20 Ways To Make $100 Per Day Online

Presented to you by

A very enthusiastic group of people with widely divergent skills, expressing the urgent wish to create a highly valuable product in only 3 weeks' time, to prove the rest of the world that it CAN BE DONE!

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How To Get The Most Value From This Unique Product

Congratulations on your purchase of "20 Ways To Make $100 Per Day Online!"
Let's begin by introducing you to our publication, which was created by members of The Internet Marketing Inner Circle.

This one-of-a-kind product demonstrates how "average people" can and do build sustainable incomes working part-time from home. Each chapter was written by an "average person" who achieved the goal of making $100 a day online by focusing on his or her existing interests and building small, home-based businesses around them.

A panel of online-business experts reviewed each chapter, applying "real-world" tests for authenticity and practical value. This was a serious undertaking. There are no wild claims or exaggerations in this publication. Each chapter is of equal importance.

You'll receive the most value from your purchase by viewing this publication as a collection of tried-and-true methods. No two chapter authors do precisely the same thing to make money, a testament to the wide array of choices and techniques that can be employed online.

We suggest you start your journey by committing not to let this publication get lost on your hard drive. Make a special place for it. Return to it often to review ideas and information. Print out a copy and keep it within close reach.

It's vital for you to embrace your personal goal: *I want to make $100 a day working part-time online from home.* Empower yourself with the exciting thought that *the world is the marketplace and that electronic business is conducted around the clock.* Unlike the brick-and-mortar world, the doors never close on the Internet.

Some of the methods discussed in this publication will enable you to get paid *instantly* for products delivered *automatically* while you're sleeping. Other methods discussed will enable the creation of weekly or monthly income, either through electronic payments or checks mailed to your home.

We are delighted to present this information and extend our best wishes for your success. Thank you for taking this journey with us!

Willie Crawford,
Founder, The Internet Marketing Inner Circle
http://TheInternetMarketingInnerCircle.com

The Right Mindset To Make $100 A Day

Written by Dr. Mani Sivasubramanian

How To Make $100 a Day?

For some people, it will be child's play.

For some others, it will seem 'impossible'.

For the rest, it's somewhere in between.

Which group are YOU in?

I'll take a guess. Because you're reading this book, I'll assume you are NOT in the first group... but want to be there!

Great. That's what you'll learn inside this collection of plans, models and step by step blueprints to make $100 a day.

But first, tell me which of these is YOU...

[ ] I think it's IMPOSSIBLE to make $100 a day working online

[ ] I feel $100 a day can be made by some people - just not me

[ ] I know $100 a day is possible, I've done it - but not consistently

Picked one of the 3 choices above?

Good. Now, I'll reveal the BIGGEST secret that will make it possible for you to make $100 a day - every day, day after day, starting very soon.

You Must BELIEVE It Can Be Done - By YOU

I know it's hard. For the first 6 or 7 years of working on my online business, I did not believe it could be done. But things changed. I had smaller successes that gave me confidence and hope. And then, at last, I really believed deep inside me that making $100 a day was possible.

Guess what?

Within 1 month from then, I had my first $1,000 day. Yes, one THOUSAND bucks in 24 hours.

It gets better.

Less than 3 weeks from that day, I had my first $2,000 day. I had DOUBLED my previous best in under a month!

And there's more.

Within the next 3 months, I had my first TEN THOUSAND dollar day - and then repeated that several times over the years that followed... even had one memorable $20,000 day!

How did I break that mental barrier? What made that 'dream' possible?

Seeing other people succeed. Being in touch with them. Finding out how they did it.

Finally, one thing gave me the big shove in my back - John Reese's memorable MILLION DOLLAR DAY.

It shattered previous barriers and limits inside my mind. It gave me the courage to dream bigger dreams. It gave me confidence to go after the bigger dreams - with bigger action steps.

And because I believed, deep inside, in my heart, and with absolutely no doubt, it happened. Napoleon Hill, author of 'Think and Grow Rich' said it nicely:

"Whatever the mind can conceive and believe, it can achieve"

Look, I can understand how you feel.

It's perfectly logical to think:

"I'll believe it when I see it."

But let me give you an alternative that's more inspiring:

"I'll see it BECAUSE I BELIEVE IT!"

Make that your new reality, as we learn the specific action steps to make your dream of making $100 a day come true.

= = = =

What Exactly Is $100 a Day?

Quite literally, it means, you make ONE HUNDRED DOLLARS in a day.

But like everything else, there are different ways of viewing this.

$100 a day can also mean $700 a week.

$100 a day can also mean $3,000 a month.

$100 a day can also mean $9,000 a quarter.

$100 a day can also mean $36,500 a year.

All of these are different ways of looking at the same figure - and there's a reason you may want to pick one of these over the other... because I'm going to show you how to hit those numbers in your own way.

If you're a strategic, future-oriented, long-term focussed business-person, you may like the annual figure better than the per-day target.

If you're in need of urgent cashflow, and live in a more 'need quick cash now' mindset, the $100 every 24 hours view looks more attractive.

So let's explore the different possibilities.

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Making $100 a Day - The Models

Broadly, I'm going to classify your '$100 a day models' into 3 groups:

- short term (measured weekly)

- medium term (measured monthly)

- long term (measured quarterly or annually)

Short Term Models

Note: All totals for income will be calculated on a WEEKLY basis.

Let's first look at models that will let you make $100 a day - quickly.

Model #1: Low cost, daily sales

You sell a low-cost item (product or service) priced at $10. You make 10 sales every day. You earn $100 a day.

Simple, right?

Weekly total: $700, from 70 sales, each at $10

The one difficulty is being able to make 10 sales every day, week after week.

Model #2: Price hike

Let's look at what happens if instead you sell a higher priced product, at $20

Now, all you need is to make 5 sales every day, and you reach your target.

You sell a $20 item (product or service). You make 5 sales every day. You earn $100 a day.

A bit easier, right? And 5 sales daily is easier than 10.

Weekly total: $700, from 35 sales, each at $20

Model #3: Upsell

Now, if you add another related product or service to your offer, and make it available to buyers at the same time, let's see what happens.

You sell a $20 item (product or service). You make 5 sales every day. You earn $100 a day. You also offer a related item for $5. 1 out of every 5 buyers accepts your upsell offer. You earn an extra $5 a day.

That sounds easy - and it just boosted your profits by 5%

Weekly total: $700 + $35 - from 35 sales at $20 plus 7 people taking the upsell offer at $5

Model #4: One Time Offer

Let's extend this further - by making a very special, exclusive offer to your customers AFTER they have bought from you.

You put together a high-value package (products, services, membership or other) and offer it at a steep discounted price - but only for a very limited time (the 'one time' offer)

You sell a $20 item (product or service) with $5 upsell. You make 5 sales every day. You also make a one-time offer for $50. 1 out of every 10 buyers accepts your upsell offer. You earn an extra $175 (on average) every week.

Weekly total: $910, i.e. $735 (from 35 sales and 5 upsells) + $175 (from 3.5 O.T.O. sales at $50 each)

Do you see what you just did here? You gave yourself a holiday on Sunday - or any other day of the week you prefer! You'll still meet your $100 a day target, because of your O.T.O. and upsell.

Model #5: Backend

It gets better. If you've sold your customer a really good, high-value product or service, they'll be happy. And happy buyers very often BUY AGAIN. It's best to make another offer within a week after your first sale.

You sell a $20 item with $5 upsell and $50 O.T.O. Within the first week, you offer another item at $25. 3 out of every 10 buyers takes you up on the 2nd offer. You earn an extra $250 from 10 sales.

Weekly total: $1,160 ($910 from the first sale with upsell and O.T.O. and $250 from backend sales)

Now you're rocking!

You've just earned yourself a LONG weekend without working - and your business still brings in $100 a day, on average!

Are you beginning to see the power in these models? Each small change builds up on the earlier ones, and gives you an incremental advantage as you ramp up your sales - or take more time off, whichever you prefer!

Medium Term Models

Note: All totals for income will be calculated on a MONTHLY basis.

We've seen models that will let you make $100 a day - quickly. For those who are able to focus on sustained effort over a period of time, this may be a more suitable model than the day-to-day hustling for sales.

Model #6: Continuity

Let's get a bit more fancy.

What if you go with a 'membership' model, where you sell recurring services or access to a regularly updated site - and bill customers every 30 days, automatically?

Even if your price is still $10 per month, by automatically continuing the sale every month, you'll earn a recurring income from every new member who joins.

For simplicity let's assume, you offer this as a separate program (you could always tie it into the earlier models and earn MORE from those customers!)

You sell a $10/month membership. You make 10 sales every day. You earn $100 a day. You repeat this for a month. After 1 month, even if you do NOTHING, you'll still earn $100 a day - for as long as your members remain in your program and keep paying monthly dues!

Wow!

For 1 month, it's HARD work - but see what happens after that? All you need to do is keep the membership so valuable and attractive that you retain your members and they keep paying you $10 every month, over and over again!

You get to make $100 a day - literally on AUTO-PILOT.

Looking easier - and more attractive - isn't it?

Monthly total: $3,000 - from 300 members, each paying $10 every month

Here's an exercise for you...

Play around with the same scenarios we discussed earlier, with the price hike, upsell, O.T.O. and backend models ADDED ON to this one!

Long Term Models

Note: All totals for income will be calculated on a QUARTERLY or ANNUAL basis.

We've seen models that will let you make $100 a day - quickly. We've seen a model where you can make $3,000 monthly.

For those who don't mind deferring their profits to go for 'big hits', there are other models that may be more attractive.

Model #7: Build and Sell

What if you build a resource, a business, a sales process, an eBay store or something that generates revenue (or has potential to) - and then sell it to a buyer (or license it to many buyers)?

Model #8: Turnkey Solutions

It may take you a month to build 10 content-rich minisites and set them up with a domain name, affiliate product selling page and more bells and whistles.

You can then sell each of the sites for $300 - or the entire network of content sites for $3,000 - to a buyer or on eBay.

Turnkey solutions can also be included into a 'membership' model - you won't have to keep hustling for sales, but just focus on delivering each month's installment to existing members!

Model #9: Software Development

If you are an expert in a niche and have identified the need for a specific kind of software or tool that solves a problem, you may spend 3 months developing it - and then sell enough licenses to hit your target.

Model #10: Seminars & Consulting

If it's your cup of tea, you could plan a conference, seminar, workshop or coaching program. Spend 3 months arranging the event, creating content, getting speakers, arranging JV deals - and then hold the event on 1 day, selling 100 seats at $197 each to hit your $100 a day target - even after expenses!

There are many more ways to earn $100 a day and I hope you're seeing the possibilities.

The rest of this book will have MANY step by step plans that will expand your vision of what's possible.

In the end, though, it's all up to you. Take the ideas and run with them. Make them your own. Build your own cash streams that pull in $100 a day or more. Then share your success stories with other readers of this book - your success will inspire someone else, and this thing just grows and grows and grows.

To your massive success - and many more $100 days!

Dr. Mani

Internet infopreneur **Dr.Mani Sivasubramanian** has been online since 1996, and helped hundreds of business owners build online information empires. He shares powerful tips, ideas and secrets about achieving success and building massive wealth from information products in his "Internet Infopreneur Tips" ezine. http://www.internetinfopreneur.com/

Profitable Niche Marketing

Written by Case Stevens.

Niche marketing is a hype these days, but actually it's nothing new. It's been around for years, only we didn't call it niche marketing. In the early online days, the credo was "do what you love and the money will follow". That has evaluated into more sophisticated strategies, where you first explore IF there's a market and whether that market you're about to enter is profitable.

Determining a market niche is one of the most important decisions you will make. If you choose well, chances are great that you can make good money. If you choose poorly, then you will likely struggle.

While you can take more time if you like to, most people find a market niche they can explore in as little as one day. And very often, people identify several while going through this process.

What is a niche?

Let's define a niche first, so we both know what we're talking about:

A niche is just a tiny, (highly) specialized marketplace.

A marketplace means that there's demand and supply.

Why niche marketing?
Many people ask me why niche marketing is so important. Well, there are several reasons:

- Less Competition
  In general, the more specific your market is, the less competition you will experience. You can brand yourself as the expert as long as you deliver high quality information to your prospects.
  On the other hand you have to realize that ***competition isn't bad***. A market without competition could be a very bad one, because others have tried already and found it unprofitable. So, a certain amount of competition is good. It proves that there is a large interest in what you have to offer. All you need to do is make your offer unique - and position it correctly.

- Hungry Buyers/Seekers
  Many people, in fact almost everybody likes to collect and not just only stamps, postcards, miniatures or books. People collect ANYTHING! There's a demand and supply for anything. The greater

the demand and the lower the supply, the more likely people want to pay for what they collect.

- NO Large Corporations
  Because niche markets are relatively small and require special knowledge, large corporations will often skip them. That means you don't have to compete with their million-dollars budgets. Big advantage.

- Do What You Like.
  IF you know something interesting and that also happen to be a profitable or in demand niche market, you can transform your hobby into your work. You do not necessarily have to know the topic yourself, maybe you know a great resource that will work with you.

Basically there are two ways to enter a niche:

1. follow your passion (supply) or
2. follow the money (demand).

If you follow your passion it will be **easy to develop content**. Hey, you're the 'expert' and you do what you love. As long as you have a great interest and know more than "most" of your prospects, you'll be able to succeed. But you still have to find out if your passion is **profitable**! In other words: does your market spend money?

And if you follow the money, financially you're already on the right track, but it will be more **difficult** for you **to develop content**. Oh yes, you can hire ghostwriters. But they aren't experts either, are they?
In order to follow the money, you have to develop some ..... eh *passion and specialized expertise* for the niche otherwise you can't fill your site properly with high-value content.

So, either way you have to do something extra.

> ***Sidenote***: Here's where lots of people go wrong. They follow their passion and develop a product first and then go out to find the customers. That's exactly the wrong way to do this. You should look for a hungry market first and then, if all indicators are positive, develop a product.

Now, knowing all this, let's redefine a niche. Let's define a ..... profitable niche!

A profitable niche is a (highly) specialized marketplace with few competitors, high demand and money to pay for that demand.

That's what you have to find out. Actually you have to find out four things:

- do you **like** the niche topic, do you **know** about it, or do you have a great **resource** for it, or can you develop a **passion** for it?
- is there a market for your niche (**demand**)?
- if yes, does it have a lot of competition (**supply**)?
- is that market willing to pay money for information, solutions or products (**profitable**)?

If you find a niche with lots of competitors, it's going to be very difficult to make profits from that market.
On the other hand, if you find out that demand is too low, then maybe the niche is too small.
Finally, if you think the niche is great, but there's nobody there who wants to pay for products, then you're niche isn't profitable. That's what happened to pets.com.

You want to avoid these situations at all cost.

So, what's selling, what's hot?
Let's ...

Find Your Niche
Before we dive into this, be aware that the whole process described below is an estimate, not exact science. It's just to give you an idea about the possibilities in your niche market.

Step 1

The first step is a global approach. It all starts with picking an area you are passionate about or you can develop a passion for.
If you already have a passion or expertise, search for it in the places below. If you don't have one, browse the places below until you find one that interests you.

First, visit your local shopping malls, libraries, and bookstores. See what people buy there and what the trends are. Always look for bestsellers lists. Buy some well-known magazines.
These places are markets and you can find a niche there. Keep your eyes open and watch for trends.

You can do the same online.
To get general ideas, you can visit:
Google Zeitgeist - http://www.google.com/trends/hottrends

Lycos Top 50 - http://50.lycos.com
Yahoo! Buzz - http://buzz.yahoo.com
eBay Pulse - http://pulse.ebay.com

eBay is one of the best marketplaces online!
Go to their home page and select a category that you may be interested in, using the topics you've gathered from looking at the previous sites. Drill down in there until you find a niche market. Then look for profitable sub-niches by then selecting a sub-category. The best chance for success is if you are as specific as possible with your niche selection. Take a note of how many people bid on items there and you may have discovered a profitable niche market.

Also, check the largest stores as well to see what they're selling. There has to be a reason they are the largest stores. They must be doing something right.

eBay also puts out a PDF report of their hottest categories each month, available at http://pages.ebay.com/sellercentral/hotitems.pdf.

Just recently I found a very interesting topic, but I didn't do a thing with it. Know why? Cause I don't know squat about millinery!

You should also try
Amazon - http://www.amazon.com. Look at their bestsellers lists.

Amazon is a great place to see what currently exists for any given sub-niche. Chances are, the more books there are written on the subject, the more that market spends on those topics.
For example: First specify "Books" to search. Then enter your niche. If there's thousands of books, your niche is not targeted enough. It is too "mainstream." You should further narrow your search.

Hang out on Message Boards and in Newsgroups!
Just enter your topic of interest in the Google searchbox and add +"message board" (include the quotes) or +newsgroups.
See what questions are asked and which topics are popular. Find out what problems need to be solved.

Is there anything you like very much, something you know a lot about or someone else who knows a lot about a topic that you can ask for help?

You see, if you're going online you have to provide tons of content! It's much easier to write about something you know about or like to do very much than on a topic you hate or don't know a thing about.

Step 2

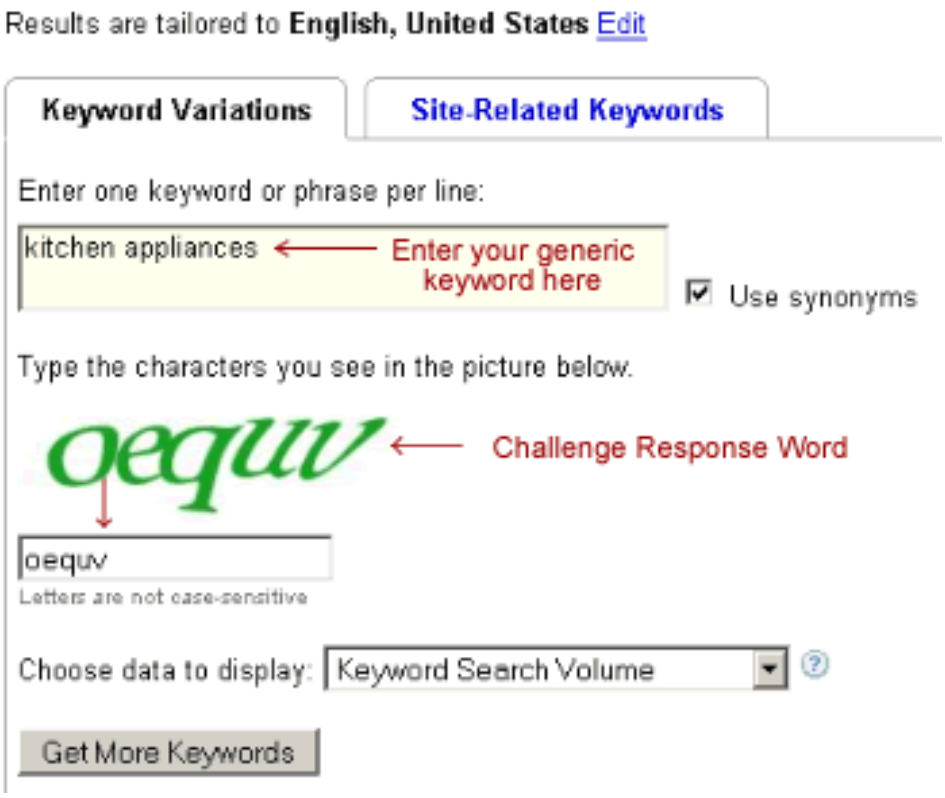
Buyers used to go out for shopping, there simply was no alternative. Now, with the increase of both trust and quality that the Internet offers, they fall back into their natural pattern of being lazy. They don't want to leave the comfort of their own home, they want to buy from there and even have the goods delivered direct to their doorstep!

They use search engines to find what they are looking for.
Once in a search engine they use phrases or keywords to find what they are looking for. We want to know what phrases they use. If we can get OUR message in front of their eyeballs after typing in such a phrase, we DO have a potential customer, don't we?

So, let's discover first what these buyers are searching for online.

Let's do some keyword research.
Go to https://adwords.google.com/select/KeywordToolExternal

Then, type in your keyword and enter the challenge response word.



Click on Get More Keywords.
The next page doesn't show you exact numbers.
Instead it shows trends, like this:

Results are tailored to **English, United States** Edit

Keyword Variations | Site-Related Keywords

Enter one keyword or phrase per line:

kitchen appliances

☑ Use synonyms

Get More Keywords

Choose data to display: Keyword Search Volume ← Use the selector to change display view

More specific keywords - sort by relevance

Click here to sort on volume

Keywords	August Search Volume	Advertiser Competition
home kitchen appliances		
kitchen appliances		
large kitchen appliances		
antique kitchen appliances		
appliances for kitchen		
best kitchen appliances		
blue kitchen appliances		
buy kitchen appliances		
cheap kitchen appliances		
commercial kitchen appliances		
copper kitchen appliances		
cuisinart kitchen appliances		

Ok, lot's of possibilities here (The above is only part of the list).
We still have to find out two things: do we have a lot of competition and is this a hungry market?

Let's do that hungry market check right away, since we are here anyway.

Just click the Selector to change the display view to Costs and Position Estimates. You have to fill in a daily budget. Set it to 100 dollars, so you will see the maximum bids.

Next, click on Estimate Average CPC to order the bids from high to low.

Now you can see what advertisers are willing to pay for these keywords! If they pay more than a dollar per click, you may have found a niche where people are willing to spend some money.

Here are some other resources to check if people want to pay for your products.

To check on the companies that are bidding on your keywords in Google Adwords, use http://www.googspy.com.

One relative newcomer as a research tool is Google Trends over at http://www.google.com/trends.

Step 3

Here are the main indicators about your competition.... Basically, if you sign up

Google results

Let's go to Google and enter the keyword phrase "kitchen appliances" (include the quotes – we're looking for the exact phrase!).
At the top of the resulting page you'll see the number of pages that Google found for this keyphrase. At the time of this writing it said:
Results 1 - 10 of about 2,020,000 for "kitchen appliances"

Wow, that's a lot! It seems there's too much competition here.

But wait .....

Let's have a quick look at that results page.
You see, the Title of a web page is, by far, the most important resource for search engines to find out what websites are all about.

So ....

Do you see many titles containing "kitchen appliances" (if the exact keyphrase is in the title, it is in **bold**)? If not, then most of these pages aren't optimized for this keyword. You may have a chance.

Let's dig deeper into this.
Do this: use the same search, only this time add the prefix: 'intitle:' (leave the single quote out). Now you get all the search results for your keyphrase that is included in the title of the pages. The number of results should be (a lot) less than in the first search you performed.
This should give you a better indication of your chances of finding a great niche.

> ***Sidenote*:** If you find a great site with an affiliate program while browsing, jot down the URL for that site. You'll need it in step 4.

But we're not done yet! Let's dig into ...

PageRanks

Click all the links on that page that have your keyword in the title (including plurals of your keyphrase) and see what their PageRanks are. You can see this very quickly if
you have the Google Toolbar installed.

> ***Sidenote*:** The Google Toolbar is a nifty little program that you can download and install in your webbrowser. Among other things, it will show you the Page Rank for the site you're looking at.
> You can download the Google Toolbar here: **toolbar.google.com**.

Tally the page rank of all the pages you opened with the keyword in the title and divide by the number of pages with the keyword in the title. That's the average PR of that SERP (Search Engine Result Page).

Pagerank tells you how important these sites are according to Google. If most of them have a PR of 5 or lower, you may have a chance. PR 5 is already hard to beat; higher PageRanks means it's going to be much more difficult to be listed in the top 10.

> ***Sidenote:*** Actually PR isn't that important; inbound links are. Inbound links (or back links) are websites linking to the site you're looking at. You can see the number of backlinks for any site by clicking on the Google Toolbar and selecting backward links. Some have thousands or even tens of thousands of backlinks. Hard to beat! PageRank however, is a nice reflection of the number of backlinks.)

Do this right now and put the results in a little table or spreadsheet. That will give you a good idea about your competition and the possibility of dominating your niche.

How to use your keyphrases

If you decide to build a website or a blog for the niche you've found, ideally you want to find 10 - 15 keyphrases that you can use as (sub)categories in your website/blog. From these keywords we have to select one as the name of our website; all others will be categories or directories within the site.

Using the graphic above, you could decide to use the following phrases:

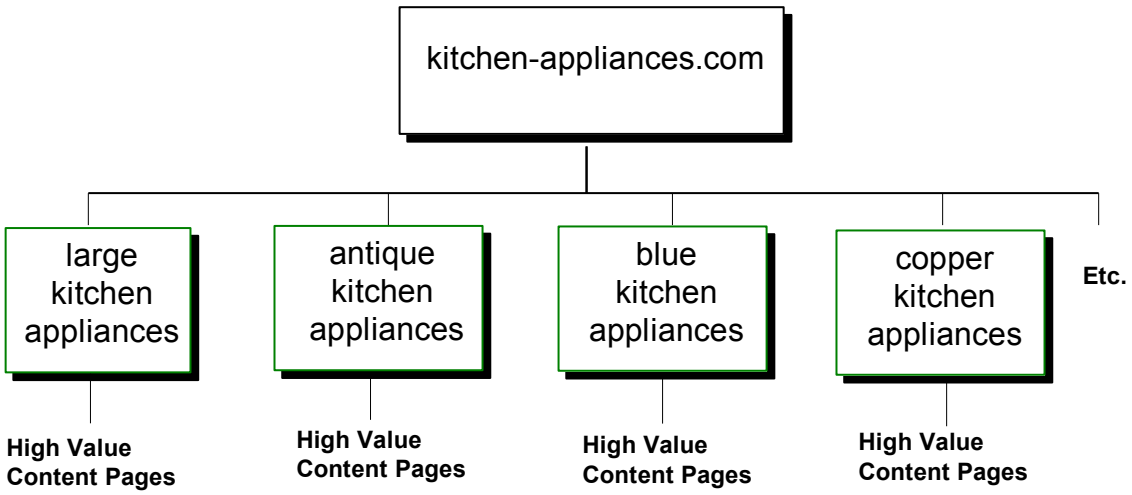
- kitchen appliances
- large kitchen appliances
- antique kitchen appliances
- blue kitchen appliances
- copper kitchen appliances
- cuisinart kitchen appliances

- and so on.

All keywords tie in neatly. Now we can use the keyphrases we've found to make a good decision for our domain name. What you ideally want is as many of your keyphrases as possible in your domain name. On the other hand, the domain name should be one that is memorable and usable. Make it easy to remember and easy to use (avoid having domain names that would be difficult for people to spell).

We could decide to name our website 'kitchen-appliances.com' or 'best-kitchen-appliances.com' or 'kitchen-appliances-reviews.com'. You get the idea. Just check to see which ones are available.

Our website would then have several directories named after the other keyphrases and in these directories we write our high-value content pages. It would look something like this:



Your domain name is the first tier and your main keyphrases make up the second tier. You fill the second tier pages with keyword rich content AND with links to the very specific third tier pages. These are keyword rich pages that should list high in search engines and link back to your second tier pages where you can sell or promote products.

Because it's a niche and these keyphrases are so closely related, you have a very good chance to score high in the search engines for these keyphrases.
Which means... F**ree Traffic!**

Step 4

In step 3, you've written down possible partners in your niche who have a great site and an affiliate program that you can promote at your site.

Basically, if you sign up for an affiliate program you'll get a special URL that you can use to send your visitors over to the merchant who does the selling part for you and reward you with a commission if any of your visitors buy.

You see, the latest hype is to develop niche websites only to make money using Google Adsense. Since we're aiming for high-quality content websites, you're site has a huge chance to be accepted by Google Adsense. And the way we're setting up our websites is a perfect way to attract the best targeted advertising. So yes, you can and even should apply Adsense on your site. I can wholeheartedly recommend that.
But I do not recommend putting all your eggs in one basket.

Since you want to build a high quality content website, why not also promote great affiliate programs to make some money? Using your content you can pre-sell your visitors and use your affiliate link to send them over to the merchant.

You may want to dig deeper into this. Use your keyphrase in the Google searchbox and add +"affiliate program" (include the quotes) or +affiliate. See what comes up. Explore the affiliate programs.

Also keep an eye open for information or products that you can buy or use to make your own product. That's the most profitable way to make money with your niche site.

So, there you have your niche!

Step 5

Now, get a domain name and build your site.
You can use a great, search engine optimized template to build your websites or you can use a blog.

Now you're ready to make $100 a day.

You can do so using Adsense or other paid advertising methods.
See how much each site brings in and setup another one until you reach the $100 a day goal. Be sure however, that you always publish high quality content, otherwise the search engines will penalize you sooner than you can create your next site.

I've done that and it works. But here's another approach which can be much more profitable.

Create valuable content describing problems in the niche and how your visitors can solve them. Gently weave in an affiliate link, not obtrusive, but useful. In the long term, this will even generate more money than paid advertising. Check out the chapter about Affiliate Marketing in this book.

And if you select your affiliate programs carefully, concentrating on those that pay recurring commissions or use lifetime cookies, then you're building a real business.

Check out this site: Lifetimecommissions.com

Case Stevens is marketing online since 1998. He knows what works and what doesn't, because he tests everything. He also shares his results, strategies, techniques and tips & tricks in his newsletter Affordable Online Strategies. Check it out and sign up now!

Software creation

Written by Kenth Nasstrom

Introduction

Software production is one of the main income sources online. The reason for this is simple. To be online you need a computer of some kind and computers use software to run.

Being a marketer, this chapter will give you a complete "How to Earn Money from Software" blueprint. I've kept the tech talk to a minimum while focusing on the overall picture. This will make it easier for you to turn the information into your new source of income!

By creating your own software and having it displayed online you'll be targeting one of Internet's biggest target groups, The computer software users.

They come in all ages and shapes from all over the world and millions of software downloads are made each and every day making software a safe bet when it comes to earning money online.

By having your own software, targeting a need among computer users and automating the selling process you'll have a money making machine in place that can make you $100 and more on a daily basis

The information you need to make this happen is being presented in the 7 parts of this chapter. All parts are important for you to read before you begin the production of the next best selling software!

Here are the seven parts of this chapter.

1. Need an Idea
2. Investigate and Test
3. Do it yourself or Outsource
4. Documentation, Help and Presentation
5. Packaging and Installation
6. Security and Theft
7. Promotion and Sales Process.

Using this information you'll have what it takes to start earning a daily income from your own software.

1. Need an Idea!

You can't create a program out of thin air and expect anyone to buy it. You need to use two of the strongest known motivational triggers for humans (Need & Greed) as a starting point for your new software.

There are of course a number of other focus points when creating software but most of them can be included in one or both of the mentioned groups.

Here are a couple of examples:

1. Need

When you are online sending emails, running newsletters or ezines you end up emailing a lot of people. Writing text is, by itself, no problem as most people have some kind office software with a word processor included.

Or you can go the cheap but easy way and use Notepad or even Wordpad (in Windows) as they are included.

So where is the need then?

As soon as you start sending emails to other people you'll trip over what seems to be a very silly problem, row formatting.

You know those emails that have rows going way past your right margin or jumping to a new row after just 4-5 words, making reading almost impossible (loosing readers and ultimately sales)?

This problem has been the starting point for a lot of tools, utilities, scripts and even software.

To see an example of a software program created completely bottom up, starting with the row formatting feature as the main feature and then expanding go to http://www.zineypro.com.

Ziney Pro was created in its' earliest forms to facilitate text row break formatting based on characters per row and nothing else.

The need it has addressed was the need "to format rows based on characters per row". Ziney Pro also falls into the categories of helping with complex (or time demanding) tasks, saving time among others. The earning potential here is based on lower priced software with higher quantities.

2. Greed

People love this! Greed, as in earning money is a strong motivator. But what is even better is "earning money with little or even no work"!

The demand for this type of software increases by the minute. The demand for software working for you and "earning you money" is what everyone wants! In this category you often see quite expensive software. This category is also the most short lived one as this type of software often targets the use of back-doors into earning money and they tend to be closed after a while.

One example of a software that is directly aimed towards "greed", "making money" and "Saving time" can be seen here, http://profitpages.gurusay.com/ . This software directly plays on the visitors urge to earn money with as little work as possible as it promises to create product review pages with Adsense in only seconds.

I'll end this part with some other starting points for software creation ideas generation.

Use these phrases as starting points for finding a good software creation idea.

- Make things easier
- Repetitious tasks
- Complicated tasks
- Make up for lack of knowledge
- To automate tasks or complicated repetitious work
- People complaining about something, the software solves the problem
- People asking for how-to's

2. Investigate and test

The next step is to gain a better understanding for the market.

Look around, with the new need in mind, and see if a solution can be found elsewhere. If not then you're really onto something!

If you find products targeting your need (or reasons for creating the software) search the Internet for more information about them. If possible try them out or at least read through the sales page (print it out) to get a better feeling for what they have done. Use the sales page as a base for your idea and thought.

Next decide who the customers are, where it's sold, domain names, price levels, features, bonuses, guarantees and other relevant information. Now

take a step back and consider your idea. Can you fill the need in such a way that your product is something more than a mirror of the one (ones) you have already found?

Make a plan covering how you and your product will be able to distinguish itself from the competition.

Make sure you have your "future customers" in mind when you do this. Because you want to be different and use your special features as something important. This will give you a better branding position and it also shows your customers you're unique in your own way.

When you have a plan of the features, price point, and possible customers you should make sure you write everything down as a business plan.

Operating Systems and Program Types

At this stage you'll have to consider what your target operating system is. Targeting multiple operating systems is harder with a desktop application than for scripts like java or php.

The most commonly used operating system is windows and should be the primary target unless your product targets a niche where your future customers use other operating systems. Choosing windows as the target platform will give you the largest possible customer base.

The last versions of Mac operating systems and Computers will allow their users to run windows program quite well with windows emulators and this increases the market even more.

When it comes to windows most versions will work in more or less the same way. Do note that there are differences between versions of windows as NT 4.0, Windows XP and Vista. And for each version you'll find differences between the normal customer version of Windows and the Server versions.

But there's not room in this chapter to go into all the differences, so if you want to learn more, visit Microsoft's homepage.

The rest of this chapter is primarily focused on windows as your target operating system.

3. Do It Yourself or Outsource

Now it's time to have the program done!

Do you program yourself?

If you do, then make sure you use a commonly used development language like Visual Basic, Delphi or C++. (note! There are many different types of these languages, for example C++ but I'll leave that choice up to you!).

Use your previously created "business plan" and the list of features to plan your software.

IMPORTANT! When you code (or if you outsource the coding) make sure the code is extensively documented. I recommend buying a book where best practices in commenting source code are taught and that you document accordingly.

I can promise you that code you create today will look strange in just a few months from now. And some software projects lives on for years and have new code added to them for each new version.

Not having documentation will kill you and your project.

Why do it yourself?

You might be good at programming or just very interested. Just to be clear here, the simpler code a program has, the easier it is to keep it working well.

Modern software is largely built by pre-made code that is included automatically by the development package (Visual basic, Delphi, C++).

This makes it easy for you to create small simple programs with a minimal amount of work. Actually the idea is the biggest part of the creation!

Doing it yourself will get you a better feel for and give you more control over the project. This can be good or bad depending of the type of person you are.

Why Outsource?

Outsourcing saves time (maybe) and it's easier to agree on deadlines for others and have them meet the deadline than actually keeping your own deadlines.

Do not forget that outsourcing requires more detailed pre-coding work. If you think about it, you are going to ask people that have no knowledge at all about your ideas to give you a quote based only on your description.

A detailed and correct description of the project includes deadlines, choice of language, usage of third party libraries, exact description of what the program must do (and shouldn't do!) Guidelines on how commenting should be done is a must and you will still often end up bouncing messages to and from the coder to change and correct things that were badly explained or misunderstood.

A final piece of advice is to take an extra look at the legal aspects about source code rights. Your project must clearly state that the coder must hand over all source code and rights to you and that he/she doesn't retain any rights to it after the payment is done.

Always ask for the complete source code (in readable form, not encrypted) and it should be well documented. This way you'll be able to revise the code and fix bugs as well as continue developing the product.

More information about finding people to do the coding for you as well as help on the legal aspects can be found at http://www.elance.com/ and http://www.rentacoder.com/

4. Documentation, Help and Presentation

Most software will need some kind of documentation to explain what it is and how it should be used. One way to make this work faster is to actually use the "business plan" you created earlier and the part you should have done about what your program should do.

As you get better at this you'll cut time enormously with this trick.

How to ship your Documentation files.

Documentation and/or help files can be shipped and handled in many different ways. Here are some of the most commonly used.

- As pure text files
- As pdf files
- As chm or hlp files (windows help files)
- As html files (shipped with the product or online on your product's domain)

Normal documents to include with software are, a short welcome and introduction about the setup; a document stating the user rights normally called the EULA (end user license rights) shown during installation if the installation process is done using installation packaging software, (see the next part of the chapter), a start up guide and possibly some kind of tips & tricks document or section.

Presentation

The presentation is important. The domain name, the sales page, graphical elements on the sales page, the visual aspects of your software (try to follow industry standards on how menus, layouts and other technical aspects of the software is used), possible startup splash screen, the way installation is done, the order among the files, the file names and the overall feeling of the product when the customer has paid and begin the download - all of these elements should be presented professionally and in a consistent way.

Do not forget everything between the moment the customer clicks the "buy" button on the sales page and the actual first start of the program. Your customer will have to pay, possibly fill out some kind of registration information, download the software/package, save it, find it and finish the installation before they can start using it.

During this process the customer will jump between a number of web pages and be doing a number of different tasks. So check out the complete sales process and make sure it works, looks good, is easy to go through and do not forget to let your customer know how they can get in contact with you if they have problems. In fact this should be part of the sales procedure directly at the point of download or earlier.

Decide early on if the product should come with support and if you'll be offering free upgrades.

Many small software projects will be so simple that there's no real need for a normal support function and this is something to aim for in my own humble opinion. At least until you start making a more stable income that allows for a larger amount of outsourcing.

What can become an important income source of support is a forum for your products users. Some products lend themselves very well to this while others will not produce even one forum signup. Trial and error can be the way to go. This can create additional sales and more customers.

5. Packaging and installation

There are several things to consider when you start to prepare the packaging of your new or upcoming product.

- Is it a single or a multiple file product?
- Can it be run straight from where it is saved?
- Are there special files that need installation? Files like dll files, services and more will in many cases require special registration in the operating system as well as re-boots?

- Will you offer an installation package where all files are contained in one package and is installed into the control panel with an install/uninstall option?
- Can a zip file containing all the files of you product be shipped and have the user simply unzip it to get going?

Ease of Use and Perceived value

I and many like me would say that much of a products value can be found in the installation process as well as in the first start of the program. If the user has to read lengthy instructions and do a lot of manual labor (often quite technical in nature) the new customer tends to perceive the product value to be lower.

This is not very strange. Compare 1 hour of reading, unpacking files, copying files around, creating shortcuts with double clicking on the installation file, answering yes a couple of times and end up with a nice program group with menu alternatives for starting the program, reading a help file and even uninstalling the product.

This problem is more common when you sell scripts. Often a script will need database access with MYSQL being the most common database to use. Many scripts are packaged in zip files with instructions on how to manually (using a ftp program) create a file structure on the server and copy the files there. User rights will almost always have to be changed and the user will have to create the database and database user manually. This is a slow and for many, a very complicated procedure.

There are ways to automate this or at least as much of it as possible. It should be considered.

Here are a couple of commonly used tools for creating installation packages for software of all kind.

Installshield, a market leader for many years. Quite Pricey.
http://www.macrovision.com/products/installation/installshield.htm

Advanced Installer, comes in various shapes and prices. Have a free version
http://www.advancedinstaller.com/

Conclusion, make the installation as easy as possible for the buyer and they will feel like you have taken care of them and your product will retain its perceived value (or even raise it) all the way to the first start.

6. Security and theft

Should you be worried over people pirating your new product? The answer is yes. If you create a product that works and have a wide pull of customers or if it's very expensive you'll end up seeing people copying it and sharing copies. Or even worse watch other persons selling your program as if it was theirs.

So how can you protect your software?

I'll measure each way of protection on a scale from 1 to 10 with a 10 being completely secure.

1. Package it inside a password protected zip file. Easy but gives you almost no added security. Security level 1.
2. Store it inside a password protected directory on the server + inside a password protected zip file. Harder to spread the download url and a very limited security level. Security level 1.
3. Use some kind of third party product to include security inside the program itself. This allows for creation of serial numbers based on user information, hard disk serials, motherboard bios and other computer related numbers. As you include the security checks inside the program you as the creator can use it in many more or less complex ways to ensure security. This serial number calculation is run once on start and as soon as the correct serial number and related information is entered into the software it runs without any further questions. Security level 3.
4. The same option as 3. But with the added twist of having the software connect to a server on the internet on each start (there a lot of options here to allow for running without an internet connection) and having the registration information and serial number checked. This requires added code into your software + some kind of third party service for the server storage and verification of the registration. Security level 6
5. Using a file certificate based file encapsulation software with anti debugging protection combined with 4. Above. Security level 8.
6. Adding the whole tamale here. Combine 1-5 with hard ware locks (dongles) and your getting as close as it gets within any normal cost limit (i.e. Extremely costly). Security level 9.

Note! No method was labeled a perfect 10. There's hardly any software that has been able to survive without being copied and to even try to reach that level you'd probably have to be selling a software for several thousand $'s or more to have the back end profits to take the costs.
Now to the fun part. Some examples where you can learn more about the security options above!

What you need for each security level above,

1. All you need is the ability to create zip files. All software capable of creating a zip file can add a password as well.

2. You need the zip file creation program + the knowledge of how to password protect a directory on your server. This information can be found for free on the internet.

3. Third party libraries you can use to protect your software will make life much easier for you. Here's an example of a product for Delphi, Borland C and Active X, http://valega.com/

4. Take a look at Digital River. http://www.digitalriver.com/ They can help you with this and more!

5. Silicone Realms Armadillo and Passport products can help you reach close to perfect security. They have great products and they are quite easy to use. http://www.siliconrealms.com/ Their products can also be combined with Digital River saving you a lot of time and money if you're aiming for an expensive product where great security is needed.

6. Combine everything above.

One thing I haven't included above is that the best way known to man to completely blow "thieves" selling copies of your software out of the water is … Updates!

They only have a copy to sell and will have to "steal" a new version every time you update for them to compete. So keeping in touch with your users, creating updates as well as tips on how to use the product mixed with a gift every now and then will pull buyers to you!

As a closing tip here I'd like to show you a site very few have seen! You could almost call it a trade secret if you want.

Visit http://www.esellerate.net/ and check them out. They are a combination of PayPal, Clickbank, Digital River and many other services online. You can host your software with them and they will create the needed serial numbers for the armadillo security products on the fly. You can be sleeping while people buy your product and have Esellerate calculate unique serial number for each and every one of your sales, completely on auto pilot. I do have to say that the affiliates are not as responsive as the Clickbank affiliates but that can depend on the niche your product belongs to.

7. Promotion and Sales process

You'll need someone to take care of your credit card handling when you sell. The most obvious choices for this are http://www.paypal.com/ , http://www.clickbank.com/ and http://www.paydotcom.com/

You should also check out my earlier tip http://www.esellerate.com/ as well.

How to make sure your program is seen!

Depending on the type of software the path to start selling can be quite different.

If your program is more mainstream you should submit your program to as many software directories as possible. Some well known examples are http://www.downloads.com and http://www.tucows.com/

You can look around for these directories and submit your program to them by hand, one by one or try submitting software like http://www.softwaresubmit.net/details.htm to make the submission faster and easier. These sites also have more detailed information on what you need and how to do the actual submissions.

If you have a more "niched" software or if it's directly aimed towards earning money, internet marketing and similar the old proven affiliate way will probably work well.

Add the program to Clickbank, esellerate or set up a sales page where you use PayPal to charge the buyer and some third party script to handle the affiliate tracking. Information about this can be found elsewhere in this book as it's the same as for selling any other digital product.

Now my Final Advice!

When you have gone through all steps in this process and have everything in place you have the basic setup ready for your $100 days (and more).

To really get the ball rolling read about list building, traffic generation and Search engine optimization and other related subjects to start pulling in possible buyers to your new site.

Read up on copywriting (for the sales page) and see if you can get something to use as a bonus (or create it yourself). Test with different price points and you'll be well on your way towards your new software empire online!

