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Worth of the **Biggest**
Money-Making
Secrets Ever
Revealed!



by **Jeff Gardner**

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1

Introduction

From: Jeff Gardner
President, Gardner Marketing Group Inc.
Thursday, 2:15pm

Dear Friend,

I want to say a big “THANK YOU” for getting and now reading my book, *\$100,000 Worth of the Biggest Money-Making Secrets Ever Revealed*.

While many people only wish and hope for wealth, but never do anything about it, you’ve taken a step in the right direction by getting your hands on this book. Throughout it I’m going to reveal to you the money-making secrets I’ve discovered over the last 19 years. It’s my hope that you’ll use the information in this book to dodge the numerous scams and schemes plaguing the “business opportunity market” and find the perfect wealth-building opportunity that can create true financial freedom for yourself and your family.

After all, if these people can do it... YOU can do it, too!

- **A struggling carpet cleaner** from Kansas, T.J. Rohleder sold an old beat-up truck for \$300 and started a business selling information products by mail. In his first 4 years, he made \$10 million dollars. Today, he’s told me that he’s made over \$100 million dollars... and is living the life of his dreams. I’ll show you exactly what he’s doing!
- **A 35-year old dead-broke auto mechanic, Ron LeGrand** discovered real estate investing – and made \$3,000 in the first 3 weeks he used the investing methods he uncovered. So he quit his job! Today, he’s a multi-millionaire who has achieved true financial freedom. I’ll show you the secrets behind real estate investing.
- **A young 20-something kid from Maryland**, Yanik Silver went from \$0 to making a hefty six-figure income on the Internet... starting with virtually no technical experience. Now, he regularly makes as much as \$21,663.27 A MONTH with just one website... working from the corner of his living room. I’ll show you how you can follow in his footsteps.
- **Harold Moe, an airline pilot**, turned a simple one-page press release into a windfall of over \$3.5 million dollars in just 60 days. It’s an AMAZING STORY that really happened! Discover how he started with nothing – and made millions using free publicity.
- **How to make up to \$582 to \$1,049 a day (or more) with NO Inventory, NO Shipping, NO Office or Employees, and NO Talking to Anyone Ever!** Rosalind Gardner quit her job

as an air traffic controller – and made \$436,797 in one year with free affiliate programs. I'll reveal how you can profit from these affiliate programs, too.

- **How to start with \$0... and create a long-term “hands-free” income no matter where you live!** Carlton Sheets, fired from his job, used proven real estate investing methods to create his own personal fortune – and build the life of his dreams! I've even included a special BONUS ARTICLE on the “Myths and Facts” about real estate investing.
- **How a 26-year old “kid” went from wishing for riches... to becoming a millionaire before the age of 30** – and created multiple streams of non-stop income! David LeDoux became a network marketing millionaire during his 20's. Now, I'll show you the “dark side” of multi-level marketing – plus, how it may just be possible to make money in this field. I tell all.
- **The money-making method that made successful Austin, Texas salesman, Michael Kimble, ditch his six-figure a year job... and helped him create a multi-million dollar money-making empire!** He's making money hand-over-fist selling reprint rights to products. Now, I'll reveal the secrets behind reprint rights.
- **The “Stay-at-Home” Method for making real money from your mailbox!** This proven, time-tested method has helped people get real money in their mail. It's known as “Mail Order Marketing” – and I show you how people are getting real money in their mailbox.
- **“How to Print Money Legally!”** It's fun, it's extremely profitable, and it's probably THE ULTIMATE WAY to make \$100,000 to \$1 million dollars or more! I'll give you real-life “Success Stories” of ordinary people using this amazing method to generate millions of dollars in sales each year, starting.
- **How one Canadian man, the late Corey Rudl, started from scratch... and now has 70,000 affiliates working for him – for FREE!** Last year, they made him \$1,876,053.00. David LeDoux used this same method – and now has 4,200 people who have made him over \$1 million dollars! *What is it?* These two men have added “affiliate programs” to their websites – and now let others do the selling for them. I'll tell you much more.
- **How I made \$2,163,500 in sales selling Internet advertising to website owners.** One month, I made a whopping \$205,382 in sales – just by selling Internet advertising! I'll tell you exactly how it works.
- **And that's just the beginning! There's tons more covered inside this book!**

