

Seven of the Hottest Methods to Get Rich on the Internet - FAST!

**By
Adam Stewart**

**Amazing Insider Secrets from Internet Millionaires – easy to learn
and simple to copy!**

**No experience is required to use the Rare Internet Wealth Secrets Inside
this Red Hot Programme. Minimum investment required, I started with
less than £50 and in my spare time – so can you!**

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Important Note Please Read: This manual was created from the distilled knowledge of seven of the USA's top information marketers and also two UK multimillionaire information marketers. To make the manual readable I have edited and distilled the essence of these people's wisdom. I have also changed some examples and put the entire thing into the first person ('my' voice) to make it an enjoyable read. For this reason, please excuse any differences between the content of this manual and what you may hear on the audios supplied with it. Some information publishers merely transcribe the audios, but I have done considerable work to make this manual far better than that. The wisdom is theirs, I am merely the editor. 'My' voice is really their voice.

Adam Stewart

Welcome and a huge ‘Thank You’ for purchasing this manual, “Seven of the Hottest Methods to Get Rich on the Internet – FAST!”

These methods have **THE AWESOME POWER** to start making you giant sums of money right away!

In no time flat you can be on your way to becoming the next Internet Millionaire!

Here’s a quick demonstration of how FAST you can make some money...

I decided to test a new book on the Internet. Within twenty-four hours I had forty orders for this £20 book.

So in 24 hours I made £800 on a product I was just testing!

There’s nothing that can compare to selling through the Internet – it’s a cash machine if you get it right!

However, there are a lot of people on the Internet who don’t make money. Despite (metaphorically) all this gold ready for the taking some people don’t have a pan, pick or a shovel.

That’s why this programme is so valuable, because I can show you how to...

- Join the BIG profit brigade
- Cash in on the gold mine
- Go out with a new promotion and, literally overnight be flooded with orders!

The Steps to making BIG money through the Internet are...

- Step One - Having a strong, copy-driven website
- Step Two - Non-stop marketing. I’m going to show you exactly how to do this and how making money on the Internet is exciting and fun.
- Step Three – Model your projects on already proven, success methods.

Here’s a quick demonstration of how MUCH MONEY you can make...

This is the story behind the phenomenal auction website eBay and its founder, Pierre Omidyar.

Ebay was started as a result of a conversation between Pierre and his wife. She is an avid Pez dispenser collector. (**PEZ** is the brand name of an Austrian candy, the pocket mechanical dispensers for such candy, and an abbreviation of **PEZ Candy Inc.** The candy takes the shape of pressed, dry, straight-edged blocks (3/8-inch long), with PEZ dispensers holding 12 pieces of PEZ candy). One day she mentioned how great it would be to collect Pez dispensers and interact with other collectors over the Internet.

Pierre Omidyar started thinking about this. He reasoned that if his wife wanted this special service, there could be thousands of other collectors with the same desire.

This simple idea made him a billionaire...

He used the Internet to go from almost broke to a net worth of \$3.5 billion in one year!

This success story shows you the enormous power the Internet has to make the average person super rich! The Internet made this growth possible. **All it took was a simple comment to spark an idea.**

There's millions to be made on the Internet, but where do you begin? What are you going to do? What can you do to make money on it?

So many people asked me these questions again and again, that finally I decided it was time I got down to writing a manual on all of the best methods that make money for me. I reasoned, if I can do it, anybody can.

Well, I'm going to show you how. Right here in your hands are seven of the hottest, most sure fire, tried and true ways to make money with the Internet.

I explain specific ideas and details of each one. This manual is a road map, your guide. The best way you can get going is to read and action whatever method in this manual you find exciting. Any idea, technique, tip, secret, any of the text that jumps out at you mark it. Then go back over those ideas and start working at them.

Jot down how you can use these success formats with your own fields of expertise or interests.

Here's a Big Insider Success Secret...

You may have to shift your focus. Don't try to come up with a million pound idea, and never get started because you feel your idea is not big enough to make you rich. If it's a good idea that you would have fun going with, just get started.

Get started with any size idea that is do-able. In fact a small project is often the best way to begin because there's a learning curve to getting out there and having a cash-generating website.

When you do it once, it's easy to do it again. The pieces fall into place and you can make money overnight. Instead of a million pound idea, it can be better to have several lesser ideas all producing continuous streams of income, month in and month out. The accumulative effects can produce as much money as you hoped for.

Don't be afraid to experiment, you can take chances because your whole existence doesn't depend on the income from one web site. Look at it as building a series of sites.

Once everything is on autopilot, then you move on to building the second website while the first one is making you money. And then the third, the fourth and whatever

it takes to produce the level of income that you want. So keep in mind there's a world of opportunity out there!

And guess what? By adopting this attitude, you are more likely to hit upon that million or billion-making idea!

Let's take the first step into an amazing world of opportunity...

METHOD ONE – Internet Auctions

This is an inexpensive and fast way to profit from the Internet.

With Internet auctions you can start with a few pounds and turn them into hundreds in a very short period of time. And then take those few hundred pounds and potentially, start pyramiding that into many thousands.

Here's how you can literally save the day for your local charity, and earn money doing it.

A Charity Auction

Your local charity, church and school are constantly having charity auctions.

A charity auction is a fun thing to do. Everybody, as you know, brings items in and donates the items for free to the organization. That's their donation, and therefore, whatever anybody bids on it is really a donation to the organization.

There is no minimum bid for each item and it makes an exciting auction. You can run an online charity auction for your local charity and, in essence, offer to handle everything as you would for a live event.

For example at the local church auction, you suggest everyone brings donated items to the church or the church hall if there is one.

Or, you can simply enter the description of each item into an auction site. Now they'll bring up a list of all the items that are in that charity auction. And it makes it convenient for local supporters because they can sit at home in the evening and bid.

You can even have volunteers, and this is what's neat about charities. There are usually a few volunteers who will do a lot of the work for you, happy to help out, because they are there to help the charity.

For instance, they can go around and pick up donated items from each donating member's home, so people don't have to bring their items in. What you do, is take these items and spend one night or day taking pictures of them. I recommend using a digital camera.

And here's the trick. You say, "Charity auction for ... (insert the name of the charity)," which will be the church, for example, or the school group. And then add 'no reserve' and under the description you describe the item.

This of course means there is no minimum amount anybody has to bid. If somebody donates, for instance, a fine old baby carriage, you might have to go to an antique store and pay £500 for it. However, someone could start by bidding £1 for it. Then the excitement starts as the bidding goes up to £50 or £150.

If necessary, you tell the local supporters of your local charity how to bid online. You show them how to get on eBay (although many people already know), for example if that's the auction site you've chosen to post this charity auction on. Tell them to search for the key word, which is usually the name of the charity.

They bring up a list of all the items that are in that charity auction. It's easy! Nobody has to give up a night to go to the charity auction and actually be there to place bids. And, it attracts national bidders because they see that it's a charity and there's no reserve.

Everybody making a search for antique baby carriages will click onto the "Charity Auction" and there's no reserve. This plants the idea they're going to get the item at a knock-down price! They're hooked!

They will almost certainly bid less than they normally would. But it still would bid that item up higher than it might in a local auction.

Okay, if all this talk of charity is bugging you, how do you make money from this?

This is your selling point to the local charity...

- You explain you can get them a lot more bidders than from a live auction.

All of the items that bid up a lot higher will make more money for your charity auction, for less trouble. From your point of view, you don't have to spend an evening hosting the event at the local church or church hall, for instance. And you can raise more money for the charity.

Here's what you earn...

- A percentage of the final bids.

You can either work for a small percentage or offer to do it for a flat fee if the bids reach a certain amount. Remember you are bringing a valuable service to the charity concerned. Through your efforts, you're going to help them raise a lot more money.

Your Own Charity Auction Business

You can even start your own auction business, and set yourself up as a specialist in on-line charity auctions. If you do the first two or three for free, get them under your belt, then you can offer the service on a business footing, armed with the profit statistics from your first trial runs and some testimonials along the lines of: “Thanks To Joe Smith, we made three times more money in August than we had in the previous month.”.

Either way, if you are taking a percentage or a flat fee over a certain amount, it proves to the charity that you’re not a risk. You explain there’s no risk involved, so why not try it? The benefits are many.

With no risk to the institution, you can set yourself up in business acting as a charity auctioneer. If you think that it is wrong to charge charities to raise money for them, there are many professionals who already make a very handsome full time living arranging charity events and taking their fees. Also, don’t forget that most charities have salaried staff – it’s not as though everyone is working for free! Charities also pay normal rates for marketing advice, printing, graphic design and so on.

So it is a normal occurrence. You’re not going to be asking for money from the poor, or anything dubious. In fact, you will be *helping* to raise money for the charity whilst making money at the same time.

I can’t think of a better situation. Helping a favourite charity, and making money too. Also, being able to do it quickly – within five to seven days!

How to Make Money from Auction Losers

You can make more profits from auction losers than the seller does from the auction winner. And you can have a good time doing it and it won’t cost you a dime to get started.

Here’s the secret...

I know a man who keeps a low profile. Most of his friends don’t even know what he does for a living anymore and he makes an excellent income.

But, here’s how he got started and how he makes his living...

He looked at the Internet auctions and noticed all the profit that the auction companies were making. He decided that he wanted a piece of that pie. So, instead of looking at the auctions as a buying system, he viewed them as a selling system. He asked...

- “What do we really have here?”

And when he looked at it, what he saw was...

- A group of people identifying what they were interested in.

Anybody interested in marketing knows that information can yield a fortune!

People buying through the Internet were showing...

- what their hot buttons were
- - by what they were willing to buy and how frequently and energetically they bid.

They were also indicating...

- how much they wanted to pay - by the amounts of their bid.

So, he looked at this in depth. **He imagined he was a retailer and when someone walked into his store he instantly knew...**

- what they wanted
- how bad they wanted it
- what they were willing to pay for it
- that they were ready to buy now

It is the perfect selling situation. He understood that under those circumstances it wouldn't take much of a salesman to make a sale.

Because this businessman doesn't like selling, he was keen to discover if he could turn this situation to his advantage. After more thought, he noticed...

There were more losers than winners at an auction!

It was an interesting analysis. And what he decided to do about it was to find a way to make money from the people who had been outbid.

So he asked the question, "How can I make a profit from this pool of auction losers?" He decided he wanted to sell something to those losers, but what?

This is the answer he came up with...

He could sell items of the same topic that the losing bidders had bid for at auction. After more thought, he decided to specialise. His particular interest was antique furniture and Disney items, the Disney collectibles that are so popular. So, here's how he started.

Step One - He sat down and made a list of...

- Every antique furniture dealer that he knew of in his area
- All the Sunday antique swap meetings
- Every specialty dealer and collector he knew
- Over a period of time he visited all of those people

Step Two - For every visit he made, he researched and made notes of...

- What items they had and the prices
- What they specialized in
- The kind of items people requested

Remember, this was an area he was already interested in and so he enjoyed the researching. He typed all of his notes into his computer and made a data base for easy referral. Then, he started his weekly routine.

This is his routine – this is what he does to this day to make £3,000+ a month part time - and anyone can do the same...

Every morning, he sits down at the computer, and logs onto the auction sites. Searching in the category that he is interested in, he can see what items people have put up for sale. He makes notes of what the items are.

In the afternoon, he goes shopping. He makes the rounds of the stores and the dealers that he is familiar with, and he looks for the items he has seen placed on the auction sites. Remember, he is operating in a niche so this is not that hard.

That done he returns home and enters several copies of items onto the auction site. He tracks the bids that come in.

When the auction closes, he knows who the top bidders are, what sold, but more importantly, **he knows who the losing bidders are.**

He also knows...

- How much money the top three or four bidders were willing to pay for the item.

So now he contacts every one of the losing bidders. He sends each an email along these lines...

“I know you really want this item badly, and I have a similar item for sale. Would you be willing to pay what the top bidder paid for that item?”

And time and time again, they say “absolutely.” He then goes to his dealer, picks up the item at way below that price or has it shipped directly to his buyer.

He works this day in, day out, week in and week out.

In a short time selling to the losing bidders was so profitable, he quit his professional job.

He now spends his “working” time...

- Tracking the bids.

- Going to the shops and antique markets that he loves to go to anyway, and finding duplicate items.
- Selling those items to the losing bidders.

Most of the items he sells are not rare of course, otherwise this would never work. They are categorised as collectibles and memorabilia.

The majority of the items sold on the Internet auction sites are made in their thousands. Particularly if you're in a major market (e.g. Elvis memorabilia), you can find them locally. This man finds enough similar and duplicate items for his online auction business dealing in furniture and Disney collectibles for an exciting business that earns him much more money than his professional job ever did, for half the effort.



There is also an added bonus...

Every time he sells he also collects names of people he knows have a particular interest in his niche. He knows what they are looking for. So **he never runs out of eager customers**, because he knows what they want. He can email them saying: "Hey, you bought *this*, are you interested in this similar item?"

So he plays both ends against the middle - selling to losers of auction bids.

This is the power of researching and taking a slightly different look at that market of people on the Internet auctions. By doing that, he discovered a way you can make a tasty additional income.

If you have products and a queue of eager customers – the losing bidders – it's a winning formula!

How to Make Money from Internet Auctions - Without Selling Actual Auction Items

This is the secret of how you can fill your bank account with piles of cash, even if you never sell a single thing on Internet auctions.

It might sound crazy, but this is how you do it...

People on the Internet auctions, whether they are buyers or sellers, are a target market. And they're a very hungry target market with money burning a hole in their pockets. And you can sell services and products to these people. It is being done every single day.

For example a lot of the Internet auction sellers would make more money if they took credit cards. So, there are companies targeting these Internet auction sellers and getting them merchant accounts. That's the function of PayPal.

There are other products some Internet auction sellers need; for example, a digital camera. Maybe they need website hosting to store their pictures of their products. Maybe they would be interested in buying books on how to make the most money from Internet auctions.

There are also some people focusing on selling to Internet auction buyers. They sell software that keeps track of all their bids and when they are getting out-bid, it goes to the site and automatically updates.

So, instead of looking at the Internet auctions just as a way to sell products and services, you can actually look at the *people* on those Internet auctions as a market.

And they all have desires and wants. They also have money. If you can find a way to give them something that they really want, or solve a common problem they have, you can cash in big.

The Twelve Hottest Products You Can Sell through Online Auctions

All kinds of antiques, from dolls to furniture are certainly great sellers. But most of us are not antique dealers and may not know or care enough about them. So here are twelve things that sell like crazy, that you can sell. (The list is not in priority order.)

Top Category Number One - Coins

A lot of people are coin collectors. You can buy on the Internet all kinds of foreign coins; pesos from Mexico, and coins from Brazil. Now we have the Euro, coins in the old money can only increase in value as they become a rarity.

These are very cheap coins. Some people have packaged them, like one hundred coins of the world, and they have sold at auction for £60 and £70. Many of those coins, like the Mexican peso and Brazilian one peso coin is less than a penny.

Also, Indian Head pennies and old silver, and even some current silver that's not that old, what's called junk silver, but it is still silver, is very popular. Some people bid this stuff up far more than what you can buy it for as base metal. It's crazy, but that's how it is.

Top Category Number Two – Pocket and hunting knives

Both old and new pocket and hunting knives are very popular items. This category also includes swords.

It's not for everyone, but if you are interested or have some knowledge of survival skills using knives, or find the history of swords fascinating these items do well online.

Top Category Number Three – Watches and Rings

People are into some unusual watches and rings. Some of the turquoise watches and jewellery from New Mexico, was originally popular twenty years ago. But then it went out of fashion and nobody would wear it. Now, once again, it is popular.

If you can buy that jewellery at a good price, you can double and even triple your money.

Top Category Number Four - Music boxes

Music boxes are very collectible and highly popular. They are relatively easy to ship to customers. A visit to any junk shop, car boot sale, antiques mall or market will usually yield at least one music box.

Top Category Number Five – Holiday Season Items

All kinds of unusual items linked to Easter, Christmas and Halloween are extremely popular. People have bid items in this category way up.

Top Category Number Six - Native American Indian Arts and Crafts

Anything to do with Indian arts and crafts is big business especially in the USA, UK, Germany and Belgium. Old arrowheads are popular, blankets, saddles, beadwork, all sorts of things connected with the American Indian nations.

Top Category Number Seven - Religious Items

It doesn't matter whether the religious items are Christian, Jewish, Islamic, Hindu or any other religion, they are all very popular.

In the Middle East they have "worry beads." I had an Arab friend many years ago that gave me some. They don't cost much money. I've seen them bid up to £25.

Top Category Number Eight – Rocks and Fossils

Rocks and fossils are very popular, perhaps because they are so collectible – they take little room up but a collection can be startling and interesting.

Top Category Number Nine - Bedspreads and Quilts

The star quilts of the North American Indians are very popular as well as the varied quilts made by the Victorians.

Still a popular craft today, even modern handmade bedspreads and quilts can fetch a good price.

Top Category Number Ten - Perfumes and Colognes

This includes perfumes and colognes for both men and women. Especially name brands at a discount where people can bid for it, but get it for lower than the £50 it might normally sell for in a big department store.

