The Pizza Plan

The 75$ A Month Budget That Turned A Former Pizza Store Manager Into A Successful Online Business Owner

By Jon Olson

www.ThePizzaPlan.com

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I love pizza! And I've got the waist line to prove it! The story goes as follows, new father of a baby boy gets a brand new job as a manager of a national pizza chain. New father enjoys the job but has dreams of owning his own online business.

Contrary to popular belief, managing a pizza store does not get you loads of cash. Yes, I know, it's a shock and while it does get you unlimited pizza for cheap, it's hardly living the good life. Budgeting was part of my daily life, and I was amazed at how I could make a dollar last.

So instead of spending 20 bucks on food and take out, I flipped it and invested into my online business. What I am going to do in this e-book is outline exactly what I spent the money on and what I did once my investment started to pay off.

I call it The Pizza Plan because not only was I managing a pizza shop while starting out in the online world, I was also taking the money I would have spent on pizza every week, and investing it into my business.

Roughly $75 a month, is what I would spend on this business and as I increased my earnings, I did something many new marketers do not do. I re-invested it into my business. The more I earned, the more I invested.

So less pizza, and more business....Let's get started....

I got my start in this business in late 90's but never really had my first 'ah ha' moment until 2001. Before 2001, to say I was spinning my wheels would be quite the understatement. You see, I was the prototypical slot machine marketer. I joined this program, and that program. Spent money here and then threw some over there as well. No plan at all, it was quite the disaster.

So 2001 came around, I was very much a broke marketer that was in debt and pulling out my hair dealing with my daily life. But I still had the vision. I still knew I could make money from this business and continued to push forward. Things had to change though and change they did.

This is just a brief overview of my history and the sad thing about this story is, it's not unique. Many new marketers come online and look for ways to build their business and are so excited about starting online, the slot machine bug catches them and they start pulling that handle, joining every program online, trying to 'strike it rich'.

What changed for me was thanks to careful planning and what I lovingly call my 'Pizza Plan'. Now there are a few things to go over before we get into the example of the budget I used to get my business going, and please be warned, you will be shown the EXACT strategy and programs I used but they are NOT free.

Here's disclaimer number 1 – to make money online you will need to invest in your business.

Disclaimer number 2 – Results may vary. This is NOT a promise of instant income at all. This is my story and my budget that I used to turn an ex-pizza store manager into an online business owner.

Note: This plan does not cost a lot but it does cost $75 a month. And following this budget, you can earn money too from the products in the plan but still, from the get go, you will need to invest $75 per month to get your business going.

O.K., all set, let's dig in.....

Program Number 1 – The Autoresponder

Recommended Program – aWeber

Cost - $19.95 / month

When you hear the broken record speech about how the money is in the list, yadda yadda...Guess what, it's not an urban legend. It's repeated because it's true.

My list (original list) is Hit Exchange News and that started years ago, and some of those same subscribers since day one are still on my list. Case in point, programs can come and go, your list stays with you forever (if you treat them right of course).

So why is it critical? This is your bread and butter. This is the first must have tool because it's the starting point of any successful online business. The better you treat that list, the more money you will make. It's that simple and that's why i recommend the 'Cadillac' of auto responders, aWeber.

Why is this such a powerful tool? They ONLY focus on mailing. They are not some hybrid program that does a million things and oh yeah, here's an autoresponder for good measure. They spend 100% of their time, getting your email into your subscribers inbox. They are the cleanest and the best.

I made a fatal mistake of choosing a 'free to join' autoresponder when I started, guess what, those people are not on my list anymore. It's so important that you do not choose to 'play it safe' with your autoresponder, invest in the best, invest in aWeber.

Program Number 2 – The Link Tracker

Recommended Program – Hits Connect

Cost - $11.97 / month

Here's the main reason why you NEED a link tracker. If not, you could be wasting your money online by using programs and services that are not earning you income, or getting you a referral or making you a sale.

By using a link tracker, you can tell which advertising campaigns are pulling in results from a multitude of sources. From traffic exchanges to safelists, to blog posts to article marketing, link tracking is critical to your budget, especially once it's starts to make you real income.

