

Instant Access:

**How to build a high income
autopilot Internet business.**

- What is Instant Access
- Why it will work for you
- 4 Instant Access businesses you can start now
- Coming up with your idea
- Get started with free publicity

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Instant Access:

How to build a high income
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What is Instant Access

In a way instant access is just what it sounds. Delivering the goods instantly. It means your customers are able to get what they want from you now. But it is so much more than that. Instant access is an idea. It is an idea that has sparked fortunes for many people using it the right way.

I guarantee you some of the biggest names in Internet marketing today have known this fact for years: **Instant Access works.**

Whether you are selling an ebook or offering subscriptions to a site or a newsletter, your efforts and sales can only be multiplied by the use of giving your customers what they want when they want it - immediately. To do this you must use digital delivery of your products, meaning your customers should be able to download everything you offer.

You may already have an Internet business running, or you may be looking for some way to get started online. But for the small business and home business there is one lesson to be learned in order to maximize your earnings: The easiest and fastest way to profit online is to use the Internet for what it is meant. This means the following.

1. As a communications tool between you (your business) and your customers.
2. As a way to have information at your fingertips instantly.

It is really very simple. If you have the information people want they will pay you for it - especially if they can have it now. If I seem to be repeating myself it is because this was the lesson I had to learn before I made any real movement online.

Why it will work for you

So what if I had to learn that lesson before I got going. What does that mean for you? Well think about it this way. To a small home based business getting the word out to the Internet community is not as easy as it is for a large corporation with millions in their advertising budget.

We don't have the opportunity to lose thousands of dollars up front trying to make even more back. We need to profit immediately. And what is profit? I believe it was Bill Gates who said profit = your earnings minus your spendings, or something to that effect. In other words, profit is what you have left over every month after you spend money on your business. Profit is your take home money, the extra stuff.

In order to make the most profit you must spend as little as possible. You don't want to have shipping costs and expensive direct mailing costs when you are starting out. Some of that may come later but for now you need the fastest route to profit.

Delivering digital products doesn't cost you a dime. No printing or shipping costs. In fact, besides what it takes to start up on the Internet, you can deliver your goods potentially millions of times without ever lifting a finger because of digital downloadable information.

4 Instant access businesses you can start today

So let's get right to the point. How are you going to use the power of instant access to make money online? I have four things you can get started in a matter of days. I have seen these things done all over the Internet very successfully and I use some of them myself.

1. eBooks: The popularity of ebooks has increased exponentially in the last couple of years. Everyone seems to have them. And while you may have heard mostly about the free ones the truth is there are a lot of people making good money selling their own [how-to](#) ebooks online.

This is the type of Instant Access business that takes the least time commitment to run, but it is one that must be updated constantly. Really all it takes is a word processor, a little knowledge inside your head and an ebook making program and you can pump out a quality ebook in just a few days.

2. Private subscription newsletter: This is the online equivalent to magazines. People pay a certain fee to subscribe and you deliver a back issue right away and then follow up issues every month, week, two months etc.

If you really have a strong knowledge of something and you can find the right market for your information you can't beat this. People are looking for someone more knowledgeable than them. Sort of a leader who can teach them the ins and outs of a particular topic. Receiving this "Insiders Information" from an expert is a great lure for many people.

3. Subscription site: This is much like the business above but it requires a little less work. Instead of sending out an email to a group of people they can just come to your site to get the information they need.

The downside is you can't always keep up with your customers like you can with email. But if you offer quality information and services you can't go wrong with this one. Just make sure you have password protected areas for your customers to go to in order to avoid getting ripped off.

4. Free email newsletters (ezines): Yes free can make you a ton of money and this is by far the most popular (although many don't realize it) instant access business out there. If you start a free newsletter of a certain interest and promote the heck out of it you can quickly build a subscriber count of over 1000.

Where you make the money is by allowing other businesses to place classified ads in your newsletter - for a price. So you don't directly make money from your subscribers, but it is because of them that you are earning ad money. As your subscriber count goes up, your ad prices do to.

Coming up with your idea

Whether or not you know what business you want to do, coming up with your idea for a product is the first step. I mean what will be your focus, your market of people you want to sell to? First make sure you find something that will sell. Look around the Internet for the same market but don't ever make a product until you know there are people who will buy it. Do surveys, ask friends and family but find something that will work. Brainstorm and get feedback until you find the perfect one.

This may take a little bit of time. Testing isn't always easy. But besides using instant access, the second rule to making a good online income is to make sure your product will sell. What is the point of wasting your time just on a hope that it will sell.

Search around bulletin boards and ezine lists for groups of people that match your possible market, if you can't find anything you may need to think of something else. Don't make such a niche product that only a very small amount of people would ever be interested in. In fact, you may want to choose an already established market and make a product specific to those types of people - just make sure you know what you are writing, have some knowledge.

Get started with free publicity

You know what the hardest part about getting a product off the ground is? It is not writing it or searching for a market. It is getting those first few

sales. You need to get the word out about it but how do you do that if you don't have any current customers?

Advertise in ezines. Remember how you can search ezine lists for markets? you can advertise in them too. After all, who better to get your word out to than by putting it right in front of the people who want it.

Write short but informative articles about your topic and distribute them to the ezine owners. This is free publicity and it gets you seen by thousands of people at a time. It also establishes a lot of credibility in the eyes of your potential customers. Just ask the owner of the ezines for permission to submit articles.

Offer a free ebook like the one you have on your screen right now. It is simple, people love free, and you get free advertising. This is especially great if you can get others to give it away free to. Just leave a note allowing anybody who reads the book to offer it to others. You might not believe how fast the word will spread.

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