Over the last 19 years, I've spent over \$100,000.00 buying and studying money-making books, courses, booklets, manuals, and systems in my never-ending search for wealth. I've attended seminars and workshops from Jacksonville, Florida, to San Diego, California. And I've had the opportunity to meet and talk to real-life millionaires and multi-millionaires who taught me how to create true lifetime wealth.

I'll admit it now-- I've been very fortunate. To date, I've generated well over \$4,725,582.15 in total sales. And my business continues to generate more money every day. Now that I am a millionaire, my mission is to help others create the lives of their dreams.

This is just one of many steps I'll be taking over the coming years to bring the highest-quality financial education materials to the world. I'm hoping that through my efforts I'm able to not only create many new millionaires but also help people achieve the success and lifestyle they've always wanted. Life is too short to live it struggling to get by. I've been there, and I've felt the pain of scraping to make ends meet. Now that I've been able to achieve my financial goals, I want to share my good fortune with others.

Inside this book, you'll discover the wealth-building secrets it took me well over \$100,000 to discover. Armed with this information, I believe you'll be able to avoid the con artists who want to take your money and, at the same time, find a true wealth-building opportunity about which you're passionate.

I spent countless hours and late nights putting the best wealth-building secrets, tips, tricks, and strategies down on paper to help you. I've tried to create a book of secrets that I wish I would have had 19 years ago. I'm sure that with a book like this, I probably could have easily saved tens of thousands of dollars. Maybe more.

Thank you once again for joining me in this wealth-building adventure. I hope that my words can help you create the life of your dreams.

Your friend,

A handwritten signature in black ink, appearing to read 'Jeff Gardner', with a stylized flourish at the end.

Jeff Gardner
President, Gardner Marketing Group Inc.
Founder, Real Wealth Inner Circle

P.S. I also went through my personal library and pulled out a report written by a multi-millionaire info-marketer who only wants to be known as “Mr. X”. **It’s his “Secret Formula” for making \$1,000,000 a year.** With his permission, I’m including it as a Bonus Chapter. Enjoy! See page 88 for the entire special report.

P.P.S. I’ve also included, on page 98, the chapter I wrote for the book, *Walking with the Wise Entrepreneur* (in bookstores), **titled “6 Success Secrets of the World’s Greatest Entrepreneurs”**. It’s just my way of saying “Thanks” for grabbing my book. Enjoy!

P.P.P.S. Remember to re-visit www.topbizops.com to view up-to-date wealth-building systems, courses, ebooks, and materials – designed to help you create true financial independence.

2

Secrets Behind the Best Get-Rich Programs

In this chapter, I reveal the main secrets behind the biggest money-making programs currently available on the market today. I'm sure you'll recognize many of these opportunities. You may have even invested in them. I truly hope that the information I reveal helps you (even though it may make me unpopular with the people selling these opportunities.)

Mail Order Marketing

Mail order marketing generates billions of dollars in cash for both large and small companies alike. One of my marketing friends in Kansas has a company that does 99% of its marketing through the mail and generates roughly \$800,000 to \$1 million dollars each and every month. That's \$9,600,000 to \$12 million dollars a year by mail order. As a side note, in the late 1980's this gentleman was a down-on-his-luck carpet cleaner who discovered information publishing, started his own mail order business with \$300, and has since made over \$100,000,000 selling information by mail.

Mail Order Secret #1:

To be completely frank, mail order is NOT a business.

