starting with ZERO CASH! And now that I have money to invest in some software and tools that will help me with my business, the possibilities are endless!!

{ TOTAL PROFIT: \$5,340.00 }

Day 30 and beyond...

It's the end of the month, and I'm caught up with my bills, I've got money in the bank, and there's more of it rolling in!!

Once my press releases are picked up by editors, I'll include their write-ups about me in my followup messages! This will build even more credibility, giving my subscribers who have not yet ordered that extra "nudge".

I'll continue what I've been doing, while searching for more places to circulate myself. I'd also start adding more to my product line such as exclusive interviews with experts, recommended resource guides, and any other idea I can come up with!

Now that I have a website, I can even begin purchasing ezine solo ads through JV's with other webmasters. I'll offer to split the cost with 4 other participants and place an ad for their site on my advertised webpage and followup sales messages. By doing this, I get the ad for 1/5 the actual cost, and keep 100% of the profit from my sales!!

I can even start all over with a completely different market! Anything is possible! Remember... an idea is just as strong as the mind and determination behind it!

{ TOTAL PROFIT: \$6,000.00 + }

True story?

It's what *I* did several years ago when we were caught in a deep financial slump... my husband was laid off, and I just started my Internet business so sales were non existent. We were hitting close to \$0 in our bank account, our phone line was cut off, and we were about to lose our electricity and our home. I threw together a very similar "emergency business plan" to promote a common consumer product, borrowed a kind neighbor's computer and Internet access, and we were back on our feet with much to spare within 4 weeks.

Success was my only option.

To your Happiness and Success!

"Cherish your visions and your dreams, as they are the children of your soul, the blueprints of your ultimate achievements." - Napoleon Hill

Charles Burke – SizzlingEdge.com

Charles Burke, a resident of Japan since 1985, has written three books on success and good luck. He publishes The Sizzling Edge, a twice-monthly newsletter featuring quick-impact self-help and success techniques for real people.

*** The Sizzling Edge Newsletter:**

Turning Chance Into Your Richest Resource

<http://sizzlingedge.com>

*** Acres of Opportunities**

Are You Walking Right Past 97% of All Opportunities?

<http://acresofopportunities.com>

*** Command More Luck:**

Revealed - The One Secret Successful People Won't Share <http://moreluck.com>

Answer: By Charles Burke

Day 1: Since this is an emergency situation, I decide it'll be quicker to begin by selling my services and my knowledge rather than take time out to research and create a product.

My expertise lies in marketing, and I already know that these skills are in high demand. If my primary skills were in some other field, however, such as medicine, ski instructing or warehouse management, I might decide on a very different approach.

So services it is. Later, when I've got a little more breathing room I can detour long enough to create a line of products if I wish.

First, I'll need a plan. There are just 5 questions I need to answer in detail. Today I'll look at the first three.

Q-1 What do I have to offer?

I've already decided on my marketing skills, but over the next few days, I'll polish this till it's much more detailed and specific.

Q-2 What niche will I sell to?

"Everybody" is not a market. I need a very specific and narrow segment of people all interested in the same thing. It

must also be easy to find and communicate with them, so I want people who all gather in one place or read one type of info source. The segment I decide to concentrate on will be other marketers, more specifically, those who are selling products or services on the Internet.

But to reach large numbers of people in this segment, I need to find those who are already serving this niche - people selling How-To information on marketing. Ordinarily, these would be my competitors, but they have large pre-existing customer lists, so I'll find ways to joint venture with them.

Q-3 What do my prospective customers want?

To answer this question, I'll need to identify the biggest problems currently faced by those in my niche market. I'll find the most effective solutions to their problems, then describe them in my most benefit-rich language.

I decide on a two-pronged approach.

First, I know marketers are always looking for surefire ways to make more money, so I'll assemble and offer them a juicy joint venture that gives the JV partner the lion's share of the profits.

Second, I also know that many marketers need help with their sales. So my backend (follow-up) offer will be consulting.

Day 2: Today I'll concentrate on narrowing my niche down to one specific area.

Q-4 How can I reach my niche?

The current population of the Internet is somewhere around half a billion, so I'll concentrate on the huge online community.

First I go to http://www.entrepreneur-web.com/index_1.shtml and check out the Index of Discussion Forums for Entrepreneurs. There I find a huge list of around 100 active forums and lists devoted to various aspects of marketing.

I also check out <http://www.listtool.com>. That website has a free tool that makes it simple to subscribe and unsubscribe to any of several hundred mailing lists. I find around 60 on the topic of business and subscribe to a few.

It'll take a day or more for the mailing lists to begin arriving in my mailbox, so in the meantime I log in to several of the forums and begin collecting questions (and any answers if they're provided). I'm looking for all the things people are having trouble with. I copy everything that looks relevant and paste it into a text file, which I save on my desktop.

To assure I don't misplace any of the information I collect, I

make a new folder on my desktop and name it "Operation Survival." Here I'll save all material related to this project, including the text file I just created.

I spend the day browsing through discussion forums. In several cases, I find questions that I can answer. I post my replies and offer to provide further explanations if they have additional questions. After a few days of activity, people will begin recognizing my name.

In addition to questions, I also look for postings by forum moderators and other leaders. These are influence centers, the people that other members look up to for answers and leadership. I want to actively cultivate the friendship and goodwill of these influence centers.

I open another text file into which I copy the names, email addresses and website URLs of these leaders. In a few days, when it's time to form joint ventures, these are the people I'll contact first.

Day 3: Today I research the final part of my marketing plan.

Q-5 How can I accept payment from customers?

A search for "accept credit cards" at <http://www.google.com> brings up a lot of possibilities, but it quickly becomes obvious that most of these are expensive to set up.

One choice stands out - PayPal at <http://www.paypal.com>. Setting up an account is free, and the per-sale processing fees are low. Furthermore, since I live outside the US, I can even transfer the payments I receive into my bank here in Japan.

I register to open an account, which will take a few days to complete. Once that's in place, I'll be ready to accept payments.

Researching this was quicker than expected because I didn't try to be exhaustive. I just need one practical way to solve my problem, and I found it right away. I don't waste any more time trying to know everything about the subject. Later, I can ask other, more experienced marketers what they're doing. If it's worth making a change, I can do it then. But for now I've found a way to get paid.

With this, I have a good start on the five parts of my marketing plan.

Now I get back to my two main tasks: researching questions and identifying influence centers. These two lists are growing nicely as I spend several hours combing the forums.

Each time I come across a note that recommends an authority, product or information source, I check it out. This helps swell my list of experts and leaders.

Day 4: With my growing list of topics for marketers I'm gaining a good grasp of what information I'll provide. But I need to decide on the most effective format.

I decide to use a teleseminar format because it's extremely cheap to set up. For this I'll need to line up a conference calling service.

Again I pay a visit to <http://www.google.com> and do a search for "free conference calling."

Exploring the links that come up, I find several, including

<http://www.FreeConference.com>
<http://www.FreeConferenceCall.com>
<http://www.MrConference.com>

I settle on FreeConferenceCall.com, which will let me set up as many calls as I want per month, and each one can accommodate up to 96 people and last up to six hours.

Of course, free service means there's no charge for the bridge line connection, but all callers (including me) will pay their own phone charges. This is standard, and it'll work fine for my purposes.

I begin arranging the questions I've collected. I want an outline that will fill four 60-minute sessions. I'll talk each time for about one hour, then take questions for 30 minutes

or so. This will make a 6-hour seminar, which would possibly sell for about \$200 to \$400 if it were a live, in-person event at a hotel or conference center.

But since it's to be done by telephone, I'll charge less. In addition, nobody knows my name, so I'm an unknown quantity to most of my potential customers. I'll have to overcome that in my sales and marketing material.

Day 5: Today I actively look for questions to answer. Trying to stay within three to six responses per day in each forum (depending on how busy the forum is) will give me visibility without hogging the spotlight.

Emails from the mailing lists have also started. I start posting a few answers here as well.

Reviewing all the questions I've collected, I begin sorting them into categories. I decide to deal with list building, publicity and promotional questions on day one. Day two can be product development. Day three can be all about customer service. And day four can deal with ways to grow business through joint ventures.

I find that I'm short of material on customer service, so I hit the forums again looking specifically for enough questions, answers and ideas to fill this hour.

I could just write something out from my own experience,

and that's not bad, but I want to make sure I zero in on things my audience is specifically interested in.

I now have four outlines, each containing 15 to 25 points for discussion. I don't want to write out a word-for-word script, because that would sound "canned" and I want to keep it natural sounding.

I pick a few points and begin talking through them. It flows freely, so I think I have enough material, but to make sure it goes smoothly I'll practice the entire series several times before doing the actual teleseminars.

Day 6-8: Now it's time to write the sales material.

First, I'll need to prepare sales tools that my JV partners can use. I want to give them a whole pre-written package containing a sampling of headlines, short ads (20-50 words each), a couple of sample endorsement letters (200-500 words), and a longer sales letter. I spend 3 days getting these just right. Naturally, the most time goes into the sales letter.

Twice daily I take a change of pace by browsing through the forums and mailing lists looking for questions to answer. I post several replies, and find that one forum moderator has sent me a private email commenting on the helpfulness of my postings. I write back, telling him it's a pleasure, and that I've likewise been impressed with his consistently good,

solid advice.

The plan is already starting to shape up nicely.

Day 9: The ads and sales material I wrote still need some final polishing, so I spend the morning pumping power into every sentence and phrase.

In the afternoon, I practice my talk. The more I play with this, the more ideas I have for answering the questions in my outline. My talk is quickly expanding to fill the available time, and by the time I'm ready to go live, I may even have to cut a few things.

Again, I spend a couple of hours posting answers to questions.

Tomorrow I'll start working on the JV package, and that'll be a full day, so I knock off a little early and watch a video with my wife.

Not bad progress for my first few days "on the job." This might work out okay.

Day 10: Today I start crafting the offer I'll present to my potential JV partners.

Since I'm a nobody in this market and totally without name recognition, I'm starting from ground zero. Any sales will

depend purely on the quality of the offering. This means I'd better offer an insanely impressive package, one that a customer would have to be out of his head to refuse.

I'm going to give my JV partners:

- A 60% commission on all sales they bring in
- 4 hours of free phone consulting over the next 30 days
- A reduced rate on my consulting services after they use their 4 free hours
- Special "Ask Me Your 3 Toughest Questions" offer before the event

I'll present the "3 Toughest Questions" item separately as a last minute add-on. If I sense that a potential partner is undecided or not quite sure I'm qualified, I'll make this offer. This is my way of proving to doubters that I know my stuff.

I write two letters, but I won't send them out today.

The first note will be very brief. I mention that I've seen their posts in such-and-such forum, and I've been impressed with their solid marketing know-how. Then I mention that I'm working on a JV idea and ask if they'd be interested in seeing it. Note that I don't ask if they want to DO the venture, just whether they'd like to review it.

The second letter is longer. It will be the follow-up letter for those who say yes, they'd like to look at what I'm doing. In this letter I outline my proposal. First, I briefly tell what my

teleseminar will cover, just a title and five or six points per session will be plenty for now. I mention that it will be four sessions and tell how long they'll be.

Second, I describe the deal I'd like to offer them. I go into a bit more detail in this part, but one thing I don't mention is the actual selling price. I leave that open for now.

I save these two letters in the Operation Survival folder on my desktop

Finally, I answer forum questions for a couple of hours. Mustn't let my visibility sag now.

Day 11: So far, I've been working on this as a joint venture event. However, there's no reason I can't also sell to customers directly and earn 100% of the fee on some of the attendees. With that in mind, I begin preparing a second set of materials.

First, I'll need some free publicity. I spend the morning writing a press release that's guaranteed to grab the attention of journalists and readers alike. My one-page release leads off with a slightly outrageous headline, then follows up with good solid information on avoiding pitfalls when starting a home business on the Internet.

This is not an advertisement, so I don't try to sell anything. Just nice, helpful information. Journalists love this kind of

release because it makes their job of filling pages so easy.

I end my release by offering even more information - a free 7-part report with detailed information on building an Internet business quickly.

After lunch, I start on the 7-part report. Each article should be about 600-800 words, and end with an action list of things the reader can do right away. All practical step-by-step advice broken down into bite-size pieces.

Outlining everything before I start writing assures I won't repeat myself too much.

I write till dinner time, finishing one.

After dinner, I hit the forums for a while. I'm actually beginning to enjoy this. The members are starting to know my name, and a few are even directing their questions to me. That's what I've been working toward - name recognition.

Day 12: Today I start back on the articles. They're already outlined, so all I have to do is write a hundred words or so for each point, then finish up with an action list and a snappy ending. This isn't literature. It's more like talking with a friend, so it goes quickly.

I take a break at mid-day and go looking for a free

autoresponder. I decide to use <http://www.getresponse.com>

I go sign up for an account at GetResponse, then return to my writing.

Soon all 7 articles are finished.

These pieces are intended to provide valuable information and turn the reader into a friend, so I don't do any selling within the body of the text. I also format them to look like newsletters. I even put a newsletter name and simple masthead on each one.

My sales message goes at the end.

In issue one (the first article), the ad is just a short classified with a catchy headline. It says that I'm holding a teleseminar and offers free information about the event.

In Issues 2 through 6 I gradually expand the ad at the end, giving more information about the event and listing the benefits of attending.

Since issue 7 will be the last message in this series, I end with a clear sales message and strong call to action.

I've formatted these emails as a newsletter, so the door is open to continue contacting them in the future with other articles and offers.

Tomorrow my own sales package will be complete. When that's done, I'll post them at GetResponse as autoresponder messages.

Day 13: My first order of business today is writing a series of four letters giving full information about my teleseminar. These are all very similar, differing mainly in the opening paragraphs, so I'm finished in a couple of hours.

Now I post my two autoresponder series at
<http://www.getresponse.com>

The first series, with seven messages, will go out to people who read my press release and request more information on running a business.

The second series will be a sequence of four letters telling about the teleseminar and urging them to sign up for it.

By now my PayPal account is ready, so I log in and find the page where I can create purchase links. These are the links my customers will click when they want to buy. This only takes a few minutes.

In order to make a link, I have to decide on a price for my event. That information becomes part of the link that PayPal makes. So I set the price at \$67.00, which is pretty low for this kind of event, but since nobody knows me, that's about

as much as I feel comfortable with.

A \$67.00 price should be fairly easy for my partners to sell, and if I fill up the 97 lines on the conference call, that's better than \$6,000. After paying out a 60% commission, that'll leave me around \$2,400. It won't make me rich, but it'll take some of the pressure off, and it'll also give me a shot at the backend consulting work, which does pay well.

Going through the process at PayPal, I input all the information, and it gives me a text link and an HTML button. I don't need the HTML stuff, so I just copy the text link, paste it into a text file, and save it on my desktop. However, this link is about 150 characters long. Long links like this often break up in email. Besides, they're ugly. I need a way to shorten that sucker.

Going to <http://www.tinyurl.com>, I enter the long PayPal link, and it supplies me with a much shorter, easier-to-use link. This service is free.

I take this TinyURL link and put it into my four sales letters.

Now when a reader clicks on this link, they'll go briefly (2 or 3 seconds) to a temporary page, then be forwarded on to the proper PayPal purchasing page where they can sign up.

Almost magical, huh?

Okay, the second series of letters is complete. It's ready to become autoresponder messages.

I make the second autoresponder first, load in the four messages, and make careful note of the GetResponse address.

Returning to the first series, I take the GetResponse address for the 4-part series and insert that address into the ads at the end of each newsletter.

I make an autoresponder for the newsletter messages, load in the 7-part series and make a careful note of the GetResponse address. This address will go into my news release.

Here's how it'll work:

1. My news release gets published, and it includes the link for more info
2. A reader sends for the free 7-part series
3. The 7-part series begins
4. The reader then wants to know about the teleseminar and clicks on that link
5. The 4-part series begins
6. The reader wants to attend the teleseminar and clicks on the TinyURL link
7. The TinyURL link forwards them to the PayPal

purchase page

8. PayPal collects their money and notifies me by email.
9. When the payment clears, I manually email them phone and access numbers

Phew! That was harder to describe than it was to do, but now it's finished, and I'm almost ready to start promoting.

Day 14-15: There's just one more thing I want to put together. I need some kind of bonus or premium to use as an extra inducement for people to sign up.

I have two ideas, and I'll probably use both.

First, I can ask each of my JV partners to contribute a couple of articles or a report of their own. I can bundle them all together and make up a pretty good size package.

Second, I'd like to provide something extra special of my own. I could write it all myself and reinforce the impression that I'm an all-round expert, but time is short. Instead I start up my browser and visit <http://www.sba.gov> the online home of the US government's Small Business Administration.

Now, many people don't realize this, but almost all the material published by US government agencies is non-copyrighted. It's in the public domain, meaning anybody can freely copy and resell much of it.

However, I'm not interested in passing off somebody else's work as my own. I just want to gather a bunch of good, basic business information, package it conveniently, and give it to my new customers as a business starter manual. I won't make any effort to hide the origin of the information.

So I browse around the SBA website, downloading many documents. Most of them are available as PDF or Word files, which I can save to my Survival Project folder. I'm only interested in Word files, so I skip anything that's in a different format. That still gives me plenty of material.

I gather information in the areas of planning, finance, managing and a few other topics.

Once I have it all on my computer, I begin combining the files into big, 200-300 page bundles.

I end up with four "books" totaling nearly 1,000 pages. Since there's no copyright to protect, I'll leave them as Word documents, but they could easily be turned into PDF files. There's even a website where you can do that for free. I check the address anyway, just in case I change my mind. It's at <https://createpdf.adobe.com>.

The books need a little more character, so I write a few pages of introduction for each of the four volumes I've assembled. This makes the package more cohesive, and it

stamps my own personality and style on them.

I title them the Big Manual for Small Business Startups, a four-volume set.

This represents a pretty big change in the package I plan to offer, so I rewrite my four autoresponder sales messages. I also raise the price to \$87.00.

Now I need to go back to PayPal and change the link information (the price goes into that long, long link).

Next, I go back to TinyURL and change the link there.

Now I insert the new TinyURL link in the 4 sales letters, then go to GetResponse and load the four updated sales letters.

It's always better to get it right the first time, because when you start changing things, it's easy to forget a step or leave out an important detail, but in this case, the higher sales price justifies the extra effort.

That's it for today. I've done a bunch, so I skip the forums this time.

Day 16: Today I dust off the press release I wrote on Day 11. After reviewing it and giving it a final polish, I send it out through these free services:

<http://www.onlinepressreleases.com>
<http://www.free-press-release.com>
<http://www.prweb.com>

Earlier, I prepared two letters for prospective JV partners. Now it's time to send the first email, the one that simply asks if they're interested.

There are several dozen names on my list, but I take the time to personalize each email. I refer to my notes on a recent posting they've written, or something I like about their website. When finished, I hit the send button and my emails are on their way.

Now I go back to the forums and look for more questions to answer or comment on. I want to keep my visibility up.

After a couple of hours, I check my email and find two answers. That was quick! One sounds eager, the other cautious.

I load up the second email ready to send, then on second thought, I add my phone number near the bottom and invite them to call me with any questions or suggestions.

My phone rings almost immediately, and it's Mr. Cautious. He has a truckload of questions, but they're all good ones, direct and to the point. He clearly knows his way around a promotion.

He's in, and before we ring off, I ask him if he'll supply a couple of articles or a report, something of his own. He agrees to send me a couple of his pieces.

No more emails arrive today, but I'm pumped. I've got at least one partner who'll send the offer to his own list of subscribers and customers.

Day 17: Great news! One of the distribution services notifies me that they've accepted my press release. They'll be sending it out within a couple of days.

I also have five replies to my short "are you interested" letter of yesterday. I send the second letter to each one.

I spend some more hours in the forums and mailing lists, then close shop for the afternoon.

Later in the evening I come back to check my email. Two more people asking for more info on the JV. They get the second letter. Then I shut it down and go to bed early. It's been an intense two-and-a-half weeks, and I'm ready for one easy day.

Day 18: Now it's getting down to simply working the system I've set up. There are 12 replies to my short JV letter, to whom I send the second letter.

I also find 2 more positives - people who want to participate. That makes three definite JV partners now.

This thing is going to work!

More time in the forums. Now there's a buzz about my teleseminar, and several questions are directed specifically to this topic. I try to give very complete answers, but I make them very factual - absolutely zero hype. I also tell them to contact one of my JV partners if they want to sign up. I don't want to be seen as spamming or self-promoting in the forums.

Day 19: First I go to GetResponse and check if anybody has subscribed to my newsletter. A few have, which means the press release is starting to see exposure.

Then I check my email. Wow - six more partners want in. That makes nine.

There's also a notice from PayPal that one person has already bought a seat in the seminar. I check my PayPal account and the money has already cleared. That's \$87 - my first income from this project. I email the conference call numbers to the customer.

While at PayPal, I make several more sales links and save them in a text file. I'll give each JV partner a personalized link so that I can easily track how many sales come from

each participant, and pay them the commissions they earn.

Only two more people have responded to my first JV letter. They're asking for details, but they do sound very enthusiastic. I send them the second letter and cross my fingers. It looks like I may have already received most of my responses from the first letter. The numbers are tapering rapidly.

On a whim, I write a quick email asking my nine committed partners for referrals.

Later in the day I get back emails with eight new names. I write them explaining who I am, who referred me, and then the text of the second JV letter.

The teleseminar is scheduled to run on Day 26 - Day 29, so I have just one week left to promote this event.

Today I go back to practicing my talk. It's getting easier all the time as I become more familiar with the points I'll cover.

Day 20-25: I continue working my plan. This involves:

- * Check email for:
 - New potential partners
 - Partners agreeing to participate
 - PayPal payment notifications

- * Send out attendance details when someone signs up
- * Answer any and all questions related to the event

I'm getting a lot of friendly banter on most of the forums now, along with a lot of more expert-level questions, which is where I shine. Several people have told me they're attending because they've gotten to know me "personally" online. The forum activity really pays off.

One of the biggest discussion points turns out to be the four-volume business manual that I'll give each attendee. In the sales material I don't mention that the information is all freely available from the SBA, but I do stress that I've "gathered" the information and "compiled" it into a set of manuals totaling over 900 pages.

Tomorrow is the first day of the seminar, and I have 17 partners promoting the event. In only two cases did I have to resort to the "Ask Me Your 3 Toughest Questions" approach, but that move won them over. They tried my advice and got instant improvements in sales. I did ask them to keep my special offer confidential.

The sales have gone better than I expected. Nearly 250 people have signed up, and I only have 97 lines, so I'll have to run two extra seminars to accommodate the overflow. I'll run two of the seminars concurrently, one at 9:00 AM and the other at 6:00 PM each day.

The third seminar will run one week later and be scheduled as morning sessions.

Of course, I could buy additional lines from the conference calling service, but I'm still determined to keep my expenses to the bare minimum. So far, I haven't spent anything, and I don't want to spoil my record now.

Besides, having too many people on a call makes it harder for everybody to get their questions answered.

Today, before I finish, I phone a friend and borrow his little Mini Disk recorder and a patch cord device that goes into the telephone line. I'll record the calls for future reference. The quality won't really be good enough to turn the recordings into a product, but I can certainly use it for making a transcript.

By the time the third session starts next week, I'll invest in my own recording setup, and I WILL turn that series of calls into a product. Naturally, I'll re-contact each attendee and offer to sell them a set of tapes or CDs of the event.

Day 26: I'm pumped and ready to begin. My money situation now looks very different. With 247 people signed up to attend (all pre-paid), I have taken in almost \$21,500. Only 25 of those attendees came in through my press release and autoresponder series, but after paying my partners their 60%, I get to keep nearly \$10,000.

I've also got two new consulting clients and several more nibbling at the hook.

At 8:55 AM I dial up the conference line and begin the first session.

Then, at 5:55 PM I make the call and do the same presentation again.

Day 27-29: More of the same. I do morning and evening sessions each day, and when I'm finished, I write out notes to help me improve my talks even further.

Day 30: Today I turn on my computer just long enough to thank everyone for their help, then I switch it off and sit in the quiet. Later, I leisurely write checks to pay some long-overdue bills.

As the stack of bills shrinks, my mind is turning over new ideas for future seminars.

This could get to be fun.

Chris Widener – MadeForSuccess.com

Chris Widener is a popular speaker and writer as well as the President of Made for Success and Extraordinary Leaders, two companies helping individuals and organizations turn their potential into performance, succeed in every area of their lives and achieve their dreams. Chris has been recognized as the leader of a new generation of personal development and leadership experts. His three newsletters on successful living and leadership have subscribers in 105 countries around the world. Chris has been speaking professionally since 1988 and has spoken on the topic of leadership to some of America's finest organizations including Cisco Systems, General Electric, and the Harvard Business School. Please visit his website at www.MadeForSuccess.com.

Here is what Jim Rohn, master motivator and business philosopher says about Chris Widener: "Chris Widener is *the* leader of a new generation of personal development and leadership experts. He lives and breathes the strategies and tools he shares with millions around the globe. Chris' content is rich and practical, and his style is dynamic and engaging! If you want to see real change in your life, or the life of your organization, connect with Chris Widener."

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Answer: By Chris Widener

I am a simple person. I look for simple, strategic plans that are easy to do, rely on the ease of technology, don't require a lot of work, and are highly repeatable. The processes I establish are methodical. They may not be extremely high gain, but they are sure. I do the big work up front and get the system running. This is why you will notice that I taper off the amount of things I do after the first couple of weeks as it goes into the methodical, day by day system.

Also remember that this is not necessarily the plan I would follow if I had 3 months or 1 year. This is a tight 30-day plan to get money in my pocket, keep the lights on, and establish myself for the immediate future. Also, realize that this plan is based on my own strengths as a writer and speaker. That is what I make my living at and what I am good at. If my skill set was something else, I would probably go about it some other way. The ebook/ audio program is easy for me to accomplish. You could probably do someone else's audio program if you wanted to go that route and didn't have your own material.

With that, here we go.

Day 1 – Today I would send out an email to every friend I have and let them know my situation, without going into

great detail or becoming a whiner. I have found that friends and colleagues are invaluable and will help when specifically asked. I would ask them for their advice, any contacts they could put me in touch with who may be able to help, and for any insights they may have. I would then begin to follow up on them.

The email would basically say something like this:

Hi there,

How are things? Hope all is well. Hey, I need a favor. I am in kind of a crunch right now financially and I need your help. I am going to be putting together an internet marketing plan that I am hoping will be up and running within a month – at least enough to get me going strongly back in the right direction.

Any help you could give, any ideas or connections you could make would be greatly appreciated! Especially helpful would be any products you think I could get into distribution relatively quickly. I will call you later or if you want you can flip this email back to me.

Thanks!
Chris

Day 2 – I would research my topic that I would sell. As a writer and speaker, I would produce a series of personal or professional development products, all within one month. I would use Overture for this, finding which topics and terms bring in the most searches per month.

A little about Overture: Overture is an advertising network that sells advertising on a network of search engine. Those include: Yahoo, MSN, Alta Vista and a couple of others. It is very easy to set up and easy to use. You buy the search terms you want and then set up little teasers to get them to click through to your site. You set bids to determine what ranking you will get. If you want the number one position, you just need to make the number one bid and it goes into effect. Overture is found at www.Overture.com

Day 3 – After finding my topic: Achieving Financial Freedom, I would begin to write out an outline for the products. I would also search out financial authors on the web who would like to contribute an article to the bonus material in the back of an ebook. They would do this for the exposure.

As far as an outline, I would think through what things sell the best and the easiest, with the least bit of work from me personally. This is why I settle on an ebook. See day five for how I would settle on the format of the book.

I would use search engines to find contributors. I would go to Google and search for "Financial Newsletters" and "Debt

Newsletters.” I would then find people who write their own ezines and ask them if I can use their articles.

My email to them would go something like this:

Hi Joe,

My name is Chris Widener and I am the President of Made for Success. I am in the process of putting together a ten chapter Ebook on Financial Freedom and getting out of debt and I would like to include an article of yours. I will be advertising this ebook extensively (2,000,000 people in the next month alone). At this point, while I can't pay you for the article, I do believe it would give you great exposure.

Thanks!
Chris.

(A side note – this project is a example of just this technique. I contributed this section simply for the continued exposure it will bring me, so it does work).

Day 4 – I would develop a series of products to sell through to those who click through on my links from the Overture Network. It would start with a free four-day autoresponder

that gives great material in a "teaser" fashion while selling the main product. Next would be an ebook, followed by downloadable MP3's, and finally a 3 CD series on Getting Out of Debt and Gaining Financial Freedom.

I would do my research with the tools Overture gives you on their site to find good search terms and shows you how much the current bids are. Basically, I would combine how much I wanted to spend with how it will cost me to get the terms I want, plus taking into consideration how much each click will cost me compared to the price of the products I am selling. I will look for terms that relate to finances and debt. The Overture tools give you all sorts of terms when you type in something as simple as "finances."

The first thing to drive them to will be a webpage that sells my product. I will also offer an autoresponder for those who don't bite right away. You can pick up unlimited autoresponders at www.InfoGeneratorPro.com, which is where mine are hosted. If they choose the autoresponder route, they will be given good information, but I will also be selling them with each one.

The page will also attempt to sell them the ebook, MP3's or CD's, or a combination of the three, as noted below. I will also sign them up to an ongoing free Ezine on some aspect of debt relief or staying out of debt – maybe frugal living etc – so that even if they don't buy now, I am developing a long term relationship with them and can sell them later.

Day 5 – Settle on a ten-chapter ebook, 1500 words each chapter. An introduction and conclusion as well. Write and edit chapters one and two today, as well as intro and conclusion. Write the first of the autoresponder messages. Begin search for four prominent and recognized players who would briefly review my material and offer endorsements of the product. Begin search for a well-known person who I could get to write the forward.

The process of writing is simple, actually, if you break it down. Each chapter would consist of an article by another writer, which will give good content. My own materials could either be my own insights or could be my own responses to the writing of the other author, perhaps my own experience in that area. If I write my own material, I would again have each chapter have an introduction, followed by ten paragraphs containing a subpoint of that topic, and a conclusion wrapping it all up.

As far as searching for the recognized players, I would start with Alexa services. They are found at www.Alexa.com. While not perfect, Alexa gives a good ranking of a website's popularity. I would search for financial sites and begin emailing the owners, hoping to get someone with some relative name recognition who also has a well-trafficked site. I don't need these people but they would be great to have as testimonials.

Day 6 Write and edit chapters three and four today. Write and edit the second of the autoresponder messages. Begin contacting website owners about doing joint ventures. Begin researching ezines that reach my target demographic and what their advertising rates are. Secure website. Write and edit simple sales page.

There are good places to find ezines. One is www.DirectoryOfEzines.com. There are others as well. I would go to Google and search for Financial Newsletters. Also, Debt Newsletters, and other terms as well.

As for the sales page. I would make it simple. A good example of a simple sales page is mine at www.MadeForSuccess.com/live.asp. It has many components of a good sales page. Go there and note all of the different things I do to draw people in, and sell them my ebook, *Live the Life You Have Always Dreamed Of!* You can literally copy my techniques from that page and use them for yours. Don't copy the words, copy the ideas of what I am trying to convey. I sell ebooks to 20% of the people that visit that page.

Day 7 – Today I would take the day off go to church and rest, spend time with my family to remind myself that there is more to life than work.

Day 8 – Finalize my Overture account and redo their copy to be more alluring to surfers. Wait for editorial approval. Write

and edit chapters five and six. Write and edit the third of the autoresponder messages.

Basically you are trying to do two things: One, you want it to "sizzle." That is, it can't be boring old copy. For example, "Get Out of Debt," is boring. "Never Owe Another Nickel To Anyone," has a little sizzle. Even better would be, "When I'm Done With You, You Won't Owe the Bank, You'll *OWN* the Bank!" Secondly, you want to sell benefits. What will the people get from buying the program. There is a difference between features and benefits. A feature is "This program is educational." Who cares? A benefit is "After reading this ebook, you will know three specific ways to eliminate all of your debt within 12 months, no matter how much you have." Who cares about THAT? Everyone!

Day 9 – Write and edit chapters seven and eight. Write and edit the fourth autoresponder message. Follow up with joint venture possibilities. Set advertising schedule for end of month. Goal of reaching 150,000 people per day for 7 days.

I will either call or email the joint venture people to see if they are on board.

As far as reaching 150,000 people, this is as simple as adding up the distribution numbers of the ezines I buy ads in. I may do five ezines with 50,000, 25,000, 32,000, 17,000 and 26,000 subscribers each. It may take ten ezines some days.

Day 10 – Write and edit chapters nine and ten. Write and edit intro and conclusion. Turn into pdf. Upload to website. Overture network goes live and traffic comes, strictly for the autoresponder at the time being.

It is easy – and Free! – to turn something into a pdf. Adobe has a trial period in which you can convert five documents into pdf's for free. You can get all of the information at www.Adobe.com. After the five you can sign up for around \$10 a month for unlimited document conversions.

Day 11 – In the studio to record a 3 CD Version (45 minutes each) of the Ebook. Very simple, intro music, speak, outro music. I would do my own voiceovers. Immediately convert to MP3 and burn 3 Masters.

You can look in the Yellow Pages for studios. They will generally be in the \$75 an hour range. When they are done with the masters. Tell them you want it as an MP3 as well. Then you can store them on your own computer and burn them yourself or most studios can either burn CD's for you or give you the name of someone who can. You can usually get them for under \$2 each.

Price products: Autoresponder is free. Ebook is \$17. MP3 is \$19. CD's are \$29. Ebook/MP3 Package is \$25 (save \$11). Ebook/CD package is \$35 (save \$11).

Day 12 - First set of ads run: Goal of reaching 150,000 people. Follow up with questions people have. Put out fires. Ship product. Sales goal of 100 packages per day. Average sale is \$22. Total revenue: \$2200. Of course, all traffic that comes to the site is directed to sign up for the free newsletter.

I wish I could tell you exactly how this will be done but you know the nature of the beast. There will be different problems and questions people will have each day. As an entrepreneur, it is our job to get the job done and make the customer happy.

As for shipping the products, I will keep the overhead low by doing this myself. I will schedule times during the day where I will establish a "packing center" and will just crank out shipping the packages. Every day at the end of the day I will go to the Post Office and ship them. One trip a day is all.

Day 13 - Second set of ads run: Goal of reaching 150,000 people. Follow up with questions people have. Put out fires. Ship product. Sales goal of 100 packages per day. Average sale is \$22. Total revenue: \$2200.

Day 14 - Today I would take the day off go to church and rest, spend time with my family to remind myself that there is more to life than work.

Day 15 - Third set of ads run: Goal of reaching 150,000 people. Follow up with questions people have. Put out fires. Ship product. Sales goal of 100 packages per day. Average sale is \$22. Total revenue: \$2200.

Day 16 - Fourth set of ads run: Goal of reaching 150,000 people. Follow up with questions people have. Put out fires. Ship product. Sales goal of 100 packages per day. Average sale is \$22. Total revenue: \$2200.

Day 17 - Fifth set of ads run: Goal of reaching 150,000 people. Follow up with questions people have. Put out fires. Ship product. Sales goal of 100 packages per day. Average sale is \$22. Total revenue: \$2200.

Day 18 - Sixth set of ads run: Goal of reaching 150,000 people. Follow up with questions people have. Put out fires. Ship product. Sales goal of 100 packages per day. Average sale is \$22. Total revenue: \$2200.

Day 19 - Seventh set of ads run: Goal of reaching 150,000 people. Follow up with questions people have. Put out fires. Ship product. Sales goal of 100 packages per day. Average sale is \$22. Total revenue: \$2200. Total people reached in 7 day ad blitz: 1,050,000. Total 7 day revenue: \$15,400

Day 20 – First day of second run of ads through original Ezines: Goal of reaching 150,000 people. Follow up with questions people have. Put out fires. Ship product. Sales

goal of 100 packages per day. Average sale is \$22. Total revenue: \$2200.

Day 21 - Today I would take the day off go to church and rest, spend time with my family to remind myself that there is more to life than work.

Day 22 – Second day of second run of ads through original Ezines: Goal of reaching 150,000 people. Follow up with questions people have. Put out fires. Ship product. Sales goal of 100 packages per day. Average sale is \$22. Total revenue: \$2200.

Day 23 – Third day of second run of ads through original Ezines: Goal of reaching 150,000 people. Follow up with questions people have. Put out fires. Ship product. Sales goal of 100 packages per day. Average sale is \$22. Total revenue: \$2200.

Day 24 – Fourth day of second run of ads through original Ezines: Goal of reaching 150,000 people. Follow up with questions people have. Put out fires. Ship product. Sales goal of 100 packages per day. Average sale is \$22. Total revenue: \$2200.

Day 25 – Fifth day of second run of ads through original Ezines: Goal of reaching 150,000 people. Follow up with questions people have. Put out fires. Ship product. Sales

goal of 100 packages per day. Average sale is \$22. Total revenue: \$2200.

Day 26 – Sixth day of second run of ads through original Ezines: Goal of reaching 150,000 people. Follow up with questions people have. Put out fires. Ship product. Sales goal of 100 packages per day. Average sale is \$22. Total revenue: \$2200.

Day 27 – Seventh day of second run of ads through original Ezines: Goal of reaching 150,000 people. Follow up with questions people have. Put out fires. Ship product. Sales goal of 100 packages per day. Average sale is \$22. Total revenue: \$2200. Total reached in a 14 day period: 2,100,000. Total 14 day revenue: \$30,800. Total costs: \$10,000 for partners. \$2000 for advertising. \$500 for studio. \$1000 for CD's etc. \$1000 Misc. Total profit before taxes: \$16,300

Day 28 - Today I would take the day off go to church and rest, spend time with my family to remind myself that there is more to life than work.

Day 29 – Continue to sell through current outlets that are proving fruitful. Look for new outlets to sell through using the same means I used to find the first ones. Begin developing spin-off products such as consulting, teleconferences, coaching, new ebooks, etc. Look for new partners as I did before. I may also find that one of my

products didn't sell well. I could end up dumping that as an alternative and just sell the others.

Day 30 – I would establish an affiliate program for my new products and then begin marketing them for month number two. I would go to AssocTrac to set up the affiliate program:
<http://www.marketingtips.com/assoctrac/>

They provide all of the software, management etc to help you get going. They also help you find others to sell for you. I would establish a two tier affiliate program that pays 30% on first tier and 10% on second tier. That is, the person who sells the product gets 30% and the person who sponsored the person who sold it would get 10%.

Before I go, here are some great sites that are doing it right and from whom you can learn a thing or two from, just by looking around:

Magnetic Marketing:
<http://www.surefiremarketing.com/magnetic/>

SelfHelpNewsletters.com:
<http://selfhelpnewsletters.com/>

Succeeding In Business Ebooks:
<http://www.succeedinginbusiness.com/>

MP3 Motivators:

<http://mp3motivators.com/>

Instant Sales Letters:

<http://www.instantsalesletters.com/>

Write a Book Now:

<http://www.writeabooknow.com/>

A final word. Remember, there is no silver bullet. There is no magic genie that is going to pop out of a bottle and make you rich or give you the "secrets." Yes, people will try to sell them to you but the best anybody will be able to do is cut your learning curve down. But there will still be a learning curve! Keep at it, be diligent, pursue your dreams, and don't make the same mistakes twice! That is what will make you successful!

Good luck!

Dom Vonarburg – AddMe.com

Dom Vonarburg is the founder of [Add Me.com](http://AddMe.com), a company he started in 1996 to help webmasters and small businesses promote their website to the search engines. Add Me has grown quickly to become one of the most popular search engine submission services. In late 1998, he launched the [Add Me Newsletter](#), a free ezine providing tips and advice for better online promotion. The Add Me Newsletter currently has over 1/2 million subscribers. Add Me is continuing to expand and provide [new tools](#) to help webmasters and small businesses succeed online.

Answer: By Dom Vonarburg

OK, only thirty days to go and you need to find a way out of this crisis. Only thirty days? Actually that's a lot! Don't forget, you have a roof, food, a computer, an internet connection, and thirty full days ahead of you to focus solely on your new venture. I wish I had this opportunity.

If you really put your mind to it, you can indeed start your own business this way. Now, depending on the ambition of your project, you might need more time of course. But even in that case, you can still use the information that follows. This guide is based on my own experience when I started Add Me and on what I have learned along the way. I still remember wondering, back then, whether spending money for a hosting account (about twenty dollars a month) and a domain name was a justified expense, given our tight family budget. Well, I think it's safe to say this was the best investment I have ever made.

The guide is broken down into weeks: Developing your Idea, Building a Web Presence, Promoting your Business, and Running your Business.

First Week: Developing your Idea

Monday and Tuesday: Identify your Idea

I bet you already have, at the very least, a vague idea for the kind of business you want to start. If you have absolutely no idea, choose something you enjoy, like a hobby of yours. For example, if you love collecting stamps you could think of writing an e-book on that topic and/or create a web resource. Or try to identify a problem that you have run into several times and said: "If only there was a better way to do this". Finding a good and original idea is not easy, though. To help you find one, you might want to just get out for a nice quiet walk in the woods, so you won't be distracted. Go alone and don't bring your cellular with you. Just bring a piece of paper and a pencil to jot down your ideas.

Wednesday and Thursday: Research your Idea

Once you have found that idea and know the kind of product you want to create, you can start doing research. Go to Google, enter the keywords that best describe your idea, and look at what is already there. Has someone already thought of your idea? If not, you are probably on the right track. As you search the web you will probably find sites related to your idea. Be sure to visit these sites, they will give you a new perspective on your idea and help you isolate potential problems it might have.

The information you find will help you refine your idea. Based on what is already available, you will be able to narrow down your product to a niche, something that does not yet exist. Talk to people that would be interested in your

idea (without giving out too much information about the details of the idea), try to get a sense of how your product would be accepted by these people. Write down and analyze their feedback.

You may want to think of protecting your idea at this stage. You can file a patent or a provisional application for a patent. For more information on filing these applications in the United States, visit <http://www.uspto.gov>.

Friday and Saturday: Implement your Idea

Now you have a clear vision for your idea and product. You are confident people will be interested in it and you know who these people will be. If you have competitors you know who they are, you have read all about their products, their strengths and weaknesses.

All the research you did this week will have stimulated your imagination. Now you can start implementing your idea. If you are writing an e-book or creating a web resource, lay out its content in an outline format, and start writing.

Sunday: Relax

Today, you will just relax and recharge your brain for next week. You will also need to leave your room and show your spouse, kids and friends that you still exist. This week you have accomplished a lot. You started with just a vague idea, and now you have a product, or at least a first draft, or a prototype. Next week you will finish your product and start building your web presence to launch it.

Second Week: Building a Web Presence

Monday: HTML

Today you will learn the basics of HTML. There are thousands of tutorials covering this topic. One that I like is <http://www.w3schools.com>. You don't need to become an expert in HTML, but knowing the basics will definitely help you make quick change to your site on a daily or weekly basis. You will also want to download Dreamweaver at <http://www.macromedia.com>, a great website publishing software. I use it all the time. Get this software and start playing around with it.

Tuesday: Web Host and Domain

Of course to create a website, you will need a web host. You should also get a domain. A domain name is absolutely essential if you want to conduct business online. No one will take you seriously if you run your website on one of those free hosting accounts. Try to find a nice catchy name that is easy to remember. Most web hosts will let you choose a domain as part of the sign-up. To choose a web host, go to <http://www.hostindex.com>.

Wednesday: Web Design

While you are waiting for your web hosting account and your domain to be activated, you can start designing your website. Did I say website? Actually you don't want to create a full fledged website at this point, there is not enough time. For now all you really need is one web page. This web page

will allow you to present your product to your visitors and explain why they should purchase it from you. Now, not everyone can design a web page. If you can't do it, find a web designer. There are plenty of them. Before even opening your web publishing software, take a piece of paper and think about how you want your page to look like. If you need to have several pages, make sure they have the same look. Your navigation should be consistent across your site. Open your software and start creating your design. Try to decompose what you designed on paper into tables, and tables within those tables, etc.