Hits Connect is a very unique program because the owner of it, lives by results. He is very focused on result driven marketing and with that, you can rest assured, this tracker is the absolute best on the market.

Like aWeber, you should not try to go with a free service. Hits Connect is a program you need to pay to join and you will thank yourself down the road. Start off with the best in the business, go with Hits Connect.

Program 3 – Hosting (w/your own domain name)

Recommended Host – Zoot Host

Cost - $10 for domain name per year PLUS $9.95 / month for hosting.

First step, get your own domain name. If you can secure 'your name' you should . For example, I could not register JonOlson.com, so I grabbed JonOlson.ca. You should see if you can get your 'own name' for a domain name. If not your name, then the name of your business. Remember, this is how people will get to know 'you' so choose your domain wisely.

This costs roughly 10 dollars per year. You can find cheaper domain registrars but look to budget about 10 dollars for this.

The second step is your own hosting account. When you are starting, you do NOT need a massive dedicated server, but you need your own hosting account. A shared server will do perfectly and you can grab a solid shared server for under 10 dollars a month.

Why do you need your own host?

A few reasons, but one of the big ones is flexibility. You will be able to at some point, create your own squeeze pages, host your own blog, develop your own web site, basically have an online presence on your own domain name.

This screams professionalism and makes people 'trust you'. Speaking of blogs, this is a great way to develop your brand simply by writing about your adventures in internet business. Be creative, have fun with it and be 'you'. People love authentic stories, so get out there and write a few blog posts on your own blog.

But I digress, hosting is something that might seem scary at first and trust me, I still get scared using my servers, but once you get the hang of it, the possibilities are endless. The main point though, is have that online presence from day one and the ability to control that presence whenever you need to.

Program 4 – The Affiliate 'Hub'

Recommended Program – Affiliate Funnel

Cost - $9.97 / month

When I got started I was a member of two 'hubs', one was called MPAM the other was Profit Rally. Basically how these programs worked was they were places I could send my list of subscribers to and promote, that earned me affiliate commissions and downlines in various programs. The recommended program for this report is Affiliate Funnel because it does everything you want a marketing hub to do...

It's got a great commission structure, it's very popular, it's got a great training tutorial, and it's owned by a couple of very good dudes in this business, one of them being yours truly.

Back to being serious for a second, if I can lol, but the big reason for this is the training aspect of it. The weekly training seminars, the forums, the tools, the tutorials, the programs will give you the inside edge on this business.

It's a hub, so it means it's also a downline builder. By sending people to the 'hub' you can earn commissions and build your downline in various programs. Another thing to note, is that you can use the squeeze pages and system built promotional pages within Affiliate Funnel to promote your auto responder code (ie, build your list). The best part is, the list you build is YOURS, this is a bit more advanced but you can copy and paste your auto responder code within the system built pages at Affiliate Funnel to build your downline in A.F. And build your list through aWeber.

Program 5 – Traffic Exchange Upgrades

Recommended Programs – Any Two Of The Super Surf 5

Price - $13.94 / month (or higher if you do not take the OTO)

Obviously, being from a traffic exchange background, I could not do any budget without putting in two upgrades in some traffic exchanges. Now of course, I will recommend I Love Hits and other from the Super Surf 5, but you are free to choose any two exchanges you want.

The cost of this may vary, so if you choose two traffic exchanges with a 10 per month upgrade, your budget may exceed 75 dollars per month by a few dollars. But for this example, we assume that you upgrade in I Love Hits and SWAT Traffic, taking the OTO when it is offered. This means for both exchange upgrades you end up spending $13.94 per month.

Note: I highly recommend SWAT Traffic as another option to the Super Surf 5, because like Affiliate Funnel, you get access to the weekly training seminars. This is exclusive for upgraded members at SWAT and has become one of the most popular weekly training seminars on the net.

Why do we upgrade in the traffic exchanges?