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Branding: Making Yourself 'Memorable' On A Small Budget

Written by Patrick Pretty

The "Most Beautiful Little Boy In The World" — 1964

TIMIC Greetings from Patrick Pretty, Internet Marketing's Sensational "Master Of Eye Candy."

Before we get into the nuts and bolts of my chapter in this unique publication, permit me, please, to share a few things about myself. Many of you already know me, of course. The next several paragraphs are mostly for people who don't.

For starters, I've had my own Saturday morning cartoon show, thus the neatly framed photo on the left.

Not to brag, but I've also dined with the Queen of England and sat in a recording studio alongside Elvis, later sharing a bucket of fried chicken with him. (His treat, including a generous tip to the counter attendant.)

Oh, yes, I've been a Poster Model, Teen Idol, Action Hero, A-Lister, Celebrity Golfer, Commercial Spokesman, Honored Guest, Ivy League Commencement Speaker And Confidante To Presidents And Political Leaders Worldwide.

I've pretty much done it all, which is why they finally got around to naming a fragrance after me.
That milestone was a tribute to the longevity of my stardom, occurring on the date I appeared on my 4,000th magazine cover.

It Hasn't Always Been Easy

I wouldn't want you to get the impression that I've always had the easy life.
Money was tight when I was a kid; it's fair to say my family was poor. Even when I rocketed to stardom in 1964 after being "discovered" by a famous photographer who just happened to be shopping in the same store I was in with my Mom, my life was not gravy train.

Indeed, I had trouble coping with my instant fame.

And since my fame was based on my astonishing good looks and not my talent, I felt as though people didn't appreciate me for who I was, as a person.

Eventually I sought help from a psychologist. She too, got caught up in my celebrity, issuing a News Release to announce she was treating me and writing about my case in medical journals.

On any number of occasions my life became fodder for the Tabloids. Among other things, I've been called **a drunk** (never touch the stuff); **a dope fiend** (never touch the stuff); **a lech** (I'm respectful to women); and **a hypochondriac** (I made the mistake of telling a reporter that I hurt my back while swinging a golf club).

So, no, my life hasn't always been a bed of roses. Even so, I am proud of my accomplishments and how I've handled life in the fast lane. I've done a lot — and yet I'm still very goal-oriented. My Big Goal now is to appear as a contestant on "Jeopardy," the TV game show. I want to be on regular "Jeopardy," not the celebrity version. This is mostly because celebrities seem to get softball answers, and I'd like to see how I'd do against regular contestants. They seem to get harder answers. ("Jeopardy", of course, is unique in the sense that contestants first are given the answers and then have to come up with the questions.)

The Most Remarkable Thing About Me

Yes, my achievements have been remarkable. I never tire of talking about me.
Perhaps the most remarkable thing about me is that ***I don't really exist*** — at least not in the way most people exist. I'm somewhat like the "Caveman" in the GEICO Insurance Commercials on American television. ("So easy a caveman can do it.")

I'm a branding and advertising vehicle — and happy that things turned out that way. **One big difference between the GEICO "Caveman" and me is that I own the company that produces me;** in fact, I'm the sole employee.

This means I create all the Patrick Pretty-branded products, serve as spokesman for the products and **keep all the profits they produce** (except the money my Affiliates make; they keep 100 percent of all revenue generated in the front end of my operation and get paid instantly).

Most of my IM products deal with improving customers' writing skills, branding and building business relationships. I also sell Affiliate products

— but only products I believe in. It's very important only to sell products you believe in.

Pay Attention To The Moment

"Patrick Pretty" was born in an Internet Marketing forum, the literal result of a joke among friends about the stock photos often tucked inside the picture flaps of new wallets. One thing led to another. By the time it was over, a friend doctored a picture to make me look "exceptionally handsome."

Pay attention to the moment! Indeed, you may find inspiration at the strangest times in the strangest places. "Patrick Pretty" owes his life to such a moment.

My name is Patrick Hernan; "Patrick Pretty" is my brand. I own a writing and editing business, serving customers across the United States. I've won awards from the Associated Press and other well-known publishers for my writing.

I chose "Patrick Pretty" because the name was fun and would provide a limitless back story. "Patrick Pretty" gave me a brand I could serialize over many years working only an hour or two each day from the comfort of my home.

"Patrick Pretty" has come a long way from that forum. Some of the top Internet Marketers in the world now promote the brand and endorse its products. I have one of the coolest part-time jobs on the planet!

Is Branding For You?

Branding returns dividends — **but make sure you do a critical assessment of your skills before you choose this path.**

Below are some questions to ask yourself. Don't worry if you can't answer "yes" to each question right now. On the pages that follow **you'll learn how to get for free or at very low cost what you need to get started.**

- Do I enjoy "thinking outside the box" and devoting time to the creative process?
- Do I have an hour or two each day to build my brand?
- What is my offline occupation? Can I use my work skills to make money by creating branded products from home, perhaps using my own name as a brand? If I'm a woodworker, for example, can I

expand my market by making things in my shop and delivering them through the mail or a courier service to customers? Can I write a short "How To" guide that teaches interesting woodworking shortcuts or shows customers how to improve their woodworking skills?

- What are my hobbies? Can a hobby of mine help me make money online?
- Can I position my brand in a profitable niche or build multiple brands in multiple niches? Can I speak with authority on the products I sell, whether they're products I make or products I sell for others?
- Can I learn website essentials?
- Do I know how to buy a domain name and arrange hosting?
- Do I have the basic skills required to move products or information/sales material I create on my computer desktop to my web host?
- Do I have a means of delivering automatically the branded products I create and receive payment instantly? Will I need to use a courier service to deliver products?

Of all the questions above, this is the most important: *"Do I enjoy 'thinking outside the box' and devoting time to the creative process?"*

The reason I put that question in the No. 1 spot on the list is because branding — be it through a persona or an individual name-crafting process focused on your existing talents and interests — requires a commitment to creativity and thinking outside the box.

When I launched the Patrick Pretty brand, I could not answer "yes" to each question above. I knew I'd enjoy the creative process because it ties in nicely with my occupation as a writer and editor.

Time would not be a problem; I always make time for the things I love to do. I was less certain about being able to position my brand in profitable niches, but knew for certain that I could create multiple brands and multiple products.

Buying a domain name and establishing hosting were not problematic for me; I learned in my initial online foray several years ago that **these things were fundamental to success on the Internet.**

It took me only five minutes to figure out how to do it.
Along those lines, it took me only a few minutes to figure out how to use an FTP program to move files from my desktop to the server. (More on this later.)

My biggest challenge was figuring out how to deliver products to customers and get paid instantly. I started simply by using my existing PayPal account and learning how to copy and paste the PayPal code for payment buttons to my web pages.

Later I switched gears a bit and started delivering products through a script for which I paid $7. (Best $7 investment I've ever made, given the exceptional return it has provided.)

Because of that simple script, I can deliver products to customers even when I'm sleeping. And I can offer an Affiliate program that enables my customers to make money with the products I create, providing them a branded website from which to make sales.

Why Branding? Can It Really Work Starting From Scratch?

I chose a branding approach based on a theory that **it was the quickest way to become "known."** I knew, for example, that each of the newspapers, magazines and publishing companies for which I write, have instantly recognizable names and that people could arrive at their websites simply by typing their names in a browser window or by doing a quick Google search.

Major marketing figures online also have **instantly recognizable names,** whether they are "real" names or marketing creations. These marketers have a big advantage because they can leverage their names and website architecture to produce traffic, meaning more customers see their products. **More eyes equals more sales.**

What I wanted to do was get Patrick Pretty noticed by major marketers, who enjoy the advantages not only of name-recognition but also of economy of scale. That's just a fancy way of saying they have bigger operations, more customers and a greater reach.

By creating a memorable brand and making products that serve a useful purpose and add value to customers' lives, I knew I'd be more apt to catch the attention of some of the big names.

Creating an Affiliate program that tied in with my brand also was an important part of my approach. Indeed, **not only did I want to deliver useful information, I also wanted customers to make money with it.**

Branding Yourself In The Online Marketplace

One of the things I wanted to do was to pass along to Affiliates, the advantages of the name recognition I was creating.

You can do what I do — just make sure you tailor your ideas to put your own unique stamp on your little corner of the Internet Marketing world. Don't worry if you don't have deep pockets; there's a way to do it for free or for very little cost, something I'll explain a bit later.

Here's a free report that shares some of my thoughts on writing and branding.
Let me take a moment to encourage you not to confuse "free" with "worthless."

This report will introduce you to my branding strategy, give you part of the Patrick Pretty "back story" and provide some ideas on things to avoid when you're preparing sales copy. Use the report to stir your creative juices. Think about what's possible. Ask yourself what you can do to become known.

You do not have to create a character such as Patrick Pretty to start your brand. I chose that approach because I enjoy writing the back story.

If one of your skills is creating videos, for example, you won't necessarily need a marketing character or persona to help stimulate sales. The brand easily could be the name of your website. It also could be your own name. Just make sure you tell visitors who you are and show them some examples of your work.
You'll notice that I also use the free report to introduce readers to some of my information products. The report is 18 pages and it has three external links.

These links help drive traffic to my websites. When a customer buys one of my products I get paid instantly via PayPal.

Customers receive my products automatically, which means neither I, nor my Affiliates spend any time filling orders.
My business operates around the clock, even when I'm sleeping. That's one of the great things about the Internet. Online merchants don't have to be in their offices to make money, and they easily can set things up to fill orders automatically.

This report benefits you in a couple of ways. First, it demonstrates that you can use your creative juices to make your own branded products and websites, positioning yourself to make more money online. Second, it shows you that creating a free report can deliver a stream of customers to the websites at which you offer paid products. In short, you can own your own publishing company *and* the means to deliver traffic to it — and you can do it virtually for free, devoting a couple of hours each day.

Getting Started For Free Or At Very Low Cost

If you are a beginner who doesn't yet have a grasp on the sort of tools you'll need, I suggest you download each of the following products.

Create a folder on your desktop. Title it "MyBusinessTools." Place each tool in this folder so it cannot get lost.

Here are the free tools I regularly use:

- NVU: This is for website creation, and also can be used to transfer the content you create to your host. If you can use a word processor, you can use NVU. (Pronounced *N-View*). It's very easy to learn. Products such as NVU often are referred to as WYSIWYG editors.
- Paint.NET. This is a free program for manipulating images. It is quite versatile; I use it, for example, to resize and crop images.
- Open Office: This is a free, dynamic suite that includes tools that have roughly the same functionality as Microsoft Office. One exceptionally nice thing about Open Office is that it has a functionality under the "File" menu that permits you to export word-processing documents in PDF format. That's very helpful if you're creating information products, sales material, News Releases and other documents to help build your business. You can create a document in Open Office, edit it to get it just right, export it as a PDF and have your own information product ready to market!
- Blogger.com: This is not a download. Rather, it is a free service from Google that enables you to create a Blog. The Blog can be hosted at Blogger.com or at your own web host. I use my Blog to share my thoughts with readers and to promote products I've reviewed and tested. Blogs help you extend your brand around the world. It's even possible to start a business empire with a single Blog — but I wouldn't count on that if I were you. I use my Blog to extend my brand.

I've included the links for the free products because that's one way you can get started. But you also should explore paid products and services if

your financial circumstances permit you to do so. You don't have to spend a lot of money.

For example, a script to help you deliver your products automatically, get paid instantly and create an Affiliate program is available here for only $7.

I host my websites here for only $9.95 a month. Although I create many of my own graphics, I also purchase graphics. One example is the "cartoon Patrick Pretty"; I paid $47 for it from a professional designer.

There Are No Boundaries In The World Of Thought

How you go about branding your business is very much an individual decision. My desire with "Patrick Pretty" was to have fun, ask customers to be a part of it, and *still* make serious products. I placed a high premium on creating a memorable character because good buzz can produce website traffic. I recognized that not all people would "get it" and some even would be offended.

I don't use "hype" to build my brand or sell my products. Instead I rely on what I call "pluck," something I view as an appeal to my customers' intelligence. I ask them to take a journey with me, using "Patrick Pretty" to provide an experience that leads them to a safe destination.

This approach has been very effective. A number of well-known marketers promote my products, something that adds to the legitimacy of my brand.

I design my products so I have a chance to make at least $20 with each sale. I accomplish this by always offering customers a second product after they order the first, rather like a traditional retailer offers customers a second product that compliments the first.

This common-sense approach is smart business. A clothing retailer, for instance, might ask a man who's just purchased a new suit if he'd like to have a pair of shoes to go along with it. An attendant at a Fast-Food restaurant might ask guests if they might want to "Super Size" their meal.

It is perfectly acceptable to do things this way, as long as the first product has value as a standalone product and is not dependent on the second product for functionality.

Occasionally I also offer discounts. I might run a "Special Pricing Event" over a holiday weekend, for example. And because I have a list of

customers and am able to email them, I can let them know about special events, new products and other important news.

Final Thoughts

There is no one "best" way to enter the online marketplace or expand your presence. This publication features a variety of approaches. The individual chapter authors all have found success using their individual methods.
My goal with "Patrick Pretty" was to create a memorable brand name and build helpful products around it. I chose the persona because it suited my personality.

It's wise not to adopt a "one-size-fits-all" approach. I sell products in other channels. These do not use "Patrick Pretty." Instead, they have their own individual brand identities.

I spend about two hours a day "being Patrick Pretty." About an hour of that time is spent on creating new products. I also spend time in Internet Marketing forums, educating myself, sharing my knowledge and further extending my brand.

The world is a big place, and the Internet never shuts down. It has created extraordinary opportunities for people worldwide. I sincerely hope you use your existing talents to create an online business or expand an existing one.
At the same time, I encourage you to learn new skills. The market for your talents has never been bigger. Never in the history of mankind has it been possible for average people to harness such power.

Patrick Pretty, Writer And
Internet Marketing's "Sensational Master Of Eye Candy."

Patrick Pretty is the brand identity for a select line of information and software products marketed by writer and editor Patrick Hernan. Patrick began his career as an editor for Harcourt Brace Jovanovich Publications. He has been self-employed for 20 years, serving a host of publishing clients. His main website is here: http://www.pluckforever.com

Ghostwriting

Written by Bev Clement

Introduction

Many people decide that making money online is very easy to do. They try one idea after another, without giving anything time to work. Suddenly they find themselves in a crisis and wonder how they can earn that money quickly.

It is amazing that people immediately give them this advice: write a report, articles or offer your services as a ghostwriter and you can earn money and quickly.

There are two major problems with that advice.

1. Nobody has asked the person if they can actually write something people will want to read.
2. Nobody has told them that it will be hard work, as writing takes time.

Ghostwriting can make you a $100 a day, and once you are established you can earn even more if you apply yourself, but it will take time and effort to do it consistently.

What is a Ghostwriter?

People are often confused as to what a Ghostwriter is. It isn't everybody who writes, because many people write in their own name. Ghostwriting is a term we use online, and the assumption is made that people understand what it means. It might surprise you to know that many people both offline and online have no idea what a ghostwriter is and what they do.

When I wrote my first book (offline) as a ghostwriter, I had lots of people showing surprise thinking I was writing "Ghost stories". I had to explain that I wrote for an author, and that I had to take his ideas and thoughts and translate those into something people would want to buy in the local bookshop, and then go home and read it.

A ghostwriter is someone who takes the ideas and thoughts of an author, and creates the book that the author wants. Normally offline, a ghostwriter will be given a lot of information, including a table of contents, but online this rarely happens.

What Skills does a Ghostwriter Need?

These skills should be the same for both online and offline, but the reality is, completely different. You see, many people online have a niche they are working in, and all they know is they need a book on a specific topic. It is often left to the ghostwriter to do all the research, and then write the relevant book. They will need to act as copy editor, proofreader as well as being the writer.

For clarification a copy editor isn't the same as a copy writer, so don't think you have to write long sales letters, unless that is an area of writing you want to get involved in.

Offline there will be a copy editor whose job it is to check the book for editorial errors. There will be a proofreader who will check the book for grammatical errors. The ghostwriter knows that at least two people will check their work before the author sees it for any other changes to be made.

For writing online you need to have good communication skills, as your clients might not always explain clearly what they want written. You will then need to be able to do research, and know that it is accurate. Once the research is completed you are then ready to start writing. This is the difficult part because the person hiring you might have books and articles they have already written, and want your writing to be done in the same style. Once you have finished writing you will then need to proofread the work for both grammatical and spelling mistakes.

How to Ghostwrite

This is the question that a lot of people want to know the answers to. It is relatively easy to write a few articles and sell them as a package but to write good, quality articles, books and reports will take time. People generally don't give first time writers great assignments, they will give someone a small project to see how well they handle it, and then come back for more work.

Let's look at this step by step to see what you need to do to earn $100 a day as a Ghostwriter. Before you start advertising your services either online or offline, you need to plan what you are going to be offering.

1. Writing Your Plan
   a) Subjects you are prepared to write on.
      Here you should be deciding what subjects you are prepared to write about. There may be subjects that you want to exclude for

personal and moral reasons and other subjects you have no knowledge of, and no desire to do any research in them.

An example: Someone might ask you to write about cars, and even more specifically to write about 6 cylinder engine cars. You might be scratching your head wondering what that is all about, and decide you are not interested in the mechanics of a car, and wouldn't be able to write expertly on them.

b) The Format of Your Writing
Some people decide that they only want to write articles. You need to have decided initially what length articles, ebooks and reports you want to write. You should also decide if you want to write PLR (Private Label Rights) products which you will sell to a number of people, or to write unique content for one person.

c) The Price of Your Writing
This is always a difficult one when starting out as a ghostwriter. Price yourself too low, and people will assume the writing is going to be of a low quality. If it isn't, then they will expect low prices all the time. Price it too high, and people won't buy from you.

2. Write Samples
If you haven't written before, then take some time out and write some samples. You can write short articles of around 350 – 400 words and submit them to article directories. But you can also have them on your site ready for people to read.

3. Pricing Your Writing
This is easier to do than you might imagine. You have already decided on the type of writing you want to do, and now it is time to price that writing.

I would recommend that you don't follow the crowd. I know a lady who wanted to establish herself as a writer and when I saw her work, it was excellent. She decided to offer to rewrite articles for $1. She was amazed at how many people signed up for her services, and within 24 hours she had over 300 articles to rewrite. $300 on her first day as a ghostwriter, but before you get too carried away, she still had all the work to do.

Many people offer unique articles for $4 and they are again happy with 100 articles to write. They see the $400 and think this is wonderful, but again the work has to be done.

How do you price your work, so that you make money, and don't kill yourself writing 18 hours a day?

I would say decide how many hours you want to work in a day. Be realistic, there is no point in saying 10 hours if you have a job which take 9 hours out of the day. You need to look at how long an article of 400 words would take you to write especially if you don't know the subject.

For our calculations we are going to assume an article takes 30 minutes to write, which means you can write 2 articles in an hour, and these are going to be sold to one person only.

If you sell your articles for $4 each, that means you are earning $8 an hour. In the UK that is below the legal minimum wage. What income would you like to earn in an hour? You might have a job where you are earning $20, and to match that you will need to charge $10 per article.

When writing books and reports the rates are always higher. You need to include all the research you have to do before you can start to write. If you offer to write a 100 page book for $97 then you are going to be writing for less than a $2 per hour, if you can write 2 pages in an hour.

We will look at ways to increase your income when you write smart.

Write Smart

An article whether it is for a PLR package or for one client has one thing in common, you have to do the same research and take the same time and care to write it.

You might have decided that you only want to write unique content for clients, but I might change your mind now.

We will continue to use 2 articles an hour for our write smart examples.

A client asks you to write 10 articles for them, and you accept the assignment. It is a subject you know really well, and you are able to write good quality articles for them. These articles are going to take 5 hours to write. You have agreed to write for $10 an article which means you will earn $100. For 5 hours work you have earned $20 an hour. This in reality is all it needs to earn $100 for ghostwriting.

But, there is the smart way. You decide to write the same articles because you know there is a hungry market for them. You have no clients asking you for work, so you don't even know when the first assignment will come in. You have decided to offer marketers a product they can't refuse. You are going to package these articles together and offer them

for $5. I know, you are thinking, but I want to make money not give them away.

We are talking here how to Write Smart, and this is what you have done. You decide that only 100 people will ever get your articles. You will be one of those people, so 99 sets are offered for sale. You sell all packages, because you have excellent samples, and it is a topic everybody wants. Now to do the sums, 99 x $5 = $495.

10 articles sold to 1 person = $100 is $20 an hour.

10 articles sold to 99 people = $495 is $99 an hour.

Even if you sell 10 packages a day for 5 days, you will still be earning $99 a day.

This is why PLR is far more beneficial financially to the writer than unique articles.

The same is true with PLR books. It takes the same time and research to write a PLR book or report for 1 person as it does for you to sell as a PLR.

Finding Clients

The first writing I did online was for a niche website, which has a membership of over a million subscribers. I had been posting on their forum, when they contacted me and asked if I would write a short report for them. This report was just under 4,000 words and was written in the year 2000. In return they gave me free membership to the site, and that is until the year 2020. Membership is normally $20 per month, and I have been given a number of extras which people have to pay a supplement for. To date I have received $1,620 for a report that took me 4 hours to research and write.

This was a great introduction into writing online. If you are part of a forum, then start to write great articles as posts. One problem with offering a free article to 10 people is only 10 people get to see the article. Put the article on the site and thousands potentially can see it.

When I wanted to do more writing, I decided to put an offer in the Warrior Forum Joint Venture area. I said I was willing to write, and a well known person asked me to write a few articles for them.

Now this is where you have to believe in yourself, and be honest about what you can and can't do. They asked me to write on a subject I knew nothing about. I knew I could research the topic, but this person is the

expert in the field. If you want to know anything about the subject then you should go to him. I was honest and said, I could write the articles, but I know nothing on the subject. He kindly gave me a number of his books, and said I would find everything I needed in there.

He was happy, knowing that I was honest about my limitations, and was even happier when the articles arrived. They were what he wanted, but there again, I had great research material.

To increase my writing opportunities, I watched the Warrior Special Offer (WSO) area, and saw what people were buying. Different times, means different things sell. PLR books and articles may be hot today, and cold in a month's time, meaning they don't sell well. Always be aware of what the market is wanting. I wrote some articles on a subject I knew well. I offered PLR articles and they sold out.

Have a website

Have your own website or blog to advertise. Not only that but you can add in your own sample, and sell your packages from there. Always have a contact email address where people can contact you to write for them.

Recently I received an email from someone, who asked if I could write an article for them. They said that they had written one, and it sucked. I looked at the article in question, and I had to agree with them. I wrote back and said yes, and when it could be written. Payment of $27 was received and an article of 600 words was written.

Another person contacted me through my website, and they wanted a short report written each month. This has been ongoing for the past few months.

A warrior asked me to write them a report, and I quoted them a price. They sent payment for more than the price quoted, because they had been to the website, and seen that I had prices for long articles. They wanted one added to the order, and paid for both products.

People say you don't need a website, but I would disagree. If you don't have one, then you are relying on advertising your services to a small group of people.

People find my website through the search engines, and also through my signature in forums. I also have the website URL shown on all emails I send.

In one day I can have orders for articles and reports directly from the website which will be more than $100.

Start Writing

The easiest thing to do is to sit back and do nothing, waiting for the orders to come in. When you write day after day, you will find your writing skills are being improved. You are looking to write good quality works.

Some people say it doesn't matter what you write, because most people don't care about what they put on their sites. There is nothing further from the truth. Some people might not care what they have on their sites, but the majority are interested in having quality because they want people to keep coming back to their sites.

Until you start writing, you have nothing to sell. Once you have started and have at least a package you can sell, then you can start to make money.

Keep writing, because this way you will always have something to sell.

Receiving Payment

This is a subject which always causes a lot of debate. I can only tell you what I do. When I wrote for that first warrior, he paid me instantly the articles were received. There wasn't a problem, and I foolishly thought this would be the same for other people.

I hadn't done any research, and I was contacted by 2 other warriors asking for work to be written. I did the work, and sent them the articles and no money was paid. I contacted them, and finally one paid. The other person said he didn't have any money. I then told him if he didn't pay, then he had no right to use the articles and I would sell them. These articles were in a hot niche, and I was confident that someone else would want them.

Since that time, I have spoken to a number of writers and they have done the same thing, that is written articles with no money received upfront and then not received the money when the writing was completed.

Now I recommend that a writer should either get a 50% deposit or 100% before any work is started.

Some people have been burnt while outsourcing by paying for a service and not getting what they paid for. It is up to each writer to see how much they want to trust people to pay, but I now have 100% paid in advance.

Research

Research is a very important part of writing. This is again a case of Write Smart. A client asks you to write on a topic. You spend time researching the subject. I personally don't spend all my time reading other articles.

I know that there is a group who says go to www.ezinearticles.com and get a number of articles on the subject. Using the information you have, then write it for a new article. Sorry there is one problem with that thought. Who is to say that the information is accurate?

When you research a topic, you need to look at authority sites. For example, if you are researching a medical topic, then go to official medical sites.

Let's say a client asks you to write on HIV. You go to various authority sites, and as you are researching, you find a lot of good information about HIV in Africa. If your client doesn't want articles on that topic, get a file for the other information and keep this one too, because you can write your own articles on HIV in Africa.

Don't disregard any research because it isn't specifically on the subject your client has given you. At some stage you will be able to write about it for your own articles or reports.

Different Writing Packages

Now that you have the basics of being a ghostwriter, you will need to look at the different writing packages you will be offering and how you can achieve your $100 a day. Obviously the best way is to have multiple streams of income. One idea will give you money today, and tomorrow it might come from another idea.

1. Unique Articles
   These are written for 1 person. Normally a person will give you keywords that they want included in the articles. Generally an article is between 350 – 400 words. Always have prices for long articles as some people will want long articles written.
   (a)Some ideas for unique article writing.

i. You can offer a package of 10 articles. Obviously you can have any number you want in the package, but you need to be realistic as you will need to write the articles.
ii. Offer an article a day for a month. You need to know how many articles a day you can write, and limit the number of packages you are going to offer.
iii. Blog articles. Normally these are between 100 – 200 words.
iv. Have your prices for single articles on your websites, as some people will come directly for a single article.
v. Write review articles on an affiliate product. Charge more for this as you will need to take time to know the product.
vi. Autoresponder newsletters. Offer to write an autoresponder series for your clients.

Never, ever use an article you write for a client as a sample without their written permission.
Another thing you never do is use an article you write for a client, give to a second client, and hope they won't find out.

2. PLR Articles
Here you write a set of articles and decide how many sets you will sell and what price you will charge. You can write articles of any length you want, but ensure that all the articles are related. Don't rewrite an article, and then claim it is a brand new article. People will realize this and you will lose sales.

However great the temptation, only sell the number of article packs you say on your sales page. If you are going to use the articles on your blog or website, then keep one set and sell one set less.

When you decide to write PLR articles, you need to decide on the rights you are prepared to give with them. I normally give the following rights.

[NO] Can be given away
[NO] Can be packaged
[NO] Can be offered as a bonus
[YES] Can be edited completely and your name put on it.
[YES] Can be used as web content
[YES] Can be broken down into smaller articles
[YES] Can be added to an eCourse or autoresponder as content
[YES] Can be submitted to article directories (even YOURS) IF at least half is rewritten
[NO] Can be added to paid membership sites
[NO] Can be added to an ebook/PDF as content
[NO] Can be offered through auction sites
[NO] Can sell Resale Rights

[NO] Can sell Master Resale Rights
[NO] Can sell Private Label Rights

You have to consider whether you will allow people to add the articles to a membership site. I have offered some with that right, and some without that right. I ended up selling exactly the same number of packs.

Some people offer resale rights, but you will find that less people will buy, because they know the cap will not be the number you set it at. Only by testing can you tell which is more profitable for you.

3. Reports
   Many people look for short reports to put into their membership sites. This is a great way to write. I write many reports which are between 1800 and 2500 words and for that I will be paid from $100 - $150.

4. Membership Sites
   I have a membership site where I write 1 ebook a week. The book is only 4,000 words, and the members receive it as a raw document. We have a cap of 100 members and the membership fee is $97 per month.

   This is a unique book that is written in house. It doesn't come from a wholesaler, so you won't find it on any other website but mine.

   As membership sites become more popular, people will be looking for content to add to them. As a ghostwriter you can offer the content on a regular basis. You might even set up your own membership site in a specific niche.

   The advantages of membership sites are that you will earn an income each month.

5. PLR Books
   As we don't yet have 100 members at our membership site, we sell the ebooks to other people. We have them on our websites, and we often sell them via a WSO. We sell them for a reduced rate of $23 on the WSO, and $37 on our websites.

Delivery of Articles and Reports

When you write unique articles and reports it is easy to deliver them by email to the client.

When you are selling your other writing, then you need to look at how you are delivering your products.
When I tried an article a day, I wasn't sure how it would work out. I have 2 writers, myself and my husband who were doing the work. The clients knew this and were happy with the arrangement.

As I thought about it, I realized that I would have more than the allotted articles completed by the end of the day. I had each of them signed up to Aweber, and then I was able to put in the relevant articles, and let them be sent automatically.

As you create PLR packages of articles and ebooks, you will not want to deliver them manually. I find e-junkie is one of the best ways to deliver for me. They are a low cost shopping cart that charges $5 per month to deliver 10 different products. That isn't selling 10 products, but 10 different products. E-Junkie is compatible with eBay, PayPal and Google Checkout.

E-junkie let's you add people into your autoresponder, cross promote items for sale, and let the products be instantly delivered once payment is made.

And Finally

As a ghostwriter you will be able to earn $100 a day from many different ways. You will be in control of the amount of work you accept, and what that work involves.

One of the problems with ghostwriting is getting a passive income. You seem to spend all your time writing. I would recommend you look at ways you can generate more income for the same work. Write PLR instead of unique articles or books. When you have some spare time, keep writing, and then you will always have something new to offer.

As you see your clients asking for the same niches to be written on, research and see why. See if there is another angle you can write on, and create a new product to sell.

Always use your knowledge and research to produce products people want to use on their sites.

As long as people have content sites there will always be a need for ghostwriters.

Once you have become established, you will find 3 articles in a day will get you $100 or 1 short report will again give you $100.

When you are in need of some extra cash offer unique writing, put a twist on it, or offer a bargain price for 24 hours. When you do this you will always hit your target of $100 a day.

Bev Clement started ghostwriting offline for Harper Collins in London. She started writing online in 2000 and now both Bev and her husband write and own Ghostwriters International.

Creating and Selling Your Software Online

Written by David Schwartz

1. Introduction

This chapter describes a method or strategy that explains how to make money writing and selling your own software online. **The primary audience for it is programmers.** A **secondary audience** is people like **online marketers, who have ideas for software but would rather hire a programmer to implement it for them**.

If you're a programmer who's interested in making a good living online, and you have not figured out how to do so yet, then this is for you!

This method has worked for me several times; it's easy to duplicate; and it works very well.

1.1 A Message to Professional Software Developers

I'd like to take a moment to address the professional software developers (also known as "programmers" or "coders" to those outside the field) who may be reading this. If you're a marketer, feel free to eavesdrop -- you might learn something significant about how we "coders" think.

I've spent 30 years in the industry, writing software for a variety of environments, including: embedded, real-time control apps; financial apps; distributed control apps; client- server and n-tier apps; tools used by genetics and genomics researchers; and some massive database apps. (When I say "tools", "apps" and "programs", I'm referring to the same things: software that accomplishes a specific purpose.)

I've worked for start-ups and Fortune 10 Corporations, and lots of places in between. I much prefer the smaller environments.

When it comes to writing your own software and trying to make money off of it, 95% of all professional software developers tend to conjure up a situation along the following lines: Come up with a "big idea"; dig up a few million in venture capital; get some cool office space with ping pong tables and as much Coke and pizza as you can consume; build a team of like-minded folks; launch something in 18 months or so; wait for the IPO in 3 years, then buy a Ferrari and retire. (Not necessarily in that order, but it's close.)

It's as if there were a class in the core Computer Science courses taught at colleges that said, "This is how it's done". I missed that class, but somewhere along the way I learned the same thing. Well, it might have

worked that way at one time, yes. But not today. And anyway, do you want to make some money in 30 days (safe bet) or in 3 years (maybe, if the stars are in proper alignment, the market doesn't crash again, some snot-nosed teenager doesn't beat you to market first, and Google or Microsoft don't hire your star programmers away first?).

The goal of THIS paper is to show you how to make some money in 30 days. YES -- THIS WILL WORK. However, if you're a programmer, you need to get something through your thick skull first. (I say this because most developers simply refuse to accept this!) If you cannot deal with this very important concept, then put this report away and keep working on hourly projects. I'm serious. You will not succeed if you are unwilling to accept this maxim without hesitation. Here it is:

In general, you will rarely get to keep more than 50% of the sales price of your software products. There may come a point in time when you have your own mailing list and you'll be able to mail them directly and keep most of the revenues. But in general, plan to give away 50%-70% of your up-front revenues to the people who are making the sales. There's even a part here where you'll be giving something away. When you get why, you'll say, "Brilliant!" But as smart as most developers are, not many "get it" -- so be forewarned.

(Marketers reading this are thinking "well, duh!", while the programmers are sitting with their mouths hanging open thinking, "NO FREAKING WAY!" Yes, WAY. It works.)

I'm sorry to be so blunt, but ... I've been banned from several programming forums for trying to explain to the programmers why they can't keep 80% of their revenues. I don't know what it is, but it's endemic in the programming community. Here are the three most common choices, and what kinds of returns you can expect:

- Royalties: If you want royalty payments for software or even books, 15% is darned good -- IF you can find a publisher.
- Partnering: If you want to partner with people who can send you thousands of leads in a few days, then 30%-50% is good and can lead to additional BACK-END sales where you CAN potentially keep most of the revenues.
- DIY: If you want to go it alone and keep 90% of a trickle of front-end sales, fine -- put this in the trash and forget about it.

This report focuses on Partnering. This is a PROVEN STRATEGY. It WORKS. Close your mouth, stop fuming, and make a choice: do YOU want to have an extra $5k in your bank account in 30 days or not? If so, follow what I'm telling you to do and don't worry about who gets what.

Another thing: this strategy has nothing whatsoever to do with "shareware". Banish the thoughts of shareware from your mind; they will only confuse you. This is NOT shareware. It's basic marketing.

1.2 Strategy Overview

Here's an overview of this strategy:

- Come up with an idea for an app that you can have working in 3 to 5 days; expect to take another full week or so of work to get it "complete". Either a Windows GUI app or a web-based app is fine, but since Windows covers about 85% of the world-wide market, a Windows app is probably better. Windows users are also easier to sell to than people (like you, Mr. Programmer) who tend to buy web-based apps.

- Do whatever basic design work you need to do on it.

- Find a few people who'll be willing to help you out as "beta testers". They should have an interest in actually using the program so they'll give you the most valuable kind of feedback.

- Get a "first-cut" working that you can give to your "beta" crew and start getting feedback.

- Get the full-blown thing implemented as quickly as possible.

- Find one or two (or even more) online marketers who have one or more large lists and would be willing to promote your software to their lists. You can also align with professionals in a field closely related to the topical matter of your program who are looking for promotional opportunities. There are actually two distinct ways to approach this part; I cover them in more detail later. These folks are called "Joint Venture (JV) Partners".

- Come up with something that you can give to the JV Partner that they can give away as a "bonus", or give them some kind of a coupon code or link they can offer their visitors so they can get a discount on your program.

- Read the rest of the report to find out how you will actually make money this way, because it's a MARKETING technique -- the programming part is done. That's covered in the section entitled "Marketing the Program".

Again, THIS REALLY DOES WORK! It is entirely possible to accomplish it EASILY within 30 days, unless the app you pick is so complicated it takes

longer than a week or two to complete. This fits with the overall theme of this report, which is a way to earn (on average) $100 a day with just a couple of hours of work (on average).

2. Design and Build the Program

This is a very quick overview of the software development process that works well. It's not meant to be all-inclusive and it's certainly not the only way to approach software development.

2.1 The Program Concept

Writers LOVE to write. Programmers are, in general, writers. We write code, rather than text. Lord knows, most of us can't write understandable text if our life depended on it, but man can we write code!

Most writers, given their choice of what to write, will tend to gravitate towards "The Next Great Smash Hit Novel". Programmers will go for "The Next Killer App". Go figure.

Ok, I'm going to ask you to write a program here, and it's NOT the "Next Killer App". Nowhere even CLOSE! Pick something really silly and basic. Ask ten friends what their biggest complaints of working with their computers are, and buried in there will the seed of a new little program.

If you want to cheat, go browse around SourceForge or FreshMeat.net for various projects. Or browse around RentACoder.com, Guru.com, and eLance.com to see the kinds of projects being put out for bids. Look for stuff that seems interesting to you and is something you could build in a week or so.

For open source apps, grab a copy, play with it, see what you like and dislike. Try to find stuff that has lots of downloads or other indications that it's fairly popular. Avoid stuff that looks like something that only a mother could love.

This isn't rocket science we're trying to do here. It's more of the really basic things that we programmers take for granted and most average users don't know and don't even want to learn. Most software is perceived as either too hard to install, too hard to use for simple tasks, or just too confusing.

So while Word might be perfectly fine for doing mail-merge, there are tons of folks who'll be happy to pay you $20 for a very easy-to-use program that only does mail- merge. Because Word's mail-merge function can be a bear to figure out how to use. And YOUR program might just collect some data and then use Word's mail-merge function via an

ActiveX interface, simplifying the overall task to the point where it's much easier to do.

You might even have some ideas for little applications that you've thought of and discarded for being "too simple". Believe it or not, there's no such thing as "too simple". Look at the guy who made millions selling "Pet Rocks" (not software, but simple). Or the Million Pixel Script guy (software + simple = $1M). Microsoft doesn't know the meaning of "simple". But "simple" is what lots and lots of people are looking for -- and they'll actually PAY you for it.

In fact, you might also consider something as simple as creating tutorial materials for different tools or techniques using a program called Camtasia. It generates detailed audio/video files that can be loaded to the web or played directly from disk. And people actually PAY for things like this, believe it or not. S-i-m-p-l-e.

Another good source of ideas is to visit forums where people are asking questions about certain topics. Or look through Yahoo Answers. Look for general themes or trends that indicate where people seem lost or confused, then see if you can come up with something simple that might address their confusion.

I've got a secret for you: **confused people who are determined to resolve their confusion will purchase all kinds of things that might seem like they'll end their confusion or solve their problem**.

For this task, consider yourself an "inventor", and you're looking around for stuff to invent. Your medium is software, rather than mechanical gadgets. But make sure it's SIMPLE.

So come up with some ideas of something you can program or create in a week or two.

2.2 Design the Program

After you come up with an idea, you need to sketch it out on paper, for two reasons:

1. it helps you refine the overall concept as you think through the various features you want.
2. for programmers, you'll have something to go by when you get confused or run into problems; for marketers working with programmers, it will alleviate a TON of arguing and debating with the programmers.

If you're a marketer with an idea, this is perhaps the MOST IMPORTANT STEP YOU CAN TAKE.

Programmers, on the other hand, tend to ignore it. I'm telling you now, DON'T DO THAT!

Either way, take my advice and GET THE DESIGN DOWN ON PAPER. Fill a whole notebook if you have to. Take the time to think through the entire program -- how it flows, what it should look like, what options need to be there, etc.

Honestly, **the more time you put into resolving design issues BEFORE the coding begins, the fewer problems you'll encounter throughout the programming process**. And the end result will be far simpler and easier to use.

2.3 Get Some Beta-Testers

In the programming world, there are groups of people who do different kinds of testing. This is necessary because as programmers, we're our own worst testers. We're blind to the problems we create. If we weren't, we wouldn't create them in the first place!

In general, there are three levels of testers:

- QA testers
- Alpha testers
- Beta testers

Then you release the product and your users become full- time testers. If there are too many bugs or you take too long to fix the ones that show up, especially if they're critical bugs, then word will spread and you'll get a really bad black-eye and your sales might just stall. It can be difficult recovering from a situation like that.

If you're lucky enough to work at a place that has a Quality Assurance group, they tend to be the first ones to get the software to bang on. I doubt readers of this document will have access to their own QA team.

Then it goes to some really brave souls called "Alpha testers". These guys can be customers who you trust and are willing to work with. Don't choose people with short tempers or who expect everything to be perfect right out of the chute, as "alpha" code usually isn't very pretty. As an alternative to alpha testing, you can ask a few friends to let you demo the software to them. Chances are, in the process of installing it and just listening to their questions, you'll encounter a number of problems that need to be addressed.

The next group is called "Beta testers". Beta is the state just before you release a program and you want people to really beat up on it. It's good to have existing customers for this. If you don't have any customers yet, then post something in a forum where your program may be of interest and ask for a few volunteers to help you test the program.

So find a handful of beta testers. You can even let them look at your design sketches and see what they think before you ever give them any code. In other words, let them "debug" the design first.

2.4 Build the Program

Now you want to build the program. You can use whatever your favorite programming language is; mine is Delphi. Other popular languages today include: C#, Java, C++, or VB.NET. For web-based apps, php and ruby are popular. I don't recommend using perl unless you love to deal with obscure and time-consuming support problems.

3. Marketing the Program

Ok, now that you've got your program, you need to get it into the hands of paying customers. While that's obvious, what's not obvious for most programmers is how to do that. If you're a programmer, I've got a secret for you: **there are hundreds, if not thousands of people on the internet, who live for one thing: to sell stuff to people on huge mailing lists that they have amassed.** You just need to find a *few* of them to work with.

How big are those lists? Well, they can vary from a few thousand to a million or more. This isn't spam we're talking about here -- it's someone who publishes a newsletter or other material to people who WANT to hear from them, more often than not. (When they get tired, well, they just unsubscribe.) If only 1% of the people on a list of 10,000 people end up buying your program, that’s 100 sales. Even if you’re making only $25 per sale, that’s $2500 in a few days. See how that works?And if it’s a 100,000 piece mailing, you’d make 1000 sales.

These people are almost constantly on the look-out for new and different things they can offer to their members and subscribers. Your program may only appeal to certain segments of the market, so you may need to contact lots of these people. But the thing to realize is, they ARE out there, and some of them DO want to promote YOUR STUFF.

Now, it's also important to consider that lots of brick-and- mortar business people also have large customer lists, and they're also looking for novel ways to promote to them. Not all of them have online mailing lists, but if you can fine some that do, they can be a gold mine.

Again, this is a STRATEGY, and it works very well. Here's a quick overview:

- Set up a Sales Page / web site
- Come up with a give-away
- Locate JV Partners
- Launch the JV Partner Promotion
- Follow-up

We discuss an inexpensive script later on that handles a lot of what we recommend for the sales page, so it won't take you a huge amount of time or money to get that part implemented.

3.1 Come up with a give-away

Ok, you've got the program. What you need now is some kind of a freebie to give away to people. This is called a "sales incentive". It's a lot like the pens, hats, t-shirts, and bags you get from vendors when you go to a trade show. "What's the point?" you may ask? Well, have you ever been to a trade show where they ran out of freebies? Notice how people literally *covet* those things, especially if they're a really cool t-shirt or coffee mug? *People love freebies!* That said, "freebie seekers" don't always make the best customers, but they *do buy stuff from time to time*. And ... *they're another name on your list that you can promote things to*!

The idea is this: **you offer the JV Partner something that's got some <u>perceived value</u> that they can give away to their readers/ subscribers/members**. The trick here is that it must have some "perceived value" in the eyes of the JV Partner's typical reader, in the context of the offer or promotion or newsletter. It should also be related to your program.

For instance, suppose you wrote a program that helps people filter out junk mail directly from their inbox before it is downloaded to their computer. Then you could write a report on how to deal with spam e-mail, giving several examples of problems and common solutions. This leads naturally to interest in someone reading your report, as well as buying your program.

The important thing to realize is that **this freebie MUST add value to whatever the JV Partner is promoting**. It could be a free report; a free trial of a web service; an in-depth audio recording and/or transcript with you; or any number of other things. Get creative!

By the way, if you can come up with a way to actually ship them something, like a CD or DVD, rather than just give them a download, this

can be an absolute GOLD MINE later on. It won't be free to you, but it's worth considering down the line.