Mail order is a delivery method for your marketing messages. It's the same thing as calling a business on the Internet an "Internet business". Even though the Merck pharmaceutical company advertises on television, most people don't refer to them as a "Television Business". And while most furniture stores advertise in the local newspaper very few of them are called "Newspaper Businesses". You may want to promote your products or services by mail, but that doesn't make it a mail order business. This is a clarification that's important, because I'll be talking about various business opportunities throughout this book that can ALL be promoted by mail.

Mail Order Secret #2:

There is a proven system to making money in mail order.

You find a specific niche market that can be reached by mail, and you sell them something for which they're HUNGRY. For example, you can go online to SRDS.com (or to your area's largest library) and find the Standard Rate and Data Services directory of direct mail lists. Inside that directory are mailing lists of all types of groups. You can find mailing lists for people interested in arts and crafts, dogs, cats, skydiving, mountain climbing, business opportunities, Karate, fly fishing, antiques, and painting. There are mailing lists of people who subscribe to certain magazines, have purchased items off of TV, who attend college, and who drive certain types of cars. There are literally thousands of different mailing lists available to you. The key is

to find a mailing list of customers who WANT something and deliver that particular product or service to them.

Often, someone will come to me with a product that “Everyone needs”. That normally spells disaster. Why? Let’s take a look at products that “Everyone needs”. Maybe it’s dishwashing detergent, or laundry detergent or something along those lines. Where do these companies advertise? Do they mail out direct mail sales letters or place ads in small niche magazines? No. These companies spend millions upon millions of dollars selling their products to the masses. Their full-page ads (many costing \$25,000 to \$50,000 or more) in monthly magazines drive people to local grocery stores and discount chains to buy their products. That’s the problem with having a product that “Everyone needs”. You’re not able to focus your marketing efforts on a small niche market. You’re forced to spend millions of dollars promoting your product on TV, Radio, and in major magazines. And most people don’t have the deep pockets to do that. And if you DO have a hot “mass market” product, stand back because people with BIGGER, DEEPER pockets than you are likely to rush in, steal your basic idea, and launch it before you have a foothold in the market.

The secret to success with ANY mail order business is to target a smaller NICHE market - a group of people who all have the same interest. Making money. Real Estate. Fishing. Weight Loss. Health. Whatever. Next, they MUST be easy to reach either through direct mail lists that you can purchase or magazines to which they all subscribe. And finally, you need to create or find a product that this niche group WANTS (not needs, WANTS), and sell it to them. It’s a simple formula for success, but one that many new mail order marketers don’t understand.

Now, here’s The ADVANCED Mail Order Marketing Formula:

Whenever you’re starting your mail order campaign, you need to realize that the target market doesn’t know or trust you yet. So trying to get them to fork over \$100, \$250, even \$500 for a product, course, service, whatever is going to be incredibly difficult. Most mail order marketers sell a low-cost or even free “Front-End Offer”... maybe a booklet, report, audio CD, trial subscription... so that the prospect has very little risk involved in their purchase. Because their risk is low, they’re more likely to take a chance with you. Then, once they’ve purchased from you, it’s important that you PROVE YOURSELF to them by giving them more than they expected. How you deliver the first product is going to give them an idea of the quality of ALL of your products and your customer service philosophy. Make sure to give a great impression. Then, once you’ve proven yourself to your buyers you can mail additional offers to them, selling them higher-priced products.

In direct response marketing, it’s known as the “Marketing Funnel”. Imagine a funnel. You “pour” in thousands of buyers at the top of the funnel using free or low-cost offers. Once they’re in the funnel, you sell them higher priced products. You’ll discover that fewer and fewer customers will buy as the price rises. So as your customers move DOWN your funnel, you’ll sift and sort until you get to the bottom of the funnel and have a small number of very, very high-quality customers who may pay you thousands of dollars for seminars or live coaching. The products at the top of the funnel are free or inexpensive. The products at the bottom are very expensive. So as people move down the funnel, you get fewer and fewer people willing to shell

out larger and larger amounts of money. But you also end up with a very high-quality group of buyers as they move through your marketing funnel.