Simple, when you are trading in your time for money, it's very important that you continue to get the best bang for your buck. So that being said, not only do you get massive monthly credits, banners and impressions that you can promote your business with, your surfing ratio is increased as well. Meaning, the more you surf the much more traffic you will get.

Traffic exchanges are the perfect tool to build your list with, given that you are using your squeeze pages, auto responders and even Affiliate Funnel to promote your business. Using those tools outlined before in the report, you will see better results. You will get sign ups and you will begin to build your list.

List of The Super Surf 5;

ILoveHits
Advertising Know How
Dragon Surf
Traffic Splash
StartXchange

Program #6 – Misc. Charges

Recommended 'charges' – Credit Purchases

Cost - $5-8 / month

This is your miscellaneous spending. You may want to use this extra cash for a credit special or two during the month, or invest it in a third upgrade at your favorite traffic exchange. The main point though is that this is your 'extra' spending money and the purpose of this is to have a few bucks when an opportunity presents itself.

I always looked for the best credit packages in the traffic exchanges and purchased a special when it became available. Be on the look out for specials in your inbox and grab them when you can.

Or, like I mentioned, you can spend the extra cash on another traffic exchange upgrade.

The choice is yours =)

Summary of the Pizza Plan....

There is something to note in all this and I hope you picked up on it while reading through the report. Everything 'feeds' the next program, and everything piggy backs off the programs in the budget. How so?

Your autoresponder is used to build your mailing list, your mailing list grows if you are tracking your results properly. Your results are then shown to you in Affiliate Funnel via upgrades, commissions and team members joining your downline. Your traffic exchange upgrades and credit purchases feed your list and everything is then hosted on your own server.

And to top it all off, you are building your name by attending the weekly seminars offered in Affiliate Funnel and SWAT Traffic...

One big nice circle, to give you a head start in this business.

Following this budget, allowed me to take my business from nothing to six figures. A very important point to consider though, make sure you plan for at least 4-6 months of following this budget to the 't'. You will start to see results but only if you maintain your effort.

Once your results start to increase, you will be inclined to invest more of your earnings into growing your business. This works to help broaden your reach and continue to build your list and your brand.

Here is the totals for the $75 A Month Budget For Internet Success:

AWeber - $19.95
Hits Connect - $11.97
Zoot Hosting - $9.95
Affiliate Funnel - $9.97
T.E. Upgrades - $13.94

Misc. - $8.00
= $73.78 per month

Special Tidbits AKA Golden Nuggets...

Something else I invest in is my self education. There are a few things I do to further my knowledge in business and I will discuss them here. Something to note about this...99% of the people online do NOT do these two things.

Golden Nugget 1 - The first being going to the offline events. One of the most important decisions I ever made was in November 2005 and I made a 'trek' down to Charlotte North Carolina to attend my first event.

The training is one thing, the networking is in a class all by itself. Best advice I can give, is to find a local networking event or a major internet marketing event and attend it. It will change your business and your life!

Golden Nugget 2 - The second is my secret weapon, my library. I read a lot. And no it's not always ebooks, but physical offline books. In fact, I read about one book a week and it's usually about business, marketing or personal development.

Here is my list of 'must reads' - http://www.netmarketingbooks.com

I am a big fan of teaching one's self the in's and out's of business. Reading books is critical to my game plan and I suggest taking an extra 20 bucks a month, and spending it on a good book to further your business.

Golden Nugget 3 - One of the recurring questions that comes up for newer marketers and people looking to break into the business is 'what do I sell?' One of the easiest and quickest products to sell in this business are ebooks. The overhead is zero, the delivery is instant and the information contained in some of the ebooks around the net is priceless.

One of the most important things you can do is to 're-brand' quality products so that your affiliate information is plastered everywhere in the book. If you did not re-brand 'The Pizza Plan', you should grab your re-brand rights here.

Also, be sure to check out Viral eBook Explosion or a collection of some of the best re-brandable ebooks on the net. It's a free to join program with one of the most amazing re-brand offers around. This is 'products on demand' to give your down lines, referrals and team members!