3.2 Set up your Online Sales Site

First of all, you're going to need somewhere to send people on the web. In general, it's a good idea to get a unique domain name and set up a dedicated page there for it. Whatever you do, I suggest you **do NOT use either a personal web site or a free web site.** In this sense, a "personal" web site is one where you talk about your dog, cat, the ex, the kids, and how you caught a nasty cold last summer. Also, do NOT use a free web site -- web hosting is cheap! The free sites cover their costs by posting ads for other vendors' products on pages that YOUR customers are viewing. They are bleeding off your precious traffic! Don't do that. EVER. **Invest in a new domain name and inexpensive web hosting. It's well worth it in the long-run.** (We have some recommendations for host providers in the additional resources material available later -- see the last section for details.)

There are a few things you need to have or do on this site:

- Collect names and e-mail addresses of visitors who want to "opt-in" to your site.
- The ability to send them an opt-in confirmation email. (NOTE: these are both commonly done with something called an "autoresponder".)
- You need something called a "Thank-You Page".
- While they're waiting for their confirmation, show them a One-Time Offer (OTO) to up-sell them on your program.
- Accept their payment if they choose to take advantage of the OTO.
- When they confirm the e-mail, send them to a download page to pick up their report.

We'll expand a bit on these now.

3.2.1 Set up Thank-You Page

The first time I heard this described, it took me a few minutes to figure it out, because it seems a little bass-ackward. The normal process for purchasing a downloadable product looks like this:

- visit the site
- browse their catalog
- put things into the shopping cart
- register at the site if you haven't already
- check-out, and pay
- a thank-you page appears confirming your purchase and thanking you for your business
- go to a download page to grab your item(s)

In this case, you're offering a freebie up front. There's nothing to pay for. The sale has already happened, as a result of the promotion with your JV Partner. They only need to pick up your giveaway. So you have the JV Partner include a link to ... your Thank-You page confirming their "purchase".

One trick here is that **you don't want to send them right to a download page.** Why? Well, partly because **the purpose of sending them to your site in the first place is so you can capture their name and e-mail address for your own uses later on.** Another reason is that you should have some kind of a protected download page that prevents them from sending the download link to a bunch of their friends or posting it to a blog or forum somewhere. You also send them on a slight detour called a "One-Time Offer".

So you send them to a "Thank-You Page" that happens to include a sign-up box where they need to register to actually receive the download instructions in their e-mail. This helps to ensure they don't give you a bogus e-mail address. After they give you their name and e-mail address, you send out a confirmation e-mail that contains a link to click to confirm receipt of the e-mail. While they're waiting to get that, however, you send them to a special page called a "One-Time Offer" page.

3.2.2 Present a One-Time Offer

A "One-Time Offer" is just that -- something they'll see only once. It's usually a special offer for something at a discounted price or with an extra bonus or two included.

This is where you convert the give-away into cash!

In this case, it's probably best to **offer them your program** at, say, a 25%-40% discount off the "regular" price.

If they choose to take advantage of your offer, then you present them with a payment link or button, typically for PayPal or 2CheckOut, so you can collect payment right there.

After confirmation of the payment by the payment processor (e.g.., PayPal), you'd send them to a download page for your program where the logic behind that link limits the time and number of tries for the download. It's also protected so they can't pass it around.

By the way, it has been widely reported by many marketers that they find anywhere **from 5% to 15% of their visitors take advantage of the OTO** that's presented to them. **So you're giving away a free report,**

and say one-in-ten of those buyers are opting to pay you $25-$97 when presented with your OTO. Can you see how you can **profit by giving something away?**

3.2.3 Hand out your give-away

When they get the confirmation e-mail from the Thank-You Page, they need to follow the directions (usually clicking a URL provided there), and are then sent to a page that has a download link where they can get their freebie. However, the logic behind that link limits the time and number of tries for the download. It's also protected so they can't pass it around.

3.3 Promote your program

Ok, now it's time to promote your program. In this report, we're going to focus on two particularly effective methods. There are many, many different methods to promoting things online, limited mostly by your imagination. But these two methods are highly effective and fairly easy to implement.

They are:

- Working with Joint Venture (JV) Partners
- Using tools that let you set up a more "viral" marketing campaign

While we only mentioned the JV Partner program earlier, using a "viral" marketing campaign accomplishes something very similar but works with a whole lot more people who are acting as virtual JV Partners. And, you don't have to do anything to recruit them yourself, as they're referred by other buyers.

In fact, even if you DO work directly with one or a few JV Partners, you can still employ the viral marketing techniques to significantly expand the reach of those efforts.

> ***NOTE:*** So-called "viral marketing" techniques are those where people are encouraged to tell their friends about the offer, or are encouraged to send an email with their own purchase link (called an "affiliate link") for the product to their list or their friends. It's addressed more a little later. The use of their own affiliate link ensures that they'll get paid for any sales that they generate. So, in other words, this is a "greed-driven" approach. Never underestimate the power of greed when it comes to marketing!

3.3.1 JV Partners

Working with Joint Venture (JV) Partners is a particularly effective way to get your message out there quickly and powerfully. You want to find one or more people to work with who have some affinity to whatever it is that

you've got. They need to see some value in your software, as well as your giveaway item, if you expect them to promote you and your stuff.

Step 1 - Locate JV Partners
Locating JV Partners is fundamentally a "social networking" kind of thing. I'm not talking about hanging out on SecondLife, or MySpace or FaceBook.

I'm talking about something that's done in "real life" and "in person", such as going to local business meetings, conferences, and seminars where people will be congregating that you think will have an interest in your software.

For instance, if you've got something that keeps track of dog or cat breeding, a good person to contact might be a vet, or obviously, local breeders.

Go to wherever people hang out who are interested in whatever your software addresses. Or, find someone who has a large "reach" and is willing to promote your stuff to their customers.

But it's not only local people. Remember, there are lots of folks on the internet who've got web sites and are actively looking for stuff to give away to generate traffic.

Suppose you've built a little program that lets people keep track of their exercise regime. Find someone with a health and fitness site and approach them with an offer to let them give your free report away.

Teleseminars are also a good vehicle to use for JV promotions. Set up a call with your JV Partner and let them interview you as some kind of "expert", but be sure to record the call. Save it to disk (or convert it) as an MP3 file that can be easily distributed to others. They can then send this out to their customer list as well as a link where they can get your free giveaway item.

Step 2 - Launch the JV Partner Promotion
Once you've got your sales page and fulfillment process set up, and a JV Partner or three located, you want to launch your promotion with each JV Partner. If you have more than one JV Partner, you might want to schedule them on different days, or all on the same day. It all depends on what you're doing.

In general, there are two ways of handling these launches:

- passively, where the JV Partner simply emails (or snail- mails) their list

- actively, where there's a pre-determined launch-time and one or more JV Partners all rally around that

The simplest is the passive approach where you provide a small article to each JV Partner for inclusion in their newsletter or announcement. They could also write their own, such as a review of your program or giveaway. Or as mentioned earlier, you could also do some kind of teleseminar. Just be sure to coordinate this with your various JV Partners and track their activities independently.

Teleseminars are also a good vehicle to use for JV promotions. Set up a call with your JV Partner and let them interview you as some kind of "expert", but be sure to record the call. Save it to disk (or convert it) as an MP3 file that can be easily distributed to others. They can then send this out to their customer list as well as a link where they can get your free give-away item. Or, simply make the teleseminar recording available as your give-away item. But require them to go to your web site to get it, as described above.

The other approach to take is really a much larger undertaking. This is sometimes called a "coordinated launch" effort. It may include a number of JV Partners, and typically requires weeks or even months of up-front planning. It may not be worth it for a product with a value under $100 or so, but for product priced over $200 or more, it's definitely worth considering.

One important thing you need to consider is how to **track who is sending you traffic.** You either want to provide each JV Partner with their own individual Thank-You Page so you can track their traffic, or you need a way to track affiliates through “affiliate links”, which are special tags added to their URLs when they send traffic to you. Either way, this is important information that you really want to track.

> ***NOTE:*** Many people in the software world are used to dealing with “Non-Disclosure Agreements”, or NDAs. However, NDAs are not commonly employed in the online marketing world, unless you’re working at something very specific that can cost you considerably if word “leaked out” prematurely. Deals with JV Partners typically happen fairly quickly, and the worst that happens is they DON’T tell anybody. Use your best judgement and employ an NDA whenever it seems prudent.

3.3.2 Viral marketing techniques

Viral Marketing is a catch-all term that I'm using here to describe any of several methods that have become popular lately where you use something that encourages people to tell other people. One of the best-

known employs a script that can be found here: http://www.thetoolwiz.com/HotPicks/ViralScript. It's a powerfully effective script, and it's only $7 when purchased through this link. This is a simple yet effective way to promote just about anything on the internet using the power of "greed". However, the script itself isn't limited to promoting products at this price -- in fact, you can set whatever price you'd like to use. (It comes with a detailed report that describes how to install it, use it, and get the most from it.

The way this works is very simple: you set up this script on a server somewhere (it's a fairly basic php script that can run on virtually any web host that supports php). Then you start talking it up, either among friends, or in a forum or discussion group. Don't make it spammy at all, just mention that you've got a "new special report" that's available to anybody for a very low price, and give out the URL. They'll visit the sales page and if they want it, they can buy it right there.

Then, they're told how they can make money with it by using the exact same URL, but with their PayPal e-mail at the end of the URL. This way, they make 100% of the $7 (or whatever) sale (of your "freebie" report) by telling their friends and/or promoting it to their list(s). Greed can be a powerful motivator.

There's also the opportunity to provide a One-Time Offer with this script. It works very similar to what I laid out earlier. And you can set it to adjust a pay-out ratio as to who gets a portion of the sale for the OTOs. You can keep 100%, or let your "partners" get some percentage, up to 100%.

In essence, all of these people become your own JV Marketing Partners, or direct sales force! (They're actually called "affiliate partners", but the idea is the same.) From time to time, your offer will end up in the hands of someone with a really HUGE list, and they'll send it out and make a bazillion sales. This will lead to some portion taking advantage of your OTO, and flood your PayPal account with funds!

And remember, the typical conversion rate for OTOs ranges from 5% to 15%.

3.4 Follow-up with newsletters and back-end sales

The beauty of online marketing using this sales method is that it not only provides you with a way to make a quick cash infusion every time you've got a new program to promote, but you can tap into your previous buyers for additional sales! It has been said that generating new customers can be 10x more expensive than selling to an existing customer.

For programmers who've read this far, this is where you finally get to hit PAY DIRT! When you send out sales notices to your OWN list, guess what? You get to keep 100% of the sales revenues! WHOOPPEE!!

Now, try to look back at the overall process I've just described and consider it as a kind of a "game". **The goal of this game is to build a big list of names.**

Why? Two reasons:

1. with your own list, you can send out emails and keep 100% of the sales you generate from them
2. you can become a JV Partner with OTHER people and keep 50% of the sales you generate by promoting THEIR products to YOUR list! Imagine, with one mouse click, you can send an e-mail to your list(s) and when you wake up in the morning, you'll have thousands of dollars added to it. Is that hard work, or what? :-)

Are you starting to get the gist of this yet? So, at first, it might really turn your stomach to have to give up half or more of your up-front sales revenues.
But, you can fix this in two ways:

- include an OTO in your "pick up the freebie" process
- build your own list and sell future product directly to them

The apparent "lost commissions" at first are really being given in exchange for leads that let you grow your own list.

By the way, a common rule-of-thumb in the internet marketing world is that **every name on a list is worth, on average, one dollar per month in direct sales revenues**. Can you see how if you focus on building up a big list, this can totally free you from ever having to work at a regular job again?

4 Conclusion

I hope this little report has helped you, as a programmer, to open your mind to new and powerful ways of earning an income that you that you may never have considered before. As I said, I've employed these methods several times and they've earned me between $5k and $15k each time. And in these cases, the promotional efforts were actually not very broad.

You can get an updated and more detailed version of this report by visiting the following URL. It includes a list of resources that you can use to find software, services, and information to assist you in your efforts.

http://www.thetoolwiz.com/HotPicks/Program-4-Profits

I thank you for taking the time to read this report, and it is my sincere hope that you'll put it to good use and find a way to become independent of your regular job before long. Please feel free to send me a testimonial on your results, as I love to hear about successes.

David "The Tool Wiz" Schwartz has been a professional software developer for 30 years. He has been involved with online marketing since mid-2005 and has several products he has developed and promoted under his brand name, "TheToolWiz.com".

Offline to Online Services

Written by AnneMarie Callan

Did you know that with your Internet Marking and IT expertise you can sell these skills to local companies, and make yourself a **very nice income indeed**?

However, the main purpose is this eBook is to show you how **YOU CAN EARN $100 A DAY**. With this in mind, you had best be prepared to stop your new clients bombarding you with work, once you get started with some of the methods I've listed here.

Please give these methods serious consideration because as you build your client base, you will also be helping local businesses to generate more sales and thus be in a position to take on more staff in the future.

This, in turn, will have positive repercussions within your neighbourhood and hopefully, help more people as a result.

You are now about to set yourself up with your own little "IT Consultancy home business" on the web.

The main skills of an IT Consultant would be

1. Analysing clients requirement and providing client with information on the different options available.
2. Finding solutions and implementing these.
3. Updating clients on a regular basis and keeping client informed of changes related to the contract, i.e. Google's algorithm.

I've broken the system down into four simple steps:

1. Make a list of the skills you already have.
2. Find clients
3. How to keep your clients
4. Getting paid

Step 1: Make a list of the skills you already have.

(Refer to Appendix 1to complete this

Spend time writing down all the experiences you have gained, related to working on the Internet and from using the computer in general, over the last couple of years or so or however long you have been using it.

There may even be times when you have been working on projects and forgotten about them, so it's important that you take as much time as you need to complete this.

If you have an old CV, that would be the first place to start. If you haven't got a CV then take a look at the CV Creator Tool at www.monster.com to give you an idea of the sort of things a CV would cover.

The following is a list of some of the skills you may have, to help you get started, together with some ideas of what you might be able to do in your own IT Concultancy:

- **Can you set up databases and use macros to link the databases with other applications?**

  After you have had discussions with a company, of what their needs are for their database and set the database up, then you could also create a training video for their staff on how to actually use the database.

  In addition it could be that you charge them a nominal monthly fee for ongoing support, as and when they needed it. In this way you would generate a regular monthly income.

  (From my own personal experience, when a database is set up and the person who originally set it up has left the company, it can be a nightmare trying to fix a problem because of the criteria they may have added.)

- **Can you create a website?**
  Some companies may only want a very basic website to put their presence on the internet.

  However, if the website they want is more complicated and you didn't want to take that on, then you could either buy a website package or outsource it through www.theinternetmarketinginnercircle.com or www.elance.com
  Either way, you will have shown that you are capable of taking this task onboard.

- **Can you transfer a word document into a PDF file?**
  Many companies would be very pleased to have an eBook to distribute electronically to their customers on all the information they already have on their product lines. All you would have to do would be to download this data and put it into a PDF. Then you

could just finish it off by giving the PDF a professional looking cover, which could include their company logo.

- **Do you know how to use autoresponders?**
  Again, I've seen many companies who have no opt-in box on their sites, yet they have an enormous amount of data sitting there.

  They will be pleasantly surprised when they find out that, not only will they be able to create an eBook with this data but, that they will also be able to contact people over and over again promoting their products or services, once they opt-in.

  (You'll find a chapter in this ebook with details on how to set up an opt-in with **Aweber**.)

- **Have you any SEO experience?**
  If you have SEO experience, you're probably always checking to see who has a good website or who hasn't.

  Just imagine how much extra traffic you could generate for a business with some simple strategies which you use all the time anyway?

  Again, for this service you could charge them a nominal monthly fee for ongoing SEO.

  Just imagine if you had, say ten local companies who you contracted out to, all you would have to do would be one hour SEO a week for them!

- **Are you comfortable with Adwords and other PPC programs?**
  With these skills, you will be in a great position to help many companies who want to promote their latest products quickly.

  Perhaps you could demonstrate these skills to them, by taking a slow moving product and pushing it forward with a PPC campaign. This would probably entice them to promote say, one product a week or month, thus ensuring a monthly contract with them.

- **Can you set up hosting and email accounts?**
  A lot of smaller companies find this particular element of working online very confusing and this is where you could come in, by offering them a hosting and email package.

  You could even prepare a video demonstrating how they can use the cPanel themselves if they want to have more control.

- **Do you know more than the majority when it comes to putting PowerPoint presentations together?**
  There are many companies who use PowerPoint for their main presentation at their annual events, whether worldwide or local.

  In most cases, they will have offices from all around the country or world, sending in their presentations and they need a PowerPoint specialist to put the whole presentation together using the one template.

  If you decide to go down this route, then I suggest you take a look at this site which has great information
  http://www.internet4classrooms.com/on-line_powerpoint.htm

- **Can you make video?**
  Promoting products using videos is another way to help local businesses create more sales for their products.

  It is also clear that within the next few years more and more companies will be relying completely on this form of advertising - therefore if you decide to specialize in this area, you will always be in demand.

- **Can you sell products on eBay?**

  Selling on eBay is covered in another chapter and this is just a reminder that you can encourage local companies to clear out their old stock and give it to you to sell on eBay for a commission.

- **Can you train people on how to use an application, using Camtasia?**
  Apart from the database function, as mentioned above, Camtasia can be used to train any application which a company uses.

  It can also be used to demonstrate general office procedures, using PowerPoint for the slides. This could be a very useful tool for companies who employ temporary staff or who are bringing in new procedures for their own in-house applications.

- **Can you create blogs?**

  There are many companies who have a static website without a blog to feed it. They don't realise the benefits of using a blog. This is where you could come in, by just creating a simple Blogger blog at www.blogger.com and leaving them with a video of how to update the blog.

However, you can take this a step further and set up a Wordpress blog.

The Wordpress blog has many more functions which make it a much more professional platform to work from.

The first thing you must NEVER do, or at least I will NEVER do again anyway, is to have your Wordpress blog hosted on their server. I stayed up all night creating a Wordpress blog and just when I had finished, logged out and logged in again to see the results of my work. I was completely gutted to see that not one single link was live, nor were any of the pictures there that I had uploaded.

As I had promised them the blog for early that morning, I had to quickly rustle up a Blogger blog instead.

But you learn from your mistakes.

If creating a blog for your clients is something you would like to do, then you have probably chosen very wisely because blogs are here to stay and Wordpress is the 'king of the blog applications' in terms of what you can achieve using it.

Wordpress Training
This is great for getting started. It has great videos to demonstrate a lot of the 'how to' questions you may have.

Web 2.0 Wordpress Free Report
This is the probably the most superior package you are going to find on the internet with regard to Wordpress. They show you exactly how to get masses of traffic each and every day to your Wordpress site, with some pretty amazing plug-ins that they use. They even include features which are outside the usual Wordpress plug-ins!

If you are serious about having one very impressive blog to impress your potential clients, look at both of these options and decide. Remember, it is important that you have the best tools for the job; otherwise somebody else is going to come in and take your customers away!

Once you have your client set up on a Wordpress blog, you could keep them informed on a regular basis of the new plug-ins they could use to benefit their company or organisation.

I could go on and on with the list of skills you may already have. However, hopefully the list so far will have got you thinking about your own skills.

Points To Remember

Always remember that whatever you spend for your business, will be tax deductible against your business expenses. I would like to say that you don't have to buy anything to get started online and yes, there are ways that this is true but, if you want to blog for instance, you will need, at the very least the cost of a domain name and hosting.

You can also teach yourself everything that is available in the way of information online BUT not all the information you need is freely available.

And finally, if you get more clients than you can deal with, you could always outsource some of your contracts to others who are looking for work at home jobs or use Elance etc.

All of the above are skills which the majority of small companies don't have a clue about. In fact, if you look at the websites of some of your local businesses, you'll be amazed at their lack of SEO, and generally the overall loss of potential income these websites are suffering, entirely because they just don't realise what is available to them.

But that is good for those of us who have acquired these skills. We have an asset now and can sell it to them.

The businesses, on the other hand, are probably too busy organising their business and haven't the time to put into their websites. Plus a lot of companies don't want to employ somebody on a full time basis, as they may not actually need them full time.

Another benefit for you is, not only do you have the skills, but also, the majority of these skill sets can be used in the comfort of your own home.

Of course, you'll need to spend some time on their premises assessing their needs and, also building relationships with your clients. Overall, you will do the majority of the work off site.

Do your skills need to be brought up to date?

Once you decide what skills you can offer, or even want to promote to companies, from the list of skills that you have produced, then you have to ask yourself if you need to improve these in any way. After all, your aim is to be the expert!

If this is the case, make a decision to spend the next two weeks being completely focused on learning more about your targeted subject. You'll

be able to find free or 30 day trial programs on the internet covering many if not all of the topics. You can also find second hand books on most subjects in Amazon or even try your local bookstore.

As a special offer to go with this ebook – you can download over 200 videos at http://www.ez4u2gowebbusiness.com/T1TIMICspecial.htm

When you are confident that you have the required skills then your next step is to find the businesses that need these skills. But before you do that, you have to prepare yourself.

Preparing to meet your customers/clients

Finding customers can actually be the biggest stumbling block to your business success.

Lack of confidence and nerves are the main culprits. But, there are ways of getting rid of your nerves and I've found two ways myself. I've listed them below in the hope that they help you too, if this is something you need to address.

One way I get around dealing with my nerves is to picture myself being confident in the situation I am about to go into – so, head up, shoulders back, say to myself "I can do it" and off I go. Well, it works for me anyway!

The following is another method I have used. (Try it for yourself, to see how easy it is. I would advice you to try it out on a friend first to get some practice!)

Think back to a particular event or goal in your life, which resulted from your own hard work, tenacity and determination. Remember the feeling of elation when you eventually reached that goal. Remember the smiles on the faces of the people around you and the satisfaction they also got.

Next; with these feelings, picture in your mind's eye, a large circle on the ground of your favourite colour. Again in your mind's eye, step inside this circle with these feelings. (I wonder how you feel now!)

Whenever you are dealing with people outside of your comfort zone, you can use these simple methods to immediately give yourself confidence in your own capabilities.

Apart from being confident, you also have to look the part. It's no good walking into a company with scruffy jeans and an old shirt. Also check

your shoes! Little things like your poor personal appearance will put people off you within seconds.

Now that you are now armed with the skills, confidence and determination, we can move on. There is no denying that it will be hard going to start with – and so, here is something to give you food for thought:

Nothing in the world can take the place of
PERSISTENCE

Talent will not - Nothing is more common than unsuccessful men with talent

Genius will not - Unrewarded genius is almost a proverb

Education will not - The world is full of educated derelicts

PERSISTENCE and **DETERMINATION** alone, are **omnipotent**.

(The profound words of Calvin Coolidge – 13th President of the USA)
I hope this inspires you, as it has inspired thousands over the years

Step 2: 9 Ways of Finding Clients

To get started with building your portfolio of clients, one of the best ways forward would be to offer a free service to a local charity. They would probably be delighted to have your support and you would be gaining by having your first client. Potentially, this could lead to offers of work through the connections they may have associated with the charity.

After that, you could select, say 2 - 3 new local businesses and help them get started by setting up a blog for them, implementing a database, preparing templates, or any other tasks relevant to their business. Just by offering them a few hours of free (or, at a special price) support, you will again be building your portfolio and they will be happy to give you testimonials in the future.

Doing this, you will also get the opportunity to see what their company needs will be as they grow and can suggest ways that you would be able to help them move forward. They in turn will have built a relationship with you and will repay you by giving you their future business.

Word of Mouth

This is actually one of the very best ways I've found of generating local business.

Just chatting with your friends about what you are doing on the internet, usually intrigues them enough to want to know more. They may have a business themselves and love the fact that they can use someone to help them with their business, in the knowledge that they already trust that person.

Or they may know someone who is looking for the type of expertise you have and will pass your details on.

If your contact actually works for a large company, get as much information as you can about the procedures that this company uses. Try and find out from them, without putting them into a position of conflict of interest, where the company is having problems with particular skills?

Then, get hold of their advertising or promotional literature, so that you are completely informed of what the company's mission statement is and what their future growth plans are.

Armed with all this information, make an appointment with the personnel department, of whom you already must have the full name and title, and let them know how you could benefit their company.

Mail Shot

With a mail shot, it is very important that you have the name and the job title of the person who would be responsible for confirming your contract. You'll find the addresses in the Yellow pages or local directories and will have to spend quite a bit of time telephoning each company to get the names and titles. Do expect people to be a little wary of giving you this information at first because they get many cold callers! If you don't do that, then you might as well not bother doing a mail shot at all.

Prepare the mail shot to be sent to 100 of the local companies, informing them of what benefits they will receive by employing your services for just 'x' amount of hours a month.

Make a special offer to the first 20 clients who employ your services by a certain date.

Repeat this practice on a fortnightly basis until you build up your database of clients to fill the amount of hours that you want to work each day.

You should also follow up with a telephone call after the first week.

It is very important that you use high quality printing paper and envelopes as this sets a precedent for your quality of work.

Following is an example of a mail shot letter.

Your Company Name
Your Company Address 2
Town – Postcode

Telephone No 00000000000
Email info@yourcompanyname.com
www.yourwebsitepage.com

Mr A Other
Managing Director
Address 1
Town
Postcode

Dear Mr Other

Your Business Success With Our
Freelance Internet Marketing Service

If more customers are important to the success of your business and you want to increase your sales without having to invest a large sum of money, our new service could be exactly what you need right now.

We are an internet marketing company whose service is to promote local businesses through the internet, with the benefit of a two hour weekly contract.

Our services include some of the following:

- Promoting your products, using appropriate internet marketing advertising campaigns.

- Building interactive websites, which will enable your potential customers to be updated immediately of new products as they become available and also for them to be able to contact you immediately.

- Updating your existing website to generate more traffic and to bring it to the top of the Google search engine.

Can your business afford not to take this two hour weekly contract?

For more information on the services we have available to generate more customers for your business, please contact us to discuss this and to make an appointment.

Yours sincerely

John Jones
Company Name

Direct Approach

When you are out and about generally and find that you are impressed by a particular retail business, ask for their business card. Then, when you get home, research their website, their links, competition etc, and contact them later with your ideas of how you could help them to generate more traffic to their store or to their site.

Again, look at local companies. Check out their websites to see if there is any way that they could benefit from your services. If they don't have a website, contact them and request company literature or any public data that they may have. As soon as you have put together a profile of the company's needs with regards to your services, then make an appointment and introduce your consultancy service to them.

Public Relations

It's often very hard to get free advertising through a press release in your local newspaper or magazine. But there are ways to do it and the following is how I managed to sneak myself into a monthly magazine.

Firstly, I kept an eye on what a particular writer's theme was. Then I sent him a letter complimenting him on one of his articles and hinting that I had a good story which he might like for his column.

(Your headline is your bait to catch him!) Well, I caught him with my headline, got an interview written in the magazine and a couple of months later; he telephoned me to ask me if I would do a radio interview!

Just to repeat, the most important part of this exercise is your headline.

There are online services which you could use, such as www.PRweb.com but as you are trying to find local companies, unless you can find a free trial, I would wait until you have tried many of the other local sources.

Specialist Agencies

There are many agencies online you can register with, who will be looking for the skill sets you have. These companies will earn a commission on any contracts they put you into, so it is worthwhile registering with them as they want to make money too.

There are also websites, which will allow you to list your skills and by registering, you will be putting your profile out on the internet to be found by the companies who are looking for exactly what you have to offer. Just Google search your 'phrase' + freelance or contract.

Networking

Group networking is also very important to building your business profile in the locality.

- Join the local Chamber of Commerce
- Join your local Business Link
- Join as many small business networking groups and any other groups where people mix together, even school meeting.

You'll often find that agencies, such as Business Link will have an open day once a year or so, where local small businesses can promote their services to the other companies in the area. I would check this out as soon as possible because there may be such a day coming up.

Set up a Local Blog on a Community Theme

This is a quick way to get lots of interest in your business and you could incorporate it with the PR section above as well.

Find a theme that a lot of local people are interested in. You could even contact your local council to get details of all the groups and meetings in the area. Focus on the largest group.

Then contact as many members of the business community as possible and offer free advertising on your blog. You'll need to set up pages specifically for the different categories.

Make sure that on the first page you have continuing news of your projects. You could even have a section to highlight one company a week. This way, people will come back to the blog on a regular basis to check if they have been selected. Get them to register for updates through an autoresponder which will enable you to keep in touch with them on an ongoing basis.

Make special offers for using one of your skills for certain weeks or for a particular event, such as your father's 90th birthday, on the blog. This could entice them to try your skills at a reduced rate and then come back for more!

(Obviously, you should add Adsense, Affiliate programs and paid ads on the blog as well, to generate even more income.)

You can use Blogger which is free but if you want to set up a professional blog with all the plug-ins, you really do need to learn all about Wordpress.

Again, here are the two recommendations, which I use and have used with great success. Wordpress Training I found this great for getting started.

Web 2.0 Wordpress Free Report With this you can create superior blogs. I would go as far as to say, probably the very best blogs created, on the internet.

Local Magazines – Village, Church, Schools

It is amazing the amount of traffic you can generate from a small, yet very cheap advertisement in village, church or even school magazines.

You could even travel slightly outside of your area to advertise, if, for instance, there was a private school in that neighbourhood.

From my own experience, a small advert in a local village magazine brought in more clients that I ever would have imagined. The cost was nominal. Not only were the new clients from the area but also from outside the area as well. Some people, from outside an area, when visiting friends etc, would pick up the local magazine and take it back to their own home and then telephone from wherever they lived.

There were times when I couldn't take on the work they wanted because of the location but that wasn't always the case and all in all, I was amazed at the amount of clients I acquired through using this method.

Also, whilst I was with one client that I gained from the advertisement, they would tell me that when I had finished, another company wanted me to visit them as well. (This goes back to the word of mouth section.)

There came a point in time when I no longer needed to advertise and look for clients, they found me anyway!

Local Newspaper – Job Classified Section

Just by searching the local newspaper to see what jobs are advertised you may find openings for yourself.

When a company is looking for a person with a particular skill they generally highlight in bullets the main criteria they are looking for in that position. As soon as you see a position listed with the skills that you have, contact them and offer these services on a contract basis.

They may be delighted that you approached them because it could save them a lot of money in the long run. Instead of paying for a full time staff member, they will only have to pay for your specific hours, onsite or offsite.

Step 3: How to keep the clients you have?

We all know it takes a lot of time to acquire our clients but, it is very important that we don't lose them.

For one thing, it would look so unprofessional if you completed a contract with them and never bothered to get in touch again.

For another, if you keep in touch with them, they are bound to talk about you when networking with other companies, who may then employ your services.

- Keep in touch with them via email and telephone on a regular basis.
- When you are in their area, let them know and try to find the time to meet up with them for a drink or lunch.
- Create a newsletter specifically for your clients letting them know what type of projects you are working on, and what you are doing for other clients, obviously keeping their names private.

- Keep them updated in the newsletter of what new skills you are using and how it would benefit their company via sales or production.

- It wouldn't hurt to invest in some promotional material to give out as well – so that they don't forget you!

Step 4: Getting Paid

I personally have never had a problem getting paid with this business. Yes, occasionally a payment might be late but I generally build up a relationship with the accounts department of the companies I am dealing with. Once they know you, they don't like to let you down.

If I had a problem with anyone, I'm sure that I would find a way to coax the money out of them, gently. However, if they were the kind of people who I could not coax – well, guess what – Small Claims Court would be my next call!

Having said that, you may need to have a contract in place, depending on the laws regulating freelance or contract work in your State or country. It would be advisable for you to contact your local business advice bureau for more information.

If you wanted, you could even set up a PayPal account for all your clients to make it easier for them to pay you.

Extra Notes:

- Whilst on this subject, it will also be necessary for you to find out if you will need public liability insurance or business liability insurance – again get this information from your local business advice bureau.

- It goes without saying, that it is imperative that you keep every single receipt of your expenses and details of your income for the amount of tax you will be liable for.

AnneMarie Callan - http://www.ez4u2gowebbusiness.com - also has other products which may be helpful for you. They include her ebooks on 'Having Fun Getting Out Of Debt', 'Starting A Fashion Design Business 'and 'Working Online Without A Website', as well as many free reports.

As well as the eBooks, she has some promises to fulfil with local people to look at their websites, help them produce free reports and eBooks too!

*Wishing **you** tremendous success in your, Offline to Online, business. Please remember that every local business you help, will soon be in position to employ more people and they in turn will be able to help others.*

Appendix 1 - List Your Skills

Following is a list of some of the skills covered in this chapter.

List of skills	**Do you need training**	**Can you outsource this skill**
Setting up databases		
Create websites		
Create PDF documents		
Use graphics to create covers		
Autoresponders		
SEO		
PPC – Adwords		
Hosting and setting up email accounts		
PowerPoint presentations		
Create training video with Camtasia		
Create Blogs		

Playing the Multi Level Marketing Game the RIGHT Way

Written by Michael Badger

The Promises:

Promise: Just find three people who find three people who find three people and you will make a million dollars this year!

Promise: Look at these beautiful pictures of yachts and houses… They can ALL can be yours!

Promise: Your upline will build your business for you!

Promise: Work with us and have the financial freedom to quit you J.O.B in three months!

Promise: Just sign up today and pay your $14.95 and we'll do all the work!

How many times have you heard these overblown promises presented to you by the latest and greatest Multi Level Marketing company? If you are like most internet marketers, you have heard this story many, many times before. You have played the "MLM game" and, sadly, you have probably either lost money at it or if you were lucky you made a couple of measly bucks for long hours of toil in front of your computer.

In fact, if you are like MOST internet marketer, you haven't just lost money once or twice to some MLM pipe dream, you have probably lost money dozens of times!

We're going to come back to those promises listed above in a little while. Understanding those promises and what they are really selling is what you are going to need to understand in order to make $100/day promoting MLM.

This chapter is going to outline and detail 3 strategies that have been TESTED and PROVEN to work to generate some significant income in a few different online MLM companies. You could duplicate these strategies exactly in order to build a business for yourself in just about any MLM company out there. Or, you can analyze these successful strategies to get yourself thinking outside the box so you can come up with a new concept of your own.

But before we get into the strategies, I feel it is my absolute duty to present a couple of cold, hard facts that you need to know if you are going to play the "MLM Game."

The Facts:

FACT: 95-99% of participants in ANY MLM company will suffer financial LOSS!

FACT: Your odds of winning at a single spin of a roulette wheel in Las Vegas are GREATER than your odds of pulling a profit in an MLM company!

Please read those facts out loud to yourself at least 5 times! I'm serious about that. So many internet marketers get caught up in the MLM game and overlook the fact that they are playing with a system that is NOT designed to work in their favor. Those marketers buy into the false promises and dreams rather than looking at the facts they need to know if they want to build a real business.

What's worse, our attention span for any given MLM program is usually very short. It becomes so easy for us to leave a program we were just starting to get familiar with because there is some hot new program that just launched and you MAY have the opportunity to "get in at the top."

DO NOT BE ONE OF THE LEMMINGS JUMPING FROM PROGRAM TO PROGRAM! THAT IS A SUREFIRE WAY TO EMPTY YOUR WALLET, GET YOU FRUSTRATED AND END YOUR MARKETING CAREER VERY FAST.

I challenge you to take a good hard look at the facts. If you are going to work in MLM, you have to make certain that you end up in the top 1% of people doing it. Otherwise, you would do much better to choose a different method from this ebook to generate your $100/day.

The only way to actually make some money in online MLM programs is to STOP buying into the dreams and promises. Instead, start understanding WHY the promises are there and formulate a PLAN to capitalize on the mindset that all MLMers are buying into.

Stop playing the game and start building a serious-minded business!

OK, let's get started…

Understanding the MLM Mindset

In order for you to generate income in an MLM company, it is imperative that you fully understand the mindset of the average MLM marketer because that is who your market really is.

Think about it for a minute. What is an MLM company actually selling? They lead you to believe that it is whatever product they have to offer. But the truth is that they are selling the Promises and the Dream. The front sales page of any MLM company's website will almost always show you pictures of the new lifestyle you could acquire if you join them - NOT the benefits of their product!

Let's look once more at the Promises. If you distill them to one basic promise, what are they really offering? Basically, they promise that you can get rich without doing much work.

That right there is what any MLM company is really selling – the dream that you can get rich without doing much work.

So, what does this mean for you?

Well, if the company itself is focused on selling this IDEA, shouldn't YOU be focused on that as well? I am not saying that you should make false and misleading promises in order to build a downline. But you should understand that it is an idea that you are promoting and not necessarily a product.

The MLM company will lead you to believe that you should promote their product. Let's say it is a health drink. You could try to build a business by getting into the health and fitness niche. But, what will this get you? You might get lucky and develop a customer base. But most likely, you are not an expert on health and fitness so breaking into the niche will be very difficult. Even if you DO get a customer base, if you are not attracting other people who might be interested in joining your MLM business then you are not maximizing the potential of your MLM.

You would do much better to see your target market for what it is – other MLM marketers!

Find Your True Target Market

And who exactly are the other MLM marketers that you should be trying to sell to? Well, if MLM companies are promising a dream of riches without much work, then who exactly is buying into that dream? I would bet that for the most part it is going to be a slew of people who are new

to the world of internet marketing and think that building an MLM program is going to be the quickest and easiest way for them to build a business.

These people probably do not have many skills relevant to working online. They have never made a website, built a list or created their own splash page.

They were drawn to MLM in the first place because they thought it would be an easy way to get started. They learned how to put the URL of their company with their affiliate link into the Traffic Exchanges, and they are keeping their fingers crossed that they can get a referral or two that way.

My friend, those people right there are YOUR market! If you can supply something that THOSE PEOPLE NEED, then you will have found your method for building a downline in ANY MLM Company!

A while back, I interviewed Paula Zuehlke, owner of the top ranked traffic exchange Hit Safari. Here is what she had to say based on her experience as a traffic exchange owner:

I have seen hundreds if not thousands of exciting new product launches on my exchanges. It always amazes me that EVERYONE promoting the launch uses the same splash pages to do it. Marketers need to get creative and find their own ways to build a program. Otherwise all they are really doing is helping their company to brand itself, not building their own business!

If you can provide these people with a way out of the mainstream methods of promoting, a way for some of them to distinguish themselves from the masses, you will be providing an extremely valuable service and you will have MLMers signing up for your downline in droves!

OK, let's quickly break down the mindset of the average MLM marketer (also known as YOUR target market!):

- Little-to-no technical skills.
- Wants an easy-to-use system.
- Wants to follow a leader to achieve success.
- Does not have a way to stand out from the crowd.
- Hopes for riches, but doesn't really know how to accomplish that goal.

So, if we can just find a way to fill these needs, we can tap into this market and build a successful business. That is the key understanding what you need to have if you hope to achieve success in MLM promotion.

I would even venture to say that if you stay in the herd, that is, just keep doing what everybody else is doing, and do not start providing a solution to those needs, there is no chance at all that you will be successful in MLM.

Method #1 – Create An MLM Marketing System

Here's the first way that I was able to build a large downline in one particular MLM company practically overnight. I have not seen anyone else using this particular method, so if you take this ball and run with it I'm quite confident you could duplicate my results.

I'll be honest with you… this system worked in a way that I didn't anticipate, and it worked BETTER than I even thought it would!

When I first started working online, I was introduced to a few different MLM companies and thought they could be a good way to make some money. Unfortunately, the ones I was first introduced to were very popular and I was lost in the herd of people out there promoting the splash pages provided by the companies.

So, having some html and design capabilities, I created some unique and eye-catching splash pages for myself and put them on the traffic exchanges instead. Nope, still didn't get a single downline member that way!

I was going to have to be much more creative if I was going to attract people to my team. I started thinking that if I couldn't pull people into my downlines by promoting the companies themselves, then there were probably lots of other people out there having the same problem.

I realized that I needed to provide THOSE PEOPLE with a way to grow their teams. If I could do that then I would start to have a team of my own. So, I started jotting down ideas for a website that would give people a way to do just that.

Here are the basics that I came up with:

- The site was a downline builder, promoting a few "Endorsed" main MLM programs. These were the main programs that members would make money from.

- Membership to the site was free, but in order to be eligible for membership you were REQUIRED to join at least one of the Endorsed Programs under a current member of the site.

- In addition to the Endorsed Programs, there was a section called "Marketing Resources." This section listed 7 other programs that members could join and then make money from by promoting the site.

- As a benefit of membership, you automatically received a copy of the website that you could brand with all of your own affiliate links for the various programs. You also received access to splash pages, advertising copy and training in ways to build out your team.

- There was also a team forum where we discussed strategies and developed a community approach to building our businesses.

- For the main site's URL, I had it rotate among all the members of the site. So, after I had obtained 50 "top level" members, all others that joined were placed under a current member.

- When I added a new program to the site, I would only send it to the top 50 members. They would join and then send their affiliate link to their downline.

So, you see what happened here….

I created a site that essentially had its own unique LOOK and BRAND. I positioned the site as a way to generate income in a friendly team-marketing setting. Members joined the site and then promoted it in order to build out their teams in the MLM programs I had selected for them to work with.

Here was the best part… All I had to do to promote was place my website and splash pages on a few traffic exchanges. Once I had just a small membership, THEY took the ball and did the promoting for me. The downlines continued to grow and all I had to do was stay active in the forum and by email to keep people motivated!

One important element that you would want to make sure to include very prominently in your advertising and copy is the fact that you will help people build out their downlines. Remember, MLM marketers WANT the easy way out. That is part of the mindset. You need to cater to that.

Here is the splash page we were using that converted the best by far for the team (I left out the site's logo because promoting that site is not my intention in this ebook).

STEP 1: WE GIVE YOU A
MONEY MAKING WEBSITE

STEP 2: WE DRIVE TRAFFIC
TO YOUR WEBSITE

STEP 3: YOU GET ONGOING
RESIDUAL INCOME STREAMS

See how simple it is? And it was 100% true too – because of the rotator function, I was always driving traffic to my members' sites.

This simple little splash page did so well because it showed people that we had something they wanted: a system that they could join and then forget about that would promote for them!

I mentioned above that this system ended up working in a way that I didn't anticipate, and it was far more successful than I even realized it would be. Here's that part of the story:

When I first launched the site, I included two Endorsed Programs on it. Those two programs were very popular MLM programs at the time (let's call them Program A and Program B). Remember, it was a requirement of the site that members join at least one of the programs somewhere in my downline.

Well, there were literally thousands of people who were already members of either Program A or Program B, and they were all struggling to build their downlines. When someone who was in Program A saw my site and realized it could help them build their position in Program A, that person would sign up under me in Program B just so they could have the ability to use my site to promote their original position in Program A!

So, what I created was a new market of people who had a reason to join Program B that had not even thought about joining Program B before.

Now that's a way to build a downline!

But it got even better…

About a month after launch, it became apparent that we needed to add one more Endorsed Program to the lineup. Members were asking to be

able to build out one more main MLM program. So, I quickly searched for a suitable program. This time though, I selected one that was relatively new and not yet inundated with members.

This worked like a charm! I sent an email to my 50 top level members. Almost all of them joined the program and then sent it "down the pipeline" to my entire membership.

Within a week, almost ALL of my members had joined this new program and I had a huge downline in it! To this day, I am still enjoying significant income from including this one program on my site!

Putting This Method into Action

Developing a site like this will take you some work and an initial investment, but it is work that will certainly not go unrewarded. Unfortunately I don't have a nice out-of-the-box script you can purchase to set this up instantly. What I recommend is that you sit down and make bullet points for how you envision a site of this nature working. Use the bullet points I listed above to get you started.

Then, go to either http://www.scriptlance.com or http://www.odesk.com and post a job for a programmer to implement your unique ideas. I used odesk and the entire job cost under $1000. For a programmer, this type of job is not overly complicated and you should be able to find someone who can do a great job for you.

As of the writing of this ebook, I had never considered turning my script into a generic one you could buy in order to run this kind of program for yourself. But, if there is sufficient interest I will have the programmer that created this script for me make a generic, brandable version that you could host under any name you choose and design to have your own look.

If you would like to be informed if I do develop a generic version of this script, please visit http://michaelbadger.com/mlmbuilder and sign up to receive updates. This will not add you to my personal mailing list. You will only receive notifications on the development of this script.

Method #2 – So Simple It's Hardly A Method!

This method was one that I discovered almost by accident. It is so simple to set up with a tiny little bit of PHP. I am NOT a programmer but was able to write the little piece of necessary code myself (and I offer it to you here for free!)

