30 Day Guide Internet Riches

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Legal Notice **1**
Day 1: Develop A 'Success Mindset' **2**
Believe That It's Possible For YOU! 4
10 Common Money & Success Myths 5
Day 2: Find Your Passion! **10**
Find The Right Product **12**
Finding Your Niche 13
Turning Problems into Opportunities 14
The Most Popular Subjects 14
Find (Or Create) Some Killer Reports **16**
Expose Your Report (And Ad) To Existing Traffic Pools **17**
Make It Viral Immediately! 18
Create Your First Product 19
Form Alliances With Other Marketers (i.e. Joint Venture) **24**
Creating Residual Income Streams 26
Closing Thoughts **28**

The following 30-day 'Internet Profits' plan is designed for anyone (beginner or veteran) to put to use and easily start pulling in a steady stream of online profits.

If you follow the steps, and take action, you will see results!

Day 1: Develop A 'Success Mindset'

The first day is about finding your center and **creating the right mindset**! This is extremely important! Without it, you will have a difficult time finding success.

You can have the best tools and strategies at your disposal. But if you have a poor attitude and 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.

If you are brand new to the Internet marketing world, you are extremely fortunate! Because, you have to opportunity here to **start from scratch**!

You don't have to pick just another job and get stuck in it again. You have a chance to pick something that you actually enjoy doing!

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 my current financial 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! 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 on the Internet. 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 persist!
- 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!

Believe That It's Possible For YOU!

You have to believe that you CAN get whatever results you're after. If your goal is to earn a million dollars, you have to convince yourself that you can do it.

The easiest way to do it is to spend time looking at the successes and millionaires around you. Read about them. Watch videos about them. Listen to others talk about them. Do whatever you have to do to FOCUS on success, and spend time around like-minded people.

Something very interesting happens when you shift your focus in this way. See, there is a universal law that tends to attract to you whatever it is you most focus on. Whatever you focus on most gets drawn to you. Don't ask me how this happens. (Actually, I do know how but explaining it will take several pages. ;-) Just know that it's a proven fact. Like energy attracts like energy.

For example, when you start taking guitar lessons, you will suddenly find that there are so many others around you who are also into guitars. They are drawn to you. You suddenly become aware of like-minded people simply by focusing in a certain direction (in this case, guitars.)

So, start looking for proof around you. Read stories and case studies about others who have already earned a million dollars. Let the stories motivate you and make a believer out of you.

The reality is that whatever it is that you want in your life, you can have it, IF you first believe that you can have it. Believe at the core (not just on the surface level) that it is possible, that it's doable.

If others can do it, you can do it. It's that simple.

Below is an article I published that discusses some of the common limiting beliefs people have, and the truths behind them...

10 Common Money & Success Myths

For the longest time, people believed that the earth was flat and that if you traveled all the way to the end, you would fall off! People were trapped; they were stuck in a world that reached out only as far as they could see - a world much, much smaller than the actual size of earth. They were stuck not because that was all that they had available to them, but because that's all they "believed" they had.

They firmly held on to this belief until one day someone proved them wrong by sailing around the world. And in doing so, he opened up a whole new world of possibilities and opportunities for everyone. The rest of earth became available to them.

Beliefs are funny creatures. You see, beliefs are not necessarily based on what's true or factual in the world. The power of each belief comes only from the believer of that belief; the strength of your belief depends on how strongly you believe it to be true.

That means that you can believe whatever you want to believe. Because, as long as you believe it to be true, it will be true in your life. Consequently, you will attract events, experiences and people into your life that will match your beliefs, which will in turn strengthen those beliefs further.

The level of success of a person depends greatly on his/her beliefs. It depends greatly on how s/he views the world, through those beliefs. For this reason, it is very, very crucial to adopt only the beliefs that serve you and to let go of those beliefs that limit you.

Because, we don't always see what is "real." We perceive the world based on our beliefs. As we walk through life, we begin to realize that a lot of what we learned growing up was not very useful, or even true. We begin to realize that life is really about "choices." That we can choose to believe whatever we want. And if a certain belief is not very useful, we can change it.

You have done it before. It takes courage to be willing to look at your current beliefs and then decide whether they serve you or sabotage you, whether to keep them or get rid of them. But you have that choice. You have the power to change your beliefs, and to change what is "real" to you.