Mail Order Secret #3:

Create (or find) a product or service ONLY AFTER you have found a market that is easy-to-reach (usually via mailing lists or magazines).

The biggest mistake that people make is finding or creating a product first and then trying to find a market to sell it to. Often the person believes (through very little or no actual research) that the product will sell because “everyone needs it” or “I’m sure people will buy it”. However, once the product has been completed, after much time, effort, and money invested, the entrepreneur discovers that either there’s no market for the product or that there might be a market that can’t be easily reached through a specific mailing list or magazine. Often it’s much better to do a little research, find a mailing list or magazine that reaches a target market, and then create a product that this market wants. Do that and you have a recipe for success.

How do you find out what a particular market wants? SEE what they’ve already bought. The mailing list companies will tell you what these customers have purchased before and how much they spent. Or you can look through the magazines at what your competition is selling. Make sure to check through old copies of these magazines and, if the same ads run year after year, it’s a pretty good bet that the ad works and the product being sold is popular. There’s nothing wrong with creating another product based on an already winning product. Just try to make yours better, easier, faster working, etc.

Mail Order Secret #4:

Many companies that sell by mail are willing to break even or even lose money selling what is normally known as a “front-end” product.

A front-end product is the first product a new buyer purchases from you. It’s usually a low-cost or free product or service that gives the prospect the opportunity to buy something from you with very little risk and gives you the opportunity to prove to the new buyer that you’re a legitimate company that delivers on its promises. The real secret behind most mail order companies is that they rely on the LIFETIME VALUE of a customer. Instead of trying to get rich selling a low-cost product or service, they’re happy to lose money on the first sale, because they realize if the customer is happy with their initial purchase, they’ll be back to purchase from them again and again and again. Some customers may continue to purchase from a company for many years, even decades. So losing \$5 to gain a customer who ultimately purchases \$50,000.00 in products or services from you over a 10-year lifetime is a very cheap investment. The most successful businesses that sell by mail understand the importance of a strong “back-end” marketing strategy and continue to mail their customers additional product offerings on a regular basis. In fact, it’s been said that mailing to your customer database more often (at least once a month) creates a bond with the customer and actually increases the chance they’ll purchase from you in the future.

Mail Order Secret #5:

Do not buy mailing lists from ads in opportunity or money-making magazines.

Even though the prices might be cheaper and (as I’ve seen recently) you can double, triple, even quadruple your order FREE, you normally end up getting the lowest-quality names possible. And

with what you'll be investing in printing and postage to mail out your direct mail piece, you definitely want the best mailing lists possible. You can get very high-quality, reasonably-priced mailing lists from experienced mailing list brokers by going to SRDS.com or going to your area's largest library and asking for the Standard Rate and Data Services Mailing List Directory. Do not skimp on your mailing list. It'll be one of the best investments you'll make.

Mail Order Secret #6:

Count money, not response rates or "undeliverables".

"Undeliverables" are mail that the U.S. Post Office returns to you, because it can't be delivered to the addressee, due to a bad address, forwarding order expired, etc. Often, people new to mail order marketing get caught up counting the wrong numbers, such as the number of undeliverables that are returned to you or the percentage of the people from the list who buy. Remember, you can't deposit response rates. You can only deposit money. So, for example, let's say that it costs you \$5,000 to mail out 5,000 letters to a mailing list. And let's say that you get 50% undeliverables – and only 1% of the people who receive your letter actually buy your product. Horrible, right? Not necessarily. Let's say that your product sells for \$500. A 1% response rate from 5,000 letters mailed, but only 2,500 delivered would pull in 25 orders. Do that math – and you'll see that's \$12,500.00 in gross sales. Even if you subtract your \$5,000 mailing cost, you're still way ahead. It's important to focus your time and energy on counting the numbers that matter. The dollars. The other numbers are interesting to measure, but you should always keep your eyes first and foremost on how much money your mailings are pulling in.