I saw a program I wanted to promote. Having realized from my successful campaign with Method #1 that I needed to provide help to other people, I decided to try a little experiment. I created the following splash page that promised people I would help them build their downline:

Underneath this page was a small signup form where you could enter your name and email address (using any free formmail script – your hosting company usually provides you with one). Once you hit submit, this information was emailed to me. I would then email you back with the affiliate link of one of the people in my downline. You would join under them, and then the next person who joined our campaign would be placed under you.

I did this at first just to see if there would be any interest. All I did was place the splash page on a few Traffic Exchanges.

I had over 100 people signup in about 24 hours!!!!

OK, now I knew this would work so I took it to the next level. At first it was just me promoting this splash page, but what if everyone who joined the campaign was able to promote the splash page and benefit from it directly?

That could create a viral explosion. I just had to try it! :-)

So, I added a tiny piece of PHP code to the splash page. This piece of additional code went into the formmail area of the html. It made it so that my downline members could have copies of the splash page as well. When someone filled in the form from one of my downline member's splash pages I would know who had obtained the referral and I would make sure to put that new referral in that person's downline.

For example, let's say that Sally was one of the people in my downline. Sally could promote the splash page URL like this: http://OurCampaignURL.com/?ref=sally. Then, when someone saw Sally's splash page and signed up, I would receive an email with the new person's name and email address, and the fact that they had been referred by Sally. I would then send that new person Sally's affiliate link so they could sign up under her for the program we were building.

This took maybe two minutes to set up. I emailed the members about the change, and they started promoting right away. It worked just like I had hoped. Within days we had over a thousand people signed up in the MLM program – ALL of them in my downline.

Here is the PHP code you would insert into the formmail area of your html:

```
<input type="hidden" name="ref" value="<?php echo $_GET['ref']; ?
>"/>
```

Then, anyone can promote your splash page with "?ref=TheirName" at the end of the URL. You will know who referred anyone to that splash page when they sign up.

It is the simplest little affiliate script on the planet!

This was a fly-by-the-seat-of-my-pants campaign and one thing just led to another. It all happened very quickly. In about three days I was receiving more signups than I could keep up with. So, I went to a programmer that I found online and told him how I was manually running my campaign. It took him about a day to make what I was doing an automated process so that I was freed from having to keep track of everything. The script he wrote for me cost about $70 and freed me from having to do any manual work for the campaign at all!

I think that a lot of people are afraid of dealing with programmers and developing scripts. It is not hard and the payoff, particularly in MLM, is huge! All you have to do is write up how you envision what you need. You then send it to a programmer (or post it on Odesk or Scriptlance). The programmer you work with will ask you questions that you had not

thought of, and then they will get to work and deliver your script to you, usually in a few days.

If you are going to work in MLM, you need to think outside the box and create systems for people to follow. Try developing a script once. Once you have done it, the process really won't be as scary a prospect!

But, if you still don't want to develop a website and script to manage your MLM campaign, there is still another option. This brings us to method #3.

Method #3: Create A Unique Team Build With Partners

My friend Anna Denise Wilson is an amazing example of someone who has taken the principles I have outlined for you here and made them work in a remarkable way! Anna Denise has recently seen some amazing success in an MLM company using her unique "Give Back" method.

I asked Anna Denise to do a short interview for this ebook because her methods are quite unique, they work well, and you could easily do them yourself – no website or technical skills required!

Here's the interview:

> "Can you tell us a little bit about yourself?"
>
> "I have been working online for about 2 and a half years. I have lived in Florida most of my life. I'm married with two teenage boys and three dogs! By day I am an Operations Manager at a large insurance company."
>
> "How do you select a particular MLM company to work with?"
>
> "I check to see if the owner has run other MLM's and has a good reputation; review financials if available; check for a physical location, phone, fax and email address."
>
> "Where and how do you promote the companies that you join?"
>
> "Primarily through forums by starting a topic giving a full description of the program, pay plan, info on owners if available, etc. Also advertise via paid solo ads, upgraded lists and occasionally traffic exchanges if it is a new program."

"Can you talk a little bit about your strategies when you are participating in a forum?"

"Forum marketing plays a primary role in my promotions. One of our team starts the topic, then we make sure to give frequent updates, answer questions, share successes of members and assist with problems members may have."

"Can you explain some of your unique business-building ideas and strategies?"

"I prefer to work in a team environment. Recently the programs I have had the most success with involve a one time cost instead of a monthly subscription. I typically require that my team members reinvest 15-25% of earnings into the program to assure all members earn instead of only those at the top. Part of the building involves benefactoring others into the programs with some of these reinvested positions, running promotions offering a few positions in raffles to new sign-ups, having contests, offering free advertising coop positions or full positions in the MLM, and I assist by buying additional positions under other members that still need referrals that are working and making an effort. I prefer a Next-In-Line type team build with the choice to bring in your own referrals, or get referrals in the order the new member joins the program. Advertising is still typically done by the team on an individual basis, but sometimes we request a minimal contribution to do some advertising."

"That is interesting that you require your downline members to give a portion of their earnings back to the team. Do you find that people actually "play by the rules?" How can you enforce this? How do you think this helps you build out the program you are working with?"

"When we require this we have found people do play by the rules, or opt to get out of the team build. We cannot enforce this since we have no access to their earnings. But, we do state that no more members will be placed under them and we will no longer assist them in any way. We all work so closely together that none want to be publicly embarrassed on a forum either. We actually tend to have the opposite problem now, members give back more! I am on teams where we make this optional. That does not work. You get a few doing all the giving."

"What do you mean by a Next-In-Line system?"

"We place referrals under people in the order that they join. Many programs require you have two personal referrals under you to earn. When people want to join, we tell them the URL to sign up under, if the system has an automatic forwarding system that works with our team build on that program, everyone signs up under the same link, and the system goes to the next person needing a referral. If it is manual we send people the URL to sign up under and add them to the list. In some programs we give people the choice of bringing in their own referrals or using the Next-In-Line system. This has brought in some big builders that join under one of our URL's but then build their own team within our team."

"That is a great idea to hold contests and raffles. Can you explain one of the contests that you ran and what the results were in terms of building out your downline in the program?"

"One raffle contest last week was done to give new people signing up a chance for an additional position and to get our next member cycled. We ran it for the time it would take us to get that particular member cycled out of the program to get their earnings, in this case, $8,000.00. It took us approximately one week to cycle this person from the stage in the program they were at. People got excited, were joining so they could have a chance of winning, and enjoyed the fun posts and interest on the forum with all of us trying to get this person cycled. Therefore, we get new members buying a position, then they learn about us, tell their friends, bring in more people, etc. When people find out they have won, there is more public recognition with more interest created. We have used our reinvestment positions to fund these raffles rather than keeping the reinvestment position under our own name."

"How do you keep the team build organized?"

"If the program does not have an automatic forwarding feature, we do this by hand or in excel spreadsheets."

"Once you have built up a team, what do you do to keep them motivated and working?"

"Offer continuous positive reinforcement, give assistance and instruction on which forums work well for us and encourage all to assist in advertising and posting in forums, offer raffles and contests with free positions as prizes for incentives, share the successes of our members and keep everyone updated on any changes to the program."

"What words of advice do you have for an MLM marketer who is just getting started? How can they be sure to be in the top 5% of MLMers so that they can profit from MLM rather than just acquire losses?"

"Join several online business forums, get to know the team players and leaders by posting and asking questions. There are many introductory ebooks that will give you the basics as regards terminology internet marketers use and means of advertising online. These are good to review to give you some general knowledge. Most experienced marketers love to assist others that show an interest. Try to join programs that work in team builds and require reinvestment to assure all members earn. Set a budget and stay in it."

Conclusion

Both of my methods listed in this article, along with the method outlined in the interview, have an innovative strategy in play. The commonality among them is that they provide a unique system for team building, and also a personal touch of guidance. Choose any one of these systems, recreate it, and you will see success in MLM. Or, get to understand the principles and come up with a new idea that serves the needs of MLMers.

Most of all, just take action, but take big action. Remember, unless you are shooting to be in the top 1% of all MLMers, you would do better to put your eggs in a different basket. Yes, the MLM game can pay off, and it can pay off big, but only if you formulate a strategy and go for it!

Michael Badger is a professional website developer and performing artist. He has worked in Internet marketing since 2005 with a focus on developing systems that help his entire membership succeed in their own marketing careers.
You can find out more about Michael and his projects at www.michaelbadger.com.

eBay selling

Written by Jim and Doris McKiel

Just about everyone has sold items on eBay or knows someone who has. Most people sell items they have in their home or garage that are of no use to them any longer or they are moving and need to clean house. Earning a few extra dollars selling their usable junk is fun and doesn't take much time out of a persons day. Right?

What if you decided you wanted to go a step further and make selling on eBay a small business venture. Could you earn enough to give up your part-time job or maybe pay for the Harley Davidson motorcycle you've had your eye on for the last year?

Yes, you can earn an income selling on eBay and compete with the big companies.

How To Start

Knowing where to start is the first major step to embracing the concept of running an eBay business. The tools you need to begin an eBay business are:

- A computer and printer
- A digital camera
- An account with eBay and PayPal
- Some type of merchandise

Before you take that first step with your new eBay business, contact your city and/or county sales tax division. Most counties and states require you to file with them and obtain a sales tax number. You may need to collect taxes from your eBay customers on their purchases and you may have to file for sales tax collection every month. You can set up your sales page on eBay showing the customer that sales tax needs to be charged and collected. After an item is purchased, sales tax for that particular state will be added to the total bill. There are people who don't claim their income or collect taxes on their sales from eBay. This is very careless and dangerous. No one wants the IRS knocking at their door.

After obtaining information from the city and/or county regarding your business, you have one more decision to make. Do you want a separate bank account just for business expenses and income? This is a decision each individual must decide for him or herself. I would suggest you open a separate account so money affecting the business would not be mingled with your household expense money. You will eventually need a business

account as your eBay sales grow and your income increases. This is a concern you could discuss with a CPA or tax attorney.

Set Up the Ebay and PayPal Accounts

The first step is to register with eBay and PayPal by opening an account if you don't already have one. I can't stress enough that you should read all the rules and regulations set forth by eBay and Paypal. You need to follow the guidelines to have a successful business. Both eBay and PayPal have excellent tutorials on running an online business and you can find unlimited information on the web regarding selling on eBay. There are also classes you can take that instruct you on running an eBay business. Do your homework and get the facts before making that first business sale.

Find Merchandise To Sell

After setting up an account on eBay and PayPal, you need to decide what you are going to sell. Selling your unwanted household items, your stock will eventually be depleted and selling your ex-husbands possessions is not a good idea. You need to find your niche or market. Do you have an interesting hobby that could lead to sales on eBay?

What do you have a knowledge of that people want? Is there a need that should be filled? Selling items that you are interested in or knowledgeable about helps but don't limit your sales to these items. With a little research, you can become quite knowledgeable on any topic.

Obtaining merchandise to sell can come from many different sources. Most beginning eBay business owners don't have thousands of dollars to invest in merchandise. Obviously, you need merchandise to sell to make money but you need money to buy merchandise to sell. To start your business from the ground up with no capital takes imagination and ingenuity.

How about sticking $50.00 in your pocket and hitting the garage sales early Saturday morning? You would be amazed at the items put out for sale under $5.00. Look over the merchandise and keep in mind what will be valuable for resale.
You don't want to purchase large or bulky items (too expensive to ship), nor would you purchase any item that was illegal to ship.

Remember to look at the merchandise with this in mind: 'who would want to buy this item and what would they be willing to pay'? If it cost you

$3.00 to buy and $4.00 for shipping & handling, what is the minimum profit you are willing to make?
Don't forget you have eBay fees that will have to be paid for the posting of this item for auction and depending upon payment type, you may have PayPal fees. If making $3.00 profit is okay with you, then figure out what your eBay fees are and set the selling price. Remember you are trying to purchase items for quick resell to fund your business. You could reasonably visit 5 or more garage sales in one morning. The earlier you arrive at the garage sales, the better the selection.

Flea markets are another great avenue to visit for eBay merchandise. Once again you need to have an idea of what is marketable and what price you can place on the item.
One good draw of the flea market is they will probably have a large quantity and may give you a discount if you buy in bulk. So if you find a great item for $4.00, you could ask for a discount if you purchase 10 or more.
Always check the quality of the item and ask yourself, "Is there a market for this". Do not think you can buy high end, name brand merchandise for just pennies on the dollar. If someone at a flea market is selling Chanel No. 5 for $15.00 an ounce, walk away from the dealer and do not look back. He isn't selling the real Chanel and you don't want to do business with a fraud. You never want to promote any item on eBay as a brand name that isn't genuine. Your reputation as an honest business owner is at stake and there may be legal issues involved as well. Buy from honest sources and remember the old adage, "If it sounds too good to be true, it probably is".

Stores that have "going out of business sales" are a good place to look for merchandise for eBay sales. Once again you need to know what is hot on the market and what price people will pay. If you find a store that specializes in Christmas items going out of business in August, hurry on in. Good quality Christmas cards, lights, decorations and figurines bought cheaply can be resold for a nice profit. Just remember, offering people good holiday merchandise at a low price before the holiday season is smart business.

Depending on sales and promotions, you may be able to pick up some real bargains at Kmart, Wal-Mart, Costco or Sam's Club. Each of these stores buys in volume and always has some price breaker offerings. These price breaker items are often called loss leaders (they are sold below cost) and they are used to generate sales for higher ticket items. This is a common practice in most retail stores today, especially the big box stores. If you spot a great deal on a loss leader, buy as many as you can afford and resell for a few dollars less than the other eBay seller. Once your eBay business has started making money, you can snatch up good buys and sit on them until the demand rises.

Example: You are able to purchase 1000 small American Flags for $50.00 during a February sale. You buy the flags and hold onto them until the 4th of July and sell them for 50 cents each. You've made a nice profit for yourself with very little work. The flags were easily stored and you only tied up a small amount of money for the 5 months you held the flags. Always think ahead and plan for the next big sale.

Buying in bulk as stated earlier can be profitable. You need to have storage space for the merchandise where it will be kept clean, dust free and easily accessible. Also if you buy good quality merchandise, it may be stored for months or years until the demand is up for your item. If you purchase 100 Christmas placemats, don't worry if they don't all sell this year. You can always store the placemats until next year and market them a little earlier than other eBayer's market their Christmas wares. Any item can be recycled for sell as long as there isn't an expiration date.

There are many "Wholesale Warehouses" that sells merchandise in bulk. You need to do a lot of investigation before signing up with these wholesale distributors. These wholesale companies may be located in the US or may be located overseas. Ask questions before signing on the dotted line. You certainly don't want 1000 coffee makers arriving every other month on your door step. Know what type of merchandise you are ordering and when and how it is shipped. With some of the wholesalers, they keep the stock in their warehouse and direct ship it to your customer (for a charge) when you make the sale. This is pretty convenient for you as the business owner. Buying from wholesalers is not for the start-up eBay business but you do need to keep this in mind as your sales increase and you have some capital to invest in more merchandise.

When you are first starting out selling on eBay, the items you sell may be inexpensive (you can't afford to stock the higher ticket items) which means you will have to sell more items to earn $100 a day. After a few weeks in business with more capital in your pocket, you may be in a position to sell more expensive items which equates to fewer sales to maintain your earnings goal of $100 per day.

There are other ways of earning money on eBay besides selling merchandise. Do you have a service that can be offered on eBay? How about ghost writing (no, I am not referring to Alfred Hitchcock) or offering a "How To" e-book on a subject in which you are proficient or have an interest in. If you could write an e-book on an interesting topic and sell it for $9.99, you would only need to sell 10 books to earn $99.90 for a day. There would be no trips to the Post Office and no worry about replenishing products as they sell. Material for an e-book could be obtained from doing web searches on a chosen topic and then compiling

your information. Remember you are not re-inventing the wheel; just presenting it with a new cover.

Another opportunity for earning money selling on eBay is selling other peoples wares. This can be profitable for the experienced eBay seller. Note, I said "experienced" seller. I do not suggest a beginner using this method as there are many pitfalls which a newbie might encounter. If a beginner thinks he wants to venture in this direction, I suggest you read, "Don't Get Burned on eBay" by Shauna Wright.

Okay, we've discussed obtaining the merchandise to sell. Now we need to proceed to the next important step. How do you market your wares?

How to Market on eBay

Before you list your first item on eBay, browse through the site and look at other seller's products. Examine the pictures of the merchandise they are selling and read the descriptions of the items. What do you like or dislike about the seller's listed auction? What caught your attention and made you look at that particular item instead of the other 1500 items that were listed in the same category? Critique other seller's listings so you can apply your new knowledge to your own auction.

Four rules that should be followed are:

- Take clear, bright pictures of the item you are selling (using a tripod to ensure the pictures are in sharp focus).
- Write a concise description of the item that is for sale.
- Disclose all defects that the item has; do not try to hide any imperfections.
- Never misinform or lie to a potential buyer.

Rule number 1 is pretty obvious. Have you ever scrolled down an eBay page looking at some items for sale? If the seller hasn't posted an image of the item in the gallery, I don't bother to click on the item title to see what is there. If a seller can't afford the 35 cents to post an image in the gallery he is obviously not motivated to sell his wares. Likewise, have you ever been interested in someone's listed item but the picture is so blurred or out of focus you can't really see the product? Sometimes, the picture is so bad, you can't tell what they're selling! You want to show off your item to catch a prospective buyer's attention so please take clear pictures.

A few months ago I was browsing through weight lifting equipment on eBay. I had a weight lifting set that I planned to sell and I wanted to get an idea of what people had to offer. I ran across an item that listed gym equipment for sell for $20,000 with no pictures and just a brief

description. I noticed the seller was new (this was their first listing) and I felt a little sorry for them and emailed them with some advice. I advised them they needed to insert some photos of individual equipment and maybe a photo of the whole gym. I explained that with them being new to eBay and auctioning equipment for such a high price and no photos, no one would bid on their gym equipment. I offered this advice in a friendly manner and the person did email back and said there was too much equipment to photograph and they just couldn't list everything that was for sale. Needless to say no one bid on the gym equipment and the seller still had to pay the eBay fees for running the ad. You would think they learned their lesson but a week later the same ad ran again with the same results.

Some Important Rules to Help Your Sales

The first important rule and the best advice I can give a newbie eBay business seller is get organized.
After you have purchased your merchandise for auctions, take a couple hours or days and photograph each item. Then write a clear, informative description of the item. Doing this ahead of time will save time and you will be able to place all your merchandise up for auction whenever you desire without having to get the camera out or tax your mind with writing. This will become important as your business grows and your time is limited.

Rule number 2 and 3 should be self explanatory. Let the potential buyer know exactly what they are bidding on. Give them all the pertinent details of the item up for auction and if you don't know the make or model year, let them know. Also, disclose any defects or blemishes the item may have. Don't try to hide a defect or scratch as this is dishonest and may lead to an unhappy buyer. Treat your buyers as customers.

Rule number 4 should be followed in all your everyday dealings. Don't lie to anyone you're doing business with. You want to grow your eBay business and the best way to do this is by selling a good product at a good price and treating people fairly.

Tools for EBay Sellers

There are many tools you can utilize to help market your wares. You can find some of these tools for free on the web and others you need to purchase. There are hundreds of E-books offered on the web to assist beginning eBay sellers and there are classes offered at an affordable price. It may benefit you to save the money you earn selling your own

cast-offs and take an eBay class before beginning your business venture. Gaining knowledge is an asset to any quest.
There are even computer programs available to aid your research on eBay. They can help you to determine:

- Whether a product will sell and for how much
- Ways to increase a listing´s chances of selling
- Ways to boost your profits on each listing
- Market trends for your specific product
- The size of the market and your specific competition

Get Items to the Buyer

After you have made the sale, you need to ship the item. One important lesson is to learn how to calculate the cost of shipping for items. It will not benefit your business if you charge the customer $3.00 for shipping and it cost you $5.00 to ship. It is also very bad business to gouge the buyer with high shipping costs.

You can purchase a small postal scale to weigh your items. You can calculate shipping costs based on the weight of the item by using UPS, FedEx or USPS web sites. For heavier items, use a bathroom scale and weigh yourself and then weigh yourself holding the boxed item. The difference will be the weight of the boxed item you plan to ship.

Having boxes, tape and packing supplies available is a plus. To save time and frustration, it is best to have a shipping box ready for the item you are auctioning. This way you can have the item packed and ready to attach a shipping label on the box. I once sold a target, compound bow that I was no longer using. The odd shape of the bow made it hard to pack so I looked around for a couple of weeks until I found the right size box for shipping. (I could have taken the compound bow to a UPS shipping center and let them pack it for me for an outrageous charge). After finding the right size box and packing up the bow, I listed the item on eBay and it sold in 2 days. As you can see, it was smart to find the right size box before putting it up for auction.

Sold items need to be mailed off as quickly as possible to the customer. The more positive feedback you receive from customers the higher your rating will be. The higher you're rated, the more trust customers have in you.

Dealing with Dissatisfied Customers

As with any business that deals with the public, you will have unhappy customers.
Whether it is the quality of the product they bought, the time in shipping transit or the price they paid, customers will complain. You need to resolve the complaint as fast and efficiently as possible. It is much better if you and the customer can resolve any issues by yourselves. PayPal does have a Buyer Protection Plan which is suppose to protect both buyers and sellers. Notice, I said "suppose" to protect sellers. It really protects buyers so I suggest if you sell anything over $25.00 (or whatever amount you decide you can't afford to lose) to add shipping insurance in the shipping and handling that you charge the customer. That way if a customer says the parcel was lost or damaged, you can recoup your money.

A claim of a lost item may mean you refund the customers purchase price (less shipping and handling) or give them a discount on a future buy. How well you resolve the complaint may pay off in sales in the future. Once again, read "Don't Get Burned on eBay" by Shauna Wright for great insight on eBay selling.

Summary

In review, the steps needed for a successful eBay business are:

1. Read all tutorials for eBay and PayPal
2. Register with eBay and PayPal
3. Select suitable merchandise
4. Photograph and write up description of item to be auctioned
5. List the merchandise for auction
6. Ship auctioned item to bid winner

One of the biggest mistakes a newbie eBay seller makes is not reading the rules and regulations for eBay and PayPal. I mentioned this at the beginning of this article but want to stress its importance. To make money selling you must follow certain guidelines which will protect you and your earnings.

Setting your goal of $100 a day in eBay sales is viable. You need to research your products and plan for this business to succeed. Don't be afraid of making mistakes or failing, just work hard to reach your goals. When you have those first sales under your belt you will know what it feels like to be a winner.

You can earn an income from selling merchandise or services on eBay. Earning $100 a day is not unreasonable and after a month or more your earnings could certainly increase.

Happy eBaying

Jim and Doris McKiel live in the Chicago suburbs with their dog, Buster. You can visit Jim and Doris at www.TheOnlineMarketingStrategies.com or Buster's web site at www.LargeBreedFamilyDogs.com.

Trendmarketing

Written by Jeremy Estes

I'm not a well known marketer.

So, what do I do?

I make money every single day.

I never miss a beat.

Ok… how do I do it? I keep my eyes open. I follow the media. I chase stories and make as much money from them as I can while they're still hot.

That's what this report is about.

I'm going to teach you one of my methods for riding the coat-tails of the media and making as much money as you can from the hottest stories in the world.

Before we get started, I want you to know that I made DAMN sure, there was no way I would lose money by telling you how to do this stuff. I've been doing this for over a year, and have had some very profitable months by simply watching and marketing to trends.

This short report is about making 100's of dollars through hot stories and potentially 1000's of dollars per week.

Sound like fun to you?

Good. Let's get started.

Part 1 – Get Prepared

The word trend means to change. (at least one of the definitions means that)

If you're going to be following trends to make money, you have to be prepared for any situation, story, or event because things change every ~~minute~~ second. If you are not prepared, you'll be left behind, while everyone else makes off with the treasure.

Sidenote: One of the easiest ways to make a lot of money by following trends is to be an affiliate publisher.

You'll typically find Affiliate Networks that offer pay-per-lead campaigns, very beneficial for trend marketing, because these campaigns require less selling on your part, and are easy to implement quickly while you put together bigger offers.

1. Have several affiliate accounts with different networks.

The concept here is simple enough: If you have accounts with multiple affiliate networks, you have more choices of offers to promote when the time comes to actually make a choice.

Some networks are huge, so becoming familiar with ALL of their offers can be very difficult. A good idea is to familiarize yourself with your Affiliate Manager at each network. This will help you save time when a hot story comes out, because instead of rifling through offers, you just make a call to the AM (affiliate manager), tell him/her what you need, and they find the campaign for you.

EASY!

EXAMPLE: You just found out OJ Simpson was arrested AGAIN! What the Heck??!! There are thousands of people who love/hate OJ. What would be a good offer for the people who like him? What about the people who hate him?

Call, instant message, or email your affiliate manager (AM) and ask. If one doesn't know… since you were prepared, just move to the next until you get the perfect offer.

2. Have multiple sources of news directly fed to you.

Since RSS came out, spotting trends or hot stories has become very easy. Why? Because once a story hits the wire, everyone is trying to push the info out faster than the other guy, and the easiest way to get news stories out is through email and RSS.

Being prepared by having various RSS News feeds coming in ensures that you have the latest news from multiple sources to help you target different markets.

3. Finally, make sure you have several advertising methods in place at all times.

If you're going to get the word out, you need to have places to turn to for immediate exposure.

Make sure you have a couple of different PPC (pay per click) accounts, maybe a CPM (cost per million) advertising method, and other techniques that you can use to drive curious trendy news readers to your offers.

For instance, I like using YSM (Yahoo Search Marketing) for cheap .10 clicks campaigns that need a fast reaction from the Yahoo news hounds.

Don't JUST rely on Google Adwords. You'll leave a lot of money on the table and competition will never be too far behind you.

Ok. STAY PREPARED. Sound advice, right? Let's do a quick checklist before we go on to start hunting our hot news stories.

PART 1 CHECKLIST:

A) Go get accounts with several affiliate networks. I've listed several good ones below:
www.copeac.com
www.azoogleads.com
www.neverblueads.com
www.incentaclick.com
www.rocketprofits.com
www.rextopia.com
www.millnicmedia.com
www.cpaempire.com

B) Get RSS news feeds sent directly to you. Go to Yahoo, CNN or anyone else that offers RSS news feeds, and get signed up for their news.

C) Go get set up with multiple forms of advertising.

http://adwords.google.com
http://smallbusiness.yahoo.com/marketing
http://adcenter.msn.com
http://www.adbrite.com
http://www.miva.com
http://www.clixor.com
http://www.text-link-ads.com

Part 2 – The Method

A. Find Your Stories.

I mentioned earlier that you would need to tap into RSS feeds for major news outlets. This will keep you up to speed with hot news stories to take advantage of early while everyone else is trying to figure out how to make money from all the buzz.

It will be very important to use timing to your advantage as much as possible.

My advice would be to find 5-10 of the highest traffic news related sites on the Internet and plug into their feeds.

This will ensure that you're always alerted of new stories as they come out.

Here are a few just to help you out.

news.yahoo.com (Yahoo Featured too)

cnn.com (money.com)

msn.com (msnbc.com)

cnet.com

news.google.com

drudgereport.com

breitbart.com

All these are excellent, and there are hundreds more that you can get out there and find.

The point here is to go to the top news sites, and get plugged into their feeds so that you don't have to surf for information. Ultimately you will find a way to automate a lot of things, so keep that in mind while you work.

Also, if you have television, around 3-4pm, local news stations start talking about what's going to be on the news later on that day. Great source of information for you.

B. Get Keywords From Your Story

While you're investigating your hot news story, take the time to create a short keyword list as you read. What I mean is: note the words or phrases that are most likely to stand out to other readers, that they will potentially go search for.

This is really easy to do. Here's an example:

STORY: UGLIEST DOG OF THE YEAR CHOSEN

Possible Keywords:

1. Elwood (dog's name)
2. ugly dog
3. ugliest dog
4. world's ugliest dog
5. Chinese Crested (type of dog)
6. Karen Quigley (owner of dog)
7. ugly dog contest

If you know anything about keyword research, you'll know that there are 100s of ways to expand on these words to target even more niche visitors (and spend less money longer than your competition).

If you do not know much about keyword research and want to get (what I think is) the best information on the subject, download Aaron Wall's SEO E-book.

It's the only SEO book I'll ever recommend again, and I actually wrote my own some time ago, so that should tell you a lot.

> ***Sidenote:*** Even if you don't plan on using SEO, knowing how to do keyword research is very IMPORTANT. It will save/make you so much more money than being ignorant on the subject.

One thing I always do when finding keywords is to use a misspelling tool. These things work like clockwork, because people are ALWAYS misspelling things.

You can get a free misspelling tool here: FREE Keyword Misspelling Tool

There's also the Google suggestion tool: FREE Google Suggestion Tool Link

These are just a couple of (free) tools I highly recommend.

C. Find Out How Popular Your Story Is (Or Is Going To Be)

Once you have your stories' keywords, there's a very important tool provided by Google that will help you gauge the popularity (or ensuing popularity) of a particular story, and where the buzz is coming from.

Here's a link to the Google trends tool: http://www.google.com/trends

> ***Sidenote:*** There is a top 100 of the hottest search for stories on Google, which, if you can keep up with, can make you a WHOLE lot of money.
>
> It's a little gem that not everyone knows about and, even better for you, almost no one knows how to make money with it.
>
> If you find any of your keywords in this top 10 or top 100 lists, find a killer offer and jump into the advertising phase ASAP!

Another very important part of this tool is the listings of news articles and blog posts to show you where the buzz for your story is coming from.

Here are a few other places to find news buzz:

http://buzz.yahoo.com
http://50.lycos.com
http://adlab.msn.com

If it looks like there's a growing trend in searches for your story or your story's main keywords, obviously the sooner you put yourself out there, the sooner you'll be getting the traffic.

We'll revisit this in a moment, but for now, the important thing for you to understand is where the buzz is coming from.

Another way to see what kind of social buzz is working it's way through your story is by going to www.technorati.com or www.digg.com and searching some of your keywords there.

Depending on the size of the sites and/or blogs that are already reporting on your story, these two websites will help you to determine the spike in searches and the amount of traffic you can expect to show your promotions to.

D. Create Offers For Your Story

Other than cashing the checks, this is my favorite part of the trend marketing process.

I told you in an earlier section to be sure you've got access to multiple affiliate networks, and can communicate with your affiliate manager.

This is why:

If you only have accounts with 1 or 2 affiliate networks, and a red hot story comes out that neither of network has an advertiser for, you're either S.O.L., or scrambling to put something together and taking away from time to focus on things like writing a killer ad.

Plus, the longer it takes you to put an offer together, the more competitors you could be up against (and the more money it could cost you).

Now, find an advertiser who's campaign matches your story the best and get set up to promote them.

> ***Recommendation:***
> If your story is moving quickly, I would go after a Pay Per Lead campaign, where the advertiser will pay you for lead submissions by your visitors. These are typically the quickest to set up and usually convert really well.
>
> EXAMPLE: Story – World's Ugliest Dog
>
> I would try to find an expensive pet product that could be given away free to the reader if they fill in enough offers. (and you get paid for the email or zip code submission)
>
> Usually you can find these campaigns that pay 2-5 bucks per lead.

There are all types of promotions you can find. There are some pay-per-sale campaigns out there that pay extremely well.

Once you've chosen your campaign(s), let's make a landing page that will speak to the people who are going to be searching for your story.

This is where the information from Google Trends and other tools come back into play.

Remember when we found out where the buzz from our story was coming from?

Well there's gold in them thar hills. Let's take a look:

If you don't know much about Blogs or social media, the thing to understand (especially as a trend marketer) is that the readers are going to post their comments on the story.

This is what you need to be reading when creating a landing page for your offer.

By reading the comments of blogs or news stories that allow users to post feedback, you will get an idea of the questions the target audience have, as well as their thoughts and opinions of the story.

This is PURE GOLD!

You can use this information to craft the offer that nobody can refuse, turning your traffic into guaranteed interested parties.

THE HOLY GRAIL = TARGETED TRAFFIC, RIGHT?

So, let's use our ugly dog for an example of how this would work:

Let's say that there are tons of people that are saying the dog is not really ugly, but that it's adorable.

Your offer is S-I-M-P-L-E

All you have to do is create a landing page with a picture of the dog with the headline 'DO YOU THINK ELWOOD IS THE UGLIEST DOG? VOTE NOW AND RECEIVE A $500 PETSMART (or whatever) GIFTCARD FREE!'

Underneath the picture put a yes button and a no button that once clicked, takes the user to your advertiser's lead capture page.

BAM! Is it easy? Yes. Does it work? Well, I've made $300 today using this exact landing page.

Once you have your landing page created, you'll need to go get a domain name for your website.

I would go to www.namecheap.com because everything seems to work faster there. Get a domain name with a keyword in the name.

Example: www.ElwoodNotUgly.info

I buy .info domains for this type of promo for 2 reasons:

1. People searching are looking for information, and .info looks less salesy.

2. .info domains are only $2.

Once you have the domain name, you can either have it redirect to your site or get hosting set up and have the domain point to the site.

Choice is yours.

The fast and SMART way to do this would be to use yahoo's web hosting where you can get a free domain name and $7.77/month hosting.

Here's a link to get set up: YAHOO WEB HOSTING AND FREE DOMAIN

Ok, now you've got an offer and a landing page. Let's get some traffic coming in and start making some CASH!

E. Drive Traffic To Your Website

This part is very simple. You'll mostly use PPC (pay per click) marketing for these types of promotions, until you get a buzz site working. (More on this in a NOT FREE training program. haha) If the story is 'Featured' on Yahoo, make sure to utilize Yahoo's search. Same with MSN, AOL or anywhere else, there's a featured story attached to a search engine.

If the story looks like it may last a while, buying up some banner ads could be useful, along with other favorite marketing techniques.

The best thing you can do for yourself, when buying search engine advertising for your promotion, is to see if there's already competition on your keywords, and if there's not, bid as low as possible.

For an hour today I was getting $.01 clicks and my EPC (earnings per click) WAS $1.25 (I spent $1.25 to make $125).

If you're not familiar with Pay Per Click, there's a TON of information about it online. I'm not going to try to explain it in this short report, as it goes WAYYYY beyond our scope.

Just remember, bid low for as long as you can and put as many keywords as you can into your ad campaigns.

Another good way to advertise is to go back to those blogs we found on Google trends and Technorati and post links.

Try not to be a spammer… if you have the time, contribute a little opinion or thought.

Soon enough you'll have your own news site for keeping up with this kind of thing.

PART 2 CHECKLIST:

- Find a hot story
- Get keywords from your story
- Research Story Buzz Sources & Popularity
- Create Your Offer
- Drive Traffic To Your Offer

Jeremy Estes is a 28 yr old full-time Internet marketer from Dallas, TX who specializes in 'thinking outside the box'.
The Trend Marketing project is only a small piece of the marketing program that makes up Jeremy's online business.
If you would like to know more about Jeremy and personalized coaching openings, please visit www.JeremyEstes.com

Writing Articles

Written by Dr. Mani Sivasubramanian

What You Will Need:

The ONLY things you'll need are:

- the skill (or a willingness to learn) to write ARTICLES

- an ability to put in 2 to 3 hours of work daily

- patience... the system takes some time to work

Yes, this sequence of ACTION steps will tell you exactly WHAT to do, WHEN to do it, and HOW to do it for maximum impact.

What To Do:

Every day, on the Warrior Special Offer (W.S.O.) forum at http://www.WarriorForum.com, someone is running an offer for a pack of articles with Private Label Rights (PLR).

Things vary in each offer - the topic, the number and size of articles, the prices - but all provide CONTENT.

And almost all of these WSO's sell nicely, earning the seller a great profit.

After a few weeks or months, many people come back to run another offer for an article pack. That also sells out. And the cycle repeats.

Yet, the amazing thing is that by doing this same process with a unique twist, you could turn a 'MONEY MAKER' into a sustainable, steadily growing 'BUSINESS'

All it takes is an understanding of how things work, and how to leverage your efforts, skills and time to get maximum benefit.

That's what this report will teach you... step by step.

Without wasting any more time - let's begin.

Step 1 – Set Targets And Goals

We'll begin where you should begin - and where most article writers do not.

Your Goals.

The first goal is your desired income.

Because you are planning to make $100 a day, write this down...

MY MONTHLY INCOME TARGET FROM ARTICLE WRITING IS: $ 3,000

The next target or goal to set is related to your effort at writing articles. How much time do you have available every day to work on your article writing?
Write it down:

I HAVE _____ HOURS EVERY DAY/WEEK TO WRITE ARTICLES

(If you are not able to commit to a daily writing schedule, calculate this figure on a 'per week' basis)

Next, estimate how long it will take you to write an article - on any topic you choose. To make sure you are being realistic, consider writing about a subject you are NOT an expert on - that way, you'll factor in the time you'll spend on researching the topic.

Once you're done, write that down too:

I ESTIMATE EACH ARTICLE WILL TAKE ME _____ MINUTES/HOURS TO WRITE

Finally, let's do some math. No, I don't think you'll need your calculator for this one (or maybe you do!)

Calculate how many articles you'll be able to write every week (or month)

Number of articles per week = (Time available to write per week / Time to write each article)

So if you have 4 hours every week and can write an article in 30 minutes, you can write EIGHT articles in a week.

Then, compute how many you can write in a month - just multiply this figure by 4. Write down the answer.

I CAN WRITE _____ ARTICLES EVERY MONTH

Now, look at your income target that you wrote down before. Calculate how much you'll have to charge for each article in order to reach your target income.

For instance, if you can create 30 articles each month, then you'll have to charge:

$3,000 / 30 = $100 per article

Are you with me so far?

Great.

Now, if this figure is too steep, then there are two solutions to make it work...

Write more articles (which means you'll have to write faster, or spend more time each month writing)

Sell MULTIPLE copies of each article to more than 1 client

If you work longer and harder, and can write 60 articles instead of 30, you can charge less and reach your target.

Or else, you can sell your 30 articles to 10 people, each paying you $10 per article, and still reach your target of $3,000 per month.

Ok, now before you move further along, get these calculations done and written down on paper. There's a special power in writing down your goals and targets - so please do this NOW before reading the next chapter.

MY INCOME TARGET PER MONTH IS $ 3,000.00

I CAN WRITE _____ ARTICLES EACH MONTH

TO REACH MY INCOME TARGET, I MUST:

SELL MY ARTICLES AT $ _____ EACH, AND

NEED TO SELL THEM TO _____ PEOPLE

Step 2 – Pick A Niche

If you're a freelance article writer who can generate meaningful content that's valuable in any niche, more power to you. Most people however are comfortable writing about topics they either know well or like and enjoy. If that's you, pick an area to 'specialize' in.

Remember, being a specialist is nice - you will be recognized as an authority on a niche topic, and can charge higher prices and build a premium position within a niche over time - building a barrier against competition from other entrants.

One important thing to consider when picking a niche is whether there are enough potential buyers of articles in the niche. Another factor is to see if it is broad enough for you to grow and branch out as you establish yourself in your chosen niche.

Some good evergreen niche markets are:

- Make money
- Health
- Relationships
- Weight loss
- Self improvement
- Travel
- Hobby (go deep in any one or few)
- Gardening
- Pets

There are many more you can come up with. Take time to think this through, as this is probably the biggest decision you'll ever make following this model. The rest is EASY!

NICHE(S) I WILL BE WRITING ARTICLES ON:

1. _____

2. _____

3. _____

Step 3 – Run A Warrior Special Offer (WSO)

At the Warrior Forum there's a section where you can make an exclusive offer to the other members.

Yes, it costs $20. And that's the ONLY downside!

What you get in exchange for that $20 is unbelievable.

If you're pushing the right buttons, making the right offer, and picking the right niche, you'll be FLOODED with clients for your article writing services.

If your WSO flops, and you lose the $20, you've got a MASSIVE lesson for your small investment - and you know that one of the 3 was wrong... your offer, your niche or your sales copy. Knowing that will save you major losses later on, and you can go back and improve your pitch or change your niche completely!

So, is it enough to just pop up a WSO and wait?

Absolutely not.

I'm going to tell you some POWERFUL secrets for getting the biggest return for your marketing dollar in making a WSO.

Craft a MOUTH-WATERING offer. Forget about making a profit the first time. Yes, read that again. Do NOT worry about making a profit - focus completely on delivering OVERWHELMING value to your new clients.

That's why your earlier calculation is so vital. Far too many newbies run incredible offers on the WSO forum - and then reality bites, and they find themselves unable to deliver on the promise. Result? Ruined reputations, bad feeling and lost brand name.

It's harder to recover from a setback than avoiding getting into such a mess in the first place.

So, if you know you can comfortably deliver 30 articles in a month, make your offer for only 15 or 20 articles. Promise delivery in THIRTY DAYS - and then delight your clients by delivering EARLIER! Think they'll be ecstatic? You bet!

Price it at a ridiculous discount. What would you say if I offered to write a 500-word article for you, custom-done, unique and tailored to your needs - for just $2.50 or even LESS?

Would you think I'm INSANE?

Yep. And what if I then delivered a knock-out piece of writing that you would regularly expect to pay $15 or more to have anyone else write for you? Can you spell D-E-L-I-G-H-T-E-D client?! :)

Your goal is to do 2 things:

- get clients lining up to do business with you
- give them MORE than what they expected

Both of these help you establish two critical things - CREDIBILITY and TRUST. Once you have them, the sky is your limit. Without them, you won't get off the ground.

Which brings me to the next requirement - Samples of your writing skill.

Provide 1 or 2 samples of your writing. Yes, FULL articles that took you time and research to write.

Am I crazy for telling you to give away your quality work?

Yes, crazy like a fox! Folks who read your excellent article may even take it for their own use - but guess what else they'll do?

They'll REMEMBER You!

The next time they have work to outsource, who'll be the person they'll think of giving it to? The stuck-up writer who demands $15 per article, "cash upfront please, I don't like being cheated later"? Or YOU?

Get my point?

So to summarize, make your WSO irresistible, in quality, in price, in every other way - but DO NOT bite off more than you can comfortably chew. This last bit is vital, as you'll see in the rest of this report.

Step 4 – Build Client Relationships

Your first offer is what is called a 'loss leader'.

And it only makes sense if you use it to build relationships with your clients - ones that you can leverage for future profit and business.

So here are some mandatory steps to take BEFORE you run your WSO.

1. Establish a process to collect contact details from your clients. Depending on how you plan to communicate with them, you may collect name, email, address, phone number, fax or any other data you'll need. Don't go overboard - tailor it to your preferred method of contact.

2. Craft a series of messages to use in your follow up. For instance, draft out a 'thank you' letter that goes out INSTANTLY when your new client orders your article writing service.

   Will that impress them? You bet. Hardly ANYONE does it, so you'll stand out by being 'different'. Want to take it a step higher? Send them a post card or thank you note in the post. Or call them on the phone!

3. Offer a bonus or gift. Most people love freebies. Throwing in something that adds value to their purchase, and one they didn't expect, adds to the 'delight factor'. It doesn't have to be expensive - just relevant and useful.

4. Ask for feedback and testimonials. Once you've delivered your work to first-time clients, make sure you ask for feedback. Are they happy with your work? Was it all they expected? What more would they like to see added in the future?

And as you establish two-way communication, take this relationship further.

Ask your clients for a testimonial, one that you can feature on your website and marketing material to convince other new clients that your work is of high quality.

Ask your clients for referrals - if they liked what they got from you, they'll be glad to tell a friend... because it makes them look good in a friend's eyes!

Don't give up if you don't get a response the first time. People are busy. You are NOT their top priority. But by being respectfully persistent (without being obnoxious, intrusive and rude), you will win over 90% of your clients into a friendly relationship (yes, there will be 10% who don't respond at all - don't worry about it!)

Step 5 – Conduct Surveys

You can do this at any time in the process, but it's best to wait until there is some kind of trust between you and your new clients - otherwise, they

may consider you a pest and unsubscribe from your list or ask you to stop calling!

So go slow. Give value. Reinforce the value. Then run surveys.

Ask about their business. How does your article writing help them? What kind of need will they have for your article writing services in the future? How often do they give out article writing contract work? What budget do they have for it?