Thursday: Content

Now that you have a good design you can start writing the content of your site. Here you need to really put yourself in the shoes of your customer. Imagine that you just landed on this web page (yours) from a search engine. You want to see information about your business as well as detailed information about your product. Include a short description of your business: who you are, what you do, where, and how you can be contacted. Then describe your product: its benefits, what problem it solves, who it is for. List all the benefits very clearly. Don't make your visitors search for information, if they don't quickly find what they are looking for, they will hit the Back button and never come again. Make sure you cover all the questions they might have. Later you will also add testimonials to your page. Testimonials are very important on the web; they help you build trust.

Friday: Tools

As part of building your web presence, you will also need some marketing and webmaster tools. Setting up these tools now will help you focus on your site promotion next week. Some of these tools include meta-tag generators, keyword finders, auto-responders, traffic statistics, and list hosting. Meta-tags are small pieces of HTML code that you need to add to your page so search engines can better identify your site's content. Go to <http://www.addme.com/meta.htm> to generate that code using your own keywords, page title, and page description. Be sure to choose keywords that accurately describe your product; go to <http://www.wordtracker.com> for keyword suggestions. Include the most important keywords in the title and description of your page. While you are on Add Me, sign up with our traffic statistics service and add the code to your page. For an auto-responder, go to <http://www.getresponse.com>. Auto-responders help you automate parts of your business; prospective client can quickly obtain further information about your product. If you are writing an e-book, you can use your auto-responder to offer an excerpt for free. To set up a mailing list, go to <http://www.topica.com> or <http://www.constantcontact.com>. A mailing list will help you stay in touch with your clients (or prospective ones) and inform them about new products and special offers.

Saturday: E-Commerce

Today, you will add e-commerce to your site. Your site can have the best design and promote the most valuable

product, but if it's too difficult to place an order you won't sell a thing. Once a visitor has made a decision to purchase your product, the buying process should not be a burden to him/her. Of course there are thousands of solutions for e-commerce available. A great solution is <http://www.clickbank.com>, it provides a secure payment system as well as an affiliate program framework. The set-up cost is only fifty dollars. I will talk more about affiliate programs during the fourth week. Another great solution is <http://www.paypal.com>, but they don't provide the affiliate program capability.

Sunday: Relax

Do you realize what you have accomplished already? You have a great site presenting your own product; it's equipped with good meta-tags, a domain, a secure payment system, traffic statistics, an auto-responder, and a mailing list. Everything is in place for the launch of your site, next week. Yahoooooo!

Third Week: Promoting your Business

Monday: Search Engines

10...9...8...7...6...5...4...3...2...1...Lift off! So far no-one knows about your website and product. This will change. Today, you will submit your site to the search engines. Search engines are a very important part of your promotion. And to do this, what better place than Add Me? Search

engines will not only give you traffic, but also traffic that's highly targeted. Targeted traffic is the key to online success.

Tuesday to Friday: Advertising

As I mentioned, search engines are very important, they provide highly targeted traffic. But that won't be sufficient. And as you know, it can take weeks for some search engines to index your site. So, you need to get traffic from additional sources. Other good places to get targeted traffic are pay-per-click search engines and ezines (or mailing lists).

Pay-per-click search engines let you advertise your site. They only charge you when someone clicks on your link and comes to your site. You place bids (for example 10 cents per click) on certain keywords of your choice. If the bid is high enough, your site will appear at the top of the search result for those keywords; if the bid is too low your site will be at the bottom, and less visible. The most popular pay-per-click search engine is <http://www.overture.com>. The nice thing about this type of search engines is that the traffic will come to your site right away. You won't have to wait like with the regular search engines.

Ezine advertising is also a very effective way to get targeted traffic to your site. But to get the best results, you need to narrow your advertising only to those ezines that publish to your ideal audience. Start with small ezines (with a readership of 10,000 or less), and purchase some ads. When you write your ad, again put yourself in the shoes of the reader and make sure the copy, especially the headline, will

grab their attention. Make sure the link you include in the ad is different each time. For example you can use <http://www.your-domain-name.com?campaign1> in one ad, and <http://www.your-domain-name.com?campaign2> in another ad. This way you will know how many leads were generated by each ad when you analyze your traffic statistics.

The goal, of course, is to find advertising spots where you can make a consistent profit; each time you advertise you should cover your advertising cost and make a profit. Remember, only advertise in ezines that are read by your ideal audience, as everything else will be a waste of your money.

Saturday: Analysis

As a result of your advertising campaigns you should now start to see some traffic coming into your site. This initial traffic will be very important; you will want to get as much feedback as you can from these first visitors. Look at your statistics to see how many people are visiting, where they are coming from (which search engine, which search keywords, which ezine, which ad campaign, etc), and how long they are staying on your page. Make sure you have a phone number or email address on your page so they can contact you if they have questions or concerns. There are so many scams out there that people are becoming more cautious when they make a purchase. Sometimes all it takes to dissipate these worries is a prompt email response to their questions. Also, add your auto-responder to your site.

This will give you a good idea of the interest for your product.

As you analyze all this data, you will almost certainly see issues appear with your site or ad campaigns. You won't get it exactly right the first time. For example, if your visitors only stay at your site for a minute, something is wrong. It could be that they are not the right target, your product is too expensive, or that your copy is not convincing enough. Make changes, one at a time, to isolate the problem. If the same question about your product keeps coming back, you will need to revisit the description of your product and make sure that question is covered.

Sunday: Relax

Life is good. Not only you have a great product, but now it is becoming more real than ever. People are actually buying your product. That's a great feeling! Have a nice relaxing day. Next week you will continue with your site promotion and learn how to move forward with your business tasks.

Fourth Week: Running your Business

Monday: More Promotion

I know you couldn't wait to get back to your new business. When things are working great it becomes an addiction. But don't become complacent, you need to continue to promote. Think of this as a spiral, you started at the center last week and now you are expanding outward. You began with some

small advertising campaigns and made a small profit. This profit will now help pay for a bigger ad campaign, which will help pay for an even larger one, etc. Promotion will become your new weekly task: find bigger and more targeted ad spots.

Once you start getting consistent traffic, you should start doing link swaps; exchange links with sites related to yours. This will attract more people to your site and increase your link popularity, an important factor used by many search engines to determine your ranking in their search results. You can check your link popularity at any time at <http://www.addme.com/popularity.htm>.

Tuesday: Analysis and Update

From now on, you will continue to analyze your advertising response weekly with your web statistics. You will also continue to update your site weekly or even daily, depending on the type of content you provide. If you came this far, chances are your site and product are a success. So you should think of investing in design improvements, maybe even hire a designer to make it stand out from the crowd.

Wednesday: Affiliate Program

You should also get other people to promote your product for you. This can be done easily by adding an affiliate program. People interested in selling your product sign up with your affiliate program and get paid a commission each time they make a sale. If you have not already done so, go

to <http://www.clickbank.com> to open an account and set up your affiliate program.

In the same way you are promoting your product, you will now promote your affiliate program. This time also look for ezines read by webmasters and site owners. If your product is good and the price is right, people will be very interested in making extra money by promoting your product. If it catches on, your product could soon be promoted and sold all over the web. So, include this in your new weekly tasks.

Thursday: Customer Support

As interest for your product grows, questions and feedback will naturally increase. You will start receiving more and more emails and phone calls. Be sure to answer all your email promptly. Prepare email templates for common questions. And again, make sure you cover those questions on your website as well. Good customer support will pay off over time; your happy customers will refer you to their friends, and so on. Some of them will even join your affiliate program. Bad customer support will slowly bring your business to a halt. Put some time aside every day for your customers.

Friday: Articles

Another weekly, or monthly, task that I highly recommend is to write articles. Because you are familiar with the topic of your product and business, it will be very easy for you to

write articles. Submit them to those ezines you have already identified earlier, especially the larger ones. This will give you and your product a tremendous exposure, for free. Include your articles in your own ezine as well, along with your product updates.

Also, do a lot of reading. Sign up with ezines, join forums, read articles related to your product, and articles related to business promotion (we have hundreds of them on that topic at <http://www.addme.com/nlpast.htm>).

Saturday: Product Enhancements

As your product becomes popular, you will soon receive enhancement suggestions from your customers about your product. Pay close attention to this feedback. It will help you identify and prioritize new features for your existing product, as well as design new products. Set aside time each week for these new features and/or products.

Sunday: Party!

You did it! Congratulations. Now you can take a nice break and celebrate the birth of your new little baby. One piece of advice though, don't stay too close to your business! Every now and then do what you did on your first day: take a nice quiet walk alone in the woods. This will help you keep an eye on the big picture!

Good luck!

Gary Knuckles – BudgetWare.com

Gary Knuckles has been marketing online since 1998. In 1999 he started an online business that generated over a million dollars in revenues over the course of three years.

He sold that business last year and now devotes his time to software and digital product development for the marketing and small business market through his company BudgetWare, Inc. at <http://www.budgetware.com/>.

He took an idea and put a "twist" on it to develop a full line of 25 products that became the "audio standard" in the "IT certification market" niche and still is to this day. He is the creator of the popular marketing tool called **Internet Information Manager** at <http://www.internetinformationmanager.com/> designed for marketers to help them manage all of their marketing information with a click of the mouse.

Other projects include an ebook called **Hackers, Viruses, Spyware - OHMY!** located at: <http://www.hackers-ohmy.com/> for those wanting to know how to protect their pc from attacks and viruses.

He also publishes an increasingly popular newsletter **Internet Marketing 101** at: <http://www.internetmarketing-101.net/>

You can email him at: gary@budgetware.com

Answer: By Gary Knuckles

Gary: "Joe Do I have any funds to work with at all."

Joe: "Maybe working capital of around \$300 or so, as newbies would be having that much at least.."

Day 1

I would decide on my product. In this scenario since my "vast marketing experience" seems to be my main asset then let's target Internet Marketing. Now I jump online and do a search for the most popular forums in the search engines, <http://www.google.com/> is my favorite.

After compiling a list of some of the [popular and active marketing forums](#), I start scouring the forums to see what are the most popular questions being posted. This will help me to narrow my target product down, since Internet marketing is such a broad subject. I spend the afternoon researching the forums and compiling the most asked questions, including those in the archives of the forums.

Day 2

Visit the forums again and continue my compiling of popular questions for research purposes. Ok so now I'll narrow it down and I'll create an ebook called "Internet Marketing 101 - The Most Asked Questions and their answers".

I also start to post some honest and helpful answers to

those questions being asked in the forums. I also receive a couple of replies from some of the experts about my helpful posts. That's encouraging. I make note of these people as well, and reply back thanking them.

I also notice many people talking about teleseminars and I have a **light bulb moment**.

(Note: Always be thinking and writing down ideas when they come to you. You never know when that next idea may be a gold mine.)

Since I have an immediate need for cash let's do a teleseminar. I'll host one and put a twist on it to make it different. Make it an open session that is all questions and answers that involves everyone. Rather than make it specific to a topic, it will be open to any Internet marketing questions.

Days 3-4

I jump on Google and start researching teleconference services.

I also grab a cheap domain to promote the teleseminar with and for future activities related to Internet Marketing.

After deciding on a conference company to use <http://www.voicetext.com/>, then I start laying out the actual outline for the teleseminar based on having several

panelists.

As I start making my outline and product plans I decide to change the title to "Internet Marketing 101" and spawn a complete site, product(s) and newsletter from this plan. That's the beauty of this business, with a little creativity you can "kill two birds with one stone" if you plan properly. I kill the better part of two days outlining my plans, getting my domain active and hosting, and getting my teleconference account setup. The teleconference account costs nothing until I use it. So far I have spent \$15.00 for the domain and \$7.95 for monthly hosting with free setup.

Day 5

Ok, I've got my initial plan and outline for the seminar and product.

My plan is to put on the seminar, record the event, and end up with two products. An MP3 file, and PDF file for products. This way I generate immediate income from the teleseminar and create some products for future sales at the same time. I also get immediate promotion through the panelists since they will promote it to their lists.

Then I'll follow that up by starting a newsletter to build a list of prospects for sales of follow-up products, etc.

It's time to put together an initial offer to approach possible panelists for the teleseminar. It has to be good to get their

attention.

But first let's visit the forums and put out some tests. As I answer some of the forum questions, I casually mention I'm putting together a seminar for newbies to get their answers to live questions by a panel of experts. I tell them to contact me off the forum for more details if interested and give my email. This has to be done discreetly in the forums, otherwise you can get flamed for spamming.

Ok, now back to writing my offer to approach some panelists for the seminar. Commonly known as a JV (joint venture).

I offer to:

Setup the event.

Cover all costs of the event (except their call)

Furnish them a copy of the MP3 & PDF files as products which they have resell rights to.

Offer them a generous commission for promoting it to their lists. This can vary from 50% up to 70% to make the offer very attractive.

So in a nutshell all they have to do is show up at the call, and of course send out an announcement to their lists.

Now I start sending out my offer to several experts personalizing each email I send. I send out 10 offers to start with. I also plan to follow up with phone calls if needed. This included the experts who commented on my posts in the forums.

During this time I have also received a few requests for more details about my possible seminar from the forums. This is a good thing, it shows interest even from only the limited exposure in the forums.

Day 6

I visit the forums and do my daily research and posting.

Today I receive two answers from my 10 requests for panelists for the seminar! One is interested and can do it, and the second one is interested (He was one of the experts from the forums!). I give him a call (the second one) and he suggests two more panelists for the event that are friends of his. He offers to send them email and see if they are interested which I gladly accept.

Now things are starting to fall together. I start working on my website now to get the promo in place for the seminar. I initially have decided to go with a one page sales letter, which I will then change after the event to a full website to promote my future newsletter and new products as I add them.

When doing the sales letter I target certain **benefits** of the seminar which are:

1. Other seminars target specific topics, mine is a free for all to answer any of **your questions** on marketing, not just a specific topic.
2. Other teleseminars usually have the Q&As at the end of the teleseminar. This is 90 minutes of Q&As which will allow plenty of time for the experts to answer **your questions**.
3. I also point out that the attendees get resell rights and copies of the event in PDF and MP3 file formats.
4. Then I sum it up: They attend a great event, it's cheap, they get copies to review over and over again. They get a product they can resell. All for a cheap \$27.00 bucks!
5. Call for action. "Order today before all of our limited lines are reserved!"

When doing your sales page make it clear to the reader **WHAT'S IN IT FOR THEM!**

In order to optimize my meta tags for my site I grab a copy of **Good Keywords** software located at:
<http://www.goodkeywords.com/>. This is a great tool for determining keywords for products, meta tags, popular

searches and more. And it's free.

*(Note: Meta tags are used by search engines to help them to more accurately list your site in their indexes. Well that's in theory anyway. Today it's disputed by some whether they really help or not, I'll leave that up to the search engine experts to decide. It still can't hurt to optimize them in case. You will find the metatag description in the header at the top of your html documents. Go to:
http://www.webdeveloper.com/html/html_metatags.html for a tutorial.)*

Now my site sales letter is complete except for the bios and photos from the future panelists. Once I received that information all I have to do is plug it into my sales page.

I received a few more requests about details for the seminar from the forums too. I add these to my new follow-up text list I'm compiling for future use.

Day 7

I again visit the forums as part of my daily routine.

I received confirmation that the two other experts would join their friend. This brings my total to four. So, I decide to give a call to a new expert who is making waves on the Internet with his new ebook to see if he would be interested. What the heck, he can only say no.

Wow, he immediately accepts. I now have five panelists and myself as the host. It's amazing what a phone call will do.

Then I send out emails to all the panelists confirming the date, time, basic format and how the teleseminar will be handled. I also ask them for background bios and photo jpegs to use on the sales letter site.

Now I start the initial outline draft of how I will conduct the seminar, introductions and so forth. I'll add to my outline as I progress with the final details.

By late afternoon I have received three bios and photos and links to grab the other two from. I then review the sales letter page that is only lacking the bios and photos of the panelists and the details of when the event is. I plug in the final details, bios, photos and polish the final sales letter. I also include an email address on the site for submitting questions to me for the panelists prior to the event.

Day 8

I again visit the forums as part of my daily routine.

Today I setup a couple of autoresponders for following up to my customers that attend the event. I also setup one for the potential customers (my follow-up text list I started) that have inquired about the event. There are several companies

to choose from such as Aweber.com, GetResponse.com and Parabots.com.

I decided to use QuckPayPro.com since they have a full 30 day free trial with no ads in the email messages. Plus it handles many other aspects of your online marketing as well including tracking, affiliates and available merchant account services. It also includes unlimited autoresponders which will let me setup several lists as I need them.

For merchant accounts consider:

<http://www.2checkout.com/> (\$49.00 setup and is instant, and has a shopping cart too.)

<http://clickbank.com/> (They handle all transactions and they have an extensive affiliate network for your products. \$49.95)

Day 9

Visit the forums.

Today I setup accounts with Google Ad Words, and FindWhat.com pay per click search engines.

(Note: Pay Per Click Search Engines or services such as Google Ad Words are basically paid search engines services that allow you to bid on certain terms for positioning in their search results.)

I use [Good Keywords](#) software again to help me find good search terms to target.

For fast results I setup my Google account first. since it's immediate and should start immediately generating some possible leads and sales. I use "Internet marketing teleconferences" for my keywords. Even though the amount of searches are only about 7,500 they should provide good targeted traffic for a higher conversion rate.

I also setup my findwhat.com account and find them easy to use and pick up some cheap key words for "marketing on the Internet".

I'll monitor these closely to see how my conversion rates are for the costs involved. It's essential you find **TARGETED CHEAP** keywords when using these promotion tools. Good Keywords software is great for this.

Day 10

Ok, today is the big day. It's time to start promoting and see if I can start generating some income. I have everything in place and I'm ready to start generating some sales.

The first thing I do is run a last minute test to be sure everything is in order and working right for taking the orders.

I go to my QuickPayPro account and send out a broadcast to those that have requested more info, these are the people that have expressed an interest from my forum posts and sig file in the text file I have compiled.

I get 3 sales and several follow-up questions about the seminar.

After replying to those questions, I spend the afternoon contacting and firming up everything with my panelists by phone and multiple emails.

Total Sales Today: \$81.00

It's a start.

Day 11

Visit the forums.

Panelists start promoting to their lists.

(hmmm, only 2 sales but not to worry, or I hope not.)

Some of the panelists forward me several emails from potential customers that have questions about the event.

I answer each mail personally and end up with **3 more sales because of the personal touch** and immediately handling the requests. Plus I have to handle two of the sales manually because they want to pay by Paypal and that isn't an option on my sales site. I'm just glad I already have a

<http://www.paypal.com/> account setup.

(Note: Remember these are real people on the other end of the emails that are asking questions. As you start your business and receive support or other questions, be sure to answer them promptly. This can make the difference in getting a sale or losing it.)

3 inquiries from PPCs and 1 sale

Total Sales Today: \$162.00

Hey it's getting better!

Day 12

Today starts with a bang. Some of the panelists send a follow-up email today to their lists.

I spend the better part of the day handling questions about the event and by the end of the day I have 27 sales!

Most of the questions were about resell rights and what they were. After reviewing my site I could see my wording was not very specific about the resell rights so I changed the wording to be more specific. I felt this should cut down on the number of questions being asked. When offering resell rights be sure to spell out the conditions of those rights.

Total Sales Today: \$729.00

Hey now we are cooking with Crisco!

Day 13

Visit the forums.

Today I rest some and I prepare my outline materials for the teleseminar, and I answer a few questions coming in about teleseminar.

By the end of the day 15 sales have come in.

The addition to my site about the resell rights cut out most of the questions being asked.

I also post an outline on my site for the panelists for marketing questions I have received from customers for the event, and the basic format we will follow for the teleseminar.

Total Sales Today: \$405.00

Not bad, the sales are beginning to add up now.

Day 14

Today the panelists send out final last minute reminders to their list and this results in 17 more sales.

I hold the seminar at 7:00 pm. All goes very well and the

attendees seemed to really enjoy the event judging from their comments!

After the seminar is over I logon to my [QuickPayPro](#) account and start another new list for "late-followups" for several people that tried to join the conference that were too late after it started.

Total Sales Today: \$459.00

Well it's been a hectic 2 weeks pulling this thing off. but now I have generated a total of **\$1,836.00** in sales. But I can't stop now. First I have to create the finished products (PDF and MP3 files) for downloading.

Then after that I still have plenty to do that should generate some additional sales before the month is out.

Day 15-18

(Note: Fortunately I already owned Adobe Acrobat so there was no cost involved in the conversion. If I hadn't owned it, then I would have used Adobe's free service at <https://createpdf.adobe.com/> which allows the conversion of 5 free files. However one thing to consider is the turn around time for this service. I'm not sure what it is.)

I could have the conference company transcribe the file to an MS Word doc, but at \$85 per half hour I opt to do it

myself and save the \$255 at this point for the 90 minute teleseminar.

I spend these 4 days transcribing the MP3 file to MS Word and converting files to PDF and cutting the MP3 files into smaller files for download. (Whew what a job, but it saved about \$300 dollars at this point.)

Here is a great utility for the starting and stopping (listening) while transcribing the MP3 file to a doc file. It can also be used to cut up MP3 files and other neat stuff.
<http://www.acoustica.com/mp3-audio-mixer/> (7 day free trial). Also a bargain at \$24.95.

Once I'm back on my feet and have more funds, I'll also purchase **Cool Edit 2000** at <http://www.syntrillium.com/cooledit/> to do this and much more for future seminars at \$69.00. Great program for recording, mixing, chopping, editing and more.

After I finish the files, I setup my download site links and uploaded the new files that I converted. It took some time to upload the files since I only have ISDN connection services available to the Internet and the MP3 files of the event are pretty large. Another reason I cut the files into smaller files, is for my customers as well, because I'm sure some of my customers probably have 28-56k dialup only.

Days 19-20

Now it's time to join some affiliate programs of several products that will go with my new website and newsletter in order to generate some follow-up sales and additional revenue.

First I jump over to several affiliate directories and search for Internet Marketing related products:

AssociatePrograms.com

ClickBank.com

<http://www.affiliatematch.com/>

<http://www.affiliatesdirectory.com/>

AffiliateShowcase.com

I search the above directories for products such as ebooks and software utilities that will help those wanting to market on the Internet. As I find suitable products, I go to the company's affiliate sign up page and sign up for their program. Most pay upwards of 40-50% commissions. (To find a lot of affiliate directories, use Google and search on affiliate directory or affiliate directories.)

(Note: As I create more of my own products in the future then of course I'll add them to the product page I've started creating below as well.)

Also at the same time, I start creating a product page for my site to sell and promote these related products to my visitors and to use in my newsletter as it grows. By using

the descriptions from the affiliate programs (as I sign up) I write my own ad copy for each product and just put in my affiliate link.

Ok, now I go to QuickPayPro and setup a new autoresponder for my new newsletter I'm fixing to write so that people can subscribe via a page from my website. This autoresponder will automatically email them when they sign-up and thank them for joining.

Now that I have the newsletter autoresponder ready and my files and download links in place, I write and post a copy of my first newsletter on the site to encourage sign ups.

(Note: Are you noticing a pattern here? Yeah it's called work! Yes believe it or not, there is some initial work involved in making an income online. Once you get some initial steps out of the way, then you can reap the benefits of sales coming in from a lot less work.)

Now I'm ready to send out emails to my customers that the files are ready for downloading and include the download links to the page I posted at my site earlier.

I also invite customers to join my newsletter from the download page and of course I mention the additional products I have that they might find of interest.

Days 21-22

Ok so now I have two products to sell. One is the PDF file of the event, and the other is the MP3 file of the event. I will set these two products up as a bundle or the option to buy either one as a single product, thus I really have two products. This will be an advantage since some people prefer visual products, while others prefer audio listening. It also allows me to have two cheaper priced products as well.

I have also received some testimonials from those that attended the event. That's great because now I'll use them to promote the product and add credibility to the product, myself and my newsletter. Testimonials are a great way to improve sales conversions.

(Note: If you are selling a product and don't have any testimonials then you should strive to get some. The easiest way is to send out a follow up email after a sale. Be sincere and ask them if they have any questions, and if they like the product. Also ask them for a testimonial if they respond that they really like your product.)

If your product is new and you haven't made any sales then send out evaluation copies to people to give it a try. Ask them to send you their comments after trying out your product. Once they send back their comments then simply ask if you can use their comments as testimonials for your product.)

Now I convert my original sales page to a page for follow up sales from new visitors, and I send the link to those that were too late for the seminar. The primary difference is I promote the current PDF and MP3 files as the products rather than the teleseminar. I also add the testimonials I have received to the new sales page.

Day 23

I have my follow up pages in place, so now it's time to email a follow up to those that were too late for the teleseminar and wanted to buy. Since I have already setup this list (Day 14) I logon to QuickPayPro and simply type in my email sales copy to be sent. I choose which list to send it to, and QuickPayPro sends it for me. Most autoresponders have this feature, if not then look for one that does.

It was amazing the number of people that tried to sign up shortly after the event started that evening, twenty to be exact. I have also added several more the following days since the event.

In the email I of course invited them to subscribe to my newsletter and I include a brief mention of my new products page and the links for follow up sales.

Ok, time to start planning for future products for continuing revenues and for follow-up sales.

I will send out email invitations to each panelist about doing a "one on one" interview about their success. From these interviews I can create new products similar to the ones from the teleseminar. I spend the rest of the day on the phone talking with some potential people for interviews and another seminar.

Great, I got 7 sales for the teleseminar files from the follow-up email and a \$100.00 from two sales of my new affiliate products I'm selling on the backend.

(Note: Backend sales are sales you can generate from reselling to your new and present customers. This is a highly effective way to generate additional revenues. One reason is that you have gained the customer's trust. If they bought from you once and are happy with the product then it increases their trust and the percentages that they will purchase from you again.)

Total Sales Today: \$289.00

Day 24

Burnout sets in so I take a day of rest. However I do generate almost \$200 in sales from my affiliate products today. This is pure profit!

Total Sales Today: \$200.00

Day 25-26

Ok, now it is time to start laying the ground work for continued sales and some steps that will insure long term benefits such as more exposure for my site and credibility for myself.

I spend these two days writing the drafts for some articles. One article is about accountability and how we should not just promote every program that comes along. The second article is about autoresponders and basically what they are and how they can save time and increase sales.

(Note: A good method to write an article is layout an outline of thoughts about a subject. Then take each thought and expand upon it with details. Then go back and tie all of these thoughts together to form a draft.)

Two sales come in from the Pay Per Clicks search engine campaign today.

Total Sales Today: \$54.00

Day 27

I review my article drafts and make any needed changes.

(Note: It's a good idea to write your draft then come back and review after a day or so. That way you have a fresh

perspective when reviewing it again.)

Now I submit the articles to some directories and ezines that accept articles. This way I'll get a maximum amount of exposure to potential publishers that accept articles.

I submit my articles to:

Article_Announce at http://groups.yahoo.com/group/article_announce/ is an ezine that you can submit your article to that goes out to hundreds of ezines, newsletters and websites that are looking for articles.

EzineArticles at <http://budgetware.com/ezinearticles.com> is a free weekly ezine providing resources and connections to Internet writers and publishers.

Marketing-Seek at <http://marketing-seek.com/> is a website to submit articles for other publishers and to get content for your own newsletter as well.

Another tool I'm considering using in the future is **EzineAnnouncer** located at: <http://ezineannouncer.com>

Day 28

Today I start submitting to some affiliate directories that will help to generate more continued long term sales from my

affiliate program created in QuickPayPro. By recruiting good affiliates to sell my products on commission then the only costs involved for me are the commissions to the affiliates.

(Note: To find a lot of affiliate directories, use Google.com and search on affiliate directory or affiliate directories.)

Some affiliate directories are at:

AssociatePrograms.com

<http://www.affiliatematch.com/>

<http://www.affiliatesdirectory.com/>

Doing this manually is a long process since each submission requires manual input of the details about the product and affiliate program. At some point in the future I'll use one of the paid submission services below:

<http://www.affiliatemarketing.co.uk/directories.htm>

<http://www.affiliatefirst.com/submit/about.shtml>

However for the time being to save funds to pay my bills I'll do it by hand.

Day 29

Today I start laying plans for another seminar. I have been contacted by several people about the previous teleseminar that have great stories to tell.

I should easily be able to do two teleseminars in a month if I choose, which should at least double my income not including backend sales. Since everything is in place now and for the most part automated, then two teleseminars should not be a problem. My autoresponders handle inquiries, my web page sells the products and takes the order automatically through my ordering system [QuickPayPro](#), which then adds the customer to a customer list for follow-up.

Some other totally automated systems similar to QuickPayPro are:

<http://automateyourwebsite.com/>

<http://www.autopilotriches.com/>

<http://realaffiliate.com/>

Day 30

I review this month's activity and pacify the bill collectors. I know now that next month will be even better and I should clean up any remaining bills.

My total sales so far are \$2,379.00 and after deducting my expenses of affiliate commissions to the panelists (\$600), conference call costs (\$150), and my related costs for hosting and my domain name (\$50) plus (70.00 for the search engines), I have netted about \$1,500 in profits.

Subscriptions are coming in for my newsletter, sales are still

coming in and I'm building a secure steady income that should grow with each successive month.

Note:

The above scenario was actually done in less than 30 days. I held my first teleseminar on March 4th, 2003. I actually sent the first email to a potential panelist about doing the teleseminar on Feb 5th.

Even though I wasn't broke, I used the above basic methods which employed a minimum of expense to actually generate the income listed and setup the site at: <http://www.internetmarketing-101.net/> as a result from the teleseminar. Please visit today and join my newsletter for weekly tips to improve your marketing. You can also read the current issue online.

In hindsight, one thing I should have done different was perhaps go ahead and setup my newsletter first. This way I could have increased my possible subscriptions from the initial promotions of the teleseminar by the panelists. But hey, nobody's perfect and I'm only human..grin... I still had a great event, generated a nice profit from the event and made a lot of new friends and business contacts. Thanks for reading.

Gauher Chaudhry -
EzMoneyWithEzines.com

Gauher Chaudhry, 29, is President of **iPromote Media Inc.** and has been an active Internet marketer for the last **six** years. He is a professional accountant and resides just outside of Toronto, Canada. He has authored dozens of Internet marketing articles and the highly acclaimed ebook [EZ Money With Ezines](#).

Gauher has been interviewed by the **New York Times** and many **radio stations** for his ability to provide and sell **unique** content. Gauher will be coming out with a new book in bookstores in September 2003 based on the theme of one of his company's entertainment portals, [Amusingfacts.com](#) titled "**Coconuts Kill**", which will be available worldwide. His company is currently licensing **various content** to major magazines and worldwide newspapers.

Gauher is currently working on a new project, [NetGurusSecrets.com](#), that he claims will take Internet marketing to a new level, which will be launched in June 2003.

Answer: By Gauher Chaudhry

Day 1

Wherever there is a **demand**, there is an **opportunity**. The first thing I would do is look at the search engines, discussion forums, New York Times non-fiction bestseller list, etc. to determine what type of topics are in **demand**. Nine times out of ten, they revolve around **love, money** and **health**.

I am a firm believer that the **easiest** product to sell on the Internet is **digital information**. Digital information in the form of reports, ebooks or a database. They are easy to **create** and easy to **transfer**.

People become disappointed when they have laboured for months writing an ebook, only to find that there is no demand for the information they have written. Find the demand **first** and then write the information. Believe me, the money will find its way to you if you chose this route.

Day 2

For the purposes of my example, let's assume that the topic of **relationships** is currently in demand and there are thousands of people who are trying to find "**Mr. or Ms. Right**."

After doing my research, I have decided to write a small "**Insider Report**" (about 40 pages) on how to find "**Mr. or Ms. Right.**" I will spend the rest of the days researching this topic and gathering as much information as I can to help me understand what **type** of information people are looking for when it comes to finding Mr. or Ms. Right.

Day 3

Due to the fact that I only have 27 more days left to start making money, it might be too short a time to start writing out my **insider report** myself, so I would try to find **experts** in this field who have already written about this topic.

I would ask them if they would let me interview them for my new **insiders report** and send them pre-determined questions that people would like to know (based on my prior research) about finding Mr. or Ms. Right.

I would find these experts by finding out who writes about the topic of relationships and dating. A few places I would check would be:

<http://www.ezinearticles.com>

<http://www.marketing-seek.com>

<http://www.ideamarketers.com>

Day 4

Today I would set the foundations for an **ezone** that I would send out to people who are interested in my topic. This will help build a **steady relationship** over the next few months and if they don't purchase my insider report now, they hopefully will in the **future**.

I would open my ebook [EZ Money With Ezines](#) and review how to start and operate a money making ezine once again to make sure that I didn't miss anything.

I would set my ezine up at a **free list provider** such as:

Topica.com

<http://www.topica.com>

Day 5

Today I would compile an **outline** on how I will want my insider report to flow. It is **important** before you start writing a report or ebook that you have an **outline** to follow. It makes that task a lot easier and it doesn't seem as intimidating if you break your report down into chunks.

I would also promote my **new** ezine in various **announcement lists** and in a few related **discussion forums** to get new subscribers. I would also use the various other methods that I discuss in my ebook [EZ Money](#)

[With Ezines.](#)

Day 6

Assuming that 20% of the experts I contacted have gotten back to me with their answers, I would start compiling my **insider report** and hopefully complete it by the end of the day. It shouldn't take that long considering I did not do any of the writing and all I will be doing is putting a text of the written interviews into a Microsoft Word file.

Day 7

I would spend the rest of this day **proof reading** and editing my new **insider report**. I would make sure that I hit the **key** points and have had the experts answer the **key** questions I think my market wants to know.

Day 8

Today is the day that I would start working on my sales letter. Since the **headline** is about 80% responsible for the **success** of a sales letter, I would spend a considerable amount of my time trying to determine what is an eye grabbing headline.

I would then start the body of my sales letter mentioning the **features** of my insider report and how the customer will

benefit if they purchase my insider report. I would add a **money back guarantee** and throw in a **bonus** (i.e. free ebook with a compilation of relationship articles I got for free from the sites I visited on Day 3).

Day 9

I would spend this day finishing my sales letter and polishing it up. It is crucial that I have a killer sales letter to help promote my new **insider report**. You could have the worst product in the world but sell it by thousands with a killer sales letter, or you could have an awesome product and sell very few because of a poorly written sales letter.

Your sales letter is the **key** to your **success**.

Day 10

I will need to create my report into a format that makes it **easily** transferable to customers. The best possible way to do this is by converting my insider report into a **PDF** format because it will be able to work on both a Windows and Macintosh platform.

Converting into **PDF** format helps retain the original format of my insider report. There are a few services that will automatically turn your file into **PDF** format for free. For example:

Create Adobe

<https://createpdf.adobe.com>

Day 11

It is **important** to have a web presence on the Internet for the collection of **email addresses** and a place to have my sales letter visible. Since I have absolutely no money, I would get a free web page from the many sites that offer one.

I would go to Google.com and type "free web hosting" and dozens of web sites would show up. I would sign up with a free web hoster.

But I definitely do not want one of those ugly URLs such as **http://www.geocities/25262/greg/door.html** which look very unprofessional, so I would visit a site such as <http://www.shorturl.com> where I could get a shortened, decent looking name (i.e. <http://www.dating.shorturl.com>) for free which I could redirect to my free web hoster.

I would look for a free hosting service that also offers a CGI directory so I could set up a simple affiliate program for my **insider report..**

Day 12

One of the **elements** that make doing business a little harder than on the offline world is the amount of **skepticism** that the average person has about purchasing products on the Internet. Who would blame them with so many scams happening that take away the credibility from Internet marketers?

In order to make my new report more **credible**, I would offer a select number of people on my ezine a **free** copy of my report and ask for a **testimonial** if they liked it.

Testimonials add credibility and help establish trust.

Once I started receiving some testimonials, I would add the **testimonials** to my sales page.

Day 13

In order to accept funds from customers, I will need to have an **online retailer** to process the credit card transactions. I would open up an account at [PayPal.com](https://www.paypal.com) and create a link on my sales page to my account to accept the orders from my customers.

They would be **automatically** redirected to the thank you page after their order is **complete**, so that they could download my report.

Day 14

I would take tidbits out of my **insider report** and spread it over a 3-day autoresponder course. By creating a 3-day autoresponder course, i could offer it in an **exit pop-up** window to people who are not interested in ordering at the time.

Day 15

I would create an HTML file that will **pop up** when people try to **exit** my sales letter without going to the order form. This pop window would display the information on how they can subscribe to a free **3-day** autoresponder course giving some tips on how they can find **Mr. or Ms. Right**.

Day 16

I would work on the **first** issue of my ezine and send it out to people who have already signed up announcing the release of my new insider report. I would also throw in an **article** about relationships to add **value** and **content** to my ezine.

Day 17

I would spend the day submitting my **ezine information** to the many **free ezine directories** on the the Internet. You

can find these free sites by going to Google and typing "free ezine directory" in the search field.

Day 18

Today I would work on getting free publicity by writing a press release. A press release is not a sales letter, but rather a brief letter announcing something newsworthy that can be distributed to various media outlets. It is important to distinguish between a sales letter and a press release because if your press release sounds like a sales letter, it will easily find its way into the waste paper basket. It needs to "inform" people, not sell them something.

Media outlets are bombarded with information about products and services, so it is crucial that I make my press release stand out. One of the most important elements in a press release is that it should not tell the whole story. You should only provide enough information to peak the curiosity of the person who receives your press release so that they will contact you.

The would go to following web sites that will distribute my press release free of charge:

PRWeb

<http://www.PRweb.com>

baygo

<http://www.baygo.com/press>

Day 19

Today I would set up a simple affiliate program using a free affiliate script from the Internet to track sales. Having other people promote my new insider report will help generate more sales. Plus since they have money and I don't, they can purchase advertising to promote the new **insider report**.

Day 20

I would spend today finding **affiliate** products and services (i.e. match making web site) that **compliment** my insider report so that I can **promote** them as **backend** products to people who purchase my insider report and at the end of the 3-day autoresponder course.

After finding appropriate products or services, I would write up an endorsement recommending the product or service and add them to the 3-day autoresponder course message sequence, timed to be sent out roughly **one week** apart after the third day of the autoresponder course has been completed.

Day 21

I would set up a **tracking** mechanism using one of the many **free CGI scripts** on the Internet so that I could create a code for each ad campaign as to track which method of advertising is bringing me the best results.

Day 22

I would work on a **personal email** that I would send to prospective **joint venture** partners who I feel can help me reach a targeted audience. I would offer them a 50% commission if they would review and **endorse** my insider report to their ezines or on their web site.

Day 23

Today I would compile a list of possible **joint venture** partners. I would find these joint venture partners by typing in my targeted keywords and viewing which sites pop up first. Web sites that are high in the rankings for my targeted keywords are probably generating a lot of traffic to their web sites, which could provide me with a large market. Therefore I would approach the owner of those sites and ask if they would be interested in a possible joint venture.

Day 24

I would submit a small **classified ad** to the many ezine that offer a free classified ads either for signing up or on a weekly basis. Even though this method is not effective as other advertising methods, this will generate some response.

Day 25

There are over 500 pay-per-click search engines on the Internet. I would go to <http://www.payperclicksearchengines.com/> and find out the ppc search engines that are offering free credits if you open up an account. Once I open up an account and get my free credits, I would start bidding on targeted keywords (i.e. relationships, dating) and link to my new sales web page.

Day 26

I would create a thank-you email that would be sent out to customers after they order. I would create this thank you email in a sequential autoresponder and include the affiliate endorsements I created on Day 20 to be sent out one week after they order my insider report.

Day 27

Today I would submit my affiliate program to as many affiliate directories as possible so that I could get affiliates promoting my **insider report**.

An example of some places I might go would be:

AssociatePrograms

<http://www.associateprograms.com>

AffiliateMatch

<http://www.affiliatematch.com>

Refer-It

<http://www.refer-it.com>

Day 28

I would do more research into finding more possible **joint venture** partners. I would contact all the major **personal/dating** web sites and see if they would be interested in endorsing my insider report to their list of **targeted** people.

Day 29

One this day, I would **brainstorm** what other information products I could create and promote to my customer list. My customer list is my **goldmine** and it is always much

easier to sell to an existing customer who you have done business with before than it is to a new customer.

A possible second item could be a second volume of expert interviews on finding Mr. or Ms. Right.

Day 30

I would transfer all my sales money out from my PayPal account and into my bank account and think about how I am going to spend it. :) Actually, now that i have money< iwould go out and get a **real** domain name and a more **reliable** web hoster. I would also purchase software to create a fancy book cover graphic to help sell my insider report.

CONCLUSION

The above example was based on the fact that I had absolutely no money at all and the assumption that I didn't start making money until late in the campaign. So it is quite possible to make money on the Internet without money.

The information business was already a **billion** dollar industry before the Internet. Before it was limited to direct marketers who had a lot of money to spend on printing, postage and advertising. This **opportunity** was only limited to the few who could afford to start this type of venture.

However, the Internet has changed all that. Now the **average** individual can create their own information product and sell it with absolutely **no money** invested in advertising or printing. There are no more excuses to make. Now is your chance.

Good luck!

Graham Hamer – TheTrafficJam.com

Graham Hamer has been in marketing since forever. He launched himself onto the Internet just a couple of years ago, and now earns an undisclosed but "very sensible" living online while earning another undisclosed but "very sensible" living from consultancy work in the 'real' world. Looks like he's a "very sensible" guy!

Graham's best-known sites are:-

- [Bull-Free-Zone](#), where he dispenses FACTS, and condemns the hype
- [Profit-dot.com](#), where he GIVES away a prestigious eBusiness Encyclopedia
- [Profit-Plan.com](#), where his claim is "Make a Profit TODAY, or Your Money Back TODAY"
- [TheTrafficJam.com](#), where he dispenses wisdom from the Web's most effective eBook on traffic-generation
- [Messagefriend.com](#), where you can place FREE webforms on your site.

Answer: By Graham Hamer

(Graham Hamer takes the challenge one step further, and looks at the problem from the angle of a "true" newcomer to the Internet, without even the experience and marketing knowledge... though maybe there's an ounce or two of learned wisdom in there somewhere!)

DAY ONE:

Today, my first day, is going to be a planning day. I'm not going to rush in blindly, sign up for everything and succeed at nothing... that's a mug's game.

I need to take a look at what programs are available and at what price. Also, I want to try and find a balance between instant profit and long-term residual income.

I need to understand what each program is offering me and whether the targets they claim are possible. I've already been spammed with an "unbelievable" offer, promising that I can make \$6 million in six months! Well, they're right - it IS unbelievable! I just calculated that to get my \$6 million, I would have to recruit every man, woman and child in USA twice over!

Sometimes it's tough sorting out the real bull from the natural enthusiasm of webmasters who want to attract

business.

Meanwhile, I just have to be as polite as possible to the people who are harrassing me for money, and see if I can't just buy some time. They'll gain nothing from 'closing me down' and they know it.

I just spotted an interesting site at <http://www.bull-free-zone.com/> and signed up for a free two week evaluation (so no money spent yet!). The first Fact Sheet already talks about "herd mentality", so I'm already aware of some of the psychological traps that are laid for me by expert marketers.

DAY TWO:

Now to action... I've homed-in on a program that looks promising.

It's at <http://www.profit-plan.com/> and is run by the same guy who publishes the bull-free-zone fact sheets. At Profit-Plan.com, he promises either **a profit TODAY or your money back TODAY**.

Well, I'm sensible enough to know that 'today' could easily mean 'tomorrow' or the day after. But, after reading the first of his Bull-Free-Zone Fact Sheet, I kinda trust this guy, and I'm pretty certain that his money-back guarantee is sound.