Top Category Number Eleven - Regional Items

Regional items have increased in popularity. People, who live in Arizona and New Mexico, California, Texas, can slip past the border and pick up Mexican arts and crafts extremely cheap, and yet double and triple their money on eBay.

If you don't live in the States, but take a holiday in Mexico or South America, you may still find this lucrative. This category also covers tourist items bought anywhere in the world; such as African beadwork, dolls in the costume of the country, china from seaside towns in the British Isles, handbags from Egypt, it's endless. As an aside, there is a vast, thriving market in British seaside trivia from pre-1970s.

Top Category Number Twelve - Autographs

If you know, or have, anything that was signed by a famous person; a rock star, movie stars, presidents, whatever, they are bidding these up big time on eBay and the other auction sites. Some collectors' are also keen to bid for a famous person's item of clothing or lock of hair.

So, that's just a summary of twelve categories that sell well through Internet auctions. Of course you can sell thousands of other items. All sorts of books sell, for instance, there is no question about that. I've sold books and I've had three or four different companies buy books from me and resell them on eBay, Yahoo and other auction sites. However, you must either buy or print books cheap enough that you can take the big discounts.

For example, a £25 book might get auctioned off at £6 or £7. Now if you bought it for £2, or printed it for £2 that's no problem. The profit margin is big enough for you to walk away with cash in your pocket.

How to Make Money Online with No Inventory or Overheads

You can make unlimited Internet auction cash from this one private source and the cash flows in every single day. This is something that you can do without having to buy products or stock them in your garage or wherever. You don't even need an office or the cost of other overheads.

And you can still make cash every single day. You can get cheques, cash and Paypal credits in the mail from these Internet auction sites. This money is from people who are bidding on products that aren't even yours, but you can still make big profits.

Here's how you do it...

- Find a local store and deal with them exclusively. You offer to help them sell their products on the auction sites.

Now, if you work this right, you'll make money every day.

There are different takes on this, but you can constantly be offering their products for sale. Or, you can do it where you only work one day a week, other than checking your auctions to see how they're going.

All this entails is being excited about how high the bids are going and staying in contact with the store, by letting them know.

However, as I explained there are different takes on this. There's even one where the store doesn't even need to know you're selling their products for them!

But first of all, let's talk about if you did let a store know you were selling their products through online auctions.

If you work just one day a week, for example, this is the format...

- You go to the store and tell them that you have some knowledge and experience to sell their products on the Internet through the auction sites.
- Work out an arrangement where they give you their very best, rock bottom price. For example, 20-25% below their retail price.
- Then you can go to the Internet auction site and list their products for sale. So, each week you can list a handful of their best products for sale at 10%-15% below typical High Street prices.
- You sell them then go in to collect the products, and pay with the profits that you've received from your customer who was the highest bidder.
- You keep the difference between what the store is charging and what your customer bid for it.
- Then you ship out the product. Sometimes you can work out a deal where you don't even have to worry about shipping – the store does it.

If this is a company that does some mail order, or ships products as gifts they will have a department that can handle that. And they may be more than happy to ship the products, since you are selling their stock for them.

So, again, you can do this on a weekly basis. A lot of auction sites will let you do seven day auctions. So you have your products online for a week. Once a week you go into the store and pick out a new set of products.

If you have a digital camera you can take pictures of those products and list them on the auction sites.

At the end of the week, you also contact your bidders...

- Email everybody who has bid a decent price. Tell them you have another copy and to get their money to you.
- Then you go back to the store, pick up however many you need of the product, and keep the difference in cash.
- Then it's either, the store owners who ship the products or you do it for them.

There is another way you can do this without even having to “work a deal” with the store. This can work great with antique stores. You search for products that you know are selling. Maybe you've chosen antique furniture or coins. Both of these would be available from an antique store, or maybe a retail store locally that sells specialized products.

Here's what you do...

- Make a note of how much the products fetch, that are selling well on the auction sites.
- Armed with a note of your ‘target items’ and prices you can find either an antique store or a small retail store that sells those kinds of products. Make a note of how much the products are selling for.

Look for...

- A low price, where someone is selling it for less than it could be sold for on the Internet. Or you can ask what their rock bottom price is. When you go to antique stores, a lot of the sellers are willing to work a deal with you if you'll chew them down a little bit on the price. So, work at getting a discount.
- Then you go to the auction site again, armed with a picture of your item, you list it for sale. Once it sells, you can go back to that store and buy the item with a locked-in guaranteed profit.

And, of course, you buy it from them for less than you sold it for. Then you go ahead and ship it out to the person who was the highest bidder. The great thing about the Internet auction sites is that you can let your customers pay because people are accustomed to paying for shipping. So you don't have to worry about shipping costs eating away at your profits.

Now, one of the questions you might have with this is: how do you protect yourself from having it sold for less than what you're actually going to be able to buy it for?

That is a big concern. That is a legitimate concern, because you don't want to be out there selling products, and accidentally have it sold for less than you can buy it for, and you're out of pocket. You have to be protected that way and you can be.

Most auction sites have a "reserve price." You can go in and set the prices to the minimum amount you will accept. People can start the bidding lower than your minimum, or start the bidding at that price.

But you're protected. What that tells people is if it does not sell for the minimum that you're willing to accept, you're not contractually obligated to sell it to them at that price.

So that's something you can do without having an inventory, without an office, you can do it from of your kitchen table. Just sit down and search out products that are selling well and then find places locally.

Either make a deal exclusively with them, where they know what you're doing, or go ahead and buy their items at rock-bottom prices and re-sell through the Internet auctions.

Make a profit and take the difference. It's a fun business and a route to BIG money!

Garage Sales in Cyber Space

The Wall Street Journal ran a story called, "Yard Sales in Cyber Space". I call it garage sales as that's what we have in the UK.

It is a great story and it shows what the average person can do just to get started, because that is the hardest part of any new venture – getting started. But getting something out there can sometimes lead to thousands of pounds you didn't expect.

And it wouldn't have happened without that first step, even if it wasn't your best effort, or something you think would have gone far, or you hadn't done anything with it in a month or two. At least you got started with it. And so, you are leagues ahead of the people who didn't do it.

An Internet garage sale is such an easy way to start. Everyone's had a garage sale, or been to a garage sale, so it isn't intimidating. It's not complicated! In fact organising a garage sale is like falling off a log.

Now, to have an Internet garage sale is even easier and cheaper than running one in your own garage and advertising the date in the paper.

It's cheaper to sell through eBay for instance, than to run an advert in your local paper and you don't have strangers coming to your house. You can sit around in your bathrobe and slippers, feet propped up while your garage sale items are selling.

To quote The Wall Street Journal, they said that these people they wrote about, “simply pile inventory in their garage and spend most days at the computer in their living room, running a giant garage sale in cyber space.”

You can pile things in your garage too. Or you probably already have stacks of items in your garage or attic.

So start there, today. Go on line, register at some of these auctions, there are lots of them, look in your garage or attic and pick something out. These people that the Wall Street Journal wrote about said they used to worry about not knowing what to sell.

After a while their experiments and test results showed that it didn't really matter.

There are millions of people looking at the listings, and there is always someone keen to buy what you have to sell. Even those items on the pavement with a sign, “Free, take me,” that weren't taken, when put online were bid for.

People bid the price up above retail for the same items that couldn't be given away!

Here's an example of auction fever...

I was at a Hi-Fi auction once and they had these power cords. They were no different than any orange extension cord you have ever seen in your whole life. Yet, the auctioneer created an avalanche of takers. He simply held one up and said, “I have a supply of these. Rather than bid, I'm going to go ahead and give them to you for this price. Everyone who wants them, raise your hand.”

And it was like watching lemmings run off a cliff. Everyone started raising their hand and they sold hundreds of these cords that anybody can buy at any hardware store. In the heat of the auction, everyone bought one. And so, **the auction** is the key element here. Your stuff in the garage, people walk in and look at it. They may or may not buy it.

You might have a hundred people, at the very most come to your house on a Saturday. But with the Internet, you have millions of people and they all fight over it - auction fever.

The orders and money flood in!

So don't make it more complicated than it has to be. Just find something.

Maybe you have some collector plates that you bought through the mail. I have a couple of prints that are hanging in my office. I could sell one of them. Anything that you have in your house that you could put in a garage sale, just get online get one item on there.

Get your feet wet and once you get started, you won't be able to stop – it's heady - you'll be enjoying yourself and making money.

One of the most exciting things about Internet auctions is the fact that average people, with no previous business experience are getting on there and making a ton of money.

A cyber space garage sale can be the route to a fortune!

The Internet Auction Shortcut

This is how to get a ton of people to keep giving you huge bids for every product that you list. It's very simple. But don't let the simplicity fool you! This is powerful! There are two steps here.

The first step...

You build a mailing list of all of the people who have made respectable bids for your items.

This is important - you don't want to put a mailing list together of people who just bid a pound on something that is worth a couple of hundred. Those aren't the kind of people you want on your mailing list.

Compile a mailing list of...

- Everyone who has made a respectable bid
- The people who actually won the bids for whatever products you had listed in the auction.

Your mailing list is so vitally important, and you'll see why in a minute.

Because, step number two is...

You stay in touch with those people. And, you continue to let them know about other items that you have available for auction. This is an extremely simple idea, but explosively powerful!

You already know that these are people very interested in the type of products that you are selling.

By staying in touch with them, you're doing something that no one else is doing. Very few people, including those who make tremendous amounts of money with Internet auctions, stay in touch with the mailing lists of all of the people who have bid on their products. Why?

Because, so few people that are on the Internet auctions realize the tremendous value of their mailing list. You do! You can build a big income. Just send them an email message, letting them know about all of your other products or a specific product.

That's the best route – if you can find specific products, you know covers what they are interested in and email the details. For instance, my brother collects model buses and has a vast oo gauge railway layout. I don't think he's bought any of it from a shop

– he’s always telling me what train, bus or associated items he’s bought or is currently bidding for on the Internet.

Don’t discount traditional direct-mail methods. You can send a simple postcard with a picture of the product, or you don’t even have to have a picture. But you have to think like a marketer.

So the Insider Secret is...

Stay in constant touch with these people. Compel them to want to come and make a bid. Tell them that it will go fast. Tell them, very specifically, let them know that you have 347 other customers who are getting this special email announcement.

You’ve got to give them a specific number, 347 people will get this only one will win. You owe it to yourself, please, to go look at this new item and bid on it.

You have to write compelling advertising copy, that makes people want to go and place a bid on it. Do things to build a relationship with the people who are on this mailing list and your items will sell like hot cakes and make you a fortune!

Here’s another Insider Secret...

The Biggest Marketing Pull is You

If you are keen to make the most money possible from internet auctions you’ve got to market yourself.

If you’ve got a product or an item you are selling on eBay, there are millions of other items at any given moment, just as there are millions of products out there in the world.

What is going to make you stand out? You!

Let people know a little bit about yourself. Don’t be afraid to do that. Build a rapport with all of these wonderful people who are so keen to buy specific products, who enjoy the buzz of bidding over the Internet.

You see mail order adverts with photos and you can apply that same strategy that works in print advertising to online advertising. This is the crucial point – it IS advertising! You are advertising whatever product it is you have for sale! And just as there are some adverts out there with photos of people on them that make billions and of pounds, it works on Internet advertising.

Now I can make a connection with this person, rather than just buying an item. It makes your product on the auction site stand out from the crowd! People want to do business with other genuine people.

On television they always have a celebrity, or the infomercials will show someone demonstrating the product.

The connection with people is what makes the advertising work!

Plus, I think the reason half the people go to a flea market is to shoot the breeze with the other people who are selling things. I used to go with my dad, and he, half the time, wouldn't buy anything, but spend all day there talking to many different people.

Even the Wall Street Journal carried an article about the many retirees, stay at home moms, office workers and people who quit their jobs because they make thousands of dollars a month on eBay.

And if you're going to do that, it is kind of a community, and you might as well be up beat and be friendly.

I have in the past done a fair bit of consulting. And people that are going on line for the first time feel like this is just the Internet.

It's so different to walking into an auction room, it's technologically orientated. They feel you've got to do it different, because it's the Internet. And what they don't realize is what works by direct mail, what works in advertising, the same emotions are at work on the Internet.

The same marketing ideas that work by direct mail, or by advertising and print adverts, on television or on radio, work here. It is people. **You are still selling to people.** Remember this it's crucial to your success!

This is how you can squeeze even more sales....

- Advertise your best products on a big auction site such as eBay.
- When you stay in touch with your customers about these other products, find a smaller auction site to list those other products on.

This is just a tip for you, but it makes you **a big fish in a small pond!**

It means you can get your entire mailing list to go to this other auction site, where fewer products are listed, and you can have all your products there. It gives you a chance to make a big impact on people with few competitors.

So stay in touch with your prospects and customers. Build a bond with them. Make them want to see what you have available. Compel them to come back and keep coming back. And if you do that, you can get a ton of people to keep giving you huge bids for every single product that you list.

So the secret with Internet auctions is to think like a marketer. Put yourself on the other side of the cash register.

You don't have to just sell small and cheap items, for instance it can be cars or time share vacations. If you think big about this you can sell thousands of pounds worth of merchandise by selling one item that is worth, for example £10,000.

So, think big too.

Sell Your Own Services at Auction

If you're a designer who normally charges £40 an hour, try putting one full day of designing services up for bids. See what people are willing to pay. You will be surprised how many days of your services you might end up selling.

Monster.co.uk lists copywriters, system analysts and marketing consultants. They put up their services for bids. www.elance.com is another such site.

This is how it works...

- You put in a link to your site
- It brings in all sorts of people to see examples of your work

This is how you can use online auctions to drive traffic to your web site.

Then stay in touch with those people. Get the best people to come back again and again. This is an avenue for you to make millions of pounds.

METHOD TWO - Selling Information

When you're selling information, you are in one of the world's greatest businesses. Because information offers so many advantages that other products and services simply can't beat.

This is revolutionary, and I have years of knowledge and experience when it comes to getting rich selling information. In fact I have sold millions of pounds worth of information products.

Here's how you can make be your own information book publisher and never spend a penny, not one penny piece on paper or postage.

That's important, because anybody involved in book publishing the traditional way knows that the two biggest expenses are printing and the postage to ship those books out.

The answer, of course, is e-books. For the sake of clarity I want to cover the basics of e-books. Electronic books are generally small software programmes designed to open up a book, or a text file and display it on the user's screen as if it were a book. The user reads the text on screen.

Some programs flip the page over and you're on the next page while others you scroll up and down, and can click on chapters and jump to different sections of the book.

First I recommend you get some e-book software.

Here's a shortcut and it's not expensive...

There is a magical website, www.shareware.com. Once you're in this website go to the search window. If you type in the word e-book you will see a selection of a wide variety of sample books that you can download to read and see how they look. They also offer software for creating those books.

Shareware is simply software that the publisher of the software decided to let you try before you buy. You can download the software, install it, use it on your computer at will and if you like the software you pay the author.

Now, some shareware will be what they call "crippleware" or crippled, which means they only work for thirty days. Or it might not allow you to publish the book you've created and actually distribute it in a form that you can easily distribute.

Your book may only be readable using the programme until you pay them. But shareware is ridiculously inexpensive. I've found publishing software for e-books as low as £50 in the shareware market and they're excellent. It's a great way to create e-books.

Creating an e-book, of course, is a great way to distribute your information products.

Here are the options for creating your own e-books...

- You can buy the rights to already published books and manuals.
- You can write your own.
- You can follow the techniques that I use on my various projects and record a book and transcribe the recording.

Here's a quick summary on recording and transcribing...

- Interview an expert on a subject
- Transcribe the recording
- Publish the manuscript that results from the recording as an e-book

The beauty of e-books is they are very easy to set up on a website so that people can pay you, and automatically download the information. They can read it online or print it out to read later.

An even simpler way to sell e-books is by email. You can literally send out an email offering the e-book for sale, and deliver it as a file attachment when people pay you. Or, deliver the e-book as a file attachment in an email message that is sent to people who buy it from your web site.

There are different ways you can do this. You can build up an entire catalogue of books and be a book publisher. And there is no paper involved, no printing and you don't have to ship anything. You're entirely using the Internet to promote and sell the books.

People love these too. This is a growing market.

I'm going to explain how to get customers to gladly pay top money for information that is already available on the Internet for free.

I know that sounds too good to be true. Why would anyone pay you for information that is already out there for free? Well, first of all, most people are lazy. I mean, gathering information, even free information is work. It takes time and effort. Most people don't have the time and are too lazy to put in the effort.

Frankly, many people don't know how to do research and find information anyway. They don't take advantage of their local library and much less spend some time on the Internet to find the information they are looking for.

If you are willing to do the hunting and the gathering of even the free information, people will gladly pay you to do that work for them. Now, you can sell the information you gather in a couple of different ways.

You can assemble information into...

- A resource directory
- An information manual

First, you need to find a topic that you want to produce a manual or a directory about. I recommend you choose something that interests you and even better, a subject you have experience in. It can be a hobby or something related to your work experience.

That's always the best choice. But, sometimes there is room to take an alternate look. You're just looking for something to make a profit and get it up and running fast.

You want a topic that is hot. A subject that people are already interested in – you know they are interested because they already spend their money on it.