Here are a few commonly held beliefs, or "myths," that hold many of us back from achieving success...

Myth #1: I don't have what it takes to be successful and wealthy.

Fact: Successful people were not born that way. In fact, many of the most successful people today had very difficult lives. They were regular people who wished for more. And they decided to do something about it - to change their circumstances. Anyone can do the same, including you and I.

Myth 2: I don't have any experience or education in anything.

Fact: Many successful people started with no experience. Many of them also flunked high school and never had any college education.

The only way to get real education and experience in anything is by doing, by "starting." Once you start doing it, you learn very quickly.

Think of all the things that you know how to do. Driving a car, riding a bike, playing sports, reading, writing, speaking...even walking. All of these things have one thing in common: at one time in your life, you didn't know how to do any of them.

And despite how impossible it seemed at the time, you decided to do it anyway. It's the same with everything in life. You learn by doing. You get experience by doing something a few times. Get started. Do it once, twice, three times and you're already on your way to becoming an expert in no time!

Myth 3: To be successful, I have to start a business, and I'm just not cut out to be a businessperson. I don't have what it takes.

Fact: Listen...I know a few people who can barely read or write. Yet they're running their own businesses. It's scary, I know. But think about it...right now, at this moment, you're already several giant steps ahead of them.

The only difference between a person who's thinking about starting a business and another who is running a business is just that. One of them is doing what the other is only "thinking" of doing. They both had the same ideas and dreams. They both probably had the same doubts and fears as well. But one of them decided to start anyway, to take action despite the doubts and fears. One of them decided that if other people could do it, then he could as well.

Myth 4: Money isn't that important.

Fact: Tell that to the family who's starving right now, or to the family who needs money for serious medical help for a member of their family. They'll tell you how important money is.

We've been conditioned from Day 1 to believe that money is not important. We have been conditioned to believe that wanting money is wrong and unethical. And yet the entire world seems to run on money.

It is one of the biggest myths known to man. And it's one of the main reasons why the majority of the people are not wealthy.

Money is simply a way to measure the amount of value you create for others. If you have a lot of money, it means you have created a lot of value for other people. If you don't have the kind of money you'd like to have, that simply means that you just haven't yet found a way to produce the kind of value for others that you're capable of, or the value that you'd like to.

Just look around you at the countries or even cities that have lack of money. You'll find that in these same places, there are usually more crimes being committed, more people taking advantage of others, more diseases, more suffering, more deaths, and none or very little education.

Money may not be the most important thing in life, but let's face facts here... Money is pretty darned important in this day and age. It's how you support yourself! It's how you buy food, water, shelter, clothing. It's how you pay the medical bills. It's how you help and support others around you, including your loved ones. And we both know that those are very important things.

And by the way, if you feel that it's more important to contribute to others than to be rich, well guess what, when you have more money, you can contribute more! You can do much more for others and you can help a lot more people when you have more money.

Only good things can come from having more money.

Myth 5: Money must be made slowly.

Fact: Nothing could be further from the truth. The only way to make money is to make it quickly! What good is money if you can't enjoy it right now instead of 20 years from now? What good is money if you can't contribute to others now as much as you'd like to, instead of 20 years from now?

The quicker you make money, the quicker you can change your life and the lives of those around you - for the better. There are no rules stating that money should be made slowly.

The only way to make money is to make it quickly! You will also find that the more money you make, the easier it becomes to make more because you begin to shift your focus from survival to abundance and contribution, in the process. And that shift in focus simply attracts more wealth to you.

Myth 6: If you weren't born into money, you'll never be rich.

Fact: Millionaires are made every day. Many of them are self-made millionaires - people who started with nothing or close to nothing and amassed fortunes. Simply because they decided to and they didn't let anyone dissuade them from their goals.

If you believe that you have to be born into money to be rich, you're missing out on all the riches out there, waiting for you to claim.

Myth 7: If I win, someone else has to lose.

Fact: This is absolute, high-grade, premium quality nonsense. There is enough opportunity and enough money in this world to go around so that everyone can be a winner. In fact, there is more than enough to go around.

The only reason they're not winners is because they don't believe they can ethically and morally do so. (Remember "the earth is flat" story?) As soon as we get rid of that belief and take a step into the unknown, we begin to realize how much wealthier you can be. You also realize how your being a winner can only help others win as well!