So I invested \$47.95 and got a good surprise when I was let into the members-only site. It is just PACKED with all sorts of 'goodies' for earning a living online. It's going to take a little while just understanding everything that's there.

DAY THREE:

I spent a good deal of time yesterday thoroughly reading what Profit-Plan.com had to offer. And, boy, was I pleasantly surprised... Here's what I got, in addition to the system for making an instant profit.

1. A great eBook called **TheTrafficJam Formula**, complete with reseller and rebranding rights.
2. A mega-collection of other goodies
3. A site that just oozes with genuine support and tips and resources ... including live email support.
4. My own web page for promoting the system
5. Details of a wonderful long-term residual income plan
6. Even details on how to build an INSTANT opt-in mailing list of 8,000 people. (I'll save that one for later)

There's so much stuff there that, for the moment, I'm going to spend a bit of time understanding it all. Despite the bills and the phone calls, I'm not going to gain anything by diving in head-first and doing it all wrong. I can start earning some money tomorrow!

DAY FOUR:

Okay - today's money-making day. I joined [Click Bank](#) (no charge) and I joined a bunch of safelists (also no charge). Then I blasted the lists with an ad that had already been written for me on the Profit-Plan site. I guess the safelists will have seen it before, but I'm willing to give it a try.

I also composed my own ad to try out tomorrow. I discovered more resources on the [Profit-Plan](#) site about headline writing and ad writing.

DAY FIVE:

Whoopee!! For the first time ever, I've made a profit off an Internet program. Okay- it's not a fortune, but it's sure a start. I got three sales overnight, which pays me \$77.61 net.

If I take off the one-off \$47.95 I paid to join Profit-Plan, I'm in pocket \$29.66 and, from now on, it's **all** profit, because I've already recouped the cost of joining the scheme. I'm really pleased with myself, so I've joined some more safelists, and I'm blasting my ads again.

I'm glad I was warned to get a free email account for all the

return mails - otherwise I'd be totally swamped.

I look at all the 'Subject' headings of the incoming mails, and decide from that whether I want to read them or not. I have to say that most of them are moronic 'garbage' claims, like "Make a million dollars by bedtime tonight!"

Well I'm not falling for all that stupidity again.

DAY SIX:

Another Profit-Plan sale overnight, so now I'm \$55.53 in pocket.

Today, I spent an hour registering for more safelists and looking through the return emails. Then I launched on the second part of my "grand plan". That is to find a way of building **long-term residual income**.

At the beginning, I was concerned that I wasn't going to find a genuine program. But then one of the safemail emails I read took me to a simple little form at masterprofit.com and this delivered a report on an amazing residual income opportunity.

The plan, at wwKiosk.com costs \$18.95, but includes the most astounding hosting and web tools package I've ever seen. Plus an affiliate scheme that pays me 25% of each

sale **every month**.

But what's also incredible is that the selling process from this form is completely automated. I only have to promote the URL.

[Submit the form](#) to yourself and see what I mean!

DAY SEVEN:

I spent part of the day reading **TheTrafficJam Formula** (which I was given with my Profit-Plan membership). I also rebranded it, though I'm not quite sure how I'm going to market it yet.

I spent 30 minutes blasting some Safelists then I registered for a traffic-building program which is in the TrafficJam eBook. It's called [MPAM](#) and costs nothing to join (actually they pay YOU \$5).

None of the programs in the MPAM scheme cost anything to join, so it's just a case of working through the sign-up process, and then surfing to gain credits.

DAY EIGHT:

My total profit from Profit-Plan is now \$133.14 (7 sales at \$25.87 net = \$181.09 less the initial cost of membership). As long as you don't mind ten or fifteen minutes of safelist blasting each day and about another ten minutes of sorting through the return emails, it just needs a routine and a little determination.

Anyway, glancing through the return emails has shown me all sorts of stuff that I wouldn't have known about... like a totally FREE eBusiness encyclopedia at <http://www.profit-dot.com/>

I've taken a good look at the [Kiosk](#) plan and I've decided I'm going to give it a try. At \$18.95, I can afford to try it out for a month.

DAY NINE:

Part of my daily schedule now is surfing for credits. It's not as bad as it sounds, because some of the Web sites you see are quite interesting (some aren't!). At least it starts to give you an idea of how to construct a decent web page.

I got all my account details from Kiosk. There was a small query because I spelled my Username wrong, but they responded in minutes, and everything was back on course again straight away.

Their "Team-Builder" page is brilliant! What a concept. It's just a simple web form, but I filled in my own name to try it out, and I can see why it's such a powerful tool. [Try it out yourself](#), and see!

DAY TEN:

My total profit from Profit-Plan is now \$210.75 (10 sales at \$25.87 net = \$258.70 less the initial cost of membership). It's just an easy routine... I can keep that up forever! Maybe I can start paying off some of my bills soon.

And guess what; since I don't have an opt-in subscriber list, and I've not earned enough yet to splash out on ezine advertising, I was trying to puzzle out how I could extend my safelists and use them to promote my new Kiosk "Team-Builder" page.

And it was all answered for me.

There's a web page specially set up for Kiosk newbies like me that sets out, step-by-step exactly what I need to do to make use of Safelists. So now, I'm promoting both programs (Profit-Plan and Kiosk) using free safelists.

DAY ELEVEN:

I got excited this morning...

Every time someone submits my Kiosk "Team-Builder" form, I am notified. This morning, there were NINE notifications. That's nine people who are now making the same decision I made - whether or not to join.

That news motivated me even more, so I've joined a whole load more free safelists and am doubling my efforts. The return emails can be a bit of a pain, but it's just one of the hazards of the job.

DAY TWELVE:

Okay, I was lazy today! After spending thirty minutes sending to my safelists, and clearing out unwanted emails, I surfed for a while (earning free hits as I did so), then switched off my computer and took a day off. The bills will have to wait a day longer!

DAY THIRTEEN:

Back to business.

I'm now in profit \$340.10 from Profit-Plan and, guess

what... I got my first downline member at Kiosk! It's like finding a little diamond where you don't expect it...
WONDERFUL.

Now I dare think about a few cautious ezine ads, so I'm spending the day seeing what's available.

DAY FOURTEEN:

I spent a lot of time yesterday hunting out the best place to go for a good deal on ezine ads.

I found all sorts of stuff like...

- [1,000 HITS FOR A BUCK!](#) Nothing to do with ezine advertising, but here's a great place where you can get 1000 real hits to any URL you choose for a buck! (With PayPal charges, it actually costs \$1.39 - but for 1,000 genuine hits, who cares?)
- **170,000 EZINE ADS FOR \$10!** You can only do this ONCE - after that it's 85,000 for \$10 (but that's still not bad, eh?). Just head over to [daily classifieds](#) then click the link that says "10Dollars20ads.com". Once there, be sure to use the button that says "First Timers Special"

So I spent \$11 and purchased both!

For the Ezine Ads, I know I'm going to be subscribed to all the ezines, so I don't know how much extra email that's going to give me. I set up a seperate free email address so I could assess it.

Anyway, I want to see my ads in print!

DAY FIFTEEN:

Good news ... Thanks to the "Team-Builder" page, I now have FOUR Kiosk affiliates. That means that my monthly payment is covered by the commission I get from them.... From now on, it's all profit.

Apart from my daily routine of sending out to the safelists, and cleaning my Inbox, I spent a long while reading the ezines that I've been subscribed to.

Sure there's lots of stuff that doesn't interest me, but there are still plenty of gems if you take the time to read everything. I've found loads more free safelists that I've joined, so now I'm spending about 45 minutes each day just submitting ads. (Yawn!)

When I've got a bit more cash, I'll maybe buy a safelist

blaster and automate the process. First, though, I need to pay the rent!

DAY SIXTEEN:

The month is half over, so a quick sanity check....

I've now made a total of 22 sales at Profit-Plan (so \$521.19 net profit). I have six affiliates at Kiosk so I'll get a PROFIT of \$9.46 EVERY MONTH. (I'm going to be rapidly building on that one).

Short-term, I don't want to get involved in anything else. I think if I take on too much, I'm going to be diluting my efforts too much.

For the next week or so, I'm going to consolidate.

DAY SEVENTEEN:

It's time to do something with **TheTrafficJam Formula** that I rebranded. Since I'm already paying for hosting at Kiosk, I might as well use it.

I've registered a Domain name (also at Kiosk) and, as long as I continue with them, they'll refund that cost (it was only

\$14.95 anyway). Also, with the book, I've been given a copy of the web site that goes with it, so all I need to do is change the Clickbank sales links. Actually registering at Clickbank as a vendor cost me \$49.95, but I only need to sell one eBook to get that back.

My neighbor, who seems to know something about HTML files, came round to change the links for me. It only took him about 10 minutes. Now I've got to wait for the Domain Name Servers to be recognized all across the Net.

DAY EIGHTEEN:

It's frustrating waiting for those DNS changes to take effect (hey, I'm getting quite expert with the terminology now!). Meanwhile, though, I'm still averaging almost two sales a day at Profit-Plan (which earn me \$25.87 each) and my Kiosk downline is building slowly and surely. I keep sneaking a peak at my stats page to see if there's another sign-up!

DAY NINETEEN:

Whoopee, I've got my very own Website!

And guess what, I'm already sending hits there, because I've been earning them as I surf, and now I'm reaping the

reward. Good old [MPAM](#) - it works!

I got a check from Clickbank this morning. It wasn't quite as much as I'd expected because a few of my sales had apparently cancelled later. I guess I should have expected that. Even so, it's a decent sum of money and I can (cautiously) start paying off some of my more pressing bills.

DAY TWENTY:

Y-E-S-S-S!

Somebody purchased The TrafficJam Formula while I was asleep. Now I've got back the money I paid to register as a vendor at Clickbank. >From now on it's 100% profit....
woooooee!

Surfed with a vengeance today because I'm on a high.

I even joined some more safelists and hit them hard. I know it can get pretty boring but desperate times call for desperate measures so I'll do whatever's necessary for as long as it takes.

DAY TWENTY-ONE:

More Profit-Plan sales. More Kiosk Downline.

I've started looking at other traffic-generating ideas that are in TheTrafficJam Formula. I like the idea of starting my own ezine ... maybe an ezine for Internet Newbies - I'm an expert at that!

DAY TWENTY-TWO:

Two more 'TrafficJam' sales from my Website today... so now I'm nearly \$100 in profit on that one.

I keep seeing small changes I'd like to make to the Web site, and I don't know how to do them, which annoys me. So I was a bit naughty and splashed out \$17.47 to buy [The Complete Idiot's Guide to Creating a Web Page](#) by Paul McFedries. It claims to be able to produce "immediate results". Let's hope so, because there's no way I'm technically-minded.

DAY TWENTY-THREE:

Just another day in paradise!!!

I surfed. I sent out a load of safelist mailings. I dumped lots of emails that I'd already seen. I ordered some ezine ads. I

had my dinner....

Some days are like that ... ☺

DAY TWENTY-FOUR:

My neighbor came by again. Seems he, too, learned his HTML stuff from "The Complete Idiot's Guide". He let me borrow his copy until mine arrived. So, after doing my "chores" (safelists, surfing, clearing out the emails I wasn't interested in), I starting working through the book.

It's brilliant. I can see that it really isn't so complicated.

DAY TWENTY-FIVE:

I dared to change a few things on my website... and it worked! Not only did the changes look good, I straightaway got another sale! (I convinced myself it was due to my brilliance).

I also got another pleasant surprise. I'd never really thought about the links inside TheTrafficJam Formula, but now I've got two people in my MPAM downline (who will be earning site traffic for me as they earn their own).

Also, I got a commission at Clickbank from one of the affiliate links, so I'll be earning from those, too.

DAY TWENTY-SIX:

Now, after a full twenty-five days on the Net, I'm \$1,123.66 in profit and I have a monthly income of \$94.60 (which is increasing every day).

I've spent the last ten days just following the (sometimes boring) routine of surfing, safelists, ezine ads and bulk e-mailing... but it's paying off.

It's nothing more than a **numbers game**, isn't it.

But the last ten days have also been interspersed with flashes of brilliance like, "Why don't I write my own eBook?". And, no, it's not as dumb as it sounds.

Do you remember I told you that I was getting a FREE [eBusiness encyclopedia](#)? Well there are some stimulating ideas in there and it's given me confidence to move forward a step. So now I'm going to spend some time each day working on that project, which will eventually give me my own product.

What will the ebook be about?

Do you remember me telling you right at the start that I has taken a trial subscription at <http://www.bull-free-zone.com/>? Well I've learned, amongst other things, that niche markets are the most profitable. "Get away from the Herd" as my mentor says. So that's where I'm going. I'll tell you all about it when it's ready!

Of course, being a Kiosk member, I've already got all the eBusiness tools and hosting that I need. An if I get stuck building my own website, Kiosk can also help get it built for me. So now I can just concentrate on writing the book... NEAT!

DAY THIRTY:

If you're wondering what happened to the last four days, join the club, because so am I. I am so busy thinking about my own newsletter, planning my eBook, counting my money!

It some ways, my month has been lazy... working from home with plenty of time to do what I want. In other ways, I feel like I've been back to school with so much to learn.

But it's been well worth it.

Here's the end result, financially...

- 48 Profit-Plan sales = \$1,193.81 clear profit.
- 6 TrafficJam sales = \$287.70 clear profit (the affiliate commissions paid my Clickbank registration).
- 26 Kiosk members = \$104.03 clear profit
- Residual income = \$122.98 every month, but this is currently growing at the rate of more than \$10 EVERY DAY so, a month from now, that figure could easily be \$450 a month or more.

Next month, I'm fairly comfortable that I can top \$3,000, using exactly the same methods. I've sharpened my skills now, and learned from my mistakes. Also, I've taken care to track my results, so I know where the most responsive ads are coming from, and which ads work best.

That [Kiosk "Team-Builder" Page](#) is truly FORMIDABLE. It just plain WORKS, and I have to say that joining them was an incredibly good decision.

After that, I want to launch my own eBook. Hopefully, I can make a success of this, too, and move on to building my own subscriber list.

I've learned that the Internet is no different to the "real" world. That, despite all the stupid hype, true marketing effort takes determination and an investment of time and learning.

For me, **the adventure continues...**

Harvey Segal – SuperTips.com

Harvey Segal spent a career in IT, programming and management, before moving into Internet marketing in 1997.

He developed his first site [SuperTips](#) to provide resources and tips for the online marketer.

As such sites became more common and competitive he started to turn to ebooks and focus on niche areas and build theme sites.

His first major book was [Guru Magic](#) where he persuaded over 35 leading Internet marketing experts to reveal their top tips.

His two popular theme sites are:

- [The Complete Guide to Ad Tracking Programs](#)
- [The Complete Guide to ClickBank](#)

Accompanying each site are the free books

- [Ad Tracking SuperTips](#)
- [ClickBank SuperTips](#)

His latest book is [Forum SuperTips](#) showing you how to profit from postings at forums.

Harvey lives in London with his wife Sue and teenage daughter Naomi. His favorite hobby is watching football (soccer) and he is a devoted supporter of Arsenal.

Answer: By Harvey Segal

Overall Plan

I'm going to...

- Discover what people on the Net want to know
- Provide the answers with a free, but profitable, resource
- Promote this resource

AND

I plan to keep within a budget of \$100 !!

DAY 1: Preparation

Step 1: Get a domain name

I need to find a domain name which conveys a site that contains very useful information.

Something like SuperTips.com

Damn - someone's got that already

OK, lets get some ideas from [NameBoy](#)

How about these

* top-etips.com

* best-etips.com

I'll go for the latter

Step 2: Get a web host

My requirements are absolutely minimal - no special software and little disk space. There are such hosts where I can get a domain name plus hosting for under \$20 per **year**. I find them using [Google](#) with a search for "domain and free hosting".

Step 3: Get a free autoresponder

A free autoresponder is sufficient for now just to help with automation. I'm not worried if it comes with ads in the message, I'll upgrade to a paid one after the 30 days. I use Google with a search for "free autoresponder".

Step 4: Purchase an ecover tool

I'm now going to make my most expensive purchase - an ecover generator tool, around the \$50 mark. I use Google with a search for "ecover software".

This luxury will add that extra touch of professionalism and outdo the competition as I will show later.

I'll be spending an hour or two learning how to produce **Report Covers**.

Step 5: Discover what people want to know

Now, I'm going to find out what it is that people on the Net want to know.

There are various tools which tell you the most searched keywords but I have a better method - and it's free.

You've heard of online marketing forums ?
(For a good selection see this [list](#)).

All day long, across countless thousands of these forums, people are asking questions

- * Where can I find ____
- * How do I ____
- * What do I need to ____

Let's pick a typical question and use this as an **example** throughout this article:

Question: How do I publish an ebook ?

Let's see how I can adapt this and trigger off related ideas with more focus. I want to come up with a TOPIC which will

provide valuable and much wanted information. A topic with a big appeal.

- * PDF books versus EXE books
- * Book branding
- * PDF book compilers

That last one will do. I know that many people are asking how and where to choose a PDF compiler.

That will be Topic 1.

I'll be carrying out the same exercise repeatedly for other topics. The number of topics on the Net is limitless so I can repeat this whenever I wish.

Tomorrow I'm going to find out the essential facts about PDF compilers.

DAY 2: Research

Step 1: Finding content

I am now researching PDF compilers.

Where do I find the information ?

a) Fortunately much of it is waiting for me ready to copy and paste. I just visit the forums where the questions have been asked and study the responses already submitted. These

should immediately give me a wealth of resources, tips and links.

b) ClickBank offers a huge selection of books and software. To check out all they offer, [click here](#).

c) Then of course I do further research with search engines.

I need to make comparisons between different products. I'm using the information I have but in order to get more I write to the product owners and ask specific questions. (I take note of the speed, quality and helpfulness of the response - to help decide if I later recommend a product).

Step 2: Join affiliate programs

I'm looking for PDF compilers with affiliate programs.

Where to find them ?

Again I find some simply by going back to those responses currently posted at the forums. I look in particular at the signatures of the respondents. Often they include an affiliate URL - that's partly why they made the posting. Later they will be my competitors - but my plan is to completely (and legitimately) overshadow their postings: you'll see how later.

DAYS 3-4: Building the resource

I'm going to produce one web page and one article about PDF compilers.

Step 1: Produce a web page

This web page will contain excellent content about PDF compilers with affiliate links to actual products.

The goal is to produce valuable information for my visitors, independent of hype, which will help them confidently click to an affiliate product on my page.

How much to write ?

Well, most visitors will simply be seeking an overall guide summarizing the key essentials of the topic - such as which product features to look out for and which to avoid. So there's no need to produce thousands of words.

How do I include the affiliate links on my page ?

Forget banners or blatant ads. There are two ways:

a) I make the link fit in naturally with the content. For example:

. . not all PDF compilers can support this feature, an exception being this product . .

b) The other way is the most powerful way to promote an affiliate link. But I don't have the money or time to do this now. I'll mention it in the conclusion section as a future task.

What filename shall I give the page ?

This is very important.

Let's look at the URLs of others who posted that they had information about PDF Compilers.

For example, here's one

www.johnsmith99.com/archives/reports/2001/jan/r29.htm

Here's mine

www.best-etips.com/pdfcompilers.htm

Our perception of the first is that the page is buried away deep inside the site with lots of others: it's not special - it's just one of many and maybe out of date. The second truly looks like a page built exclusively around a topic. And it's now going to have one extra feature which will make it stand apart even further from those with long inappropriate page names.

I'm adding an ecover saying

Special Report: Free Guide To PDF Compilers

Looks great - and I will be using it again in my postings as you will soon see.

To complete the page I'm adding a pop-up on exit if the visitor does not follow an affiliate link (for the pop-up on exit script, click [here](#)).

People may frown on pop-ups but if the visitor is going to leave anyway what is the harm ?

The pop-up will say

Warning: Don't buy a PDF compiler without reading this free report

I'll capture the name and Email address and send the article via that free autoresponder I acquired earlier. Next, I'll produce the article.

Step 2: Produce an article

The article will duplicate some of the content at the web page but my aim is to get the reader to revisit and purchase. So I'll just leave some tempting statements in the article, like

There's one major drawback with this method of compiling a PDF book. See www.best-etips.com/pdfcompilers.htm for the details

DAY 5: Promotion

It's the final day for Topic 1 and I'm spending it on getting the word out about my new resource, using three promotion strategies.

Step 1: PPC (pay per click search engines)

I'm submitting to the PPC first because it can take a few days before listings are up so I'll just get a head start now. PPCs require a deposit so I hunt around [here](#) and find a good one for \$25 which seems to be the minimum.

Step 2: Forums

I will now make announcement type postings of my resource and also answer those existing postings which inquire about PDF book compilers.

Now suppose you wanted to post news of a product of your own or a product you are affiliated with. Such a post would be an ad - and unacceptable.

However my situation is entirely different: here's a posting which will be welcomed.

Subject:

A Guide To PDF Book Compilers

Content:

I've been searching for some time for an inexpensive way to create a PDF book. I've also noticed that many members of this forum have been asking how to do this.

So I've put my findings in a guide which is free for you to collect at

See - no hype, no blatant promotion, no mention of the compiler that I use or am affiliated with.

And now for adding my response to other postings which have answered the topic. While they may be biased towards a particular product with their affiliate link I'm offering completely neutral information. Plus, if the forum allows it, I play my trump card - I add my ecover.

Now, there's an art to responding to postings and a way to optimize every single field in your reply. It's all described in my free book [Forum SuperTips](#).

Step 3: Ezine publishers

Publishers are continually on the lookout for new content. An original how-to guide such as the one just written will be snapped up.

How to approach publishers ?

First, I find them by using Google with a search for "ezine directory".

I could do a mass mailing - and if I get no response that's what I deserve.

So I need to **personalize** each Email, particularly with the first name in the subject, and start with a brief initial statement showing that I have at least read their ezine or visited their site.

DAYS: 6-30

I am going to repeat the exercise of the first 5 days for Topic 1 and create new resources for similar common questions, i.e more topics. As I don't need to repeat some of the preparation I estimate that it should take about 4 days per topic, so I should complete another 6 topics.

How easy do you think it will be to find these six ?

Remember I said there is no limit to the number of topics on the Net - now I'll prove it.

During these first 5 days there have already been at least 6 occasions when I wanted information and would have appreciated a ready-made resource: look back through this article - here they are

1. Domain name creation tools (such as nameboy)
2. Ecover generator products
3. Hosting for \$20 or less (per year)
4. ClickBank storefronts
5. Free autoresponders
6. PPC companies with a minimum deposit of \$25 or less

I could simply use these as the remaining topics.

Conclusion (Month 2 and beyond):

At the end of 30 days I have 7 resource pages and articles, offering helpful information and affiliate links to products.

The cost ?

- domain and hosting - \$20
- ecover tool - \$50
- PPC deposit - \$25

Total = \$95

So I made it with \$5 to spare.

What next ?

Now that I'm making money this is how I will improve the whole operation.

- Replace the free autoresponders with a proper mailing list/contact database/follow-up tool. I use Google with a search for "autoresponder reviews".
- Use an ad tracker to monitor the success rate of my forum postings. I will visit Google once again with a search for "ad tracker".
- Purchase an ebook compiler and produce free ebooks based on the resources, with viral techniques to enhance their distribution. I use Google once again with a search for "ebook compiler".
- Remember my reference to the promotion technique for affiliate products that surpasses all others ? Well I'm going to select the best PDF compiler, purchase it and make it my recommended choice. **Nothing** beats a personal recommendation explaining exactly why you choose a product, how you use it and why it benefits you. Give content as to how the product helped you, 'recommend' it instead of selling. Be an advisor, not a seller.
- Finally I will upgrade from one-page resources to information mini sites.

So there you have it - start finding questions and provide the answers.

One more example ?

A question that is asked many times

How would a guru fare if you took away his huge mailing list and his contacts and he was reduced to a mere mortal ?

Joe Kumar saw the question, and the opportunity, and provided the answer - this book.

Irena Whitfield – TheCassiopeia.com

Irena Whitfield was born, and lives in Prague, Czech republic. Her grandmother on her mother's side was English, coming from Devon, England, married in Czech republic and her father's family was Czech. Since all her life she has been living in both the countries, she is fully bilingual.

She studied in England and Czech republic, and graduated in Mechanical Engineering at Technical University in Prague with a degree of "Engineer", a computer system engineer, specialized in computers and automated manufacturing processes controlled by computers.

Most of her years she has been working in international business - for 15 years, travelled all over the world, working in different countries, for 5 years she worked as a foreign exchange trader, doing business on all the foreign exchange markets through three main London market-makers.

On the Internet, she started in 1992 when she and her business partner had been developing computer programmes and needed to test them with various partners in different countries. The Internet, though extremely slow at that time, was the answer for the programme transfer.

For over 3 years, she has been active as an Internet Business Consultant, started from the scratch, personally

researching, testing, participating in everything she recommends to her clients.

Over the years in the business and being an entrepreneur for all her professional life, both offline and online, she gathered so much experience, skills, tricks and routines on top of her technical background that she decided to help netpreneurs to succeed in their online home business business. The foreign exchange trading and years spent in business taught her the right discipline necessary for success in every field.

Irena Whitfield is the author of the bestseller eBook '7 Stars of Online Success', and other successful books and articles, contributed to 'Women On Writing' published online and offline by the National Association of Women Writers, co-authored 'Web Marketing Explained', 40 eBook Authors Interviewed', Forum Moderator at Womans-net, Mentor of Ladies' Club, the Owner of quality online theCassiopeia.com e-Publishing House, an excellent Affiliate Programme and Web Lions Community and Library.

These days you have an excellent and exceptional chance to become a part of her unique brand of Affiliate Programme open to only a limited number of partners. Become one of them at once before it closes. Step in

[Web Lions' Success World](#)

She is also the Publisher of 'Pathway To Success', a successful FREE Ezine, published every other Sunday and helping Subscribers to succeed in their online home business, providing them with hot marketing tips, top webmaster resources and business opportunities, articles, FREE Ads, special FREE services, Web Lions Library, motivational reading and more.

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<http://www.thecassiopeia.com/WebmasterMall>

Get Publicity. Be Seen using her ePublishing services.

<http://www.thecassiopeia.com/ePublishing>

As for hobbies, the biggest is, of course, online business but mainly during the winter season. During the other three seasons, her main interest is her garden, a large English garden-park around her house 'Montrose' that will have its 110 birthday very soon, so as a birthday present it's currently getting a large reconstruction.

As a Member of The World Wide Web Chamber of Commerce, Associate of the Certified Internet Business Consultants, Member of Internet Trade Bureau, Member of Internet Society, Winner of 2000-2001, 2002-2003 Awards by International Association of Webmasters and Designers, Irena Whitfield is dedicated to Responsible, Ethical and Profesional Internet Business.

Because of her Status as a reputable Online Business Professional, she was granted a FREE Honorary Membership in IAWMD.

The International Association of Webmasters and Designers is committed to improving not only the Internet that hosts our businesses and entertainment, but also world that hosts our Internet.

Answer: By Irena Whitfield

Since my experience shows clearly that I am not able to do anything just because of money, and to start something I would like to do but know nothing about would be an unacceptable waste of time, I would start with something I know well, and it is Business Consultancy. In fact, I did exactly what I'm going to tell you here, so I know it works pretty well and fast.

Since there is not enough space for details, it will be a very brief guide. In case you are interested in getting all the details incl software and books, please go to:

<http://www.thecassiopeia.com/ePublishing/7Stars.html>

Day 1: First of all, I would secure my computer, get the software I need, organize my work and prepare a plan to follow incl the amounts and dates I need to fulfil. As soon as I have this, my work will be smooth and fast. More about security and the right software:

<http://www.thecassiopeia.com/security>

Other software in brief:

email: Eudora, IncrediMail
list manager, other useful scripts
graphic: creating images, banners, ecovers, logos, text
wizards
editors, pdf creator, ebook creator
Smart FTP, file organizers, link checker, submitters

Day 2-9: Early in the morning, I will go to my nearest supermarket, browse various newspapers and read ads by small offline companies advertising their online site instead of their real-world services and products.

Why I do this is clear: the site cost them too much money and doesn't bring traffic nor sales, in other words: by advertising their site these people want to get visitors to their site to get sales of their offline products which is odd. It means there is something wrong with their site and their marketing. And it is exactly my job.

I pick up some 5 Ads (with interesting topics to me), check the rates they pay for the ads, remember their URLs and go home to check the sites, make calculations, ie how much the advertising costs them, savings when they get targeted and automatic traffic, evaluate the site, prepare an optimization report, incl my price and call the owner. It's important to call

the owner who decides about their advertising and hires professionals. I pretend to be interested in their services, want to become a customer and make an appointment. During the appointment I mention their site and my offer to optimize it and show them my business proposal, stressing the savings for the owner and a better marketing plan.

Note: When I actually did this for the first time, I picked up 5 ads (namely balloon flights, house architects, realtors, language school, a woman's magazine). When I came home, I checked the sites and first talked to the magazine and actually they liked my idea so much that they wanted to hire me as their fulltime editor and webmaster which was unacceptable for me.

Then, the realtors: the work was huge on their site and they wanted me to do databases and translations into three languages on top of the optimization, their photo databases and virtual tours, which I didn't want to do and what more: they wanted the original designer to pay for the optimization work and these didn't want to. So, we didn't find any agreement.

But the other three worked perfectly, the amounts of work were great, I managed all of the three within one week and the payment was great. All of them paid me 50% upfront

and 50 % after I finished the work. At the Language School I contracted online students consultations for another 6 months on top of the site, paying me another income every month (and if I had the time I could continue there for ever). I received a balloon flight as a present from the Balloon company, which was an excellent passtime and even my dog loved it.

So, to sum up: Balloon Flights paid me \$1,300 plus \$500 in flight tickets, Language School \$2,200 (only for the site) plus \$500 every month for the e-consultations, which took me several hours only, architects paid me \$1,700 for the site optimization and gave me 50% price reduction for the job they did in my house. Not bad, isn't it :).)

Let's say I will spend the next week or so doing the above, namely Days 2-9. On Day 3, when I get the upfront money, I will buy some shares and currencies to make the money work for me a bit before I need it. I received \$2,600, so I will invest \$1,000. On the Day 9 when I get the balance, I will close my positions (I can cash between 50-100 % profit depending on the respective item, not risking) and pay the most urgent bills.

Note: You can make big money the above way easily because there are many companies making the above mistake but it needs more work and it's more time-demanding than online business which is very lazy once established.)

Day 10: Now I have some money to actually start my online business which is what I want. So, first, I seriously brainstorm, what I want to do, decide on the theme of my site, size, purpose, structure, services, products, backend products, check demand and offer and find the space for me in the market.

<http://www.altavista.com>

<http://www.google.com>

<https://adwords.google.com/select/>

<http://www.wordtracker.com/>

<http://inventory.overture.com/d/searchinventory/suggestion>

I will buy a domain name and get a hosting.

<http://www.godaddy.com> \$8.95/y

<http://www.readyhosting.com> \$99/y

Day 11: I will join every valuable free course, subscribe to as many Ezines as I can manage to actually read and see

what the others are doing and how, get free books, resources and I will study every day at least 2-3 hours (for the rest of my life).

<http://www.thecassiopeia.com/Guide>

<http://www.thecassiopeia.com/WebLions/Library>

<http://www.thecassiopeia.com/SubscriberCorner>

<http://www.thecassiopeia.com/ePublishing/7Stars.html>

<http://www.pagetutor.com>

<http://www.ebookdirectory.com/>

Day 12-14: I will pick up about 5 affiliate programmes, create an Affiliate ClickBank account, join the affiliate programmes and start to set up my site, namely a separate customer- and search-engine-friendly page for every affiliate product, incl promos like signature files, ads, set up page, link and ad rotators. These must complement my future products and services, not compete!

<http://www.thecassiopeia.com/Registration>

<http://www.lifetimecommissions.com>

I will be very busy because I have to compile a list of some 200 keywords for which I want my site to rank high on search engines and which will make my site theme. Once I have this, I will set up the pages. I plan to start with a site

of about 10-12 pages because I want a substantial content and customer attractive site in the future.

<http://www.thecassiopeia.com/ePublishing/SETips.html>

Day 15-17: I complete the pages with my own pages of resources, tips, privacy policy, contact us, about us, articles, start to publish my Ezine (1-2x a month at most), create a freebie to give away and start to submit the individual pages, on a daily basis at:

<http://www.worldsubmitter.com/>

<http://addurl.altavista.com/addurl/new>

I will make a couple of my subscription page templates and place them in every big free space provider:

<http://100best-free-web-space.com/index.htm>

set up my author profiles and start to write articles at eg:

<http://www.authorsden.com/>

<http://www.ideamarketers.com>

<http://www.businessclique.com>

I will get free autoresponders and set up the followup information:

<http://www.sendfree.com>
<http://www.freeautobot.com>

Day 18-24: As soon as I finish this site and it's out, I will start to promote it and create additional pages and from now on, I will concentrate on creating my first unique product, namely my book - the topic: closest to my heart, something I know the best, love to talk about and my prospects need the most! I will have to do an extensive market research. This will take me some 7 days.

Day 25-26: I will set up my sales pages - 5-6 of different lengths, order links - a ClickBank merchant account (accepting credit cards and cheques) and my Affiliate programme, creating ads of various lengths, banners, images, ebook covers, start JVs, swapping Ads, prepare and publish PRs etc.

<http://www.clickbank.com> a one-time fee \$49.95

Day 27: Now, I prepare a detailed marketing plan, using the below 100 Weapons of Marketing

<http://www.thecassiopeia.com/Guide/Article20.html>

I start to heavily and systematically promote my site, submit my ebook & ezine into directories, watch the ranking,

optimizing, testing, updating, marketing, writing and submitting articles into directories and ezines, publish my Ezine and collect money.

Day 28-30: Adding new pages, affi products, freebies, new resources, more services, selling advertising, JVs, co-author books, give and receive testimonials, Ad Swaps, joining big banner exchanges, start page exchanges, Ad Coops to get more subscribers eg:

<http://www.ezinelinks.com/indexu/index.php>
<http://www.freezineweb.com/>
<http://www.ezinelocater.com/>
<http://www.marketing-seek.com/>
<http://www.merrymonk.com/maillist.html>
<http://www.10Dollars20Ads.com/>
<http://www.ezine-dir.com>
<http://www.internationalepublishersassociation.com>

Also, I will set up free pay-per-click accounts like

<http://www.seekmlm.com/>

Days 31-.... Until my site generates sufficient automatic & targeted traffic, I will follow my manual marketing plan.

After the traffic continues to increase on itself bringing the right prospects and acceptable amounts of money, I will continue to update my site, publish my Ezine, join and create JVs and new products and above all collect MONEY :).

Start by reading this excellent book 'Money, Money, Money, Money, Money' by John Milton Fogg

<http://www.thecassiopeia.com/WebLions/Money.zip>

Secret: If you want to really succeed, become genuinely wealthy and establish a long-term successful and profitable business, the only way to go is to provide a reliable, honest, customer-oriented products and services. You can make money selling hype but it's pretty short-sighted.

Wishing you all the best.

Jason Mangrum –
InstantMarketingMiracle.com

Jason Mangrum, Creator of the 'Instant Marketing Miracle'
****The World's FIRST Automated Joint Venture
Software****

<http://www.instantmarketingmiracle.com>

Jason "*The Marketing Machine*" Mangrum, is the newest addition to the Internet Marketing Elite, and is already becoming well known for his awesome ability to design hypnotic web sites and write order pulling copy with a professionalism that is unmatched. Jason may only be 22 years young, but is quickly proving himself to be a leading expert in the field of Internet Marketing. He has just created a FREE eCourse about Joint Ventures and even includes a JV letter that made Joe Vitale \$25,000 in ONE day. To receive this 100% FREE eCourse, just go to <http://www.instantmarketingmiracle.com/ecourse.htm> and sign up today!

Answer: By Jason Mangrum

Day 1: I would download the free Good Keywords Software from www.goodkeywords.com. After installing it to my hard drive, I would open it and start brainstorming for a new target market. I would do my best to look up key words that show a relatively large number of searches, while shying away from the more generalized key words. What I need to do is find a large group of people who share a certain problem or are interested in a specific genre, trend or market.

I would definitely look for a target market that has an expensive problem, such as back pain sufferers for example. As we all know, a lot of back pain sufferers end up paying thousands of dollars a year to help reduce their back pain, so this would be a great target market for me to explore.

Day 2: I have chosen to use the keyword "back pain" because although it isn't exactly super-specific, it DOES cover the exact market I want to shoot for, and had 34,760 searches last month!

However, since I am not qualified to give out any advice about back pain, or back pain reduction at this time, I am going to do some much needed research...

I would first do a search for any forums, newsgroups and message boards that I could find related to 'back pain'.

Normally, this would be a very time consuming and elaborate process, but again thanks to www.google.com, I just click on the "Groups" tab, type in "Back Pain", and I get 78,900 listings for newsgroups related to back pain! Once I have found what I'm looking for, I would save them to my favorites' in a special folder called "Back Pain Project".

And as for the forums, I would simply use Google and type in "Back Pain Forum". This will return me with 230 results to add to my growing collection.

Now, I'm going to go throughout these forums and newsgroups and pay careful attention to any and all questions that people are asking about their back pain. I would copy and paste these questions (and answers to the questions if possible) to a text file, and save in a special folder on my desktop called "Back Pain Project". I am going to use these questions and answers for a very specific purpose a little later...

Day 3: Now that I have several questions -- and hopefully answers -- to several peoples' problems with 'back pain', I can now carefully study these questions to find a common bond between them.

It is possible, that quite often no answers will be provided for these poor back pain sufferers' questions. So, it's time to go a little deeper into my research and find the answers to the questions they seek.

I would go straight to www.google.com and try to summarize the first question into a specific keyword. I would then use this keyword to do a search to see if there is a free resource on the net that could give an answer to this question.

I would do this for every question I do not already have an answer to, and I would record them in my special text file I saved in my "Back Pain Project" folder on my desktop.

It would also be wise for me to save the web sites that reveal the answers I need in my favorites folder. They may come in handy as my progress continues.

Day 4-10: Just in case I wasn't satisfied with the amount of information I received from my searches on the internet, I would take an offline trip to my local library and check out every book I could find on back pain, back pain remedies, back pain exercises, etc...

I would spend the next week pouring through the information from the books I checked out at the library. I would suddenly become a 'back pain' fanatic myself. I would use the FREE information already available to become an expert in my own right.

For the next week, I would live, breathe, eat and sleep 'back pain'...

This will put me in just the right mind-set to become a well-known and respected expert in my chosen target market, and will be absolutely VITAL to my success.

Day 11: I have now read all the books I could find on the subject of 'back pain' and have more than enough information to easily fill in very detailed and specific answers to the questions in my text file.

I will now go to my favorites and check all my forums and newsgroups once more, again searching for as many peoples' questions I could possibly find related to 'back pain'. I don't necessarily need the answers this time around, but I'm going to go ahead and save them to my text file anyhow, just in case I come across a different perspective for a solution to the person's problem.

Using my newfound expertise on the subject of back pain, I can easily fill in those questions as well, and continue on my journey to a sure-fire success.

Day 12: Now that I have several questions AND answers to many 'back pain' problems, I have enough information and collected data to create an already needed digital product.

However, I don't stop there.

Even though I know I'm very well versed in the subject of 'back pain', how can I possibly convince others that I'm an "expert"?

Simple.

I would write a letter.

Not necessarily a sales letter, but a personal letter, as if I were writing to a friend or relative. Heck, I'd even place the name of my friend or relative in the greeting of the letter to help me keep the mind-set to stay personal and "real"...

I would then open my text file that contained my collected data of questions and answers, and I would start the body of the letter, positioning myself as an authority on the subject.

I would write about how I had found the solution to their back pain problems, and I could answer the questions they had needed for so long. I would continue by giving them little-known facts about back pain, some statistics and some solutions to the specific problems I collected in my search. This would definitely help position me as an authority on the subject of 'back pain', and since I am offering EXACTLY what these people need and want, I know that my efforts will NOT be in vain.

In this letter, I would not try to sell them anything whatsoever, BUT I would not give away ALL the information I have collected, because I'll need this later for my product.

I would then close the letter by telling them if they have any questions at all about their back pain, to feel free to contact me at any time via-email (or phone) and I will be glad to help them in any way I can. After the letter is finished, I would save it to a text file in my "Back Pain Project" folder on my desktop, remove the friend or relative's name from the greeting of the letter, and take a much needed break for the rest of the day.

Day 13: Now, it's almost time to let the world know about my newfound expertise.

But first, I'm going to need to set up a newsletter for back pain sufferers worldwide, and a way to take orders for my product when it's ready to roll out.

So, I find a free mailing list service that does not contain any ads whatsoever, and I sign up for my free account. (HINT: www.yourmailinglistprovider.com is such a service that only sends out a single advertisement when someone subscribes to your mailing list. This is a one-time ad, and your subscribers will never see it again after the "thank you for subscribing" email. An excellent choice, if you have no money to set up a premium account.)...

Now that I have my free mailing list service, I can start creating a series of free articles to give away to my subscribers. I would create about 7 articles to send out one per day to my mailing list. Again, this is a relatively simple process, because of my newfound knowledge and expertise on the subject of 'back pain'.

Finally, I head straight to www.paypal.com and set up a free account. I'll need this later when I'm ready to take orders, and it takes a few days to get everything set up.

Day 14: I now have my letter, my articles, my mailing list provider and my PayPal account, and I'm getting closer and closer to a very structured blueprint for success with my chosen market.

I insert my articles into my follow-up sequence, and set them to go out, one per day.

Almost finished?

Not quite. ;-)

It is almost time for me to create my product!

Day 15: Ok. Time for a little more research first...

This time, I'll need to do a search for 'back pain' on google.com and check out any possible competition. In my

search I find that there are videos, audios, manuals, hardcover books and even eBooks related to the subject of 'back pain'.

Believe it or not, this is VERY good news!

So, what I would do next is to check out each and every web site and sales letter from all these 'back pain' products. While searching, I also find several web sites dedicated to actual back pain specialists that rank high in google.com. Of course, I record all of this data in my text file and save the web sites to my favorites' "Back Pain Project" folder.

Day 16: I would now go back over the sites that I saved yesterday, and carefully study exactly what they had to offer. If they offer a free eCourse or Newsletter, I would subscribe in a heartbeat. I'll need every bit of this useful information later for my own endeavors.

Day 17-19: Now comes the time for the creation of my product!

I begin by taking all the information and data that I have collected over the past few days, open a new document in Word, and create a detailed outline for my product. I'm going to choose to create an eBook about 'Back Pain Reduction'. This will work nicely with the articles I have already written on the subject.

After my outline is complete, I then start from Chapter One until the Final Chapter, filling in all the problems that back pain sufferers' face, and the many solutions to each unique and different problem for back pain reduction. I make the book about 35-40 pages long, and quite detailed, using all of the knowledge I have acquired from my many different sources. Since I've been working almost non-stop on my eBook, I should have it done in about two to three days. (Yes, this CAN be done – I've actually done it myself).

Day 20: I have FINALLY put the finishing touches on my eBook and now have my very own product to sell!

Even though it's nice and neat, I want to make it even "prettier" by converting it into a PDF format. This will give my eBook a very professional look, and can be read from any type of computer. I don't have the money to get Adobe Acrobat, so I use their free trial service at <https://createpdf.adobe.com> to convert my Word document to a PDF Online.

The paid service is pretty cheap at only \$9.99 per month, but I'm still having trouble with my bills and don't want to incur another expense just yet. So, as long as I sign up for their free trial service, I can still create up to 5 PDF files without paying a penny!

...And now I have a very professional-looking eBook that is ALMOST ready to make some serious money!

Day 21: It's time to finally make some money from this thing.

To do this, I'm going to open my all-but-forgotten letter I wrote a few days ago, and at the same time, open my favorites' folder and pull up all those forums and newsgroups.