This is the best choice because you know...

- it will sell
- there is a lot of information that will be available on the Internet for free

So, let's take an example...

The topic is the Internet. Our society is growing older and consequently there are more seniors on the Internet. In fact, I think that females are the largest growth area on the Internet and seniors the second.

And they want information. Most people are looking for information of some kind on the Internet – that’s a huge part of what it’s all about – communication between what’s on offer and what people want to know or buy.

What would seniors be looking for? Well, health information for one. And health information is a red hot topic.

Here’s the format...

- Find a concern of seniors
- Create a product around that subject

Look what happened when just one woman did this...

A school teacher created a **health book** on how she cured her arthritis.

It was her first product but she had hit on a hot market - her sales were £2million!

Another hot area that seniors can be looking for on the Internet is herbal remedies. Alternative medicine, including herbal remedies is a gigantic and booming business. There are at the very least a dozen catalogues that sell alternative and herbal remedies. Your product can even be a directory that lists what each herbal remedy is reported to achieve.

Another great product for the Internet would be explaining how seniors can get remedies at the rock bottom, lowest possible prices.

That’s information that would be available on the internet. That is information you could research totally on the Net, to create your own product.

So let’s take that as an example.

Suppose you decided to create a product that explains how to get the best possible prices on alternative and herbal remedies. It would be easy to research on the Internet. You can check out vitamins and list what each one is for, for instance, vitamin C is good against colds etc. You can check out acupuncture and even list practitioners if you decide to create a directory.

You make it clear you are quoting what *other* people or companies say about their products – it’s not necessarily the views of the author or publisher – simply check any magazine or directory for the wording they have, usually on the copyright page.

You can check sites outside the country you live in. There are a lot of companies out there who are selling herbal remedies and pain reducing bracelets, yoga rugs etc. by mail to people in this country at much lower prices. You’ll also find some manuals out there that tell you sources and where to buy these remedies from out of country sources.

There are price lists available on the Internet that you can download as samples. You can get a copy of the rules and regulations on the imports. All it takes is a few days to gather a ton of information on where to find products, at the best price, how to buy them online, and how to bring herbal remedies in from out of the country at rock bottom prices. Or, a few days to research what each product does and then where and how to obtain them.

Now, if you did this and found the information, gathered all this stuff, don't you think you could easily create a manual? Sure you could. The next part is a title. For instance, "How to Buy Herbal Remedies and Alternative Health Products at Rock Bottom Prices."

Or a better title would be "How to Safely Buy Name Brand Herbal Remedies and Alternative Products at Rock Bottom Prices from Overseas Sources". This could prove to be a good manual that should sell very well.

Quick Summary...

- Pick a topic
- Divide that topic into sections

For example...

- Topic - Alternative medicine and herbal remedies
- Divide that topic –
- **Part One:** A list of the herbal remedies with details of...
 - What they are purported to do
 - Where you can buy
 - Cost
- **Part Two:** A list of clinics for alternative healing methods with details of...
 - The practitioners and what their healing methods are purported to achieve
 - The practitioner's qualifications
 - Contact details
 - Costs

With this particular manual idea, Part One and Two could be sold in a single sale or as two sales – two manuals.

People would gladly pay £29.95 for such information. But you can get all the information free over the Internet. You don't even have to write it.

Here's some Insider Tips on "Writing" the Manual...

This is how I do it. First I sort into subject matter by topics or chapter headings, and turn it over to a college student. I offer to pay a few hundred pounds in return for them writing a paper on the subject.

Then, while they do the writing, I start setting up a website - a very simple website with some free information.

Here's a powerful Insider Secret...

Tell the story of your product, what it will do for prospects, the money it will save, the remedies they can find and how they can buy safely from overseas.

This information appeals to anyone who pays a lot for remedies or is searching for alternative solutions to a pain-related illness, such as arthritis. Many seniors are on limited income.

So, when it is all finished, all you have to do is upload that file with some software, as a text file or as an acrobat file on a secret place on your website. You can password protect it if you wish.

You put your site up with your adverts on it and someone visits. They find out that they can save all this money and they can get this information for £29.95, and they don't have to spend ages searching for it.

A lot of people don't know where to look for it anyway, so they're more than happy to pay you for it. What do they have to do? They fill out the credit card information. You signed up with a credit card company that will take that information and run it through their account. You don't even have to have a merchant account.

The credit card information goes to the credit card company, when the credit card is authorized, they then give them the location of your file. They go to that location, download the material and they have it in their hands instantly. Generally, it takes two minutes from the time they decide to buy, until they have the information in their hands.

You have...

- no postage
- no printing
- no shipping
- no packaging
- no returns

It's all done for you. People really will pay you money for information that's already out there on the Internet. Last week I found five sources selling a manual of information. And I found a site that had everything that was contained in those manuals, available for free.

The other operators had simply taken that information, packaged it, put it in a format and offered an appealing, instant form. You can do the same. It is easy.

Next, I'm going to reveal how to sell tons of information products online and make a truck load of cash using a little known remote control marketing secret.

The secret is viral marketing and this is a fantastic way to market because your marketing spreads like a virus. It may sound nasty, but it really is very powerful because people spread your marketing message without even knowing it - just exactly like they would spread a virus.

And the easiest way to explain it is to give you an example. That example is Hotmail who, as you most likely know offer free emails. You get on there, sign up free of charge. You have an email address for free. So how do hotmail make their money? They sell advertising.

People who use the email addresses are forced, in some cases to view that advertising. It's peppered all over the place. Well, the way they use viral marketing is every time you send out an email message using that address, at the very bottom there is a marketing message that says "Sign Up For Your Own Free email Address at Hotmail.com."

If you're sending out five or ten email messages a day, you are marketing their website. As more people sign up, that message goes out to more people. Soon, even though hotmail.com is doing very little marketing, their own customers are spreading the message for them and pulling in more people.

Viral marketing is very powerful and it is at literally no cost. **If you tie this marketing in with e-books, you have a very powerful method to sell information on the Internet.**

I'll give you a concrete example of how this has been done very effectively. Let's say, for example, that you create an e-book on dieting.

Instead of selling that e-book, you give it away free of charge. Let's say it's a £30 e-book. This is a powerful way to get people excited about your information, but you're not of course making any money giving the information away.

How do you make money? You sell a bigger package.

Here's a brief example of how someone doing this with a very large publicity package.

He is a person who knows about how to write press releases and get a lot of free publicity and free advertising. And it's a very expensive package it's around £500.

Now, that's a hard sell getting people to pay you £500, especially if they're not sure what type of information they're going to get and they don't know you.

So here's his brilliant marketing strategy...

He has created a 30-40 page e-book which is an introduction to writing press releases and getting publicity. He offers it free of charge to anybody who wants to download it. It's a free e-book.

And people have been rushing like crazy to download this e-book. Once they have, they can see it's valuable. There is a link in that e-book that links them from that book directly to this person's web site where he can now push them onto the bigger package.

So this is a two-tier marketing strategy for the Internet. A small e-book gives people a taste of the valuable information he can give them.

The e-book is like the person standing in the grocery store aisle giving you a small taste of a cookie so you'll buy the entire package of cookies. He has given these e-books away free of charge, but he is also using the power of viral marketing because he is allowing anybody who wants to, to give away that e-book.

In fact there are links inside that e-book that reads: "If you want to give away this e-book to every person on your email list, or to all of your customers, or you want to give it away as a special offer or a freebie with something you are already selling, or make a special Christmas offer, just point them to this site. Let them download this e-book absolutely free.

So that is spreading his e-book like crazy over the Internet. Every time some marketer gets that e-book and downloads it, they see information in it that says they can send it to their people.

And of course...

The e-book pushes people to the site which sells the bigger package!

This is a fantastic way to pull people in, give them a short taste of what you are selling and then get them to spend money with you. It's a method to sell your information products without spending a lot of money on marketing.

Here's another success story...

Terry Dean created an e-book entitled "101 Of The Hottest Internet Businesses".

He sent this email to his own customer list...

"First of all, you can pick up my latest book titled, '101 Of The Hottest Internet Businesses' absolutely free. But, it is Christmas time. I know all of you have customers, you've all got e-zines, why don't you offer this to your customers?"

And certainly people did. In fact, over the next six months, that one e-book was downloaded about 2,000 times per week from people offering it for free. And people weren't only offering it free on their e-zines. People were actually posting it on their websites. The home pages on their websites said: "Hey, here's this free e-book. Go to this site and download it."

In talking to Terry Dean, one of the things he said is, “I do banner advertising. I do off line advertising. I do online advertising. I do classified advertising.

I do a ton of advertising, but this free e-book...

- Pulled in the most traffic to my site, and it’s probably responsible for the most sales ever on my website
- It’s constantly going and...

I still get 500 - 2000 requests for information from my site from that one e-book.

- And because everybody can give it away, it continues to spread just like a virus.”

So...

- the power of viral marketing
- tied in with the power of e-books
- can spread your message and spread your information, all across the Internet,
- and pull people back to your website, and back to products that you want to sell for top dollar

It can be the route to a million pound business!

Next, I want to explain in more depth the guidelines for creating an information product to market through the Internet.

Everyone knows the Internet is the number one provider of information in the world. In fact, there is so much information on the Internet it can drive you crazy.

I was recently looking for some stock and mutual fund information about a week ago. I started at eight o’clock at night and, clicking through links I kept going from site to site until a quarter to one. For over five hours, I was on the Internet looking for information on stocks and mutual funds.

So, it can be daunting, there is so much information. Now because there is so much vast information this presents a challenge to information sellers.

But within a challenge is always a big money making opportunity!

Now let’s face it, it is hard to sell something that others are giving away free. So you use the brilliant method of going out and finding masses of information from many sources and sites and then re packaging it.

Then you can be certain that nobody is giving away exactly what you’re trying to sell.

So, the First Insider Tip is...

- Don't try to sell what people can find on a single site for free

The Second Insider Tip is...

- To make sales on the Internet you have to prove that the information you want to sell is worth the price you want to sell it for.

So, how do you prove your e-book is really great, and that people should buy it? The answer is to let people sample what you have to offer. This is a proven principle that makes a lot of money.

The best way to do this is to let them read information from your manual or home study course. Or a chapter if you're selling books. A small portion, but a very dynamite portion of your information product should be made available absolutely free.

This is so that people can read online or even download. And if they like it then great, then they'll spend the twenty, fifty or the hundred pounds or more.

Some mainstream publishers offer a chance to read a chapter or an excerpt from an author's latest best-seller!

When you put your books, manuals or courses up on the Internet for sale, with nothing but sales material to sell them on, sales may be disappointing. Free sampling can be the cure.

Free sampling of information works on the age-old principle...

First, we give then we receive!

It's a great principle that can sky rocket sales. It's been proven over and over that it works.

If you're selling information products you obtained from other publishers, you can write or send an email to them and get their permission to use this marketing method. I have never heard of anybody refusing their permission and if they did, you might not want to sell their product.

Next, I want to continue by giving you inside information on the shortcut system for creating hot selling Internet products without having to write a single word.

Although I have already covered this, here's a new twist on it. By talking with my customers, I know most of them have learnt how to market their products. What they have trouble with is how to create a product. And obviously they want to know how to find the product that is going to make them big money.

So, here's an easy and proven way to do it - without expending a lot of time and energy.

This technique is creating a product using other people's words. This means...

- you don't have to do the actual writing
- you don't have to do the hard work of creating the product

Because other people do it for you, all you need to do is set up an audio interview of other successful site owners.

When you're on the Internet, one of the best products you can sell is products showing other people how to make money on the Internet. It is a hot topic. It has been proven to make lots of money for people. You're reading just such a product now!

So you can log onto the Internet, search out other successful web sites and talk to their owners. You ask their permission to interview them and to record those interviews. Then you can turn those interviews into products.

It's the easiest thing to do if you massage a web site owner's ego, often they are more than happy to sit down and talk with you.

Of course, you don't want to travel, so you call them on the phone and using some simple technology record your conversation, interviewing them over the telephone. If they don't want to take the time to be interviewed by telephone, the alternative is for you to send the questions and they fill in their answers back to you via email. But the best way to do it is by telephone, so you can get that interaction on CD.

Here's the procedure...

- Contact the website owner by sending an email
- Tell them that you've seen their website and you understand that it is one of the most successful websites in their field on the Internet. You would like to interview them so that you can share their success with your customers.
- If you tell them you are a publisher, it gives you more credibility than if you just say you're some nut off the street who wants to talk to them and spend some time with them. So tell them you're a publisher, that you have customers who are interested in learning secrets of successful website owners. Most of the time, they'll be happy to do that.
- Be sure to ask permission to record the interview. Tell them you are going to turn it into a product to sell to your customers.
- A lot of website owners have customers that would be interested in hearing that interview, as well. So you can work out an arrangement with them, where they get the rights to the interview as well.

- There is no limit to how many interviews you record. If you wanted to find five or ten web site owners to interview, you can have great success selling the CD's as a package. Target one specific market area and record however many you feel comfortable with.

That's the basic idea. Here are five different things you can do once you have the interviews. They are...

One – Interviews in Digital Format

The first way is to put the interview in digital format, available for immediate download.

You can have a digital/audio file right on your website, so when people go to the website, they click on the interview. You can set it up so they hear a small sample. For instance, if it's a 30 minute interview you can have five minutes of the interview as a digital preview file which people can click on and instantly hear.

Then every person who enjoys what they hear can go ahead and buy the entire interview and immediately have it downloaded to their computer.

Two - Interviews on CD's

You can sell CD's directly to people. This is very popular because many of us enjoy listening to information while we're driving.

Three – Interviews as Written Transcripts

As I mentioned earlier, this is something I've had great success with. You take the transcript from an audio version and put it into print. You can also make it in digital format and available on the Internet.

Your customers not only get the digital audio version, but the digital printed version to download at the exact same time so they can read it at their leisure.

Four – A Series of Ongoing Interviews

You can record an ongoing interview each month for instance, an ongoing series, "Interview of Month One – (title of the subject and the speakers)".

So instead of selling several interviews as a package, you can sell one a month and people sign up almost like a newsletter, except it is an audio newsletter. Each month you send out a new interview and the transcript if you choose to all of your subscribers. A good example is Peter Thompson's excellent 'The Achiever's Edge'.

Each month they get a new interview and you can keep that going on as long as you find new people to interview. There are thousands of successful websites out there so your material would be endless.

Five – Interviewing on Inter-Active CD ROM

You not only have the audio interview on the CD Rom, plus the written transcript available for people to click and print or view on the CD, but the CD also shows a picture of that person's web site.

Alternatively, you can have the web site saved on the CD. This means people can...

- hear the interview
- read the interview
- see the person's website

This works well for a product that is a teaching tool. People can see, for instance, how to develop their own websites based on the success of this other person that you've interviewed.

So those are just five quick ideas, all working with CD's and interviewing other people.

It gives you a tremendous opportunity to create valued products without having to write a single word!

Selling Information is the Greatest Business on Earth!

This is the world's most ultimate way to get rich and stay rich on the Internet. Every other business has so many problems built into it, when you compare it to selling information. There are a host of powerful advantages in selling information.

Reason One - It's Dirt Cheap to Get Started

All I started with was a few pounds. Within four years I had turned that into ten million in sales; thanks to the fact that I had a lot of help from experienced professionals giving me the same information I am passing on to you in this manual. I don't know of any other business that you can turn such a small amount of money into so much.

It just doesn't happen.

That's the power of selling information.

When you combine it with the worldwide Internet, it becomes even more explosive. So, there's no better way to get started if you have a small amount of money, than selling information products.

Reason Two - You Can Make Money Super Fast

Within just a few weeks, I was making thousands of pounds every week. And remember, I only started small I wasn't putting more money into the business. The profits were huge and within a month I was making more money than I ever made in my life.

With the Internet, instead of three to four weeks it is potentially possible to make huge sums of money in as little as three to four days from the time you get started on a good campaign. Again, nothing is as fast as when you've got a good powerful promotion that is really working.

And it's information, so that brings us to number three.

Reason Three - The Profits can be Phenomenal!

Information has a tremendously high perceived value.

My first product was a 16 page brochure. I called it a booklet, but it was more like a brochure, and it sold for £12.95. I sold thousands of them. They cost fifty pence to produce, and that was printing in small quantities.

Despite the product was a small glorified brochure, rather than a booklet, people were crazy about it. Why? **It gave them the information that they really wanted.**

The point here that I want to make is, the price you charge for your information has absolutely nothing to do with the actual cost to produce it.

Reason Four – Demand is Huge!

I've already alluded to this. You can get rich selling information. The demand for your information products is huge.

That is, as long as you remember **The Real Insider Secret** – which is...

People are hungry for good information products that will help them get what they want. Provide this and YOU WILL Make BIG MONEY!

Here are my top three recommendations...

First of all, I believe everybody should have their own electronic newsletter or e-zine and you can either have it up on your website, so people can come and read and download it, or you can email it to a base of subscribers who automatically get it.

It's a great way for you to stay in touch with your customers. It helps to establish you as the expert. It lets you build strong bonds with your customers. It makes people feel really good about you, and doing business with you.