You can become rich by using ethical and legal means - without having to cheat or hurt others. In fact, that's the only way I recommend that people do it.

The easiest way to become rich is to create value in other people's lives. There are no losers in that scenario.

Myth 8: Making a profit is a sin.

Fact: If you cheat or hurt others to make a profit, then yes, in that case, making a profit would be bad. But if you create value for others, then making a profit is always good. By creating more value for others, you're helping them live better lives. There is nothing sinful in helping others, doing a great job at it, and getting paid for it.

Money doesn't turn good people into bad people. Money simply magnifies the qualities that are already inherent within a person. If you're a good person, having more money will only allow you to do more good! If you're a bad person, having more money will allow you to do more bad.

And most of us really are good people. And we have a lot to offer others. And you can only do more good by having more money.

Myth 9: Having more money will mean that I'll have to work hard all day and not have time for my family, friends and leisure.

Fact: There's a huge difference between working hard and working smart. Successful people have learned to work smart! They have learned to find other successful people they can model after so they don't make the same mistakes other people did. And by doing so, you can save a lot of time, money, effort as well as some major headaches.

Getting your business started and running does require work. There's no way around that. But, you can still take time out for your loved ones and for your leisure. In fact, it's highly recommended that you do that. If you're spending all your time trying to keep your business afloat, you're either not going about things the right way or you're just in the wrong business.

Myth 10: If I have more money, people will judge me, and they will not like me very much.

Fact: People will judge you anyway. They are judging you right now! It's what they do, unfortunately. Most people don't know who you are anyway! They don't know the "real" you. They only know who they think you are, based on what little information they have about you. So, let them think or feel what they want. They don't know any better. And you really shouldn't be concerned about those people.

Remember, respect and friendship are earned. If they can't appreciate who you are, then they don't deserve your time, or your thoughts.

Many of these myths that have been floating around for hundreds of years and were typically conjured up by people who didn't know any better. Many of them got programmed into us when we were very young. But, we're adults now. We can think for ourselves. We can choose to adopt only those beliefs that benefit you and drop the ones that are no longer useful or empowering. It's all up to you.

Beliefs are very powerful indeed. They, for the most part, are what dictate the quality of your life. Change your beliefs and you change your life.

Free your mind, and success will follow!

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.

Day 2: Find Your Passion!

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.

Let me also point out that I've made more money with special-interest 'niche' products 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, passion or interest 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.)

Finding Your Niche

When trying to figure out which niche to go after, the questions you want to ask yourself are...

What do I love to do the most? What am I most passionate about in life?

What subjects do I have strong emotional feeling towards?
What am I naturally good at or have an instinct for? (Provided it's something you enjoy doing!)

If I were to wake up in the morning and choose to do one thing, what would that be?

What would express my creative intention and bring out the best in me while doing it?

How can I benefit myself and others if I were to express my creative intention?

To some, the answers may come very easily. And for some of us, it may require a little bit of soul-searching and self-discovery to get there.

If you're having a hard time finding the answers, just get your mind going in that general direction by pondering on the above questions, especially before you go to bed at night (and until you fall asleep.) The power of focus is such that it will get your mind working in the background (while you're sleeping) to bring the answers to you.

For now, you can simply start by asking...

"What are my favorite hobbies, interests, activities, etc."

Or...

"What are some things I don't know yet but have a burning desire to learn more about?"

Start a list and add all your favorites to it.

Turning Problems into Opportunities

Realize that it's not just your passions, hobbies, and interests you should be taking note of. Also take a closer look at your biggest problems and challenges.

You see, life has an interesting way of trying to put us onto the right path...if we would only stop and pay attention. Often times, the major problems and challenges in our lives arise only to direct us, to nudge us towards the right path, the path that we're supposed to be traveling on. Yet many of us get so wrapped up in the problem itself that we're constantly fighting and pushing away while never being able to see what it's trying to tell us.

Many of your greatest pains and challenges are simply opportunities in disguise.

Some of our greatest inventions came out of problems and challenges the inventors were having in their lives. They decided to focus on the solution instead of giving all their energy and thought to the problem.

During the great depression, while most people were suffering and going through tough times, others found ways to "solve problems" and then helped others cope with those problems. They became very rich in the process.

You can do the same today.

Start looking for the answers and solutions to those major problems/challenges in your life. If no one else has yet provided an effective solution to the problem, you may just be the person to do it.