I'm going to do two things here:

1. Record ANY contact information from the people asking the questions.
2. Record ANY contact information for the people answering the questions.

If there is no contact information to be found, I'll simply form the greeting of the letter to read "Dear back pain sufferers" or something similar. Now, I will NOT be spamming these forums and newsgroups because I am not trying to "sell" them ANYTHING, but only to provide them with very useful information and content that is ONLY related to their current topic, 'Back Pain'...

So, I reshape the letter a bit, and post it to every single forum in my favorites' list. I MAKE ABSOLUTELY SURE to include a special "signature" line at the bottom of my letter that gives them the opportunity to receive absolutely FREE information providing a solution to their back pain problems,

and add my follow-up email address so they can subscribe. I would also include my full name, email address and phone number to add credibility to my letter.

Again, if contact information can be found for the back pain sufferers', I send them the personalized email, and if no information can be found I continue with my plan of sending the entire forum and newsgroup the letter, formed to their current topic.

Either way, every targeted forum and newsgroup in my favorites' is going to receive my letter!

Day 22: Oops. I made a mistake. I'm only human, and we're BOUND to make a mistake or two in our lives and even our marketing...

I now have almost everything set up to send HIGHLY targeted subscribers to my newsletter, but I don't have anything to promote my new eBook in my newsletter!!

How could I ever expect to make any money from these people??

Easy fix. Since I just sent out my letters last night, I still have time to go back into my mailing list provider account and add a very enticing "advertorial" -type sales letter at the end of every "issue". This will make their mouths water...

I would start out with a smaller ad for the first email, just “letting them know” about my product and exactly what it will do for THEM, and then would follow up the additional emails at the end of each article in the sequence with more detail, benefits and reasons why they should buy this eBook NOW.

Well, while I’m here I might as well make the mailings look more like a newsletter, and add some personal comments to it as well...

BUT WAIT!

Now I need to set up a way to accept the order!!

Again, fairly easy fix.

I would go back to www.paypal.com and create an order link for my product that could be clicked directly from my follow-up emails. (I’m going to sell my eBook for \$27)

Ok. I now have the link, but it looks very ugly and unprofessional. hmm...

Not a problem. I’ll head to www.tinyurl.com and make that big, ugly text link MUCH shorter and more professional looking.

Whew!

That was a close one.

Day 23: Alright. Big day today. I've just started getting my first few subscribers, and even a few personal emails asking me some questions about their back pain. I take the time to reply to not only the personal emails, but I also write to each and every person that subscribed to my newsletter, personally thanking them for subscribing and offering any help or advice that they needed.

In each letter, I would make sure that I subtly referred to my new eBook on 'Back Pain'.

I wouldn't add the order link, because I want to seem more of a friend than a "business person". This way, the people that already need my book would be so bowled over with my personal conduct and genuine desire to help, that I would instantly be perceived as an authority that could help them a great deal.

I let the follow-ups do the actual "selling" for me.

Day 24: WOW! Because of my hard work and dedication to my chosen market, I just awoke to find that I got 14 sales for my book overnight!

That's \$378.00 that I didn't have before!!

Ok, GREAT.

I now have \$378.00 to pay some bills.

The rest of the bill money is coming VERY soon...

Now, it's time to REALLY get this thing out there, so I do a search for every newsletter submission service I can find. To do this, I would again visit www.google.com and type in "free newsletter directory". More often than not, these directories will let you submit your newsletter for FREE!

And the BEST news?

There are over 14,400 results for "free newsletter directory"!!

I spend a few hours looking through the listings, and find a few that are just targeted enough to my market. So I submit to all of them, using a very powerful classified-ad that offers FREE information to all back pain sufferers that wish to get rid of their back pain, permanently.

Before this day is up, I have a LITTLE more work to do.

Using my knowledge of how to write a press release, I open a new Word document and spend the next few hours writing a killer press release that will be absolutely sure to get 'media play'. I don't even mention my product, but instead

mention that I have a new, incredible, FREE resource that can show anyone how to get rid of their back pain. This of course will direct them to my Newsletter.

I only have a few days left to ensure my success with this business, and so I'm gonna need to crunch some time and double-up on my project-per-day method.

I send out my polished press release to the following free distribution services:

<http://www.prweb.com/>
<http://www.free-press-release.com/>
<http://www.pressbox.co.uk/>

Every one of these free services accept any industry, so with my killer press release, I know that this will be bringing me A LOT of subscribers.

Ok, time to rest now...

Day 25: It's time for Joint Ventures!!

Now, I'm gonna call up all those potential competitors' web sites, as well as the contact info I collected from the forums and newsgroups for the people that were answering the questions...

First, I need to contact the webmasters via email (or phone) and give them an offer they can't possibly refuse. I'll tell them I will pay them \$16.20 per sale (60%) PLUS give them a free mention in my newsletter just for letting their subscribers or customers know about my new FREE resource. Whenever someone subscribes to my newsletter and purchases my eBook, I would send them \$16.20 of my \$27.00 per sale.

This may sound ludicrous to you, but I assure you, this is all extra money that I would NOT have had before, and I don't even have to pay one red cent for any of it, so everyone wins.

Next, I would contact those 'answer guys' from the forums and tell them that I will give them my book absolutely free, if they would just jot down a quick testimonial or endorsement for it, once they've read it.

I'll use these endorsements to place just below my order links, to give me and my eBook extra credibility...

Day 26: Since I contacted every single webmaster I could get a hold of yesterday, I have gotten about 12 replies. 8 of which, actually accepted my offer, and have agreed to send a mailing to their customer / subscriber base tomorrow!! I also received two emails from the FREE Press Release Services saying that they have accepted my Press Release

and will be publishing it within 48 hours!! THIS IS GOING TO BE A GREAT DAY...:-D

So, I set up 8 tracking URL's to track the sales for each of my new JV partners, and make absolutely sure that everything is gonna go 100% fail-proof for the mailings.

I've also been noticing a few more sales trickling into my inbox by this time.

8 more to be exact!

So that's a whopping \$594 total that I have made off of this business so far.

...not too shabby for starting with ZERO everything. ☺

Day 27: I awake to find two more sales in my inbox, and the scent of even more on the way. I'm also getting many new subscribers now, and more and more emails asking me all sorts of different questions about 'back pain' issues. I reply personally, and refer them to my book for even more information to solve their problem.

My JV partners just sent a mailing, and I'm starting to get a HUGE boost in my subscriber rate. Towards the "last days" things are starting to move quite rapidly. I decide to give them even more, and add on 3 more articles to my follow-up sequence. My subs are starting to get to know me now from

my personal comments in each issue, and I am beginning to gain their trust from all the testimonials. This, of course, means more sales for me AND my new JV partners. I won't make as much from these "tagged" subscribers from my JV partners, but it's a heck of a lot more money than I would've had!

Day 28: Unbelievable! Since my new JV partners' mailing, I have made over 35 sales OVERNIGHT! Before my JV partners' percentage cut, I generated \$1,539 in sales! – AFTER my JV partners' percentage cut (plus adding what I've already generated), I'll still have \$972.00 TOTAL that I can use to take care of most of my bills!!

Ok, ok. It's time to calm down a bit and make MORE sales!

I finally want the entire world to know who I am.

I'm going to launch a FULL-SCALE attack on the internet, by taking each article from my follow-up sequence, and submitting them to every single targeted newsletter that I can find. To do this, I'm going to use my good ole' friend www.google.com once again.

I would refer back to "free newsletter directory" which would yield more than enough targeted newsletters (within the directories) to submit my articles to. The only thing I will add to the articles is a sig. line that will advertise my FREE Newsletter...NOT my eBook. I would definitely not submit

more than one article to the same newsletter, because I want the readers to only 'get a taste' of what MY newsletter has to offer.

Day 29: Sales are literally pouring in, and the great news is that less than 30% of them are from my JV partners... this means that my press release is flooding my mailing list with hot, targeted subscribers who are looking for a solution to their 'back pain' problems. I have been able to generate over \$2,675 in SALES from my new 'email marketing-only' business, and that's AFTER I pay off my JV partners...

Ya' know, I think I'm going to be just fine after all... ;-)

Day 30: The bills are PAID, the money is rolling in, my articles are on their way to making me a famous authority on back pain, and my mailing list is continuously being jam packed with HOT subscribers looking for a solution to their back pain.

Life is GOOD again.☺

Now, all I need to do is repeat the process all over again with different target markets, and I'll be retired in just a few years. NO KIDDIN!

You may think that this was a hypothetical situation and would never work in the "real world" but I am a living testimony to the power of this method. Using a slightly

modified formula for a product that was already created, I was able to launch a very successful business for my client, Richard Convery. His book, "Back for Life" has since been featured on "A Current Affair" as well as the second largest television network in Australia.

Don't believe me? Check it out for yourself!

<http://www.RichardConvery.com>

Now, check out the WHOIS on the site:

(<http://www.networksolutions.com/cgi-bin/whois/whois>.)

Domain Name: richardconvery.com

You may be surprised to notice that the web site has only been established since:

"Feb 06, 2003"

My point is that these methods work, and work VERY WELL.

Use them, and prosper!

Jeff Mulligan – CBmall.com

<http://www.CBmall.com>

<http://www.BeatMySpeedingTicket.com>

<http://www.MyMarketingIdeas.com>

Jeff Mulligan has been involved in Internet marketing since the beginning of the web. He worked at an ad agency for 14 years where he was in charge of online strategy for the agency's clients. In this role, Jeff created more than 20 corporate web sites (hand-coding the first ones, as there were no html editors then), was a pioneer in the early days of banner advertising and search engine optimization, and taught at marketing seminars as early as 1996.

In 1999 Jeff left the ad agency to become Vice President of North American Marketing for an international software company. He was in charge of the corporate web site and all marketing programs, helping the company launch a successful IPO. In 2001, Jeff joined a new software company and as VP Marketing he helped reposition the company's software products, educate the market, implement online sales, raise venture capital funding and eventually helped sell the company.

Following the sale of this company in 2002, Jeff left the corporate world to work at home and pursue the dream of the "Internet Lifestyle". He created his first InfoProduct web site, BeatMySpeedingTicket.com, in the fall of 2002.

As that site began producing steady income, Jeff began searching for another income stream. He found it on eBay, where a programmer was auctioning off a ClickBank storefront he had created.

Recognizing the power of this unique and novel idea, Jeff bought the site, renamed it CBmall.com, and began to work full-time on improving the marketing systems and automation behind the mall. The goal: To create a super-automated affiliate site that could generate autopilot income streams for both novice and expert marketers.

Jeff added a ClickBank search engine, the first of its kind, which generated commissions on all the results it provided to an affiliate's shoppers.

<http://www.cbmall.com/search.cgi>

In an effort to dramatically improve the effectiveness of the site for its affiliates, Jeff created newsletters and eCourses which were personalized with the links of the affiliates who introduced the subscribers. In effect, each owner gets their own pre-written autoresponders and eCourses which are constantly selling and following up for them. For example,

Jeff created a 10-day email course called: [10 Powerful Ways CBmall Makes You Money](#)

Jeff also introduced the concept of free, targeted traffic for CBmall owners. Through corporate advertising, PR, and interviews such as this one, targeted traffic is sent to a pool that is shared by CBmall owners. In this way, owners have a chance to make sales from corporate marketing as well as their own promotional efforts.

From the handful of affiliate/owners the site had when Jeff bought it, CBmall has grown to hundreds of owners who are using the site to create income streams in a huge variety of niches from marketing to dieting to horoscopes to real estate and everything in between. (Except sex)

Jeff credits [Terry Dean's Protege Course](#) with much of his success.

Answer: By Jeff Mulligan

Introduction

As I began this project, a variety of ideas ran through my head about the best way to create an income stream within thirty days with a very limited budget. Should I write about an affiliate program? What about something unconventional like setting up email marketing systems for local businesses? Or finding under-marketed properties and setting up a deal with them to improve their internet strategies?

Then I realized that I had already created an income stream within 30 days. (I had to go to my ClickBank to make sure.) And although my budget was larger, I could have done everything I did in this article virtually for free.

This 30 day outline will be more of a diary about what I did than a theoretical idea about what you could do. I will, however, make changes based on what I learned and the mistakes I made, so you don't have to make them. Knowing what I know now, I can create more of an income in less time and the next one should be easier.

I would also like to answer a question that you may have in the back of your mind. I know I often have this question when I read someone else's tips and advice. Why are they telling me this? Aren't they afraid someone will steal their ideas?

I have both selfish and altruistic reasons for doing a project like this. First, you need to know that I was not compensated in any way for this.

But I saw two benefits to saying "Yes". The first is that I enjoy helping people with marketing. I've been doing it for about twenty years, first at an ad agency where I spent 14 years consulting about marketing with clients. Then as VP Marketing in two software companies. Every once in a while, I'll get a phone call or an email from someone who I helped, and they'll tell me about how much money they are making or how I helped them solve a problem. I get great satisfaction from that.

The other reason is that I hope to promote CBmall. Maybe you'll take a moment to check it out at <http://www.cbmall.com/info>

Let's get to work:

Day 1 – The Idea

Like you are doing now, I had been doing a lot of reading about setting up income streams using the Internet. In many of the articles and eBooks I had read, the experts

mentioned creating a product that revolves around an interest or hobby or area of expertise that you have.

One of my hobbies is sports cars. I have always loved them, and I do a lot of reading and research online about cars. I had noticed the incredible variety and amount of web sites and forums devoted to virtually every make and model of sports cars ever made.

I had also recently received a speeding ticket.

On Day 1, after thinking about this for quite a while, I got the idea for my product. I would market a book on how to fight speeding tickets.

Energized by the idea, I do a quick Google search on "speeding ticket" to gauge the market. There are over 115,000 results. The top several pages are full of speeding ticket books, and there are several pay per click ads for speeding ticket books, schools and lawyers.

I overcome my first negative reaction on seeing so much competition when I remember the advice I had read about the subject. Look for a market where there is some competition because it proves people will spend money for that type of product. There are several people spending money on advertising. This is a good sign of a healthy market.

Day 2 – Research

More research is needed. What is the competition really like? What is the market like?

I spend the entire day reading web sites and researching competitors.

I soon realize that while there are a lot of sites selling speeding ticket eBooks, most of them are not very good at all. My reading has taught me many of the things a good sales page needs. Luckily, it seems most of my competitors have not done as much study in this area as I have.

(This is a great reason not to try to compete in the Internet Marketing Niche.)

Now, I just need a product.

Day 3 – Find a Product

I have three choices: find a product with a good affiliate program, find one that I can get rights to, or write one of my own.

Of all the sites I had read yesterday, one really stood out. This book advocated a different strategy for fighting tickets than every other site I had read. What's more, the strategy made a lot of sense to me.

The web site was quite unconventional, and I thought I could create a site that would more effectively market the

product. But I couldn't see anywhere on the site whether there was an affiliate program.

So I did something that is somewhat unconventional: I picked up the phone and called the owner.

We chatted for a while about his book, and I became more convinced that it was an excellent product. I asked about an affiliate program. "Nope. I just don't want to get involved in all that," said the owner.

That's when I had a brainstorm. I asked, "How about if I give you some money and you let me use and rewrite the content and sell it on my own site?"

After some negotiations, we agreed on a price and payment terms. And I arranged to acquire the content.

Now while the amount I paid was more than the budget for this project, every situation will be different. You could follow this same type of strategy in virtually any market. You can always negotiate payments and terms. If you are reasonably certain you can make money with the product, buying rights is a great investment. You could also use this same strategy by creating an affiliate program or a joint venture with the author.

Day 3 – More Research

Having reached an agreement on purchasing the rights to edit and resell the product, I now had a lot of work to do.

The first thing I did was to begin researching domain names. I used godaddy.com – they register domains for under \$10/year.

At first, it seemed all the good ones were taken. I wanted one with “speeding ticket” in the name, and I wanted a dotcom. I finally settled on beatmyspeedingticket.com. It contained the vital key words, it was memorable, and it was very descriptive of the product.

I also needed a web host. I decided to use Host4Profit because they were very friendly to internet marketers and they had a wealth of resources I could use.

Day 4 through Day 10 – Work on Content

One of my plans was to do a lot of editing of the original content to try to improve it. Although the strategy and content was excellent, as a writer I felt I could edit it to improve the organization and make it easier to implement the strategies it contained.

So for the next several days, I was immersed in editing the 50 pages to improve it as best I could. At the same time, I began to outline the sales page and the rest of the site.

Day 5 through Day 11 – The BrainStorm

As I began working on the editing, I had a brainstorm. This single idea has been responsible for the success of the site. My strategy to market the book had always been two-pronged. I would use my knowledge of the car forums to publicize the book. I would also use pay per click advertising to generate targeted traffic.

On Day 5, I had a brainstorm. Maybe it should have been obvious, but something I read made it sink in. I would create a free eBook to give away and promote the paid version. My free eBook would focus on "How to Avoid Speeding Tickets". Everyone wants that info!

I decided that the give-away would help people avoid them, and the paid version would help people fight them in court.

Of course, the bad part about this was now I had to write another ebook. Well, I always knew this would be the hard part.

Now a lot of people advocate giving away a free ebook in the internet marketing niche. But in the niche I was in, many people had never heard of eBooks before, or had never downloaded one. Even the webmasters were fairly ignorant.

Would you believe only two asked me if they could brand it? Of course, I didn't really want to do that because what I was really after was the links to my site.

The rest were more than happy to publish a link to my site with copy that told their viewers that they could click to get a free book on avoiding speeding tickets.

Think about this for a minute. This one point has been a MAJOR key to my success. The webmasters in this niche were happy to install a link to my site because I gave their readers something useful.

Can you do that in your niche?

I would turn that question around. Don't pick a niche unless you CAN do it. I'm serious. Because if you can pull it off, you almost eliminate your need to spend money on advertising. The happy webmasters will do all your promotion for you, because you are helping their readers.

And I can't underestimate the importance of all these links as you'll see later on when it comes to search engine popularity.

Day 8 through Day 12 – Create the Web Site

One of the things I knew from the start is that I had to have a killer web site. It would be the primary method by which I beat the competition.

I began to outline and write the sales page at the same time I was editing the content itself. This helped me with both. It

gave me focus on the sales site, and it helped me organize the book itself.

At this point I should note that my model - and the inspiration and guidance for much of my strategies and writing was Terry Dean's Protégé Course. If you are looking for one, coherent, proven model to follow for creating InfoProducts and successfully selling them online, this is the one I recommend. What can I say? It works great for me.

Day 9 – I took this day off.

Day 13 Key Word Optimization

For about 8 days I worked very hard on creating and editing the content for both the eBooks and the web site. I repeatedly tweaked the web copy, using Terry Dean's 50 step checklist for all the things a good web sales page is supposed to have.

I also paid a lot of attention to how I placed keywords throughout the web copy.

I used them in the headlines, the subheads, and in the body copy repeatedly. I even used them in the image tags. It was a bit of a challenge to keep the copy sounding natural while repeatedly using these key words. But I felt it was an important balance to achieve.

I was hoping to drive a lot of free traffic from the search engines so I felt the time I spent on this task would pay off big.

Finally, I felt I was ready to begin promotions.

Day 14 – Set up payment processing

By the beginning of my second week the website was in good enough shape that I felt I could enable payment processing. I had looked at several options, but ClickBank was clearly my favorite.

Click bank charges \$49.00 to allow a merchant to use their credit card processing and affiliate payment services. They also charge a flat \$1.00 fee per transaction plus 7.5 percent of the total transaction. While not cheap, they are reliable, trusted, and very easy to setup. I beg for the money to do this. It's key to my plans. (If I had absolutely no money, I'd try Paypal – at least to make my first few sales)

I went to the website and registered.
(<http://secure.clickbank.net/signup.cgi>)

I spent a good deal of time there, learning how they work and how to set up my account. Turns out, it is pretty easy. And with one account, you can sell multiple products.

Here is a link to a free ebook that will teach you everything you need to know about working with ClickBank.

<http://www.cbmall.com/affiliate/ebooks/cbsupertips.exe>

Day 15 - eBook Production

A common debate among those who create ebooks is which format to use: exe or pdf. The chat as their advantages and this advantages.

For me, the decision was obvious. I knew I wanted to use pdf because it is supported by a more operating systems including Macintosh and Unix. I did not want to leave out any potential customers.

While a traditional advantage of the exe format has been its ability to "brand" in the book with affiliate links, there is now software available to do this with the pdf format.

<http://www.viralpdf.com/>

Luckily, I already had a copy of Adobe Acrobat. But if I hadn't, there are free resources available on the web that will allow you to create a pdf document.

<http://www.gohtm.com/>

After several rounds of trial and error but was able to format and create good looking pdf documents with a table of contents that allowed one to link directly to the appropriate chapter.

I will be able to offer a customized, branded version when I make a few sales.

Day 16 – 17 Web linking strategy – A Major Key to Success

In hindsight, this day turns out to be the most important day of the thirty. It is responsible for turning this project into a success.

Quite frankly, these next two days were pretty boring as I actually worked. But very important.

I knew from my research that one of the key factors Google uses to determine page rank is link popularity. So I knew that I needed to get links into my site from quality websites with a lot of traffic.

My strategy for achieving this was simple.

I used <http://www.gohtm.com> To find as many quality web sites as I could that focused on automobiles. I focused specifically on sports cars, reasoning that their drivers would be more receptive to my offer.

I created a form letter that offered each webmaster a free copy of my \$30.00 eBook if they would agree to put a link to the website promoting my free download book.

This was a win-win-win.

The webmasters got a \$30.00 book for free, and they provided a link to a valuable resource for their readers.

Their readers got a free download on how to avoid speeding tickets: a subject near and dear to their hearts.

And I received incoming links to
<http://www.BeatMySpeedingTicket.com>.

The process was laborious. Starting from the directory I would click on each web site, find the webmaster, and send him an e-mail outlining my offer. I requested that once they installed the link, they reply by e-mail and tell me where the link was. Then I would send them a link to the paid book which they could now get for free. Of course, I had to actually manually check each link to be sure the webmaster actually created one.

I spent two entire days doing nothing but surfing, cutting and pasting. I only hoped my strategy would pay off. Especially since I was absolutely invisible on Google at this point.

Day 18 – Search Engine Promotion

During my research, I had learned many experts recommended not submitting a site to Google. They suggested that a site will rank higher if you allow Google to find it on its own.

I had decided to follow the strategy because of all my work generating link popularity.

However, I did decide to submit the site to other search engines.

I used a very inexpensive service that provided some automation. Nevertheless this was a fairly tedious task as much of the data had to be entered over and over again for each search engine.

The site was <http://www.selfpromotion.com> and I paid \$10.00 for the service.

Also – I received notification from ClickBank that my account was active, so I spent some time setting up the site with thank you pages, downloads, etc.

Looking to make sure thing worked properly, I bought the book from myself.

It was pretty cool to get an e-mail from ClickBank saying I had made a sale. Even though I knew it was only to myself. It was also a relief to see the money in my ClickBank account.

Day 19 – I took this day off

Day 20 – Sending out free books

Those two boring days were beginning to pay off. I now I had received approximately 30 emails from webmasters who had installed a link to my site and wanted their free eBook.

This was the state exciting as I realized there was now traffic flowing to my site. When would I make my first sale?

I learned several things today. One was that I needed to create some banner ads for the book. Several of the webmasters had requested banners.

I also had a couple of requests, asking me if I had an affiliate program. Fortunately, since I had chosen ClickBank, my affiliate program was built in.

I spent this day creating a couple of banners and responding to all the emails.

Day 21 – Getting Automated and KaChing!

Son of a Gun if last night someone didn't go and order my book. My first legitimate sale. 21 days into the project. I realize that I will actually get this check in about 23 days. The book, which I called Case Dismissed, sells for \$29.97 and I net \$26.72 after paying fees to ClickBank.

Best part of the sale: Telling my wife.

Things were happening a bit quicker than I had planned. I was not yet prepared or set up with my automation.

However, I had done significant research and I knew what program I wanted to use.

I knew for sure that I wanted to automate as much as I possibly could. I had read enough to know that people who don't automate early risk drowning in a sea of emails, removal requests and data moving.

I wanted a product that would act as a customer and prospect database, automate subscriptions and removals, and handle autoresponder duties.

My research had led me to software that was recommended by Terry Dean. The company is Online Automation, and they have two versions of the product. One is hosted on their site and one runs on your own computer. Importantly, they will give me a thirty day trial download. That saves the cash.

I opted for Postmaster Express, which runs on my PC.
<http://www.bamboobizonline.com/>

The online version has the same functionality and you can get more information at:

<http://www.bamboobizonline.com/>

I spent all day learning how to use my new software. There was a lot to learn. But I was thrilled with the functionality and now, six months later, the same software is running two businesses, managing thirteen autoresponders, and sending out several thousand emails per night.

Day 22 – Writing the Autoresponder Messages

Since a large part of my strategy was to use the free the book give-away to drive traffic to the site, I knew that I wanted to capture my prospect's email addresses and follow up with them.

I took excerpts from my book and from the research I did and created a 7-day follow-up series I mail every 7th day. The idea is to remind my free downloaders how important it is to fight a ticket.

Naturally, if they are going to fight, I'm hoping they will buy my book.

I don't need to buy anything extra because the PostMaster Express software provides unlimited autoresponders. (And luckily, I'll be getting my first ClickBank check before my trial is up.)

Day 23 – Setting up Remove form and KaChing!

Another day, another sale. I start thinking, maybe this really WILL work.

I realize that I can't send out any emails without making it easy for people to remove themselves from my list.

PostMaster has this capability. I just have to figure out how to use it.

I spend a while setting up a remove form on the web site and I post that link on the bottom of every email.

I also set up the email to mail merge in the address the person subscribed with.

That way, they can paste the email into the web form I create and my system will automatically remove them. This is important if you use a web-based subscription form because people will often subscribe with a different email address than the one you might see if they simply hit reply.

Day 24 – Create Affiliate Tools

Having gotten several requests for affiliate marketing tools, I decide I better get that done. I create:

- Banner
- Endorsement letter
- Review
- Text ad copy

Each of these is on the site, but hidden on a page that has no incoming links.

I don't want to make it obvious that I have an affiliate program on the site.

Day 25 – Affiliate Recruitment Day

I got an email from a guy who owned a site that sold radar detectors. He had seen my book and wondered if I had an affiliate program. I realized this was an even better target than auto forums.

Why?

The people browsing this type of site had very likely just gotten a ticket. In many cases, the ticket pushed them over the edge and made them decide to buy a detector.

So if they already have a ticket, they are a great prospect for my book.

I search Google for "radar detectors" and find a lot of them.

I construct an email inviting them to join my affiliate program. It explains the logic of partnering with my site. They will make 50% commission – far better than the margins they are used to with hardware like radar detectors.

This is another semi-boring day of going to web sites and entering the contact email address and web site into PostMaster's database.

Once I am done, PostMaster will send out all the emails.

Day 26 – Took the day off

Day 27 – Affiliate Follow-up – KaChing KaChing

Email in the morning shows two sales. I've just passed the "first \$100 online" threshold. I'm selling almost one book per day. That will average to almost \$10,000 per year. But I want more!

The email also shows two sites that want to join my affiliate program.

I write an email form letter explaining how it works, and how to get registered with ClickBank so they can get paid.

It points them to my affiliate page that has all the banners, ad copy, etc.

Then, I construct the affiliate page.

Day 28 – I add a Bonus

I realize that I don't have a bonus to offer my customers. Everyone has bonuses. Why? Because they work.

I decide to get one of the cheapo speeding ticket books and offer it as a bonus. There are several available in some of the mega ebook packages I'd seen.

I position the offer to show them that some of the competition's eBooks are so worthless, I'll just give them away. I add it to a P.S. and put it in the download package.

I also update my download page to explain the download process better. My customers are not always very net savvy. I realize I can't take this for granted.

Day 29 – More Education – and More Sales

I have my first two-sale day. This is really starting to work.

Then I sit back and realize how hard I've worked for about \$100 so far.

I also realize that by far the hardest work is over. The foundation is laid. I am getting traffic and converting sales. Now, I just have to improve my marketing.

I decide to beef up my site to help the conversion rate.

After getting several emails from potential customers, I realize that many of my prospects have never ordered anything online.

I decide to create a page that walks them through the exact process of ordering online. It stresses the security of ordering through ClickBank and how the download works.

A lot of what I had read about marketing stresses the importance of credibility on a web site. I decide to make a contact page that has my personal cell phone number and home address.

I was worried about this because I wondered if people would be calling me at all hours asking for advice on fighting their speeding ticket.

And what about those people that lose their case? Would they call up complaining?

Well, I figure I can always remove it if it becomes a problem.

Day 30 – More Sales and Positive Reinforcement

I make another sale today. The person called me up and asked a couple of questions about the ordering process. No big deal. But, then they tell me they are going to order because they feel good that there is a “real person” at the other end of the web site.

Amazing – one day after I put my phone number on the site it makes me a sale.

More importantly, one of my very first customers wins his court case and praises the book. I reply to his email and ask if I can use his story as a testimonial on the site. He agrees and I make the change.

This had been a weakness on the sales page, so a good testimonial is an excellent addition.

Follow-up

As my links gradually increased and I slowly added affiliates, my sales increased to an average of two per day. They meandered along like this until...

BAM!!!!

I sold 5 in one day.

6 the next day.

4 the next.

What the heck?

Then I realized what happened. My work building those links paid off.

I went from invisible on Google to the FIRST PAGE on the most frequently searched term, "speeding ticket". Out of 116,000 results I was #5.

My sales almost tripled overnight.

And now, almost six months later, my sales are still consistently averaging 5+ per day, every day. I am still on the first page of Google, and my affiliate program is slowly building.

It would be moving even faster except that I had switched my focus to CBmall.

Along the way I invested in some ad tracking software and experimented with headlines, subheads, and pay per click search engines. I continue to refine the site when I get a new idea, though I spend very little time on it.

<http://www.BeatMySpeedingTicket.com> is my dream AutoPilot Income Stream as I grow CBmall.

Could you do this? Yes. It isn't easy. As you read about these last 30 days you probably realized that this isn't some get rich quick scheme. It's more like a "Get a nice income gradually" strategy.

But now that I know how to do it, I can continue to create income streams like this.

Remember that the key to this particular eBook success was finding a niche where webmasters would gladly link to my site in exchange for something of value to their readers. There are a billion sites out there and thousands of niches. Now go find yours!

Jim Straw – BusinessLyceum.com

J.F. (Jim) Straw

The eldest son of a farmer/aircraft worker, born in Oklahoma and reared on farms in Oklahoma, Missouri, and Kansas, Straw began his long, successful career in business at the age of nine; when he sold his first cans of Cloverleaf Salve and copies of "GRIT" newspaper. Even at that early age, he had the unique talent of recognizing an opportunity, implementing a plan, and making a profit.

Straw's career has progressed through [direct selling, service contracting, wholesale merchandising, entertainment \(he was a professional Trumpet player, vocalist & Radio Announcer\), freight forwarding, import/export, retail merchandising, warehousing, real estate, electronics manufacturing, finder's fees, closeout merchandising, financial brokerage, business consulting, steel fabrication, gold & coal mining, offshore banking, mailorder, writing, and publishing.](#)

Over the past 30 years, J.F. Straw has written well over 300 books, booklets, manuals, reports, courses and articles about doing business all based on his own personal, hands-on experience. His writings are "specific" methods, techniques and approaches to doing business that anyone

can use to start or expand their business.

As a mailorder marketer...with over 700,000 customers worldwide ... **Straw has sold over two-hundred & fifty-million dollars (\$250,000,000)** worth of products and services by mail. Everything from Beauty Supplies to Heavy Equipment ... Burglar Alarms to Sleeping Bags ... Fishing Lures to Women's Wigs ... Automobiles to Wheelchairs ... Investment Opportunities to Seafood ... Consulting Services to "How To" Courses ... all by mailorder.

Today, Straw is making a new ... bigger... fortune on the Internet.

As a member of "*Mensa*," with a lifetime of proven success in marketing, Straw justifiably identifies himself as a **"Marketing Genius."**

"When you're the best...admit it!"

Answer: By Jim Straw

DAY 1:

I will assume that this is Monday morning and I have just survived a treacherous weekend learning of my loss.

Before I do anything else, I would look at the placard on my den wall and reread the words of Orison Swett Marden ...

"This is the test of your manhood: How much is there left in you after you have lost everything outside of yourself?"

After letting that admonition sink in, I would come to the realization that I would have to do whatever I can do, until I can do what I want to do. -- In other words, my initial goal would be to establish some kind of income in order to pay the bills and accumulate enough money to get into some kind of on-going business endeavor.

To that end, I would spend the remainder of the day reading ... starting with my own **"Seventeen (17) 'Real' HOME-BASED BUSINESSES You Can Start & Operate From Your Home!"** -- you can get a FREE copy for yourself, at: <http://www.businesslyceum.com/freereport.html> ... and, without doubt, review my old, dog-eared copy of **"999 Little Known Businesses"** by George Haylings.

My purpose in rereading those books would NOT be to find an opportunity to pursue but, rather, to stimulate my own creative juices ... inputting the old opportunities to stimulate new ideas and concepts ... adopting and adapting.

DAY 2:

Today, I would simply go "snooping" around the local area, to "find" an opportunity, and turn it into cash using the tried and proven marketing methods I have developed and used during my lifetime. (By the way, there are "opportunities" in every city, town and village in this country. -- The larger the town, the more; not necessarily better, opportunities.)

There is no single specific method that I; or any other entrepreneur, would use because we look at EVERYTHING as an opportunity ... from children playing on the school grounds to the local junkyard ... from the ice cream parlor to the car wash ... from the used equipment lot to the dollar stores ... from the local landfill to the luxury apartment buildings. They each and every one; and everything in between, represent an opportunity. -- It is just a matter of pursuing an opportunity at hand in the local area under the prevailing current conditions.

There is no way of telling what that "specific" opportunity might be until we are in that place and time. Then, we do what most people never do ... we TAKE ACTION, keeping in mind the prime directive of business:

We must sell something to someone.

That being the case, the method outlined in this report; with its given scenario, is based upon my own personal experiences during my younger ... more aggressive ... days.

Owing to the given scenario and my need for an immediate cashflow, I would NOT, under any circumstances, waste my time pursuing any opportunity, or on-going business endeavor, that would require a significant start-up time ... such as retail or wholesale merchandising, export, import, mailorder or internet marketing; all of which require time and dedication; with the results being an "iffy" at best.

Since; in this scenario, I have just lost my customer base; which relied upon my reputation for its existence, I would have to spend my time culturing a "known" buyer's market. -- Businesses that "buy" things as a general aspect of their business.

To that end, while snooping around the local area, I would make notes of "known" buyers in the area. Buyers I could possibly find something to sell to ... such as Used Heavy Equipment Buyers, Used Restaurant Equipment Buyers, Closeout & Surplus Buyers, Scrap Metals Buyers, etc., etc., etc. -- I would probably let my fingers do the walking through the Yellow Pages first, then go and physically look at the "known" buyers I had already identified to see what they looked like ... finding out if they appeared to be successful; or just making ends meet. -- I would keep

copious notes on my observations.

My notes would include my observations on the size of the business; observed activity ... such as people buying from, or selling to, the business ... general condition of the inventory, whether or not the inventory was displayed in an orderly manner, with additional notes on prices being asked for the inventory items ... figuring at least a 50% profit margin, that will give me a better idea of the prices they might be paying.

At no time during my day of snooping would I make physical contact with any of the business owners. My visit is purely investigative ... I don't have anything to sell to them and I never want to talk about "maybes" with them. -- If I went into a place of business while snooping around, I would be "just looking" if anyone asked - but - I would be friendly and let them do any talking ... maybe what they way will give me a better idea of what they consider to be "good" business.

In the evening ... after a day of snooping around the local area ... I would spend time reading the local newspapers' classified ad sections. I would be looking for private "sellers" who may have items I could market to some of my known buyers. -- I would also search the Internet to locate known buyers of any and every kind.

DAY 3:

Would be just like yesterday ... snooping around the local area ... letting my fingers walk through the Yellow pages ... physically viewing the businesses I have identified as known buyers ... reading the classified ads ... searching the Internet ... making copious notes.

My Internet searches would focus on any specific kinds of equipment I felt I could find to resell. -- For example: I would search on "Used Restaurant Equipment." That would give me the websites of those who "sell" Used Restaurant Equipment. Keeping in mind that, if they "sell" it, they have to "buy" it somewhere ... why not from me.

DAY 4:

Another day like days 2 and 3. -- My goal is to identify as many "real" known buyers in my local area ... what they "sell" is what they "buy" - and making notes about whether or not the businesses appear successful.

Whether or not the business appears successful will depend upon every observable factor about the business. -- How the inventory is maintained. (Dirty or ill-kept inventory; of any kind, is a sign of poor management.) -- Whether or not; and how, I am greeted when I visit the business. (Ignoring, or not offering to help, me is a sign of management apathy - and - a business owner implying by their actions that I must ask them for help would be a big negative.) -- How many customers are browsing. -- Are they making; or attempting to make, sales. (If they aren't, I would wonder; and make a

note.) -- Then again, not every indicator would have to be there ... depending upon the nature of the business ... but ...

My main concern would be that I would be working with a "professional" who knew their business ... instead of a "consumer" in business clothes.

DAY 5:

First thing this morning, I would spend a couple hours ... or however much time it took ... to contact each and every one of my persistent creditors by phone. I would explain my situation and assure them that I would not be running out on the debt ... if any one of them became totally unreasonable in their demands, I would politely explain to them that the only alternative would be for me to declare bankruptcy.

Having been on the "collecting" side of bad debt situations, I can assure you that by making the effort to initiate contact with your creditors, you stand a far better chance of getting a more favorable response from them. -- It's the ones who run and hide that get the worst treatment.

After completing my calls to my creditors, I would continue my snooping and note taking.

DAY 6:

This morning, I would find a quiet place ... at the kitchen table or at my desk in my den ... and review all of my notes from my snooping adventures.

As I went through my notes, I would apply the **"One Constant Factor of Industry"** to start finding stuff I could sell to the known buyers I have identified.

What? -- You say you don't know about the **"One Constant Factor of Industry"** ... well, here it is:

**In every industry in this country,
you will find used, excess, surplus,
redundant and other unused
equipment gathering dust in
storage areas and back rooms.**

As individual businesses, in any industry, succeed and grow, they must expand and improve their capacity to do their business. To do that, they acquire bigger and better equipment to serve their customers.

Usually, the source or supplier of the 'new' bigger and better equipment will offer trade-in allowances for the old equipment - but - successful business people (in every industry) are most often contingency planners. -- So, they ask themselves ...

What if the 'new' equipment doesn't work as well as intended? -- What if the capacity of the 'new' equipment is

exceeded? -- What if the 'new' equipment requires repairs or maintenance that takes it off-line? -- What will we do?

To be prepared for such contingencies, many (if not most) successful businesses keep and maintain the 'old' equipment they have replaced with the 'new' equipment, as a back-up. -- Just in case! -- They figure they can always "sell" the old equipment later to recover any "trade-in allowance" they missed - but - they rarely do. -- The old equipment usually ends up being taken off-line and stored in some out-of-the-way place.

I would spend this day in the Yellow Pages identifying businesses that might have used, excess, surplus, redundant and other unused equipment gathering dust in their storage areas ... equipment that might be of interest to my list of known buyers.

DAY 7:

It's Sunday. -- Today, I would sleep late. -- Maybe do some light reading ... watch TeeVee ... nap in my recliner. As I have done for well over 50 years. One day out of seven to rest, refresh myself and recharge my entrepreneurial batteries.

DAY 8:

Today, I would start in earnest to locate things to sell to the known buyers I have identified.

Using the **"One Constant Factor of Industry,"** I would begin snooping around the business counterparts of my known buyer list. -- Since I am in need of cashflow; as soon as possible, I would look at the simpler situations first ... such as Scrap Metal Buyers, because they pay cash for scrap just as soon as it is offloaded on their yard.

During my snooping last week, I would have made note of places where I could find various amounts of scrap metals ... I would borrow or rent a pick'em-up truck from a friend, neighbor, or family member and make a deal with the owner of the scrap to clean up the area and haul the scrap off for them. -- I would even charge them a nominal amount for the service ... putting immediate cash in my pocket.

With a bit of cash in my pocket, I would put on my best business suit and begin calling on the various; and many, businesses that may have used, excess, surplus, redundant and other unused equipment gathering dust in storage areas and back rooms.

NO ... I would NOT call them on the telephone and ask them if they had anything. -- That is the first sign of a do-nothing, wanna bee. -- I would physically call on them. That would also give me a chance to view the equipment, determine its condition, and get a price from the owner.

Why would I "physically" visit them, rather than call them on the telephone?

Recently a young lady telephone me to tell me that she had been trying to earn some money for over a year but hadn't had any success. -- She had read a number of my books but just couldn't seem to get anyone to pay her a commission. -- I offered to help, if I could, and asked her what she had been doing, and how she had been doing it.

In response, she said, "Just like in your books. I've spent hundreds of dollars on telephone calls, calling people about they things they have for sale or want to buy. Then, I have written letter, after letter, telling buyers about sellers and telling sellers about buyers. Then, the people who say they have things to sell don't have it, and people who say they want to buy really don't"

Although I was patient and took time to explain to her what she needed to do, what I really wanted

to tell her was ...

Get off your fat fanny!
You can't expect to earn anything sitting
at home with the TeeVee on.

If you rely solely upon the information you glean from the Internet, or by telephone, you are in for disappointment after disappointment.

A "home based" business is "based" at
your home - but ...
That doesn't mean all you have to do is
sit at home and wait for the money to
come to you.

Once I have determined that the "seller" may have something one of my known "buyers" might buy, I would ASK if they would pay a commission ... how much? ... and get them to agree IN WRITING to pay that commission if I brought a buyer to them.

I would spend the rest of the day searching out the used, excess, surplus, redundant and other unused equipment gathering dust in storage areas and back rooms. -- Before the end of the day, I would have a beginning list of stuff to sell.

In the evening, I would again read the newspaper classified ads to see if there is anything being offered that might sell to one; or more, of my buyer. -- If I found something, I would contact the seller and arrange to see the equipment (or whatever) the next morning.

Later, I would search the Internet for "buyers" for any of the stuff I had found to sell. -- I would contact those buyers and give them a description of what I had to offer, to see if they had any interest.

At each of the websites of the buyers, I would look for a "Contact Us" button. -- If they didn't have one, I would simply move on. -- If they did offer contact information, I would simply send them an email telling them what I had available ... giving a full description ... telling them (generally) where it was located, and asking them if they would have any interest in acquiring it. (I would NOT quote an asking price. I would simply advise them that I had it available. -- If they responded with some interest, I would then ASK, "How much would you be willing to pay?")

In my email message, I would include my full "real" name, mailing address, telephone number and FAX number.

To make this approach work to its maximum, I would also print a copy of my email to them and "mail" it to them at the address on their website. Again, if there wasn't an address on the website, I would simply move on.

My email message would be very simple and straightforward ... Something like this:

Gentlemen (or a real name; if it is on the website):

I have noticed that you sell ... (whatever they sell).

At present, I have the following available:

(Give full description.)

Located in Southeast Tennessee.

If you have interest in acquiring this (whatever) please advise.

Thank You,

J.F. (Jim) Straw
P.O. Box 5385
Cleveland, TN 37320

Phone: 706-259-2280
FAX: 706-259-2291
eMail: jfstraw@businesslyceum.com

DAY 9:

First thing in the morning, I would check my email to see if any of the buyers had responded to my offer. -- If any had, I would respond to their email ASKing them what they would be willing to pay.

Then, I would go see any items I had found in the classified ads and get a commission agreement from the seller ... or, not ... depending upon what was being offered, what condition it was in, and whether or not I thought it would sell to one of the buyers I had identified.