Product One – Advertorials are FREE Sources of Information

Everyone likes to do business with someone that they perceive as an expert. Advertorials are great because usually the customer doesn't even realize that other people and companies have paid for those articles that you can write and publish in your newsletter. It is a great revenue source.

Best of all, because you are using the Internet, there's no printing, postage, advertising or typesetting expenses.

So, that's the first product.

Product Two - Reports or Tip Sheets

These are anywhere from one page to eight, twelve or twenty pages – certainly no more.

But the information must be specific!

A report or tip sheet gives your customers step by step facts and data that is easily assimilated and easy to understand. It must be fast to read, quick information because that's what people want.

Everybody is so bombarded today, especially on the Internet. Everyone is just so busy but if you publish these little reports or tip sheets, you can...

- Give people exactly what they want.
- Give it to them fast.

And that makes them hungry to come back and read other information that you have, or want to sell in the future.

Product Three - "How To" Manuals or Guides

It can be a combination of several reports that you lump together. The manual or guide is basically the same concept as a tip sheet, but giving more information. You are reading just such a manual now. It is still easy to read, easily understood and very simple to publish.

Don't think that just because maybe you don't have a lot of experience writing or publishing, that you can't do this. You can! Selling information is the perfect business to be in when you're on the Internet because people usually surf the Internet, hunting for information. That's one of the most important reasons why people go online to begin with. They are looking for information. Now you can give them that information and get super rich in the process.

Selling information I'm convinced is the world's greatest business, especially for anyone who wants to start on a shoestring budget.

The Internet is, of course the place to sell information, but I would add this - you make the most money going for a niche market. There's so much stuff on the Internet, so much general information that you want to zero in on a small market. But, nevertheless you'll find that there are many people, even for small markets.

For example, there's a company on the Internet at **tradehard.com** which specializes in stock options. Not mutual funds, or bonds, but a specific area of investing. And

they're making money hand over fist. So this is a good indication that it's wise to look for very specific markets - that's where you can make big money.

Think about niche markets. Think about those small groups of customers and serve those people very well. Those small groups of customers can make you huge sums of money.

METHOD THREE - Selling Advertising

Advertising has made many people multi millionaires and that was before the Internet came along. The Internet is the greatest thing to happen to advertising since television back in the 1950's.

So, I'm going to cover advertising and show you all kinds of ways that you can make money with this on your web site.

Become an Electronic Book Publisher Using Other People's Money

I have already explained a good deal about e-books and how to become your own book publisher, electronically, saving the money on paper and postage and selling the books on the internet. There is also another way to make money with e-books.

Once you have created your own e-books, you can find a sponsor or sponsors. This is how...

You can literally sell low cost advertising right on your website, that is going to reach a guaranteed number of people and give them the dimensions of whatever advertising you want to sell.

For example...

- You can sell a banner advert which is a rectangular graphic.
- When someone clicks on it, it is a live link that jumps people to the advertiser's website.

Say you only sold them at £50 each, and you're going to deliver that advert to 10,000 people, guaranteed, now that's a bargain. That's a good deal for the advertiser.

What you can do is put adverts in an e-book. Every banner advert you sell you can scatter it throughout the e-book. And, guess what? Now you can deliver the e-book free of charge.

If you sell ten adverts at £50 each, you've just picked up £500 for publishing an e-book.

And what you do is give it away and literally guarantee 10,000 people are going to get it, because it's free. You encourage other people to give it away to their friends and relatives. And keep spreading it, like the viral marketing strategy I covered earlier.

It is just incredible because it works so well. The e-books can encourage other people to send the e-book to other people. And it just spreads from there so that you get thousands of people, all distributing your e-book for you, and getting the advertising distributed that you have been paid to receive. And they think they're all getting excellent, free value as well.

So it works out for everyone.

Another thing to do is to find a single sponsor for a book. And this can be a related book. Suppose you do an e-book on landscaping and maintaining your garden professionally - tips and tricks that you can't beat. Now you've got an entire world of people out there and companies that are related to this topic.

Homebase for instance, or a smaller company like B&Q. It can be an online company that sells catalogues offering garden seeds, tools and gardening books.

These are great possible sponsors for a book on landscaping and maintaining your garden professionally. And in this case, you would just determine how much you wanted to make from the book.

Then you pull in as many advertisers as you need to make that amount of money. You give away the book and always, always include an advert for your website. On your website you have other information products, of course, that are available free of charge. And you give people the details on how they can also sign up to distribute the book free.

It is a situation where everyone wins; these are the best kinds of deals.

Advertising is a basic part of the Internet. And I have already covered some ways you can offer something free to the public that large numbers of people want.

Here are some more free marketing ideas for you...

- the joke of the day
- the recipe of the day
- business tips and information
- "how to"... almost anything that large numbers of people want
- the best bargain holiday offer of the day
- quote of the day

Offer any of these for free and it builds traffic. And you can use the billboard approach.

You place the banner adverts, or other adverts on the website and the passing traffic sees the advertising.

Advertisers are very willing to pay for that visibility. If you look at the top fifty sites on the Internet you'll find that offering something for free is probably the most common business model that is there.

But, there are some pitfalls that can sabotage your success, if you don't know about them in advance.

So let's go over these pitfalls...

No matter how good your site is, how desirable the information is that you post, or how large an audience that information appeals to, you can't build your site and expect the advertisers to just come.

It's no field of dreams.

Advertisers go where traffic exists. Not, where traffic will be. You need to remember that.

Advertisers go where traffic already exists!

In planning a web site, it's easy to forget that. Nothing sells to advertisers but exposures, traffic, clicks and sales. That's what they pay for, but they pay for it only when it is there - not when it's going to be there.

So, what does this mean to you? Does it mean you can't sell advertising easily on the Internet? No it doesn't mean that at all.

You can sell Internet advertising easily if you know how. There are seven steps you can take, and I'll go over them briefly to make certain that your site attracts the advertisers that you want.

Step One - You Need to Plan to Build Traffic

Now that's not for the advertisers, you don't have to show that to anyone that's just for you. But you need to know exactly how you're going to build the traffic. How you are going to advertise, promote, list do news releases, whatever to build that traffic.

Step Two - You Need a Professional Looking Site

You have to look successful from day one. Advertisers want to be associated with something that is successful – not on the road heading towards success. A homemade-looking site will create the wrong impression.

So, if you're not good at web design hire a professional to do your site.

Step Three - You Need To Be Able To Support Your Site

That means to support it without advertisers, until you have sufficient traffic. This is the fatal step for so many people. A web site is not expensive, but when doing a financial plan, don't expect to have advertising from day one - it's not a typical thing to happen.

So make certain that you can support your site until your traffic numbers are up and you can attract your advertisers.

Step four - Install Banner Adverts

You need to install a banner rotation programme from the beginning. That's not going to bring you income, but it helps you build traffic. It is very important from day one to have those banner adverts on your site because they say to potential advertisers that this is a place where you can advertise, and this is a site that is looking for advertisers.

So, you need to look like an advertising driven site, even before they're income producers.

Step Five – Target Your Advertisers Appropriate To the Size of Your Site

When people start planning, many have dreams of selling the Cokes, the beer companies and other big budget advertisers to advertise on their site. The truth is, they're not going to advertise on your site because their placements are made by large agencies.

These large agencies make their money on a percentage basis. And it takes the same amount of paperwork for an agency to place an advert on your site for a few hundred pounds, as it does to place an advert on a major site for £10,000.

The agency only has to do that one piece of paperwork for their commission. So, they're going to put their company on the large sites to make the large income.

But you can target smaller companies that are already advertising on the Internet. Companies that are more than willing to pay £50, £100, £150 or £250 for an advert, because that's what they can afford. And they're very comfortable advertising with other similar size companies.

So, keep your expectations realistic for the advertiser you're going to look for and you'll have much better results.

Step Six - You Need To Actively Solicit Advertising

This is not hard to do, in fact it's really easy to do and I'll show you how. First of all, you start looking for sites that are similar to yours. For instance, if you have a travel related site, start looking for other travel related sites.

When you go to those sites, find out how much traffic they have and what they charge for adverts. They'll tell you that information. If you make out you're a potential advertiser on their site they'll tell you what their traffic is, and then you'll see how they charge.

The next thing is, you look on the site and you see who is advertising there. And when you see who advertises on their site, they're the same potential advertisers who might advertise on your site.

Now you have a good advantage to go after those advertisers. You know...

- they are advertising on similar sites
- what they're paying on those other sites
- the amount of the traffic they are getting on those other sites

All of this works as a guide to show you how to price your advertising according to the traffic that you have.

Now you are totally armed to go out and sell your advert to others.

When you have a great looking site with sufficient traffic, and you can prove that traffic by your statistics that are available for your site, then you're in a perfect position to attract advertisers and have a very profitable website.

These steps will help you get advertisers for your site, no matter what you are selling, and what your model is. But if you are looking for advertisers, these seven steps can make a big difference.

The Ultimate Lazy Way to Get Rich Selling Internet Advertising

This works even if you don't have a website.

That might sound crazy, but it can be done. But before I tell you the secret, I want to tell you a little bit about the money being spent right now on Internet advertising.

I've talked about how much money can be made, but here are some statistics for you.

In excess of twenty two billion pounds is spent on advertising on the worldwide web.

So, there's a lot of money to be made.

Here's an Insider Secret...

To make money selling Internet advertising all you really need is an email address. And the way to do it is by becoming an advertising broker for niche markets. Even large companies are brokers for some of these very large websites.

These include some of the search engines like Yahoo, and very large corporate sites. But you can make a lot of money by being an advertising broker for niche markets. And the great thing about this is you can focus on a niche market that you have an interest in.

So you are doing something you enjoy, while making a lot of money.

Let me run through a quick example, so you can see how you might do this... Let's say that you're a dog lover - maybe you have several dogs. You are interested in caring and the training for your dog.

So, you contact a lot of small and medium sized websites dealing with the training and caring for dogs. Many of these sites offer advertising, both banner and classified with a variety of different offers.

You can go to those web sites and make a deal with them. You can email them with a message along these lines,

“I would like to be a broker for your advertising. I can bring in some relatively large companies that would like to advertise on your site. All I ask is a commission, maybe 10% or 15% for every advert that I get placed on your site.”

If you set up only ten, twenty or thirty of these sites focused on dog training and caring, then you can go now to some of the larger companies that focus on selling to pet owners and go to them with a special offer. Explain that you’re a broker for a large group of sites and you’ve made a special offer with some of these sites and have, literally, thousands of people coming in that are interested in dogs.

Explain there are message and discussion boards, it’s their target market and they need to be advertising there. Offer a special deal, for instance, if they advertise on ten of these sites you can give them a 5% discount over what they could get advertising for if they went directly to the site owners.

Then, of course you take your percentage. The great thing about using a system like this is, once the contacts are made, once you have the contacts set up with the niche websites that you want to focus on, selling the advertising is a very simple process.

All you do is...

- Go out and make the special deal

This is the way it is set up...

- Because you’re the broker, they send you the banner advert they want placed, or the copy that they want placed on a website, ready to go.

You don’t do any of the design work – unless of course you want to offer that as a specialised service. In fact, in many cases they’ll just email you the graphic they want placed along with the payment information. Make sure you get that. That’s very important to this process. Then what you do, because you’re the broker you go ahead.

You’ve made the arrangements with those particular websites, so now you...

- Take that graphic and simply forward it in an email to those websites (in the example of dog-care related sites) along with the payment that needs to be sent to them. And that’s it!

By being a middleman you can run your business with a few emails, mailing some contacts with larger and smaller web sites. It's a great way for you to make money selling Internet advertising without doing a lot of work.

You don't have to set up your own website. You don't have to focus on pulling in traffic. Instantly, you can start making connections with ready-to-go web sites that already have the traffic and sell advertising.

Your job is just to broker those adverts and help them get more advertising sold. If you're working on a niche market or a couple niche markets that you are interested in, it can be a fun way to make a lot of money.

Here's a few more Insider Tips on being an Advertising Broker...

- Selling adverts on the Internet is a great way to increase your Internet revenue and sales.
- It can be your number one profit source.
- More people are making more money on the Internet selling advertising than anything else.

Although I do sell information products on the Internet, truthfully told, I've made more money selling advertising on websites on the Internet than I have selling the products that I have.

That's a fact.

So you should actively and aggressively sell advertising. Almost any website can take adverts from similar sites and make revenue by putting threads or the links up on your site.

You don't want to take anyone who has the exact same products you have, but if they have similar products you can make money.

So, don't worry about the competition.

There are tremendous profits there is no question about it, to be made with paid advertising.

Here are the avenues...

- Be a broker
- Put out an e-zine or an online newsletter and sell adverts on it.
- Have links and adverts on your site from other people who are selling similar things.

You can also make a ton of money...

Free Advertising

What you do is contact every site that is in any way related to yours - directly or indirectly - and exchange links and adverts.

You'll find these people very receptive. I've had many people come to me who **want to exchange advertising from site to site**.

But you can take the initiative. You can get out there on the Internet and make as many deals as you can because this method doubles or even quadruples your profits. That's just by getting your adverts and links, on all these different sites on the Internet.

This is exchanging advertising. You'll find you will be able to get some big sites that might have ten times as many people coming to them as you have, but they don't necessarily know that and they'll make deals with you. And you don't have to spend any money!

This is a Powerful Insider Secret...

You can exchange advertising and links. Another company with a website puts up your free advert and you put up theirs. Their customers can click on a link that brings them to your site. And your customers can click onto a link on your site that takes them to the other company's site. But this is not negative – it gives you credibility. You're a good guy who cares about the needs of your customers.

If you really like their product and service, and you can convince them, you can exchange enhanced testimonials and articles; which become sort of advertorials. To encourage this deal you can always send them a sample that your product and service is good at other sites.

In other words, you're promoting each other in a very strong way. As with direct-mail, what other people say about your products and services is more important than what you say. People know you're going to praise your own product or service.

So, if other web sites have a nice article, call it an enhanced testimonial, advertorial, whatever word you want to use, telling how great your service or information product is or whatever, that really carries weight. And, of course to exchange this you'll do the same for them.

You'll have to be convinced of course, that they have something worth promoting before you can give your good name to it and tell people it is great.

In summary here are the two steps...

- You sell advertising on your site, whether you exchange advertising, or free advertising with dozens or hundreds of sites.

- And then think about this big endorsement that you'll give some other site and their products if they'll do the same for you.

If you put a list of those methods together, you're going to make a lot of money from both paid and free advertising.

Here's a Great Insider Secret...

You can add one special page to your website and attract hordes of web site owners who practically beg you to let them pay to put their advertisement on that page.

It really works and this page is very easy to do...

The Contest Page

There are lots of variations but, the basic idea is to set up a contest on a page of your website. People sign up for that contest. You can then sell advertising on that web page.

The prize money can be a thousand pounds or ten thousand. It all depends on the amount of traffic you're getting and the number of advertisers that you have footing the bill for that.

Of course you could pay some of the prize money out of your own pocket, but you absolutely don't have to. In fact, you should have extra money left over each month in your own pocket.

All you have to do is run adverts to tell people about the contest. Let's suppose you decided to run a thousand pound contest.

You would use various advertising methods: banner and link exchanges, to let people know that you're giving away a thousand pounds and all they have to do is come to your web site to register. Just by registering they could be the one who walks away with a thousand pounds in cash.

Run those adverts everywhere. You're going to instantly get floods of traffic coming to your web page to register for that contest. And, of course, all those people are going to be super excited, they're going to be more than willing to give you their personal details: name, address, phone number, email or anything you want because they want to win that thousand pound cheque.

It's like the lottery. People go crazy when they think they can win the jackpot. And people go crazy over contests like this as well.

Here's how you make your money...

- You have sponsors for that contest

On the page where people register, you sell different sizes or you can stick with one universal size advert from the sponsors. If you had ten sponsors and each sponsor was £250 each, you would make £2,500 minus the £1,000 you give away. That leaves you with £1,500 profit.

If you had 25 sponsors at £250 each, you would make £6,250 minus your £1,000 prize, you would have £5,250 in profit left over. You can make tremendous money with this.

There are lots of different options.

For example...

- You have a contest form in the centre of a page, which people fill out to register for the prize. You have all of the information about the contest, of course, with the rules and regulations entrants need to abide by.
- On the outside of your page on the screen; along the edges of your computer monitor will be all of the various banner adverts.

You can limit the advertising...

- You can give people bigger space adverts.
- Do small adverts.
- Have only text adverts, even dozens of them.
- You can have fifty sponsors or as many as a hundred.
- You can have a hundred sponsors, and only twenty-five of them showing at any given time - they rotate.
- Maybe you only want to charge £50 for a sponsor or perhaps, £500.

It doesn't matter, it's up to you. However, it does depend on the amount of people you have coming to your site to sign up for that contest.

Why would people pay to have their web site be a sponsor for your contest? Well, the answer is real simple. It's all about visibility. If you're getting tens of thousands of people to log onto your website, directly to that page to sign up for your contest these people advertising on your website, are going to get lots of traffic from that.

There are lots of people that visit your website to sign up, that will bounce out once they register. They will see a banner advert and they'll click on it and visit that other person's website. So those people who are sponsoring your contest can have lots of traffic from this.

People love entering contests, so getting traffic to that web page isn't a problem as long as you're out there doing the things you need to do to bring that traffic to your site.