Also, find out how valuable your work is to them. Did they feel they got a return on their first investment in your services? Can they quantify it? That is, measure how much income came in directly from your article? If they can, then it becomes easier to justify spending MORE money with you in the future!

Finally, ask for the sale.

Don't be bashful or shy. Offer your article writing services again. Explain the reasons why you ran that first WSO... to give new clients a taste of your skills. Now that they are convinced you are good, would they consider doing more business with you?

Be convincing. Show-off what makes you superior - your writing quality, your commitment to detail, your extensive research, your expertise in the niche (this is where you can stand-out by being a specialist), your timely delivery of finished work, your proof-reading and lack of grammar and spelling mistakes... everything.

But NEVER mention one thing.... PRICE.

You do NOT want to brand yourself as a low-cost provider - EVER.

That's the bottom-feeder mentality that can DESTROY your business model before it has a chance to take off. Because whenever someone else comes up with a cheaper offer, you've lost your edge. Also, with lower price, you attract the WORST possible client - the price-sensitive commodity shopper who values skill and quality less than discounts and deals.

It's hard work, but the time and effort you spend on educating your market will pay off rich rewards in the future business it earns you.

Step 6 – Generate Repeat Business

This may well sound like blasphemy, but it's true.

You do NOT need huge client bases to reach your income targets.

Forget about wanting 200 customers or 500 or 2,000. Your income targets can be met and exceeded with VERY few clients - as long as they are top quality clients who are delighted to work with you, appreciate the quality you offer them, and are willing to pay for your work.

But repeat business is NOT automatic or guaranteed.

You've got to be pro-active about wooing clients' business - and continuing to offer high value for price.

So once you've got your first batch of clients, and given them great value, it is VERY likely that 30% of them will become repeat buyers.

To go back to the example from before, if you can write 30 articles a month, and ran your first WSO offering to write 15 articles and got 15 new clients, then out of this group, FIVE will likely give you more article writing work.

Offer them an exclusive set of FIVE articles this month - at a discounted special 'clients-only' price that's lower than your regular rates. If your WSO price was $2.50 per article, and your regular rates are $15 each, you might price this special deal at $10 per article, or even $5.00

The goal is to get at least 5 people to come back to you for a bigger pack of articles.

Always be fair to your clients. Let's say you fix a rate of $10.00 per 500-word article. That's cheap. You can then make it clear that you might offer the same (or similar) article to a small group of others (say, a MAXIMUM of 10). That's a fair deal, because your client knows there'll be little competition, and still gets high quality content at low price. You get paid a fair amount for your work on the article writing.

With 5 people ordering 5 articles each, you'll now write 25 articles over a month - and earn (25 x $10) = $250

That's less than your income target of $3,000 - BUT you've now got 5 REPEAT buyers... and that list is worth GOLD.

Plus, you're going to 'Wow' them again... by giving them not 5 articles each, but SIX!

Yes, you have reserve capacity for 5 more articles (remember, you can write 30 each month?) - and you give away one each to DELIGHT the valued clients!

And you'll be monetizing those extra 5 articles as well - see the future section on repurposing - so you'll get to kill 2 birds with one stone!

Step 7 – Gunning For Continued Business

Until this point, you're still in a position where you need to 'sing for your supper'. In other words, you sell and you win contracts. But that's hard work - and as quickly as possible, you want to move over to getting steady continued income from article writing, without chasing constantly after new clients.

So you make your REPEAT buyers a hard to resist offer.

If they'll commit to ordering a certain minimum number of articles every month, you'll lock them in to special low rates - FOREVER.

Many will accept. Sell out as much of your 30 articles/month inventory as possible, even at lower than full rates. For example, you could offer to do them at $7 each instead of your regular rate of $10 - but only if they agree to a minimum order each month.

Then, get permission to bill their credit card every month - AUTOMATICALLY!

In one stroke, you moved from 'stop and start' cash flow to a 'steady income stream'.

Step 8 – Repurpose Your Articles

Remember the extra 5 articles you wrote which you gave away as bonuses to your REPEAT buyers at no cost.

Well, how about selling just ONE MORE copy of them - to your non-repeat buyers?

At a special discount!

There's one little thing you should do, but it's easy. Rewrite most of the article - a simple rewording is enough. After all, planning and researching an article is the hardest work. Rephrasing most of the content is easy - and quick.

By giving your first-time buyers another very special deal, you'll increase the chance of making them REPEAT buyers - and as I've already mentioned, this list is GOLD.

- They buy more often.
- They buy higher value.
- They complain less.
- They are happier to give you referrals.
- They stay with you as clients for longer.

After all, they are buying the SECOND time only because you delivered great value the first time!

There are many other ways you can repurpose content that you haven't yet sold.

You can convert articles into shorter blog posts and sell them with PLR rights to a different group.

Or compile them into a short report or ebook - and give it away to build your list, or sell at an introductory low price.

Or you can turn the articles into a rebrandable PDF report using one of many tools like ViralPDF - and then let others rebrand it for a low fee... or even free, if it helps build your business and brand.

Or you may just keep the reserve articles in a folder, to bundle into a WHOPPING big collection of themed articles - to sell in a grand gala sale, later on.

Studying The Numbers

What I've presented is a VERY MODEST set of results that will not be hard to meet. If you're a more marketing savvy person, and you make the right offer, you could have 30 new clients in the first round (or second) - and that will ramp up your results even faster.

But even with these modest figures, if you stick with the plan and follow through, here's how your numbers will look:

1st W.S.O. - 15 sales - $37.50
Follow up offer - 5 sales - $250

Monthly billed clients - $175

Later W.S.O. - 30 sales - $75.00
Follow up offer - 10 sales - $500
Monthly billed clients - $350

And because you have told clients you will be making the articles available to a few other buyers (preferably after modification), you have room to be creative with your marketing.

- You can bundle 5 articles into a 'pack' and sell it to 5 buyers
- You can auction off individual articles to the highest bidder
- You can compile a few related articles into a report, and sell it to 5 buyers
- You can run TEN rounds of WSO's - without writing a single new article!

And each round will bring you a new group of repeat clients. With each repeat client, on average, spending $35 with you every month, you only need 85 clients to hit your target of $3,000 a month.

This is from thinking LINEARLY. There are multiple ways to tweak these figures by throwing in other options, like making it a membership program, creating PLR article packs, licensing deals, customizing the content for specific purposes and more.

But to fit the theme of this report, just by writing articles and running special offers, and getting repeat sales from delighted clients, you can touch the magic $100 a day level working 1 to 2 hours every day - within a year.

Step 9 – Prepare To Explode

If you've done all the steps to this point correctly, you'll be creating a buzz in the marketplace. People will be talking about you as the 'go to guy or gal' in your specialty. You'll get unsolicited requests to write articles.

You can run a second special offer, and get a fresh round of clients to do business with you. And out of that new group, a few will become repeat clients.

Soon, you may find yourself stretched to breaking point.

Don't break. Instead, get smart!

Many infopreneurs at this point will either get greedy and raise prices, or get lazy and start pushing out shoddy work, or simply close ranks and turn down further business.

You don't have to... if you use LEVERAGE.

I mentioned how many writers are running WSO's for article writing services. Surely some of them will be glad to partner with you?!

So ASK THEM.

Make them an irresistible deal - by giving away 70% or 80% or even 90% of YOUR profits to handle your overflow.

Remember, 100% of nothing is still NOTHING... and 10% of something is more than that!

Of course, negotiate the best deal for yourself - but don't get stingy or small-minded or you'll lose more than you save.

By partnering up with other quality writers, you are now taking another significant step up the business ladder...

You're turning a 'money maker' into a 'business' - and positioning yourself as a 'business owner' instead of a contracted employee.

Fun, right?

Step 10 – The Home-Run

You're now in an enviable position that very few smart, savvy article writers ever reach.

From this point forward, there are multiple options available - and you should consider the one best suited to your needs.

You can continue working your part of the business and handing over extra work to your partners.

You can recruit more partners to handle the writing, and you can focus only on client acquisition and support issues.

You can even move away from these bits, and find a reliable person to outsource that part.

And then, you're free to reinvest part of your profits into growing your business further.

Develop a systematic approach to running WSO's to get new clients into your article writing business 'funnel'.

Run paid ads or contact JV partners to fill the funnel at the widest part of the mouth.

And then, by following the same sequence of steps that let you build your first set of REPEAT BUYERS, you'll get an ever growing number of new clients to keep doing business with you for longer, paying you more money per article, and doing it on a monthly recurring basis, giving you cash flow security and business stability.

You can also widen your product line by packaging your surplus articles into bundles to offer with PLR to MULTIPLE buyers - so nothing goes 'wasted'.

You can sell 'semi-exclusive' or 'non-exclusive' rights to your articles, letting you use them yourself to monetize in different ways.

You can consider licensing and syndicating deals for your articles, giving you another income stream that's recurring and ongoing.

And there's a lot more - but that's way beyond the scope of this report. :)

We've come a long way since we started out with a WSO writing 25 articles a month - and now have the foundation of an article writing BUSINESS that could potentially become a content creating POWER-HOUSE.

But it all begins with taking ACTION.

Reading this report may get you all inspired and fired-up - but it matters nothing if you don't follow up with a plan and put it into action right away.

It's not complex or tough or risky.

It does require some effort, though - and commitment to a goal.

I hope you found this short report helpful, and wish you every success as an article writing business owner.

To your 'Bum Marketing' REVOLUTION!

All success
Dr. Mani

Internet infopreneur **Dr.Mani Sivasubramanian** has been online since 1996, and helped hundreds of business owners build online information empires. He shares powerful tips, ideas and secrets about achieving success and building massive wealth from information products in his "Internet Infopreneur Tips" ezine. http://www.internetinfopreneur.com/

Graphics

Written by Michelle Brouse

This chapter was written to encourage and help everyday people who would like to create graphics for CASH! You can begin an entire online business creating graphics, or you can keep it to a couple hours per day by accepting only one client or "mini-site job" per day.

Hello, my name is Michelle Brouse, owner of ECoverFX.com. I'm a 40-year-old "stay-at-home mom" of two incredible little boys. This cool mom has been successfully making money by creating graphics and websites for around 7 years.

I originally started by creating websites and graphics for local customers in my area, then I began to specialize in online "mini-site" designs during the past 2-3 years. It has been a wonderful – and profitable – experience for me. One that has allowed me to build a "for real" online business that will keep getting better over time.

If you have a strong background in Art, creating graphics online will be very easy for you. If you can't draw a simple stick figure, don't worry - you can still create graphics online (honest, you CAN) … even if they are just YOUR OWN graphics. You will save money by not hiring designers and you'll be able to create your own graphics on YOUR schedule. Or, you can take it to the next level, create graphics for others and get paid quite well! But it WILL take a bit of time and practice.

How MUCH time and practice, right? Hmm, well now…

That depends on you and the type of person you are. You may be a very motivated person who will turn out to be like two of my "partners in design" who rapidly jumped the scales to create designs for some of the biggest names on the net in less than 6 months – or you may just want to work with local customers in your area. Either way, the better you get at creating graphics, the more you will be able to charge – and the less time it's going to take you to make that $100.00 per day.

Now I'm not going to "sugar-coat" anything here – you may have a large learning curve in the beginning and this is going to take some WORK. Are you afraid of that 4-letter word? If you are, then creating money from "electrons" over the internet may not be for you. Never mind how easy they all say it will be – it might be "technically" easy – it might not take every ounce of your brain power all the time, but it will be WORK.

So how can you create graphics in a couple hours a day to earn$100.00 bucks per day?

You CAN, but first you're going to have to learn how. You'll have to get used to the stock houses and how to search for the right images. You will need to know the legalities concerning the images you use, so that you don't get yourself or your customers in any kind of trouble with copyright disputes. You'll need to develop enough skill to put the images together quickly and efficiently. You'll need to learn how to relate to other people and ask the right questions so that you can dial in the design on the first couple tries. Sure beats the heck out of sweating in some factory, though, I can tell you that.

You will also need to PRACTICE. Practice, practice, practice. Just like anything else you've gotten good at – you'll have to practice. Some people have a natural "eye" for graphics and how they go together – others have to develop that "eye."

One thing that will help you build an "eye" for graphics, is to surf around the internet and look at some of the graphics other designers have created. Go through some of these websites to look through other designer's portfolios. You'll begin to get a feel for how they use color, shapes, text and images. Pay close attention to the design they use for their own personal website too, not just their portfolios.

You can find a whole bunch of different designers located at: http://www.minisitewars.com/. We have been "at war" to see who creates the best mini-site designs, so some of the top dogs are linked from this page: http://www.minisitewars.com/designers.html
You'll find many great design samples by checking out everyone's portfolios.

Now, many of us don't mind you creating what is called a "swipe file" from our sites (and I won't speak for everyone), but you can do it as long as you don't copy anyone's work or misuse their graphics. That would be a violation of copyright. More about creating a swipe file later, but I do want you to know the best way to develop your "graphic eye" – is to find other designs you really like – then keep going over every little detail – asking yourself WHY you like the design. Then you'll try to do something similar yourself.

The current "fad" in website design right now is ebook covers, software boxes, headers and one page mini site designs. By this I mean there is a HUGE market for these services. If you can learn to create these types of graphics, you'll be making $100.00 per day in no time.

What IS a "mini-site" design anyway?Glad you asked!

Mini site designs are simpler to create than huge "full blown" websites, plus they have been proven to sell digital and other products much more effectively. These "mini site graphics" consist of:

- Headers – images for the top of the web page
- Footers – images for the bottom of the web page
- Backgrounds – images that are used for the backgrounds of the web pages
- Order Buttons – a graphic that has a pay link attached
- Software Boxes – an image that resembles a software box like the box you'd get when you purchase software
- eBook Covers – images that look just like a regular book cover
- Navigation bars – may be images or text attached to or below the header
- People Pictures – images that are cropped and cleaned up to show who created a particular product, or to be used with testimonials.

Since there are so many new people getting on the internet each day, there are many MORE people who are learning how to develop their own digital products. These digital products need the images listed above to help sell these digital products. That means the digital cover/mini-site design market isn't going to disappear any time soon.

You can always do "print" covers too. There is a large market for actual book covers that are sent to a printer or fulfillment company to be printed in hard copy, not just digital form. The better you are at developing print graphics – the higher your fees will go.

Let's Get Started By Explaining The Tools You'll Need

Hate to tell you this… but first off, you will HAVE to get Adobe Photoshop to do this job quickly, easily and professionally. I know there are many other graphic programs out there, but Photoshop is the industry standard. You can do much more with Photoshop that you can with other programs. There is simply too much to list here, but if you want to create the BEST graphics, you need the BEST program for the job.

The reason I hate to tell you that you'll need Photoshop is because of the expense. You can go to Adobe Photoshop and see that the current price is around $649.00. Expensive, yes – but worth it.

Now…

You can always try "EBAY" if you would like to try finding a bargain on Photoshop. I just did a brief keyword search on "Adobe Photoshop" and here's what I got: Photoshop on Ebay.

Now, I CAUTION you – if you decide to buy ANY software from Ebay, PLEASE – READ THE AUCTION DESCRIPTION CAREFULLY. Check the seller's feedback, buy from a power seller and make sure they don't have a bunch of negative feedback within the last couple months. Buyer BEWARE. But hey, Ebay is always an option - unless you have an extra $650.00 laying around to spend.

Or, you can do the trial download from the Adobe website which lasts for 30 days. See if the interest and the ability is there, then buy it later.

Here is another important reason you will need Photoshop.

You can buy what they call "action scripts" to create ebook covers that will cut your time and learning in half. Action scripts are little "plug-ins" that work with Photoshop. What they do is convert an image that you create on top of a flat guideline into a 3-D ebook cover. These things are amazing and after I got used to them it took me a WHOLE lot less time to create ebook covers, report covers, software boxes etc.

So here would be your basic breakdown "tool list" so to speak.

- Adobe Photoshop – try not to go earlier than version 7.0 – or you may have trouble finding the right action scripts.
- **Action Scripts** – There are many different action scripts available from different people. If you need action scripts, Mark Monciardini has a very popular package called Cover Action Pro.
- **A swipe file** – to get your ideas flowing.
- **Domain name** – think of something catchy to call your design site and buy yourself a domain name. You can go to a domain name registrar such as www.godaddy.com to purchase a domain name.
- **Hosting** – you will need to create your own website for showcasing the graphics that you have already created, then you can add to your portfolio each time you create designs for new clients. Just do a Google search for "hosting" and select a company that will meet your needs.
- **Website** – try to create yourself a nice design for your own website. Add in a contact page so customers can contact you with questions. Add a portfolio page to showcase your talent. Add a price list for your services. Explain a bit about yourself and your services on the homepage of the site.
- **A Plan.** Exactly what do you wish to accomplish online with graphics?Do you want to stick to $100.00 per day?Would you like to

create an entire graphic business?Would you like only $300.00 per month?Think about what you want to accomplish before you begin. Create yourself a plan to follow. Then STICK to the PLAN!

The 'Swipe File'

As I mentioned earlier, the best way to create a good swipe file is by collecting graphics from other designers that you take a liking to. This is allowable, as long as you don't directly copy their work. In other words, you're not collecting graphics for "replication" – you are collecting graphics for STUDYING and LEARNING.

The purpose of a swipe file is for generating your own ideas. You can study how other designers use colors, text and layouts. If you look at enough graphics, you'll start to "get it". You will begin to develop the "eye" you need. You will need to learn what looks good to you and also what looks good to your customers.

How do you create a swipe file?

First, create a new folder on your hard drive called "swipe file" or something you'll remember. Then go to your favorite designer's website and right click on the images you'd like to study more in depth later on. Save the images to this new folder and you'll have an instant swipe file to browse through when you need ideas. Just remember to be nice with other's graphics, or you may get caught red handed breaking some rules!

Bubba will be right over.

You know – Bubba - big guy. Green. Got one eye in the center of his head.

Hahahaha!

Yes I'm kidding about Bubba, but…

You CAN get into really big trouble for violating copyrights. Just play it safe and do your best to avoid any copyright issues.

How Long Will It Take To Get Started?

About 1 day!OK, OK – maybe not ONE DAY – but how long is it going to take you to buy the tools, get them installed and block off some free time to learn something new and fun?That's about how long it will take to get started.

Ok then, how long will it take to earn money?

Like I said – that depends on you. On your priorities, how much time you can spend learning, how quickly you pick up on new software. Don't worry if you're a bit slow, so am I. It will take some people longer to learn and it will take some people less time. If you already have Photoshop and know how to use it – you can begin today.

What To Do First

After you get Photoshop installed, you will need to learn how to use it. There are literally thousands of tutorials on how to use Photoshop and thousands of books on the subject. If you do a Google search on "Adobe Photoshop Tutorials" you'll find a list like this.
http://www.google.com/search?hl=en&q=adobe+photoshop+tutorials&btnG=Google+Search'

Mark Monciardini has some great tutorials at:
Mark's Photoshop Tips
Mark's 101 Totally Awesome Photoshop Tips

Start with some tutorials that are easy enough to teach you how to use the basic Photoshop tools. Once you know how to use the tools – it will become easy to create awesome graphics with the program.

A Few Tips On Image Houses And Their Rights:

Here are the main image houses most of us use.

- http://www.istockphoto.com
- http://www.bigstockphoto.com
- http://www.dreamstime.com
- http://www.sxc.hu
- http://www.clipart.com
- http://www.morguefile.com
- http://www.phototricity.com

There are more, but those are the ones our group uses the most. Let me tell you something right now. WATCH YOUR IMAGE RIGHTS. Go through and read each website's TOS and licensing agreements. I will try to break it down here for you, but depending on what you want to do with a particular image – the rights are rather strict. I've been through literally tons of TOS and licensing agreements. I do have a complete report on this topic that is currently located at www.minisitefx.com - but it will be moved soon to it's own domain name at: www.knowimagerights.com

For now, here's the scoop as I understand it:

- If you want to use the image for TEMPLATES, website templates, header templates, whatever… you need to go to www.bigstockphoto.com, http://www.morguefile.comor http://www.phototricity.com. You may not use images from the other sites listed above for website templates. The only exception ishttp://www.sxc.hu(as long as you get permission from the owner of the photograph!) When you create graphics for other people, you'll have to ask if they will be reselling the graphics with their products. Many people will want to do this, so you will have to keep that in mind when you select your images for your design work.

- If you want to use the image for your own website, or to create a one time design for ONE client – you may use any of the sites above. As long as you are using the images for your OWN sites and will not be reselling the designs you create (as website templates or header templates) – most stock houses will allow that with no problems.

Well, OK… you can also purchase rights from some of the other sites above if you'd like to make templates with them, but you'd better be making SUPER money first. Check the fees; you'll see what I mean. I think iStock and Bigstock have allowed postcards etc. for like 50 credits now which is not so bad – but you are talking 50 bucks PER IMAGE.

Try looking through Comstock or Corbis however. Uh-huh, that's right – none of us want to pay $89.95 or better - just to use an image one time, when it can't be resold on a template, you can't make a postcard out of it – etc. If I'm paying that kind of money, I'd better be able to do what I want with the image. I'd rather go pay a buck or so at the cheaper stock houses, wouldn't you?

What's the difference?

Why are rights on images different for postcards and templates than they are for book covers?

Well, if you are using the image on a postcard or greeting card – the image is the BULK of the product – or over ½-¾ of the product, which would be considered "reselling" the image in it's entirety. That's a no-no.

Same with reselling any kind of templates that include your freshly purchased image – you would essentially be reselling the image. Also a no-no.

But… if you put the image on a cover, or inside a book – the image is LESS than ¼- ½ of the total product. The BOOK - not the image, is the "actual product, which is OK.

- If you want to use the image for ebook covers, or within ebooks, you may use any image site listed above. This is because the BOOK, not the image, is the product.

- If you want to use the image on a personal (non-commercial) website – you may do so from any of the sites above.

- If you want to use the image on ONE commercial website – all the sites above are OK with the exception of sxc.hu I believe. Double check on the rights when you select your image.

- If you want to sell the image one time to one customer for one ebook cover, website, etc – this is allowable by most of the sites. If you use the same image for another customer or design, you will need to go buy the image again. Just be sure to give the TOS a quick check on each site to make sure something hasn't changed since I wrote this up.

Those are the rules as I understand them, but please – don't just take my word for it. Go look. Take some time to know your rights when you purchase an image. Make sure you use it within those rights. Or else…

Was that Bubba's big brother I heard? :-O

How To Get Your First Customer

There are a number of ways to get your first customer. I'll explain how I personally got started and it was almost an accident -- till the light bulbs started going off in my head!

Back in April of 2005 I joined a website that literally threw me into Internet Marketing. I can't say enough about that membership site, I LOVED it. This site has since been sold to another owner and unfortunately it's currently closed.

Before joining this membership site, I was already on a mission to create ebook covers. I hung out on Ebay quite a bit. Ebay was actually where I found "ebooks" and their "covers". Then one day I came across a product called Public Domain Mastermind on Ebay and bought it. If I remember right, Public Domain Mastermind linked me over to one of my all time favorite Membership sites –The Lost Files, which was created originally by a man named Russell Brunson.

I originally signed up for the Lost Files because of all the work they were already doing with Public Domain material. I didn't have to SCAN any books – I didn't have to TYPE any books, the Lost Files had all of that covered. I received the word docs that I could edit; got the pdf I could sell and the legal documentation that would protect me. I was glad I didn't have to find a good lawyer!And for the price, the deal couldn't be beat.

Anyhow, with my previous experience being what it was, I thought the Lost Files was a fantastic idea. I joined within a week of first looking the site over. On finally logging in, I found that the Lost Files had a "Forum".

Oh, my GOSH!!!

The Lost Files Forum was the very first "forum" I'd ever seen, or been involved in. It was so cool. I met some fantastic people in that forum, including Russell Brunson himself. Since I was getting these cool books each month – guess what?To get them sold, they needed graphics. Go figure!"Wink-wink!"

Here's how I actually started breaking into the internet/graphics scene:

First I learned how to create ebook covers for my monthly books at the Lost Files starting for MYSELF first. In other words, I had planned on using these books to resell online, but they had no graphics. I created my OWN graphics for the ebooks, until I got quite good at it. When I finally discovered action scripts, this made my graphics look much more professional and shaved HOURS off my time. Instead of creating them the hard way by hand… I started coming up with some REALLY nice looking covers – uhg… FINALLY!!!!

Since I loved the Lost Files forum so much, I thought it was a perfect place to get some opinions on my new covers and offer them for free to the other members. Figured since I was already doing the work for myself, why not share it?We all were using the same ebooks after all, why not let the other members use the graphics too? I bought a domain name called ECoverFX.com and posted the graphics there so the other members could download them. Originally I had ebooks and other stuff on the site – but converted it to a "mini-site" a bit later. I told the Lost File members that they could use the covers on their own sites if they chose to, no charge.

A couple months after I started doing this, some of my posts were getting hit really hard on the "Free Ecovers". Then one day, I think it was Richard Osterude (also a Lost Files member) who emailed me and said:

"Hey, you should build your own little membership site and create complete mini-site designs with the ecovers. Then sell them to the members of the Lost Files."

I thought about that for a while and realized… you know – that man is right. But would that be OK with Russell?So I just asked him. I sent him an email and said hey, would it be OK if I went ahead and created a membership site to sell graphics for our books?Russell came back with the "sure, go right ahead."

What Russell actually allowed was sort of a "piggy back" site that went along with his site and that was really nice of him. I was in effect using his name and his Lost Files membership site to build something new from. If it hadn't been for Russell, I wouldn't be as far as I am today – that's for sure. He's a great guy.

And that's where my first customers came from. The Lost Files Forum. There was a need, I filled it – and I created graphics for the Lost Files for close to two years, until the site closed down. So let it be known, that FORUMS are a super place to start getting your graphics around. Give some for free if you need to at first, so that people get to see what you create. This also will circulate your name so that people will recognize you.

All you need to do is look around. Do some brainstorming. Here's some more ideas on where to get your first customer:

- Set up an Ebay auction in their "services" area – offer your covers and graphics in an auction to get started.
- Put an ad in your local newspaper to gain local clients for design work. You can create logos, basic website designs and various other graphics like flyers.
- Set up a website and write articles about it to gain traffic and spread the word.
- Join forums and start meeting people!
- Go to the Warrior Forum at www.warriorforum.com/forum and make a special offer for your services to the members there.(That's actually where a few more of my customers originally came from.)

You'll find yourself getting some business pretty quick. Word will spread. You'll get a portfolio and a good name really fast if you do it right. I'm willing to help the motivated and will be creating instructional courses that will teach this information more in depth, but so far I've been too busy designing!

Forums To Join

Obviously forums remain my number one way to gain customers, other than word of mouth. Here are my top 3 picks for the most valuable forums on the internet (to me anyhow, in terms of marketing information, networking and gaining customers for my design work.)

The Warrior Forum at www.warriorforum.com/forum
Willie's Inner Circle at www.innercirclemembermichellebrouse.com
Conquer Your Niche at www.conqueryourniche.com/forum/ECoverFX

Now, listen folks. When you go register in these forums, please don't go in there acting like a fool. It is simply not tolerated at any of the above forums. If you don't follow the forum rules, you'll be booted. Easy as that.

You can also do a Google search for "graphic design forums" and you'll find a large selection. See Google Search on Graphic Design Forums.

When you find a forum you like, here are some of the first things you do when signing up:

- LOOK AROUND FIRST! – Don't just hop in there, start posting all over the place and try to advertise when you first walk in the door. That's just rude. Pretend you're walking into someone's home for the first time. Normally you take a look at your surroundings first and say something like "nice home!" BEFORE you start discussions. Right?Treat the forums the same way.

- Try to keep negative comments and posts to yourself. Now granted, I have added a couple negative posts in my time – but I learned quickly enough that it isn't really necessary and negativity tends to turn people off (including me). The only time I get too negative is if I have been ripped off by a person or product – and not just "slightly". I will tend to voice my opinion on it. Even then, the members will put up with a few of those if you're normally a positive person who likes to help other forum members out. If you go in with negativity, don't expect to be well received.

- READ first. Go through many of the posts and "lurk" (as they call it) for a while before you start posting. Get an idea of what the community is like. You may not even LIKE a particular forum after you read some of the posts – so don't bother. Go find a forum you will enjoy.

- Ask Questions and Be Helpful. If you have experience with something and someone is asking for help on that topic, try to help

them out. Ask questions that you need help with. Let the other members of the forum get to know you.

- One more thing, don't attack the forum owner!Poor Russell. When I was new, thank goodness he looked the other way on a few of my posts. I think he knew I didn't have a clue, because he could have easily said – "Look Michelle, just stop that or you're out!"

Building Your Relationships:

Building your relationships is one of the best things you can do for your business.

What do I mean by that, you ask?

It's quite simple. Every customer that comes through your online doors, you need to treat with respect and gratitude. If your customer is not happy, then by goodness, you'd better not be happy. I don't care if you get the customer from hell, you treat that person as nicely as you possibly can.

And yes, I know there comes a point where you can be **too nice and** there is a point where you have had **all you can stand** from one particular customer… but please. Just be NICE.

If you can't do the design job that is requested by one of your customers, that doesn't mean about 5-10 other designers online can't do it either. When you get to the point that you can no longer help a customer out, then you refer them to someone who CAN. Just be nice, refund your customer's money and leave them links to your COMPETITOR'S sites – so they can get their current job done.

Link To Your COMPETITORS?

Yep, that's what I said.

If you know "Bling Covers" can do an ebook cover for your current "unhappy" customer, then send your customer over there. The owner of the other site will thank you for your referral and your "unhappy customer" will appreciate your honesty. If you think of "win-win-win" all the time, you won't have a problem doing this.

Remember… every interaction you have with another person online can make you or break you. I have found that out the hard way, so please.

Take my advice. It's not hard to do and once you're in the habit, you'll find that your online business will only get better.

How do you create these relationships?

Many relationships are built in forums, from your customer base and from "word of mouth."Let's breeze through each one real quick so you have an idea of how to build super relationships with others online.

- Forums – As soon as you select a few forums that you would enjoy being a member of, keep an eye on the posts from people you think are doing really well in graphic design. Some of them may have their own personal forums, so if you find a couple designers you really like, check to see if they have their own forum set up. Some do and are available for questions from other designers. You'll find a few of them around if you look, or you can just ask your favorite designer questions through email too. Find an email address from their contact page, shoot them an email and ask your questions! ☺

- Your Customer Base – Don't be surprised one day when a top Internet Marketer emails you and asks you a few questions. When this happens and believe me – if you do this right – it WILL happen… please try your best to help them!Once you get a few big guys over to your site, don't let them run off to another designer. I've got some funny stories about this that I'll save for another time – but I will tell you this. If you make some of the big guys happy, they will tell others – which will bring…

- Word of Mouth. I can't tell you how many of my customers have referred me to their friends. News travels fast, so if you do a good job, you're easy to work with and you are affordable, word will spread naturally. Even if word spreads through the guy who just emailed to ask you a few questions, yet liked what you had to say. ☺

How NOT To Get Taken Advantage Of

Well, I almost didn't add this in, but I can't help myself. You guys need to know this. Trying to talk about it in the correct manner will be a bit difficult – but here it goes.

In the past, I have done a lot of FREE WORK. There are various reasons for this and I'll try to explain why I do some of these crazy things I do. As you have already read, I sent out ecovers in the Lost Files forum for free.

On that deal, I was already doing the work for myself anyhow and I didn't mind sharing. Not everything has to make a profit. By giving out those free covers, I had lots of people coming over to my site to get an ebook cover or some site graphics, so it actually paid for itself many times over. Plus, I made a few great friends, too.

I have also created many free designs for friends, customers and even some top Internet marketing people. I never mind much, usually they are not the "take advantage" of you type of people. Plus they like to return favors. If I have the free time and one of them needs a set of graphics, I'll set them up. Then I'll send them over with a "no charge" note.

But, there are a few rules that go along with this risky type of relationship building. And I do like to look at it as building relationships. On your end, you may need some extra graphics for your portfolio, you may need a testimonial, etc. Don't be afraid to say, "You know, I could really use some help on my website. I'll give this design to you for nothing but a nice testimonial." 9 times out of 10 your recipient will be happy to write something up for you. You'll meet many people who will become online friends and you will find yourself working on a lot of fun things with many cool people. This kind of "sharing" can work out great – with no contracts, no hassles, etc.

Now, other times… the process may not work out too well, so I'm going to tell you what to watch for. And how to protect yourself. Personally, I have made one very bad mistake that cost me a whole lot of time, MONTHS in fact and I don't want any of you to fall for this trap.

There will be people out there (I don't want to scare you) that will take advantage of your very soul. You have to be careful. I'll try to explain the best way I know how - without making you change your mind about working online. So here's the story.

One day I had someone Private Message me in one of the forums due to a book I had put together over Halloween, 2005. This guy wanted to "JV" with me on my book, telling me that he could get several sales from 3 websites that needed built. He would plug these into his "traffic flow" and we would partner on the sites 50-50. I said, "Sure, sounds good."I had agreed to put the websites up since I already had everything done on my own site and we would be using the same design on each domain name.

About 3 days later (more or less - can't recall) I got a bad impression of this guy, because he was starting to get "pushy". By this I mean he was in too much of a hurry and didn't seem to understand that I had OTHER PROJECTS – not just this one. So I kind of let him have it saying "Well, ya know – I've been a bit busy and I don't think I care for the attitude

here."We went back and forth a couple times and I always TRY not to be rude, but I was getting to that point.

Finally the guy told me all about this huge idea he had, that he was doing this because he lost his kids, he was trying to get them back – and the whole nine yards. Being new – I fell for it. I had not yet encountered any real trouble online so far and had no reason not to give this huge project a shot. It all sounded great. What ended up happening was that I did 3 MONTHS of graphics, with this guy pushing me the whole time. We even got into at least two arguments over me not getting my OWN work done. But… the man was good. He was REALLY a GOOD CON!

He had very well-known marketers on his list who were helping him. He had programmers, he owned over 1500 domain names, etc. He had a reason for everything. He also **never had any money**. He partially paid people, he said he would pay, he agreed to splits on profits, anything to keep a few more people working. He even set up a founders group to pool a bunch of online folks (high names included) – that people "bought into" for 2-3 hundred bucks each. Eventually ALL of them lost their money.

Finally, after many months of "no longer doing free work" but remaining "civil" with this guy, I had finally had it. I started catching him in lies. I started to see what he was really like and this took months people. We're talking from the end of September 2005, until let's see – around April 2006?A good 7 – close to 8 months it took me to figure all this out.

The final straw was when I ran across a "fire sale" this guy had which included a product of mine, plus two others from another friend of mine (Willie in fact) – yet none of these products included resell rights. This man had no right to have these products in his sale. I called him on it. He flat out lied to me and I busted him in writing. He told me my product was not in his sale, but when I asked someone who bought it, they confirmed that it was, in fact, my product.(They didn't know, I just asked for the title of the book, which they gave me.)

That was when I went off!I not only confronted the man straight to his face, I pretty much dogged him in two forums, which I should not have done – but you live and learn. I was very angry. It was the Warrior Forum that saved my tail on that deal, because I asked for advice from the members before I went and did anything else stupid. They quickly calmed me down and got me focused back on my business. So believe me when I tell you, forums are great – in more ways than one.

Now, what could I have done differently?How could I have saved myself from all that trouble?Looking back, I had my first clue right when I felt "pushed" by this guy. My gut instinct told me he was not going to be easy

to work with. I went against my gut anyhow, figuring well, I can help – it may make a lot of money and blah, blah, blah.

Rule One - Never, Never, Ever ... Go Against Your GUT Feelings!

If you feel something isn't right – you ARE CORRECT. Don't second guess yourself, don't question yourself – you feel that way for a reason. You are nervous because something is telling you to step back and look at what you are doing or what you are about to do. LISTEN to your gut. ALWAYS!

Even if you know the person and you know they are super – not every project will be something you can work on together. It may not be the right timing. So move on. Don't get wrapped up into beating a dead horse, 'cause the horse is not going to get back up no matter how long you beat it.

Rule Two – Watch for Tell-Tale Signs of Con Jobs.

One of my favorite forum folks says something like this:

"Whenever someone flaunts the fact that they are so great at something, or they have all this money, traffic, whatever – then they turn around seeking unpaid help, donations and gifts from others – there is your first clue."

Another thing I've experienced more than once is flat out calling a con a con and right to their face, too. If you feel like someone is conning you, say "Hey, you know what?I think you're just trying to con me here and I don't think I'm interested."Watch their reaction. If they freak out, get mad at you, scream and yell, threaten you, name call, curse and generally blow a wad – you've just busted them spot on.

Here's another clue - "**A con always needs money**."

Rule Three – Ask Around!

When I first started, I would periodically ask Russell Brunson if he knew this person or that person. Russell was someone I could trust and he knew a lot of people. I think I asked about 3 or 4 different folks – until I started figuring out how to gauge a person online by myself.

One of them Russell didn't know, one was bad news and the others were fine. This helped me a great deal and gave me time to learn on my own. Since I'm **rather DOWN on CONS** – you may feel free to email me if you

feel "funny" about someone – I may know them. Or at least I may be able to tell you how to find out if they are "conning" you.

So if all else fails, ask. Ask someone you trust. Ask in the forums. Do some online searches on the person's name, website, etc – to see if you can dig anything up. You'll find out a lot this way – and will save yourself a ton of trouble in the future.

Rule Four – Get It In Writing!

If you're going to partner with someone on a project, or you're going to accept a huge design job that includes splitting profits – get a contract put together. There's another way to spot a con job. If someone flat refuses to put anything in writing (other than a Non-disclosure agreement or NDA), step away. An NDA is to protect nobody but the owner. It doesn't do a dang thing for you. So, no contract – no work – it's that easy.

Now, I do have people that I trust enough to work with. This is only because we've worked together on enough things, helped each other out enough times, we're all pretty confident nobody is conning anyone else. In a case like that, no biggie – but be sure to protect yourself legally when the time comes. Not protecting yourself legally is just asking for trouble. Better safe now, than sorry later.

Hopefully, that section will help many of you avoid getting conned. Don't be scared, just watch. Protect yourself. Learn how to read folks online. If you keep an eye out, you should be fine. Ask for help if you need it. Creating graphics online is very profitable and there's room enough for all of us. Don't let yourself get discouraged from a few bad apples in the bunch. Just toss 'em out and keep on going.☺

So How Does All Of This Help You Create $100.00 Per Day Doing Graphics?

- You need the right tools.
- You need to learn how to USE the right tools.
- You will need to build relationships to gain customers.
- You will need to practice your skills, showcase your talents and put yourself out there to get just ONE $100.00 graphic job per day.
- Wasting time with people who will con you will NOT get you paid.

I could have made this chapter completely technical, but you can learn all of that from tutorials. This is real world business we're talking about. Not how to crop an image in Photoshop (although that's a big part of it.)If you

really want to make $100.00 per day online with graphics, you'll have to put in the initial work to get you there. Before you know it, you'll have no problem gaining one job per day, sometimes more. Just schedule each person as they come in and try to get that ONE job done per day. If you get three orders one day and none the next two days… that's OK. Just do your one job per day spread over those three days. Put your customers in the order they came in and let them know how many days it will take you to get to them.(You can charge more for RUSH orders by the way.) ☺

Summary

To summarize this chapter, here's what you should think about if you decide to go the graphic route to create your $100.00 per day:

- Create a plan!Know where you want to go before you start!
- Build your website first. Look through all the reference sites listed in this chapter for ideas on how to create your own website.
- Always watch your image rights.
- Build your relationships every chance you get.
- Learn Adobe Photoshop and practice your graphic skills.
- Build a portfolio for your site and uh… UPDATE it! ☺
- Join in some forums and meet people.
- Be careful when dealing with others online, don't be scared, don't freak out, just watch out for signs of con jobs.
- Protect yourself. Get partnerships put in writing. Seek legal and financial advice from the appropriate professionals.
- Above all – Have FUN!Enjoy yourself. If you want to create a full time online business so you don't have to work for anyone else ever again – you can do it with graphics, or you can just stick to that one $100.00 job per day!

Also, I just noticed that I didn't cover this anywhere else. This one thing alone will bring you more customers and graphic jobs. If it's fine with your customer, always LEAVE YOUR SIGNATURE in your footers when you create mini-site designs. This will enable people that like your design to find your website. I quit doing this a while back. Well – sometimes I do, sometimes I don't. Certain customers don't care for this, others will

actually tell you to add your signature on the footer. When you first start out though, you should try to do this all the time. You'll get a lot of business that way.

Good Luck with your online adventures and if you need help in the graphic area – you can always contact me in Willie's Inner Circle!

Thanks!
Michelle Brouse
www.ecoverfx.com
www.graphicfreebie.com
www.michellebrouse.com

Thanks!
Michelle Brouse

Infoproduct creation

Written by Micheal Savoie

One of the best money-making methods for any online marketer is creating an information product. Information products (infoproducts) can build a marketer's credibility while helping them make additional income and build an opt-in list of customers or subscribers. To build an opt-in list, the marketer can either give the infoproduct away in exchange for a subscription to their newsletter or have a customer register their infoproduct after a purchase. Opinions differ on whether it is more profitable to build a large list of subscribers or a smaller list of buyers, but in either case, you are adding new people to your marketing funnel. Marketers with a current list of subscribers can keep adding to their income by coming out with new products to sell their current customers.

How Do I Create My Infoproduct?

When starting your infoproduct, you need to decide on the market for your product. A niche is a segment of a market that is very specialized. For example, salt water aquariums is a broad market, while salt water fish food is a niche within the salt water aquarium market. Some marketers will claim the entire salt water aquarium market as their niche, so this is not an exact science. For beginners, it is recommended you start in a narrower niche and spread out as you become better known in the market.

Deciding on your market is important. Firstly, you should choose a market that you have a strong interest or passion about. The reason for this is that you will have to do a lot research on the topic and if you choose a market that you are bored with, your products will not be interesting to you and more importantly your customers. When you are excited about a topic, your excitement will translate into your products. A good example is people who are fans of a rock band. When they write about their their favorite band's latest concert, their description will be more vivid. These fans can add little known facts that people who are not followers of the band would know.

Of course, just because you like a topic, it does not mean that people spend money in that market. That is why the second step is to research the market for products in that market. If you do a Google search for the specific topic you are interested in, you should find a good number of products already in that market for it to be something you should pursue. If you find 5 or more products for a given topic, then that topic can be pursued, but you still have a little more research to do.

Using keyword research tools, you can find out if people are searching for the topic, and also if someone is purchasing advertising for the topic. If the topic is generating a lot of searches (over 10,000 searches per month) and people are paying over $1 per click for the main keywords in that niche, then it is a great prospective niche for you to develop.

Dare To Compare

Once you have decided on your niche, it is time to decide on what you are going to offer your market. When deciding on your product, you should compare many of the current products that are on the market. In this research phase you will need to do one or more of the following:

- You can buy the products
- Read reviews of these products
- List the benefits from the sales page for each product

Your goal here is to make a list of the features/benefits of these products and identify areas that you feel are lacking. Finding a problem that people need solved is more powerful than just informing people about a subject, so you should be searching for the pain in the market. Listen to people from the market you are pursuing by reading the forums or surveying people.

> ***Big Payoff Research Tip:***
> Using Google Adwords to get surveys to prospective customers is a great way to get the answers you need for your market research, but it can get expensive. Google Adwords is a Pay Per Click (PPC) service that Google offers advertisers. People pay for each click on keywords that their ads are displayed.
>
> This can be very effective, because you are finding people who are interested in the niche you are selling to, but it can also be rather expensive. A way to get around this is to have your respondents fill out your survey and afterwards send them to an affiliate link for one of the products that you found in the niche that you are targeting. You can also add one more step to this and collect the name and email address of the survey respondents using an opt-in form (also known as a squeeze page) where the person is added to your mailing list and can be alerted when you have more information for them in that niche.
>
> By selling an affiliate product to survey respondents, you are getting paid for your research and finding out if your market is a good choice. Since people tend to buy more than one product in a niche that they are interested in, you now have a great way to tell if your niche will be profitable.

Just Ask Them

Using surveys to research your niche to find out the pain in your market will cut your development time significantly. You should ask a few preliminary yes or no questions to establish their interest level then proceed to multiple choice and open ended questions. Keep the survey short, unless you are promising something at the end of the survey, to avoid survey abandonment. With the amount of things fighting to grab the attention of your prospects, you want to take as little of their time as possible to ensure you get your data.