With a detailed description of the equipment; and a statement of its condition, in hand, I would call on the buyers on my list who I consider the most likely to want any of the equipment I had located. -- In each case, I would give the buyer the asking price ... usually, I would add about 25% to the seller's price; just so the buyer would have some negotiating room. -- If the buyer liked the equipment, but didn't like the price, I would ASK, "Well, how much would you be willing to pay for it?"

If the buyer offers more than the seller wants, I would consider it extra profit for me. -- If the buyers offers less than the seller wants, I would go back to the seller to see if I can renegotiate the price.

Now, I would go back and forth between the sellers and the buyers, until a deal was made; or the deal wasn't made. -- Either way, I would be learning more and more about that kind of equipment.

By the way, commissions on used equipment can run from a few hundred to a few thousand dollars ... so, any sale I would make would put me in a far better financial position.

In the evening, I would follow the same routine as yesterday ... reading the classified ads and searching the Internet.

DAYS 10 - 11:

Would be just like DAYS 8 and 9 ... searching out stuff to sell ... contacting buyers ... making sales ... collecting my commissions.

Each evening, I would check my emails to see if I had any interested buyers from the Internet. -- Send them asking prices. -- Make sales where possible.

DAY 12:

First thing this morning , I would (again) spend a couple hours ... or however much time it took ... to contact each and every one of my persistent creditors by phone to assure them that I would not be running out on the debt.

After completing my calls to my creditors, I would continue searching out stuff to sell ... contacting buyers ... making sales ... collecting my commissions.

DAY 13:

Saturday, again. -- Time to review all of my seller and buyer notes ... do my bookkeeping (count my profits for the week ... determine which creditors I would pay and how much) ... plan my next week's movements.

DAY 14:

It's Sunday, again. -- Today, I would sleep late. -- Maybe do some light reading ... watch TeeVee ... nap in my recliner ... rest, refresh myself and recharge my entrepreneurial batteries.

DAYS 15 - 18:

Same as DAYS 8 through 11.

DAY 19:

First thing this morning , I would (again) spend a couple hours ... or however much time it took ... to contact each and every one of my persistent creditors by phone to assure them that I would not be running out on the debt. -- I would also tell those for which I had some money to pay that I would be sending a payment of \$xxx the following Monday - but - I wouldn't tell them that unless I were really going to it - and - I would do it as promised.

After completing my calls to my creditors, I would continue searching out stuff to sell ... contacting buyers ... making sales ... collecting my commissions.

DAY 20:

Another Saturday. -- Time to review all of my seller and buyer notes ... do my bookkeeping (count my profits for the week ... determine which creditors I would pay and how much) ... plan my next week's movements.

DAY 21:

It's Sunday, again. -- Today, I would sleep late. -- Maybe do some light reading ... watch TeeVee ... nap in my recliner ... rest, refresh myself and recharge my entrepreneurial batteries.

DAYS 22 - 25:

Same as DAYS 8 through 11 - but - by now, I would have enough money in my pocket to consider the possibilities of establishing an on-going business; to replace the one I lost (whatever that might have been) ... or pursue an opportunity in one of the businesses I have investigated during my snooping adventures.

For example: Let's suppose that during my snooping adventures and subsequent searches for things to sell I came upon a business; or activity; or endeavor, that I found interesting and offered opportunities far beyond the understanding or methodology of the business owners ... I might decide to set up the same kind of business, or a business that offered services to those kind of businesses

(maybe even nationwide). -- Remember: As a true entrepreneur, everything and anything represents an opportunity ... as long as I also remember that (1) I must do something, and (2) I must "sell" something.

DAY 26:

First thing this morning , I would (again) spend a couple hours ... or however much time it took ... to contact each and every one of my persistent creditors by phone to assure them that I would not be running out on the debt. -- I would also tell those for which I had some money to pay that I would be sending a payment of \$xxx the following Monday - but - I wouldn't tell them that unless I were really going to it - and - I would do it as promised.

After completing my calls to my creditors, I would continue searching out stuff to sell ... contacting buyers ... making sales ... collecting my commissions.

DAY 27:

Another Saturday. -- Time to review all of my seller and buyer notes ... do my bookkeeping (count my profits for the week ... determine which creditors I would pay and how much) ... plan my next week's movements.

DAY 28:

It's Sunday, again. -- Today, I would sleep late. -- Mostly rest and relax. -- Maybe do some light reading ... watch

TeeVee ... nap in my recliner ... rest, refresh myself and recharge my entrepreneurial batteries.

DAY 29 - 30:

Same as DAYS 8 through 11 - but - with an eye to getting into an on-going business.

MONTH 2 and beyond ...

With the cash I have accumulated, I would get involved with an on-going business of some kind - BUT - as I have said countless times ...

"If I had it all to do over again, I would never again create any products of my own. I would simply act as a drop ship dealer; or affiliate, and let the drop shipper have all the headaches of manufacturing, production, warehousing, inventory control, picking, packing, shipping, and customer relations. Leaving me free to do what I do best ... marketing and selling."

To that end, I would spend my time researching and identifying buyers for products, or services, I find interesting. Determine how to best reach those buyers to offer them what they want to buy. -- Then, locating a source of those items to sell to them.

REMEMBER:

If you know who the buyers are, and how to get to them, any business that sells what those buyers want will readily pay you to sell their products for them.

Joe Vitale – MrFire.com

Joe Vitale, President, Hypnotic Marketing, Inc.
#1 Best-Selling Author - "Spiritual Marketing"
Author of way too many other books to list here
See <http://www.mrfire.com/> "Aude aliquid dignum"

PS - Have you gotten your free copy of "The Proof"
at the brand new Hypnotic Marketing Institute yet?
See <http://www.hypnoticmarketinginstitute.com/>

Answer: By Joe Vitale

Day 1: First, I'd read "The E-Code: 47 Surprising Ways To Make Money Almost Instantly Online." Then, I would take a lot of deepbreaths...and relax.

Remind yourself that great business people often failed, went bankrupt, felt hopeless, and then somehow turned it around to make a killing, a new name, and great wealth.

You can do it, too...After that, I would set an intention. That means, I would declare what I want to achieve at the end of this 30 days.

Call it a goal if you like, but "intention" is a much more powerful word to me.

Since your words have power and will direct your energies, I would do this right after those deep breaths...

Next, I would jump online and start searching for problems. That means I would ask myself what I am interested in, and then find the groups or ezines devoted to those topics.

So if I'm into (say) horses, I would locate all the groups and e-newsletters devoted to horses. I would ask myself, "What is their biggest problem?"

I would spend today doing research, looking for problems to solve for a specific group.

Day 2: I would confirm the research I found yesterday. If it turns up that a particular group of people have a problem, I'll see if I can solve it based on my own experience.

If not, I'll see if I can find others who can solve it and interview them for their answers. If you can't tell by now, what I'm working to do is create an e-book or e-product of some sort I can sell to these groups and these ezines.

I can write it if I have the materials, or I can search online to find and compile the materials, or I can interview experts and gather what I need that way.

Day 3: I would continue the research, focus on the topic, and get crackin to get it done. I would send out emails to the experts, I would do research, I would work on the book.

Day 4: If creditors are calling, I would contact each and assure them they will have their money in 30 days...

Meanwhile, I would listen to relaxing music...Remind myself of my intention...and keep writing. I can write a book in 7 days and so can you. Just see <http://www.7dayebook.com/>

Day 5: If I get panicky about money, I can spend a day listing things on Ebay. That could bring me some cash in 7 days or less...

Otherwise, the goal is to complete the e-book. If it starts to look like I can create more than one ebook, I will consider making a smaller one as the lead-in and creating a larger one for an up-sale. I'd focus on making products.

Day 6: I'd set up a new account with Clickbank. It takes fifty bucks. If I can put it on a credit card, I will. If not, I'd find something to sell. If not, I'd find someone's grass to cut. I'd find a way to get \$50, even if I have to go on the street and perform magic for donations.

Day 7: I'd finish the main book and create a few special reports to act as my bonuses. If I don't feel I can write new material, I'd simply go online and search for free stuff I can offer as my bonuses. People will welcome the freebies since I did the research to find them.

Day 8: Time to write the greatest sales letter of my life. I have to pull out all stops to make it irresistible for someone to buy my new book.

Day 9: I'd read my own book, "Spiritual Marketing," for free online at <http://www.mrfire.com/spirit> for inspiration.

Day 10: I'd send emails to everyone who has a list pertaining to the subject of my ebook. I want to alert them that the book is coming, they can be an affiliate for it, and let them see the book. I'd probably ask for endorsements from them at this point, too.

Day 11: I'd make a website using a free service.

Day 12: I'd start letting those ezines and egroups know about the book. I'd look for affiliates.

Day 13: Time to think out of the box. I'd think of a way to get media attention for my online product. I'd use the formula in my "Hypnotic Marketing" book and find a way to send out a news release.

I can manually do it by faxing my release to newspapers. I could also call them. If I could afford a quarter, I would go to <http://www.imediafax.com/> and send out the releases to as many contacts as I thought possible. The idea would be to get the media to drive traffic to my website.

Day 14: I'd create an autoresponder series based on the topic of my new ebook. It might be excerpts from the book itself. I'd use a free service, such as <http://www.getresponse.com/>

Day 15: I would let the groups and ezines know about the free autoresponder.

Day 16: I would review what I created and see how I can build from it. I'd look for another product, an up-sell, anything that could be a spin-off on what I already created.

Day 17: I'd write the new ebook or upsale package.

Day 18: I'd put it together and offer it to the list of people who bought my first book.

Day 19: I'd take the day off and read my new book, "The Greatest Money-Making Secret in History," and/or my new book, "The E-Code: 47 Surprising Ways To Make Money Almost Instantly Online."

Day 20: Since by now I should have a selling product, and a new list of buyers, I'd like for other products already created to offer them. I would become an affiliate for those other items. I'd then send notices to my list about the new items.

Day 21: I would create a new ebook of nothing but quotes for the market I am now serving. In other words, if I wrote an ebook about horses, I'd now go and collect quotes about horses.

I would give this one away for free. It could become a viral marketing campaign and lead to sales of my main products. The free quote book would have links in it of course for all my stuff.

Day 22: I would also collect jokes about horses (or whatever my niche market is). I would do the same thing and let this be a free book, packed with my own links, that I let others distribute for me. Of course, I would let my list know about these new items of mine.

Day 23: I would go back to the media and tell them about my odd new freebies. If I can now afford it, I would send out faxes using <http://www.imediafax.com/> .

Day 24: By now I should have a list of buyers and know where the groups and ezines are for my niche. I should begin to be seen as an expert on the subject. I would write an article or two and distribute them to these buyers and groups.

Day 25: I would conduct a survey to find out what my niche wants next. I'd ask what their biggest concerns are. I'd pay attention to see how I can solve their problems. I'd then create products to sell to them to solve their very problems.

Day 27: I don't want to forget the off-line world, so I would consider finding a local group online to speak to about horses (again, if that's my market.)

I'd offer to be a speaker at their next meeting. There, I can plug myself as an expert and maybe get hired as a consultant. If nothing else, I can promote my ebooks to them.

Day 28: I'd go to <http://www.pushbuttonpress.com/> and arrange to have one of my ebooks printed in 5 minutes (yes, 5 minutes). I'd then offer a hard copy of my ebook to my lists. The hard copy would sell for 20 times more than the ebook, and only a few will buy it, but it's great money when they do.

Day 29: I'd look back over the month and ask myself, "What is working?" I'd then focus on doing more of what has been working. (This is VERY important.)

Day 30: I'd CELEBRATE till I blacked out.

John Colanzi – JohnColanzi.com

John Colanzi is the editor and publisher of the **Street Smart Marketing** newsletter and has helped thousands of ordinary individuals achieve extraordinary incomes. He is also the author of "Motivational Magic"

<http://motivational.internet-profits4u.com>

John has a Free bonus copy of the "**3 Minute Headline Creator**" software for all readers of this special report. Visit:

<http://johncolanzi.com/headline.html>

Answer: By John Colanzi

Day 1: I would order a domain name from one of the discount registration services. After I ordered the

domain name I would sign up for a business oriented web hosting company that offers follow up autoresponders.

Day 2: I would join the highest paying free affiliate programs. The programs should pay at least on two tiers and I would also add a few programs that pay a monthly residual income.

My first stop in my search for affiliate programs would be the Associate Programs Directory at:

<http://www.associateprograms.com/>

I would load the follow up autoresponders with reports designed to sell the products from the affiliate programs and to build up a sales force under me.

The reports would be a combination of my own reports and informative reports written by the owners of the affiliate programs. All would be aimed at opportunity the small business market. Opportunity seekers in specific.

Day 3: I would order 1500 to 2000 opt in names from Lead Biz. <http://www.leadbiz.net/>

I would import the names into the follow up autoresponder to jump start my business.

Day 4-10: I would compile a list of targeted ezine publishers, article announcement lists and article directories. Once I had my lists compiled I would begin writing targeted "How To" articles.

Free Zine Web is a good starting point for finding targeted ezines. <http://www.freezineweb.com/>

Marketing Seek is an excellent article directory directory and has links to many more article directories and lists.
<http://www.marketing-seek.com/>

I would make sure every article's resource box leads to the email capture page.

My lead capture page at:
<http://www.johncolanzi.com/headline.html> is a direct response page designed to offer free software in exchange for the visitor subscribing to my newsletter.

The software offered has several benefits.

- A. It's geared toward the needs of marketers.
- B. It has links inside which creates a viral marketing affect.
- C. It has built in sales for anyone who wants to order branding rights.

A sample resource box would look like this.

```
*****  
Copyright (c) 2003 John Colanzi  
Download your Fr** copy of "3 Minute Headline  
Creator" and skyrocket your sales by 400%.  
Visit: http://www.johncolanzi.com/headline.html  
Create over 100 headlines in 3 minutes.  
*****
```

I would submit my first article to the ezine publishers,
announcement lists and article directories.

Day 11: I would set up a section of my website for my
articles. I would offer them as free content
for webmasters and ezine publishers.

I would next create a signature file for all my outgoing emails offering a valuable free ebook or software program. The link would lead to the email capture page.

The signature file would be similar to the resource box in my articles without the copyright notice.

Download your Fr** copy of "3 Minute Headline Creator" and skyrocket your sales by 400%.
Visit: <http://www.johncolanzi.com/headline.html>
Create over 100 headlines in 3 minutes.

Day 12: I would next create a free brandable ebook. I would make it brandable as an incentive for webmasters and publishers to pass it on to their subscribers and contacts. The book would have an offer promoting the free software with the link leading to my web capture page.

Day 13: Now, enough time has passed to submit a second article to the ezine publishers, article announcement lists and article directories.

Day 14: Now that the articles are beginning to circulate, I would start putting together a list of free ebook directories and free software sites.

Day 15: I would now begin submitting my free ebook to all the free ebook directories and free software sites.

Between the articles and ebook I should start branding myself and the viral marketing affect should start kicking in.

Day 16: Today I would begin creating an Internet Marketing Center on my site. I would have the main page arranged as the site map leading to the other areas of the site. I would have one page for marketing and promotional resources, a page for business opportunities and a page to sell ebooks.

The Internet Marketing Center would be designed to create multiple streams of income.

Day 17-19: By now I should start seeing some profits. All my profits for the first month will be put back into promotion. I would take any profits and order targeted ezine advertising.

Day 21: It's time to submit article number three. My goal is to submit one article a week.

The reason for submitting weekly is:

A. I want my name consistently in front of readers.

B. Submitting more than one article a week may annoy some publishers. I want my articles welcomed, but I don't want to wear out my welcome.

Day 22: Now I should be building name recognition through the circulation of my articles. It's time to start gathering ideas for a future ebook.

Day 23: I would spend today putting pop ups on all my web pages. The pop ups would all lead to my lead capture page.

Day 24: By now my upfront money generators should be kicking in. It's time to start thinking about starting an affiliate program. I would look for a resell rights to a product that hasn't been over exposed and isn't part of a discount package.

Now would be the time to set up a merchant account through clickbank for affiliate sales and an account with Paypal for personal sales.

Day 25: Today I would set up two sales pages and two thank you pages. One set would be for affiliate sales and another for personal sales.

It's also time to start contacting publishers with a JV offer. I would offer them a free copy of the reprint rights for a solo ad. I would also offer them 60% commissions on any affiliate sales.

Day 26: I would now begin looking for a quality network marketing company to add to my offers. The network marketing company would be designed to create long term residual income. I believe in diversifying my offers.

I want three types of programs in my portfolio.

- A. Cash generators to fund my growth.
- B. Affiliate programs for medium term profits.
- C. Network Marketing programs for long term residual income.

Day 27: I should be developing a steady stream of income now. It's time to invest in more opt in leads to import into

the autoresponders. Everything should be on autopilot by now.

I would start keeping track of profits and use 50% for overhead and living expenses and the other 50% would go into ezine advertising and purchasing opt in leads.

By taking 50% of profits and putting it into marketing and promotion, my business should continually double over time.

Day 28: Time flies. Another week has gone by and it's time to start submitting another new article.

An article a week is part of my marketing plan. Now that I've been steadily submitting my articles I should be seeing my links grow on the search engines.

Day 29: It's time to start beginning serious work on my book. My list is growing, I've already developed an affiliate program and a list of JV partners.

The steady submission of my articles should be branding me and building my links. Everything has led to this point.

Day 30: Our bullet proof system is in place and now

everything is ready for duplication. It's now just a matter of sticking to our game plan.

If you noticed I stick closely to the weekly article submissions. That's exactly how I built my business. I've been submitting weekly articles for close to four years now and have thousands of links back to my site
<http://www.johncolanzi.com>

I'm what is know as an ezine writer. My friend Michael Southern has said I'm one of the most prolific ezine writers. My articles have been published both online and off.

They've been used in ebooks, ecourses and are the most viral tool I can imagine.

They've led to the creation of my book "**Motivational Magic**". "**Motivational Magic**" was created to help marketers Discover How to Accomplish More, Overcome Obstacles and Achieve Their Personal and Professional Goals Starting Today!
<http://motivational.internet-profits4u.com/>

I've used the JV strategy's mentioned in this report when I first released my book. I now use the affiliate system to promote it.

Nothing mentioned in this report is theoretical, everything

I've presented is what I presently use myself. If you visit my website at: <http://www.johncolanzi.com/> you'll see I'm a strong believer in multiple streams of income.

Josh Hinds – GetMotivation.com

Josh Hinds started out on the world wide web early on with not much more than the idea of collecting motivational and personal development resources in one handy place. Since then, that simple links page has grown to encompass a full community (GetMotivation.com) of people who interact with each other and share a common bond of an interest in self-help topics.

The site includes countless personal development and self-improvement resources as well as two related newsletters. Josh is a syndicated columnist -- his articles appear first in his Inspiration a Day! newsletter, and are then available in various places both online and offline. Josh works with several clients / organizations in helping to grow their online marketing efforts, and brainstorming strategies.

He is also the co-author of "[One Question To Success](http://OneQuestionToSuccess.com) ... Today's Masterminds of Motivation, Personal Development, and Business Share Their Secrets To Living Your Dreams". "One Question To Success is available at <http://successquestion.com/>

Josh practices the simple belief that opportunities open themselves up when you lead with a sincere willingness to help others.

You can visit Josh's site at <http://www.getmotivation.com/>

Answer: By Josh Hinds

The first thing I would do is to decide on which market niche I want to focus on reaching.

In deciding on this I've got one steadfast rule I always try to adhere to. **Follow your passion.** In my case I would choose personal development. It is something I believe in personally and can get excited about.

If you can excited about what you are doing you will have a much better chance of success. The reality is that anything worth pursuing is going to take a certain amount of effort. Since I would be starting off from scratch I would have to rely on my passion and enthusiasm to keep me going until the fruits of my labor started to yield results.

Far too often I see people giving up just shy of their intended destinations. Many people quit just shy of the point where all their labor begins to produce results. Make a solid commitment to yourself not to allow that statement to describe you.

After I have decided on the area of focus I would go in search of a viable product or service to offer to the marketplace.

Because time is of the essence in this case (we're trying to get maximum results in 30 days) I would most likely opt initially for some type of affiliate program to promote. There

are countless options to choose from. Initially you can start at a site like AssociatePrograms.com or upon researching others in your area of interest you could find out what others have the best results in promoting.

Be sure that you decide on a product or service that will pay you a fair percentage per commission you earn. Also, look for good back-end support. Explore the ways in which the company is committed to helping you succeed in marketing their products or services.

Once I decided on which product (or products) were an ideal fit I would lay out a quick marketing plan that I would commit to follow every day. Remember the old saying, "Rome wasn't built in a day". This is exactly the attitude you want to develop in building your business (be it online, or offline). I would also be sure to keep a journal and track my progress each day. Holding yourself accountable for the action plan you set for yourself is key.

Because of the initial lack of resources available to start with I would choose to market primarily through articles or essays focusing on the topic or industry I chose to operate in.

I know that most people might not fancy themselves as writers, but I would urge you not to discount this approach. First of all it can position you in the mind of your reader as an expert. It is a crowded marketplace, both online and

offline and being viewed as being "in the know" will put you at a distinct advantage fairly quickly. Plus most people are far more capable of writing than they give themselves credit for. Particularly if it is a subject they have a deep seeded passion for.

Look, I'm a country boy who was born and raised in a southern town called Tuscaloosa, Alabama. I didn't have formal training as a writer. Nor did someone say to me one day, "Josh, go forth and share your thoughts now. You have permission to write". What I did have is a lot of real world experience and a sincere belief that what I had to share was worth writing about.

No matter what area of interest, or industry you settle on you have to believe the same thing. You have to believe in yourself.

In the event that you choose initially not to go the route of writing your own articles there is another approach you can take that should work quite effective for you.

Before I get into it I want to encourage you to combine the idea I am about to reveal with writing and marketing through your own articles at the same time. The two ideas can make for a pretty powerful combination.

The alternative approach is to market using other people's articles and writings. Obviously you're going to want to

obtain permission to do so first. In most cases it is not nearly as hard to gain permission as you may think.

Doing so can also be an excellent increase your own personal network and in turn get to expand the reach of people you know in the area or industry that you want to succeed in.

In most cases the companies that and individuals who's affiliate programs you have chosen to market for will make available their articles and essays for you to use. In most instances they will allow you to insert your unique affiliate referral web address in the authors resource box section that accompanies each article.

If this is not something that is offered I would be sure to write them personally and ask if it was available to me. Because of the win, win involved in this approach most people readily go along with this.

If you have written your own original articles you can certainly insert your affiliate links into content of your article, or include it in your own authors resource section. You just want to be absolutely certain that your article is content rich and would be great value to the reader. If you focus first on delivering great value you build trust. When you build trust you build a long-term foundation for your business.

The advantage to using articles and essays is that you have the potential to leverage off of others that have already developed the type of audience that you want your message to reach.

The next step is to gather the most worthwhile places to syndicate my articles too. If you have chosen to use the articles of others be to let the authors of the articles know that you wish to syndicate their articles to others and that in doing so you are planning to include your affiliate program (for their affiliate program) in their articles.

Having permission to do so will also come in handy as you are reaching out and offering the content (i.e. articles and essays) to other web site owners and email newsletter publishers. First it gives you credibility to have permission to share other peoples articles, plus do to copy writing concerns most editors and publishers are likely to require you to have permission anyway.

Before I lay-out the specific approaches to narrowing down the ideal places to focus on syndicating my articles to I want to mention another option that is available with some affiliate programs.

I'm talking about two-tiered programs. Some affiliate programs will reward you for building a second tier. Basically what that means is that every time you refer another person to join the particular affiliate program they are inserted into

your second tier. In return for referring others and building your second tier you are rewarded by earning a smaller percentage of each sale that the person you referred into the affiliate program makes. I'm not going to get to in-depth on this but suffice it to say over time this approach can help to build some very nice income streams that do not take a lot of direct result on your part. I also want to caution you though. Don't make the mistake of focusing all your energies on building a second tier and losing site of the power of marketing through articles. Certainly a lot of people do quite well using the two tier strategy, but due to the short time period we've got to build a viable business and start to see results I'd suggest using both approaches and initially combining the two to start with. That is a combined focus on building direct sales and your second tier. Also, not all affiliate programs are going to offer the two tier option. Many excellent programs don't offer this option as a matter of fact.

With all that is mentioned above we still have to reach our desired audience and that in itself can be overwhelming. Therefore we want to make sure we are making the best use of our time by connecting with and reaching out to those people who already have well established audiences. The very types of audiences, customers, and clients that we believe will have a direct interest in what we have to offer. In my case the sort of articles and essays that would appeal to people with an interest in personal development related topics. The same applies to you no matter what topic you've

chosen to focus in on.

One approach would be for me to spend my time searching for and narrowing down related web sites. Fortunately there are far more efficient ways to use this approach then simply choosing related search terms and going from web site to web site making contacts.

Certainly that approach would work, but we are looking for maximum effectiveness in reaching the web sites and newsletter owners that are most likely to have the well established audiences (and in theory at least higher traffic to their web sites, or newsletter readership).

I recommend two tools that if used in combination can be extremely effective.

They are:

- * <http://ixquick.com/>
- * <http://toolbar.google.com/>

First you will want to use the ixquick.com.

ixquick.com allows you to search multiple search engines at a time. What makes ixquick.com particularly effective though is that it displays the position that the particular site appears in each given search engines that it searches through.

The advantage in that is we can more easily identify which of the sites are more likely to have the best positions in a given search engine, which in turn equates to having traffic to the given web site (at least in theory anyway).

The other tool I mentioned is the [Google Toolbar](#). It is a free add-on that google.com makes available. Alternatively several other search engines make their own versions available. I'm just partial to the google toolbar myself so that's the one I would use.

The Google Toolbar offers numerous features: * Google Search: Access Google's search technology from any web page.

* Search Site: Search only the pages of the site you're visiting.

* PageRank: See Google's ranking of the current page.

* Page Info: Access more information about a page including similar pages, pages that link back to that page, as well as a cached snapshot.

* Highlight: Highlight your search terms as they appear on the page; each word in its own color.

* Word Find: Find your search terms wherever they appear on the page.

In particular you will want to use the "Page Rank" feature which gives at least a rough idea of which sites are viewed as being more popular with regards to other related sites in

the google.com search engine. Another extremely useful thing is the ability to search for terms within the particular web site you happen to be on at the time, as opposed to having to look all around for a contact name or email address. I can also quickly find out if they happen to accept syndicated articles for example. It is a huge time saver.

Using the methods mentioned above I would set-out everyday for the entire 30 day period of time repeating the same process I have laid out above.

In addition to continuously reaching out to new web site owners and newsletter publishers I would also be certain to keep records of all previous connections I made along the way. Doing so makes following up easier. And make no mistake about it, following up is key!

The main thing I would make sure of is that in every contact I have the other person knows without a shadow of a doubt that I am reaching out to them with the sincere willingness to create a win, win situation for all involved. The key to success in this marketing approach is in consistently following it day in and day out. Persistence truly is a key ingredient. I have seen countless examples of people who get all excited about things and commit to doing them. Only later on to have other commitments and opportunities come up that end up spreading them to thin. It is as though they end up going from project to project and new task to new task while in the process ending up neglecting the very thing

that's right in front of them that could yield great results.

If the above statement describes you take heart. It actually describes a lot of people, and just means your human. The important thing is that from here on out you remain aware of it. Keep your success & marketing plan of action nearby and don't allow yourself to get side tracked from the action you have committed to put forth... Much success to you.

June Yeap – InstantEbizSaver.com

Even though **June Yeap** is just 18 years old, she is already a successful Internet entrepreneur. Born in the small town of Ipoh in Malaysia, she grew up with the urge to encounter the world by studying and exploring the world of business. She is a true Internet success story: a young woman who is making a difference with her energy and strong business ethics.

June began her online career with two niche web sites, <http://www.growyourlistfast.com/> and <http://www.best-affiliate-tracking-software.com/>. Her current project is <http://www.instantebizsaver.com/>, a unique membership site designed to help online entrepreneurs by offering substantial discounts on everyday business essentials - services, products, and even consulting.

June's friends now call her "The Discount Queen," since she has managed to negotiate over a hundred different savings discounts, including free services and products and special offers on hosting, autoresponders, e-commerce tools, software, ebooks, and education. Many of the top Internet marketing "gurus" endorse June's <http://www.instantebizsaver.com/> as one of the very best private membership sites available today.

June's "Web Marketing Mini Digest" ezine is a must-have subscription for business people who would like to save time, money, and effort promoting their web business. June scours dozens of other newsletters every week to find hidden nuggets of gold. This is truly the "cream" of real-world advice from the top netpreneurs.

Though June is a busy entrepreneur, she loves to study, especially Biology, her favorite subject. One of her passions is the ballet, which June has studied and eagerly enjoys watching every chance she gets.

For those who claim to have "no time" to start a business, June Yeap sets a wonderful example. She manages three online businesses while a full-time student in a university preparatory program. Even though she only spends 2-3 hours a day working online, she makes the most of her time by promoting quality products, finding niches, and using methods that have been proven to work. It is easy to see why one of June's favorite quotes is from Winston Churchill: "Continuous effort - not strength or intelligence - is the key to unlocking our potential."

Answer: By June Yeap

Day 1:

First, I would select my own niche. I would choose a topic which I'm interested in and have some knowledge in. Once I've decided on a few keyphrases related to my niche, I would go to [Overture's Search Term Suggestion Tool](#) to see which one of the keywords/keyphrases is most searched.

I would also go to [WordTracker.com](#) or download a copy of [GoodKeywords](#) to dig out some under-developed but profitable keywords.

Once I've decided on a keyphrase, I would create an ebook around this topic. My ebook would be a compilation of questions and answers. The title of my ebook would be something like this...

'77 Most Burning Questions You've Always Wanted To Ask About - All Answered By World's Top ... !'

Since I'm aiming at building a sizeable list of paying customers, I would use this ebook as a lead product and sell them on back-end affiliate products. Therefore, I would price my ebook at somewhere around \$20 - \$30.

Next, I would come up with a good, memorable domain name for my ebook. I would try to use a .com extension and keep it short and easy to remember. I would also try to use the keyphrase I've chosen earlier in my domain name.

Since I'll be emailing to many top names to invite them to contribute answers to my ebook, I would want to send emails from my domain name instead of using a free email address like Hotmail or Yahoo. This will prove to them that I'm really serious about my ebook. People are reluctant to work with those who operate from a Hotmail or Yahoo address.

I would go to DotEasy.com to register my domain name. I chose Dot Easy because it's only \$25 per domain and best of all, it comes with free, banners-free business hosting. There's no need for me to pay separately for web hosting.

Day 2

First, I would go to Google.com and type in in the search box 'my keyword + forum'. This should return to me results of the top forums on my selected keyword. I would click on each of the link and take note of some of the frequently asked questions.

I would open a text file in NotePad, copy down the questions alongside with the answers, if provided by the forum visitors.

I would to repeat this hot-question-hunting process for the first 50 links.

Next, I would go to each of the site below and do the same hot-question-hunting process until I've collected or compiled

enough questions for my ebook. I would try to aim for 50 - 100 questions.

- groups.yahoo.com
- Topica.com
- groups.google.com

Day 3

Today, I'm going to gather a list of possible contributors. I would actively search for people who are qualified enough to answer those questions which I've collected yesterday.

I achieve a few things by getting qualified experts to contribute to my ebook

1. I save time since they'll be doing most of the writing or content building
2. I get to build up relationship with potential JV partners
3. There's a very big chance that if my ebook is very well done, they'll recommend my ebook to their list of customers/subscribers. So, I do not have to actively look for new customers. I'll have access to their huge lists.

To start searching for potential contributors, I would use Google.com I would type in my keywords and visit each of the top 50 - 100 sites listed.

When I'm at each of the sites, I would jot down in another text file these few things:

- Their site name and URL
- Their contact email/contact form URL
- Owner's first name (optional)
- Anything that interests me the most on their web site (special features of their site)

Day 4

Today, I would compose an invitation email. In my email, I would briefly describe what my ebook is all about. I would put in bullets what they're going to get from this joint venture - free publicity, a chance to position themselves as an expert, free exposure to their web site etc.

I would personalize my email with their name and mention that I visited their site. I would write about a few special things I notice about their site when I was visiting their site.

Once I've composed the email, I would send out my email to each of the contributors one by one. I would give my email a good subject line. Something like 'Hi Joe, June here.' or 'Hi Joe, Joint Venture.'

I would give them a week to email me back with their contributions.

Day 5

Today, I would surf for possible earning possibilities. Since I would be promoting affiliate programs as back-end profits,

I'll select affiliate programs which pay reasonably well and have a good product.

First, I would go to a few affiliate directories like AssociatePrograms.com to search for affiliate programs related to my niche.

I would select only products which I'll feel proud to promote. I would select 3 - 10 good ones and sign up for each of them. I would use a tool like RoboForm to help me with this. It stores my form details for me and fill them in for me automatically when I arrive at a form. It's free and it saves time.

I would keep all of my affiliate links in a simple text file, and save it in my special folder.

By now, I should have got some responses from some of the interested contributors. I would promptly reply to thank them for agreeing to take part - and also update them with who's participating.

Day 6

I would research for possible updates for my customers. Once a customer purchases from me, they'll be sent several updates which are actually premium newsletters for customers only. They'll contain some very good or special tips and links to useful resources.

These updates will be incorporated with my affiliate links in appropriate places. Or, I would also send separate emails to them which promote my affiliate products.

I would use Google.com or Yahoo.com to research for my customers free software, interesting sites, useful discussion lists/boards and also valuable free reports that will benefit them.

Once I've collected enough tips/updates, I would start composing a series of follow-up emails. I would use a follow-up sequence like this:

Day 1: A welcome email which contains download link and support email

Day 2: A welcome gift (free report, free article etc) to surprise them

Day 3: Free tips #1

Day 5: Ask for testimonial

Day 7: Free tips #2

Day 9: Recommend affiliate product

Day 11: Free tips #3

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Sample Welcome Email You Can Use

Dear [firstname],

This is [your name] here from [your web site/product].

I just want to personally thank you for purchasing
[your product]. It answers many of the burning questions
you have about [your topic].

Here's the download link if you haven't downloaded your
copy yet.

Click: [download link here]

If for any reasons you're unable to download the ebook,
don't panic. Send an email to [your support email] and

explain to me the problem - I'll be glad to assist you immediately.

Enjoy the ebook and feel free to contact me if you have any questions or comments.

Yours sincerely,

[your name]

[your email]

[your web site URL]

Sample Testimonial Request Email You Can Use

Dear [firstname],

My record shows that you ordered [your ebook] 5 days ago.

How do you like the ebook [firstname]?

Actually, my reason of writing this email is to offer you a [bonus gift]. It's a [software, ebook, special report, private site] called [name] which [benefits].

[more description of your bonus gift - give value in dollars etc]

If you want it, all I ask is -- you write to me about your thoughts on [your ebook]

If any of the info in my ebook has helped you in your

[niche], I would like to know about it.

So, go ahead and write to me.

[your email address]

I also welcome suggestions and comments from you.

Once I've got your feedback, I'll send you the bonus gift.

Yours sincerely,

[your name]

[your email]

[your web site URL]

Day 7

Today, I would go to FreeAutoBot.com to sign up for an autoresponder and upload all the follow-up emails I've written into my autoresponder.

FreeAutoBot.com is completely free and it does not place ads in your emails.

I would also sign up also another account for my email newsletter. I would run another newsletter which is free. For people who leave my site without buying my ebook, they'll be offered a free subscription to my free newsletter. By doing this, I get to capture their email address and sell them on my ebook later.

I would go for using other people's articles in my free newsletter and it will be published once a week.

I would also start writing a few starter issues today and save them as templates. I would try to restate the benefits of purchasing my ebook in the newsletter constantly.

Day 8

I would spend the whole day writing my sales letter. For my ebook, it's quite easy. I just have to put in bullets all the questions that I have in my ebook and put a teaser for each question.

Before I begin writing my sales letter I would go to SuccessDoctor.com to read-up on how to write a good sales

letter. Michael Fortin writes sizzling copy and I would gladly pick up some tips from this master copywriter!

Once I've got my sales letter done, I would put it aside and go back to it another day for further editing.

Day 9

Today, I would prepare a cover for your ebook. I would download a copy of [Scott's Box Shot Maker 2.0](#) This free software allows me to easily create an ebook cover - I can even add shading and shadows, which is pretty cool.

After I've created my own ebook cover, I would create a top banner graphics for my website. It's going to be a matching graphics of my ebook cover. I would download a trial copy of [RealDrawPro](#) to help me with the creation of top banner graphics. I would make it as eye-catching as possible so that it catches the visitor's attention immediately.

Day 10

I've created my top banner graphics and ebook cover, now it's time to put together my main webpage!

It's going to be a real simple one that consists of

- my sales letter
- my top banner graphics,
- my ebook cover

- A pop up box for inviting people to subscribe to your free newsletter

I would go to this [free pop-up code generator](#) to grab the code I need for creating a pop up. Remember I told you I would offer subscription to my free newsletter to those who leave my site without buying? So, obviously, I would be creating an exit pop up.

Once I've got the pop up code, I would paste it into my HTML document, add in my sales letter, top banner graphics and ebook cover. Voila, it's done!

Okay, now I would upload all of my files to my web site. I just followed the instructions at DotEasy.com and all went smoothly.

Day 11

Today is the deadline for my contributors to send in their answers. I've got a total of 71 contributors sending in their answers which is pretty great! Since it hasn't reached my target number, which is 77, so I would write to a few of the contributors to remind them about the deadline.

I would gather all the answers and start writing my ebook. I would arrange the questions and answers in a format which is easy for reading.

Day 12

I would continue writing my ebook since there're also contributors who're sending in their answers today.

Once it's done, I would compile my ebook using one of the free ebook compilers that I found at eBookCompilers.com

I would double-check that my ebook works well - I would check each link in the ebook to make sure they're linking to the right places.

Day 13

Today, I would send my finished ebook for my contributors for review. In my email, I would also ask them to give me a quick testimonial in exchange for a link to their site on my web site.

While waiting for the testimonials and feedback from the contributors, I would sign up with [ClickBank](http://ClickBank.com). The reasons I chose ClickBank are it's under \$50 and I get to access to a database of active affiliates immediately. Plus, I don't need to purchase a separate affiliate software for my affiliate program.

I have to wait a day or two for them to approve my account. So once I've finished signing up with ClickBank and sent them the necessary documents, I would spend some time to tweak my sales copy a bit.

There's still a little bit of time left, so I would work on creating a few solo ads for your product. Again, I would visit

Michael Fortin's SuccessDoctor.com for tips on good online copywriting. I found some really good tips on writing result-producing solo ads.

Day 14

ClickBank approved my seller account today. So, I would log in to my Click Bank account and grab my order link. I would insert the order link into my webpage, finalize my webpages and upload the edited documents to my account at DotEasy.

After I've uploaded all of the necessary files, I would type in your domain name and check-test your webpages. I would make sure that everything looks good - the pop up works, all of the links work and no graphics are missing.

I would also run a quick est-order to see make sure that the ordering process goes smoothly.

Everything is in place now and I just can't wait to let the whole world know about my new ebook!

Day 15

There're probably a thousand ways to promote my website, but I would start and concentrate with these 2 time-tested methods and move on to other methods later.

- Joint Venture with your contributors
- Forums and message boards

Remember on Day 3 I talked about how getting content contributions from those experts will help me gain access to their big list of customers/subscribers? Now, it's time to put the relationship I've built up with them into work. First, I would write a polite email to each of the contributors inviting them to take part in my affiliate program. I would offer them 50% commission plus a ready-made solo ad.

To help my contributors to get better sales conversion rate, I would run a special contest where the first 50 customers will receive a special report or a special gift.

This is a win-win-win situation where I get to increase your sales, my partners get to get a bigger and fatter affiliate check and my customers can get a special gift for acting promptly.

Day 16

Today, I would spend my time answering some of the emails from my contributors and help them with their solo mailing. Some of them needed some help with their affiliate link. I would also give them a sample solo ad they can use.

Day 17

I would use forums or message boards to promote my new ebook. I would pick 10 Q & A from my ebook and put them into my message. At the end of my post, I would encourage

them to click to my site for more questions and answers like those they've read.

I would go to the forums which I've collected questions from and post my message. I would give it a very good title so that it gets read.

Day 18

I couldn't finish posting my message yesterday so I would also continue posting message at more related forums today.

Day 19

Today I would try a new method. I would pick 10 Q & A from my ebook, like how I did on Day 17 and put them into an ebook. I would give away this ebook for free, as a free excerpt for my full version. I would actively mention the full version in this free ebook so that I get to convert more sceptics to paying customers.

Day 20

Today I would submit my free ebook to the 2 top free downloads sites - which are Download.com and Tucows.com

My free ebook will be displayed as new downloads for a month or so which would provide me with a nice stream of extra traffic and great exposure. I would write a persuasive description and give it a good title so that it gets more

downloads. After all, the more downloads that I get, the more customers I will get!

Well, there're a few ideas running in my head on how I can make use of my free ebook but I would leave them for another day!

Day 21

Today, I would submit my free ebook to other ebook directories to make sure I get maximum exposure for my ebook. I would go to Google.com and search for 'free ebook directory' and 'free ebook listing'.

Day 22

I'm beginning to see some good results with my contributors' solo mailings. They're recommending my ebook to their list of customers/subscribers and my site is converting well!

But I'm not satisfied at all. So, I would go to other search engines to find more potential JV partners. As usual, I would write to each of them a polite and personalized email and offer them a free copy of my full ebook for review purposes. Since I already have my free lite version ready, I would let them know that they can give it away to their customers or subscribers.

I would try searching for at least 40 potential JV partners.

Day 23

Most of those whom I've sent emails to yesterday responded positively to my offer - since I'm offering them so many free perks! So after answering their emails and providing the help they need, I would take the rest of the day off!

I begin to see some very nice increase of sales. That's very great and I'm very excited! My customer list is growing fast and it has reached a decent number.

Day 24

Today, I would spend the whole day writing 2 - 3 articles related to my niche. I'm very confident that these articles will bring me more exposure and free quality traffic. Once I've done writing my articles, I would put them aside for editing tomorrow.

Day 25

Today, I would edit my articles. Once I'm done with it, I would format the articles nicely and post them to all the article directory I can find. At the end of my article, I would put a resource box which point the readers to my sales letter.

I would also look back at some of the ezines that I receive from other related sites and see if they're accepting article contributions from the readers. I would email to them my articles and suggest that they use them in their newsletter.

I would also give them a chance to replace the link to my site with their own affiliate link. I'm sure with this special incentive, they will be more willing to use my articles!

Day 26

Today, I would post my articles to various forums and message boards.

I would read the board rules carefully as usual to avoid any spam complaint. At the end of my post, I would put a link to my web site.

Day 27

Today, I would submit my affiliate program to various affiliate directory. As usual, I would use my favourite search engine Google.com to search for sites that accept new affiliate program submissions.

Day 28

Sales are pouring in after all the intensive promotion that I've done for the past week - and my customer list has grown from 50 to 500. That's a very significant growth and I'm thrilled.

I would craft an email today to ask my customers to join my affiliate program. I would mention to them that I would share 50% of my profits with them. And I would also supply

them with some short ads, solo ads and also signature lines they can use.

I would also put up a contest for my customers to encourage them to actively promote my ebook. The one that makes the most sales will get a \$100 bonus on top of their huge commission check.

Day 29

Wow - my customers are definitely a responsive and supportive lot! They're responding positively to my affiliate contest. Many of them who own a large web site or a mail list has agreed to help me get the words out about my ebook. After all, they bought my ebook and know how good it is.

Some of them even told me they'll be writing their own review. Few of them actually provided me with testimonials I can add to my site.

I'm very excited today to say the least.

Day 30

Today, I would spend the whole day to draw up an on-going battle plan for my web business.