You can have thousands of people eager to register. That is so long as you're out there advertising that you are giving away £1,000.

With the proper advertising, you can bring hundreds of thousands of people. There is no limit to how many people you have. There are contests out there that bring in thousands and sometimes even millions of people, in to advertise.

It also depends on the length of your contest. If you're having a contest where you give away a thousand pounds a month, obviously in that month's time you are going to have more traffic coming than if your contest is weekly.

There is another twist on this...

With a contest giving away a thousand pounds a week...

If you had £250 per week coming in per sponsor, you would make £2,500 every single week from just ten advertisers.

So, there are lots of options. It benefits you because of the cash, but there are also two other benefits. A flood of people come to your web site to that one web page to sign up. So not only do you want to have your sponsors' banner or display adverts, on your contest page but **a big link to your main website where you sell your products.**

And if you're getting a hundred thousand people coming in to sign up for this contest to win the thousand pounds, if you target your customers right, you can make sales from all of that traffic checking out your website.

Here's how to make sales from the continually growing mailing list...

- Email a thank you for entering our contest and we will have the winner announced on our web site soon. Please check back. Also visit our main web site for more money making information, or more information on this topic, or that topic, or whatever your web site is about.
- Enquire if they would like to receive other information on the types of products and services that you offer.
- Have a quick questionnaire about lots of different products that they can check the boxes for the type of products they do like to receive information on.

A mailing list is one of the most valuable assets you can have. You can either rent the list or charge other people to advertise to the list.

So, holding a contest is a great way to...

- Bring lots of customers to your web site
- Build on your mailing list
- Get sponsors excited about all that traffic

Some of the richest, most powerful and respected millionaires on the planet even some billionaires have made their fortune by selling advertising.

Why is that? The reason...

The demand for advertising, all kinds of advertising is an insatiable demand.

Every business in the world desperately needs to advertise and those that don't go out of business very quickly.

There are tens of millions of business owners that all have the same thing in common. Think about this. I don't care what kind of business it is. **They all want more sales and more profits.**

Advertising is something that can give those two things to these millions of business owners. And the demand on the Internet is even more explosively powerful, because the Internet is revolutionary – it's worldwide.

Millions of people with websites are desperately looking for more ways to make money with their site.

There is an intense demand that can make you a ton of money, using some of the specific ways to sell advertising I have explained. I just want to convince you that sales and profits are the lifeblood of every single business out there.

Advertising is the key to making more sales and profits. And by selling advertising on your website, it can give you a secure future and huge profits with a continual stream of cash.

It's so good that maybe it shouldn't even be legal, considering the profits that you can make - but it is legal!

There is another two reasons why it's so lucrative and so profitable.

One - Advertising Has One Purpose on the Internet

It is to get you to the store, to the location. It is to get you into the site. This makes it measurable.

An advertiser in the everyday world places an advert somewhere and has no idea whether or not it brought traffic into the store, in most instances.

On the Internet, in every instance, the source of that customer is traceable to your statistics, for example, by the banner clicks. So advertisers see return on their investment and therefore, they are more willing to advertise.

Two – All Advertising Expires

Focus on this because it's the power of Internet advertising - and it is the fact that all Internet advertising expires.

If you have 500 people advertising on a website, they don't get those adverts for a lifetime, unless they're paying through the nose. Those adverts come up, have a deadline where they stop running, and if they are to continue running the advertisers come back and pay you more money.

Internet advertising is not a one time deal – so you continually make money!

You have a list of clients that are buying Internet advertising from you, you know they are going to come back again and again.

It is like creating a never ending residual income. So, in some instances, getting money from Internet advertising has a longer life span than selling an item on the Internet. And that is what is so exciting about selling Internet advertising.

You could be losing money if you aren't selling advertising on your website. A lot of people have successful websites that sell their products. They get lots of traffic maybe they have a thousand customers a day.

They've got consistent traffic coming in and if they spent up to a day of their time, soliciting advertising – they could increase their profits by as much as a thousand fold!

How to Run Internet Advertising Before You Build Traffic

This Secret Technique is...

- The pay per inquiry advert.

This means you don't charge the advertiser a bean up-front.

There is no risk for the advertiser, but you want a fee for every lead you send them. That fee can be fifty pence, a pound or even five pounds.

So you offer to put their advert on your website for the agreed fee per enquiry (per lead) that you send to them. You set up the banner so that as the person jumps over, you get a little automatic email that says you sent them another customer. Then you know how much to bill your advertising clients every week.

Remember, that many people don't like doing research. This makes advertiser brokerage a dynamite method of making money – because you're prepared to do research. You realise there's a fortune to be made.

You go to about twenty sites that could use some extra income. Next you convince them that you can provide advertising for their site but they must give you a very good advert rate per lead.

Then you take this information, package up something from fifteen or twenty different sites, go to thousands of other sites, and explain, *“Look I have a package deal. Rather than just advertise on one site, I can give you 1,520 sites where your advert will appear for 90 days for “x” amount of pounds.”*

Arrange it correctly and you can make 30% of the money. In other words, you can sell some package deals where up to one-third of the money spins right into your pocket, just because you did the work. Because you did the research and got all these other sites to agree to take discount advertising.

This can be a BIG money spinner!

Not the least because it solves the problem of smaller circulation advertising sites – those sites with less visitors, when they are new for example, or maybe they appeal to a smaller niche group.

It can't attract a lot of the bigger advertisers, but you might be able to put fifty of those together into a group that is large enough for a larger advertiser to write a single cheque and make it more appealing to them. At the same time you bring them those smaller site adverts they could not otherwise get.

To make this marketing method crystal clear, you remember what National Classified Response did for classified advertising?

You place one buy and they cut deals with all these small newspapers to get a very, favourable rate. And the newspapers got advertisers that they normally would not get, and you got it all by making one single buy.

Well, that's exactly the same principle. You're the broker. Advertisers make one buy with you and they appear on dozens or hundreds of sites.

I love this technique because...

You get rich by helping other web site owners get rich!

Other people's success is hooked to “your success”. And you can receive continual cash flow month after month, year after year!

The thing I love about this more than anything is the demand and of course demand means continual profits.

So, this is a powerful method for getting rich.

METHOD FOUR – Email Marketing and Auto Responses

Billions of pounds have been made with traditional direct mail and when you compare email to traditional direct mail things are a lot simpler, as you'll see.

I'm going to explain how to offer superior 24 hour customer service and save up to as much as 50% doing it.

As you know customer service can be a constant expense. But it's important because the more you spend, the more you retain customers.

The problem is many people cut down on customer service to cut prices. There is another way...

- You can provide 24 hour customer service using email. Auto responders deal with the 24 hour service.

A quick summary about auto responders...

An auto responder is the email equivalent of a fax auto responder. It's a software utility many Internet service providers offer that allows you to set up a series of emails or just even one email.

When a user on the Internet sends an email to a certain email address with a certain subject code on the subject line or a certain key word on the subject line, it automatically sends back a response. This allows you to create canned messages that can be sent automatically.

It is wonderful, it's simple and it's easy! You start tracking what questions your customers are asking most often and just take the time to create a list of the most frequently asked questions.

Of course this is fantastic because you are learning what your customers want and need. What a great sales tool!

Once you have your list of frequently asked questions...

- Create an auto responder message for each question with a unique key word

Create an individual auto responder message that is...

- In your menu
- Or a list of all the questions that you have
- And the key words and addresses that they send the email to
- Plus instructions on how to email to get that response

This allows you to offer what is referred to on the Internet as a FAQ (frequently asked questions) list that you can generate and update frequently. Tell your customers in all of your letters or any correspondence on your website, where they can send for a list of all questions that can be answered.

Now your customers are getting the questions answered when they want them answered. In the middle of the night or whenever, and it is done automatically without the need for employees.

If you don't want to go to the trouble of setting up an auto responder and the technicalities associated with that, you can also set up a simple email system yourself. Here's how...

- Number the emails
- Create and save them as text files to match your menu
- Then respond individually yourself by cutting and pasting that answer into the email

The drawback is two fold...

- You have to log onto your email to pick up your customers' questions.
- Your customers won't get an immediate response to the enquiry.

But it can be a great way to get started, with very little trouble. For example, if you're just starting out and using the kitchen table or you don't have the technical expertise.

You simply may not want to mess with an auto-responder at the time.

There is a minimal fee like £60 a year to set up an auto-responder for you. So it's very inexpensive to set up and to operate.

The savings can be tremendous. Not to mention you can advertise everywhere that you offer 24 hour round the clock customer service and mean it.

People get information immediately. It is instant gratification. It can make a difference in the satisfaction people feel when they receive the information as they want it.

How to Transform Auto-Responder Follow-Ups

Here are three techniques that transform auto responder follow ups from intrusive advertising into **deal closing profit centres**.

Now, I prefer the auto responders that are a **series of auto responders**. In other words, people get the information immediately upon requesting it. But there's also a series of messages that follow, over any time pattern that you set. So the person who gets information from you may get from one, up to ten or more responses spaced over time.

I find that is a terrific follow up. It means pounds in your pocket you don't have to worry about when you use an auto responder. These follow-ups can be a double edged sword though.

If you use them right they can stuff your pockets with sales. But if you abuse them you can make some real enemies with automatic responders that have continuous follow ups.

Generally the way to initiate the series of sales efforts, or follow ups, is...

- Offer something on your web site for free that people can get instantly, for example, a free report or manual, but something of value. Something that says I'll trade my email address and information because I want to get this report.
- At the end of that information give readers the chance to choose not to receive any further information from you.
- For everyone, who didn't click that option, you can allow the automatic responder to send follow-ups.

But you can do more to get sales.

Here's an example...

On the birdtrainer.com site, a free report is offered that says, "Secrets of Training Birds No Trainer Will Ever Tell You About." Well, if that's a subject that interests you then that is information you surely want to know.

So you would give your email address. The auto responder instantly sends the information. But then it sets in place a series of follow ups that are intended to make an eventual sale.

Now here's the secret of powerful follow-ups...

First of all, **don't send sales letters**. It's the most logical thing in the world to say I can send them a whole series of sales letters. And I can assure you that they will not be read, they will not be as effective as other forms of communication and you will irritate the recipient.

If I sent five sales letters in the ten days following someone requesting a free report, I would have all kinds of irate people saying take me off your list. And if they're screaming take me off your list they are certainly not going to be buying.

So you don't send a series of sales letters. Here's what you DO send...

A personalized conversational message. One that gets their attention and reminds them of your service.

The auto responders I use allow personalisation.

So if a person signs up for a report and they put down that their first name is Don, I can use their first name in the response automatically. So, the first place to use their name is in the headline.

The headline of the response should always use the name of the person to get their attention. We all like to see our names in print. Then also it says it's a personal correspondence not just a series of mail. And I use short headlines that necessarily aren't benefit driven. They're not sales headlines for the subject of the email response. But, I use things that will get people's attention.

My follow-ups are things like "Hey George, I know you're busy but ..." Or "Sorry to bother you again, George, but ..." Or "I know, George, you may think I'm crazy I've written so many times but ..." And those work because they don't sound like typical sales letter approaches.

People open them and I just have two or three lines in the message.

This is important... I don't try and sell them in the email. Instead, I remind them of their interest, I remind them where they visited, and I include a link back to the site if there is some other information I didn't tell them. And that's in each time I write in those follow-ups, I put some in like "oh, maybe I didn't tell you." "Maybe I need to remind you." "Maybe you didn't realize." "Are you aware that the deal expires tomorrow that I offered you? I don't want you to miss it. You can click here and go right to the site."

These kinds of notes are not common. People are not accustomed to receiving emails with this softly, softly approach. They're more accustomed to getting lengthy sales letters and these kinds of things. So how do people respond to these short messages?

They respond as if they are personal correspondence. Thirty seven percent of the messages that I send out I get a response. Now, I have to admit that takes some time. But they email me back to thank me for writing and give the reason that they're not going to buy. And that's why the Internet, for me, is such a great sales tool.

I sell the same products through mail order, so it's a good comparison. In mail order, I don't hear why people don't buy. They just don't buy. If someone is not interested, they're not interested. With the email follow-up, they tell me *why* they're not interested.

Thirty seven percent of the people, as I said, will write and say I'm not interested becauseOr, I don't have the time to It's too expensive for me right now. or they give me any number of reasons.

That gives me a chance to instantly respond to them and say, hey thanks for your note. I realize you're really busy, but just remember in your future planning that it only takes 15 minutes, three days a week, to accomplish ... whatever it is that they want to accomplish.

And then they think maybe they do have time for that. And I convert many of those people who email me and say they're not interested. I convert many of those people into sales with just a few lines directed at their objection. Because if someone takes the effort to send me an email to tell me that they're not going to buy, what I think they're really telling me is "I want to be sold".

This is something I want, because...

- I visited the site.
- I read the material.
- I've read your follow ups. So tell me how I can buy.

And in the case of cost, I don't reduce the cost. But I say, hey did you know you could spread this out over two payments? Generally, that is enough to just push them over the edge. So an auto responder gives you a chance to sell again.

Here's a method on **how to pull in ten to twenty times more cold hard cash** from your Internet customers, **even when you're relaxing on the beach** sipping an ice cold lemonade.

This is an easy way to pull in more money from the people who've already bought from you. This is a process of using the auto responder after you have made a sale to your customers instead of before you make it.

That's the best thing about auto responders, they are very flexible and you can use them for a variety of different situations. But, in this case, I'm going to give you an example of how you can effectively use them after a sale has been made to pull in even more money from your customers.

As you know, making big money relies on selling front and back-end product. The front-end is the product you sell first to a customer as a taster of what you're offering. It's like a sample of the bigger package to build their trust in you and to give you credibility.

The back-end products are what you continually sell to those customers after that first product.

That's when you make your big money. You can use auto responders to go back to your customers again and again with different offers - even while you're sleeping on the beach.

Here's how to have it set up...

When someone orders your product online, your auto-responder can be set up so that it automatically does two things...

- First of all, it immediately sends back a confirmation that the order was received and thanks them for their order.

Five or ten days after that (your choice), another email message goes to that customer with a message along these lines...

“Hey, I’ve got some great updates for you. I’ve spent hours researching and found some other products out there that you might be interested in.”

And it lists five or ten different back end offers.

Some companies just send out one back end offer using an auto responder. Some give their customers a choice, with several different offers.

Now the great thing about this is, you can set up your auto responder to send out that back-end offer whenever you want to. You can send out multiple back-end offers ten or thirty days after a customer has purchased, or a different offer every two weeks for a couple of months.

You can also go in and change how often you send out offers. So, for example, let’s say that you’re going out to your customers with a different back-end offer every single week and your responses are low. You can go in, change it, to instead email your customers every 20 days or 25 days.

With the Internet, you can test things very quickly because the responses are so fast. Using auto responders you can find out what people like and what they don’t, then automatically make fast changes and go back out to your customers again and again.

So by using an auto responder after the sale has been made, you have a real opportunity to go back with different offers - even at higher prices – to the people who are serious buyers.

Publishing a Newsletter

Here’s another method you can email your way to an online fortune. It’s a different aspect of email, and a powerful way to increase your business. It’s publishing a newsletter. Email is great - it is so cheap.

You can email 5,000 people for a fraction of the price it would cost to mail 5,000 people in the post. It is almost free once you have the system in place.

It’s very smart to start your email with, “Here’s the information you requested.”

If I don’t personally see that byline, or something similar, I immediately think the information is not something I requested. I think a lot of people delete the email before reading past the first couple of words.

But there is one type of email I always treasure, and that is a newsletter. Some of the newsletters I’ve received by email, I requested them so of course I want them. But of those I didn’t request, if it’s a newsletter about a topic that interests me, I don’t resent receiving it. This goes back to content.

No matter what you're selling, people are looking for content in that arena. So, it's a great idea to set up your email as sending a newsletter, rather than just an email. People treasure content and that's what makes up a newsletter.

Here are the Insider Secrets about email Newsletters...

- Free newsletters yield the best results
- The best newsletters contain at least 70% content - interesting articles, tips, and techniques that people can use in the field of interest to them.
- The remaining 30% maximum can be offers. For example, if you send an eight page newsletter, the first five or six pages are content and the last two or three are your offers.

This turns an email into a powerful marketing tool because people treasure newsletters and e-zines more than they do just offers.

And now if you're a smart cookie, you put a price on that newsletter, even though you are giving it away free.

- Put a price of £79 or £99 and more, because that really makes people think they're getting value.
- And put a time limit on it. For a limited time to build our subscription base, we are offering our £99 XYZ newsletter absolutely free, but you must respond by the 15th of the month.

People anticipate receiving a newsletter. One reason they will keep it is because they don't have to read it right away. If I come in Monday morning and find about forty emails, I throw most of them out without hardly looking at them. If I see something is a newsletter, I set it aside. I might not read it until that night or tomorrow, but I'm going to look at it.

But you don't have to write your newsletters. There are so many authors who are experts in your chosen subject matter that you agree to publish their articles in your newsletter. At the end of the article you give their web address or a little blurb about exactly what they have to sell.

It's a good way to get free content and you can still include your own offers of what you have to sell.