You want to learn your market's hopes, dreams, doubts and fears. Once you learn this information, your sales page is already written for you. Look at the successful product launches of the recent months, heck, as far back as last year we saw the launch of Adwords Miracle and then Affiliate Project X. Both of these products were created by the author from his experience, but he found the pain in the marketplace and he tailored his sales page to be the rescue for that pain.

Repurposing And Recycling

With product creation, you are going to find that you are reusing the same content in different ways for different products. Articles get compiled into collections and then edited into ebooks. An ebook can be converted into a physical book. Read the book out loud and you now have an audio. Record that audio onto a CD and you have a physical audio product. Add a PowerPoint presentation and you have a live conference, unless you are doing it over the web, in which case you are having a webinar. Videotape the conference and save it to the web as a web-based video product. You can also make the videos downloadable so that the end user has to play them on his or her PC. A DVD is just a video on a physical disk, and if you take the physical versions of each of the above products, you can create a home study course. You have created a set of products from every level of the marketing funnel by leveraging the same content.

The quality of the content is the major difference between a $7 product and a $997 product. The more specific and actionable the information, the more valuable it is to the end user and the price can be higher. Keep in mind that while you are creating a product, your backend product should be already planned. Your goal in creating a product is to prepare the buyer for the backend product. If you are already doing this, you are miles ahead of the competition.

Let me give you an example. I wrote a special report that I was planning to sell for $7 and I had the plan to sell the resell rights to the report as a

backend sale. The backend is the ability for a person to resell the document, but I arranged the terms to force the buyer to sell the resell rights through my affiliate program, so everyone who buys my backend is an affiliate for my backend, thereby increasing the number of buyers of the higher end product that are signing up for my opt-in list.

Funneling Your Profits

Of course when you are doing products, one backend is only the frontend for the next backend. Your marketing funnel should be taking you through frontend to the next frontend to the next frontend until you end up at your $10,000 coaching program.

So you are on a tight budget. You are also trying to get profitable immediately to be able to work on that next backend. That is when you tailor your products to be good frontends to affiliate products to keep a good cashflow going. That way you can keep yourself funded to get your next product developed, since you are still planning your marketing funnel for your niche. In a perfect world, when you get to this point, you are starting to keep enough money from your sales to start outsourcing your product creation, which increases the time that you have available to come up with good material to make an even better product for your followup.

Leave The Work For Someone Else

Some of my marketing friends have never created their own product. They started with enough money to invest in their outsourcing and were able to fund their own business rather quickly by doing more planning and testing while developing the actual products through their outsourced labor. I won't go into much more detail than that, because it is outside the scope of this ebook to get into outsourcing, but that should be your goal from the beginning - to fund your business quickly and start outsourcing the tedious and time-consuming tasks as soon as it is in your budget to do so.

Talking Your Way To Financial Freedom

The fastest way to get yourself started is to get a free teleconference line with recording capabilities and line up some people who are known experts in your niche for you to interview. If you already know them, simply calling them or emailing them is the first step. If you don't know them, you can often reach them through the “contact us” form on their website or their help desk. If someone is really out of reach, you may have to find someone who knows them to give you a referral. In any

case, you are going to look for at least 10 people in that field, so that you can build up your own credibility in that niche.

Set up your questions ahead of time by researching each person and finding out something about their history in that niche and what your customers are going to want to know. I always email a list of topics that I want to cover with my prospective victims (I mean guests). I don't really give exact questions unless the guest asks for them. Write an introduction and practice reading it a couple of times to get a feel for it so that you don't stumble over words. If a particular phrase is troublesome, reword it until you can say it without the stumbling.

In a good interview or teleseminar, you can talk a little with the guest to set them at ease and build a good rapport with them before launching into your questions. Make sure you take notes as they answer your questions, because you can often see an area for further questioning if you write it down. NOTE: you want to make sure you have started the recording process before you go into your introduction.

Listen, Adjust And Ask

Depending on your guest, you may have to prod them for longer answers, or they will take the ball and run with it. One person who is a pleasure to interview is Matthew Glanfield, because he will take your question and give you a 10 to 15 minute answer filled with amazing content. Others will answer the same question in 2 minutes, which makes you have to work harder to squeeze more content out of them. Just listen for cues from the guest as to what you might have to ask them to get them to open up more.

Be careful with your questions, though, because you can really turn off a guest if you are making commentary in your questions, or if you heap too much into one question. Avoid double barreled questions that ask for more than one answer. It is better to have two questions than one question that overwhelms the guest and makes them stop giving you great information.

A lot of the interviews we see on television are the extreme cases where they are trying to be sensationalistic just to get eyeballs on their station. In most cases, you are not trying to do that, you are trying to get people to buy from you again and again. You want to provide so much information from that interview that there is no doubt in your customer's mind that you are a great product creator.

If you are an affiliate of a product that the guest is selling, it is a good idea to have a redirect link already set up on a domain that is similar to

the guest's site. Say you are interviewing someone from safekids.com (just made it up) your affiliate link could be mysafekids.com and your domain would redirect to the affiliate link to their product.

Closing The Interview And Opening The Customer's Wallet

Once you have reached the end of the interview, you want to make it worth the guest's time by letting them talk a couple of minutes about their own product, since they are taking their time to do this interview for you. You can ask them about what they are currently doing right now or you can mention their product yourself. Then you tell the audience that if they are interested in finding out more about the guest's product, they should head on over to mysafekids.com and get more info. You can also share that URL with the guest so that they can use it as they are telling people about their product.

After the interview, you will have a recording that you are going to download from your conference site. You now possess a product that you can sell. I recommend getting the audio transcribed into a pdf format, so that you can offer more value to your customers who may not have the ability to listen to an interview in one sitting, or they like to take notes as they listen to the audio and the transcript is a great way to have them follow along. In some cases the transcript can be an upsell.

Special Delivery

Shifting gears, because I am going a little long, let's move to the delivery process. The actual mechanics of the product creation is left to you to research, because we are first and foremost here to tell you how to make the money. Lots of software products exist to make the actual creation of the audio files, videos or ebooks ready for delivery. In my upcoming membership site I will be offering more details about this, but lets assume you can find someone who can record your audio for you.

In fact, for my first product, an ebook that contained audio interviews, I actually had Matthew Glanfield record our interview and he sent me the audio file as soon as his teleconference line had finished converting it into an mp3. At this point, instead of adding the audio to my ebook, let's say I was going to sell my interview with Matthew Glanfield. I first need to decide on the delivery method, and I am all for simplicity, so I choose digital download. So I FTP the mp3 file to my server, and copy the link location (I like to use NoteTab Light for all of my cutting and pasting but you can use whatever you like) so that I can use it on the download page later.

Pages? We Don't Need No Stinking Pages! (Yes We Do!)

Depending on your product, you need 3 (or 4) pages for your product:

1. Sales Page - where you convince a prospect to part with their money in exchange for the product you are offering them.

2. Thank You Page - Where the buyer is returned after making the purchase. I typically use an opt-in form at this point to get the customer's email address. I usually call it registering the product.

3. The download page is the last page your customer will get sent to, and the link to this one should be emailed to the customer immediately following the submission of their email address.

4. Optional - I actually include one more thank you page that follows the registration. This one will tell the customer that they must whitelist your email address in order to receive the download link (TIP: use a graphic of your email address on this page, not the actual text of the email address. Spam bots are notorious for finding email addresses on webpages. They are faster at indexing new content than Google.) so that your email does not end up in their Spam or Junk folder. I also instruct people to manually approve my email address in their Spamarrest or BlueBottle accounts that challenge all emails that reach them.

Selling Is Telling

Your sales page should make you out to be an authority on the topic you are presenting, it should point out the problem that your prospects are facing, then explain how your product will solve that problem. You should include testimonials from previous customers (difficult when you have a new product, but you can get beta testers from a forum to use your product and give you feedback) to support your claim of your product's ability to solve the problem you are targeting in the sales letter.

It is important that you make a sales page grab your reader's attention. If your headline catches your prospect's eye, they are more likely to read the first paragraph, which should begin to qualify the prospect by reaching for their emotions and letting them feel the pain of the problem that you are there to solve.

You always want to include bullet points that list the benefits of your product in a way that shows the prospect how your product is solving the problem. Your bullet points can point out features along with an explanation of how it solves an aspect of the problem.

Usually you would include your testimonials after these points and then conclude your sales page with a strong call to action. You can sweeten the deal with bonuses, but if your product is a high value and you have done your job on the sales page, you are not required to offer bonuses.

Most sales letters end with a PS that restates your offer in a short paragraph to catch the people who skim to the bottom of the sales page and let them see what you are offering. Once your prospect has made the decision to purchase, all they should have to do is click the Buy Now button and be taken to the payment processor. If you use a payment processor that requires a form to be filled out, it is crucial that you place your offer in front of the prospect again. Many shopping carts get abandoned when people see the forms that they need to fill out mainly because they no longer see the value of filling out the form and giving you their credit card info.

Thank You Thank You Thank You

Your thank you page is the page that fulfills your payment processor's requirement of explaining how the payment processor's charge is going to appear on the customer's billing statement and then it explains how you are going to deliver the product. Your prime objective on this page is to get the member to fill out one more form with their email address and name for your autoresponder. If you make your opt-in form open into another window, you can then include some bonus offers, upsells or cross sells on this page as well.

Confirm, Please

The confirmation page is where I let the customer know that they have just been sent an email for them to confirm their subscription to my newsletter or autoresponder series. I also tell them that they will need to whitelist my email address (using a picture of my email address and never the actual email address in text) or manually override their spam filters and spamarrest program in order to receive their download information. I also include my helpdesk link in case the email gets eaten by a filter anyway.

This page is also a page to include bonuses or upsells and cross sells. Monetize all of your pages. Just make sure it looks professional and not a bunch of banners and chaos. You will find that you can pull in quite a few additional sales from one sale of your product.

The Final Page

The download page is your best page. Your customer is going to get what they paid for, and they are going to be at their happiest here, especially if you have overdelivered on the quality of your product. If you have partnered with other marketers, you can include bonuses from your partners that the partner created just to go along with this product. The customer gets the bonuses for subscribing to the partner's newsletter. If you work it out right, the partner can have a One Time Offer (OTO) after the customer has subscribed for another product that you could get commissions on without having to do any additional work. Just make sure you tell your partners up front that you would like to have them create an affiliate link for you.

Make sure the product that they are giving as a bonus is of decent value, or this could backfire, as your customers will feel like they fell for a cheap ploy. You also want to make sure that the bonus adds to your product's value by tying into your product or bridging the gap between your product and the one your partners are offering on the OTO. With a download page full of bonuses, your customer will be elated, giving you that extra bit of goodwill that helps in future sales.

In Closing

This chapter is a whirlwind tour of the product development process. I covered a lot of ground in a short period of time. Each section of this chapter could be (actually they are) complete courses on their own. I just condensed it to the important things you should do to guarantee that your product will generate you the cashflow that you require.

It is important for you to remember that to generate a consistent $100 per day income, you should be developing a complete marketing funnel with products at all levels of the pricing structure and have many entry points to keep new people coming into your funnel consistently and having a good follow-up autoresponder in place to keep your customers moving toward a bigger price point. The most important thing I can tell you is not to worry about whether it is perfect or not, just get the first product done and then you can worry about perfection on your future projects. The more you do this, the better you will become at it.

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Internet Based Greeting Card System

By Jack Bastide

Hello, my name is Jack Bastide.

This book is a product of The Internet Marketing Inner Circle. There are a lot of very high caliber people participating and I feel honored to be a part of it. There are many different money making techniques here so pick one and do it!

What separates this book from a lot of the other "Make Money" books is very simple. These methods are all battled and tested. In order to participate in the book, the authors have to be making at least $100 a day online, doing exactly what they are talking about. You won't find any theory or regurgitated information here.

During a 6 month period from April – August of last year, I was able to pull myself out of a **dreadful financial situation** and develop a full time income from home in less than 6 months. It all started when I was laid off from my 6 figure corporate job in NYC. When I couldn't find a job, we were forced to sell our two houses in NYC and move to Florida.

At first, things were OK. We bought a beautiful house on a lake about 10 minutes from Disney. I tried several businesses but nothing seemed to work for me. Then I decided to start investing in Real Estate. **Big Mistake!** I nearly lost everything.

Back in April of last year, I finally got rid of my last property and started marketing an **Internet Based Greeting Card Service**. By August (less than 6 months later) I was making a full time income from home. The whole story is beyond the scope of this book, but you can read more about it in a book I wrote, called The Six Month Miracle.

The information I am going to share with you is not theory. It's what I do to make a full time income from home, marketing this greeting card service. While I make a lot more than $100 a day working this business, I am going to show you a simple way to make at least $100 a day marketing this service.

Before we go any further, I need you to fully understand what the product is. After all how can you sell a product if you don't know what it is?

So let's gets started …

The Greeting Card System

Behind every great business, there is a great product or service and this is no exception. The Product is a **System that allows you to send Real Physical Greeting Cards from the Internet for under $1**.

These are not "E CARDS" ... these are Real Greeting Cards that arrive by First Class mail with an envelope and a stamp, yet they are sent from the Internet. The system is absolutely amazing!

You can upload your photo into the card, create custom cards with your logo, schedule cards to go out in advance, send hundreds of cards at the click of a mouse … and more!

It's a great tool for Realtors, Mortgage Brokers, Insurance Agents, Auto Dealers, Attorneys, Small Business Owners, Restaurants, CPA's, Employment Agencies, Plumbers, Dentists, Chiropractors, Salespeople, Ad Agencies, Network Marketers, Hair Stylists, Teachers, Printers, Financial Advisors, etc.

And Most Importantly … These Are Not E CARDS.

Here are some sample cards along with some envelopes, to give you an idea of what the product looks like. These cards were sent from the Internet and arrived by first class mail with an envelope and a stamp.

Some Features of The Greeting Card System

1. Photo Uploads - You can upload Photos "on-the-fly" and they will print inside the card. For example, let's say a Realtor sells a house. He can take a picture of the couple in front of their house and send them a card!

2. Insert Gift Cards – You can insert Gift Cards into the Greeting Cards. The company has relationships with a growing number of Merchants such as Wal-Mart, Starbucks, Old Navy, Home Depot etc

3. Mail Merge Capability - Want to send out all your Christmas Cards at once? You can set up one card and it will be sent to all your contacts (or a subset of them) at once, with the click of a mouse!

4. Custom Cards – Want a Custom Designed Card with your Logo (or anything else) on it? With our team of graphic artists, it's a snap! With the "Picture Plus" technology, you can even design custom cards "on-the-fly". Take digital pictures and turn them into greeting cards in real time!

5. Use Your Own Handwriting - You can scan your own handwriting and signature and send cards in your handwriting!

6. Extremely Economical and Simple To Use - A 5 year old can use this System to send high quality personalized greeting cards for under $1!

7. Schedule Campaigns – You can schedule a multi-card campaign to go out for years in advance. It's like an auto-responder that mails greeting cards!

8. Upload Contacts - You can upload all your contacts from Excel, Access, or Act and send them cards in 5 minutes!

So How Does The System Work

Well it's quite simple actually …

1. Go to the website and log in
2. Go to the Card Catalog and choose a card
3. Type in your message
4. Type in the address where you want the card to go
5. Click "Send Card" - The card will arrive within a few days via postal mail in an envelope with a First Class stamp!

So Who Can Use This Service

- **Realtors** – Take a picture of people in front of their new home and send a "Congratulations on Your New Home" card. Insert a Gift Card from Home Depot, Starbucks, or Bed Bath and Beyond as a housewarming gift!

- **Auto Dealers** – Take a picture of potential customers sitting in the car they just test drove. Send them a "Thank you for the test drive" card. Remember they are probably visiting many dealerships and this will make you stand out.

- **Network Marketers** – Make a custom card with your picture and/or a picture of your products and send it to prospects.

- **Attorneys** – Send out your entire Christmas card list in minutes at the click of a mouse! I know an attorney who sends birthday cards to the children of his clients. The parents love him and send many referrals his way.

- **Dentists/Chiropractors** – Send out appointment reminders. (Don't forget to ask for referrals!)

- **Mortgage Brokers, Sales People, Small Business Owners etc.** Anybody who had any kind of clients or customers that they need to keep in touch with, can use this service.

Bonus Tip - # 1 - Build Relationships
A couple of years ago, I was trying to get in touch with a well known Internet marketer. I was on his email list so I tried emailing him several times without any response. I looked at the bottom of his email and found his address.

I sent him a greeting card using this system. About 4 days later I got an email from him thanking me for the card and inviting me to call him. I gave him a call and we have been friends ever since!

Want to build a relationship with a top marketer? Send them a greeting card!

How Do I Make Money With The Greeting Card System

There are three ways to make money with this business.

1. Open Retail Accounts – The Retail price of a card is 98 cents, which is a great deal for your customers. Your cost is 62 cents. You make 36 cents every time one of your retail customers sends a card ... FOREVER. You never touch the cards. You simply help them set up their account. You get paid month after month, year after year as long as they use their account.

2. Sell Wholesale Licenses – A Wholesale license costs $298 and this gets the customer 100 Cards to start with as well as the right to buy at wholesale. It also allows them to create their handwriting fonts and signatures, as well as Picture Plus. You make $120 every time you sell a Wholesale License, plus a percentage on every single card they send ... For Life.

3. Building a Sales Team - You have the ability to recruit and train other people to market the product. You get an override on all sales your team members make, as well as all their customers ... forever.

Personally, I focus on building a team, because the leverage is incredible. Last month I had a guy on my team go out and get an account for over $5,000 worth of cards. He did the work and made a nice profit … but because he is on my sales team I got a nice percentage of that as well.

Bonus Tip - # 2 – Running a Service Bureau

The main ways to make money with this are pretty much hands off, from a standpoint of doing any work to help your customers. After you set them up in the system they send their own cards themselves and you get paid when they do.

However, a few people on my team have come up with an interesting idea to increase their income. They will have their customers give them an Excel spreadsheet with all of their contacts. They upload the contacts, send out all the cards automatically and charge a service fee to do so.

You can easily make $100 a day just doing this!

How Do I Market The Greeting Card System?

There are **tons of ways** to market this system. Here are some of the things I have done …

1. Warm Market – These are the people you know. Your friends, relatives, acquaintances, essentially everybody you come into contact with. I never "push" my warm market; I simply send them

a card and let them know what I am doing. Several of them have approached me after getting the card.

2. Referrals - It's not so much who **you** know but who **they** know. My best friend may not be a candidate for this business but he may know a Realtor who can use the service or an entrepreneur that might be interested in the business.

3. Online Classified Sites – I use several free classified sites that get me more people than I can talk to, and the price is right ... it's free!

4. Online Forums – I belong to several online forums where I build relationships and meet a ton of people. I find a lot of customers on forums.

5. Social Networking Sites - Sites like MySpace, Ryze etc. are a gold mines.

6. Unexpected Cards – I pick a niche and send cards to total strangers. I have gotten great responses this way and signed up distributors and customers. I simply use Google to find their website which usually has their physical mailing address on it. I also do "Whois Searches" on the domain name.

7. Marketing Events – I attend a lot of seminars where positive and motivated people congregate. I take a digital camera with me and take pictures of everybody I meet. I send them a card with our picture on the front after the event. I've signed up several distributors using this method.

8. Business Networking International – BNI is the world's largest Networking group. It's composed of people from all walks of life. Each chapter will have a Realtor, a Mortgage Broker, an Insurance Person, a Chiropractor etc. I have visited several chapters and signed up both customers and distributors.

9. Local Leads Groups – Similar to BNI, there are all kinds of local groups where people get together and socialize as well as do business. Find one in your area!

10. Chamber Of Commerce – Every city has a Chamber of Commerce where business people get together to network. This can be a great source for contacts!

11. Business Opportunity Ad Co-ops – There are several national magazines such as Small Business Opportunities, Entrepreneur, etc

that are dedicated to people looking for a home based business. I have run several ads in these magazines with my team and signed up distributors.

Power Greeting Card Techniques

The more you can educate people on the importance of using greeting cards in their business, the more they will realize the value of this system. Here are some things that business owners can do with greeting cards to grow their business .

1. Send Birthday Cards To Clients
   Whenever you get a new client, ask them for their birthday and send them a birthday card. You may be the only one doing it! This will cement your image in their mind and when they need your services, they will think of you instead of your competitors

2. Send Birthday Cards To The Children of Clients
   This is a killer technique, which was first introduced to me by my friend the attorney. What do you think is going to happen when the child receives your card? Don't you think he may go to his parents and ask "Mommy who is this John Smith, CPA guy who sent me a birthday card?" Out of the mouths of babes …Relationship marketing at its best!

3. Send Cards At Unusual Times
   Starting right after Thanksgiving until right before Christmas more cards are sent than any other time of the year. Companies feel obligated to send a holiday card once a year. The problem is that people get so many cards, that yours will be lost in the shuffle. Now you have to send a holiday card, but there are other occasions when you can send cards you can send throughout the year. Why not send a "Happy Groundhog Day" card? How about a "Happy First Day of Spring" card? These cards will stand out a lot more than simply sending a once a year Christmas card once per year!

4. Put Your Picture On The Card
   Remember the purpose of sending cards is to build a relationship with your client and keep your name in their mind. There's no better way to do that than sending your picture in the card. Studies have been shown that people are less likely to throw away a business card with a person's photo on it ... well, the same goes for Greeting cards.

5. Enclose A Gift Card

Want to really impress a client? Enclose a gift in the card! If you can find a store that your client likes, send them a gift certificate for that store. If not, enclose a gift card for a popular store like Waldenbooks or Starbucks.

6. Design A Custom Card
   There are places you can go to get a custom greeting card designed with your logo, your personal photo or anything else you want. This is an incredible way of branding yourself and your business.

7. Send Unexpected Cards to "Future Clients"
   Is there anybody you would like to meet but can't get past the gate keeper? This technique works like a charm. Get their address from their website and send them a greeting card … you will be amazed with the results. I have used this technique to my advantage many times … It works!

   One technique that I have used is to go to their website, download their picture and upload it to the Greeting card. When they open the card, they are staring at a picture of themselves. Needless to say, this grabs their attention a bit! Whether you are looking to build relationships with current customers or gain new ones … "Success is in the Cards!"

Bonus Tip - # 3 - Take Pictures with People
One thing I do is take a digital camera with me wherever I go. Whenever I meet somebody, I will take their picture and send them a card with our picture together right on the front with a caption saying "It Was Nice Meeting You"

People are less likely to throw out a card with their picture on it and the fact that your picture is on it as well will make sure they never forget you. I have gotten numerous customers just by sending cards to people.

Residual Income With The Greeting Cards

One of my favorite parts of this business is the residual income aspect. The vast majority of people in the world receive **linear income,** which usually comes in the form of a job with a "Paycheck".

Examples of Linear Income …

A) An Office Worker: An office worker gets a paycheck. It could come in the form of a flat rate "salary" for the year, an hourly wage or a daily wage. Whatever way it is paid, the fact still remains that the

amount of money you can make with linear income is extremely limited.

B) Business Owner: Another example of linear income is a business owner. Even though business owners will generally make a lot more money than somebody working a job, most of them are still working for linear income!

C) Attorney, CPA, Doctor – Believe it or not, these are all just hourly workers. Think about it. If an attorney wants to make more money, what does he have to do? Work More Hours! If a CPA wants to make money, what does he have to do? Do More Work!! If a doctor wants to make more money, what does he have to do? See more patients!

With residual income you get paid over and over again for work done once.

Examples of Residual Income

- Songwriters - When a person, like for instance Paul McCartney, writes a song, he or she gets paid every time the song is played on the radio! They also get paid whenever the song is used on a commercial or a movie etc.

  Actors – Sometimes actors will negotiate residuals so that they will get paid every time a movie or television show that they are in is shown.

  Insurance Agents – Some insurance agents are paid year after year when the polices that they write are renewed

- The Greeting Card Business – You get paid over and over again as your customers use the system. You set them up with an account one time. You get paid every time they use it … for life.

How Do I Get Involved

While some of the techniques in this book may not require any upfront cost, this one does require a small investment. In order to get involved with this business you would need to purchase the Entrepreneur Package Plus, which costs $398.

Here is what you get with it:

1. 100 Cards to Get You Started – You get 200 points in your account, which can be used for 100 cards or 200 postcards. We recommend using greeting cards.

2. Handwriting Fonts and Signatures – You get your handwriting font and signature scanned into the system so you can send cards in your own handwriting with your signature!

3. Unlimited DVD Program – We have a great promo DVD that explains this whole system. You can send out as many as you like and the company will not charge you for the DVD's!

4. "Treat Em Right" Seminar – This is a full day personal development seminar given by the CEO of the company. It's absolutely life changing.

5. Picture Plus Software – This is web based software that allows you to create unlimited custom greeting cards on the fly. We have over 10,000 Cards in the system but with Picture Plus, you can create your own cards.

6. Unlimited Support and Training – You get unlimited support and training by phone, email and in person for the life of your business

7. Free Websites, Auto-Responders and Marketing Tools – You get all the tools you need to succeed … for free!

Bottom Line

Making $100+ a day with this System is very straightforward. You can sign up one wholesale customer and make $120. You can sign up a team member and make anywhere from $120 - $245.

But there's so much more to it than that!

When you sign up a customer, they will continue to use the system over and over again. And you get paid over and over again every time they do!

When you sign up an entrepreneur you make an initial $120 - $245. But that's just the beginning, because you make ongoing income on all of their activity forever.

I guess the best way to look at this is as a Multi Tiered Affiliate program on steroids … It's that powerful.

In order to get the real scoop on this business, I would like to offer you a FREE copy of my book "The Six Month Miracle".

Also if you would like to try out the greeting card system for free at my expense you can set up an account here: Send A Free Card.

Jack Bastide is an Entrepreneur, Author, Public Speaker, Copywriter and all around nice guy. In his spare time he enjoys traveling, playing guitar, writing songs and the beach. He is also a big animal lover, especially dogs. He invites you to contact him via his website at JackBastide.com

Teleseminars

Written by Gary Knuckles

Introduction

As marketers we have to continually explore new methods to find profitable ventures and promotions to generate revenue. Don't conform yourself to just the traditional line of thinking such as email, ads, newsletters and articles.

If you're reading this ebook then obviously you're interested in making money. In this chapter I'll discuss how to hold a teleseminar, ways to make profits with teleseminars, and tips to maximize the profits from your teleseminars.

Think of a teleseminar as simply another tool to use to make profits from, and as another income stream to add to your other streams of income.

You do have other streams of income right? ☺

If not then you are reading the right ebook, since it has 19 other chapters devoted to making $100 dollars a day. I encourage you to read and re-read each chapter in this ebook and apply what you read in your business and marketing.

I'll be targeting teleseminars as the primary method in this chapter though and urge you to think in terms of how you can take what you read in this chapter and apply it in the other chapters in this ebook and not just to the teleseminar process only.

And also be sure and do the same with the other chapters, and think of how you can use what you learn in those chapters to incorporate in to making your teleseminars more successful and income productive.

Marketing is a continually evolving process, so always think in terms of how you can evolve as well to the marketplace around you as it evolves.

Don't just think within the box, don't just think outside the box.

BUILD THE BOX!

Ok, enough rambling, let's jump in and get started. One other thing, at the end of this chapter will be a link to web page to get an mp3 and the transcript of a teleseminar that Willie and I did on the topic of doing

teleseminars for profit when I was writing this chapter. You can use it as a case study to accompany this chapter.

What Is A Teleseminar?

Before we get started let's define a teleseminar and then we will move on. When I say bridge lines it means phone lines on what is called a bridge. A **bridge** is an electronic device with switches that control a massive amount of phone lines.

The bridge will have anywhere from what they call ten ports up to some of them have 1500, or even more, ports. Each port is a phone line. So when I'm saying a line, that's exactly what I'm meaning - is a caller.

So if you hear these people say that we're going to have three or four hundred callers, then that's 3 or 4 hundred phone lines that are being used on that bridge. Or ports, is how they refer to them sometimes.

Reasons To Have A Teleseminar

- Get Instant Profits
  Depending upon the resources available to you, you can have a successful seminar within 2-5 days. Lets say you already have a list or newsletter. If you have a topic and knowledge of that topic, then after setting up your sales page and method of payment, you could easily shoot out a promotion to your list and hold a seminar within 2 days. Of course many people have this in place to do so already.

- Low Startup
  There are many companies that provide teleconferences services now, and some offer free services. This means you could conduct a teleseminar for up to 99 people at no cost for the conference services. I'll discuss this later as well. By having low startup costs you can generate a nice net profit for very little costs.

- Create Products From The Event Too
  By having the event recorded and/or transposed you can create two products from your teleseminar.

  One product is the MP3 audio file that you can have recorded.

  You can have the conference call company do this for you or buy an electronic digital voice recorder and record it yourself. If you plan on doing several seminars then I would suggest buying a digital

voice recorder. This can be used for several projects and tasks as well.

The second product would be an ebook created from your event.

This can be either in electronic format using an ebook creator software package or in PDF format using Adobe Acrobat once the teleseminar is transposed. There are also some services that allow you to convert the document to PDF format. You can transpose the event yourself from your audio file or have the conference call company do it. I'll discuss more on that later and on recording the mp3 and some utilities to do these with in the section "Turning The Recording Into Products".

- Provides Additional JV Opportunities
  Having a teleseminar (depending on the type you have) will allow you to interact with other people within your industry. By this I mean if you have panelists and guest speakers joining you in your teleseminar.

  Usually these guests will be experts in their field, (or should be) if you are having them join you because of their expertise. By working with them you build a better relationship for future events, ebooks or joint ventures on other projects.

- Exposure And Credibility
  A teleseminar gives you exposure as well as giving you credibility. Just by hosting an event associates you with your speakers thus building your reputation. This can lead to you being invited to join other teleseminars and projects as well.

- Build A Relationship With Your Customers Or List
  You can use a teleseminar to build a better relationship with your current customers or newsletter subscribers. Especially if it's a free teleseminar that only cost them a phone call. Now this would be primarily for long term benefits and sales, though the event could generate some sales for your current products as well. Provided of course you have some current products.

  If you don't have any current products then you could offer a free condensed report of important points from the event to the attendees, then list any products that you might discuss during the teleseminar. Then use your affiliate links for those products to generate sales from your free report you send to everyone or post online for them to read after the event. I have included an example of one such report in the resources section.

- Sell Higher Priced Items From The Teleseminar - (If Free Teleseminar)
  Many experts use free teleseminars to sell higher priced products by giving a free teleseminar to their targeted audience. They are delivering content rich free events and at the same time they promote a higher priced service or workshop/seminar to be attended. Some are using them to promote coaching services and private member sites.

- Start A List Or Add New Subscribers On Your Current List
  If you don't have a newsletter or list you should consider starting one. Most experts will tell you "there is money in the list". By having a teleseminar you can start a newsletter at the same time if done properly. If you already have a list then you can use the event to add new subscribers to your list.

Topic Of The Seminar

Ok before we even start with how to hold the seminar we have to start with the **basics**. First you have to decide upon a topic for your seminar. I mean how can you hold a teleseminar if you don't know what it is going to be about?

Deciding on your topic should be pretty straight forward, but I'll mention a few methods to help you research your topic to find a hot topic.

There is one thing I would like to mention, and some may disagree with me, but that's ok, we can agree to disagree on this.

Many marketers believe you should target a topic that you're passionate about.

I personally don't hold that opinion or teach it, and one reason is I know of many marketers that sell a variety of products (using one page websites for each product) that they don't have a passion for necessarily, however they are doing quite well selling those products to those niches.

Well I guess it is passion too, passion for money …grin… but let's move on.

If you have a specific topic or subject you have a passion for and know a lot about it then that is a starting point. But don't feel limited to a subject that you are passionate about. You are looking for problems people want answers to, and you want to provide that solution.

Forums

Forums are an excellent place to research possible topics for your teleseminar.

You can go online and do a search for the most popular forums in the search engines, this will of course depend upon your target audience.

Start browsing the forums to see what are the most popular questions being posted about your topic. This will help you to narrow your potential topic down. Read beyond just the message and look for the NEED within the messages.

Compile a list of those messages that have a similar need.

While browsing, be sure to include messages in the archives of the forums. You can access these by doing a search within the forum itself. Most forums have search features available.

Post your own questions to the forums, even ask the members what they see as an urgent problem that needs a solution.

If you are already an expert on your topic be sure to answer some of the questions being asked in the forum. Start establishing your creditability with informative answers.

Once you prepare to start promoting your teleseminar you can use this to your advantage such as including a link in your sig file for your teleseminar when you are making posts, etc. But you can't make it too obvious or you might be considered as spamming the forum.

Discussion Lists

Discussion lists are an excellent resource to use to research what are the most popular or needed subjects people are wanting to find out about that relate to your topic and possible teleseminar. Since they are similar to forums you use them in much the same way as the forums. Ask and answer questions. Again make notes of the most common problem or need.

Read beyond just the message and look for the NEED within the messages.

Newsletters

Subscribe to newsletters that are related to your topic. Again watch the topics and articles that are targeted by the newsletter. Look and see if they have a Question and Answer section (many do) and pay attention to those questions asked.

Mastermind Groups

It's amazing how many ideas can come from a group discussion with your peers and friends on various topics and ideas. I've been a member of several mastermind groups that would meet on a bridge line once a week or every two weeks and we would have "brain cram sessions" about things we were doing as well as discuss other ideas we had in mind to do possibly.

This is a great to get the creative juices flowing, plus your peers can suggest possible topics that they have noticed that might be popular for your teleseminar. Of course make sure they are aware that you might do a teleseminar on the topic and that they won't feel you took their idea. It's an excellent time to invite them to join you on the teleseminar, especially if they are an expert on the topic.

Ok, during all of the above outlined processes, you should be compiling a list of the most asked questions about your topic or even sub-topics if your topic is a broad topic. A good example is internet marketing which can include among other things: teleseminars, list building, ebook creation, and so forth. I think you get the picture.

You are looking for a **common need or problem that needs addressing**. You can address this need by furnishing the solution through your teleseminar.

You can compile your list by writing it in a notebook or I suggest using a software package that allows you to type the list of questions you are compiling. Outlook could be used for this or any contact/project management software.

My personal favorite is Internet Information Manager. Not only does it let you keep up with projects, it manages contacts, ebooks, forums, newsletters and most all of your marketing information including passwords and logins.

It also lets you easily link records together for quick reference which is handy for research and projects such as deciding on a topic and niche. I may be bias though, since I designed it. But I designed it with marketers in mind to optimize their time and productivity.

A good free text editor with a lot of features called PSPad can be found at PSPad.com and it's totally free. It's an open source project which makes it free. A great replacement instead of using Notepad in Windows.

Another one is Time and Chaos version 5 which is now a freeware version. It also has a good Calendar, To Do list, Appointments and Note

features. Just go to the Chaos Software site and scroll to the bottom to download the freeware **Version 5**. This is great software to use if you start scheduling a lot calls.

Another software for organizing ideas, outlines, and brain storming is mind mapping software. To get a better idea of mind map software and a freeware version you can download go to the WikiPedia Freemind software page. It's explained there much better than I can do here, and you can download the free version.

Scheduling- Planning the teleseminar

The Best Time To Have Your Teleseminar
When most of your list or attendees can attend!
Normally that will be in the evenings, however be aware that you may be competing with several other events Tuesday through Thursday because many marketers hold their events on those nights during the prime time evening hours.

If you're doing interviews only to make a product then during the day is fine. It also depends on your target audience. If they're self employed then during the day can be even better.

This can also depend upon the niche you are targeting too. If your target customers are computer programmers, then you could quite easily do a teleseminar at 10:00 PM since many of them are night owls.

Also keep in mind the time zones of your target audience since this will be entirely different for international callers versus those in the United States and Canada.

How Many Lines To Reserve

Most companies let you reserve X amount of lines, but then cut back that number of lines before the call if you don't need them. Some companies will only charge you for the amount of lines you use, even if you reserve more. BE sure to ask each company of their policy when doing your research so you will know what their policy is.

What To Pay For Bridge Lines

The best thing to do is research with several companies. There are many varying rates, and it depends upon the volume you give them, the number of lines, length of calls and so forth. There are many free services available these days to use as well for your teleseminars.

- Free Services:

Freeconference.com - Up to 99lines free.
SimpleEvent.com - 1,000 callers but can't do Q&A and interact with attendees
FreeConferenceCall.com

- Paid:
  VoiceText, Black & White Communications, Eagle Communications, e-Teleconferencing.com, InstantTeleseminar.com

Length Of Teleseminar

Ok, being a marketer I like to over-deliver. So I usually set mine for 60 minutes, but I allow for at least 60 minutes extra to run over. However many times mine run almost two hours.

You can also do a series of teleseminars of 1 or 2 hours each if one hour will cover the topic in enough detail. These type of teleseminars can bring in more profits too since they are longer. Plus you can also have a series of guests when doing a "mini series" of teleseminars.

Also when doing your research with bridge line companies, check on their policy on what happens when your time is up.

Most companies will just figure up the additional time you used and charge you at the agreed rate, but be sure! Some companies cut the call off at the designated time or length you signed up for.

Also be sure if you are recording the call that the recording will continue if you're using the bridge company's recording service if you run over on time.

In general plan on a 60 or 90 minute call if possible. Anything longer can cause your attendees to get restless and hang up.

That also brings up another point. If you are furnishing MP3 and PDF files to the event, **have a backup recording** done by someone. You never know when something might happen. DON'T depend on one recording. If you do, then your products may go right out the window if there's problems with the recording.

Recently a very well known marketer did a teleconference and lost his recording due to a power outage right after the event was over. He was so desperate, he offered a $1,000 reward to anyone on the call that might have made a recording by chance. Ironically a close friend of mine collected that reward.

How To Decide What To Charge The Attendees

How much to charge? - This to me is the first obvious question you have to address once you decide on a topic and the length.

Is this a topic that will draw at least 10 attendees (or more)?

You probably wonder why I say a low number like 10 and what's that got to do with pricing?

Don't make the mistake of thinking you have to have a topic in demand by hundreds of thousands of people. In all actuality, it's the content and nature of the topic that's just as important as how many people are interested in it, **at least for pricing purposes that is**. Don't get me wrong now, you do still want an in demand topic when possible of course.

I'm just saying it doesn't have to always be the case depending on the content and it's value.

Taking the above number of 10 people, if your seminar cost $69.95 then that's almost $700.00. You could make $600+ clear off a one hour seminar with 10 people based on that price structure.

Now, with a creative back end promotion you could turn that into several thousand. Keep in mind too that if your target audience is a very niche group within a highly specialized industry, then your topic doesn't have to be highly popular but of course it helps.

But rather your teleseminar will have to be very informative for specialized information. This specialized information can result in a higher price per person for the event.

For example: If your are a lawyer and your topic targets lawyers or even high end corporate executives, this makes your information more valuable because of the highly specialized nature of the information and the education needed to furnish that information. Your audience has a higher disposable income too.

Another example is a client of mine who is a doctor. He has developed a special surgical tool and patented it. Well needless to say he doesn't get many visitors for this tool, but his per sale average is extremely high since it is a niche market with a very high disposable income. This clamp fills a very needed niche that speeds up and simplifies some surgical procedures.

The above tool is not a product that just anyone would be interested in, however those that are (doctors) don't blink an eye at the premium price he charges for the tool.

> ***Sidenote:*** Don't think in terms of always having a low price seminar only. One mistake made by many new marketers is to think in terms of selling a bunch of low priced products.
>
> Many expert marketers will tell you that's it easier to sell ten products costing $1,000 each compared to selling one thousand products costing $10 each.)

When deciding your price, consider the content your event is offering. Ask yourself questions such as:

Is anyone else offering this information? If so, compare the other products and see what price range the products are in.

Is it available for free? If so, how can you make your event worth attending? How, well one reason is they don't have to search all over the place to get this information. Think about how you can make your teleseminar different. Put a "twist" on it so it stands out.

Is it highly specialized information? If so and not just anyone can provide it then you can charge more.

When To Start Advertising

I suggest 5 to 7 days at the max.

If you advertise too much in advance you may have people actually forget they signed up. If this happens then you may find yourself receiving refund requests because they forgot about the event and didn't make it.

Send one maybe 5 days before, then the day before and a follow up on the day of the call.

Teleseminar Formats To Consider

- Single Presentation -You being the only speaker if you know the topic.

- Speaker and host with Q&A – You and a guest speaker do a presentation and then have an open question and answer session after the presentation.

- Training or teaching session – This could be a combination of any of the listed formats.

- Panel of experts – Great for interactivity but be careful to control the call as it could easily run twice as long.

Outlines For The Panel And Yourself

Prepare an initial outline and post it or send it to your panelists. Include any pre-submitted questions for the event. This allows them some preparation time in advance.

Have the attendees send in questions prior to the event, as well as during the event which you also send to your guest speakers if any.

Many speakers may have an outline of questions they will send you prior to doing the interview which gives you something to plan the interview around.

If so make additional notes and thoughts below their questions, plus any additional questions and send your speaker back a copy with your additions to the questions. That way they know what to expect.

Prior to the call suggest land lines for a better recording. Speaker phones are a no, no unless they can mute them. Wireless and cell can cause static and echoes as do speaker phones.

What Time To Call In And What To Do Prior To Starting The Call

I usually call around 7-8 minutes early.

Greet the attendees as they join and encourage them to introduce themselves and their website. Though this will probably be cut from your recording if you record it. But it still promotes interactivity and some exposure for the attendees and their business or sites.

If you created an outline for the attendees be sure to tell them where to download if they haven't already done so.

Start the call promptly at the time it has been advertised to start.

Explain to the attendees the commands of the specific phone bridge service you are using.

A common command on many bridges is *6 for the attendees to mute their phone. Ask that they all hit *6 to decrease background noise if you are leaving the call open where you can interact with the attendees. Some bridges use other keys to mute the phone, record, etc.

Other commands on many bridges are:

*2 – Record the call – not available on all bridges.

*5 - Speaker Mode – Puts the call in presentation mode and mutes the attendees which helps kill background noise for a better recording and no disruptions.

Publicizing the teleseminar

Forums, Newsletters, Ads, Pay Per Clicks and JV's – As you know all of these are traditional methods for promotion. I don't want to go into details since there is plenty of material in the other chapters on this.

Offline - Don't think it has to be online for internet only. Teleseminars can be an offline venture as well. All you need are callers and of course their charge cards...grin...

They can be local - Don't think that your teleseminar has to be nationwide or international. If you have a strong customer base locally or regionally, you could also put on a teleseminar for those customers.
An example is: you could have a free teleseminar for customers within your calling area. If the purpose of the event is to generate new leads then you could also offer a freebie to them by calling your company number after the event and of course getting their personal contact information in the process for following up with them.

What To Included In The Emails To Maximize Your Attendance

- **Date and time of the call**
- **Phone number and PIN code**

Send links for any downloads such as outlines or giveaways. You can also offer giveaways that they can only get by being on the call, this will help increase people that show up for the call, especially if you're doing a free teleseminar.

When to expect the files if they are getting a transcript and a copy of the mp3. Be sure to let them know it will take several days to transpose the files and get them ready for downloading. If you don't, be prepared for emails wanting to know when they can get them, sometimes right after the teleseminar is over!

Also **remind them** you will send them an email on the day of the call with the info. Be sure and do this so they don't forget the teleseminar. It will increase your attendance.

Double check all your info, AND be sure you are NOT sending the moderator code to the attendees. If you send them the moderator code then you can't control the call or mute out background noise from the attendees if needed.

Turning The Recording Into Products

You Can Get Two Products From Your Teleseminar

Besides your teleseminar being a product within itself, you can get two side products from your event. An MP3 file and a PDF file which you can sell as backend products after the event. I have sites selling my teleseminar files for me right now.

The first product I mentioned is the MP3 audio file that you can have recorded.

You can have the conference call company do this for you or buy an electronic digital voice recorder or desktop device and record it yourself. If you plan on doing several seminars then I would suggest buying a digital voice recorder.

The digital recorder can be used for several projects and tasks as well, including doing live interviews when you attend physical seminars. Below are a few I suggest. (Depends on your needs if you want a desktop unit (kind of restrictive) or portable.)