Now, I already own an active customer database and in order to make the maximum profits from it, I must nurture it and take good care of it. Therefore, I'll be constantly

researching for new content to surprise my customers. I'll try to provide as much value to my customers to woo their trust. I'll also run a few surveys from time to time to identify their problems and develop new complimentary products to solve their problems.

Money is not a problem now so I'll also look into several promotion methods that require money investment. For example, pay per click advertising, paying for solo ads and so on.

I believe with a good marketing plan and a passion to run my web biz, I'll be able to generate a greater flow of cash soon.

Karol Gajda – FreeAuctionProfits.com

Karol Gajda (pronounced Karl Guy-duh) is a 22 year old college Senior residing in Metro Detroit, Michigan.

He came to the United States with his Mother, Father, and older Brother from Wroclaw, Poland just 4 days shy of his first birthday. The family had \$400 to their name...and a dream for a better life.

After years of struggle and working hard labor jobs Karol's Father now works a great job as a Senior Designer at GM, his Mother is a Chemist with a Master's Degree in something he can't pronounce, and his Brother (age 26) is a Project Engineer at Lear Corporation.

Karol started his first successful business at the age of 18 with 2 high school friends. It was called Infinite Solutionz Web design. Since then he has gone on to working eBay, writing eBooks, conducting seminars, and writing a bi-monthly newsletter called Auction Profits ([Subscribe to Auction Profits by clicking here](#)).

Karol now earns a full-time living on the Internet, and is a member of his local Chamber of Commerce and Toastmasters organizations.

Karol, and his family, are proof that dreams do come true.
All it takes is action.

Web site: <http://www.freeauctionprofits.com/>

Answer: By Karol Gajda

Day 1: Planning

First, I would write down my goals for the next 30 days. I estimate I would have to raise about \$2,000. I also have to assess my strengths. What am I good at? eBay!

Ultimate Goal: Raise \$2,500 in 30 days and plant the seeds for long term profits.

Immediate goal: Get together 100 items from around my house to list on eBay on Day 2.

7 day goal: Begin putting together a JV with someone who has a fairly large mailing list and would be interested in doing an eBay teleseminar with me. Since I'm unknown I will need their name to help bring credibility to the seminar. Cost for the seminar: \$39 including Resell Rights. Limit it to 100 people and only accept Paypal.com as payment. Any other form of payment would take too long to reach my bank or would cost upfront to use. My JV partner(s) would get 50% of profit. Why choose \$39 as the price point? Well, it's enough to make a decent profit, and the attendees will get a great benefit out of the resell rights. Owning resell rights means, in a nutshell, being able to resell the product and keep all the profits for yourself.

14 day goal: Finish writing teleseminar.

Day 28: Conduct seminar. Use <http://www.phonebrain.com/> as the conference call service for the seminar since it will only cost \$20 for 100 people and they include recording capabilities on the line.

30 day goal: Begin putting together ideas for a Web site and eBook: "How I Saved My House (and My Life) In Under 30 Days!" Subtitle: "The Step-by-Step Guide For Getting Yourself Out Of Your Financial Rut In 30 Days...From Someone Who Lived Through It!"

Day 2: eBay Listings

Hmm...what can I sell on eBay that I have a large quantity of RIGHT NOW, **and** would make me a decent profit?

Well, I have 5 guitars. Those would probably sell for a few grand. But I can't sell those...that would probably depress me to no end.

I could sell a bunch of the knick-knacks around the house. I'm sure I could make a few hundred dollars, if not at least \$1,000. But no, that would take too long getting together the descriptions and and having to deal with figuring out shipping costs for each item.

I've got it!

I can sell off part of my large CD collection.

I will find 100 CDs out of my 300+ collection that I don't listen to or don't want anymore. Based on past experience I will make an average of \$6 profit per CD (after all fees from eBay, shipping, and Paypal) and I will list them with a starting bid of \$0.99 with NO reserve. I will charge \$2.75 shipping for 1 CD with each additional CD being \$0.99. Today will be spent sorting my CDs and writing my eBay descriptions for each.

An example eBay description (without all the HTML fixins) would be:

You are bidding on this like new (insert name) CD!
(Picture of CD cover here)

This CD has absolutely NO scratches and the booklet is also in superb condition.

(Pictures of actual CD and booklet here)

I am selling my collection of 100 CDs on eBay because I am in a huge financial bind and MUST raise \$2,000 in the next 3 weeks. If you can help at all I would greatly appreciate your support. Please browse my other CDs by clicking here:

(link to my other eBay auctions)

Shipping terms:

Shipping by First Class Mail will be \$2.75 for the first CD and \$0.99 for each additional CD you purchase from my collection of 100 CDs listed on eBay right now.

Payment terms:

Payments MUST be made within 7 days of auction's end. As mentioned, I am in a huge financial bind and I cannot afford to play games, so please do not bid if you cannot pay within 7 days. I would very much appreciate payments by Paypal, but also accept cash (at your own risk), check, and money order.

Day 3: eBay Listing Day

I would take all my listing descriptions and input them into eBay's free Turbo Lister available here:

http://pages.ebay.com/turbo_lister/

Turbo Lister will enable me to list my auctions all at the same time instead of having to go through the listing process by hand.

I will separate my 100 auctions into two separate 50 auction listings in Turbo Lister and I will list 50 with 5 day auctions and the other 50 with 7 day auctions. This is because about 25-50% of buyers will pay by Paypal within 1 day of the auction's end. I will have some immediate cashflow and will have already shipped some CDs before the remaining 50 end. Also, by separating into lots of 50, it'll make it easier on me when I have to send End of Auction e-mails to all the

winning bidders.

All listings will start at 9:15 PM EST. This way people on both the East and West Coasts have a chance to bid right before the auctions end.

I will purchase my shipping supplies today from one of the many eBay stores selling Bubble Mailers. Doing a search for "bubble mailers" at <http://www.stores.ebay.com/> brings up over 1,000 results! I need 6" x 10" bubble mailers since they are perfect for shipping CDs. Cool, I find 100 for \$12.98 + \$8 shipping.

Day 4: eBay Upsell Search

I will go searching for some upsells to my eBay auctions. My first stop is the \$1 dollar stores. There are about 5 in my immediate area. I find a bunch of nice CD cases which each hold 12 CDs. Based on my past experience with upsells, about 25% of my buyers will take me up on this so I buy 25 CD cases for \$1 each.

I will upsell these in my e-mail to winning bidders for \$3.50 each or 2 for \$6 with no additional shipping charges. This will put about \$50 more in my pocket for very minimal work.

Now I need to go back to the eBay Stores and search for larger bubble mailers so I can ship these CD cases with the CDs. I find 25 12.5" x 19" for \$9.99 + \$7 shipping. Perfect!

Total costs so far: \$62.97. OK, I can handle that...for now.
:)

Day 5: Teleseminar Outline

I will put together a basic outline of my eBay teleseminar so I have something concrete to talk about with potential JV partners.

The working title of my teleseminar will be "How To Start Your eBay Business Today and Start Making Money Tomorrow!"

The outline will consist of my own knowledge of eBay so I won't have to go out and do any research.

Day 6: Begin JV Search

I will go to Google.com and start searching for anybody and everybody with a Web site about online auctions. I will put together the following information in a text file on my computer:

Potential JV's name:

Web site:

Ezine's Name (if any):

Contact info (including phone number):

To get the phone number I will do a simple WhoIS search at GoDaddy.com (my registrar of choice). A WhoIS search

shows you who has registered a particular domain name. For example, if you do a WhoIS on my domain <http://www.freeauctionprofits.com/> you'll get my name, PO Box address, and phone number!

Day 7: Contact Potential JV partners

I will use a basic script to contact all my potential JV partners. The script is so I don't stumble while I'm on the phone. :)

The script will go something like this:

Hello (first name),

I apologize for calling you. First, I just want you to know I'm not a telemarketer. hehe I was at your Web site (insert name here) and I was hoping I could run something by you for a minute. Is that OK? It'll take under 60 seconds.

(If they say yes, then I continue. If they say no I ask if there is a better time to call.)

My name is Karol Gajda and I'm an eBay seller who's in a huge financial bind. I have to raise \$2,000 in the next 3 weeks to save my house and I was hoping you could help me.

I'm putting together an eBay teleseminar called "How To Start Your eBay Business Today and Start Making Money

Tomorrow!" and since I know you're a well respected eBay expert I'd like to propose a Joint Venture on the seminar. We would split the profits and I'll handle all the details.

The price of the seminar will be \$39 including resell rights so that will be almost \$2,000 profit for you without really having to do a whole lot. All I ask is that you send an endorsement to your mailing list and put a message on your Web site about it. And you'll also, of course, have resell rights to the seminar so you'll have a long term income stream from it if you so choose.

Does that sound like something you'd be interested in?

If they're interested we put together the finer details. If not, then I thank them for their time and call the next person on my list.

The reason I call my potential JV partners is for a few reasons:

1. It's more personal than an e-mail.
2. I'll get a quicker response than an e-mail.
3. I'll be able to feed off the response I get from the phone call and structure my script on the fly to tailor it to the person's personality.

If my list of names comes up short on JV partners, I go back to searching for more until I find one who's interested and

has a fairly large e-mail list.

Day 8: Seminar and eBay Auctions

Begin writing the seminar using the outline I wrote on Day 5.

My first 50 auctions will end tonight so I begin putting together my end of auction e-mail template to send winning bidders.

It goes something like this:

Please read this ENTIRE e-mail

Congratulations, you won the following auction:

Item Title:

Item #:

Winning Bid:

Your total is \$ including shipping.

=====

Wait! Before you continue please read this!

As you probably already know from my eBay ads, I am in a

huge financial bind and MUST raise \$2,000 in the next 22 days.

I have just a few BRAND NEW CD cases that each hold 12 CDs and I would like to offer you 1 for \$3.50 or 2 for \$6 with no additional shipping charges.

These cases are made of beautifully rugged material and are black in color.

Please consider purchasing 2 of these for only \$6. If you don't need them yourself they make very nice gifts.

Please include a note mentioning how many CD cases you'd like with your payment.

Thanks!

=====

Paypal, Money Orders, Cashier's/Personal Checks, and Cash (at your own risk) are accepted forms of payment.

Please send Paypal payment to (my e-mail address).

If mailing your payment send to:
(my mailing address)

All checks/money orders must be made out to K & G

Marketing Group.

Please include item number(s) and return address with payment.

Payment must be received within 10 days.

I will leave you positive feedback once you leave me the same.

Thanks for bidding!

Karol Gajda

After the auctions end tonight I will promptly send this letter to each winning bidder.

Day 9: Shipping

Ship all items I got paid for since Day 8's auctions ended.

Day 10: Seminar and eBay Auctions

Continue writing my seminar.

My remaining 50 auctions will end today so I will send the

same e-mail template from Day 8 to these auction winners.

Day 11-14: Finish Up Seminar

Put the final touches on the seminar and also make trips to the post office to ship any items I have been paid for.

Day 17: E-mails

Send e-mails to all auction winners who have not yet paid me. If I don't receive Paypal payments within 24 hours I will relist the items.

The e-mail would be very simple:

Hi,

You won my auction for (insert CD title here) 7 days ago. I still haven't received payment. Please let me know within 24 hours if payment is coming or I will relist this auction.

Thanks!
Karol Gajda

Day 18: Relistings

Assuming I don't get paid for 5% of my auctions by now I will relist them all as 3 day auctions starting at ONE penny. I need this money NOW, so I don't have time to deal with a 5 or 7 day auction. Starting the bidding at one penny will hopefully get lots of people bidding right away.

Day 18: Conduct Promotions

Practice my seminar and call my JV partner to have them send a message to their list about the seminar. They will send one message now and one message the day before the seminar.

I will also visit some message boards and help some people. Hopefully they will all allow a signature which I will then include info about the seminar and an autoresponder for more info. *It will be a free autoresponder from GetResponse.com.

A great way to find message boards is to do a search on Google or just ask around. My JV partner probably knows of a few good ones.

Day 19: Practice Seminar/Iron Out More Details

Today the mailing goes out! I'm crossing my fingers.

Day 20: Woohooo!

It looks like the mailing was very successful!

Out of our 100 available spots we have sold out 50 of them already. That's \$1,950 gross so far. Not bad, but we're expecting more to trickle in over the next few days.

Day 21-26: Practice Seminar/Handle Any Loose Ends

I will continue practicing my seminar as stated earlier.

I'll also work on handling any loose ends from my eBay transactions.

Day 27: Send Another Mailing

Send another urgent mailing stating that there are only a few positions left for the seminar.

Day 28: Conduct Seminar

Yesterday's mailing made it a packed house!

Hopefully everything goes off without a hitch and the seminar is a big success.

Now my own name has been exposed to 100 people in person, in addition to everybody on the Forums and my JV partner's mailing list.

I will now begin putting together the details of my whirlwind month for an eBook and Web site that will bring me residual income past 30 days.

Day 29: Upsell Seminar Participants

Conduct a 1 day special for an audio CD and PDF transcript of the seminar. I will do the transcription myself and use a FREE PDF converter (<http://www.pdf995.com/>) to convert my Word file into PDF.

The special price for the CD and PDF transcript will be \$19.95 + \$5 shipping. Assuming 25 people take me up on the offer, and with the profit per CD being about \$19, that will be an additional \$475 in my pocket (split 50/50 with my partner)!

I'll use <http://www.audiostrategies.com> to record the seminar onto a CD and ship it to me. Cost: \$40.

Conclusion

Based on \$6 profit per CD, plus \$2 profit per CD case I will have made \$650 profit from my eBay auctions.

After Paypal fees it would be \$18.78/person profit for me from the teleseminar. Total profit from seminar: \$1878

Profit from backend CD sales: \$237.50.

The cost to conduct the seminar: \$20 using <http://www.phonebrain.com>

Cost to have the Seminar recorded and audio files mailed to me: \$40 from <http://www.audiostrategies.com>

Total Profit: \$2,705.50 - Just over of my \$2,500 goal, and \$705.50 more than I needed to keep my house and pay my bills!

Beyond 30 Days

I will put the finishing touches on this whirlwind month and show people how they themselves can get out of such a bind. I'm still on a tight budget, so I'll use GoDaddy.com to register a domain name for \$8.95 and a cheap Web host such as DayanaHost.com.

Will this sell?

Who knows? And I'll never know if I don't try, now will I? :)

Marc & Terry Goldman – GoldBar.net

Marc & Terry Goldman are the owners of [Goldbar Enterprises](#) and the authors of Joint Venture Secrets Revealed. Find out just how easy it is for anyone to earn a ridiculous amount of money even if you don't have enough capital, contacts or marketing muscle to bring your products and services to market and promote them properly.

Joint Venture Secrets Revealed is the key you have been seeking to attain the lifestyle of your dreams: [Joint Venture Secrets Revealed](#)

Answer: By Marc & Terry Goldman

Day 1: Ok so its regroup time. Everythings gone. Starting from scratch.

Here we go: We always used to tell people who asked us: what should I sell? -- to sell whatever you are passionate about or sell what others are passionate about. So, since this is desperation time - we have to focus on what we KNOW will sell.

A relative of ours is addicted to the new age industry. This individual purchases hundreds of new age books, tapes and courses and also attends seminars and motivational retreats. Every time we see this person, she has yet another new age product in her collection. And the buying frenzy is far from over. What a goldmine - we will focus on the new age industry.

We will find out what products are already being sold to this target market and create a similar product.

Later that day, we go by our relatives house and start to interview her a little. Since we do not have the time to get a survey of a list of this target market - she will have to do for now.

We ask her:

What products have you bought in the last 12 months?

Answer - lots and lots of information products and books, crystals, incense, tapes.

What is the average price of the products you have bought?

Answer: About 100.00

What products are you looking for that you havent been able to find?

Answer: Any information on channeling the spirits of pets - as in learning how to do it myself.

How much would you pay for such information?

Answer: About 100.00

Ok - we have something to go on here but we have to be sure that others would pay for this information- we need more research.

Day 2: We go to eBay and begin searching for keywords related to this topic.

Why eBay? Because this is a top 10 most visited site and with 9 million visits a day - this is one of the BEST places to find out which niches are hot and which are not. We type in keywords: metaphysical, seance, channel and new age and get lots of results. People are bidding, auctions are getting decent traffic. This confirms that this is indeed a pretty hot topic with potential buyers.

We'll come back to eBay later in the week.

We then go to google and begin typing in other search phrases: channeling brings up 289,000 related sites while channeling "pets" nets us 6450 searches. This means there is information available but the niche is quite narrow. Thats good news to us.

Then we go to [google groups](#) - and we type in the same phrases. Wow - lots of information here - from the target audience themselves. This is newsgroup land. This is where hardcore niche audience fanatics hang out - and its a great source of information. We read the posts - it seems people are looking for information that teaches them how to channel the spirit of fido or kitty.

Great - over the next few days we will gather our research and put together an information product.

Day 3 - We would spend today absorbing everything we could on our topic. We would conduct phone interviews with experts in the field - we would contact them by phone and do an interview to find out how they became pet channelers. We would go to as many sites as we could find and write out - by hand - the information that we discover. Why by hand? Because studies have shown that copying out writing by hand is one of the best ways to get a feel for it and to become good at it. Stephen King has said that this is how he learned to be a great writer and Gary Halbert, John Carlton,

Scott Haines and other great copywriters all say they do this before writing a salesletter.

So to write a great infoproduct on a subject we know little about, we would do our research and write out our findings. Once we have enough information gathered, we would collect our notes and set about creating the product.

Day 4 - Day 5 These 2 days would be spent creating the product. We would take all of our research and organize it neatly. We would do this just like a high school english paper. We would write out an outline, starting with an introduction to channeling. Talk about the pet channeling phenomenon, point to references of how popular this is - eg we would talk about the popular pet psychic, Sonia, who has her own show on the Animal Planet cable network. Then we would write the body - teaching exactly how to channel pets, the potential dangers, the legal ramifications of becoming a practitioner and everything else we could uncover on the subject and finally we would sum it all up in a conclusion - detailing exactly what we had just told them and listing sources of research, a glossary and sites and resources for further study.

We would go to [PDFZONE](#) to find a free service in order to convert our infoproduct to PDF.

Day 6 would be spent on writing the sales copy for the product. We would look at our table of contents, and our outline and go over the tapes of our phone interviews and

look for the "hook" - that bit of information that is so unusual and exciting that it draws the reader in and we would use that to help us craft our headline. We had kept all of our electronic copies of ebooks and software such as Great Headlines Instantly and [Scott Britners Headline Creator Pro](#). We would use those tools and the hook we discovered to create the following headline:

"Amazing Secret Discovered By A 63 Year Old Grandfather Reveals The Ancient Egyptian Techniques Of Pet Channeling And Can Teach Anyone How To Do It Almost Overnight!"

This hot headline would lead the targeted reader right into our dramatic copy where we reveal the story of the 63 year old grandfather who had lost his beloved friend of 22 years - Arnold the beagle. He longed to find out how Arnold was and "speak to him again". We would detail the pain of losing a pet and the relief and happiness that you discover when you learn to channel. We also detail the other benefits: making a living, helping other grieving pet owners get over their pain, etc.

Then we would offer a 90 day money back guarantee - try out our techniques and if they dont work for you in 90 days - you will get a prompt refund of your money and of course we would give them an option to order online.

We would set up a free ordertaking system using paypal and we would also setup an account with stormpay. Why two

you ask? Well, back in the days that we were making real money - we learned quickly that in this business, you are at the mercy of the merchant account companies - so its always best to have at least one backup that you can move to swiftly should your main service provider fail you, freeze your funds or have processing problems.

Day 7 would find us back at eBay. Why eBay again? Well - if you remember we did some of our research here. eBay is a great place to sell information products. So we would setup our eBay account (they dont charge you til the end of the month for the very small listing fees) and put up our infoproduct - How to Become A Pet Channeler in 30 days or Less. We would list it in the psychic/paranormal category. What would we use to describe our product and help to sell it? Why our salesletter of course.

eBay is the best (and cheapest) place to test if a product will sell. Since we are short on time, we will put it up for a 3 day auction using the headline we wrote. As a split test (to see which salesletter will do the best) we will put up another 3 day auction using an alternative headline.

Day 8 & 9 would have us watching our auctions to determine which were getting the most traffic and bids. Looks like the first one is going to be a winner.

But we would also be spending our time seeking out potential JV partners to begin to help us in marketing this product. What we would do is download alexa and the

google toolbar. We would find sites that are listed very high in the search engines and (according to alexa and traffic ranking.com) those sites that receive a fair amount of traffic.

We would use our wildly successful [JV proposal template](#) to prepare a JV proposal to get them on board. But we will also need to have two things in place first:

- Results - Our salesletter conversion rate and actual dollars earned.
- A website that sells

No one would promote a salesletter that had only done well on ebay. So we would need to do our research and prepare a list of JV partners that we could contact later in the month. We would also use our HTML skills to build our eBay Me Page - which can provide us with a lot of traffic to the minisite which we will be working on building.

Day 10 would have the results for our salesletter tests - The original salesletter/headline combo received the most traffic and bids (plus we made 107.00 for our product). We use paypal to transfer the money to our account and reserve money to pay the phone bill and internet service at the end of the month.

We would then spend the next 3 days doing the following:

- Writing 5-8 articles on the art of pet-channeling and other related topics.
- Listing our product on multiple auctions at eBay - making money and testing the response of the keywords we use in the headline. So by day 14 we have made 1134.00 which is now sitting in our paypal account

Day 15 We will invest about 8.00 - 12.00 into webhosting and register a domain name at enom.com for about 7.00

We will look for a host that gives us the use of multiple autoresponders. We will put a form up on our site to get visitors to sign up for our newsletter which will be all automated. Every day for 7 days straight they will receive an article that we have written related to the topic of pet channeling with a pitch for our product at the bottom of each newsletter.

We have decided based on our pricing tests at eBay that our price on the website will be \$97.00. This gives us the flexibility to charge less on eBay but allow the bidding to drive up the price.

Day 16 We will run more auctions on eBay. This time our feedback rating will be above 10 so we can offer the Buy Now option which will bring in even more money to our paypal account without having to wait the three days.

We will also edit our me page so it offers a mailto link to sign up for our free newsletter so browsers get added to our list. Since eBay does not allow you to link to your site you have to find other smart ways to maximize the incredible traffic they receive. We learned all of our eBay tricks from our friend and master eBay marketer Rob Watson of [Guerilla Auction Tactics](#) fame.

We will invest some of our money into google adwords. Absolutely no competition for our keywords but the traffic is considerable.

We are using a simple and free ad tracking technique to know where our traffic is coming from - we are simply appending a ?trafficsource code to all of our links. So for our google campaign - we are using
<http://www.petchanneling.com/?google>

Day 17 We have some hardcore results. We now are receiving a 1:16 conversion rate (which is phenomenal). That means that for every 16 visitors we are getting - one is buying our \$97.00 product. We have now banked a total of 2,562.00 (including eBay sales and website sales).

We take our proposal email and begin to personally type an email to (we never use an autoresponder to send out JV emails) our potential JV prospects.

We also use www.dns411.com to find out the phone numbers for some of our prospects (because email is

beginning to overload many of us) and start to work out some JV deals.

We mail and call 29 people.

4 respond positively the first day - excellent! They all wisely ask to review our product before endorsing it to their audiences.

We share our infoproduct with them and agree to follow up in about 3 days.

Day 18 We have sold 4 more copies of our book to members of our list and through an eBay auction. We are now testing new categories on eBay for our infoproduct to see if it sells to them.

We contact the excellent programming team who had helped us build the [Ultimate Marketers Resource](#) and ask them to build a sophisticated ad tracker/ROI tool similar to the one we had in the UMR back in the good old days. Since we have a great relationship with them and have known them for a long time - they agree to do this for us at a 60% discount off their normal rate.

We begin working on a survey to send to our 40 customers asking them what problems they are having and what other information or software would help them with that problem. This way we can begin working on a backend product or service.

Day 19 Two JV partners have written back - they will both gladly endorse the product. One says he will mail it in 5 days and one can mail his list in 3 weeks. That's the way JV's go. Since you are the beneficiary of their endorsement you have absolutely no say over when they will endorse you. So you have to wait.

We have made 5 sales today - two from google and one from our newsletter. Two auctions closed with a Buy Now purchase. One was in a strange category that we never thought of before and one was in our paranormal category.

Day 20. 2 more requests to review our product have trickled in. We send those out. Our team installs the ad tracker. An inspiration hits us during the day and we decide to try a new headline. It bombs. We only receive a 1:39 conversion rate for the day so we switch back to our control and decide not to pull anything like that until we have a safety net in the bank.

We write a small 5 page report that we can offer as a gift in exchange for returning our survey and we also ask for a testimonial.

We send out our survey.

Day 21 - One of our JV partners writes back - he likes the product but needs to see the results of other JV's before he will participate. We follow up on the phone with the one who

did not respond yet - he says he is a slow reader and is still going through it.

7 Survey responses come back.

We send out the free gift to the respondents.

Turns out most (5) of the respondents want consulting and support in getting themselves trained as a pet channeler. Some want more information products.

We contact one of the experts we interviewed and ask them if they would have time for phone consulting and he says no. We ask him if he would agree to answer email questions and participate in a forum and he says yes. We begin to work out the details.

We make 137.00 on one auction - not bad at all.

Day 22 - We hear from JV prospect #4 - he will participate but he doesn't know how to write an endorsement. We suggest that we can write it and he can send it out as long as he agrees with the wording. He says sure and asks if we can get it to him by the end of the day so he can send it out tonight! Woo hoo.

Totals are now up to \$3,812.00

UH OH! How will we track sales for our JV partners? Forgot about that.

We didnt want to invest in affiliate software yet but we realize we have to. We buy a copy of Little Salesman and install it on our server. We used this for many years and feel comfortable with it.

We write the endorsement for our willing partner - include his affiliate link and he agrees to send it out.

Day 23 - We wake up to over 10 sales from the endorsement. There are also several prospects who emailed and said paypal was undergoing maintenance when they tried to order - darn. We email them and hope they will return. We also get an alternative page ready with a Stormpay order system in place just in case this happens again.

Two auctions close - one sells and one does not. The one that did not was in a test category. We decide not to try that again.

We mail our list of prospects (1192) and make them a special offer on our product which includes a 20% off subscriber discount and the special report we sent to our survey respondents. We get 8 sales in a few hours.

The day ends with 32 sales. 17 for our JV partner and 15 for us.

Two more survey responses come in.

Day 24 - Our other partner mails out his own endorsement to his list - makes 11 sales. One of the people on his list says they would like to offer this product to their audience and we begin to work out a deal with them.

Day 25 - Day 27. We followup on the JV prospects who have not responded yet. We continue making sales on a steady basis. The average is now 4 - 5 for the day.

We have gotten only 2 refund requests. One was from someone who honestly didnt think they could do it and one was from someone who says they spent all their money on this product and now they need it back to pay their rent. We honor the refunds the same day.

Day 28 We have received 5 unsolicited testimonials for our product which we add to the salesletter.

Survey respondents have overwhelmingly indicated that they want consulting and advanced training. We work out a JV deal with one of our experts to offer email consulting and a private discussion forum. We agree to charge \$697.00 for this and split the proceeds 50/50.

Day 29. We calculate the months totals - We have made 9752.00 total. 2716.00 goes to our JV partners.

We mail our customers and offer them the advanced email consulting and private discussion forum. 12 customers buy it

right away bringing in 8364.00 of which 50% goes to our new partner.

3 ask for terms to pay which we agree to and break the payments up into 3.

We make \$582.00 in sales from our regular product.

Day 30 We begin to breathe. The 30 days were crazy but totally worth it. We are used to earning a certain amount of money from our business and this put us to the test but we were able to do it. Now onto the next month to do it all over again.

Marie Myers – SuccessArsenal.com

Hi! I am **Marie Myers**, the woman behind the scenes. Keeper of the [Success Arsenal](http://SuccessArsenal.com), and 6 other successful online businesses. I am dedicated to keeping what Dale Miller lived for, alive.

Besides being a self-admitted Computer and Internet "Addict," I have a degree in Computer Technology, and have been working towards another degree, this time in Computer Information Systems. That is between juggling the updating, building and maintenance of the sites, answering phone calls and emails, and finding solutions to questions asked by clients. In my spare time, I build websites, do graphic work, and also marketing and advertising for additional clients. Every so often I even go for a ride on my Harley.

I have 14 years experience in direct sales and 12 years on the Internet - the last 5 years with my own successful home business.

Answer by: Marie Myers

Assumptions:

1. I'm broke. Oh man, am I broke! I caught myself drooling while watching the neighbor's dog picking through their garbage. They haven't turned my phone off yet, and at this point, I'm not sure whether to consider that a blessing or a curse. So far, none of my creditors have mentioned sending Guido over, but I'm sure it's coming.
2. I don't have a website already made. If I did, it'd probably be about how broke I am.
3. I, like most people, have enough knowledge on a subject to create a commercial site based on that knowledge, which I can supplement by researching free resources on the internet. Fortunately, I do have knowledge of something other than being broke. I just can't see getting people to pay me to show them how to be broke.
4. I have just enough funding left to register a domain with a registrar that also provides DNS service, thanks to the local blood bank and that whacko that bought grandma's old false teeth at the yard sale.
5. My ISP allows for at least one personal site. Mine will probably be the only one on the server that isn't about

- the family cat or an obsession with something grotesque.
6. My ISP allows for password protecting areas of the site. Something I assume comes in handy for the folks who are obsessed with something grotesque.
 7. My ISP allows the use of CGI. A few trips to the library and a bucket of ginkgo biloba should be enough for me to grasp the concept of what CGI is. After that, I'll sell a kidney and find someone who knows how to make it work. Oh, hey! My ISP's FAQ says they'll help me with that, for free. And, they've got links to sites with all kinds of free CGI scripts! Cool! Now all I have to do is figure out what an FAQ is. Who came up with this alphabet soup mess for computers anyway?
 8. I have a valid bank account for use with [PayPal](#). It's so far in the hole the bank changes to a red ribbon in their printer when it's time to spit out my statement, but it's valid.

Day 1 – Decide what, and who, my market will be. How will I target them? What will I sell them?

With that in mind, I will develop a site in my mind's eye....just as soon as I get that big, juicy T-bone out of it. The site will be colorful....like a fresh salad bar. It will be

memorable and consistent throughout....like chocolate fudge cake.

All right! Snap out of it! Enough with the food already!

8th grade phys-ed teacher. 8th grade phys-ed teacher.
Ugh! Ok, I'm not hungry anymore. Where was I?...

It will use graphics minimally and wisely in order to insure quick load times for each page. I will google for sites similar to what I intend to create, taking ideas from them (just ideas, no cutting and pasting, tempting though it may be) and combining them into the mental image of my site. I will transfer my mental image to scratch paper, complete with reminder bullet points...just as soon as I find a pen that still has some ink. Finally, I will go to my chosen registrar (like [DirectNIC](#)) and search for a domain name that is relevant to what I intend to provide, and short enough to be easily remembered, and register it.

Day 2 – I will jump through whatever hoops necessary with my ISP to create my personal site space, and begin developing my site. This shouldn't take more than a promise to feed them my first born child. I will sign up for PayPal and complete the verification process for a business account. Something's terribly wrong at PayPal. That was just way too easy.

Day 3 – I will complete the doorway pages, my hooks, to my site. (note to self: Refrain from actually using the term “hook” on these pages) I will spend the rest of the day researching additional information to put into my members only pages, incorporating the information and links into my member pages. I will return to the top twenty sites related to what I propose and view their meta keys for tips, which I will incorporate into the meta keys for my site. I will complete the rest of my site. This will include plenty of useful information, but will not include all I have at hand, allowing for updates to the members areas, keeping the excitement alive, kinda like I’m doing with that last loaf of bread. I will go to [PayPal](#) and set up a shopping cart for subscription purchases, linking it to my soon to be published site. Ok, I’m now certain something is wrong at PayPal. That was even easier. hmmmmm....Maybe it’s not really that easy. Maybe I’m just getting the hang of this stuff. Yeah, right! And Madonna is really Sean Penn in drag.

Day 4 – I will publish my site, create a DNS record at my registrar, and begin listing my site/domain with the various search engines. Starting point, Promote-O-Matic ([www.promote-o-matic.com](#)), [www.dmoz.org](#), or similar. I may not know how to do it all, but it sure sounds convincing, doesn’t it?

And, now that I have my site online, I will e-mail or call the webmasters and owners of sites I used as resources, requesting link exchanges. Actually, I’ll beg, but requesting

sounds so much more dignified. I will conduct a search for webrings that relate to the subject of my site. If none exist, I will throw a tantrum and pout for at least five minutes. Then I'll find out how to start one and invite everyone that charges more than I do to join.

Day 5 – I will search for newsletters, E-Zines and similar mass distribution lists, and list my site with each. I will do this even though I find it incredibly boring. I will tell myself I am a good little robot, I am. And, when I think I'm going to lose my mind from doing this over, and over, and over, I will remember that somewhere Guido is practicing his technique. Later, when Guido is no longer a threat, I will realize that I can put a CD in my drive and jam to some tunes, while making myself more money, and it'll be all better. And later still, when I'm sitting on the beach, sipping a drink with an umbrella in it, I'll laugh and brag to myself about how well I snowed myself about this being fun. Starting point, Promote-O-Matic (www.promote-o-matic.com).

Day 6 – I will continue my mass distribution list listings. I will not be tempted to skip steps and start on drinks with, or without, umbrellas in them.

Day 7 – I will start with a direct search for my domain name at the various search engines I submitted my site to. This will tell me whether I've been indexed yet, and where. I will cry in frustration at not being listed in them all, and I will

vow to resubmit my site until they become so tired of seeing my submissions that they list me just to shut me up. If I'm found by the search engine, I will conduct searches on my key words and/or phrases. I will not celebrate by going down to the corner for something with an umbrella in it. If I'm not number one in a search category, I will throw a temper tantrum and pout for at least five minutes. Then, I will analyze those well connected heathens listed ahead of me, with oodles of money to grease the programmer's palms with, to see what I might do differently to increase my sites ranking in the search engines, and do it. I will not call them up and offer my second born. I actually like her.

Day 8 – I will begin writing a series of short articles that are basically informative, that do not give away the farm. Considering the current condition of the farm, they'd probably make me take it back, and charge me for delivery, anyway. I will research [UseNet](#) news groups that are connected with the subject of my site, subscribe to them and prepare my news reader/editor software for posting. I will include in my signature line(s) a link to my site's doorway page(s). I will refrain from using the language I use on my ex when I'm posting on UseNet. This tends to give people the impression that I'm not a nice person. Excuse me while I go deal with my second born for the comment she made when she read that last sentence.

Day 9 – I will continue writing my short articles, posting them to the UseNet groups as well as the [E-Zines and](#)

[newsletters](#) to which I have subscribed. I will put the vision of little umbrellas out of my head while doing this.

Day 10 – Now that I’ve got some traffic coming to my site, and consequently some income coming in (hallelujah) , I’ll sign up for a traffic generating program, like Traffic Multiplier (www.trafficmultiplier.com), using their free service until I can afford to purchase oodles of traffic, while continuing my efforts with the newsgroups, E-Zines and newsletters. This will be an ongoing, daily task. I will remember, from this day forward, that the mailman’s name is not Bacardi Cuervo. I will also wait until he’s left the neighborhood to go to the mailbox on rainy days. And, I will not carry strawberries to the mailbox. How embarrassing!

Day 11 – Check search engine rankings and modify as necessary. Stop by the library and check out a book on voodoo. Make dolls of the administrators of the search engines that haven’t listed my site yet. Go to nearest hobby shop. Purchase huge hat pins. Return home and impale dolls with hat pins.

Day 12 – Create first site update. Call bank and see if I get a reward for having positive numbers associated with my account. Pout for at least five minutes when they laugh at me.

Day 13 – Create a newsletter for all subscribers/members. Refrain from telling them the bank is very happy with them.

Tell them that you and Guido are very happy to have them as members.

Day 14 – Create a discussion group section in the member's area with a goal of starting each week with a new topic of discussion. Incorporate the best tips and tricks from each week's discussions into the site. Free content that you get to sell, what more could you ask for. Awwwww, man! I had to ask. The T-bone's back.

Days 15-20 – Moderate discussion group. Add points for next week's newsletter in rough draft, pulling from discussion group and outside sources. (hehe – free content) Check search engine rankings again. Buy more hat pins. Offer referral incentive program, a standard affiliate program, tailored to my site. Send a notice to all the members.

Day 21 – Start new discussion. Archive previous discussion for later reference for articles and site content. (hehe – free content) Finalize newsletter and send. Tell them about the affiliate program, again. Don't tell them about my T-bone visions. Check bank account. Compare to bills. Drool like Pavlov's dog. The T-bone is turning the corner and heading for the home stretch.

Days 22-30 – Moderate discussion group. Add points for next week's newsletter in rough draft, pulling from discussion group and outside sources. Check search engine

rankings again. Give up on voodoo dolls and consult the witch down the street. Go to local supermarket, purchase charcoal, grill, lighter fluid and (drum roll please) a big, thick, juicy, tender, sumptuous, mouth-watering T-bone! Oh, yeah! Tonight's the night. Just me and you and a big ol' baked tater, with sour cream, and chives, and grated cheese, and bacon bits, and....wipe drool from chin. Apologize to cashier for drooling on the checkout's conveyor belt.

Month two, and beyond....

Now that I've got some income coming in, and of my creditors off my back, (Guido's been reassigned) I can start investigating additional marketing concepts and tools, investing wisely based on research and guarantees. I will continue the efforts that got me this far. They have proven themselves. Anything else will be in addition to these efforts. Well, that's not exactly true. First I'm going to go out in the back yard and finish building my gazebo. They're delivering my hot tub today

Mark Joyner – Aesop.com

Mark Joyner is one of the early pioneers of Internet marketing and is a frequent guest expert on national TV and radio.

- Former U.S. Army Officer and Cold War Veteran of Military Intelligence.
- Turned a fledgling one-man Internet business into a multi-million dollar international corporation.
- Recognized as the pioneer of ebook marketing with the book Search Engine Tactics (1995) which has been downloaded over 1,000,000 times (one of the Top Downloads of 1999 according to ZDNet and still the only ebook ever to be given ZDNet's 5 Star Rating).
- Personally guarantees and uses every single product released by his company.

"Mark Joyner is the **Tiger Woods** of Internet Marketing. He is singularly skilled in demystifying online marketing through the use of his **unconventional tactics** that work."

Mike Litman, Host of the international radio show: Business Breakthroughs

"Mark Joyner is an Internet marketing genius. If someone were to ask me, 'How does one sell on the net?' I would reply, 'Ask Mark Joyner.' He is the **best**. No question."

Jay Conrad Levinson, author of Guerrilla Marketing

Answer: By Mark Joyner

Preparatory Phase:

1. Plan to take three consecutive days off from work on Days 1, 2, and 3.
2. Select a comfortable spiritual place for contemplation (should be away from your home, away from work, away from anyone you know [familiarity breeds contempt]). Running water, trees, oceans, wilderness, mountains ... All those will help you see things more clearly.
3. Have a notepad and pencil with you at all times. (a voice recorder is a nice addition for the ideas that will naturally pop into your head throughout the day)

Day 1 – Check Your Head

Skip this part at your own peril.

Before I give you some practical steps, I would like to lay down a philosophical foundation necessary for success.

What I'm about to tell you is so important that if you follow only the advice in Day 1 you are virtually guaranteed success in life. Do I mean that you will be filthy rich? No, but you will live comfortably (physically, mentally, emotionally, and spiritually).

Plan to take the next two days off from work. Pack your car with some food, a pencil, a notepad, and some pocket money.

Step 1. Get a copy of Think and Grow Rich

Think and Grow Rich by Napoleon Hill is one of the most important books ever written, and it's available cheaply almost everywhere. If you want to save money, go pick up a used copy at your local used bookstore.

Wait! Don't worry. I'm not going to tell you to read a whole book on your first day.

I just want you to do two things:

In Chapter 1 he talks about "6 Steps to Turn Desires Into Gold". Do them!

In Chapter 2 he give "5 Steps Toward Self Confidence". Follow them!

This step alone will utterly change your life.

Step 2. Read my rules for success and happiness.

- a. Be yourself
- b. Remember that we're **all** human.

Be kind to yourself by forgiving your mistakes (just be sure to learn from them). Be kind to others by forgiving theirs. Don't forget that when you are successful - we are all human. I was relaying this to Joe Kumar over the phone and he summed it up nicely: "we all come into this world naked and broke and we all leave that way"

c. Shoot the guru.

The only true master is yourself. Respect and learn from those who have more experience than you, but don't let their leadership become an excuse for mental laziness.

d. Don't take yourself too seriously.

Hey, relax ...

e. Remember that criticism sometimes tells you more about the criticizer than yourself.

There is constructive and objective criticism out there, but even that can be tainted by the agenda of he who delivers it.

f. Ideas are just vapor until you take action.

g. Remember that time is the one thing you can never ever get back.

Step 3. Are there any obstacles to your success? (people, your job, etc.)

Take a few minutes to think ...

Identify those obstacles and take a vow to separate yourself from them in time. Don't burn bridges - just move on. If the obstacle is a person, remember that they are human, too.

Wrote those obstacles down on a sheet of paper and make the vow to yourself. If you can't separate yourself from the obstacle, go ahead and see it for what it is, and leap over it!

Day 2. Ask yourself – If you could give the world any message, what would it be?

Phase I:

Go to the spiritual place you selected in the preparatory phase. Be sure to bring some food and water and anything you'll need to be comfortable all day. Get an early start!

Sit and relax. There is no rush.

Is there anything you feel you could **write passionately about once a week**? What is it?

What topics set your soul on fire? What makes your heart beat faster?

Write these items down on a sheet of paper. Brainstorm. Write anything that comes to mind. Do this until you have at least 50 things written down.

HINT: I'm not looking for what will make others happy. I'm looking for what will make **you** happy. Be honest with yourself. No one is looking, so don't be afraid to write with total honesty.

Phase II:

Take a break for at least 30 minutes and then come back to your sheet of paper.

From that list of 50 things, circle the top 5.

Try to select them in order of what makes you the most excited.

Phase III:

Lay down and close your eyes. Think of those five things and select which of those 5 excites you the most. Which are you most passionate about?

Which could you be involved in every day and never grow board?

Just let your mind wander. Imagine a future where you are writing about each of those 5 things. Which potential future looks most appealing to you?

At some point, one of these things will jump out at you as the obvious choice. As soon as that happens, immediately open your eyes and write that down.

Phase IV:

Go take a break! Enjoy the rest of your day as you see fit.

Day 3: Do Research

First thing, be sure you're doing the Napoleon Hill steps outlined in Day 1 every single day.

After that, get online (preferably at a local library and not at home) and do research about your topic. Make a collection of resources and bookmarks as you browse the web. Take notes and get ideas. Write down the names of books you plan to read on the topic. Plan to spend at least one day a week doing research in this manner.

Remember, you're going to be writing about this topic. Get ideas for what you'd like to say.

Subscribe to other email newsletters and see how they are formatted. You don't have to mimic them, but you can learn how you might structure yours.

During the day, keep in mind that you need to come up with a concept for a weekly newsletter on this topic.

By the end of the day you should have written down:

- a. The name of your newsletter
- b. The concept of the newsletter

c. Bookmarks of websites where you can get ideas and conduct research on your topic

d. A list of books you plan to read on the topic

Day 4: Write Your First Issue

Today set aside at least 3 hours to write your first issue of your newsletter.

For the first 30 minutes, open up your word process and write uninterrupted. Just write. Don't think. Just write.

The idea here is to "turn off the squelcher". That means that any idea that comes into your head is valid - no matter how absurd.

When those 30 minutes are up, you should have several pages of text.

Print it up and take a look. Circle the gem ideas you have there and polish it up. Your letter should write itself now.

Day 5: Learn the Mechanics of Sending Mass Email

Sending out mass mail is a very tricky business.