Here's a few details of a newsletter a friend of mine often tells me about. She's a budding TV scriptwriter. Every month, she receives a newsletter written by a professional scriptwriter who works on several long-running TV dramas as a script advisor, both here and in the States.

Each of her newsletters, gives in-depth analysis of characters, the storylines, any other writing help for budding scriptwriter, using a current TV programme or film as the basis for the analysis. The newsletter usually runs to around six pages. Every one and half pages of content, a small sales pitch is inserted of the “how to” books this professional scriptwriter has written. These books are an extension of the content type of the newsletters.

My friend orders every book the author of this newsletter writes, even though the cost is much higher than anything you would purchase from a book store – and is always thrilled to do so – because she receives information that is of great value to her.

It’s simple and easy to order – she clicks on the order link, logs onto the secure paying section and within minutes is downloading an entire book which she prints off on her own printer. So, as you can see, newsletters can be a VERY powerful marketing tool. Sometimes it gets hard to come up with new reasons, new excuses if you will, for emailing your customers again and again.

A newsletter is a great excuse to keep your name right out in front of your customers every day, sometimes every week, or every month at the least.

How to Make Money from Non Buyers!

You can get paid every time someone requests free information from your website even if they don’t buy. Now that may sound hard to believe.

So, here’s how you do it. First...

- Set up some kind of free report or free newsletter to be delivered via auto responder. This is solely to bring people to your website, so you can sell your product.

This is how you make money from the people who don’t buy anything...

- Sell per view advertising that goes out with the free information or the free report.

So, basically, you’re setting up sponsors that will sponsor your email message or your auto responded message, which is the free report. This is not difficult. Regardless of what information or what product you’re selling, you can come up with a report that tells people more information about it.

Basically, it’s just like people asking for it and getting your information. They are getting it via auto responder. You’re making money not only from everybody that ends up buying your product, but even if they don’t buy you are making money from advertisers that are advertising in your auto responded message.

Now, when I say, “pay per view” advertising, what I recommend doing is that you actually charge people based on the number of click through’s they get.

If you have a report and on your website it tells people to get a free report, or maybe you're even sending out offers for the free report via email, every time someone actually clicks to request that free report that's a click through or a view.

And then, that's what you charge your advertisers, based on that. At the top of the email information, the auto responded message starts with something on the lines of, "first a word from our sponsors."

You might have one sponsor, five or more sponsors. You don't want the whole email to be full of sponsors. You don't want twenty sponsors and then three pages of text. You need to take that into consideration – the same as the author obviously does with her newsletter for budding scriptwriters.

Then the sponsor pays a set price for every advert that was sent out automatically via the auto responder and your special report.

You can also charge people a set up a fee of £25, £50, whatever you want. That fee is to cover the cost of system set up to be a sponsor. This gives you some profit right up front.

Summary of two charges people can pay you...

1. the cost of system set up so they can be a sponsor
2. per view or per click through

The per click through charge can be as little as a penny, or as much as a pound or even five pounds. It depends on what you want to do and what people in your market are paying right now for each click through.

Then, you have a place on your website for people to read about the free information or, again, if you want to do email marketing you can send out emails and offer the free report via the email. When people click the button the information is instantly sent to them.

Once you set up the initial information, your free report and the adverts are sent by auto responder.

All you have to do is sit back and collect the money!

Your report is going to sell the product on your website so you have that money coming in, and also the advertising money.

There are two ways to set up how people pay...

- You bill customers for the number of clicks per week or month

- Customers pay an amount into a ‘pot’ and you automatically deduct their fees for every click through they make. They have to keep topping up the money in their pot.

Newsletter Topics

Topics can be from making money, to tips on gardening, parenting, golf, just about any subject of interest. If you are interested in a subject it’s a safe bet that other people are! This makes the list endless. The topic is accompanied by free information and advertisements.

Don’t forget that whichever marketing technique you use, the objective is to make the most money you can. If it isn’t, why are you in business?

So, a free newsletter for instance is a tool to make money – even though you give it away.

You offer people products and you make money whether you sell a product or not – because you’re selling advertising. And you get paid based on them clicking that button to get that report and information via auto responder.

How to Catapult Sales

The baby’s crying, dog’s barking, someone’s at the door and the phone is ringing but wow, your advert is going to take precedent over my whole life. I’m going to rush over to sit in front of the screen and read reams of what you want to tell me.

Of course it just doesn’t happen. So what you need to do with your auto responders is offer something interesting.

Even if it’s a thinly disguised sales pitch.

Have ten tips on how to catch more fish. I was fishing with my son, ten tips on how to catch more Schnook Salmon this season. Wow! Okay, I want to read that, and I could sit down with my son and go online and get that. And, of course, at the end of those ten tips, or at the end of each tip you can say, “To read more, see our book ‘Everything You Want To Know About Catching The Big One’.”

As they get the information, you’re also in a subtle way persuading them to purchase. So you need to offer something of value, and generally it is information with an auto responder.

A special report or newsletter can be no more than a sample issue of your information product. For instance, it can be a chapter from a book. Whatever this sample is when people go on the site, it says to get a free sample issue, click here.

They click and it automatically responds. It sends the sample to their email address. Your customers get instant gratification and good information. This is accompanied by an order form and a sales pitch.

For example...

“Hey, if you enjoyed reading this you might want to do it every month. Subscribe now and I’ll send you a bunch of back issues.”

This has always worked like a charm for me. Now the only challenge is how do you get more people to click on your auto responder? Here’s a simple technique I use that’s proved time and again to increase my income – you can use it.

The postcard

On a postcard explain your newsletter is £95 a year (or whatever price you settle on) with wording along these lines...

“I have a £95 a year newsletter titled (or all about) “whatever it is”. Normally I would post the first issue but then have to charge the full price because of the printing and postage costs. But here’s the deal: If you go on the Internet and click on this auto-responder on such and such a web site, then you can get the first issue free.

The money I save on postage and printing I will pass along to you and the subscription will only be £45, about half price. Is it a deal? If not, no problem. All I wasted was a little postcard and a minute of your time it took to read this. If you want the newsletter, you can make up your mind in the comfort of your own home after reading the sample issue.”

This approach works extremely well for me. It is non-threatening.

I don’t have to worry the envelope won’t be opened because there is no envelope. When you get a postcard, you take a look at the front and then you flip it over to the back to see what it is. If the message is short enough, you have read half before you realize it.

This is a great insider technique, here is the summary...

- Encourage people to go to your website with a simple postcard.
- Then the auto-responder continues the sales pitch for you.

You can make money instantly and automatically. The orders come in while I sleep or I’m watching TV with my kids. I look at the time on the email. I see it was like three in the morning, or right during my dinnertime, these were coming in. So the machines, the auto responders, the computers, the fax machines are all doing the work for me. You can do the same.

Here’s a Great Tip...

Think of the Auto Responder as a Personal Robot

Basically you want to turn your website into your own personal money making robot that works hard to make money for you all year long.

So long as you programme it right the first time then just like a cash machine it can continue to pump money into your account.

This is how to make the auto-responder method produce sales...

- Work hard on setting up your auto-responder make certain you really get your message right.
- After that it can automatically produce multiple streams of income for you.

The secret is to get people to go to your website. **Think of the auto responders as just a method to drive people to your website.** You can't do this unless you think hard about the people that you're trying to reach. Think like a marketer.

There's a great book called "Method Marketing" by Denison Hatch. Denison talks about method marketing, and he uses the analogy or the parallel of method actors. Some of the most famous movie actors in the world have been method actors. What they do is spend a great deal of time getting into their character. They'll spend days, weeks, and months thinking about what character they're going to portray. In the end, they have thought so deeply that they *become* the character.

When shooting the movie they are in character almost the whole time. They become another person by thinking about the person they are supposed to portray. Method marketing works very similar to that.

You think about the customer that you want to serve. And you spend a great deal of time thinking about that person. So much time, that over a period of weeks, months and years of serving these customers you get inside their minds and build a solid idea of...

- exactly what your customers want
- how to reach your customers
- how to communicate successfully with your customers
- how to make your customers feel good
- how to make your customers feel appreciated.

You know...

- All of the things that they want the most
- The solutions that they want
- The benefits that they want
- what services, and what types of products they want the most

Then you simply build your entire website, and your entire Internet marketing plan around that knowledge. That includes how you set up the auto responder and the contents and adverts in the email messages you send out to these customers.

Think about it like this....

Don't send email messages. Send email offers!

Make the message very short almost like a classified advert. If you think about it, all a classified advert is a benefit driven headline with some type of call to action at the end. And that's all it is, and that's all your email messages really have to be.

Going back to the earlier example of the monthly newsletter sent free to budding scriptwriters, the sales pitches for the books made every one and a half pages was exactly like a snappy advert. But because of the newsletter content the professional scriptwriter had no need to do more to promote those books she was selling.

After reading the FREE newsletter, you KNEW from that content and a snappy telling title what each book was all about. It was EASY to make the sale!

Being personal is also a pathway to loads of sales. So write personal and very sincere messages. But keep them short and you keep them benefit driven. You put a link on there that makes it easy for people to go directly to your web site and get some special offer. You give away something for free. You offer news of something.

Remember, everybody is bombarded with email. Their heads are filled with all kinds of clutter. Everybody's trying to tell them, and sell them something, and get their money. You have to spend a great deal of time thinking about the very specific type of person that you are trying to reach. Only then can you cut through all that clutter and go right directly to their hearts.

Here's a quote I have pinned on my wall...

"First, you have to touch people's hearts before you can ask for their hand."

It's to remind me that you've got to reach people emotionally before you can ask them to do something for you like send their money to you. And so you send very sincere messages on a regular basis.

Make these messages almost altruistic, so it is just serving them. Ways to help them. Solutions, so people know that you care about them. Touch their hearts, then ask for their hand for the cheque, cash, money orders, credit card or whatever.

The Art of Writing a Great Subject Line

There is an art to writing the subject line of an email. Just like there's an art to writing the headline.

You have to write it in such a way that it doesn't sound as if you're making the offer or the pitch in the headline. The subject needs to be the kind of subject that you would expect to hear from someone sending you a personal email.

It's like the handwritten envelope that you mail a direct mail offer with. That makes it look more personal, so someone opens it up.

A subject line is not trickery even if your note is written in a personal style. I received an email this week. This was the offer, "Here's where to find the animated 3-D drawings of the automobile." I don't know anything about automobiles, but I opened it. The message said, "now that we have your attention," and they talked about their search engine.

And it was like wait a minute. That's reverse. That just *tricked* me into opening it, and it had no relationship to the content. I'm annoyed. But if your headline sounds personal and still relates to the content, then it's that which makes it a little bit deceptive because it is personalized. There lies the art form.

It is a matter of being creative and wording it as though it is a message you would send to a friend.

A Copywriting Secret

This is how to achieve a powerful selling message...

- Write the message to a friend first. Imagine your customer is a good friend of yours and write the message to them.
- Then sit down and see how you can make that generic that would apply to anyone who is interested in your product.

There is an exception rule to bear in mind...

According to a survey, something like 48% of people who receive email that starts with "Dear Friend", don't like it when they don't know the person who sent it.

Here's how to overcome this and make your salutation work...

"Dear Fellow Airplane Enthusiast" or whatever subject you are selling.

You can also use first names. That's powerful.

METHOD FIVE - Affiliate Programmes and Joint Venture Marketing

J. Paul Getty, the first billionaire in the USA said, "I would rather make 1% on 100 men's efforts, than 100% on my own efforts." And it's that type of thinking that makes the affiliate programmes and joint venture marketing so powerful because you can get a huge cash flow coming to you from many different sources.

I'm going to cover the lazy man's way to get hundreds or even thousands of other websites to make your sales for you.

And that explains the whole idea of affiliate programmes and joint ventures. I hope it gives a hint of why this is indeed one of the hottest areas of marketing on the Internet today, using the web.

In fact it is not only the hottest, but some of the most successful marketing programmes involve affiliate programmes and joint ventures. Essentially what you do of course, is work with other websites and trade links with them. They bring customers to your web site. But in an affiliate programme or a joint venture, you give them an incentive to do so.

Now some of these get a little complicated. That's why I want to explain a unique way I have found to be very successful - link exchange.

The point is, when you set up your own affiliate programme it involves installation of certain software. There are software programs that will manage and set up an affiliate programme for you. But, if you don't have something like that it can get very complex tracking how much commissions you want to pay for everybody that sends you business.

Who sold what? You have to keep track of who sent the visitor to your site.

Here's the easy avenue...

- Go to linkexchange.com and click on an option there to take you right to their revenue avenue section.

They have a selection of hundreds of websites and marketers with all different types of programmes set up seeking affiliates. It is like classifieds for affiliate seekers.

If you want to sign up for an affiliate programme, and get it on your web site to generate passive income by you directing people to other web sites, this is the place to start because they've got all the details.

Simply click on a little banner, or a little link at the side, to get details on every one of the affiliate programmes that is offered.

They are in different categories. But even more powerful, there is an option to set up your own affiliate programme. They take commission off of everything that you do. But the beauty of it is there is no risk - they only take a commission when you make a sale.

There is a step-by-step form you fill out that is very easy. You can choose to pay people who sign up for your affiliate programme by the click through, which means every time someone clicks on a banner or a link on that site that you pay them five pence a click through, or whatever amount you decide upon.

Or you can pay by the lead, so you only pay them £2 or £5 for every qualified lead that results from each click through. Or you can pay them by the sale made. And you can choose to pay a percentage of the sale, if you have various items, or a flat rate.

For example, if you've got a product that you're selling for £150, you can offer a £20 commission on every sale, or a £50 commission, or whatever leeway you want to give. An additional percentage of that commission, will then go to link exchange.

What a great way to make big money. The marketing and promoting link exchange is a service provided by someone else. And there are literally millions of website operators that regularly browse through the revenue avenue areas looking for affiliate programmes.

What do you get for your percentage? The link exchange service tracks everything. They track who's earned a commission, they pay out the commission cheques for you.

The only money you have to come up with to set up an affiliate programme in this system is you make an initial deposit of a minimum of £100. So for £100 you have a no risk way. I mean, that's a deposit into account. If you don't get any commissions, that's all right. They use that to pay out the commissions.

There is no risk. They do all the work. I can't think of a better way to get other people doing your work for you than to use a system that doesn't require any work on your own and no risk.

This is how to make a ton of money paying your affiliates 100% commissions while getting people to pay to get on your mailing list!

It sounds almost too good to be true, but it really isn't. There are great advantages to affiliate programmes. You get more visibility for your product and, in effect, free advertising.

A good way to look at them is shelf space, like in a supermarket. The more shelf space you get, the more likely you are to make a sale. And it is the same thing on the Internet. The more your product is seen on the Internet, the more likely you are to make a sale.

And if you can do all that and be seen for free, I can't think of anything better than to have hundreds or maybe even thousands of buttons, banners and links all over the Internet that you haven't had to pay a dime for. And you pay only for results.

And that is the best kind of advertising there is, when you only have to pay when someone makes a sale. But most people sign up affiliates to sell their products just to make money. They want the profits from the sale of those products. And if you've been on the Internet for any length of time, I think you'll learn that the real value of the Internet is not making that first sale.

In terms of the profits from it, it's in building a relationship and getting a customer, their name so you can re-sell later. That's the real gold on the Internet. It is a mailing list that you can mine repeatedly.

A Great Insider Tip...

Look at an affiliate programme a little differently to most people. Be willing to give away the store, so to speak, on the first sale. Be crazy like a fox. Give away the profit on that first sale, so you can get someone on your list that you can sell to again and again.

And that makes an affiliate happy because they can make a lot of money. And it makes you happy because you get a lot of names.

Here's how you can do this...

First of all, if you're selling an information product, create another product that's a slimmed down version of your main product. It has to be something that will appeal to the same market you are trying to reach with your product. It might be a couple of chapters from your main product or small bonus information under a different title.

Let's suppose your back-end product is a manual and CD set on how to create information products super-fast. You have a manual on how to create a product in two to four hours that customers want to buy. Then you would create a product with appeal for people interested in buying this back-end profit making product.

The manual you create has the title, for instance, "How to Produce a Book – Even if You Don't Want to Write." That's an interesting title for someone who might be a prospect for selling information and buying your back end product.

There are two main steps to selling products...

- An initial sale product targeted to lead first time buyers into purchasing your back-end products.
- High powered back-end products for repeat sales to your mailing list

You put a small price tag on your front-end product of say, £10 upwards and make that available to your affiliates to sell and keep all of the profits from.

Now, how can you afford to do that? Create a small file, and load it up on your website at a location, and sell download. So when an affiliate sends a customer to you, they fill out the credit card information, they get the password to the location on the site. They get to download the product instantly. And your affiliate gets 100% or 90% of the commission if you want to extract processing fees.

For the cost of credit card processing fees you now have the name of someone who you know for certain is interested in your product area.

You know for certain these people...

- are willing to spend money with you
- have sampled your product

If you have done a good job in creating it, the product delivers more value than the amount of money charged.

In that case, you should have another satisfied and pleased customer to add to your mailing list. And by having a credit card sale, you add to your mailing list, details of...