Portable:
Zoom H4 - $299
Zoom H2 - $199
Marantz PMD660 - $499
Edirol R1 - $449 or R9 - $299

Desktop that connects to computer:
USB Mixer Behringer - $199.
UA4FX - $150 Great little USB unit
UA25 - $199 Another good unit.

To find the best prices do a search for the product and you will get several retailers that sell them. Also consider eBay but do beware that you might be buying a used recorder, but usually it's for a nice discounted price. There's also several dealers that sell the new recording devices and portable recorders on eBay as well.

What Audio Format To Use

In order to decide what format you need to decide how you want it delivered to the visitor.

There's the WAV file format which is popular and records in an uncompressed format. But WAV files may take up to 10 times as much space as a file. They have quality of sound but can be huge unless it's a short recording. For the spoken voice only MP3 will do fine and is one of the most popular formats.

MP3 is a format developed back in the 90's. It's a compressed format and there is some loss of the original quality but it's close enough so that the average person probably won't notice any difference of quality.

For comparison, a .wav file that's 10MB may be a 1MB MP3 file depending upon the bit rate or Kbps rate. I use 32k up to 128k, though normally I record at 96k for most recordings and then reduce it down to 32k for web downloads. You do want to have a 96k or 128k recording if you're going to create CDs.

Then there's the **Flash file** format. By taking an MP3 or another format such as WAV and converting it to a Flash file, it becomes a streaming audio file with an extension of SWF.

You use Flash controllers to play the file from a web page. Total Web Audio is great software for that by Josh Anderson. It's under $100 now I think. Also there's MP3 Streaming at MP3Stream.com which is another good package to convert to Flash format.

Editing Software

Audacity software you can find it at http://audacity.sourceforge.net/, it's free. To find Audacity tutorials do a Google search for Audacity tutorials and there's some at the Audacity site.

Sound Forge $399 or Sound Forge Studio $70, Adobe Audition $349

Flash software: SoundNails, Total Web Audio, MP3 Streaming

Recording MP3s

Use a phone tap such as the Dynametric TLP 102 or the JK Audio QuickTap to send the sound from your phone to the recording device. I've seen where some people have had no problems with a phone adapter from Radio Shack too, though I've never tried one of them.

Then you route the sound from the phone tap to whichever recording device you choose to record with. Some people record straight to their

computer using the line in or mic input on the computer. But I also know depending upon the sound card and computer hardware and set up that doing that can have a definite buzz or hum in the audio. That's not always the case but can be a problem.

I use an Edirol UA700 for most of my recording, it's like an external sound card. However they don't make them anymore. I do find them on eBay from time to time though. I have 4 now.

For the beginner I suggest one of the many portable recorders available today that I listed above. Again reasons why are: they are good for your own audio, good for teleseminars, and good for interviews at seminars too and fairly simple to use as well.

Plus you can also use them for making mental audio notes and ideas that you might take down, so you don't forget it later. You can even use them to do rough draft articles and when the thoughts come to you, then transcribe them later.

I do recommend using a small mixer with the portable recorders if you are recording over the phone though. The Behringer mixer with additional backup battery power is a good cheap portable unit.

Some other advantages of portable recorders are battery backup, no computer needed to record. Easy to transfer via USB or compact flash card.

However some people would just prefer to have someone record it for them.

If that's your case then contact me, I'll be glad to work with you on recording it, getting it transcribed, converted to PDF and even create master CDs for you ready to send to the duplication or fulfillment company.

The **second product** would be an ebook created from your event.

This can be either in electronic format using an ebook creator software package or in PDF format using Adobe Acrobat once the teleseminar is transposed. There are also some services that allow you to convert the document to PDF format. You can transpose the event yourself from your audio file or have the conference call company do it.

If you choose to do it yourself then you may want to a buy foot pedal. Especially if you're going to do a lot them. That's what we've done with my wife. There are foot petals that you can plug into the computer and

the USB port and it starts and stops the MP3 recording. It comes with software.

The one that we use in particular, that has worked well for us, is called StartStop. It's excellent. It's good software. It works well, and their foot pedal works excellent.

These foot pedals allow you to tap them and go forward if you want to. Tap them and go back a second or two or it has a big play pedal in the middle that you just push on it to listen continuously.

You can set it where it will back up one second or two seconds to the last previous two or three words when you let off the play pedal.

This allows you to recap what you've been typing. If you are going to transcribe them yourself, then by all means spend about $149.00, I believe, and get one of those.

> ***Sidenote:*** This could become an additional stream of income too for service oriented people that can type fast, though it would entail more than a couple of hours a day of work for the 100 dollars a day.

Once it's transcribed then you can turn it into a PDF by using one of the PDF converters, however I suggest looking at Open Office since it includes a PDF converter built into it, so if you don't have MS Office or Word then you can use Open Office to transcribe the file and then convert it to PDF. And it's free.

> ***Additional notes:*** Create a physical product by printing and binding the PDF, create a CD from the recording, bundle them and you can get a higher priced product plus lower refund requests. By getting a higher price per sale, then that means you need to sell less products to reach your 100 a day goal.

Is there any reason you might not create products from the recording?

If it is a free seminar to pre-sell higher priced items or services then you might not want to produce PDF and MP3 files. (Though you could still put the PDF or MP3 up for people to download and read/listen to for additional exposure as a give away. And of course you would direct them to your higher priced items within the PDF or MP3 files.)

I highly suggest always recording and creating a transcript from the call when possible, for future use such as articles and ebooks too.

Wrapping It Up And Resources

Quick Step Process

First decide the topic and if there is a need?
Typical marketing find a need and fill it.

Decide do you need expert speakers or do you know the topic yourself.

Line up your speakers.

Line up your bridge line service

Promote 5-7 days in advance

Send a reminder the day of the call

Follow-up after the call and get testimonials

Put up web page and sell PDF and MP3s

Promote back end products

Do it all over again until your websites are creating $100 per day passive income.

Free Mp3 And Transcript

As I mentioned at the beginning of the chapter, Willie and I did a call discussing making $100 dollars a day with teleseminars.

For those that purchased this book please drop me an email at garyknuckles@gmail.com and put in the email you would like to receive a copy of the transcript and mp3 file. In the subject line please put "**Transcript & MP3 Request**". I'll send you the link to get copies of both.

Please feel fee to contact me for your recording or conference needs too.

Resources:

Conference Companies

Paid

- VoiceText http://www.voicetext.com/
- Eagle Communications http://www.eagleconf.com/

- e-Teleconferencing.com – Gary Knuckles Conference Service http://www.e-teleconferencing.com/

Free

- SimpleEvent.com http://www.simpleevent.com/
- FreeConference.com http://www.freeconference.com/
- FreeConferenceCall.com http://www.freeconferencecall.com/

Editing Software

Audacity - Free audio recording and editing software.
http://audacity.sourceforge.net/

Sound Forge Sound Studio $70 or Sound Forge $399
http://www.sonycreativesoftware.com/products/soundforgefamily.asp

Adobe Audition $349
http://www.adobe.com/products/audition/

Flash software

Total Web Audio
http://www.totalwebaudio.com/

MP3 Sound Streaming
http://www.mp3soundstream.com/

Phone Taps

Dynametric TLP 102
http://www.dynametric.com/index.asp?PageAction=VIEWPROD&ProdID=36

JK Audio QuickTap
http://www.jkaudio.com/quicktap.htm

Transcription Software And Foot Pedals

StartStop – Pedal and software
http://www.startstop.com/Transcription.htm

Gary Knuckles AKA Crazy Web Guy has made his living online full time since 1999. He creates digital and physical audio products for his company and for clients. His specialty is recording teleseminars and creating training products. More info: http://www.GaryKnuckles.com

Public Domain Works

Written by Willie Crawford

NOTE: Copyright is a tricky subject, and if you are even slightly unsure of the copyrights on a work, you should verify it using one of the sources mentioned in this chapter. Nothing in this chapter is to be construed as legal or copyright advice. You assume all responsibility for your usage of any work that you believe to be in the public domain.

Why Use Public Domain Material?

When looking for a product of our own to sell, many of us think that we have to create something from scratch. That's not necessarily so. Hundreds of thousands of works written and once copyrighted in the United States have now passed into the public domain. These are works which are no longer copyrighted and therefore fair game for you to market as your own product and keep 100% of the profit, without having to create anything unless you want to.

If you don't change the work, you can't claim the copyright, but you may sell or give it away. If you change the work in some substantive way, you create a "derivative" which you can then copyright.

Definition of Public Domain Works

Definition: A public domain work is a creative work that is not protected by copyright and which may be freely used by anyone. The reasons that the work is not protected may include:

1. The term of the original and/or renewed copyright for the work has expired
2. The author failed to satisfy statutory formalities to perfect the copyright
3. The work is a work of the U.S. Government

A caution about that third category is that works often produced, or distributed by the United States Government may be copyrighted, with the U.S. Government using the material with the copyright holder's permission. In that case, it is NOT in the public domain.

For example, while conducting research on hurricanes at a U.S. government site, I discovered numerous items that were copyrighted by the American Red Cross (who had granted the U.S. Government permission to use them).

Copyrights laws are constantly changing but span certain broad date ranges. You can use those date ranges as a starting point in determining if something is likely in the public domain. Those are:

1. All works published before 1923 are generally in the public domain.

2. Works published between 1923 and 1963 went into the public domain after 28 years, but may have had the copyrights extended for another 47 years.

3. Works published between 1964 and 1977 went into the public domain after 28 years but were eligible for an automatic extension for another 67 years.

4. Works created 1978 - present, copyright is LIFE plus 70 years.

5. Work created by the U.S. government is public domain and went into the public domain upon creation.

The Laws Governing Public Domain Works Differ From Country To Country!

The complexity and fuzziness of the copyright laws is evident in this Wikipedia explanation: http://en.wikipedia.org/wiki/Public_domain

Which Works MAY Be In The Public Domain

Works that may be in the public domain and that you could use in creating your own products (or product lines) include books, posters, movies, artwork, software and other items.

Common Examples of Public Domain Works

The movie "Little Shop Of Horrors" is public domain

P.T. Barnum released some of his titles as public domain right from the beginning.

Napoleon Hill's famous "Think And Grow Rich" is public domain, but there is a version copyrighted by the Napoleon Hill Foundation too.

Famous political speeches

Confirming That It's In The Public Domain

The best way to absolutely (almost) confirm that a work is in the public domain is to use one of the many firms that do legal copyright/patent searches and will verify for you that a work is indeed public domain. Their research should come with some type of guarantee, and should offer you a degree of protection against inadvertently violating a copyright. Not having used one of these, I'll defer making a recommendation and suggest asking for recommendations - perhaps on a discussion forum for writers.

One of the best works that I've read on the topic is "The Public Domain: How to Find Copyright-Free Writings, Music, Art & More (by Attorney Stephen Fishman)
You'll find it here:
http://www.nolo.com/lawstore/products/product.cfm/objectID/CF0946AF-06EA-46EF-A2FC0F9F99DB505D/sampleChapter/3

Copyright-able Derivatives

To convert a public domain work into a copyright-able derivative, you need to change it in some substantive way. That could include:

1. Creating an annotated versions where you commented upon the chapters, or perhaps updated the language. Ted Ciuba did this with Think And Grow Rich, and then published "The New Think And Grow Rich."

2. Converting the work to a different form such as recording an audio version of a print book. Along the same lines, you could turn the public domain version into perhaps a Camtasia Video version, an interactive software version, or any of a number of other creative versions.

3. A public domain work can be the center of a recorded teleseminar, with the recording or the teleseminar itself being a derivative product. A recorded tele-class could be used in the same way.

4. A membership site with a trademarked theme could be based upon a public domain work.

Aside from derivatives, you can create a unique product that distinguishes you in the marketplace by bundling public domain works with either copyrighted or other public domain works, to create themed collections. Public domain works can also be used as bonuses when marketing your own or others products.

A Paid Sources Of Public Domain Works

Being lazy, most of the public domain materials that I've personally used were researched, verified in the public domain, and then sold as product packages by savvy marketers. Two such examples were:

"Public Domain Riches" by Yanik Silver and Michael Holland. Yanik periodically offers limited edition collections. Each release quickly sells out. I don't think that he's currently offering a collection but you can get some free tips on public domain works and get on a waiting list if you desire at: http://publicdomainriches.com/

"The Lost Files" by Russell Brunson. Russell was researching public domain works for his own use when he noticed that he had accrued quite a collection. He began offering those "cleared" pubic domain works through a membership site, and later as a collection on CD. Russell's package is no longer available, but his site is: http://TheLostFiles.com

This suggests a glowing void in the marketplace to me, and an easy way for YOU to earn that $100 per day. Just sell 1 CD per day with a collection of public domains works or derivatives at $99 each and you have your $100 per day! Simply set up your own authority site on public domain works, and sell to authors who don't want to go through the time or effort to locate and verify which works are indeed public domain. You could offer several niche specific bundles.

Free Sources Of Public Domain Works

I shared with you two source where I've purchased public domain material before but any search engine will reveal dozens of sources of public domain material in every imaginable format.

Here are some of my favorites:

Project Gutenberg - the definitive archive of public domain novels, featuring 6267 texts documents. You can download those text files and use them with minor modifications. Please confirm the requirement on the site, but I believe that all you need to do is remove the reference to Project Gutenberg. I have used and/or sold dozens of works that I located from this site. One was a cookbook of recipes from the 1890's.

You'll find Project Gutenberg is at: http://promo.net/pg/

You can browse Project Gutenberg by author, title, or recently posted works. They have a whole team of people who are continuously converting public domain works to plain text documents.

Here's a nice small collection of documents (many in WordPerfect)
"Public Domain Databases in the Sciences"
http://www.csudh.edu/oliver/pubdomdb.htm

Ibiblio - The Public's Library and Digital Archive http://www.ibiblio.org

Wikipedia - Public Domain Resources
http://www.wikipedia.org/wiki/Wikipedia:Public_domain_resources

If you need copyright free photos and images check out:
http://gimp-savvy.com/PHOTO-ARCHIVE/
This photo archive at Gimp-Savvy.com has more than 27,000 free photos and images.

For public domain music, check out http://www.pdinfo.com/list.htm
It's "A reference site to help identify public domain songs and public domain music"

Also check out, "The Choral Public Domain Library http://www.cpdl.org/ billed as " the largest website devoted exclusively to free choral sheet music. This site has over 200 contributors and 4,300 scores"

For public domain software some popular sites are:
Freeware Home http://www.freewarehome.com/
Freeware Files http://www.freewarefiles.com/
Freeware Web http://www.freewareweb.com/
CNet Download.com - Shareware and Freeware http://download.com.com

These software sites are excellent for locating software that can be improved upon, or software that can be marketed or given away as-is.

Examples of Currently Marketed Public Domain Works

Ted Ciuba's The New Think And Grow Rich - book and product line.

Rebecca Fine's The Science of Getting Rich - which she turned into numerous products.

Matt Furey's "Farmer Burns Catch Wrestling"

Morgan Westerman's "The Interview With God" was created from a public domain poem, which was set to music and matched up with inspiring pictures. This site gets millions of visitors and earns MILLIONS of dollars

The Master Key System Audio which I have published as an annotated ebook. I also market an audio version and a version niched to martial artists. I purchased the audio recordings of 16 separate works and then simply set up a website and began selling them.

Sun Tzsu's "The Art Of War." I've seen countless versions of this ebook niched to different career fields.

Selling Your Products Created From Public Domain Materials

At it's most basic, you need a public domain work that lots of people are interested in, a mini-site that describes the product, a payment processor, and a way to generate traffic to your sales page. Let's examine each of these in sequence, while acknowledging that techniques taught in many of the other chapters of this ebook can also be used to sell public domain products.

A Product That Lots Of People Are Interested In

It is absolutely critical that you confirm that not only are lots of people interested in the topic, but that they:

1. Want more "stuff" on that topic. Find a market that has an ongoing interest in a topic that you want to market in and determine that the market want the product in the formats you plan on offering.

2. Are capable of paying for what you have to offer. It doesn't matter how much people want your product if those who want it can't afford to pay for it. It does little good to market a $5000 course on a topic to people on limited/fixed income, no matter how bad they might really want the product.

3. Are willing to pay for it. In some niches, people believe that they can find what they are looking for free, so they hesitate to pay for that item. An example is recipes. There are probably more pages on the internet offering free recipes than there are people on the face of the plant. So, it does take powerful copywriting to sell in that marketplace and many aspiring cookbook authors simply can't sell their cookbook. Know the demographics of your potential customers and their buying patterns.

4. Are willing to pay for what you plan to offer. Verify that by confirming that they are already spending money on similar products.

If there are no similar products, here are some things you can do before investing too much time and effort in the project.

Drive some traffic to a lead capture page, from the pay per click search engines. On that lead capture page, either survey your visitors to see what they are really looking for, or tell them that you are developing a product that you'll offer them for free or at a discount in exchange for feedback and suggestions.

Another idea is to use the search engines to search for sites that show up in the top-30 for your primary
keyword phrases. Visit each site and see exactly what they are selling. See if similar products are already being sold, and look for sites that your product would be a perfect compliment to.

A Mini-Site

The simplest website to set up is a one page direct sales letter. It's just ONE page explaining how a given product is going to improve the prospects' life. Traffic is driven to the website where the person either buys or leaves, or in some instances join a list for more information.

This one page, or several page, mini-site does need good copywriting, but think of it as if you're explaining to a friend how your product will improve their lives. It doesn't have to be any more complicated than that!

My personal favorite copywriting formula is called "problem, agitate, solution." You describe the problem that your product solves, explain why it really is an excruciatingly painful problem that they really do need to solve, and then you explain why your product offers the perfect solution. Use testimonials to have others validate your assertions, use a guarantee to eliminate any risk of dealing with you, and clearly state your offer. It really is that simple.

The mini-site can be fleshed-out with more educational information on solving a given problem, more information about the expertise of the person offering the product, and things that give the site a degree of interactivity.

A properly structured mini-site can be a simple money machine. It can be written so that from the first word on the page, a person is led towards the decision to take that single "most desired action." In-fact, any sales page MUST tell the person what to do and how to do it. Anything that confuses a prospect will send them away.

A mini-site should not attempt to sell more than one or two products. It should not be a "super store." A person faced with too many choices, won't make any. That's why fast food restaurants typically offer only one or two choices in kids' meals. Faced with five choices, many kids would stand and stare at the menu until the parent grew frustrated and decided to shop somewhere else.

A Payment Processor

The vast majority of your customers will want to pay via credit card, and they will want instant delivery if that's practical. Until you are sure that your volume of business will justify the expense of a merchant account, you probably want to use a third-party payment processor. Even after you have sufficient volume to make a merchant account economical, you may still want to use a third-party payment processor for the other conveniences that they can provide.

Here are three commonly used third-party credit card processors:

1. Clickbank - For the sale of digitally delivered products Clickbank is fast and easy to set up. For $49.95 you can get setup as a merchant, and sell up to 50 of your products through a single Clickbank account. Extra accounts are available if you need more than 50 products.

   Some merchants that I know HAVE sold physical products on Clickbank, but they advertise digitally delivered products only. When setting up a product for sale, you'll be required to show them your sales page and download page, so that they can see/test your sales process.

   If your sales page is too hype-filled or offers questionable products, Clickbank will likely reject your product.

   Clickbank boasts a ready supply of over 100,000 affiliates, but those affiliates still need to be made aware of your products, be provided with the right tools, and training.

   Clickbank charges you, the merchant $1.00 + 7.5 % per sale

   Clickbank pays merchants and affiliates twice a month. The big convenience of using Clickbank is that they manage tracking and paying affiliates and processing credit cards or electronic checks.

2. Paypal - To get setup you register, verify the amount made in two tiny deposits sent to your checking account …and you're all set to

send and receive money in any of 190 different countries and regions.

Paypal does not accept accounts (merchants or buyers) from all countries.

Paypal lets you accept credit cards and electronic checks if desired. You can turn off the option to accept eChecks, which is the most problematic type of transaction for many merchants.

Paypal does offer a shopping cart that you can integrate into your websites.

Paypal offers the use of "IPN " to verify orders before taking a customer to a download
page

Paypal offers the leverage of being a HUGE company, owned by the same entity that owns Ebay and Skype. They have over 150 million registered users worldwide, and customers who frequent Ebay readily recognize and feel comfortable using Paypal.

With Paypal you get your funds instantly deposited to your account where you can leave the money there, withdraw it using an ATM card, transfer it to an associated checking account, or spend it with other Paypal users.

With Paypal you need to set up and manage your own affiliate program. You generally pay your own affiliates if you have any.

Paypal does readily interface with these two inexpensive scripts that allow you to easily set up your own affiliate program:
1) Rapid Action Profits
2) The $7 Scripts

Paypal fees are .30 cents per transaction + 1.9% to 2.9% per transaction, depending upon the monthly volume that you process.

3. PayDotCom.com
   Similar to Clickbank except higher limits
   Newer than Clickbank so smaller marketplace and fewer merchants
   Fees are $1 to $3 per transaction PLUS Paypal fees.
   PayDotCom.com fees are split between merchant and affiliate
   Purchasers pay instantly to merchant's PayPal account.
   They allow you to sell physical products and digital goods.

An Integrated Selling System

When selling your own products, you need an integrated system takes the customer from sales page, to order form, to payment processor, back to a download or thank you page.

It needs to feel seamless to make the customer feel comfortable. The fewer clicks the better. The fewer forms they have to fill in the better.

Both The $7 Script and The Rapid Action Profit script offer simple inexpensive integrated solutions. The Rapid Action Profits script offers the added advantage of allowing you to email your entire database via the scripts admin panel. You can only email portions of your database when using The $7 Script.

7 Ways To Generate Traffic

Having a product and a beautiful website is useless unless you also have visitors to that site who will hopefully buy your products. Here are some easy, inexpensive ways to drive traffic to your websites:

1. Write And Publish Articles - This is a dependable, but relatively slow, method of generating website traffic. It's slow because it takes time for your articles to be accepted/published by the different article directories and ezine publishers. It takes time for the search engines to spider, and then index webpages containing your articles, and for you to rank for target keywords contained within the articles.

   Write 300 - 1000 word articles addressing problems that your product solves. Submit these articles manually, or using inexpensive article distribution services. A great, inexpensive service to begin with is at http://Isnare.com When submitting manually, focus on submitting to the top ranked article directories and to ezines that you subscribe to and know that your articles are appropriate.

   Also post your articles to your websites and blogs. If you want your website to rank highest for your target keywords then you probably want to post your articles to your website first.

2. Pay Per Click Search Engines - This can be a risky proposition. You could easily spend more than you are earning and have quickly spent a small fortune before you realize that an ad is not working.

Begin by setting up a Google AdWords Account at http://adwords.google.com.
There is a tutorial on the site that explains how to do this, so I won't cover that. I will just emphasize that you need to start small, limiting your account to perhaps $50. Then only increase that amount when you've confirmed that a given ad campaign is working.

A seldom discussed fact is that often MOST of your AdWords campaigns will not be profitable. That's why you test and track results closely. Even though most campaigns will be losers, the big winners will more than make up for the losers.

When you do get a winner, stick with it but make tiny changes, trying to beat your control (that's the ad that gave the best results). Keep using the control until one of your alternate ads beats it. That's your new control. Then consider discontinuing the 'old' one, but at that point you may want to run both ads.

3. Viral Ebooks - You can take any of your articles and by adding additional resources and tips, create an ebook that you can give away. Offer these ebooks through yours and others websites, forums, etc. that allow you to advertise your free ebooks. You can also take a private label product, quickly rework it, and offer that as a free gift.

   In your ebooks, recommend appropriate products or services but make some of the links rebrandable. This will encourage others to change those links to their own affiliate links and then to pass on your ebook. The key is to have some links in the ebooks that are NOT rebrandable, or offer readers of the ebooks a free valuable gifts for visiting your site. After the reader downloads the freebie, point them to your sales page.

   Instead of an ebook, you can also personalize any of the inexpensive private label software now offered through dozens of sites and then offer that revised software from the same places that you'd offer free ebooks.

4. Ezine Ads - Place ads in ezines in your niche that you subscribe to, enjoy, and think that your fellow subscribers enjoy too. Advertising in a sub-par ezine is probably a waste of time and money. If you don't enjoy reading each issue, the chances are that other subscribers don't either… so the odds are that very few people would read your ad in this ezine.

Place ads in ezines that don't run too many ads, and negotiate to have your ad near the top of the ezine.

5. Joint Ventures - Perhaps the "Queen of Traffic Sources!"

   When you can land a lucrative joint venture with someone with a large list or busy website, the traffic and orders will FLOOD in. However, getting one of these people to joint venture with you can be a challenge. Here's the secret though… offer them a top quality product that's a perfect match for their list at an irresistible price.

   There is more to it than that but larger list owners and owners of busy websites are constantly looking for great products and services to tell their members about. The problem is that many of the products that they are asked to joint venture on are really substandard. You must only seek joint ventures on products that their list members will be thrilled that the JV partners told them about!

6. An Affiliate Program - Just one good affiliate could send you enough daily sales to earn you the targeted $100 per day with no work beyond recruiting them!

7. An Ezine - An ezine or update list allows you to build a relationship with your visitors and get repeat visitors. The fact is that MOST of your visitors will not buy on the first visit, so you need a method of inviting them back to your site.

   Create an ezine on a topic that pertains to your product. Invite people to opt-in by filling out a form on your webpage which then subscribes them to your autoresponder. Once a week, send out an email update, or a newsletter containing your latest article on your niche.

   An easy to set-up autoresponder is at http://www.aweber.com. They have a reputation for relatively high email deliverability rates, compared to most other autoresponder services that I'm familiar with.

   This ezine will remind the potential customer of you, your site, and your product, and when they are ready to buy, it will bring them back to your site.

Finally - Don't Overlook The Backend

Backend sales are any sale that you make after that initial sale. If you offer your customers additional items that are closely related to the primary product (that they've just proven an interest in) they will buy them.

Offer other products or gifts on your product download pages.
Periodically offer backend products to your ezine subscribers.
Send free gifts or notes on how to get the maximum utility from the product that your customers bought. Do this in follow-up autoresponder messages days, weeks, and even months after they purchased a product.

Willie Crawford has been selling goods and services on the Internet since late-1996. He also created and marketed products ranging from free reports to $25,000 seminars. Willie shares his experience and advice with aspiring online marketers on his blog at http://WillieCrawford.com/blog/

Membership sites

Written by Thea Swafford

Your Monetized Membership Site Set Up Today.

People love to be a part of something, to be included. Look at all of the chat boards, forums and discussion groups that are online. How many do you participate in? Do you realize that you can make some serious money by using the same principle and creating a club?

It doesn't matter that you are new to the Net, don't know how to create a web page or that you aren't even an expert at something. This is as easy as it gets.

What Are You Good At And Enjoy?

Personally, I love food. So, for demonstration purposes let's build a membership site around food. I don't have to be an expert on food to have a club or membership site about food. I just have to present a place for other people that love food to meet each other and exchange information that is special enough that they want to stay month after month.

Lets Break the Topic of Food Down Into Smaller Parts.

Appliance cooking
- Bread machine
- Crockpot cooking

Baking
- Indoors
- Outdoors
- Campfire
- Solar oven

Canning
- Water bath canning
- Pressure canning

Fermenting
- Beer
- Brine
- Kefir
- Kombucha
- Pickling
- Vinegar

Gardening

- Container
- Herb
- Hydroponic
- Organic

Grilling
Indoors
Outdoors
Naturopathy (healing with food)
Salads
Smoked Preserved Foods
Soups
Storing food

You get the idea, I could go on for a week.

Go to Yahoo Groups and find groups that address the 'parts' of your topic of interest. You are looking for the largest groups that have an obvious leader or mentor and whose membership is very active. You don't need to include all of the groups at once, but find three or four that are complimentary to each other and join the groups. In this instance, I found:

1) A Doctor of Naturopathy who describes his free membership site as a herbal remedies list that has a complete set of files on most herbal remedies, their formula and preparation and is for those of you who are interested in total healing using herbal remedies, nutrition, and all natural methods including "LAUGHTER" ;-). The good doctor's group has a very loyal following of 6,532 members at the time of this writing.

   The doctor's personal web site shows that he also retails the remedies that he teaches about and has a couple of books to his name for sale.

2) The second group has a very loyal following of 6,137 (30 of which have joined this week). He has a very active list of proactive people that are obviously expanding the list by word of mouth.

   This list was initiated to discuss the art of preparing traditional Kefir with Kefir-Grains. They welcome members to discuss other cultured food-products, some of which in fact, are explained throughout the list owner's extensive web site. He encourages the discussion in relation to health-related attributes of cultured food-products also. He has a book on the topic and sells the starters for probiotic cultures.

3) Our third group is a well published author with 9,637 members whose group is described as follows. The original e-mail resource for recipes, encouragement, tips and discussion for once-a-month cooking (OAMC), make-ahead meals, feeding the freezer, bulk cooking, freezer-meals, mini-sessions, Mega-cooking, or just general cooking ahead.

4) The fourth group contains specialists in organic gardening and have a faithful following of 6,057 members. Friends talking about their homestead: gardens-orchard-vineyard-flowers-herbs-fruit cellars-chickens-goats-honeybees-stocking up-compost-recipes and self-sufficiency. See how simple it is to grow your own organic produce, and learn how to feed your family healthier.

Once you have found a few experts in your area of interest that compliment each other, but don't compete, study them. Read the messages that have been posted, go through the files and see:

- What is missing that you can contribute to the group
- The perspective of the list owners
- The attitude and perspective of the list members.

Keep in mind that you are going to come across lists that are not conducive to your objective. For instance one list that I joined that was food related had to do with frugal living. The people on that particular list were caught up in turning trash to treasures for holiday giving and frankly weren't very nice to each other. The members of that list, probably wouldn't pay to join our club or be of benefit to the four groups mentioned above. Be selective.

You can add more 'experts' as you grow. Adding an expert at least once a month should help to keep your club members and existing experts in the club.

Now the Fun Begins!

Start your own Yahoo group cross pollinating the groups that you've joined and call it a club. Do you think that our doctor would like to sell his remedies to the 21,831 members of the cultured food, organic gardening and recipe groups? Do you think that the other three group owners would like to sell their wares to the lists of the doctor and each other?

Sure they would!

Invite the owners of the other groups to join free, tell them that you would even like to showcase them on your club site, tell them that they

will be the expert in their field here and are encouraged to sell their wares and promote their web sites. Go on to offer to upload all the files from their file section to yours as a courtesy and give each expert their own file area. Then send them out to tell their lists about the new club in town that is showcasing them.

Keep your dues low, it's easier to get 200 people to pay $5 than 5 people to pay $200. The smaller the amount is the more likely the members are to stay in the club month after month. And our purpose is to build passive residual income. That is to say that we are going to build this once and get paid month after month.

The four folks in our example groups have combined lists of 28,363 people. If just 5% of them join our 'club' at $5 a head that's an extra $5,675 income this month... that's $189.16 per day. It took me less than 15 minutes to find these four, if I apply myself for another half hour there is no telling how many 'experts' I can find... that come complete with lists, to join my club and promote it to their lists.

And no, the 'experts' I bring in do not have to have a Yahoo group. I have one chef in the cross-hairs that has his own active forum and over 48,000 members. Google your interest as well as doing a Yahoo search for the 'experts' in your field.

Back to Yahoo...

Yahoo groups are very easy to set up. Just log into your free Yahoo account and click the link that says Start A Group. After that you will be walked through the process of setting up your group (club) one question at a time.

Now, here's a few things to think about.

In the Manage your group area of your Yahoo group:

- You can set your Yahoo group page to show or not show how many members you have. I would not show until the numbers were impressive.

- You can show or not show member profiles and contact information. I would choose to not show, because you want your club to be the only means of communication between members and faculty.

- You can set the site to accept anyone or you can qualify them. I would qualify them and give the payment link in an email to them to qualify... by paying. :o)

Setting Up Your Payment Method.

Go to PayPal and set up a free business account if you don't already have one. Once inside of your account find recurring payments. I would love to tell you where it is, but they like to move things. It should be somewhere in Merchant Accounts in accepting website payments. Make sure that you keep track of the payment information to send to your clients.

Draft an e-mail with the payment information and welcome to copy and paste into your Yahoo group post area. This will automatically be sent to the applicant when they ask to join your club. Once they have paid, you will receive notification from PayPal and can manually approve the person in the management area of your group. Again, they will be sent an email to welcome them automatically. You can customize this letter too in the management area of your group.

You want to be very active in your club. As the owner you will need to give something to the membership on a regular basis. For instance in this case I would probably give them a weekly menu of things that are very delicious and extremely good for you... as well as a grocery list for the week. In that weekly e-mail I would also suggest items to purchase that I receive a commission from if they do, such as a particular pressure cooker to help them prepare nutritious meals more quickly.

I like to do things once and get paid for a very long time so I would make 52 menus and put them in an autoresponder set to send a message once a week and be done with it. I use the autoresponder service at A1eBiz for all of my lists. Yes, this does cost $20 per month, but so far that's the only expense you have with your new business venture.

As for items to sell the club members in the autoresponder messages simply go to ClickBank, set up a free account, then go to the Marketplace and search your club's interests. I found 109 cookbooks alone there, not to mention other cooking items that are on the market.

Remember to Google your area of interest for items that offer affiliate programs that are not paid through ClickBank. You have to be a little careful here. Offer purchasers a bonus that requires them to send you the email receipt for the purchase. If you don't receive the commissions from the company as you should, then you can forward these email notifications from your purchasers and request your commissions. This is something that you have to keep on top of to really benefit from any more, but well worth it if you have the time.

Another way to make money from your club is to compile the information that is freely shared in each thread of the posting into e-books and sell them cheap to the membership. One lady does this and doesn't even cut

the posts, she just copies and paste the whole thread into a pdf file and sells them for $5 each to her list members.

Start Spreading The Word...

Tell your other lists, post information in forums and other groups that you're a member of. Tell your friends and family, about your super-duper 'club' and your already elite membership. A lot of groups will allow what is called a signature file. That means that when you post to a group you are permitted to list your web site or Yahoo group under your name. Not all groups allow this, so know which ones have rules against it. If you are allowed to use a signature file, take advantage of it.

Send out a press release each time you get a new expert. There is a press release generator and over 9,000 live links to local newspapers in the U.S. and Online press release sources here. There are also live links for advertising venues in the same place.

As you can see this is a very easy process, that requires no previous Internet expertise. It's just people working together to the benefit of all. You can have your club set up and generating a steady monthly income by following the steps above in just a matter of a couple of hours. By being active in your club and promoting it on a consistent basis you should have a very healthy income stream.

Now, rinse and repeat... what else are you good at and enjoy? Nobody said that you could only have one club. ;o)

Thea Swafford is in her 10th year working online to help people to efficiently run both their home base and their business with wisdom and humor. Visit Thea at http://TheaSwafford.com and read more of her articles at http://EFischentLiving.com

Resell Rights

Written by Scott & Sharlene Raven

My name is Scott Raven. My wife, Sharlene, and I own Raven Media Group. Due to some serious health issues, I have spent the last year and a half unable to work in our business and Sharlene was forced to learn everything about it all at once. She really could have used an eBook like this one back then. :-)

As you have already read so far, in this eBook there are many different methods to reach your $100 per day goal. I would like to share with you the way that Sharlene was able to keep our business growing during my absence. It has to do with using Resell Rights and Private Label Rights information products.

Before you go running scared...I'm not talking about rewriting PLR products and making them into brand new products. Although this is a very powerful method and can quickly rocket your business to your goal and beyond, many people just do not have the time or the resources to do that.

What I am talking about is buying Resale Rights products and PLR products for the specific purpose of turning around and reselling them to your list of subscribers (if you currently have one) or through an affiliate program. (Just to be sure, an affiliate program gives you a unique website address to promote other people's products in return for a commission if any visitor send by you buys that product).

This is actually the primary model we currently use in our business.

There are many ways to begin using Resale Rights and/or Private Label Rights information products, but before I get into our strategies, I think it would be helpful to define the different types of rights that you can get for information products to resell.

There is a lot of confusion in our industry related to types of rights and many people who are new to selling information products can find themselves in hot water over these distinctions if they are not careful.

The best advice I can give you is to be sure there is a specific License File with each product you acquire, that spells the rights you have out for you very clearly. If there is any confusion on your part, contact the seller you purchased from or the product creator for clarification.

The Different Types of Rights

Personal Use Rights

Personal Use Rights are basically just what they sound like. When you buy a product with personal use rights, you can only use the product yourself. You cannot sell or give away these types of products for any reason without violating copyright laws.

This also means you're not allowed to share the product with a close friend or relative, although this is often done. Sure, if you give a copy to your best friend or business associate, you may never be caught. If you do, however, it can be very costly to you and to your business.

Basic Resale Rights

Basic Resale Rights, more commonly known simply as "Resale Rights", are a little more flexible than Personal Use. You actually have the option to profit not only from the use of the product, but you also have the right to sell the product for 100% profit on each sale.

With Basic Resale Rights, you get the Personal Rights to the product you purchased. You also get the right to sell it to others and you get to keep the full purchase amount from your customers. Some sellers may restrict you to selling the product at a certain price point or higher. This may or may not be able to be completely enforced, depending on what country you live in. You should always check with your legal counsel on this point.

A main limitation with Basic Resale Rights is the fact that you cannot sell the right to resell the product to your customers. Their purchase through you comes only with Personal Rights. If your customers would like to purchase anything other than Personal Rights, they will have to purchase them through the product creator or original seller.

Master Resale Rights

Master Resale Rights are the most common form of rights that you will find in the Internet Marketing niche (and many others). This type of rights is even more flexible than regular Resale Rights.

With Master Resale Rights, you get both the right to use the product yourself and the right to sell it to others for all the profits. In addition, you also get the right to sell Resale Rights to your customers. Generally, when selling these rights, you will be able to ask a higher price than what you would get for Personal or Basic Resale Rights.

The main restriction you will find with Master Rights is that your customers are not allowed to sell Resale Rights of any kind to their own

personal customers. They can sell the product as Personal Use only. Many marketers make a mistake with this type of rights and assume that they can turn around and sell the Master Rights too.

If you have Master Rights, you CAN NOT sell Master Rights unless your Master Rights are "FULL Master Rights!" (wow, that was a mouthful...lol).

Full Master Rights

If you decide that you want to use Resale Rights products as one of your business models, this is the type of rights that you should prefer other than PLR. Of all the types of rights we have discussed so far, you have the most flexibility with Full Master Rights.

You can:

1. Personally use the product (Personal Rights)
2. Sell Basic Resale Rights to your customers.
3. Sell Master Rights to your customers.
4. Sell Full Master Rights to your customers.

Basically, except for not being able to modify the product in any way and put your name on it as the author, you can do virtually anything else with this type of rights to another information product. One other restriction you should look for is the ability to Give Away these products. Unless the product creator specifies that you can give away the product for free and spells that out in the License File, you should never give the product away under any circumstances.

Private Label Rights

Now, for the most flexibility of any type of product, Private Label Rights (PLR) are the one of the best ways to go. You can modify the product and make it your own. You can also put your name on it as the author, have new graphics created, and sell it with a new name and it is essentially a New Product.

As I told you at the beginning of this chapter, if you don't want to take the time to recreate the product, you don't have to. You can sell it as is and still keep 100% of the selling price.

In most cases, you can sell Personal, Resale, and Master Rights with your PLR Product if you haven't modified it. Here is where you should check the License File to be sure if you are allowed to sell Private Label Rights to the product unmodified. Many product creators, while allowing you PLR, like to control the number of PLR Licenses that are "out there" for their products. Therefore, they do not allow you to sell the PLR yourself. Some do not even allow you to sell Master Rights.

Unrestricted Private Label Rights

Unrestricted Private Label Rights are the so-called "Holy Grail" of Resale Rights products. With Unrestricted PLR, it is just as it sounds...UNRESTRICTED. You are allowed to do anything you choose with this type of rights.

You don't have to modify these products in any way and you can still turn around and resell them to your own customers with any type of rights you choose. You can even sell the Unrestricted PLR to your customers as well if you choose.

Of course, you can modify the products and make them your own as well. Now that we have a good grasp on the multiple types of rights available to you as a reseller; let's get into the methods that Sharlene and I have used (and currently use) to make our $100 per day goal a reality.

I should quickly mention that the only niche we currently market products for is the Internet Marketing and Make Money Online niche.

Method 1

We like to find a new resale rights product on a hot topic in our niche and put together an "individual" sale of this new product at a competitive price point. When I say "competitive" though, I don't necessarily mean cheaper. It is always best to stay with the market average when reselling new products. You don't want to start selling brand new products for 2 or 3 dollars and brand yourself in this manner.

Often you will find several marketers selling the very same product you are when it first comes available with resale rights. Your best bet, if you are not first to market, is to take into account all of the price points these other marketers are using and sell it around the same average price. Surprisingly, you will tend to find that you sell more products and your profits are greater if you don't lower your price point.

Now, we currently have a fairly decent sized mailing list in our niche and do most of our sales through email marketing. That doesn't mean that you have to have the same size list (or any list yet for that matter). You can also use other methods such as Pay Per Click (PPC) and Affiliate Marketing. There are many great resources available to learn these methods as well.

Method 2

Another great way to utilize resale rights and PLR is through combining 2 or 3 great products into one offer. Everyone likes a great deal, right?

By using this method, you can set a higher price point than you would normally ask by selling only one product and you are giving your customers a great deal in the process. When we do this, we like to take a new product and combine it with a couple of related products that are also not very old.

Most marketers will agree that you will sell more of each package to your customers if your products in the package are all related. Sure, you can sell unrelated products effectively too, but you will usually make more sales on a package of products that all address one topic or method in your niche.

Many people do not like to jump around from topic to topic when reading the products they purchase. Many people, myself included, structure their purchases around the topic that they are focused on at that particular time in their lives (business or personal). By packaging only related products, you have the advantage of capitalizing on these buying decisions.

Method 3

A very popular method of packaging resale rights and PLR products is through the Firesale method. This is where you will usually find all types of products, no necessarily related to each other, grouped into one fairly large package and sold on a staggered price structure.

Let me explain what I mean by "staggered" pricing. Think about the old saying, "the early bird gets the worm." In a typical online firesale, if you get there in the first day or two, you get the best price. After a set number of days, the price will go up by around $20 or so. Most of the time, you will see a price increase at least twice from the original price point.

Let me give you a quick example...

In January of this year, Sharlene put together a firesale to help with a lot of my medical expenses so that I could get some much needed treatments and medicines for my illness. This was the largest project she had ever done.
Sharlene chose to use the New Year as a theme for the firesale and put up the domain: www.NewYearFiresale.com

The package has 134 products from throughout the past year and a half that she had collected either the resale rights to or the private label rights to. The hardest part of this firesale, besides building the actual pages, was to recruit affiliate partners to promote it to their lists.

Of course, she was able to promote to our lists as well; but most of the sales came from the affiliate partners she recruited. By the end of the sale, there were 238 orders generated in total ranging from $47 each to $97 each. Total sales amounted to over $12,000 in sales. Sure, we had affiliate commissions to pay out on those sales that came from our affiliate partners, but even if we only kept half of that, it comes out to over $6,000 in profits.

As you can see, this easily achieved well over the $100 per day income goal for the month of January. Unfortunately, this type of sale is always "short lived." That means that you can put out a firesale type offer only a few times per year and your profits generally end within a few days of the last price increase.

Still, if you recruit great affiliate partners, you can potentially make enough profits to cover your $100 per day goal for more than just the one month (in total profits). That's not bad for a few days work! :-)

Method 4

If you want to reach your $100 per day goal on a consistent basis, let me make a suggestion. Find something that you can do on a regular basis. Sharlene chose to set up a Weekly Sale. She also decided to "brand" this special sale so that people would remember it and hopefully bookmark it to visit every week.

Here's what she did...

First, she decided to call it **Monday Madness**. She registered the domain name www.Monday-Madness.com and created a graphic template to go along with the theme. This template is used every week for this sale and our customers actually become "members" of Monday Madness. They also watch for an email from us letting them know that Monday Madness has started.

We even have people who regularly visit the Monday Madness home page on Sunday (our time) and continually refresh the home page to see if there is a new product showing. After doing Monday Madness for quite some time now, we have created a brand that is recognizable not only to

our regular members, but also to many other customers that we did not gather ourselves.

Let me explain that last statement...