Problems are everywhere you look, on every corner you turn. Just look around you. People are miserable, they're irritable, they're mad!

Often times, one of the problems you're having in your life is also something that many others are having as well. Find the solution to it and become the expert that everyone else will look to for answers.
The best way to become rich is to create value in others' lives. Start with your own problems and find ways to make others' lives easier.

Open their eyes to what's really going on around them, offer solutions to their problems. In return, they will reward you with money!

The Most Popular Subjects

If you're still having a hard time trying to figure out which niche market to go into, continue to do the 'focusing' exercise given earlier, and then, take a look at this...

Here's a list of some of the most popular subjects people are paying for...

- Dating, Seduction, Sex Advice, Relationships
- Losing weight, gaining muscle, looking more attractive
- Health & fitness, cures/reliefs from specific diseases & ailments
- Spying, online privacy and security
- Safety, personal security, and protection of self and loved ones (self defense, home security, scam prevention, etc.)
- How to use computers and the Internet
- Mental influence, persuasion, and dominance
- General self-help, self improvement, personal development, and success
- Hobbies and special interests: cooking, magic, UFO's, metaphysics, becoming more competitive in sports, activities, etc.
- Making money, aside from marketing information: investing, stock market, futures trading, real estate tips, and other related financial information
- And of course, having more control and freedom in their lives!

People are always looking to improve themselves or some area of their lives. They are always trying to find solutions to problems.

There are sites catering to some of the above categories that are already generating thousands of dollars every month. I have personally sold products on some of the above categories and done very well.

Yet, we haven't even begun to tap the true profit potential in these areas yet because there's very little competition in most of these areas, especially when compared to the "how-to marketing" area! The potential to make money from the above special-interest categories is huge - and it's wide open!

Moreover, as more and more people get accustomed to buying digital products, you can easily imagine making insane amounts of money through these topics well into the future.

You could pick any one of the above subjects that you personally have an interest in and run with it.

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 to. 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.greatrecipesite.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 pass this article 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.

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. (In fact, you can also contact those who didn't post your work. They may still be open for a joint venture that'll make them some profit.)

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! Godaddy.net is a good/affordable one to go with.)

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 form $9.95 to $39.95.)

More money is being made out there than ever before, by individuals selling short, **focused** reports! And it's growing at incredible rates.

The classic example that always comes to mind is ***Internet Cash Machines*** by Allen Says. That book was released some time ago, yet it's still selling by the thousands to this day! Other great examples are ***Magic Letters*** (which really

started it all) and ***7 Secrets to Unlimited Traffic***. That last one is no more than 15 pages long! Yet, it's still being downloaded from thousands of sites.

The bottom line is...when it comes to info-products, size doesn't necessarily matter! Quality does! You could make just as much money with a 15-page book as you could with a 100-page one. In fact, you can make more with the former. I'll show you how shortly.

Profit potential aside, there are many other great reasons to create these little ebooks...

- They are very easy to put together; it doesn't require much work.
- They can be completed within a few weeks, a few days, and sometimes even a few hours!
- They are really not that difficult or time consuming to market.
- They are especially great for new marketers (with little or no experience) and are also easy profit generators for seasoned marketers. And...
- Most importantly, they allow you to spread your risk.

You see, it all boils down to time and money i.e. time management and positive cash flow.

Time is a very precious commodity, especially if you still have a 9 to 5 job to deal with. And, we already know that all of our projects will not be home runs. In fact, there's a good chance that a few of them will be complete flops. That's the reality most of us have to deal with.

So, if you invest a lot of time and energy into creating a monster ebook that turns out to be a dud, you would have lost all the time and energy you put into that project, with nothing to show for it.

On the other hand, if you had spent only a couple of weeks to create a much shorter ebook which also turned out to be a dud, you could quickly pull that one out and replace it with another short one. Your risks are dramatically reduced and your chances of putting out a winner is increased!

It's better to create 10 little ebooks per year and have 2 of them flop (which means 8 of them are bringing in the cash!) than to only create one or two big ebooks in that same year and risk having them both flop. There is also a much better chance that 1 of your products will be a hot seller if you have 10 of them out there, instead of just one or two.

Now, let's look at profit potential...