- their email address
- their postal mailing address

The result is a double mailing list with two values - achieved at no cost to you. You have given the affiliate all of the profits but you didn't have to lay out money for printing, storage, or mailing or shipping. All of those things were taken care of with download.

The Two-Tier Affiliate Programme

This is an amazing little known trick that can quickly and easily turbo charge your affiliate programme, into a cash generating money machine virtually overnight.

The secret behind it is a two tier affiliate programme.

The basic affiliate programme works like this...

- you sign up as an affiliate
- when you get people to visit that site and buy, you earn a commission cheque

Simple as that!

With two-tier programmes you are...

- paid for the people that you send to a particular site
- and whenever some of those people that go the site also sign up as affiliates, you get paid on any sales they make as well

There are only two levels. So it is very fair, and the profits can be enormous. Let me give you a quick example of how it benefits the person who is an affiliate in one of these two tier programs. Let's, for example, say there's an information product selling for £100. And let's say in the standard affiliate programme that you get signed up

with, whenever you send someone to that site through your link you get £50 of that sale. You keep half.

Suppose you make one sale a day. You get one person a day going to that site and purchasing it every single month. So you're making £50, half of the £100 retail amount, every single day for thirty days.

With just one affiliate programme you would be making about £1,500 a month!
Not too bad!

Now let's look at what can happen with the two tier programme...

Let's say in the same example you have a £100 retail product, £50 for every sale that you make, but let's say that when you sign up affiliates and they make sales, they keep £50 but you get £20 from every sale that they make.

Now remember, they're not actually making sales and you're not actually making sales. The affiliate websites are making the sales, but the sales are coming through links on their sites. Now let's say, in this example, that you have fifty, just fifty people that have signed up as affiliates under you. And each one of those people make an average of about a sale a day. Let's just do this on a monthly basis.

Now affiliates who are making one sale a day, and you're getting £20 per sale adds up very quickly. In fact, that adds up in one month's time to £30,000.

With a two-tier programme you go from £1,500 to a potential £30,000!

That's with just fifty affiliates that have signed up under you, making one sale a day of a product.

That's the power of the two-tier programme and it's as easy as creating an affiliate programme.

It's simply a system where you pay people to sign up other affiliates. It is a great way to pay the people who are helping you and to really create an army without doing any marketing yourself.

Let's take a look at joint ventures...

I know three individuals who...

Make millions with joint ventures by just chasing after free advertising and publicity.

This is a different path but as you can see it can be a millionaire route.

By using a little time and effort it's possible to get the very best websites to sell your products and services. And that means you have to spend some time finding out where the action is.

I'm not even interested in joint marketing with a website that gets two visits every week, or five a month. I'm dealing with about fifty different individuals who sell my products on their website.

But I have noticed in the past few months, only three of them are really sending any orders. What happens is it's the 80/20 rule. The 80/20 rule says you get 80% of your business from 20% of your customers. Well, I've found the 80/20 rule works out at a 5/95 rule.

In reality 5% of your customers yield about 95% of your business in repeat orders and constant business.

The route to riches is to isolate a few dozen super websites who sell items that are similar, but not identical of course, to what you have. And really go after these people. You want them to recommend your product and you'll pay them a nice commission of forty, or fifty or even sixty percent. You go after some of the heavy hitters.

Because you give them a generous commission, if they like your product they will promote it. If you are selling information like so many of us are, you've got the big enough mark ups to give the fifty and sixty percent.

There's another variation on this...

Let's say you publish an online e-zine magazine or an online newsletter. You can offer your newsletter, or online newsletter, to lots of great sites and tell them it is free. You send it to them free, and in turn they can send it to their customers for free.

I have done this, but I still pay them a pound for every person who comes for a free newsletter. It is easy to get people to respond to a free offer.

So even though the offer of a pound is not that exciting, other people promote your newsletter. They do it, because they know a lot of people will sign up for your newsletter if they offer it free. And you pay them 50p or a £1 per sign up.

What do you want in return? You want the name, postal address and email of every person who receives your free newsletter.

Of course you are losing money on the front end – you're giving away a newsletter and paying other people to give it away as well. Is it worth it? You bet it is! I do a lot of two step marketing by mail order, and it can cost between £1 and £4 per lead when I advertise in card decks, or magazines, or whatever.

To pay one pound for a potential customer is cheap. This is an excellent method for accumulating mailing lists!

The second stage of this technique...

When it comes to promoting your information or other types of products and services on other people's web sites, there are two main ways to do it.

- **The First Method** - You make your product or service available to the company and they promote it and get the orders. Then they share the money with you, and you drop ship to customers.

That's good, but there's a better way.

- **The Second Method** - Get what seems to be an independent testimonial and endorsement for your product or service. The company put a link on their site that takes the people from their site to your site. You then make the sale yourself.

Now some people won't do this for you because they don't know you, they don't know if you'll pay them. But once they have confidence in you, this is a better way. Because then you have their testimonial, their endorsement of your product.

However, you don't want just an advert on their site. You want a testimonial and because people are plain lazy or too busy, you send them the great endorsement. And you give them the right to edit it if they want.

But it works like magic, if they'll link to you and then you make the sale. Their customers don't know you pay a commission to the sites that sent them to you; it appears it's an independent, unbiased recommendation.

Most people will want to do it the first way. They'll want to make the sale, and then split the money with you, and you take care of fulfilling it. But once you build up some rapport, you can do it the other way where they read the glowing testimonial on this other site, and then that site lets them link to your site where you make the sale. And of course, you still pay the commission.

Stripped Down Online Distributorship

What I mean by stripped down is I had a product that was selling for £497 and that's the version I sold regardless on my website. Whatever you are selling, you have a fixed price you're selling that for. What I did is offer a free online distributorship or affiliate programme and I paid people a small percentage of that. I only paid £75 per sale.

And what I did is, because I do have some costs involved in setting up the affiliate programme, setting up the online distributorship, and getting it to recognize them as an affiliate, I charged a small processing fee of £20. You can charge whatever you want, £5, £10, £20.

You have to be careful when saying it is free. You don't want to charge too high a processing fee, but you can charge for setting up costs - getting it on the Internet and getting it set up.

Once a distributor is signed up, the way you really make your money is by offering them a chance to upgrade to a more expensive option that then pays them more money for each sale.

This is how I did it – and you can do the same...

I jumped them up from £75 all the way up to 50% commission, which was £248.75. So, I offered the option of upgrading. They pay me more money, in my case it was £198 I charged them to upgrade. Then they made £250 per sale.

So what you achieve by offering the free version is...

- You bring a large number of websites in who want to get this affiliate programme on their website.

They pay you the processing fee, then you allow them to upgrade to the more expensive option that pays them a lot more money per sale they make. You may be wondering why anybody would pay for an affiliate programme when there are so many out there that are free, quite frankly. The reason is because you pay them more money.

With most traditional affiliate programmes you are going to make 3%, 5%, it is a very small amount per sale. And they can be great, but I recommend if you have the option of doing it, you have a product you can control, which has a high profit margin. With those two in place you can afford to go ahead and give away a large percentage of the profit and people will be happy to pay for that. People know they can make a lot more money per sale.

So, first of all...

- Have the cheap version that you give away free or, if you don't even want to say free, you can charge a small processing fee.
- And then automatically, when you send them the information about the affiliate programme, tell them they're signed up.
- Also give the option to upgrade to the more expensive version where they make a lot more money per sale.

Let's take a look at how to find people who are willing to pay for the right to put the banner out on their site. This is the method I use to great effect.
It's another joint venture called...

Package Inserts

All you have to do is...

- Find a company or multiple companies with a base of customers who are geared toward the same market.
- Then offer a percentage of the money you make on the front end, or the free version.

For example, if you're charging a £20 processing fee for your free affiliate programme, you can offer to split that with them so they get £10 per sale. That's going to be automatic money for them.

All they have to do is email your flyer or report with their own product. The equivalent to this in direct-mail is your flyer or report inserted into the package someone else has sold. When the product is posted, your flyer or report is sent with it.

Remember, the real reason you're giving away the free version, or the cheap version, is to get people to upgrade to the higher priced version. So you're okay giving away a portion of the profit to whoever you work that joint venture with. If you give away 50% of that £20 fee remember that is the free version or the low priced version.

Your ultimate goal is to get a large percentage of those people to upgrade when they see that they'll be able to make a lot more money on each product that they sell for you through their website. That's how to get thousands of other people to actually pay you to advertise your website on their website. It can be a great way to make money.

Here's another example...

How an Entrepreneur made £172,000 through one joint venture in one year - and you can too

That's the exact amount Mark Nolan made from a joint venture.

The beauty of a joint venture is - if you structure it correctly, it can be (I think, Abraham coined the term) in a "host parasite" relationship. You're the little parasite fish that rides along on the big old shark or the bird that stands on the head of the hippo and, basically, you're just there as a small fry.

A lot of us are small fry, we don't want to have a hundred employees and ten thousand square feet of office space at £20 a square foot, fork lifts, big tractor trailer trucks backing up to our dock, shipping, receiving and all the lawyers and everything that goes with it.

We like to be little, independent financial freedom people who can go out and have a day off. My joint ventures recently allowed me to take the day off and go fishing. I took my little boy and he caught his first fish. It was a big schnook salmon, and the look on his face was priceless. You can't do that if you have a giant company.

But giant companies are useful because you can ride along on their coattails. And what I did was a company contacted me and said they would like to put me on their website. That was when they started selling my products for me.

That's what I want to tell you about. As you know this is not unusual. Amazon.com sell other people's books all the time. They are as you know, a 'bookstore' you visit through the Internet.

I have used Amazon.com in a joint venture. They sold a book of mine. Day and night, twenty four hours a day, all over the planet and I didn't do a darn thing. So, these big sites advertise your book.

They take the order, cash the cheque or credit the credit card, mostly credit cards on the Internet. They ship the product to the customer and pay the publisher to send them more inventory.

While I was fishing with my son, this was all going on. It's a beautiful thing. So that's one way to do it if you have a book. If you don't have a book and have other products, there are lots more ways to do it.

This is another way to joint venture product...

I had some wine that I bought in 1989. My daughter was born and it was a great year in Bordeaux, France, for wine. So I bought all kinds of it and one I bought too much of was Lynch Badges. And the reason I bought it is that historically Michael Lynch left Ireland and he went to France and became the mayor of Bordeaux.

He was quite the celebrity and he bought into the Badges Estate and named it Lynch Badges. So that has an interesting history. If you're Irish and half French, you then are interested in this wine. Well, the wine cost £34.95 which I thought, my goodness, that's expensive. Guess what? It's now worth about £200 a bottle. So instead of £420 a case or whatever, it's £2,400 a case. I could put this on a wine website and they would sell it for me.

E-zines

Another way you can do a joint venture is to ride along in an e-zine. It is like a magazine but on line it's called an e-zine. You subscribe to these, by opting in. You pick the option of being on the list. The opt-in name allows the publishers to send this to you - it's not classed as spam. It's something you subscribed to.

The biggest one is joke of the day.com and you can pay to ride along.

Hundreds of thousands of people all over the world get joke-of-the-day every single day. There's advertising that rides along with it. That guy is making all his money selling advertising. He has no product or fulfilment. Well, you can pay to ride along in there and it is kind of a joint venture. But the way I do it is, instead of paying for the advertising I do it more as a joint profit potential venture.

I go to these people at e-zines and I say “Gosh, this newsletter sells well. Why don’t you put a link, or why don’t you put this advert in your e-zine. When people read it and click on it, then you get to keep part of the money.”

Loads of people join!

Let’s say you have a collectible plate of Elvis Presley. You search for Elvis or collectibles. You find every site that sells this kind of material. Then you contact them, one by one, and ask if they would like to sell your product on their site. You praise their site – “It is a beautiful site, it looks like you put a lot of time, money and effort into it.”

You say: “Here’s another product, there are no strings attached, we’ve got a picture we took with a digital camera. Send them the picture. You can send it over the Internet, or you can just mail them the disk. They pop it in their computer and print the photo on their site. It works with eBay also. And then they sell your product and you fulfil.

Now usually you give them more of the money. You don’t keep half and give them half, because they’re doing most of the work. So, generally, it is 60/40, or 70/30. It just depends if your fulfilment cost is real high you’ll need 40. If your fulfilment cost is low, then you only need 30. This 30% just shows up like a Christmas present and you put it in your bank account.

There are so many ways you can get tons of free advertising on the Internet.

Free Advertising that You can Use to Create a Raging River of Cash Flow

The richest man I personally know has a small plaque behind his desk which reads...

“The Secret of Happiness is a Positive Cash Flow.”

That’s so true. Nobody ever went out of business because they had too much cash flow. And that’s the real secret to joint venture marketing.

It takes a great deal of money, time, work, effort and risk to get a group of customers to buy from you. But now, you can avoid all of that investment and you can get rich from other people’s customers. And the relationship that other people have with their customers opens the door for you. It’s like a third party endorsement.

Grab a piece of paper and just sketch out this example. If you had a £250 product and £100 of that was gross profit and, let’s say, you had ten different affiliates out there that you were working with and they made one sale a week. If your gross profit was £100, you would pocket £1,000 a week.

Now if you had fifty affiliates you would pocket £50,000 a week.

If they sold three products a week and you had fifty affiliates, you would put £150,000 a week in your pocket!

I get excited about this and I hope you do to.

It really is a great secret.

METHOD SIX - Specialty Markets and Services

I'm going to show you how to make massive sums of money. Here is the most profitable, freeway to promote and build any specialty business on the Internet while you watch TV or go on holiday.

No money is involved whatsoever. First, I want to stress that the neat thing about the Internet and having an Internet business is that it is all about specialization.

There are a lot of major companies on there trying to do business with everyone. But the real power of the Internet is that you can make offers to niche markets and still reach the whole world. You could never make a tenth of the money from a shop in a small town.

So the real power of the Internet, of course, is reaching the whole world. You can literally come up with any interest that piques your interest and find a viable market for it.

Here's my secret to building a specialized business on the Internet, for free, with just a little bit of your time and it is enjoyable...

Newsgroups

These are the public message boards on the Internet and the neat thing is there are even archives of storage. I have actually received responses to messages I've left in newsgroups four years ago.

They are a growing knowledge base. Everybody chips in and shares information and knowledge about a special interest. Newsgroups cover virtually every imaginable interest possible.

Most service providers automatically have a list of these newsgroups for you ready to click on to. It operates just like email. The difference is that you read everybody else's messages back and forth to one another because they are public. And then you can post your replies which are then read by everyone. And here's the power of this. You can focus on anything that interests you, that centres around and helps sell your products or services.

You can profit by doing the following...

- Find a newsgroup that meets or matches your market or ties in nicely with it.
- Become a participant and send messages that promote your product, or promote your web site.
- Go in and discuss, provide information and expertise.
- Because you picked something of interest to you, you will naturally know things other people don't know in that news group, or any news group that is at least related.

You will also learn a whole bunch of stuff you didn't know. It can be very exciting and educational.

- Add a tag line to your messages at the bottom that promotes your website. All it has to say is why it ties into whatever these people are interested in. You can have a special price on an item that you know people reading in that particular newsgroup will be interested in.
- Your web address becomes clickable in most web browsers. Visitors can click on that web address after reading your message.

Literally, these messages can bring people to your website for months on end. There are times when you may not find a specific, actual newsgroup for your subject matter.

For instance, let's suppose you sell mattresses. You set up an online store selling mattresses. You discover there are no news groups for people that sit around and discuss mattresses. (I haven't researched this by the way, just plucked the idea to use as an example of a situation you may find yourself in.) You could for example, go to sleep disorders. Or many of the health related discussion groups that surround different matters regarding sleep and sleep deprivation.

If there isn't a newsgroup what do you do? You might want to start your own. You can check out **dejanews.com**. They show you how to...

- Start your own newsgroup
- Set up your own newsgroup
- Operate your own newsgroup
- Become the moderator of a newsgroup

Newsgroups are a great way to get a business started, to build traffic, and to learn a lot at the same time.

The Internet is really a collection of specialty markets and so I am going to explain how to mine the hidden veins of Internet gold. The markets that can make you strong, steady cash day in, day out, year in and year out.

Here's a Great Insider Tip...

I think that many people spend a lot of time looking for enormous markets when the real profit on the Internet, is reaching some of the small specialty markets. Search for those that are narrowly focused, but very deep.

By deep I mean there are a number of people with very high levels of interest and involvement in the subject matter. There are many small markets you can reach on the Internet that you can't reach in any other way profitably.

If you have a hobby, a special interest, a special collection that you think no one in the world shares, you can go on the Internet and probably discover there are hundreds, maybe thousands of people just like you.

They share...

- the same interests
- the same enthusiasm
- and they have money to spend

For example, let's say you are selling a book or product to owners of a special breed of dog. To sell to these people, all you have to do is focus on bringing those people who are interested in the subject, to your site.

One of the best ways to do that is through news and discussion groups. You just need to bring those people who share that interest to your site. You can take that specialty market, that little niche, that subject that you have a passion about or are at least interested in, and make high profits!

Here's an example for you...