A great very low cost resource that teaches you how to do that is: **eZine Adrenaline**:

<http://www.ezineadrenaline.com/>

Another great inexpensive resource is ROIbot. When you sign up for ROIbot, software for managing your list is included, with full instructions: <http://www.roibot.com/>

Day 6: Learn How to Capture Subscribers

Included with your ROIbot account is the above referenced software for managing subscribers. Read the instructions there and it will tell you how to capture subscribers to your list.

eZine Adrenaline also lists several alternatives.

Before the end of the day, you need to have a definite way to allow people to subscribe to your newsletter. Don't stop until you have this nailed! If you're stuck, you really need to read eZine Adrenaline - she makes it very easy.

Day 7: Create a Website for Your Newsletter

This is much easier than you think.

All you need to do is go [get a free hosting account at DotEasy.](#)

This is the best free hosting system I've ever seen. No banners - no catches. You just allow them to email you some ads from time to time - that's it.

Day 8: Research New Ways to Get Subscribers

The definitive resource on the topic is Joel Christopher's **Master List Builder**: <http://www.masterlistbuilder.com/>

It's a low cost resource that teaches you everything you need to know.

Day 9: Research Ways to Make Money with Your Newsletter

There are literally hundreds of thousands of ways to turn your newsletter into money - and three major categories:

- a. Create your own product.
- b. Sell advertising
- c. Promote products for MLM or Affiliate Programs

By far, route C is the easiest and most hassle free. In fact, having gone through route A for years, I recently decided to sell of my major commerce initiatives, [give away my source code](#), and focus entirely on route C. People were pretty shocked when I decided to leave the whole Internet Marketing business and become a more casual promoter, but I'll never regret it. Frankly, there is much more money in running your own company, but it's also one great big headache. It's a lifestyle choice ...

Day 10: Do Research On Your Topic

Go back to the library and repeat Day 3. Do this every week.

Day 11: Write Your 2nd Issue

Are you seeing a pattern? Repeat Day 4.

Day 12: Onward!

Research new ways to get subscribers and new ways to turn your list into money every single day. Start with Master List Builder until you've mastered every page of it. Then begin doing your own research. Go to Google and search for phrases like "how to build an email list", "how to promote your email newsletter", and "how to get email subscribers", etc...

When you have your first 10 subscribers, send your first issue, then send it religiously week after week without fail - even if your list isn't growing fast.

It's about building a relationship.

Make your newsletter more and more interesting with every issue. Always deliver on the promise you gave folks when they subscribed. If you just spam them with nonsense - you're building a relationship, but it's not the kind of relationship you want!

You may not understand the power of this plan now, but after you do this for a year, and you learn more and more

about doing business on the Internet, you will discover that this was the best investment into your financial future you've ever made. I promise you.

My plan is only 12 days - because that's all you need. It's probably simpler than the other answers, but it's also probably the most profoundly effective (perhaps because of it's simplicity).

This is truly what I wish I had done when I was first starting out.

Michael T Glaspie – BannersGoMlm.com

Michael T. Glaspie is Chairman and Founder of one of the nation's largest privately held internet service companies. He started Webnet International as the foundational organization for the development of independent, yet synergistic Internet companies covering the gamut of advertising resources commonly used for effective, targeted web advertising.

He is also the creator of *Spam Terminator*[™], a downloadable desktop utility. It is the first universally applicable and effective spam blocking software developed. It has also been designed to be marketed both online and offline as it can be installed as an ISP application, at construction of PCs for manufacturers, and through retail distribution. International licensing and ISP inquiries are invited.

Webnet International serves as the parent company to these now widely recognized membership-based web services with a combined membership and subscriber database of nearly one million:

- MySiteInc.com - a unique FREE program enabling both Internet-connected and not-Internet-connected entrepreneurs to tap into the economic Internet boom.

- BannersGoMLM.com - Where you get FREE Unlimited Advertising For Life - and a \$15 Signing Bonus! The world's fastest growing advertising exchange! The only FREE MLM program that's legal everywhere in the world... No cost! No risk! No downside! Automatically markets itself from your site - Amazing! And It's All FREE! Serving approximately 100 million banners per month.
- BannerCo-op.com - the first and only advertising co-op featuring a 1:1 exchange on all earned impressions plus CASH for clicks on banners on members' sites! Serving approximately 50 million banners per month.
- FreeLinksNetwork.com - a powerful FREE traffic generating tool for webmasters in all industries.
- FreeMarketingInfo.biz / CDFREE.tv - These two sites offer Mr. Glaspie's 68 minute tutorial seminar instructing netpreneurs on effective web site construction, strategies, and marketing methods.
- BlockSpamNow.com (online soon) - The network marketing/viral internet distribution of the software *Spam Terminator*™. Users are offered a free thirty day trial download, and upon purchase at only \$34.95 receive \$6 for every direct sale (the software viral markets itself!) and additional compensation for the sales made by their customers.
- Just purchased www.Buildreferrals.com - The largest downline club on the net, where members receive not

only the best money making programs but all the tools to market them and its free to join.

- And is a co-owner of www.TotalMarketingLive.com - Where you learn & earn with the experts. It's simple and lucrative.

Having previously built a telecommunications organization from scratch to an \$18 million+ per annum success story, Michael now devotes himself to helping others "figure it out" by teaching hopeful "netpreneurs" how to market any product, service, program or opportunity on the net.

Michael's direct marketing career has spanned two decades and includes the authorship of four books and three home study courses, including over fifty hours of audio cassette instructional material and twenty hours of live "marketing through technology" bootcamp video recordings. (These \$5,500 per seat Marketing Through Technology bootcamps have *sold out* at each scheduled conference.)

His works, all dealing with the common theme "marketing through technology" include:

- *Hot Wires - Secrets of the 900 Number Industry*
- *1-900-Opportunity*
- *Unleash the Entrepreneur Within*
- *The Ultimate Money Machine*
- *Profits Online*
- *Net Marketing 2003*

Michael has also served in public office as an elected Trustee (two terms) in his home community. And he has served as president of the Michigan Rental Housing Association where he frequently met with legislators in successful efforts to write and pass important legislation affecting rental housing law and practices.

Answer: By Michael T. Glaspie

Day 1 - Begin on a Monday!

I would:

- Arise early, enjoy a fruit and juice breakfast - this would be a daily regime six days a week. This light but healthful meal is energizing and with no carbs I wouldn't feel sluggish. Lunch; salad and vegetables for the same reason - energy and a sharp mind are central to the mission at hand. At dinnertime I could enjoy my favorites.
- Forget the past. It's ancient history. Who I was yesterday is not the man I am today.
- Ignore at all costs interruptions, phone, email, visitors and any temptation to prevent me from my mission.
- Buy, borrow or get at the library "Don't Sweat The Small Stuff About Money." by Richard Carlson, Ph.D. ISBN 0-7868-8637-4 \$11.95 US
- Read his messages to learn not to read. Embrace his thoughts and make them my own. I would spend this entire first day studying, thinking, learning, reflecting, and adopting a new mindset.
- Retire early with confidence that I will attain all my goals. No TV, no news, just my thoughts on what I have learned.

Day 2

I would

- Begin day the same as day #1 and as all weekdays.
- Study the book "No B.S. Sales Success: The Ultimate No Holds Barred, Kick Butt, Take No Prisoners, and Make Tones Of Money Book" by Dan Kennedy, ISBN 0-88908-769-S. And, read it again to learn it, not to read it. This is my only focus today. No interruptions of any kind.
- Think about what I have learned from and reflect on today's study.
- Begin to see myself as the person I want to become.
- Retire early, with confidence I will obtain my goals.

Day 3:

I would:

- Avoid all interruptions. No calls, no visitors and no distractions.
- My mind has had time to assimilate what I have learned and the ideas which are now my own. So it's time to develop a plan. To start fresh. This plan must include building my own database. It must include building a business based upon my own product, service, or business opportunity.

- If I had no initial thoughts I would go online now (ignoring any stacked up email) and look at the most frequented sites at Alexa. This exercise is for the sole purpose of gathering ideas about internet "trends" - where is the traffic heading and why. What do these sites look like. What are they offering, how are they positioning the offer. Print the home page of sites that have outstanding sales copy - for my swipe file - set up a swipe file for sales letters and sites with outstanding, compelling sales copy. This will become my idea center for preparing future sales copy for my site and marketing efforts.

Day 4: The most important of all.

I would

- begin with my now usual morning routine. Up early, healthful breakfast.
- Avoid all outside interruptions - at all costs.
- Write my goals:
- Short term 'the next 26 days'
- How much money I must make
- Long term '1 year'
- Long term '5 years - 10 years'
- What kind of person I will become
- My mission statement "For what purpose do I exist"

- What are the steps I must accomplish 'daily' to reach these goals

This is a daunting task, but I know it must be done. But with what I have now learned it's much clearer to me now. I will accomplish this by noon today.

- After a healthful lunch, clean up all unanswered email, return unanswered phone calls, allow a max of two hours for this.
- Time to decide what I will build. I would consider concepts (among many others including ideas from Day 3 Alexa research) such as
 - Writing and publishing a free weekly ezine - offering only the newest and best money making programs, and call it 'First Alert'
 - Becoming an opt-in email broker. There are dozens of professional companies willing to train aggressive independent reps how to sell opt-in email services. This is a huge growth industry.
 - Starting my own downline club, building up its data base, then researching the best mlm programs to offer them.
- Pay no attention to any perceived shortcomings I have, my technical weakness or other hindrances. When considering what my "core" business will be this is vital! As I know there are ways to get all the help I need to achieve my goals - my mission today is only to

select a business I would do - for free, for the love of it, if I was already financially independent.

- This day I would select that business
- Retire early with the confidence I will achieve my goals
- no TV, no news, give the mind a chance to work.

Day 5:

I would:

- Contact everyone I know and ask them for the best and 'newest' money making programs they have found. The selected program must provide fast payment for the sales I make. And money rewards for other marketers you bring in - at least a two-level program.
- This program must have an excellent sales letter to mail to contacts.
- Join this program and begin today offering it to everyone in my address book. Then to everyone I come in contact while pursuing my own business. This will provide some money along the way to my goals.
- Get a free download, and listen to it, of Net Marketing 2003 by Mike G at <http://www.FreeMarketingInfo.biz>
- Retire early with confidence. Moderate TV and news is ok today - reward myself.

Day 6:

I would

- Begin with my usual routine, but now add "read out loud to myself" my goals to accomplish - this is now part of my daily routine.
- Get started building my own business. A site needs to be built and a URL needs to be selected and registered. If I had NO site building skills I would ask my address book friends who would like to be a partner for a small percentage in exchange for building and maintaining the site. If I was broke, I would even ask them to pay the registry fee, but in my name.
- Personally work on laying out the copy for the site. I'll know how based on my study of top sites and my reading and listening to the CD so far.
- Whatever the product, service, or program I selected as my own, it would have at least a two-level affiliate program so as to offer at least 40% of net sales (after fulfillment costs) to the affiliates who make it happen.
- Review <http://www.quickpaypro.com/> and <http://www.marketingtips.com/assoctrac/> and <http://www.ClickBank.com>. Select a program that works for my site and budget so as to be able to track and pay my two levels of affiliates.
- If no luck with help setting up a site from existing contacts, go online. Find chat forums with webmasters and there will be many eager partners. Just explain your concept and the offer - I only need one yes.

- No matter what, today construction of the site will begin.
- Retire early with confidence and thoughts of how it will all come together.

Day 7 - a Sunday

This is a day of rest. A break from it all. Morning routine is optional -

- Worship, exercise, think, reflect. Get out of the self imposed bindings of business life. See friends, family, talk to people. But do not share goals or any aspect of them with ANYONE - these are private and for good reasons. This is a day off; it's vital to get away from it all.

Day 8

- Usual morning routine, now includes reading 'out loud' to myself my goals.
- Continue with all efforts to get site built.
- Write all the copy needed for the site
- Sales letters for emailing (text & html)
- Text link copy - for affiliates to post and for jv deals
- Banner ads
- Select key words for search engines

- Build these tools for the 'marketing tools' page (for affiliates to use) at my site or give copy to my webmaster to build.
- Go online and subscribe for to all the free 'marketing' ezines available, a big project, but with a bigger purpose.
- Also, go online and search for all ezines covering the topic of the "theme" of my chosen business and subscribe.
- Reply to all email - and include info on the affiliate programs joined. Do personally, not with an autoresponder.
- Retire early with confidence.

Day 9

By now the morning routine is a habit

- Research all websites using similar keywords and phrases I selected for my site.
- Visit all these sites - check to make certain that they are reaching the same audience I plan to reach, but do not sell the same product as I sell. (This project could take 2-3 full days) - Make a list of all these URL's and print their home page.
- Go to <http://networksolutions.com/cgi-bin/whois/whois> and <http://www.directnic.com> and look up the site owners. Get among other things their names, their

email addresses and phone numbers. Print out this "who is" data.

- Only after this is done, begin the process of contacting these people. First by email explaining 'briefly' what your site will offer, that it is not competing in any way, and that when completed I will build an 'enormous' database that I can use to endorse their program, product or service too. Ask if they would mind if I contact them again when it's done to discuss a joint venture, where we cross promote for each other. Do this regardless of the size of the business. Go after large, medium and small! All complimentary but not competing sites.
- Retire early with confidence.

Day 10

- Get the site up, if out of my control continue with completing website work and first contact with owners of all complimentary sites. This day is full and focused on just these two issues.

Day 11

- Contact all ezine publishers I have subscribed to and with enthusiasm explain my new site and all the potential partners I have who will cross promote it with me. Ask if they would do a brief article in their ezine about it. And offer a 'comp' affiliate position for doing

so. Explain when the site will be ready and they will be among the first to announce it. With the first yes...

- Write the article that will appear in ezines, describing in enthusiastic detail why the market needs my product, service or opportunity. The article needs to describe the problems in the marketplace and how my program resolves these issues.

Day 12

- Continue with webmaster and ezine publisher research and first contact.
- Study all - even junk - mail I get for possible partners. Do URL lookup as before and make first contact. This will be a new daily routine.
- Go to <http://www.emailresults.com>. Post an ad free, explaining my program briefly - all new, etc. - high sales returns, and ask for response from companies willing to do a cpa (cost per action) opt-in email marketing. Study this site, learn about opt-in email marketing and prepare the ad carefully.
- I already have the sales letter written. It's time to do this. With a good ad and commission offer I will get almost immediate replies - call them on the phone and do these deals.

Day 13

- Continue to develop jv (joint venture) partnerships with site owners and ezine publishers. Don't forget the affiliate programs joined.
- Tend to all business details - replying to email, website details, etc. This now becomes a daily routine.

Day 14 - Sunday

This is a day of rest. A break from it all. Morning routine is optional -

- Worship, exercise, think, and reflect. Get out of the self imposed bindings of business life. See friends, family, talk to people. But do not share goals or any aspect of them with ANYONE - these are private and for good reasons. This is a day off; it's vital to get away from it all. This now becomes an every Sunday routine.

Day 15

The site is ready to launch! Put online (if not done so by now)

- Make second contact with all jv partners waiting for the live site. First by email, if no reply within 24 hours then by phone. Know that this growing list of jv partners is my key to success. They can put my site on the map.

Day 16

- It is now a daily routine to contact, reply to, and phone jv partners and email publishers - this never stops!
- If the site is not a weekly ezine like 'first alert' concept - develop a weekly update program to keep in touch with members joining. Don't forget about the affiliate programs joined.

Day 17

- Spend one hour reading about marketing on the net - select favorite authors from all the ezines I subscribe to - this is now a daily routine.
- Develop a co-op advertising program by negotiating with ezine publishers and other advertising sources. I will have discovered these by now, and get a significant discount and offer it to my affiliates. They get a great deal and I get my members to pay for advertising. A simple rotation script will divide the responses evenly among my co-op participants.

Day 18 - 30

- Daily routine is firmly in place. Continue to grow business through these routines. Continue to study one hour a day.
- Concentrate on making phone calls to jv partners. Keep them informed on my growth, and ask if there is

anything I can do for them. Often they will have new things they are into, opening the door for more cross promotion.

- Remember to behave in all dealings as the person I want to become, and soon I shall be.

Beyond Day 30

- Tend to business at hand, and make this a daily routine.
- Watch for trends taking shape - be ready to respond and develop new websites / businesses.
- Do not fear failures. It will happen often. Embrace it as a learning experience.
- Do not take criticism personally. I have confidence in myself, and no one bats 1000.
- Think, think hard everyday and reflect - the solution to any problem is at hand to those who think with relaxed confidence.
- Read no fewer than one book per month on marketing and sales. Only 5-10 pages per day five days a week accomplishes this.

Footnote: You may find my suggestions for you a little "out there." The initial two books I suggest and how you read them, is for a definite purpose. You will know why when you begin. The daily routines I suggest are a mirror of my own, and also a must to

achieve success in business and in many areas of life. There is always a price to pay for what you want. I have given you a road map to guide you. If you are willing to follow it, you will NOT fail.

As your business grows take time off to re-charge - at least 3-4 days (long weekends) once every month. Then find time to record your goals and listen to them each morning in private. Adjust your goals annually as your business interest evolves and your life changes.

This time/work table may be off a few days with regards to getting your own site online, depending on outside factors. If this is the case continue with the pre-promotion efforts I have detailed for you. Launch your site asap - don't wait for it to be perfect - it will never be.

Be absolutely honest in your dealings - not everyone you do business with shares this attitude. That's ok. The only thing you will take to your grave is your integrity. Expect positive things to happen everyday and they will. I wish you much luck and success.

Milana Leshinsky – Aspow.com

Milana Leshinsky is a full-time Internet Entrepreneur, author and consultant. She started her Internet business with a "bang!" by developing a line of high quality web design manuals for beginners in 2001 (under her maiden name, Milana Nastetskaya then):

After quitting her job as a web developer in April of 2002, Milana continued to develop web sites and consult small business on her own. Working with many self-employed coaches, consultants, writers, and speakers, made Milana understand how little marketing these professionals know. In fact, most of them had no interest in promoting their practice, since they were worried about making cold calls and buying expensive advertising. In truth, Milana knew from personal experience that any professional can develop a full practice without any cold calling or advertising.

The [Association of Solo Professionals on the Web](#), formed by Milana Leshinsky in early 2003, provides complete Internet training, support and networking opportunities for every professional to grow their own private practice. A very much needed organization in such difficult economic times.

FREE tips are published weekly in "ASPOW's Insider", and

every subscriber will receive "**How to Become a Successful Solo Professional**" e-book as a thank-you gift.

<http://www.aspow.com/>

Answer: By Milana Leshinsky

This 30-day survival plan is focused on ultra-fast product creation and intensive marketing. To implement this plan, no investments are required - only your time.

This plan is excellent, especially for anyone who enjoys writing. I strongly recommend to read this plan to the very end before proceeding, to make sure you don't miss anything, and understand what's ahead.

Research and Preparation

Day 1: List up to 3 of your interest areas that you also have some extensive background in, go to Google.com and locate busy message boards focused around these areas. Spend a few hours on these boards reading people's posts, to get a feel for what kind of problems these people are trying to solve. Pick a problem that stands out as the most common.

Example: my area of interest is careers (job search, resumes, interview process, negotiating a salary, headhunting, transition, etc.). I do a search on Google.com for "careers message board" and find a popular form on Monster.com. Out of about 15 message boards there,

"Interview Tips" seems to be the busiest, so I head there and spend the next couple of hours reading questions and answers. I also make notes on similarities in questions, important tips from the answers, and write down the names of the experts who answer the questions.

Day 2: Compile the results of yesterday's research into a list of most important questions about your topic. Make each question straight forward and simple, omitting any questions that are banal, or that have an obvious answer to make your product unique. Create a title for your new product, add your contact information at the top, and turn it to PDF format so it looks more professional. Use free software from <http://www.pdf995.com/> to convert your document to PDF.

Prepare a letter, introducing yourself and inviting an expert to participate in this project. Here is a sample interview invitation letter:

Dear Bob,

I came across your name when I visited the "Interview Tips" message board on Monster.com, and thoroughly enjoyed your responses. I am writing to you with an exciting proposition, Bob. How would you like to reach hundreds, potentially

thousands, of your target prospects, in return for just 1-2 hours of your time?

I am putting together a new product titled "Job-Winning Interview Tips for College Graduates", to market to college students and their parents. This product will be heavily marketed to web sites and organizations that target this audience, and should do very well!

I am attaching a questionnaire that needs to be completed, if you decide to participate. Please, let me know as soon as possible!

Warmly,

Milana Leshinsky

P.S. Bob, I am on a very tight deadline, so please let me know if you can do this by April 26th.

Thanks, and I am looking forward to hearing from you!

Day 3: Contact the experts you found from the message boards. Do a search for more experts in this field by typing the actual problem on Google.com. Try to get a hold of the most known experts in the field. Instead of contacting a "joe shmoe" from "ABC" company, get in touch with a known authority in this field. A good place to look for experts is Amazon. Just type a topic and find books by authors-experts.

Example: when I did a search for "job interview" on Amazon.com, I came across two books called "101 Great Answers to the Toughest Interview Questions" by Ron Fry, and "The Interview Rehearsal Book" by Deb Gottesman. Both books are rated very high by their readers. These are the people I will send out my letter to. After e-mailing my invitation to every expert on my list, I will call each one to confirm that they received it (although I might wait until tomorrow, to hear from them first).

Day 4: Follow up with each expert. If you didn't hear from the ones that you really wanted to participate, re-send your invitation explaining that they will get an opportunity to promote their business and products to hundreds (and potentially, thousands) of people who read their answers. Ask everyone who responded whether they'll be able to get back to you with their answers by the end of the week. If not, pick another expert. While you are waiting for the experts to get back to you, begin looking for companies, web sites and business owners to set up a joint venture with. My list will include relevant newsletter publishers, web site owners with high traffic rankings, and business owners with possibly large customer database. Be sure to look at trade associations to see if your new product will be of interest to their members.

Example: Since I am looking for sites who target college students looking for a job, I go to Google.com and type in "college graduates". Several of the search results look good. <http://www.jobweb.com/> obviously targets college students who are graduating, and their parents. Their traffic rating looks good (I check with the toolbar from [alexa.com](http://www.alexa.com) just to make sure I don't waste my time on low traffic web sites), and the articles and content are both very relevant to the topic of my product. <http://www.worktree.com/> also looks good - excellent traffic rating, and clearly identified people who I can contact. An article on CollegeRecruiter.com, titled "[Suggested Salary Negotiation Guidelines for Recent College Graduates](#)" leads me to believe that this site may accept my article, as well.

A search for "college students" on <http://www.ezine-dir.com>, a directory of electronic newsletters, gives me "College-Talk" as a result - an e-zine with 50,000 subscribers. The same search on <http://ezine-universe.com/> gives me 18 more newsletters for college students.

I write down the name and e-mail address of every contact person from the above web sites, and add them to my list of possible Joint Venture partners.

An important note here. Searching and research is probably the most time-consuming and exhausting process. You may feel tired and ready to give up. In that case, switch to another activity and continue your search later. A thorough research, however, will pay off when you start contacting your possible JV partners and getting their attention!

Day 5: As you are still waiting for replies from the experts, write an article with an attractive title. The article will be focused on the solution to the problem that you found to be most pressing on the forums. Your article should state the problem, and offer a brief solution, which is actually only a "tip of an iceberg" - the product itself will offer a more complete solution. After the article is complete, go to Yahoogroups.com, search for various discussion lists where this problem may be discussed, and join them.

Example: I type in "job interviews" in their search box and come up with "successful_interviews", "Madrasjobs", and "Quesion-Bank" groups each with hundreds of members. A great start. I also do a search for "articles" to find all the lists that accept articles and join them, as well.

Days 6-9: Hopefully you will hear from the experts, receive their replies and begin to read and process them. Your new product can be a "Q and A" based on the answers you

received from your interviewees, or organized into chapters by topic. Write your own introduction, addressing the problem and introducing this product as a solution. Inject some of your own personality, setting a humorous, simple and captivating tone. Spell check it in your favorite word processor (e.g. Microsoft Word), proofread it, and convert it to a PDF format for easy access (again, by using the free <http://www.pdf995.com/> software). A product is ready!

When you work too closely on your product, you may lose the objectivity that your potential customers will have. Take a half-day off, get away from your report, then go back to it and think: would YOU pay for it if you were trying to solve this problem? If your honest answer is "Hmmm... may be, may be not... I don't know...", see how you can improve it. Go to Google.com, find similar products and see what they're doing better than you. Truly make it a valuable and thorough product before proceeding!

Day 10: Find a few bonuses to add to your product. Do a search on <http://www.free-ebooks.net/> , <http://www.freeware.com/> and other web sites that give away products, and look for something really useful and relevant to include. Be sure you are allowed to include it as a bonus, but e-mailing and asking the author. Even though these are free, they will add extra value to your product,

especially if they're highly relevant. These could include e-books, reports, software, and even trial versions of paid products.

Marketing

Day 11-13: Set up a mini web site, with one page only. It should have an attractive report cover for your new product, a sales copy, photos of the experts and their brief background and bio. If you're completely new to web design and have no idea how to set up a web site, ask a friend, a relative, a neighbor or a college student to do it for you. If you can't find anyone to help, go to one of the free web space providers (e.g. <http://www.angelfire.com/>, <http://www.geocities.com/>) and use their simple "wizard" to create a web page. Register a domain name that's reflecting your new product's topic, come up with a company name, and list your contact information at the bottom of the web site, including your phone number.

A report cover may be designed in this free program - [VicMan's Photo Editor](#) - or if you're not a do-it-yourself kind of person, ask a college student to help you. College students who are about to graduate are always looking to build their portfolio, so they are very likely to say "yes".

The best way to write your own sales copy without hiring a professional copywriter is to take a "crash course" in copywriting. Just do a search on Google.com for "how to write a sales copy" and read a few articles that teach you how to do this. This article is a great place to start: ["The Art of Writing Effective Web Site Sales Copy"](#).

Day 14: In the mean time, call local organizations - a library, a newspaper, Chamber of commerce, women's network, local colleges, or any other organization whose members can benefit from your knowledge - and offer to give a workshop on the topic of your expertise. The workshop ideally would be paid, but even if not, you could still gain some consulting clients.

When you contact these organizations, be sure to start with *"Hi, I am the author of 'Job Interview Tips for College Graduates' and wanted to see if you'd be interested in a workshop for your students."* In other words, gain an instant credibility by telling them you are an author. You can also offer to bring them a copy of your report - just print out all the pages, and go to a local print shop to get it bound, with a clear plastic cover on top. Make at least 10-20 copies so you have something to bring to the workshop with you, as well.

Day 15: Set up an account with [ClickBank](#) so that you could process payments from your web site and reward your partners through ClickBank's simple affiliate program. The fee is \$49 to set up, and nothing else. It's essential, though, that you have the ability to track and pay out commissions to your partners, so this may be the only investment you'll need. An alternative to accept payments with no set-up fee is [PayPal](#), but it doesn't have an automatic way of tracking where the sales come from.

Write a couple of text ads that your JV partners could use to promote your product. Send your finished product to friends, past co-workers, and relatives and ask for a testimonial to post on the web site.

You know your product better than any of the JV partners who will be promoting it. That's why it's important that you create the ads in advance, before contacting any of them. A good ad should first state the biggest benefit that your product offers, then elaborate further. Here is a sample ad:

**Be The First College Graduate in Your School
to Get a Well-Paying Job This Year!**

Find out what it takes to get attention from the most prestigious firms and recruiters in your field.

Just click on

<http://www.jobinterviewtipsforcollegegraduates.com>
[m](#) for details.

Day 16: After your product is finished and your web site is ready to sell, begin the marketing journey. Today, submit the article that you wrote a few days ago to the discussion lists and article submission lists that you collected. Make sure that a resource box with your web site address, and a punchy promotional message is at the bottom of the article each time you send it. Here is a resource box that I use at the bottom of my articles:

Milana Leshinsky is the Executive Director of
ASPOW.COM,
Association of Solo Professionals on the Web.
Download her
FREE e-book, "How to Become a Successful Solo
Professional"
<http://www.aspow.com/>.

Day 17: Find up to 5 most popular message boards (see the searching tips in Day 1) where your target audience hangs out (people who would be interested in the subject of your product) and bookmark them. You will be posting on these boards, answering questions, and making sure people are aware of what you do and what your product is. You will also post a message on a popular Internet marketing board (such as www.ablake.net/forum) asking to critique your web site. Since you don't have any money to spend on a

copywriter, you can get some helpful input from the forum posters, and implement their suggestions.

Day 18: This is the day you will contact your possible Joint Venture partners. Your letter should introduce you, your product, and your intent - to share your revenue with them, 50/50, if they promote it to their own subscribers, customers and visitors. Make sure that all your letters imply urgency (e.g. *"please let me know how soon you'll be able to run the ad, as timing is of the essence"*). Please, refer back to Day 4 for tips on how to find JV partners.

Day 19: Contact the experts that contributed to your product, and offer them the same JV partnership. Obviously, they already have a database of clients and customers who are interested in this type of product. Today you should also write your press release. To learn how to write a good press release, just do a search on Google.com for "[how to write a press release](#)".

Day 20: Now it is time to send out your press release. Spend this day by searching for relevant magazines, newspapers and online newsletters to send it to. Use <http://www.pressreleasehelp.com/medialinks.htm> to come up with a list of editors' and publishers' names send them your press release.

Day 21: After making some sales, contact your customers with a question: "what did you find the most helpful in this

product?" Add their [positive] comments to your web site as testimonials, as well as add a few more bulleted benefits in the sales copy itself, based on what they said.

Days 22-24: Continue your search for JV partners, and contact them with your 50/50 offer. Refer to Day 4 on how to find them. When you exhaust your search, come up with a new angle.

Example: "interview tips" may be of interest not only to professionals, but to graduating college students as well. You could shift your focus to finding organizations and companies who target college students.

Day 25: Can you perform any services remotely? Such as design, consulting, coaching, tutoring, training, mentoring, writing, programming... Then go to elance.com, register and start bidding on projects. Sign up to receive daily list of jobs to bid on, and spend at least an hour a day bidding on various projects in your area of expertise.

Day 26: Announce and conduct a teleclass, charge \$15-\$50 per participant, and list it with <http://www.teleclass.com/>. The class should be based on your main background, so that in addition to getting some immediate revenue, you could get a few bigger clients as well.

A teleclass is simply a class conducted over the telephone. You can get a free bridge line from <http://www.freeconference.com/> and give the number to everyone who signs up. Prepare for this teleclass as you would for a regular class or a workshop. For more detailed information about teleclasses, please visit [this site](#).

Days 27-30: Continue to search for JV partners, newsletter publishers, and organizations with large lists, and send each one your letter of JV proposal. It's important to use JVs as your main method of marketing as it is the quickest way to make sales. When you agree on a deal with your new partner, you may actually start seeing sales within a day or two! Refer back to Day 4 for information on how to identify good JV partners.

Month 2 and beyond....

Following this 30-day plan will definitely improve your financial situation. But that's not all! You can use the skills and resources you've gained over that time to grow your own Internet business. Except now it's going to be a lot easier - you already have a product, a web site, JV partners, a database of customers, and much more time. Here are a few important things you should be doing at this time, to improve your financial state and grow a full-blown Internet business:

1. Analyze your relationship with the product you created. Do you continue to be interested in it? Will you be happy persuading the same target audience? Or would you rather focus your business on something different? Hopefully, you chose the target audience and the area for your business that you enjoy early on. If you haven't, this is a good time to switch. Just go through the same 30-day plan, but this time focus on a different area that may bring you more pleasure and satisfaction from your business.

2. Start building your mailing list actively. Put up a sign-up form inviting people to subscribe to your newsletter, or create a free e-book to give away as an incentive to join your list. From now on, treat a mailing list as your most important objective for building a long-term business.

3. Study marketing and Internet marketing in greater detail. As someone who came into Internet business without any previous business background, I had a "backwards" learning experience. I first had to discover Internet marketing tactics, and when I started reading traditional marketing books, I realized that these are the same concepts. This simply means that people with traditional marketing background already have all the knowledge they need to market successfully on the Internet. If you are not one of them, a good and thorough book on marketing is a must, now that you have more time. I highly recommend Marlon Sanders' and Ken Evoy's books - they practically gave me all the knowledge I needed to build my Internet business.

4. Develop closer relationships with your JV partners.

They are the ones who helped you survive last month, and you should continue to "nurture" them. Give them something back. Join their affiliate program, promote their products to your mailing list, etc. Stay in touch with them!

Neil Shearing – ScamFreeZone.com

Neil Shearing started work on the [ScamFreeZone](#), a consumer protection resource, in 1997, to try to help combat the huge number of scams online. It's very successful, and is now ranked in the top 3,000 websites for traffic, according to [Alexa.com](#).

Not long after creating the ScamFreeZone in 1997, he started the "[Internet Success Newsletter](#)". It's now in it's fifth year...that's an eternity online! Over 38,000 subscribers get three short InfoShocks in each newsletter, delivered every Friday.

He wrote the "[Internet Success Blueprint](#)" to share the success he discovered with people who want to **use the power of the Internet to earn money online**. As part of his background reading, he purchased every similar e-book he could find.

In 1999 he launched an [associate program](#) to help people benefit from selling his ebook to others. It's been a phenomenal success! He spoke about it as one of a panel of "merchant experts" at the [Internet.com Affiliate Solutions 2001 Seminar](#) in London on February 14th along with famous affiliate expert Declan Dunn.

Recently he's added more product to the "Internet Success" lineup. In April 2001, he launched [Internet Success Diamonds](#) which contains the top three success secrets from TEN of the top Internet marketers. The line-up has to be seen to be believed. Already Michael Campbell, author of "Nothing But Net" has called it "**one of the most powerful ebooks ever written**"!

In May 2001, he launched [Internet Success Spider](#), a truly original piece of software that tracks down SUPER Affiliates for any site you choose. This tool allows you to find the professionals..the people online who really know how to make sales. "Spider" also comes with my "Irresistible Formula" report which explains and illustrates how to get Super Affiliates to work with you. Allan Gardyne, of [AssociatePrograms.com](#) said of the report, "**Neil, you certainly know EXACTLY how to charm super affiliates**". With this "double whammy" of software and report, anyone can find Super Affiliates to help them generate phenomenal sales!

All three products are part of his [associate program](#) which pays out 50% on all products and a further 10% on "sub-sales".

In June 2001, he sent out the first [Internet Success Snippet](#), powerful little infotips, just for his customers.

In July 2001, the "[Internet Success Forum](#)" launched, as did the hub site, "[Internet Success Portal](#)", and his consultancy service, "[Internet Success Consultant](#)"!

In February 2002, he launched "[Yahoo Exposed](#)", a small ebook which details how he went from nothing to a website with a number one ranking at Yahoo (for a search term he chose) in just 14 days! Yahoo Exposed was a great success! People loved to buy the reprint rights for just \$49 and sell Yahoo Exposed at their site and keep all the profits!

In partnership with a professional voice-over artist, Peter Twist, they launched "[Internet Success Interviews](#)" in March 2002... people really like to HEAR the information directly from the experts... and Peter did a great job interviewing them!

In the summer of 2002, he offered 101 of his short sharp marketing articles for free in the re-brandable ebook, [101](#). It's free to read and give away. People love the layout which is unlike most other ebooks. :-)

More recently, in November 2002 he launched his [Private Site](#) containing huge amounts of top-quality marketing info and experts standing by to help people sell their products and services. It's been a big hit and some people have referred to it as the best Internet marketing site online!

Answer: By Neil Shearing

I don't know about a "day by day" plan, but this is what I'd do...

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If I lost all my business assets and had to rebuild my Internet business based on only my marketing know-how, I'd do the following...

Knowing that the power of marketing online is in your lists...I'd aim to rebuild my lists as quickly as possible. Currently, I have three lists... my (free) newsletter subscribers, my customers and my affiliates.

In order to rebuild my lists quickly, I'd create a short mini-ebook (also known as digital reports) on a hot topic with mass appeal... perhaps how to decrease spam or something like that. I'd then set a price tag on it of, say \$19.95. My next step would be to contact existing powerful Internet marketers and offer them the maximum amount of commission I could.

[For speed, I'd set up as a merchant with [Clickbank](#); and offer my joint venture partners the maximum Clickbank permits... that's currently 75%. I'd then set bonuses at higher levels...

so 50+ sales gets the partner 80% (that's 75% direct from Clickbank and 5% directly from me), 100+ sales gets the partner 85% and 200+ sales gets the partner 90%. (You have to leave approx 10% for processing fees).

What this does is gets your joint venture NOTICED and ACTIONED. Top marketers get a ton of "sell my ebook for 50%" offers. You want them to 1: Sit up. 2: Take action.

So, they start referring tons of visitors. At my salescopy page I'd have a popup window to capture subscribers to my free newsletter.

Say you have 10,000 visitors from Marketer A. If 1 in 8 signs up for your newsletter and one in 25 buys, you get 1250 new subscribers and 400 customers. If you repeat that for just five marketers (which is about all you can hope for because once five big marketers have promoted it, the others will be less likely to), you have 6250 subscribers and 2000 customers.

I would also set up autoresponders so that subscribers are dropped into a "free newsletter" autoresponder and customers are dropped into a "customer" autoresponder.

For my autoresponders, I use [Getresponse](#).

The first message would be "welcome" and "I hope you got your order OK" respectively.

The second email would be "did you know you can sell this report and earn 50%" with a link to the Clickbank affiliate program for our report.

(if only 5% of your lists sign up for the affiliate program, you'd have about 400 affiliates).

So, now you have three lists... free subscribers (approx 6250), customers (approx 2000) and affiliates (approx 400).

You haven't yet made any money because you've paid nearly all to your partners, but you're well on your way to re-establishing your "reach" (the ability to contact many people at once).

Then, about a week apart, I'd send promotional emails for other, related products. For the newsletter, the offers would be for general Internet marketing products. For the customers, who bought our report, I'd send offers relating to the content of the report. For the affiliates, I'd recommend product to help affiliates make money.

One of the best places to find affiliate program for any niche is...[Commission Junction](#) and also Allan Gardyne's directory...<http://www.associateprograms.com/>

The money would start to come from the referred sales generated from your customer, subscriber and affiliate lists.

Once the money starts coming in, I'd buy reprint rights to quality products and offer the products to my lists... keeping all the profits.

I'd also continue to generate small reports and offer them to my original joint venture partners and new potential partners.

Finally, I'd either write, buy reprint rights to, or pay a programmer to create, a great product... something you can sell for a few hundred dollars.. I'd put that into the autoresponder loop and use it as a "backend" product... which is where you make your money.

With affiliates working to bring in sales and new subscribers from their traffic, your lists will begin to grow on their own and your business will generate income on its own.

Good luck!

=====

Paul Barrs – PaulBarrs.com

Paul Barrs is the owner of one of the Net's Top Home Business training web sites, [Home Business Mastery](http://HomeBusinessMastery.com). In his course "The Complete Guide to Home Business Success", Paul uses both video, audio and written materials to walk aspiring home business operators how to build an idea into a full time income earning enterprise.

His business now serves clients in over 100 countries through a network of five web sites and using all the services you've read about today.

He is a web designer, web marketer, trainer, consultant and public speaker,

Plus, one of his most popular products is "[Internet Marketing Mastery](http://InternetMarketingMastery.com) -How to Create Your Own Killer Website that Generates Cash, Leads and Traffic! ", which is a 4 volume 20-part audio and transcript course teaching successful Internet Marketing.

Answer: By Paul Barrs

My first comment – been there, done that.

One of the greatest marketing myths that people fall into is that eBusiness success stories “happen overnight”.

While this may be true for a very rare few, it is certainly not the norm.

It sure as heck wasn't for me!

I've been in this situation before. I am a single father with three young children. Now we can enjoy a good life, but for some time we sat on the brink of bankruptcy.

The only difference between then and now is this – now I **know** what to do – back then I was still figuring it out.

Day One:

I love working in my local market just as much as I do in the global eMarket.

I have come to understand that there is just as much cash (if not more) for quick consumption by providing valuable service and information to local business as can be found Online.

Keeping in mind however, that long-term ‘time efficient’

success comes through the Internet – but for now I'm dead broke – the bills are stacked – food is scarce – what the hell do I do?

Create my idea.

Here's what I've got planned (and I write this out on a piece of paper rather than just keep it in my head).

The first thing I need to do is come up with a product that will be able to generate cash both Online and Off-line.
(Meaning, people from my local business community will buy it through 'conventional' off-line sales methods – phone and in person.

Simple solution – make it an eProduct.

I'll still deliver it via Internet Download, but I can sell it via Online sales letter, as well as talk about it to people that I meet and visit.

What's it going to be about –

I already know that a successful business needs a professional Website. I also know that many businesses out there have great looking web sites but not profit producing web sites.

Here's the product –

"How to Create Your Own Killer Website that Generates Cash, Leads and Traffic!"

Sub-Title: Or at least make sure your Webmaster can do it for you.

This covers both 'do it yourself' people and medium enterprises who out source the web design work.

The next step (and yes on day one **all** the planning needs to be done), I make the decision to write the book with my voice.

Why? Because that's what I'm good at. I've been involved with professional speaking now for over 15 years – my voice is my greatest asset.

The rest of the day I set out a map of what the product content will entail. It turns out that it's going to be a 20-part audio seminar running about 4 hours in total.

Cool – I'm excited! Go to bed.

Day Two:

The dawn rises, the birds are singing and last night I hardly slept a wink.

Today I plan things out so that I've got both time and resources on my side to complete the next week's tasks.

Here's what I need:

1. A Website.
2. A completed audio product.
3. A database of local business prospects.
4. A database of Internet business prospects.

After a few coffee's and walk down the beach (where I think best) I put together the following Action list.

Here's how I get what I need:

1. Website – Contact by phone as many local web providers as possible and put forward a one and a half page product plan outline. They need to provide domain registration and hosting for me.
2. The product. I need a microphone (got it), recording device (the stereo will do) and a piece of software called Real Producer which is free from the [Real Networks Website](#). (You may have to search for the free one, but it's there). I know some people don't like real audio – but it's free to product and easy to use. I also need someone to type up transcripts of the audios and some kind of eBook creator that I can get for free. Should be able to easily find these through my local University (I give the aspiring web designer a free copy

- free training – he or she transcripts for me). I can also go to Download.com and pick up free eBook creation software, or at least a free demo that will do for the moment.
3. The database of local business prospects could be a challenge, but I've found the easiest way to do this (keeping in mind that that I want businesses who are web minded) is to download the free evaluation copy of the [Zeus Internet Marketing Robot](#) from Cyber Robotics. It will easily build me a directory of local businesses who have web sites.
 4. The database of Internet prospects will have to come from people who already have good sized opt-in Ezine mailing lists. I'm going to choose to Joint Venture with good 'average' sized lists as I know they will more readily accept my proposal than the big guns. Most of the big guns don't give a toads backside about the little 'un-heard of guys' like me. You'd be lucky to even get them to return your email.

Now I know what I want and how to get it, it's time to get to work.

First thing is to create my full product outline to then contact local web providers.

PS. I've going again here for the 'local' smaller web providers as I know they are more likely to accept my

proposal then larger companies. I want to be able to talk directly with the owner of the business, not some secretary or glorified 'customer service' dude.

Day Three:

My product outline is complete and I get on the phone and begin prospecting.

By the end of the day I've already met a few people and they love the idea of being able to give a free complimentary copy of my new product to their clients in exchange for registering a domain name and providing hosting for me.

Note: In case you were wondering – this is exactly how I started out with my first Website.

Day Four and Five:

Immediately I need only do two things.

1. Begin building my local database with [Zeus](#), and
2. Begin recording my audios.

Between them that this takes a few days.

Day Six:

Now keep in mind I'm a single Dad with 3 kids, so I just

work half a day here.