If each one of these 8 books bring in $1000 per month for you, the profits can add up quickly. If your goal is to pull in $100,000 in the coming year, you have a much better chance of getting there with 8 to 10 small ebooks bringing in $1000 per month each, instead of relying on just one big ebook alone to pull in the entire $100,000.

And...even if you pull in just a few hundred per month from each of the 8 books, that's still a heck of a lot better than what most people are making online.

Here are a few more ways you can ensure that you profit from these short ebooks, well into the future...

- You can offer each one as a backend (followup) product for the other.

- You can bundle them up later and sell them as a brand new package, with a different price tag.

- You can use some of them (especially if they don't sell too well on their own) as bonuses for your other products, to increase the perceived value of the 'package.'

- You can also use some of them purely as list builders. (Give them away for free, swap them with other marketers, or whatever. The fact that it only took you a week or two to create them offers you a lot more options and flexibility.)

And, if you're still passionate about creating that monster ebook, why not break it up into smaller projects and start selling each one as they get completed?

For example, if you want to create the "complete" 'online marketing' guide, you could start by creating a small ebook on just 'sales copy writing' and start selling it. Then, create another on 'product development' and get that one out as well. And so on...

In the end, you can bundle them up together, or combine them into one mega book and sell it. Your time is much better spent that way. And...you also have some cash coming in while you work on your projects.

Many of us continue to chase after that one million dollar idea and miss many of the smaller $100,000 projects along the way.

These smaller products are much easier to create, are much easier to roll out, don't require a large investment of your time, energy or money, and they greatly reduce your risks.

They are also probably the fastest way to get your name out there and build credibility for yourself and your business. You can really do some serious damage with these mini ebooks, as long as you provide valuable information in them.

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.)

Here's how you can get your sales letter ready very quickly and easily...

Some of the most highly-paid copywriters, don't create their powerful (and expensive) sales materials from scratch. Nope. That would take too much time and too much effort! They simply "steal" brilliant marketing ideas and sales materials that have worked well in the past.

They 'steal' and borrow from tested ideas and ads that have actually pulled in millions of dollars.

They just "recycle" what has been proven to work instead of wasting time on creating new stuff that could very easily fail.

Yes, that also means that some of the best marketers and copywriters can still create projects that fail at times. No one is exempt from failure. That's why they're smart enough to borrow from their past successes - to increase their chances of future successes.

So...how can you use this strategy in your business?

Well, first of all, let me make it very clear that I'm not asking you to copy other people's work word-for-word! That can get you into a lot of legal trouble (and it's also wrong, ethically.) When I say "steal," what I really mean is "model" after a successful ad or site.

Start by searching for the top moneymakers in your field/niche. Just go to the popular search engines, like google.com and search for the product that you're selling.

Example: If you're selling calculators, search for web sites of the top calculator sellers and look at their site. Study the format and layout of their site, study the sales letter. Then, "model" your site after those successful sites.

But, how can you tell whether a particular site is successful or not? If it's a well-known company that is obviously doing very well with their product, you can usually assume they have pretty good sales copy.

However, if you're not sure whether a particular site/salespage is worth copying, simply read it. That is the best test of good sales copy. If by reading the page, it convinces you to buy the product, or persuades you enough to at least consider checking the product out, you can bet it's a great sales letter.

Not only is this the fastest way to create your own sales letter, it is also a sure-fire way of dramatically increasing your chances of success. When you model past, proven sales models, you are usually guaranteed the same or similar levels of success.

Imagine having a sales letter that is converting one out of every 100 web visitors into buying customers. That means, out of every 100 people that visit your site, one of them buys from you.

Now... what if you "stole" a powerful headline from an already-tested, successful sales letter for a similar product and instantly doubled your profits -- overnight! By changing only the headline of your sales letter! And, what if you started changing other parts of your sales letter using the tested, successful sales letter and continued to double, triple, quadruple your profits! (Keep in mind that all these changes barely takes you a few minutes to do.)

Do you think you can handle quick and easy profit gains like these? Hey, if this strategy works for the best in the business, why shouldn't it work for you? More importantly, why shouldn't YOU use it too and see the same kind of immediate profit gains for your business?

The truth is, if you're not using this simple strategy to increase profits for your business, you're just working too hard! And, you're wasting too much time on trial-and-error.

There is an easier, better, faster way to creating profit-pulling sales letters. And I just revealed it to you above. ;-)

Use it, and watch your profits soar -- almost overnight!