When Sharlene originally set up Monday Madness, it was always one price for whatever product she chose to sell this way. Every week, subscribers could get a great product for only $5, typically with only Personal Use Rights to the product offered.

Monday Madness products are usually products that have been released over the past year and a half that are somewhat older, but are really good products and are useful to the buyer. Again, they also usually come with only Personal Rights.

After a few weeks of doing Monday Madness this way, Sharlene decided to change the model a bit and began offering 100% Commission paid instantly to the Paypal account of anyone who became an affiliate and promoted Monday Madness to their list of subscribers.

Here's a key point to consider: All paying customers create a user name and password to log into the Monday Madness member's area and get their product downloads. They also AUTOMATICALLY become affiliate partners. If they choose to do promote, they are already an affiliate partner, so they only have to get their promo link to do so.

We use a special script for Monday Madness created by a friend of ours who is a programmer. This script runs every aspect of Monday Madness, including the affiliate program and the customer database.

Another great feature of this script is that every single Monday Madness product since we began using it is listed in the member area and available for purchase to any member at any time. This creates a consistent cash flow as new members sign up to the Monday Madness system.

Now, why would we offer 100% commission to affiliates? Doesn't this defeat the purpose of selling a product? Doesn't it actually keep us from our $100 per day goal?

These are all great questions and I would venture to bet that they have already crossed your mind. Am I right? :-)

Let me show you the Power of the UPSELL which is also commonly known as a One Time Offer (OTO). This is where you build your consistent monthly income through a weekly special sale such as Monday Madness like we have.

Let's say you get an email from one of our affiliate partners for a really great product that you have been looking for (or that the sales page convinces you that you just have to have it). You decide to purchase the product and do so trough Paypal.

This purchase is processed through the Paypal account of the affiliate partner who referred you to Monday Madness. You don't pay us, you pay him or her. But...you're not finished yet. ;-)

After you complete your Paypal payment, you are automatically sent to the member sign up page where you will have to fill out the form with your email address, a password, and your Paypal email address so you can get paid too if you choose to promote.

As soon as you get this information entered and log into the member's area, you will see a one time offer (OTO). Generally, with Monday Madness, this is an upsell of some type of resale rights or PLR to the product that you just purchased.

Currently, if you choose to purchase this OTO, 100% of this purchase goes to our Paypal account. We are looking into changing this in the near future so that we can offer 50% commission to each affiliate partner on any OTO sales and still do it as instant commission. We are in the process of testing a brand new script that was just released by Sid Hale that will allow us to do this.

I know, I hear you saying, "how are you going to do this instantly? Paypal doesn't allow split payments anymore!"

You're right and previously we would have had to pay all affiliates on a monthly basis for any sales made. Now, with the new "Rapid Action Profits" script, this is handled by rotating the Paypal accounts of both the affiliate and the admin.

Let's say we're paying 50% on the upsell. If you promote Monday Madness to your list, you will not only be paid 100% on the front end sale, but you will be paid 100% on every 2nd OTO purchase through your referrals. This makes it 50% commission on the OTO. Make Sense?

If you decide to set up your own special weekly sale in this manner, don't give up on it after the first few weeks. It will always start out slow and may take a bit to build up momentum. Trust me, if you offer great products at a great price through your weekly offer along with 100% commission on the front end sale, you WILL build momentum.

Make sure you use a good script such as the "Rapid Action Profits" script so that all you have to do each week is find a product to sell, build your sales pages and thank you pages, and promote. After a short time you will get some affiliate partners who will promote for you almost every week just like Sharlene has done with Monday Madness.

Monday Madness is the primary marketing vehicle we use to generate our $100 per day monthly goal. Sometimes we meet this goal and more every week and sometimes we don't; however, it usually averages out each month to at least $100 per day.

I truly hope that I have given you not only proven examples of multiple ways that you can use Resale Rights and/or Private Label Rights products to help you meet your income goals; but also some additional ideas that you can glean from the methods described in this chapter.

I know several marketers who use one or more of the four methods we have discussed in this chapter. Most of them either meet or exceed a $100 per day average. Of course, as with anything you do online to create an income, it will always depend on you.

If you take action, and I mean MASSIVE ACTION; you will be able to do it successfully. Don't just read this information and file it away for future reference. Find SOMETHING in this eBook, even if it is not from this chapter, and do it. Even if you make mistakes along the way, any type of action is better than no action at all.

Sharlene and I look forward to hearing your success story soon. Feel free to shoot us an email anytime or visit our help desk and drop us a note. I know there are going to be so many marketers who begin to meet their $100 per day goals in no time. I seriously hope you are one of them. :-)

Here's to YOUR Success!

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Email Marketing

Written by Daniel Taylor

I'm going to explain a method I use and will continue to use for the rest of my marketing career. In this chapter you will learn how to use email marketing mixed with affiliate marketing to earn at least $100 per day. The potential to earn a lot more is there and will be evident once you get a better understanding of this process.

Before we move forward lets take a step backwards for one second. Lets first look at what exactly $100 per day is. That's roughly $4 per hour. $100 per day can still sound intimidating for someone who is making 0 dollars per day online. But does $4 an hour sound that hard?

That's how I break it down to myself. $100 per day is an average. There is no way to predict exactly how much you will make everyday because it does vary. Our goal is to make $3000 in one month, which averages out to $100 per day.

The only tools you will need are a webpage, (I use GoDaddy for all my domain needs) and an autoresponder. There are free solutions, but I strongly suggest sticking with a trusted auto responder service.

I personally use Aweber.com to manage my email lists.

Like most other methods you are going to need to find a niche. I will be sharing a real example of a niche in which I have used this very method to make money.

When picking a niche you need to be specific as possible. The niche I've gone into is the hiphop/r&b producer niche.

After you have found your niche you want to make sure there are good affiliate programs for you to promote. I usually go to Clickbank.com and look for products in my niche that I could promote.

After I make a list of available products, I buy each product to verify its quality and that it actually does what it says on the sales page. The one thing you do not want to do is promote scams, or products that under-deliver.

For my hip hop/r&b producers niche I found a website that sells video tutorials on how to improve your hiphop production. Perfect match.

I then looked into the product and verified it was actually of quality.

Then I found a piano and guitar course. Music producers use keyboards to make their music, and I know many of them don't know how to play the piano.

Learning to play the guitar would give them an upper hand when creating their music.
Right there I have 3 products I can promote to my list.

Now you want to start building your list immediately. I use what I call the funnel system.

This method consists of a strategic funnel that goes
Squeeze page --> Tell a friend script --> affiliate website

A squeeze page is one of the most effective ways to gain subscribers to your list.

Which ever niche you choose to go into you want to give something away that only people in that niche would want. This will weed out random non-targeted prospects.

For my hip hop/r&b producers niche I give away drum samples and sounds. All they have to do is fill in their name and email address and they receive a link to download the free sounds via email.

For example if you were going into the gardening niche you might think about giving away a short report on the best way to correctly plant certain types of flowers.

After they submit their email address it then forwards them to the second part of the funnel, which is the tell-a-friend script.

A tell-a-friend script is a page that allows the person to enter the email address of friends who may be interested in your page. There are some marketers who say people won't use tell-a-friend scripts.

From my personal experience people have used them and it actually boosted my subscriber rate significantly. There are many tell-a-friend scripts out there, I use a free copy and paste one located at the website below:

http://www.tamingthebeast.net/articles3/tell-a-friend-script.htm

After the tell-a-friend script you want to then funnel them to an affiliate website.

The affiliate website needs to be a sales page for a product in your niche. This would ideally be something that will compliment your free gift.

Since I was giving away a free drum sample and sound kit, I thought it was only logical to be an affiliate for a guy who sells much larger kits. I earn 70% commission for each person that buys access to his sound kits.

This is the last part of the funnel system. If the sales copy is compelling enough there is a chance they may buy that product.

Although that will bring in some sales every week, that isn't where your core income will come from.
The key to making this work is setting up your auto-responder series. This is where the work actually comes in.

I start off with around 14-15 auto responder messages set at 2 day intervals.

I don't start advertising affiliate programs right away. I give them more free stuff such as articles I've found, more free drum samples, or links to cool videos in that niche.

I always follow this system. The first 2 emails are more free stuff. The third email is an advertisement.

All of the following emails will be free information, but I strategically place a PS at the end of every email where I'll slide in my affiliate link.

For example if you are in the gardening niche, you may write an email as follows.

> Hey (Name),
>
> Did you know roses are the single most important flower in any garden? The rose has hypnotizing beauty along with a spell binding smell, that cannot be replicated by any other flower…
>
> Now of course you would write a few more paragraphs about roses. Then at the end you would put the following:
>
> P.S. It is a fact that no garden is complete without the presence of a rose bush. I know those things can be tough to grow correctly. Fortunately I have found this GREAT book with a step by step formula on how to grow rose bushes correctly. Click the link below to check it out now:
> http://www.xxxx.com

There are a few things I want you to notice. This is a huge secret many new marketers don't find out for quite a while.

Each email should be telling them WHAT they need to do. The affiliate product you promote should be telling them HOW to do it.

How many auto responder emails should you set up? Well right now I have over 50 emails set at 2-3 days apart. You should start with 14-15 messages set up, and then add more throughout the week when you get time.

This may take a week or two before you start seeing consistent sales. It really depends on which email message is converting the most readers into customers.

If your first message is the one most people buy on then you will start to see consistent sales much faster than if most people were to purchase on the 4th email.

The true power in email marketing is the fact that you can sell to the same customers over and over again. The beauty of it is that as you continue to sell to your existing list more and more customers will be subscribing every day.

Traffic Generation

After you have everything set in place you will then need to attract targeted prospects. The keyword to remember is targeted. You don't want visitors who aren't interested in your niche. If you are in the gardening niche, then obviously you want people who are into gardening.

Without traffic this whole system is useless. This can be said for any system for making money online. So the next part of this chapter I am going to reveal the ways I bring in traffic which translates into $$$.

PPC Traffic

There are various methods I use to generate targeted traffic. The most popular would be PPC. This does require a few dollars to start. I would play it safe and have at least $200-$300 to use on PPC.

First you will need to do your keyword research. I use a free version of word tracker which can be found here:
http://freekeywords.wordtracker.com/

Now you have to think about what people in your niche are searching for. In my hiphop/ r&b production niche I used the term "Drum samples". I put that in the word tracker and it told me how many times that phrase is searched everyday.

If you are in the gardening niche you wouldn't want to just use "Gardening". Remember you are giving away a short report on how to grow certain types of flowers. The term "Gardening tips" gets 236 searches per day, as of the time I'm writing this.

That is a perfect term because those are targeted prospects. These people are already looking for gardening tips, so they would make perfect subscribers on your list.

Now that you have your keywords its time to start your Google Adwords campaign. Go to google.com and click on "Advertising Programs".

Follow the instructions and set up your account.

When you are making your ad's there are a few tips I can give you from experience. Never use the word "Free" in your ad. The reason is because you will attract lot of freebie seekers who visit your site for the sole purpose of getting something free.

For gardening I would use an ad that says:

"Gardening Tips"
Short Report Reveals The
Latest Gardening Techniques

This type of ad actually does 2 things. It qualifies your prospects. The fact you didn't use the word free makes the person assume it costs money. There is a good chance they would have bought your report, but it's free. This is the best type of subscriber because they are willing to spend money.

You also don't want to pay too much for clicks. I usually hover around $.10 - $.20 per click. This will keep your cost down while building your list. If you use the funnel system the affiliate program at the end should cover your PPC costs and usually more

Banner Advertising

Out of all my traffic methods I would have to say banner advertising is my personal favorite. It allows you to attract targeted prospects for not much out of pocket money. The key to effective banner advertising is finding sites with lots of traffic in your niche. Forums and blogs are a great place to start.

First you will need a banner. Your banner needs to be top notch to be as effective as possible. You don't want to slack on your banner designs. I use http://www.20dollarbanners.com/ for all of my banner design. They are affordable and do great, fast work.

The main reason many banner advertising campaigns fail is because of the banner text. You need to qualify your prospects on your banner right away.

If you're in the gardening niche I would put:
"Looking for gardening tips? Get the latest techniques now."

Always have your website address displayed on the banner. When you order your banner tell them to blend it in with the design.

Below is the banner I use for my hip hop/r&b producers niche.

http://www.liveoffbeats.com/banner.gif

That banner is converting great. The trick is to qualify your prospects right on the banner. When you put "Looking for gardening tips?" Right away anybody who is looking for gardening tips are going to say "Yea I am". If they aren't then their mind will subconsciously ignore it.

The reason it is important to put your URL on the banner is for branding. Even if they don't click your banner their subconscious mind will record your URL in their memory bank. So when they see it again somewhere else they will be more inclined to click it because they will be telling themselves "I've seen this somewhere, let me check it out".

CPM Banner Advertising

With the birth of Google Adwords came another advertising method. Many sites now don't use the traditional direct banner advertising method. Instead of paying for your banner on a month by month basis high traffic websites now are using Google to place advertising banners on their page.

This is good for you because you only pay per 1000 impressions. You can set to pay only $.25 every time your banner receives 1000 impressions on their website.

When you find a website that you want to advertise your banner on find the current advertising banner being displayed. Under it should be a link that says "Advertise on this site". It will then take you back to Google Adwords and guide you through the process.

Tips for CPM advertising:

Some of these sites can get tens of thousands of hits or more per day. If you're not careful you could end up spending hundreds per day. Below are some tips you should follow to ensure success with CPM advertising:

- Don't spend more than $.70 per 1000 impressions.
- Set a comfortable daily spending limit. $2 - $5 is good.
- Continually check your stats to make sure you are getting traffic from those sites.
- If you are getting lots of banner impressions and not many clicks that may be a sign you need to stop advertising on that site.

CPM banner advertising has its advantages and disadvantages. One major advantage is you don't have to wait for an opening to start advertising. Also if your banner doesn't get impressions you don't pay.

I strongly suggest you analyze your stats everyday. Don't just put up banners and not track how they are performing. That's a quick way to lose money.

Direct Banner Advertising

This is the old school method that has been around for years and continues to be effective to this day. Many marketers have different experiences with direct banner advertising. My experience is it has made me good amounts of money, and will also make you good amounts of money if you do it correctly.

Unlike CPM you pay a set fee to have your banner displayed for X duration of time. Instead of paying for actual impressions you are paying for display time. Usually it is a month by month basis.

They key to success using direct banner advertising is placing them on sites with highly targeted traffic. Lately I have found the most effective have been on niche blogs.

If you are in the gardening niche do a blog search to find out relevant blogs. A few things I look for immediately are Feedburner count, how long their blog has been up, and how many comments does each blog post averages.

If they are a high traffic blog they can provide you with the targeted traffic you need to add subscribers to your list.

This method can be a bit more expensive because some high traffic blogs may charge $200-$400 per month. If your banner is converting that isn't a problem because you can make 5-6 times that investment on that one blog alone.

The key is testing. The first month you want to focus on how many subscribers you gained from advertising on that blog. If you are averaging 2-3 targeted subscribers per day from that one blog then it is effective

Tips on direct banner advertising:

- Find high traffic sites with targeted prospects such as blogs to place your banner on.
- Don't start out spending more than $400 per month on banner space.
- Analyze your stats to make sure you are receiving a sufficient amount of subscribers
- Don't hesitate to cancel a campaign that isn't converting for you

The key to overall success with any type of banner advertising is finding the sites that convert best and stick with them. If you are receiving consistent subscribers from one site then continue paying for banner positioning. If it isn't converting you need to terminate that site immediately because you will be losing money.

I must stress how important your banner design is. It doesn't matter what sites you advertise on. If your banner isn't converting then your advertising campaign will fail no matter how many impressions it receives.

If your banner is receiving lots of targeted impressions on a few different sites and you still aren't receiving many clicks that is a sign that it probably is your banner. The first thing you want to change is the text. Try another punch line.

Testing is the key. It took 2000 tries before Edison got the light bulb right so don't be discouraged if your first attempt at banner advertising doesn't succeed. Just make changes and keep testing until you get a banner that converts.

This system does take some work, but believe me it is well worth it. Once you get about 50-60 auto responder messages you can turn it on auto pilot and watch the money keep rolling in while you rinse and repeat.

This system does work. I have done it numerous times successfully. I just started using this method in the hip hop/r&b production niche and I'm averaging $100-$170 per day from that niche alone.

The trick is in the auto responder. Many people won't buy on their first visit for whatever reason. The emails will earn their trust and also motivate them to buy.

Now that you have their emails you can then market other products to them. So instead of just getting paid once from an affiliate sale you continue to get paid over and over again from that one customer.

50-60 auto responder messages may seem like a lot. But it really isn't once you break it down to a system. The first initial 15 will be the hardest because you have to write them pretty much in a short time frame. After that you can add 2 new emails to your auto-responder per week to your auto-responder.

If you can only put in part time hours building your email marketing business it's ok. That is more than enough time to make this system work. You just have to work hard, be dedicated, and believe.

Daniel Taylor is an internet marketer who grew up in the inner city of Los Angeles often times living off of honey toast and water. He triumphed many trials and tribulations on the road to success, and now shares his internet marketing knowledge at http://www.tayloredforsuccess.com

Affiliate marketing

Written by Willie Crawford

Affiliate Marketing Defined - And Why Affiliate Marketing

Affiliate marketing as used here is simply a product owner offering a product for sale, and then paying you (the affiliate) a commission on the direct, and sometimes 2nd-tier, sales that you make. My definition only goes up to 2-tier because beyond that we get more into the realm of multi-level marketing where different regulatory rules apply.

Merchants like the model because it costs them nothing. They only pay for performance, so until an affiliate makes a sale, they have no costs! At the same time, it's assumed that the sales that the affiliates are making are sales in addition to the ones that the merchant would otherwise be making. The merchant hopes that the affiliates will be reaching customers that he wouldn't otherwise be reaching. Therefore using affiliates can only add to the merchant's bottom line.

Affiliates like the model because all they have to focus on is selling. They don't have to deal with inventory, shipping, customer service, complex paperwork, and all of the other traditional headaches of selling a product.

You, as an affiliate, can simply register for an affiliate program, retrieve your referral link, and start earning money by driving traffic to a sales page. I know, that last part is what seems like the hard part to you. That's what we'll actually focus on in this report.

Most affiliate programs pay monthly, with some paying bi-monthly, but some even pay daily… or instantly. Several systems, developed over the past year or so, were designed specifically to facilitate instant payments to an affiliate's Paypal account. Cash-strapped affiliates LOVE these, and merchants love them because they make recruiting affiliates so easy.

To get started in affiliate marketing, you CAN be a complete "newbie" with no customer list, and even no website. Having a list and your own website certainly can improve your affiliate marketing results, but you don't need to wait until you have these to get started.

Getting Started

To get started you need to identify WHO you are going to market to. You can market a variety of products in numerous niches, but if you focus on just one (or a few niches) you can really study the dynamics of that market and in the process become a much better marketer.

By focusing upon one group, you can eventually understand their hopes, desires, fears, pains, dreams, joys, and wants. You need to actually know your niche this well because that is how you know what they really want. Knowing what they really want tells you what products or services to market to them because…

When You Offer Them What They Want, Selling Is NOT A Struggle

That's a point that far too many people seem to miss. They fall in love with a product or idea and then exert tremendous effort trying to convince others that they really want that product. At the same time, those that they are trying to convince that they want the product are already convinced that they DON'T want the product.

Several very successful Internet marketers frequently use the expression, "Whatever they're buying - I'm Selling." They don't mean that they'll market anything. They do mean that they acknowledge that their market already knows what it wants, and when you provide that, selling is easy.

So the place to begin is with identifying who your customers are, and then really finding out what they want.

Let me give you a quick example from my own experience. From my very first day online, I noticed that unless you had visitors to your webpage (your sales letter) you CAN'T make sales. Since, I started out marketing to other marketers (but shortly afterwards expanding into the cooking niche), I almost instantly saw the perfect product.
That product was teaching them "how to get more eyeballs on their sales page."

Look around the Internet marketing landscape today and you'll see that the hottest sellers cater to the most painful and obvious need of online marketers… the need for more traffic and a larger list so that they can stay in touch with those visitors that they do manage to attract. That explains why John Reese's Traffic Secrets Course was one of the first products in his niche to sell $1,000,000 worth of product in a DAY.

John saw, as I do, a painful and persistent problem. That explains why many of the products that I create and many of the affiliate products that I market focus on traffic generation and list-building. Those are two proven markets where the customers are insatiable! Those are two very "real" needs in the marketplace. Without traffic, and even repeat traffic, making sales is nearly impossible.

That is the type of market that you are looking for. You want to identify your market, then identify its biggest problems, and THAT tells you what product to sell them. Notice I didn't say, "what products to offer them." That's because when you offer them what they want, their buying is a foregone conclusion.

Building A Customer List

Even though we are discussing making just $100 per day, you need to look at what you're doing as a business rather than just being a reseller of someone else's products.

Far too many affiliates go for the one-time sale. They exert tremendous effort into getting prospects to visit the affiliate program's website and consider buying the product. The problem is that you generally get one shot at that sale, and the vast majority of visitors to any webpage aren't going to buy on the first visit. Even if they DO buy, you still generally only earn a one-time commission and then to earn more money you need to go off and find more customers. It becomes "a never-ending hunt."

If instead of focusing on just making the sale, you focus on building a list, then you build an incredible asset. Then you can offer your affiliate products to them more than once, since most don't buy when they first hear about something. You also build a list of customers to which you can offer other products and services to that meet their needs.

The model that I'm proposing is offering some type of inducement, such as a free report, or a free piece of software, to get them onto a niched list. After they subscribe you can redirect them to a "thank you page" that thanks them, gives them their free gift, AND points out to them that your affiliate product is just what they have been looking for to solve that nagging problem! You can make sales on that first contact, but I submit that creating the ability to follow-up is a better strategy.

To build a list that you can follow up with, I recommend setting up web forms that feed the email addresses into an autoresponder system. Two of the most popular are:

1) Aweber - http://www.aweber.com/ - Excellent email deliverability rates and if you don't anticipate the need for a shopping cart, to manage your own affiliate program, and lots of other bells and whistles, this is what I highly recommend.

2) ProfitAutomation (a branded version of 1ShoppingCard) http://ProfitAutomation.com

This is a full-featured, integrated, all-in-one system that allows you to grow your business around an integrated database. They offer a trial account at $3.95 to allow you to fully test the system.

You can periodically log into your account and send one-time emails on either of the above two systems. You can also send any number of messages as parts of pre-composed email series. Both systems offer free online tutorials.

Building A Community

There are two major models of website. One is a direct sales page, where the customer lands on the page and either buys or leaves. Even then, buying can result in the customer joining your list. The other website model is where you build a community around a topic and then market products to that community that they tell you they want.

Like the list, the community allows you to contact you members over and over again and gradually build a trusting and caring relationship. You need to do this because…

People Buy From People That They Know, Like And Trust

You are in business to sell things but you are selling to individuals who buy from individuals. Think about the retail establishments that you patronize. Many of them you frequent and buy from because you know, like, and trust specific individuals who work at those establishments. If those individuals left those establishments, and you didn't develop a similar "connection" with another sales person, chances are that you'd stop buying from that establishment.

Whether you're building on online community using a forum or blog- or, building an email community using a ezine, your success depends upon your customers feeling that "connection" with you.

You may wonder HOW you cultivate that connection. You do it by caring for and taking good care of your website visitors and subscribers. You do it by "digging deep" to really discover their nagging problems, and then searching diligently for solutions to those problems. That also tells you exactly which affiliate products to offer them :-)

"Internet Marketing" Or Other Niches

One bit of common advice that you'll see in the online marketing community is that you should target a niche outside of Internet marketing since the competition is so fierce there. It is true that most

beginners will find themselves competing with marketers who often have many, many years of direct marketing experience. That could be a good reason not to go into the Internet marketing niche… and to choose a more "main stream" niche. However, I sincerely believe that if you identify who you want to serve, then the best niche for you will identify itself.

Selling in the different niches really isn't that different.

Locating Products

Once you choose a niche, then you want to keep you eyes open for products that your customers have indicated are the types of products that they are interested in. You also may want to actively search for these products.

There are numerous large affiliate program management networks where you can join and then search their database, using keywords, to locate appropriate products. I'll recommend two as a starting point. They are:

1. Clickbank - http://Clickbank.com
   You can search through Clickbank's database of over 10,000 digitally delivered products (ebooks, mp3's, software, membership sites, etc.) and find ones that are ideal for your customers. Then you retrieve the referral URL to use in promoting that product, and use it in appropriate places.

   Clickbank tracks the sales that you makes and pays you twice a month via check.

2. Commission Junction - http://CJ.com This is a huge network that large businesses hire to manage their affiliate programs selling just about every product imaginable from ebooks, to flowers, to travel… countless product categories. You sign up and search their database, and when you find a product that you want to promote, you apply for that particular product's affiliate program.

   Sometimes approval is automatic and at other times someone has to physically review your application. The Commission Junction system sends you an email telling you whether or not your application was accepted, and how to log-in to retrieve URLs to use in promoting the product.

   Commission Junction handles all of the tracking and pays you via check or electronic fund transfer.

Another way to locate excellent products to offer your market is just to notice what products you purchase online and enjoy. When you discover a product that you "REALLY flip over," then the chances are that others like you will appreciate you telling them about it. Affiliate marketing can be as simple as reviewing products and then making recommendations based upon your experience. The service that you provide there is saving your customers from having to learn through trial-and-error.

If you discover a product that is ideal for your market, and they don't have an obvious affiliate program, contact them to ask if they have one. Often it's only mentioned in some obscure place on their site, such as their "contact" page. Sometimes they won't have an affiliate program but can set up one with YOU as their only affiliate initially.

Selling How To

Now that we have a market identified, and have the ideal product for them in mind, how do you let them know about it?

Let's look at a few techniques before getting into specific techniques.

First of all, you need to make your message easy to consume and understand. That should be obvious, but you do come across numerous websites where you are left wondering exactly what they are selling, why you would want it, and how to get it. The answer to all of those questions should be glaringly obvious and promoting a product through a page where this is not the case, is largely a waste of time.

Avoid the cute website with pictures of smiling people holding a wad of money, but with no indication of how you earn it. Those sites don't convert discerning visitors into customers.

Tell them what to do and how to do it. That, of course, is a basic copywriting rule. Tell them step by step how to join your list, order your product and download your trial version. A customer who doesn't know what to do next usually leaves.

Avoid the supermarket approach. Avoid the temptation to offer everything that you can find that your customer might be interested in. That often conveys that you're desperate and filled the page with offers in the hope that they might see something that interests them. Instead, focus your prospect on ONE product and then tell them how that product is going to improve their lives.

People often go the Internet for information, but not necessarily with the intention of buying something. There are exceptions of course. Someone

visiting Ebay or Amazon.com for example, goes there looking for items to buy or sell. Many of your visitors however, are seeking to simply increase their knowledge on a given topic.

Help them to increase their knowledge -- and in the process even entertain them. By doing this you satisfy a need, make them feel good about visiting your site, and then if they notice something that they need, it's natural for them to buy from you.

Softsell vs HardSell

People like to buy, but they don't like to be sold to. Lead them to make the buying decision but let it be "their decision."

19 Super Affiliate Marketing Tips

Now that you understand the basics, lets' finish up with 19 tips that share how I actually market affiliate products and do extremely well…

Tip #1 - Focus On One Product Or Promotion At A Time

There are thousands of potential products that you as an affiliate can promote. You can only effectively promote a few because it does require concentrated and orchestrated effort.

When you promote too many different products you don't put the necessary creativity and repetition into promoting ANY of the products, and as a result you never generate the necessary momentum. You also appear to be a butterfly, flitting from flower to flower, not really committed to any product, and willing to promote anything.

Select only high quality products that are a perfect match for your market. Look at the life-cycle of that product, and then flow your promotions out on a promotional calendar.

Even on very short-term promotions, you should plan on doing at least three mailings. It's been proven that sending three emails promoting the same product often produces exponentially better results than sending one email promoting three different products.

Get over the idea that you might miss out on something if you don't promote a particular product.

I have clients who will often see a promotion for a given product that I'm NOT promoting and they'll email me to ask if they can buy it through me. At that point I MAY investigate the product, become an affiliate, and encourage them to purchase through my link. More often

than not though, I'll simply tell them that I'm not an affiliate for that product… and maybe offer my opinion based upon the copy I read on the webpage.

Tip #2 - Use Camtasia Videos To Promote Affiliate Products

Camtasia is a screen capture video software program. You can turn it on, hook up a microphone to your computer and as you surf from page to page, it will record what's on your computer screen as well as what you are saying.

Camtasia allows you to edit the audio or video tracks afterwards. It also allows you to specify what webpage to send the viewer to at the end of the video. This is my favorite feature of Camtasia because it means that you don't need to depend upon the viewer to click through to a recommended webpage. Instead you can redirect them right to the page that you want them to view.

You can find Camtasia at http://techsmith.com/

Camtasia is not the only screen capture program out there. It's just the one that I'm most familiar with. There are similar pieces of open-source software that you can try. Camtasia is admittedly a little expensive ☺

The beauty of using Camtasia, or video in general, is that some people would prefer being shown rather than having to read about something. In a world where television is practically everywhere, we are conditioned to sit and watch videos.

Aside from using screen capture video, you can also use video, shot with a regular video camera, on your websites with very powerful results. I won't get too much into putting video on your website here since it's such a HUGE subject. I will tell you that you can very easily stream video to your sites that's shot with a number of different types of cameras to include your webcam. One service I've used and can recommend for this is called Audio Acrobat. You can check them out at: http://AudioAcrobat.com

Tip #3 - Use PROOF In Your Affiliate Promotions

Of all the things that you can do to improve all aspects of your marketing, this may be the biggest one! People are naturally skeptical, and that's a good thing! However, that means that you need to not just make assertions -- you need to prove what you say to them.

Proof can come in many different forms. One of the most powerful ones is "social proof." That's where others prove your point. That's what testimonials and even using quotes from recognized experts brings to

the picture.

If you study Internet marketing, one of the trends you'll notice is a tendency to encourage people to visit a blog and post on a topic. Seeing that others are posting on a topic, and are excited about it, VERIFIES to observers that they too should be interested in a topic, or should take a certain action. People like to see that others are taking the same action… that others thought that taking a given action was a good idea.

Another form of proof is offered through video. Video testimonials are so powerful because the viewer can see that it's a real person giving the testimonial AND they can read that person's body language.

Camtasia videos work very well for me in selling complicated sounding software because with a quick demo you can show how easy it is to use a product. It's one thing to say that it's easy, or to even have someone else say that it's easy; it's much easier for your prospect to believe that they, too, can do it too when they see you actually go through the process.

Another type of proof that you can use in your promotions is seals from organizations that have tremendous credibility. That's why you see the "As Seen on TV" in many ads.
You can do something similar by mentioning that a product was featured on television, is used by a certain organization or client, or even that it's featured on Amazon.com.

Make sure that you don't step on any trademarks when you implement this strategy, and also make sure that you're not sending your customers away… to purchase from someone else.

Tip #4 - Use Audio That Redirects In Your Affiliate Promotions

Like watching video, listening to audio is easier than reading for many people.

Until recently, the problem with using audio is that you still had to depend upon the listener to click through to a webpage. Now, if you stream the audio…or put it on a CD that requires being connected to the Internet for optimal performance, you can redirect the listener right to your sales page or order form at the end of an audio.

My favorite program for redirecting a listener to a target product is Website Jukebox. This is a part of the Total Web Audio suite. You can find it at http://TotalWebAudio.com
I've also used Impact Web Audio. They both work similarly.

To get more ideas on how to use audio and video in your affiliate

marketing, listen in on an interview that I did with Josh Anderson, owner of Total Web Audio. You'll find that interview at: http://InternetMarketingSeminarSchedule.com/killeraudio.html

Another reason that I use a lot of audio in my marketing is that it allows me to grab multi-taskers. They can listen to one of my recordings in the background if they want to, while they surf to other pages… or read things on a webpage. They still hear important parts of your message, and if you use audio that redirects, they are still on your order page when their attention is drawn back to your message ;-)

Tip #5 - Make Absolutely Certain That It's A Great Deal For Your Customers

This should go without saying but I acknowledge that there can be a lot of temptation to market a substandard product for a quick buck. If you take care of your customers, offering them ONLY products that will substantially improve their lives, at a great price, they will grow to trust your recommendations, and they will buy from you over and over again.

You'll also be able to sleep better ☺

Tip #6 – Use A "Sig File When Promoting On Discussion Lists And Forums

Some people will advise you to keep away from online forums and not to spend too much time reading email discussion lists. I agree with that, but it IS a great place to learn, network, and even make direct sales. I've made more money from posting to online forums this year alone than most of my immediate family members COMBINED earn in an entire year.

If you are going to post to forums you must use a signature line where permitted. This signature line should basically tell readers how you can make their lives better!

Keep your sig file short and include a call to action. Actually tell… or at least encourage them to do something!

Online communities work best when you contribute something of real value. That means don't just post, "I agree!" in order to be able to leave your sig file. Moderators and other community members see right through that.

Some online forums don't allow you to post sig files. So on those… you can't blatantly promote your products in a sig file, but you can point out useful resources… when appropriate.

Some online forums don't allow you to post links to **affiliate** products in your sig file. This is largely the result of backlash caused by some affiliate programs telling their affiliate to go to the more popular forums, post regularly and leave their sig files. When dozens of people start posting to a popular forum, and they all use similar sig files, that's a BAD sign!

To get around the no affiliate links restriction, simply provide a link to your blog or a simple webpage where you recommend an affiliate product. From the blog or webpage you then provide a link to click through to the affiliate product. This is a VERY effective strategy.

I often even go as far as to get a domain name that suggests the benefits of the product that I use in my posts. You can buy domain names for under $9 per year at many places.

Tip #7 – Use A Promotional Domain

This sort of piggy-backs on #6, but if a product is worth promoting, it's usually worth setting up a special domain to use in promoting the product.

One BIG reason that you want to do this is to ensure more of your messages get through when promoting a heavily promoted product. Affiliates sometimes do stupid things in a desperate effort to make more sales. These things often lead to spam complaints and to the primary domain for a given product being blacklisted. That means that when you use the URLs provided by the affiliate program, which contains the blacklisted domain name, spam filters often block YOUR emails from delivery. You can completely avoid that problem by simply investing a few dollars in a promotional domain.

As you use the promotional domain in ads, articles, etc., you actually start building page rank for YOUR domain rather than for the affiliate program.

Using your own promotional domain also allows you to change your mind about a product that you are promoting. For example, you could discover that a keyword research company generates customer complaints. If you're using a promotional domain, you can go into your webpages and change where those links from your site point to.

If you set up a promotional domain so that it simply redirects from the registrar straight to your affiliate link, you can then log into your account and simply change where a link points to. This is very powerful and I do often purchase domains that merely point to an affiliate program. Examples are:

http://TrafficSecretsByJohnReese.com
http://TrafficSecretsOfJohnReese.com
http://P-L-Formula.com

Those three links are set up to redirect a visitor to websites selling big ticket ($997) items that pays me over $400 per sale. Just one sale covers the cost of the domain and for several fishing trips ☺

Using a promotional domain in your ads and articles also just looks more professional. Many of your customers may not even realize that it's an affiliate link if you set it up properly. When you purchase a domain at many registrars you can set it up so that the actual domain your visitor is on is masked, and the browser bar show the address that you choose!

Tip #8 – Write Articles To Promote The Product

Writing articles to promote specific products is perhaps my most powerful free promotional tool. In the article you provide great information, and then "gently" point your reader to a product that you are promoting.

My favorite formula for doing this is called "problem, agitate, solution." First you explain a problem that your product will solve. The focus of the article MUST be on the problem. You go on to emphasize why this REALLY is a painful problem that your reader REALLY wants to solve. Point out some of the consequences of not solving this problem. Finally, you reveal how your product is the perfect solution to the problem.

This is a very effective technique. You write these article, distribute them to hundreds of sites and ezine publishers, and before you know it you have thousands of links pointing to
you and your product.

Tip #9 – Create Ebooks To Promote The Product

This technique is very similar to tip #8. If you can write an article, you can expand upon that article and create an ebook. The ebook will have a higher perceived value, and a longer shelf-life.

You can use the tools at Total Web Audio to actually turn your ebook into an audio or video ebook.

With any ebook that you create you should build backend sales in. So… you can recommend your primary product, but also mention additional product that make the primary product more useful ☺

If you make the links in your ebook rebrandable, now you can reward others for passing the ebook along. If you have links to two-tier affiliate programs you can build a second- tier residual income stream as your ebook goes viral.

Tip #10 - Create Unique Bonuses To Offer When They Purchase From You

In certain niches, such as Internet marketing, when a new product is released your list members can hear about it from dozens of different sources. The natural question that they should have at that point is, "Which of these people should I buy from." Your job at that point is to figure out what a large percentage of your list members want and offer that to them as an inducement to buy from you.

Ideally, you'd want to offer them some type of a bonus that costs you a lot less than its worth to your customers.

Cash (rebates) work very well but many affiliate programs prohibit these. One excellent reason to prohibit cash bonuses if you run an affiliate program is that you, - by allowing rebates – essentially allow your affiliates to set the price for your product, and possibly devalue it in the eyes of potential buyers. You don't want your affiliates competing on the basis of price, and you really don't want your customers conditioned to search for the absolute lowest price.

As an affiliate, one of the easiest bonuses you can create is an audio recording. Ideally this recording would be on a topic that compliments the basic product. Maybe you could get the product creator or owner to share ideas and ways to get more use out of the product or do an interview on how to generate more traffic, higher conversions, or other ways of generating more business. The key with a bonus like this is that it should be unique, and potential customers have to view it as valuable/desirable.

You could also create pamphlets explaining how to better use the product. This could be as easy as having an audio interview, such the audio recording suggested above, transcribed. You could also offer reports written by someone else… even something that you purchased reprint rights to or that you had ghost written.

Related products that you offer reprint rights to make great bonuses. This allows the customer to not only benefit from your product, but also gives them something that they can generate revenue from!

The big key with bonuses is that the value is in the eyes of the beholder. Unique bonuses that I've offered include resale licenses to my products, access to an exclusive mastermind group, an invitation to a special

teleseminar, DVD sets, and even an invitation onto a deep sea fishing trip.

Tip #11 - Blog About The Product Or Promotion

Done properly, you can blog about a product or service and it comes across more as you sharing news, or discussing a product, rather than as a sales pitch. You don't need to hide the fact that you're selling an item, but you do often need to deliver more than the sales pitch… and that can often be in the form of entertainment.

Search engines love blogs, so blogging about a product, on a properly configured blog, will generate lots of links pointing to the product… links leading to YOUR URL. The key here is to use the right keywords in your blog post - in the title, in the body, and in the anchor text used within the post.

Tip #12 – Promote The Product or Launch On MySpace

MySpace is a fairly new social community, and one that is getting a HUGE percentage of all Internet traffic. You can set up a free page, get people to signup as your "friend" and then get their friends to join your network. Before you know it, you'll have this network of hundreds… even thousands of contacts. At that point, you can send broadcasts to your entire friends database right from within MySpace. This is very powerful.

There are a lot of ebooks being written on the topic. There is also a lot of new software being created to allow you to benefit from marketing via MySpace. I won't recommend any specific piece of software since it is constantly changing. I will caution you not to do something that could get your MySpace account deleted.

Tip #13 - Do Product Reviews

When you become recognized as an expert within a niche, people will turn to you for your expert "opinion." They don't have time to review every product or service, so you can help to filter the barrage of information that they are hit with every day.

Do a review of a given affiliate product where you mention the product's good AND bad points. Your readers will appreciate your honesty, and if the product is the best solution available for a problem… given your market's constraints, then it's natural for them to buy from you.

You could also do a review where you compare two, or several, similar products. Give the pros and cons of each. There's nothing saying that you can't actually be an affiliate for each of the products, although if one

is really shoddy, you'd definitely not want to be associated with it.

Tip #15 – Instruct Your Audience To Buy The Product

Top behavioral scientists and sale trainers tell you that people are begging to be led. They want to be shown solutions to their problems, and then told specifically what to do. So your call to action should instruct them in exactly how to buy and benefit from your product.

Don't make half-hearted recommendations though. If you have reservations about a product, don't recommend it. However, if you're going to recommend it, be decisive and committed.

Tip #16 - Create Your Own Sales or Pre-Sale Page

The websites designed for many affiliate programs just don't close sales! Some have too many distractions, some have too many graphics, and other just have terrible copy.

If the product is worth promoting, and yet the sales page that you're asked to refer customers to stinks, then consider writing your own. Host that webpage on your own domain, and set your order links up so that when the customer clicks on a link then they are taken to a properly configured link where the merchant credits you with the sale.

There are several software titles that allow you to do this easier. One that I have used and can recommend is called Affiliate Cloner. Since some affiliate programs have restrictions on how you are allowed to promote their products, or link to them, you do need to read the terms of service and affiliate agreements carefully. However, using their own sales letter has provided better conversions for many top affiliates.

Tip #17 - Use Stories In Your Promotions

Top copywriters all seem to agree, and testing proves, that stories sell.

Stories break up boring sales copy and engage the readers' imagination. If it's the right kind of story it allows the reader to peer into others' lives.

Everybody loves a success story, or to hear about the underdog turning things around. Using those stories makes your prospect feel good, and also makes it easier for them to remember things about your product.

So, don't just send out ads, send out promotions tied to an event or a story!

Tip #18 - Promote Early.

For many promotions the prospect will visit a site when they first hear about a product or service. Then they may get several emails mentioning it - hopefully from an autoresponder series tied to YOUR URL. Then they finally decide to go take another look and buy. This process is what makes it absolutely CRITICAL that you are the one who drives prospects to early notification lists, etc. during big promotions.

I consider this so critical that I maintain an early notification list just for me to let my clients know about things that they can sign up for early… AND about things that they can promote early. If you'd like to join my early notification list, simply send an email to willie@williecrawford.com, and make your subject line, "Insiders List." Include a few details about your list, and the types of products or promotions you'd like to get in on EARLY. My staff will notify you when we see an appropriate opportunity cross our desks.

Tip #19 Promote Fewer Products And Promote These Longer

In niches such as Internet marketing, many people often promote a new product only for a few days or weeks before they are off to promote something else. When you find a great product you should continue promoting it until it is no longer the best product for your clients or until it no longer sells.

Often your competitors will be off promoting something new that doesn't sell well while you're sticking with the winners. Even when you think that most of your market has heard of a product, realize that new customers are coming online and into your niche everyday.

Testing and Tracking

Testing and tracking are essential to your affiliate marketing business because if you don't know which of your efforts are producing the results, then you really don't know where you're wasting time and money.

Many affiliate programs allow you to set up campaigns within your affiliate account control panel. You do want to use a different tracking URL or identifier for each article, each ezine ad, each pay per click ad, etc. You want simply want to know which specific effort produced the results.

If the affiliate program that you're selling for doesn't offer the ability to set up ad campaigns, then you want to get some type of independent link tracker. When using link tracking and link cloaking software, you want to be VERY careful that the software doesn't interfere with proper tracking of

affiliate cookies. Some of the more popular ones use on certain affiliate program platforms WILL cause your cookies to be "dropped" so you will not get proper credit for sales made.

I won't recommend a specific link tracking script. I often use links that redirect through my shopping cart at ProfitAutomation.com before sending the customer on to the sales page. I've used dozens of different scripts, to include some that you install on your own server. If you do a search on the term "link tracking script" at any major search engine, you'll see that there are dozens of these.

Since new tracking scripts come out everyday, and how they interact with the various affiliate programs differ, I recommend asking for recommendations on Internet marketing discussion boards.

Negotiating With Affiliate Program Managers

One of the things that I would have never considered prior to reading The Super Affiliates Handbook, by Rosalind Gardner, is actually negotiating my commission rates. As your affiliate marketing business grows, it is very possible that you'll eventually send one affiliate program a substantial percentage of their business. At that point, if you ask them for a higher percentage commission, they are likely to say yes.

Really good affiliates are hard for affiliate program managers to find in many niches, so don't underestimate your value to them. By the time that you reach this status though, you should be earning more than $100 per day!

Willie Crawford has been selling goods and services on the Internet since late-1996. He has also created and marketed products ranging from free reports to $25,000 seminars. Willie shares his experience and advice with aspiring online marketers on his blog at http://WillieCrawford.com/blog/