Today I stop by FreeSiteTempaltes.com and pick out a nice web template to begin with. I could do the whole thing myself, but I prefer to save time and start with someone else's initial ideas to then modify it to my needs.

I also begin mapping out the sales copy for my new Website which will be ready in a few days.

Day Eight:

Hey, got to have some time off, right?

Awesome – my new Website domain name delegation has gone through and my hosting account is up and running.

I'm still working on the audios as they takes a while but we're almost there.

Here's the process I use:

1. I've got my product plan outlined so I use them as the guide to record each tutorial.
2. It's easy. I plug the mike into the stereo and record onto cassette tape as I talk.
3. Once the cassette recording is ready I run a lead jack from the stereo into the back of my computer and use

[Real Producer](#) to record and convert the file to Real Audio.

Today is finished up with me modifying the new web page template and uploading it (blank) so I can check it out.

Using [Zeus](#) I also build a back end links database which becomes my marketing platform for local business.

Day Nine:

Today I contact the local University and get some kid to transcript my audios for me, It'll take a few days.

I also finish recording and write the sales copy for the new site.

All I need do now I get the finished product and I'm ready to go.

Almost....

Day Ten:

Let's get the product together.

I go to [Download.com](#) and find a few free trials of [eBook software](#). I download them and test them out.

Hmm. Not all that impressed. I know I could use [eBook Edit Pro](#), and although it doesn't cost much – it does have a small fee. Perhaps I should contact the owner.

Another alternative is [HappyFreebies.com](#) where I can convert a Word document into .pdf for free. Not sure which way I'll go as yet.

However, I did find on [download.com](#) an eBook full of blank eBook covers – that will come in handy.

Ok – let's just finish off the Website (polish it up) and continue building my local business database.

Day Eleven:

Am I running out of time here. No, I don't think so. My Uni student has finished my transcripts – damn he's fast!

So I've got my audios, my transcripts and yep – I made my decision on [eBook Software](#).

Today I put the rest of my time into formatting the eBook.

Because if it's size I choose to make it 4 volumes, not just one.

It's a bit more work – but it will also give me a greater sales edge and help sell the value of the product.

End of the day – I’m wrecked. Time for another break.

Day Twelve:

One important rule of thumb to remember is to never over work yourself.

In my situation as a single Dad, that’s very important. So today I stop and pause just to catch my breath and revise what I’ve done so far.

1. I’ve got my product – finished.
2. I’ve got my Website – finished.
3. I’ve got my [local business database](#) – finished with over 500 contacts.

Cool.

The Only thing I want to do today is start putting together an [eZine prospect list](#) for JV’s.

That takes some time, but it’s not hard work – just need to visit a number of [Ezine Directories](#) that are Online.

Day Fifteen:

Now the fun begins.

Today I invest a few more hours seeking out potential web-based partners for JV's and build a database by visiting and choosing targeting Ezine owners from Ezine directories.

Second, and very important is to set up my [Merchant account](#).

I choose to do this with [Globill Systems](#) because it costs me nothing and I get a built in affiliate program.

I know I could use [PayPal](#), but to add the affiliate program is going to cost me a little (and that's money I don't have).

By the end of the day all my databases are ready and I'm just waiting approval from [Globill](#).

The important thing about [Globill](#) is that you have to have your Website ready before they will look at it for approval. This did take me a few attempts first time around, but now I know how they work and what they expect it's easy.

Day Sixteen:

[Globill](#) are very quick – they emailed me back overnight and my account is approved and running.

Go Go Go!!

Side Note: The greatest challenge I see facing people these days is not their ability to come up with neat ideas, but their ability to take the action required to make them happen.

Even though it's taken me two weeks to put this together (and I know that by creating a simpler product I could have reduced that time) my success here lies in the fact that I've got a plan, and I'm not putting it to action.

No action = no results.

Does that make sense?

Alright – this is the easy bit.

I begin by emailing about 20 of the [100+ Ezine database](#) that I've put together.

This is going to be a test run to see if the letter I have written grabs their attention.

It invites them to take a look at my product (via a small free sample which can be downloaded) and then to get back to me if they'd like information on the Joint Venture and what I'm offering.

It's important for me to make sure that I don't try and sell the whole deal here – just grab interest.

I also do the same for a small test on my local business database.

Side Note Again:

Why am I targeting both Online and Off-line people here?

I should point out that I'm selling to my local marketplace at the same price as Online but I'm throwing in a top bonus that I can't deliver outside of my local area – "A free one on one Website consultation".

Now why the heck would I want to do that?

Very simply, because I know that if I can get in front of these people and do a quick evaluation of their Website with them I'll be able to convert a huge percentage of them to an actual [Paid evaluation](#) – or have them hire me as a consultant.

And here I can easily earn \$100 / hour or more. That to me is easy money.

Day Seventeen:

Ahh – replies are coming back. I pull 8 of the twenty that I emailed through my Ezine prospects database and 4 from

my web evaluation.

Here's what I do with them:

1. First I offer the product to them at no cost for their own personal use.
2. Second I ask them for a testimonial, but I must have it back within 3 days.

All agree and we're off and running again.

Also, knowing that my initial letter offer works, I send it out to all on my Ezine database list. Many people will tell you to wait to you actually get testimonials on your Website, but I don't have time for that. Plus I know that if I wait – I may have to wait some time. However, I will definitely wait for a few local testimonials before I market to the local businesses.

I'll point out here that not all replies are going to come back overnight – so with no need to point out that I'm receiving an replying to emails each morning – you'll just have to assume that I'm getting back a moderate number of replies and sending them out again.

Day Eighteen and Forward:

It doesn't really take 30 days to do this and if I had to space it out I'd probably loose my momentum and set myself

towards failure. The best advice is to – to take action.

Each day from here on in I look for more JV partners through Ezine databases and do the same locally.

The JV I put to publishers is that they do get the product free (logic here says I'd rather give it free to 100 people and have my sales message go to 100,000 than try to go it alone myself.)

As a side bonus I get some great testimonials and reviews.

The commission rates I offer in the JV are negotiated individually, depending on the size of the Ezine – I don't believe in a straight 50 / 50 deal anyway – it's too common.

As a second bonus, the affiliate program I've set up with [Globill](#) allows me to run it on a 2-tier system.

That means my Ezine partners can also promote the affiliate program and make additional money through two levels of sales.

Another thing – because I'm in Australia – I know that my Globill cheques are not going to arrive for a few weeks – so this is where my local market also comes into play – I'm making sales and these people are paying me cash or cheque in hand when I see them. Easy.

And that's it – promote, promote, promote.

My Website is set up to do three things.

1. Sell the product.
2. Have the visitor join my [affiliate program](#).
3. Have them subscribe to my [free auto responder](#).

That's it -

**As long as you have a good plan and a good product –
then follow your plan – you're going to increase your
chances of success so much more.**

Phil Wiley – MiniSiteProfits.com

Phil Wiley is the author of [Mini Site Profits](#) , and publisher/writer of the free weekly affiliate maketing ezine [Letter from Phil](#).

Answer: By Phil Wiley

Day 1: I can think of 2 ways to do it. In fact I've done it already this week...made money starting from scratch without using my mailing list or spending over \$20 to kick it off. And I did it the week before too.

No doubt the experts featured in this book will come up with a lot more than 2 ways to make money, and embarrass the heck out of me, but the choices I see are

1. Spend the first few weeks of the month creating your own product – an ebook / audio/ video / cd, etc and then get it onto the market with as big a launch as possible.
2. Build low cost mini sites to make money from affiliate programs.

Personally I think the second route is the easiest and most sure-fired way to go. You never know for sure if your product is going to take off, but a carefully crafted mini site can begin pulling in sales within a week of starting work on it. So I'll stick to mini sites. I make a good income from them and seeing they don't rely on my name and reputation to make the sales I **know** they work.

So day 1, seeing I'm naturally lazy I'd leaf through my book [Mini Site Profits](#) again to make sure I didn't miss out on any techniques I've detailed, then I'd sit back and think about what I want to build the sites about.

Day 2: Now down to serious work. Mini sites can be about **anything**, so you've got 2 choices – you can build sites around things that interest you, or you can follow the money and build sites around what's likely to make more sales. If you want to eventually grow your mini sites into bigger content sites it's best to follow your passions and build sites around your interests, hobbies, and knowledge, so that you don't get bored with them. But for now let's stick to following the money. I think it's best to stay away from the Internet marketing niche which is massively overcrowded and find something else to sell. I wrote about the importance finding and profiting from your own niche in [issue 248](#) of my long running ezine.

So Day 2 I'd spend researching what sells online. We're not talking keyword research here, though that comes into it. We're looking at what's hot, what people are buying right now.

I've found that the very best way to do this is sign up for an affiliate account at [Commission Junction](#). Then click on Get Links and you're taken into a directory of affiliate programs.

What's so great about this directory, over all the others I've seen, is that it shows you exactly which affiliate programs are making money for the affiliates, even showing you figures of how much people are earning for every 100 visitors they get to click on the merchant links. Click on any category and the top performing programs for that category are listed first, along with the all important stats.

I'd write down a list of potential affiliate programs and categories, then I'd check out of Commission Junction and leap into Google where I'd check out the competition on the first page of searches for whatever it is I want to promote, and decide if I can compete.

You can get an idea of whether you have a chance of ranking well (assuming you build the site correctly) by using the [Google Toolbar](#) which is a free download. The toolbar shows current pagerank of the site you're looking at, and how many other sites link to the site. This is important, but there's no room here for an explanation. The simplest explanation I've ever seen is in [Rankings Revealed](#) by Sean Burns (an excellent ebook on search engine positioning).

Basically you need to look for categories or products where the sites in Google's Top 10 have a ranking of 5 or less, pay particular attention to the sites on the bottom half of the

page. If they're a 5 or less, and don't have many backward links you've got a chance of taking their spot.

Day 3 Armed with the knowledge I gleaned from Google yesterday I'd go back into Commission Junction and join the affiliate programs I've selected. I'd also look in [Link share](#) which offers a large number of merchants but doesn't provide the same detailed statistics as Commission Junction for research. Clickbank can also provide some good affiliate programs, especially in the information niches. Yet another way of finding good affiliate programs to join is to visit Google again and type in the product (eg. cell phones) you want to promote, plus affiliate programs. So you'd put in - cell phones + affiliate program.

All this can take quite some time when you first do it. But what you should do is work on several sites at the same time, so do research on more than one product or category at every stage.

Day 4 Now comes getting a domain name and hosting. Personally I put each site up on its own domain, I think it helps a little. I've got an account at [New Web Site](#) which let's me host 200 mini sites for \$29 a month, so for me it's just a matter of deciding on a name and registering it with Namecheap for \$8.88. I use them because you can pay with Paypal and I've always got money sitting in my Paypal

account so I like to use it whenever possible. In my [book](#) there's a long list of very low cost webhosts quite a few of them costing only \$1 a month. There's even a free one which displays no ads on your site, but it's only about 96% reliable so I can't really recommend it. 96% sounds ok, but if Google comes crawling while the site is down you'll be dropped from its listings. So personally I wouldn't take the risk.

Anyway, I'd grab a domain name based on the keywords the product is about. With cell phones I'd pick a name with cell phones in it, and use dashes so the search engines can read it. A keyword rich domain name won't give you much advantage, but every little counts. When you get a domain name it's important that you point the name servers to the web host you've chosen so that your site will filter around the web as quickly as possible.

Day 5 Next comes keyword research, though naturally you'd be doing a bit of this as you go along. You wouldn't want to start out researching a product that no one is searching, eg false dog ears, Anyway, for keyword research - and by that I mean finding the exact search terms that people are using to look for the products or services you want to sell - I tend to use [Word tracker](#). It's not free, but you can sign up for just a week at a time and do a lot of research in that time.

As an alternative you could use the free [Good Keywords](#) software, or the free service at Overture, the [Overture Search Term Suggestion Tool](#). Make a folder on your hard drive called Mini sites, and a folder inside that called Keyword. Save all your keyword research into separate files in that folder.

Day 6 Now we get down to the site building, which is really the hard part of all this. It needn't be too hard though. In one week, recently, I put up 4 new mini sites. I could have done more but I had other work to attend to. Ok, so open your favorite web building program (Frontpage, Dreamweaver, etc) or if you're a complete beginner at this you could use David Orme's Instant site Builder which lets you build a small mini site with no prior web building knowledge. It's around \$30 from www.instant-site-maker.com, but a good tip is to sign up for the [Free Software Forever](#) package, which for a one time cost of \$39 gives you over 70 products including David's site builder.

When I'm building mini sites I tend to collect bits and pieces, including images, off the merchants website, then rewrite the words to avoid duplicating the copy on the merchant site.

Day 7 Just in case you're a beginner at building sites I'll allow you two days to work on your important front page.

You need a decent headline to grab people (to come up with the headline you could use Headline Creator Pro which is part of the Free Software Forever package, or [get it from this link](#)).

Day 8 – 12 Ok, you've done the front page, but it's not enough. Single pages are really hard to get ranked high in the all-important search engines. (though Jay Stockwell manages to do it and details how he does it in a report called [Microsite Miracles](#)) One page sites are also hard to get listed in Overture, the biggest of the pay-per-click search engines, though Google adwords seems to accept them with no problems.

Ideally you need more content, and it should be text based because that's what the search engines read. I've found that 5 to 12 page web sites work best. Now some people wouldn't call a 12 page site a mini site, but I do. My main internet marketing and affiliate program site at Ozemedia has over 1200 pages, and it's main focus is to get people to sign up for my newsletter. The site is so big because it's been up since 1997 and I've just kept adding to it. You can read back issues of my newsletter, [Letter from Phil](#), for free on the site.

Therefore you need to spend some time either writing keyword rich articles about the subject/niche you're building

the site on, or if you're not much of a writer gathering articles from article directories. Here's a list of a few of them
<http://www.articlecity.com/>

<http://www.ideamarketers.com/publishers.cfm> (paysite but good)

<http://www.certificate.net/>

<http://www.fripp.com/articleslist.html>

<http://www.marketing-seek.com/articles/index.shtml>
(business only)

If you can't write well use these sites to find and add between 5 and 11 article pages to your site. Each page should be named after the main keywords.

If you're building a site about cell phones, and your page is concentrating on the Nokia 3330, then name the page Noikia_3300.htm

Nokia 3330 should also be your main keyword phrase.

But back to content. Really it's best to come up with all the content yourself, so that it's unique and you can work on the keyword density. I found that 2 mentions of the keyword in

every paragraph works best. Some people might consider this spamming, but it works well for me.

One way to produce content for your site is to study what the competition is doing. Spend some time on sites selling the product you're hoping to make sales of and work out what they're doing and what kind of copy (works...articles) they're using.

Try and come up with something similar but different – and use your own words. Don't steal content.

This is really the hardest part of site building. But after you've built one site the others get easier.

Day 13. Now it's time to put the finishing details to your site. The first thing to do is run a spell check on all the content and make sure you've made no mistakes. Now check and recheck, and recheck again that your affiliate links are working properly.

Give each page a good strong title which uses the keywords you want the page to rank well for. These keywords should be the one's you've used twice in each paragraph of the

page. also work on the description of the page in the meta tags.

Next check that all the internal links and make sure everything is working fine.

Day 13. Right, your site is finished and ready for uploading to your new web host. When you signed up with a host on Day 4 you'll will have been given an FTP account, so you now use it to FTP your pages to the new host.

When the site's been loaded you should be able to type the domain name in and view it in your web browser while connected to the net. Go through each page again to make sure everything on the site is working correctly. Make sure every image you're used is appearing, and that all the links work.

When you're certain everything is fine add the page to the Google database. You can do this at <http://www.google.com/addurl.html> If you spend some time in the search engine forums you'll notice many experts advising against adding your page in this way and say that you should link to it from another of your web site and allow Google to find the new site itself. This is a bit difficult to do if

it's your first site though, and to be honest I've not found it makes a difference to my rankings.

Day 14 – 15 It's going to take a while for the page to be listed and start ranking well, so usually I buy an ad on Google Adwords , which is a pay-per-click advertising method on Google. I do this so that I can start making affiliate sales as soon as possible. An account costs \$50 but you can set spending limits so you don't use it all up in one day if you pick a popular keyword. I also list in Overture which I think is also \$50 for an account.

Naturally if I had a pile of bills and no spare cash I wouldn't be able to take this quick-start step, and it's not strictly necessary. It just speeds things along.

Day 16 – 30 Ok, that's it. You now start all over again with the next niche you've decided on.

I've made this all sound a lot more complicated than it is. But that's because I had to cram a lot into just a few pages. My book Mini Site Profits takes around 180 pages to detail all this – I get much deeper into the nitty gritty, and exact how-to-do-it's of course.

Before long you'll be able to condense all this activity into just a couple of days. Day 1 you decide what to build a site around, find the affiliate program, get a domain name and have it hosted, and do the keyword research. Day 2 you build the site and upload it, and register it with Google and perhaps the pay-per-clicks.

So for the rest of the month work on more sites.

You're not likely to make a fortune by the end of the first month (whereas if you'd spent the month creating a product you could well have made a pile of money only to see it rapidly burn out as interest in the book dies) but what a good mini site does is keep making sales month after month. Even year after year.

I've got some sites I put up 3 years ago which still bring in the occasional sale.

If you end up making just \$50 a week from a web site which costs you next to nothing to put up and host, and you build 2 sites a week, at the end of a year you'll have 102 websites all making you \$50 each a week. That translates to an

income of \$5100 a week. Your domains will have cost you a total of \$905 and web hosting at [New Web Site](#) \$348.

In other words your costs will be \$24 a week producing a potential income of \$5100.
(now I'm not the greatest at maths so I've probably gone wrong somewhere here, but I'm sure you get the picture.)

Of course, \$5000 a week sounds like hype. But attacking it this way it's not. But two sites a week for a year is an awful lot of hard work of course.

Rebecca Hagel – MarketingAuction.com

Rebecca Hagel is an online marketer specializing in information products. She got her online marketing start on eBay years ago buying and selling bayonets. After realizing how simple it is to make money on eBay, she started expanding by building websites and selling ebooks.

She was hooked. Her marketing hunger was insatiable. At that time she was working on completing a graduate degree in cognitive psychology. By days she studied brains, and by night she immersed herself in the world of online marketing.

While initially she started on her own, she eventually accepted a telecommute position working for an internet millionaire, where she was in charge of one of their internet marketing divisions. This six month stint was more like an internship, as her boss taught her tips and tricks not found in most marketing books.

After leaving that job, she returned to work on her own, and began implementing everything she learned. Her online endeavours took off. Although she's written several ebooks covering everything from bayonets (in progress) to unlocking your potential to succeed, she's most known in the marketing circles for her highly acclaimed ebooks '[The Missing Link](#)' and "[The Web Marketer's Dirty Little Secrets](#)."

Answer: By Rebecca Hagel

The Game:

Broke. No contacts. I need to make some cash fast. They say you need money to make money, but I'll show you how you can do it without investing one cent upfront.

The following is an action plan for one month that is focused on getting cash into your hands FAST, all the while developing a solid product that will continue to pay out. The fast cash pays a few bills, puts food on the table, and gives you money to play with and invest in your business. Onward...

Day 1: Since I am starting with zero cash, I need to put a few dollars into my hand to buy a website and domain name for later in the month. The quickest way is to hit up [eBay](#) and sell stuff in your house. But I'm going to assume for the purposes of this discussion that there isn't anything in the house to sell. So what do you do? Sell something unique that you create, that doesn't cost you a dime to make...a report.

There isn't time to mess around and research for weeks. The fastest way to write a hot-selling report is to go to [eBay](#) and see what is ALREADY selling. eBay buyers tend to buy with the trends. One week everyone may be buying a report on how to design a website, the next week everyone is buying reports on how to play the guitar.

So the plan is to search for current and closed auctions to see what sort of information is consistently selling. To find reports, I browse the appropriate categories. But I also enter in key words like "report," "how to," "secrets of," etc.

For the purpose of this discussion, let's suppose that financial information is selling well. I decide to write a short report, such as "101 Ways to Retire Early by Saving Money." The rest of the day is spent researching and writing.

Day 2: Finish research/writing the report. Next step is to load it on eBay for a three day auction. I would write several ads since I don't have time to test which pulls the best. Furthermore, to appeal to a larger audience, I'll offer resell rights (which will also make the product move faster).

Day 3: Now we don't just sit around and wait for the report to sell on eBay. The next step is to make some more fast cash by selling "turnkey" business websites on eBay. Today: start researching on eBay to see what sorts of websites are selling. Again, I'm looking for the hot trends.

Real life example: In the past when I actually conducted this research, there were a few consistently hot sellers. Financial and cooking portals made about \$400, discount cigarette portals averaged \$800, adult sites averaged about \$700, and pay per click search engines sold for about \$300. Keep in mind--these are fully developed sites, but they are NOT getting traffic yet. They are sold as turnkey businesses.

After researching, start building the site. For our purposes, let's suppose it is a discount cigarette site.

Day 4: Check on the current eBay report auctions. If one particular ad is working well, tweak if need be and load more reports up on auction.

Day 5: End of report auction: let's say we sold 10 reports at \$27 = \$270. As per the auction description, all payments must be made within three days via [Paypal](#) (so that I have instant access to cash). In most cases, many people will pay immediately. Very few will wait until the deadline.

Next step: buy a domain name at [GoDaddy.com](#) (8.95) and one month hosting (about \$10). Total = \$18.95. Get the site hosted, domain online so it can propagate.

Next: Finish the discount cigarette website. Wait to put on auction until the domain name propagates.

Day 6. More eBay research to find another sort of website to build. ("turnkey" businesses). Start building it (let's suppose it's a financial portal). Buy domain and hosting immediately so it can propagate.

Day 7. Load cigarette website auction, list as three day auction (with strict payment terms). Continue working on the financial portal.

Day 8. Finish up financial portal website and load on auction (3 days).

Writing reports and building websites and selling them on Ebay can be repeated as often as necessary to bring in cash quickly. At this point I have two website templates. I'll buy different domain names, change the graphics slightly, and put them up again. So two more sites go up today (3 day auctions).

While these sites are auctioning off, it's time to turn my attention to a more long-range plan so I can have money in the months to come. Call me lazy, but constantly searching the trends and building sites gets tiring after a while. It's sort of like a basketball game when there are three seconds left, a tied score and a timeout is called. The team with the ball makes a grand plan to sink a basket before time's up. Now if the teams played the entire game in this "emergency," high adrenaline mode, they would be completely exhausted just 10 minutes into the game!

Likewise, I'm not into churning out site after site to sell on eBay in this manner.

Even though at this point I am using templates and putting them up on eBay, the trends change very quickly. That means that possibly in one week no one will be buying the sites I am offering any more...and the whole research/build/sell eBay cycle would start again.

This may be a very viable business for some people. It's not my cup of tea. I consider it a quick fix to a temporary

situation. This plan pays some bills this month. Time to move on to grander plans.

So what's up next? Writing an ebook.

In the beginning of the month I wrote a report for fast cash. I sold the resell rights with the report, which means it would be harder for me to keep selling the report. The market may get saturated. Plus, I chose a topic that was hot AT THE TIME. Now I want to work on a project that is more "evergreen" and will continue to bring money in for months or years. Also, I am not going to sell the rights to the product.

Now the problem is that I am really short on time. I don't have months to lollygag, research, and write. Thus I need to start with a topic I already know about, yet one that has always been in fairly high demand, and will continue to be in high demand.

That would be online gambling (I worked for an online casino some time back).

While I have a "feel" for what people will buy since I was in the industry for a while, I'm still going to [Overture](#)'s keyword suggestion tool and see what people are searching for.

Merely looking for words like casino and gambling are too broad. In order to do well, I want to find a niche. For the purposes of this discussion, I choose online poker players.

Overture confirms that this is a good niche, as thousands of searches are conducted each month related to poker. I choose to focus on those looking for information on poker strategy.

Day 9. First website auction ends: \$500. Continue writing poker strategy book.

Day 10. Second website auction ends: \$500 Continue writing poker strategy book.

Day 11. Third and fourth website auctions end, with a total of: \$900. These four website auctions have brought in enough money (\$1900) to take the heat off me for a few weeks. It's exhausting to crank sites out that quickly, try to keep up with the trends, etc--but it does put cash in the hand very quickly.

Note: If you wanted to make money on eBay selling websites, it's better to develop websites, prove they are profitable and have traffic, and THEN sell them (you can get thousands of dollars if you have proof that your site is profitable...or at least gets traffic).

Days 12 - 17: These days are devoted to a few major tasks: finishing up the poker strategy ebook and compiling it, building a mini-website, and writing the sales letter. The goal is to crank the site and sales letter out quickly--they can be tested and tweaked later.

(If you need help with the sales letter, there are products you can buy such as Yanik's Instant Sales Letters or Marlon Sander's Push Button Sales Letters.)

Days 18-20: The book, site, and sales letter are finished. The book contains affiliate links to provide residual income. The website is two pages: a sales letter, and a page for affiliate sign ups. A newsletter subscription box pops up on exit of the site if the visitor does not buy the book.

Since we have cash on hand from the eBay sales, we can spend \$49.99 to set up a Clickbank merchant account. Clickbank allows us to start an affiliate program as well.

These couple of days are spent doing the following: finding complimentary poker/gambling websites, creating a list of site/list owners, and writing a JV proposal. I'll let the owners know upfront what's in it for them--they'll get 50% of the commission on the book in exchange for recommending it to their list.

Note: finding affiliates and finding customers takes the same amount of work. Thus it is much more productive to search for affiliates, since each of the good affiliates will find several customers.

Days 21-30: The rest of the month is spent sending letters out to list owners to propose a JV. All list owners get a complimentary copy of the book so they can read it and fully recommend it to their list. In addition, I'll write up some

advertisements for list owners who are not adept at writing their own recommendations.

Within a few days of sending out the first JV letters, we can see the first few sales coming in. We can make several hundred to several thousand dollars by the end of the month, depending on how fast list owners start doing their promotions. Affiliates/JV partners will also receive periodic mailings from me to encourage continued promotions.

While the list owners go about their business of selling the book, I'll work to develop a back-end system. Initially I'll use pitch complimentary affiliate products to customers. Meanwhile, I'll start developing more related products, so that current and future customers will have an entire product line to purchase. Every time I create a product, I'll alert my JV partners and send complimentary copies. Affiliates will receive an email alert to inform them of how to promote the new product.

After the first month: In the following months, I'll refine the system. Customers will be put into an autoresponder sequence when they make a purchase (the sequence pitches related products and upsells). Advertisements, the sales letter, and other copy will be tested and tweaked for maximum results. I'll work to expand my influence by optimizing for the search engines, writing and submitting articles to ezines, etc.

(Note: the above action plan works, and is based on a true story! Skills needed: web design, writing, research, and determination.)

And finally: in order to protect myself in case Joe Kumar ever tells me I have no money and no contacts, I'm going to invest in a few of my favorite collectibles: bayonets and swords. Those items are better than money in the bank, because they continue to increase in value. If I should ever lose everything, I can sell them so I have money to create a business.

Rick Adams – CostlyOnlineBlunders.com

Rick Adams' career on the Internet started in late 2001 as a result of discussing how to build websites with his daughter (Courtney). She had recently graduated from college with a degree in Technical Journalism.

Rick has been in the Information Technology (IT) business for over 25 years as a computer programmer, design engineer, and that dreaded management overhead!

He works on his Internet business part time.

His work experiences have taken him all over the world supporting customers in Europe, North & South America, and Asia.

Rick and his family lived in Singapore for 2 years during the mid-1990's. Needless to say it was a huge change for the family but the experience will be remembered for a lifetime.

In December of 2002, Rick launched his first eBook, "**Costly Online Blunders and How to Avoid Them: Confessions of Top Internet Marketers**"

www.costlyonlineblunders.com.

Rick also started a weekly Internet marketing tips newsletter called NICHE, The Magnificent! NICHE provides Internet

marketing tips mixed with a sense of humor.

<http://www.nichethemagnificent.com/>

Rick lives in Omaha, Nebraska, USA with his wife Pam. In addition to their daughter Courtney, they also have 2 boys, Brandon and Kyle, and Greta their German Shepherd dog.

When not typing away on his computer, Rick can be found trying to improve his 11 handicap on his favorite golf course or tinkering on his sons' Jeeps.

Rick's nickname is "the Commish". During the US football season Rick participates in a Fantasy Football league and was its' commissioner for many years.

Answer: By Rick Adams

The scenario is: I've lost my money, my reputation, and bills are piling up. I have 30 days to turn things around. Drastic measures are called for so I'll be describing an unorthodox solution that involves selling "ideas."

This is not something I would normally recommend because if you come up with an idea you'll want to develop the product yourself, copyright it, and own the Intellectual Property rights.

The process to find a potential product idea to then sell, is exactly the same process you use to find a new idea and then develop it into a product. The difference is selling the rights away for someone else to own it and develop.

Top product developers have the knowledge, tools, and process in place to handle the functions of product development and deployment. By offering them new product ideas, it saves them time and energy of finding the idea and researching the "product" potential.

Let's get started.

Day 1 – Start Looking for Product Ideas. My first stop will be the various forums available on the Internet. People posting on forums are quick to comment on problems they

are having or software/tools they need, etc. They post on forums because of the immediate feedback.

Depending on what niche I want to focus on or where I have some knowledge of a particular topic I'll look for forums that relate to that area. I'll get onto <http://www.google.com/> and search for forums.

Example: I want to look for "Internet Marketing Forums", so I'll search on that term. Or I want to focus on dog care, specifically German Shepherds, so I'll do a search for "dog forums" or more specifically "German Shepherd dog forums."

Once I find a list of forums, I'll start viewing the various discussions that are listed. To view the posts, I don't have to sign up. To post a question or reply, I'll have to join the forum. Here are some Internet marketing forums to use for ideas.

www.howtocorp.com

www.warriorforum.com/forum/default.asp

www.ablake.net/forum/

www.williecrawford.com/cgi-bin/index.cgi

www.network54.com

I also need to:

- 1) Sign up for a free autoresponder.
www.GetResponse.com
- 2) Sign up for a free hosting account at one of these places or search Google.com for free web hosting.
 - a. www.freewebsites.com
 - b. www.absolutely-free-hosting.com
- 3) Sign up for a domain name at GoDaddy.com for \$8.95. Since I'm not sure what unique domain name I'll need, I'll set up a generic one using my name. I'll look to see if RickAdams.com is available. If it's taken, I'll see if <http://www.therickadams.com/> is available. After all, I am The Rick Adams! ;-)
- 4) Sign up for a free file compression utility. WinZip (for Windows users) at <http://www.winzip.com/> or Stuffit for MAC users, www.stuffit.com/stuffit/lite/.
- 5) Sign up for a 30-day free trial version for some FTP software. www.Ipswitch.com

These tools will be used later.

Day 2 – Continue Looking at Various Forums for

“Opportunities.” I continue to look for questions being posted for solutions to a problem or “how to” information. Depending on the answers that may be posted, I should be able to determine if there are solutions to a particular problem that already exist. If not, that may be a possible product idea opportunity.

I’m also looking for “hot” topics where there are a lot of people interested in a topic, offering questions, answers, and opinions.

Example: Over the past few months the concept of SmartPages has been a hot topic on the forums. This is a page ranking technique offered by Stephen Pierce of “[The Whole Truth](#).” Stephen describes the concept of SmartPages in his new ebook and a lot of people are trying them out. It does take some effort to build the SmartPages. Armand Morin (and maybe some others) saw this as an opportunity to build a product that automates the building of the SmartPages, effectively saving people time and making it a much easier task.

Bam! An “opportunity” right there in front of everyone. Stephen came out with his ebook in January, but Armand’s product came out in March. Anyone could have seized the idea of an automated tool to build SmartPages in January and either built the product or contacted someone like Armand to see if he wanted to build it.

Day 3 – Continuing to Compile a List of Possible Product Ideas. I'm looking for possible software and ebook solutions. I want to compile a list of 10 possible "opportunities." I'm also posting a question or two on each forum to try and flush out some additional details about each "opportunity."

I'm checking Google.com to see if there are other solutions already available. If there are, I'm *bookmarking* each site, as I want to come back to them for further analysis.

I've shortened my list to the top three product ideas. These are ideas with the following characteristics:

- 1) Show a lot of recent interest (from the forums)
- 2) Do not have a lot of competition
- 3) Appear could be implemented rather quickly

What I need now is some additional "input" from other sources to confirm the need for a particular solution or product. I need to run a survey.

Day 4 – Setting Up a Survey. Setting one up is fairly easy. I can sign up with a company like SurveyMonkey.com and use their free service or pay a small fee (\$19.95/month)

and have more options. The free service will give me 100 responses max per survey. The paid service will give me 1000 responses. I'll use the free service and see how the responses go. I can always upgrade and pay \$19.95 for one month of service to allow more responses if necessary.

The beauty of using a company like SurveyMonkey.com is the inexpensive price, survey customization, results maintained on their system, and they have tools to quickly tabulate the results online. I want to keep the survey questions focused and fairly short, say 6 questions or less. I don't want a long-winded survey.

In the survey I'll start with a brief description of the product and describe the benefits of saved time, saved money, increased profits, do more in less time, etc. All key benefits that any product should target.

I'll ask the following questions:

- 1) How interested are you in a product like this? The choices are: very interested, interested, or not interested.
- 2) What type of media would you like to receive the product in? The choices are: PDF, audio tapes, video, CD-ROM, email courses, other
- 3) What price would you pay for a product like this? Leave this open-ended or provide a range of \$10-19, \$20-\$29, \$30-\$39, etc.

4) What other issues do you need help with related to the topic? This is an open-ended question allowing a typed response.

I'll need a thank you gift to give out for taking the survey. Possible choices are: a special report, ebook, script, or tool. The gift should be useable by PC and MAC users. People who write and post articles generally will allow the use their article on your website or in your newsletter. I'll contact them and ask permission to use their article as a "special report" given away for free. As long as I leave their resource box intact, I'm sure they will agree.

I can find articles at <http://www.makingprofit.com/>.

When someone completes the survey, I want to collect their name and email address so I can return a URL where they can download the thank you gift. I'll do this using my free autoresponder. When an article is used as the gift, I can return it in my autoresponder response after they subscribe. If I need to follow up with another question or two, I have their email address to contact them. At the end of the survey, I indicate that I will not use their name and email address for any other purpose.

The URL I'm using is the one I purchased on day 1. I need to make sure the thank you gift is uploaded to my free website using the FTP software. Depending on the size of the thank you gift I may need to compress it using the

compression utility I downloaded for free. This will help with upload and download times.

I need to test the links. I'll send myself a test email with the survey link embedded. I'll click on the link, take the survey and then download the thank you gift. If everything tests out, I'm good to go.

Day 5 – Post The Survey. I have several places to post the survey to gather responses. I'll go back to the forums I visited initially and post a message on 2 or 3 of them to start. I'll post the message indicating I'm a newbie and I'm gathering information via a survey to help me develop a product. I'll include the URL of the survey at SurveyMonkey.com. I'll indicate they will receive a thank you gift for taking the survey, which will be sent at the end of the survey.

I use forums to get immediate responses. I can write an article and post it at article submission sites but it could several weeks before the article is picked up by someone and published in their ezine.

I can place ads in ezines, but it is too expensive right now. The ad may not go into the ezine for a week or two and I don't want to wait that long. I might be able to find someone who will help me out and place an ad for my survey in his or her next issue. The chances of that

happening are very rare. Usually it will be a few weeks out and I can't wait that long.

Day 6 – Analyze Survey Responses. By now I should receive some early responses from the survey. I'll analyze the responses and see what people are saying. Are they very interested in the product idea or just lukewarm? Are my questions generating the desired results or do I need to tweak the questions?

After analyzing the initial results, and making the necessary changes, I'll post the survey in the remaining forums.

Day 7 – Who Do I Want to Contact? While I'm waiting for survey responses from the forum posts, I want to identify people I'm going to pitch the ideas to.

1) I'll search Google.com for products that may be related to the category of my idea and see who comes up as owners of these other products. I'll want to contact them.

2) I'll get on to ClickBank.com and search for ebook or software products. I'll go to their respective websites and find out who the owners are and try to determine if they are big players or not (ones with multiple successful products.)

I'll build a list of 30-40 people that I can contact. This list will include their name, phone number, email address, business address, and if they are a software or ebook product owner.

Side Note: I buy a lottery ticket for \$5. If lightning strikes and I win the lottery, my approach to Internet marketing will immediately change!

Day 8 – Decide How to Contact Potential Buyers. I can send an email, but it may not get opened. A phone call is a good starting point. A letter or postcard is also a good option because it places something tangible in their hands to open or view. If I send a letter or postcard, I can obtain their mailing address from their website.

I've decided to place an initial phone call and follow up with a letter. I'll spend the rest of today typing up a personal letter to each potential buyer. The letter needs a kickass headline to get the reader's attention. I can use a tool like [Headline Creator Pro](#) to quickly generate a number of headlines.

Regardless of the method used to make contact, I'll provide the following information:

- 1) A description of the product idea
- 2) Benefits to the end-user

- 3) Results of the survey
- 4) Any competitive solutions (list of who, features, price, etc). This is where I go back to the bookmarks I saved and gather the relevant information.
- 5) Why a product like this will benefit the buyers' customers
- 6) My contact info

No fluff, just direct and to the point.

Side Note: I check the winning numbers of the lottery. Since there is a 1 in 120,000,000 chance of winning, I quickly go back to the real job of trying to generate some quick cash via Internet marketing!

Day 9/10 – Start Contacting Potential Product Idea Buyers. I start by placing phone calls and mailing the letters. When I talk to someone via the phone, I have to make my pitch quickly. I may only get a few minutes with each person. When I have to leave a voice message, I need it to be concise and the overall message needs to be enticing so the potential buyer will call me back.

I rehearse my pitch before I make any phone calls.

I need to be prepared for rejection. It won't be personal. Many people are working on their own projects and may not have time for me. I may have to schedule phone calls later, when people have more time to talk. I also need to be prepared to email my pitch, if requested.

Day 11/12 – Initial Responses. By now I should have a real sense if there is any interest in my product ideas by the responses I get from the potential buyers. I may want to tweak my pitch, describe additional benefits, etc. I may also need to refine my list of potential buyers.

If a potential buyer rejects my offer, I will ask them if they may know of someone else that might be interested in the idea. I'll ask if I can use their name to help open the door with the referral.

Day 13/15 – I Have Several People Who are Interested. Now I start the negotiations. I have to convince the potential buyer of the "perceived value" of the product idea. If I've done my homework properly, this should not be a difficult task as I'll refer to the survey results and forum comments. If the survey results are questioned, I can offer to submit the survey to the potential buyers list.

Each potential buyer will have a good idea of how products sell to their lists and via their affiliates.

Part of the negotiation will be to review the ROI (Return On Investment). This involves estimating the *Investment* (expenses incurred to develop, fulfill, and promote) against the *Return* (sales revenue).

Let's assume I have survey responses that indicate a very good interest level in the product idea and people are willing to pay upwards of \$100 for the product.

I'll develop a simple spreadsheet showing the following:
(The numbers below are representative and will be different depending on the interest level of the idea, development costs, fulfillment, potential sales, etc.)

Expenses:	Purchase of Product Idea:	\$2000
	Development Costs:	\$1500
	Promotion (Use existing list):	\$0
	Fulfilment (Digital product):	<u>\$0</u>
	Total Expense:	\$3500

Revenue:	Potential Selling Price of	\$97
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400 units sold in 30 days \$38,800

This example doesn't factor in an affiliate program, which could create more expense (affiliate commissions) but could generate more revenue too.

I've heard some top Internet marketers talk about how many sales they can generate from their own opt-in lists and affiliates. This is why I used 400 units in 30 days.

If my idea and the supporting documentation is convincing of the "potential", I'll have an easier time negotiating my price. Any time someone sees a huge ROI in a short time, they will pay attention. This can be used as a negotiation chip.

If a \$3500 investment generates sales of \$38,800 within 30 days, that's a very healthy ROI in anyone's book!

This type of information helps me negotiate my purchase price.

Day 16 – Agreement Reached. I have verbally negotiated an agreement and now I need a contract. I'll search Google.com looking for copyright contracts. Here are some additional websites for legal advice.

www.MyTechnologyLawyer.com

www.InternetMarketingLawProducts.com

www.legalzoom.com

Once I find a contract that meets my needs and I've filled it out correctly, I'll fax it to the buyer for review. It may take a few days to work out the details, but essentially I'm selling the rights to my idea for a set fee. I want the full payment immediately via check or wire and that should be included in the contract under payment terms.

The buyer will want a Full Rights Agreement or to have the sole "rights" to the idea. This type of agreement prevents me from selling the idea to anyone else.

On the other hand, I would like a Royalty Agreement where I retain the "rights" to the product idea but the buyer has the right to develop and sell the product. I would then receive a royalty (5-15%) of each sale. This would be easier to negotiate, if in fact there was a tangible product being sold and not just an idea.

I'll try to negotiate for the Royalty Agreement and settle for the Full Rights Agreement.

Note: Assuming the buyer implements an affiliate program, I'll also want to negotiate that I can become an affiliate for no charge. I'll want to keep abreast of the buyer's product development efforts and launch date.

When the product launches, I'll contact those who took my original survey and see if they are interested in purchasing the product using my affiliate id. I'll also continue posting messages in the various forums using my affiliate id for this product in my signature info. More potential affiliate commission revenue for me!

Day 17/18 – The Deal is Done! I have successfully pitched, negotiated, and sold an idea and I'm waiting for my payment. Depending on how much I make, I'll pay some of the bills that have been piling up and/or I'll reinvest the proceeds into additional efforts to find and build more products.

I may decide to sell another product idea or I may develop the idea myself and keep the profits!

Day 19 and Beyond. Since I still have my product idea information from the past few weeks, I'll review what I found and see what other potential products I can develop.

As I develop and promote my products, I'll do the following:

- 1) Develop my own opt-in list using techniques described in Joel Christopher's [MasterListBuilder](#) product.

- 2) Write articles and submit them to the article submission sites to discreetly promote my products and generate subscribers.
- 3) Continue posting on forums looking for new ideas and indirectly promoting my products.
- 4) Purchase ezine advertising using the [Directory Of Ezines](#) site.
- 5) Form joint ventures using the strategies presented in Terry Dean's products.
- 6) Attend Internet marketing seminars to network, form relationships and possible JV deals.
- 7) Keep a copy of the cheat sheet from my ebook [Costly Online Blunders](#) close by so I can make sure I avoid the mistakes made by others.
- 8) Buy a copy of Stephen Pierces' ebook [The Whole Truth](#) and read it several times for the great info it contains.

This solution is proposed to minimize expenses, and generate some quick cash. Hopefully none of us has to experience the pain of losing our business, reputation, and money. If we do, there are plenty of examples of people who have rebuilt their businesses and become even more successful.

Publisher's Conclusion

Hi it's me Joe Kumar again. You've read what the experts have to say, and you now know exactly what to do to succeed in Internet Marketing.

However, I predict only (or even less than) half of you will go on to become Internet Marketing experts.

The half of you that take action, that actually DO what these experts have suggested and advised WILL succeed, there's absolutely no doubt about it, since you now have the know-how of all these Internet Marketing Experts, combined.

You can follow 1 expert's advise to the letter, or mix and match your way to Internet success. You are now 100% equipped with all the advanced weapons you need to fight in the Internet Marketing battlefield.

Will you use these weapons? That's up to you, and that is the sole criteria that'll decide whether you become the next Internet Marketing expert or not.

Remember: purchase of this book entitles you to 12 months free email consultation by me, Joe Kumar. Anytime you have a question, do not hesitate to drop me an email at members@joekumar.com and I'll be glad to help you.

However, I can do nothing for you unless you begin your journey. You've been shown exactly what to do and how to do it, now it's time for you to do! ☺

Have a great day! ☺

To Your Internet Marketing Success (in 30 Days),

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The End