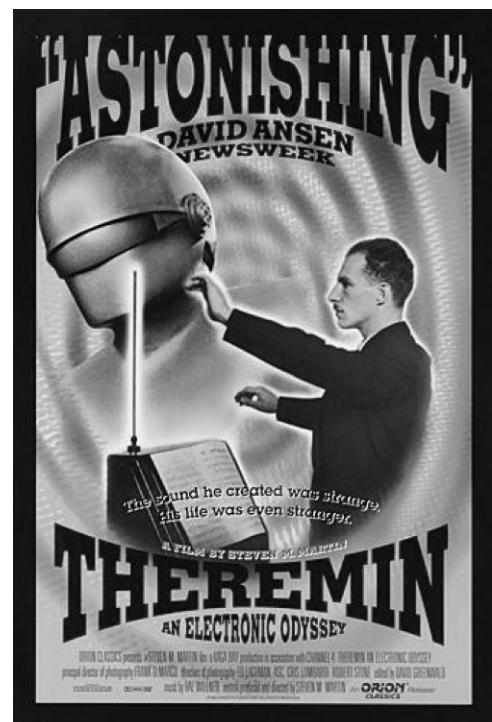
Robert Moog, who invented the synthesizer found a group of people devoted to playing the Theremin – a musical instrument 99.9% of the population has never heard of. (It's the one which plays the spooky theme tune to Doctor Who.)

He discovered those people through a dozen sites – a very small specialised group. He decided to make Theremin kits costing from \$250 all the way up to \$3,500. By tapping that market on the Internet...

**In just two years, he sold over 3,000
Theremin kits on the Internet!**

He only stocks his product in one music store in the United States. He does virtually no advertising. His business is through the Internet.

In fact he believes that without the Internet, he could



not have run this business. So, he found a very specialized market and made it profitable by reaching customers through the Internet.

You don't have to have a killer idea for a specialty market. You can make strong, steady profits year in and year out.

Not every idea makes a vast fortune, but it can still be a good, steady income builder. There are a number of advantages with doing business this way.

They are...

- The cost of entry is very low.
- You can test the idea very inexpensively.
- You get the results back fast - in as little as 60 days you know whether your site is making money or not.

Here's a Summary...

- Think about items or hobbies that interest you
- Go on the Internet and research your chosen item or hobby

Look for...

- News and discussion groups
- Subscriber lists (this is like a newsgroup except you get an email each time this is going to a discussion board.)

Your aim is to find...

- similar groups of people

Then you provide...

- a solution to a common problem that they share
- or a resource for additional information

This is how you create a winner that will pay you good money year in and year out. And of course you have all of the selling techniques I've explained so far, for example the free advertising techniques.

To help inspire you and kick-start your creativity here's a fascinating success story for you...

The story is about a little known greeting card company in Boulder, Colorado.

They turned a simple free service into \$780,000,000.00!

This fantastic success story started when Susan and Steven Shutz, back in the early 1970's I believe, founded a company called Blue Mountain Arts. They created poetry, and cards but they wanted to be a bit different.

They didn't want to promote the same kind of cards as the big companies like Hallmark do. They wanted to carve out their own little tiny niche and focus on that niche. And that's what they did for a long time. They just kept focusing on their tiny niche. But they weren't making much money.

It is very difficult, as anybody knows in the greeting card business to make sales when the market place is so well served by the big companies.

But Blue Mountain kept plugging along with their speciality card business. When the Internet started to catch on, they set up a website, www.bluemountain.com. Instead of charging for their cards, they had free electronic cards.

They still sold all their products, their printed cards and poetry books. But on the Internet you could go to their web site and design a card or take one of their cards out of their selection. They had a card for virtually every occasion.

And you could send it to anybody over the Internet. This service grew at an incredible rate.

Here's what happened...

When someone received a card they would discover it came from Blue Mountain. Everybody that got those cards wanted to send cards to their friends and families.

After a while their hits were enormous. In fact, at one point Blue Mountain cards were getting 9.2 million visitors every single month. They have consistently been listed in the top 15 web sites in terms of traffic.

So what were they doing?

- Blue Mountain offered something free.
- That in turn created 9.2 million visitors. As you know, there's big money in mailing lists.
- It also made their card company name popular, increasing their printed card sales. Their **Unique Selling Position** was that you could design your own cards and send them to your friends and family, free of charge.

But for these two people who started with a little dinky greeting card the best business boom was when they sold their company for \$780,000,000.00.

That's eleven million shares of stock worth \$430,000,000.00 and an additional \$350,000,000.00 in cold hard cash. If that doesn't illuminate the power of the Internet,

nothing will. So, I hope you found that an inspirational success story. You can still log onto the Blue Mountain website by the way, if you want to take a look.

One of the best ways to get started yourself isn't to copy exactly what they or any other big successes did, but to model their success formula.

You just have a different type of a service that you can fit into the mould that they used and have a company that can either...

- Pull in a lot of money for you or
- After a couple of years, you sell for millions in stock and cash

Just to re-cap a couple of very important Insider Secrets...

The bigger the market, the more generalized it is, and the more generalized it is the higher it is going to cost you to reach that market. So think small. Small equals big.

- Small niche markets are easier to reach. They're cheaper to reach. They're more responsive. And it really levels the playing field. Because there is plenty of profits there for you, but not nearly enough profits for the big companies.

METHOD SEVEN – How to Get Rich on the Internet Selling Memberships

I am going to explain how to swing a club that will literally knock customers through your doors. That's kind of a play on words, so bear with me here, but the last method is forming a club and selling memberships.

Here's how to set up a club and sell memberships...

Add a special "members only" section to your website. Everyone who visits your website for free, can see there is a special "members only" website. Make it very clear what they're missing by not being a member.

This area can be password protected, which is very easy to set up. Any worthwhile Internet service provider that hosts a web site can set up an area that is password protected for you.

So, the consumer who visits has their own password to log onto your club website. Alternatively, you enter passwords into an area that lets customers in, and then gives them the password.

If you're running your club low tech and want to do it the simple way, you can just set up this area at a special different address that you only give out to people once they've earned the privilege of being members.

Adding Value to Membership

You have to do a little work and add value to this “members only” section. So people will pay to get in it. For example, you can explain this is the only place where people can leave email messages directly to you for online consulting.

Your online consulting service gives members the chance to ask questions which you as the expert, answer.

You only do that for members in the “members only” section. You can offer wholesale specials or cut to the bone prices on some of your products and services that are only available if you have access to this “members only” section.

You can set up a little chat group. Only the members of the “members only” section can chat among themselves in a special chat group. It is not available on the front end.

You can add news and information again make it only available there. Even run contests people can only enter when registered and receiving access to the “members only” section.

Insider Tip...

Put a high price on membership. And I mean a high price. I recommend £100 plus. And I am serious about that. The higher the price any item is, the more people value it.

I have been a publisher long enough. I have published trade magazines that are given away free. Every free magazine I ever published had a cover price, and it was a higher price than you would normally pay for a magazine at the news stand. Even though, by subscribing and giving me demographic information, you got it for free.

That’s how it works. People don’t sign up if you don’t put a value on membership.

When I was learning this business, I used to do a little flyer that I handed out as a newspaper with the heading, “FREE”. Imagine my surprise when people literally threw them away. **It wasn’t until professionals in the business told me that people valued my product at nothing because I valued it at nothing.**

So, put a high price on membership. Then give memberships away with a minimum purchase on your regular website. Add it in as a bonus. The higher the price you put on it, the bigger the value of this bonus that you’re giving people when they purchase a product or a service from you.

Follow the lead of people who are out there winning already, like American Express. Add some member rewards for remaining a member, discounts for example. Additional discounts in addition to what they normally get. You can add points for purchases that are added up as they make more purchases from you towards either

special free gifts or when they reach a certain level or number of points it actually moves them up into a higher level of discount.

Build this up into a club that people want to belong to and value. Give it away for purchases and you will literally knock customers through your doors like crazy, and keep them coming back.

The Value of a Power-Charged Name

The real advantage of a club is to tie your customer to you and get them to make continuous purchases. Clubs are very common, everybody's doing it from clothes shops, supermarkets, all the way to frequent flyer miles all are essentially a membership. They are memberships designed to build customer loyalty. And that's the best way to view your club or organization.

Just ask, "How can I use this part of my website to build customer loyalty?"

You can use a password or the extra site but you want to fill that area with information. This information is designed to build you repeat buyers.

And one of the important issues – which many people don't realise – is you need to give your club a good name. Frequent flyers was a great idea. It identified the customer, but what it really means was frequent customers. Brainstorm some ideas.

Here's a few to get you started toward arriving at a powerful, even dramatic name for a club...

- Preferred Customer Club
- Inner Circle
- Players Club
- President's Club

Give it a name that has some appeal and some stature that says to your customer, "I value you and I value your business." It doesn't have to be too elaborate.

One of the chief advantages of a club is that you build that second sale. As you know the big expense is getting the customer to make that first purchase. You have that cost of acquisition – the cost of getting that customer to make the first purchase. But after they're on your list, subsequent sales put you back into profit.

So that second and repeat sales are very important to you and you can use your club to encourage customer loyalty and longevity. So the club has a great value to you as airlines have certainly discovered. You can also make advance announcements of products, for instance a pre-publication offer.

Every marketer has some product that didn't move as well as expected. And this is a good place to offer deep discounts to these loyal customers. Reward them for their business or tie that into another purchase. If you purchase item #1, I will give you item #2 at 60% off.

Now, I'm not one to believe in building a business based on cutting prices, but, particularly if you're selling information products, there is such a margin for profit that you can make discounts to your good customers to keep them buying from you over and over again.

You can also issue a discount coupon with every purchase which club members make. For instance, if they spend £100 with you, you give them a coupon that is good for 25% off their next purchase.

Your customers always have a discount coupon ready for your next product offer.

It is like a chain reaction. I buy this one and then I need to buy the next one to use that coupon, and then I get a coupon for a discount on the next one. So, it's a very effective way of getting repeat sales.

Linking Memberships to Niche Markets

This secret is...

How to make a six figure income simply surfing the Internet for 30 minutes a day or less!

And the way I got this idea was actually from a product that I purchased. I joined a membership on the Internet and it is fantastic. I'll give you an overview of it.

Basically, it is an online directory of sources for my particular market which is publishing and Internet marketing; the sources that interest me as a publisher and as an Internet marketer. A lot of the search engines get clogged with millions of websites. This makes searching for things on the Internet, especially for good companies that are reliable, an enormous task and of course, time consuming.

You can spend hours just trying to figure out what key word is going to give you the right information. So there is a company out there and basically for only 30 minutes to an hour a day, they have researched some of the best companies that offer products and services of interest to publishers and Internet marketers. And they've put all these links in sort of a membership package.

All these links are on their website. But to access these links, you have to pay £50 to become a member. And it's a lifetime membership. I immediately paid the £50 because I knew that I would save so much time using their directory.

And believe me, it was. I was able to instantly go in, find sources for products and services that I needed, and get off the Internet, and back into my business making money. So that's a real opportunity for people in specific niche markets where people would be willing to pay up to a hundred pounds for membership to a directory like that.

And, basically, once you have a foundation of links that would be of interest to a particular market, to keep it updated you simply have to spend thirty minutes a day checking the current links. Just making sure each link still works and going onto the search engines to carry out intensive searching. And find maybe just one link a day that you can add to your directory.

Some days you might not find any. Some days you might find two or three that you can add. But in just thirty minutes a day, you can find some great new links and add those to your directory, continually building value for your members.

Here's a little profit example very briefly, using this company's pricing. It was £50 for a membership to their directory. Now let's say you create your own directory and sell memberships to it for £50

Sell just six memberships a day and you pocket over £100,000.00 in sales a year!

And you can keep it updated growing in as little as thirty minutes a day or less. It is a simple idea. You may have a great idea for a membership package that can put a lot of cash into your pocket.

The Power of Belonging

Memberships to clubs and associations are steeped in the tradition of belonging – the more exclusive it is the better we like it.

Here's another powerful success story...

A friend of mine ran seminars. Then he had the idea to write all of the lectures into a book. Then he asked one of the top businessmen who had attended several of his seminars to write a letter, promoting this book. He agreed.

The book was selling well, when he decided to start a club. The club was to be a tool to sell his book. He came up with the catchy title for his club, "The Financial Freedom Association of America".

His book sales went through the roof!

The idea of belonging to a financial freedom association was very appealing. I think some people sent the \$29.95 just to join up. They didn't really care what the book said. It was like an extra gift to them. They just wanted to belong. They wanted to be a part of this group.

He sold 100,000 copies of the book and made \$3,000,000,000.00 in gross sales!

Most people want to be a member of something, it's a deep human need. And you can tap into that need. Another way to do it is to have a private discussion group.

You charge a membership fee – people receive their password. The service you offer is they can ask questions every day for a year. You can download products that you give the rights to. I know for a fact that people have paid £795 to go to discussion groups despite there being free ones.

I have charged this amount and I had people signing up right and left. And it is because the public ones are just an open forum. They are wide open and anyone can go there. You can't talk in confidence because the whole world might see what you're talking about.

The membership discussion groups entitle members to private consultations with experts. Members simply type their question and email it across for the expert to answer. It's an amazing concept. And you can make a fortune with the private discussion group.

As you know the great Insider Secret though, is in the name of the discussion group. Get that right – as the seminar speaker did with “The Financial Freedom Association of America” and you can make millions!

There's discussion group software you can get for free, and there's also password protection software. It's a big, big concept.

So think about a private discussion group. Because of the association concept, you're part of this association that other people are not part of. It can help you make millions of pounds on the Internet.

Different Levels of Membership

I'm going to give you some more ideas on “upping” membership levels. As you know this is how you can increase membership fees.

You can have different levels, for instance, silver, gold and platinum levels, or call it diamond, double diamond, ruby, it doesn't really matter. But you offer more benefits and services for each level. A percentage of your customers are always going to be attracted to those higher levels.

They're more serious.

They're what I call “hyper buyers.” You can attract these hyper buyers by explaining it's restricted access to certain members. It makes those people feel important, and it makes your other members curious. Now they start wondering, “I wonder how I can get up to that level?”

This is a way of moving them up.

Here's a summary of the essential elements to making big money this way. You need...

- A good theme – what is it about, this association, club or discussion group?
- A strong name

- Then you can add levels if you wish. For marketing you also need to come up with a list of membership benefits.

Adding Value – Membership Cards

Produce a nice plastic membership card and mail it to members and guess what? They're going to give you their postal address.

Very few web site memberships send out a physical card. Another method is a certificate with the members level of membership, and any other details – all designed to make the person feel special and privileged.

Modeling Success

Okay, I'm coming to the end of this manual. I know it's been a little 'dry' in places but that's because I wanted to get the facts to you. I hope I managed to make it as easy to read as possible!

I want to congratulate you because a lot of people never read all the way through a manual such as this.

You're one of the very few who have had the motivation and real desire to learn about making money on the Internet.

Two quick points I want to make. First of all, to make your journey on this road of making money on the Internet easier, one of the things that I always suggest people do, is to model success. If you go out there and you want to do something, you can certainly start from scratch and not read any books on Internet marketing, or find out what anybody else is doing. You can spend the next ten to fifteen years trying to make your site work, starting from the basics and learning the hard way.

But the Internet moves so quickly that by the time you figure out after five years what works, it might not work anymore. So, a good idea is to model success and model what is working right now.

However, you're going to fail at something too. You need to know that. You're going to have some things that you throw out there and they're not going to work. In marketing we know that out of ten ideas maybe only two will work, and only one will work really well and make you a million pounds, or a hundred thousand, or however much.

So here's the secret...

Try to make one idea perfect – even if it's a small idea. The secret is to fail faster. Make those failures fast. Get them out there. Get them out of the way. Make those mistakes, and then correct them. Because the faster you do that, the faster you make mistakes, and fail, and figure out what you're doing wrong, the faster you're going to move towards success.

Don't worry about making mistakes and stumbling here and there, it's going to happen. And it has happened with all the success stories on the Internet. But once you learn what you are doing wrong, you also learn very quickly what is right and what you're doing right. And you'll build up that success.

So pick the one subject that you're most interested in, that made you the most excited. The one that you said when you were reading, "I know I can do this! This sounds easy and fun. I just know it will work for me." Pick that one out and get started with that.

Start with a small idea and build from there and you will be successful.

The only thing that a lot of Internet millionaires have that the beginner doesn't have is they've got some experience and some knowledge. And because of that they have confidence.

You can get that same level of confidence, too. Build your confidence and success leads to more success.

This principle has been around for hundreds of years. One of the early philosophers said, "Success begets success". The more success you have, the better you start feeling. The better you start feeling, the more success you gain.

It is a continuous spiral that can go nowhere but up. This is a powerful programme because everything in this manual is proven. You know, everyone has an opinion. When I first got into business I didn't realize how many business experts there are out there. But most of these business experts that tried to tell me how to run my business, tried to tell me what to do, had never ever been in business for themselves. They were giving me a bunch of advice that was all second hand. They'd never made any serious cash themselves.

They had never tried any of the ideas, or used any of the methods they were preaching. Experts are everywhere. The book stores are full of complicated books on business and making money on the Internet. Forget all that stuff! Use the simple, powerful, and proven methods in this programme to start earning your Internet fortune now.

So, congratulations for investing in this programme.

Please use this manual again and again.

And go out there and start getting rich with your website today!

Adam Stewart