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...
- Finding and forming new positive and mutually-beneficial relationships with other power players in the field, i.e. joint ventures.
- Offering them great products and services on a consistent basis! These products can either be your own, affiliate products, or products that you buy resell rights to.

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 a good thing! 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 network, build your list as well as generate ongoing profits!

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.

Creating Residual Income Streams

Every successful business has understood and mastered one basic principle. That principle can be summed up in two words: **Repeat Business**.

Pick any major business name: Microsoft, Walmart, McDonald's . . .

The reason behind their success is **repeat business** - the simple fact that most of their customers are **repeat buyers**. Sure, they get new customers as often as they can. But the majority of their business, and profits, come from repeat buyers. These businesses **depend** on their **existing** customers to earn consistent profits.

And it's no surprise that the number one reason most businesses go out of business very quickly is this...they don't take care of they **existing** customers. They don't build a relationship with them, and they definitely don't sell to them more than once.

Just about every business you see, either online or offline, is so busy finding "new" customers that they forget about their existing customers.

You want to know what the biggest marketing secret on the planet is? This is it. This is the biggest secret. It's not coming up with new marketing ideas or trying every new marketing twist that you hear about, or running after every new marketing manual that hits the web promising to teach you a new marketing trick.

The secret really is no secret these days...

Repeat Business!

That's the secret to business and marketing success!

One of the most powerful things you can do to build your business and make a killing in profits is to sell to the same customers over and over again. There's nothing wrong with finding new customers, as long as you continue to sell to your existing customers! That's where the real money is.

It's a simple strategy. It's a powerful strategy! And it works very well for me and for many other marketers. Having your own responsive "opt-in" mailing list allows you to use that strategy.

But . . . what if I told you that there's something even better?!

What if I told you that you could sell to a customer just once, and earn a profit every single month, for many, many years - maybe even for the rest of your life?!

And what if I told you that you are not limited to the number of customers you can sell to? That means that if you were to sell this to 100, 1,000, or even 10,000 customers, you would earn a profit from each of those customers **every single month**, without having to lift a finger to do any additional work?

Well . . . believe it or not, a business like that exists! And you can be a part of it so you can claim your share of the profits right now!

Now, you will still need to find your customers. That goes without saying, and you're probably doing that right now anyway. But the beauty of this system is . . . <u>that's all you have to do</u>!

Everything else is done for you! The product, the selling, the follow-ups, and believe it or not, even the customer support is taken care of for you!

That leaves you with a lot of time and energy that you usually would have spent on doing the above tasks. With this model, you can use all that saved time and energy on getting more customers and increasing you cash payments every month!

That is the <u>ultimate business model</u> !

The structure of this ultimate business model is simple. It includes a product or service that customers want and are willing to pay for, not just once but every single month!

That means you sell to the customer just once and get paid every month for as long as that person remains a customer.
And because someone else takes care of the product, the selling, the order fulfillment, the customer service and the repeat sales every month, you are freed from those tasks so you can concentrate on getting more customers and increasing your monthly profits!

Again, the main reason this is such an amazing system is this...

You do the work only once, and you get paid for it indefinitely! Now that's what I call "doing less and getting more!" A lot more!

Who wouldn't like to work for a short time and then continue to get paid for the work you did months, or even years ago?

That's the opportunity you have in front of you right now.

I hope you will take advantage of it like I and many other people have.

Closing Thoughts

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.

Also remember that in order to succeed massively in business, you have to separate yourself from all the other players in your field/niche.

You can do this by establishing your uniqueness! Find some way to differentiate yourself from everyone else. You are a unique individual and I'm sure you have some unique qualities in you. At the least, be unique in the way you create/write products, package them, or the level at which you offer customer service.

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. You will meet some challenges and bumps.

Don't take any of it personally. Learn from them and *keep moving forward*. Action and persistence are really the keys to the castle.

To your Success!

Simon Macharia

Other Recommended Resources:

Prospect Response: - Your Reliable Source of Responsive Email Promotion Leads

Promotion Bar: - Brings Visitors to Your Web Site and Keeps Them Coming Back

Autopilot Traffic Machine: - An incredible resource that teaches you how to bring tons of free traffic to your web site and huge paychecks for you

Affiliate Project X: - Looking to make $500 a day selling other peoples' products? This guide is changing affiliate marketing and creating huge paychecks

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