Mail Order Secret #7:

Know Your Math BEFORE Mailing and Make it Work with SMALL NUMBERS!

This is a BIG SECRET! Many mail order marketers understand that no matter how incredible your sales letter is and no matter how wonderful the mailing list broker says their list is, your response rate for any offer might only be 1% or LESS! Smart marketers change their pricing to work with small numbers. For example, let's say it costs you \$5,000 to mail out 5,000 letters to a mailing list you've purchased. That covers the cost of renting the list (most lists are rented for one-time-use only), postage, and printing the sales piece and envelope. Now let's say that you only get 1% to purchase your product. If your product is \$25, you've only made \$1,250. You've just lost \$3,750. If your product is \$100, you've made \$5,000. You're at break even. (Actually, you will have some cost to fulfill your product, but for this example, let's assume you have \$0 product cost). But, if your product is \$250, the exact same 1% response rate pulls in \$12,500. Subtract your \$5,000 mailing cost and you're ahead by \$7,500! It's the same list, the same cost to mail all 5,000 people but by changing your pricing you've gone from losing money to making money. In the past I've sold products for up to \$1,000, where I could cover all of my marketing costs with as little as ½ of a 1% response rate. Before you mail your first letter, make sure you've done the math. If it doesn't work out make any necessary changes until the math does work out. Smart marketers price their products and set up their marketing systems to be successful with the smallest response possible. Then, if response is bad, they've made money. And if response is great, they've made a big PILE of money. Either way, they've reduced their risk to almost nothing.

Mail Order Secret #8:

Your best list is your HOUSE LIST!

No matter what mailing list broker you rent lists from, your best list will always be your in-house list of BUYERS. The people who have purchased from you before are more likely to purchase from you again (providing that you've given them good value for their money), rather than people from a "cold list" who have never heard of you before. You'll always get a better response by mailing new product or service offers to your in-house list of buyers than a new list you rent. In fact, many smart mail order marketers will test new product offers on their in-house list before mailing it to an outside list. If the product isn't a success being mailed to the in-house list, the marketer knows it will probably sell poorly to an outside list. Always remember to go back to your own customer list again and again on a regular basis with new offers.

Recommended Reading

Here are two books on mail order marketing that I highly recommend. You can find them at your local bookstore or online at Amazon.com

How I Made \$1,000,000 in Mail Order-and You Can Too!

By E. Joseph Cossman

How to Get Rich in Mail Order

By Melvin Powers

Information Marketing

Information marketing is, in my opinion, one of the best, most exciting, most profitable businesses you can run. An information marketing business sells products (books, courses, booklets, manuals, DVD's, CD's, seminars, workshops, coaching, etc.) to a specific niche market (i.e. opportunity seekers, gardeners, business owners, hobbyists, etc.).

There are many, many benefits to running an information marketing company. First are the high profit margins of information products. Most info-marketers mark-up their products 8 to 10 times. If a book and 6 audio CD's cost \$30 to print and duplicate, the marketer will normally sell it for \$250 to \$300. Because people value the INFORMATION inside an info-product and not the value of how it's delivered, it's easy to sell low-cost info-products for very high dollar amounts. And if you deliver high-quality information, your customer won't argue with the fact that the info-product was relatively cheap to produce.

Another benefit is the fact that information is easy to ship. It's easy to box and mail, around the country or around the world. Online, it's even easier. You can create and sell an info-product that the customer downloads directly from your website so there's no printing or shipping costs for you. One of my Internet websites, at www.inforiches.com, sells a book that I wrote years ago called ***The Ultimate Million Dollar Idea Generator***. When someone purchases that book, money is deposited into my account instantly and the customer is taken to a webpage

where they can download the e-book. I never have to stock or ship the product. This has been a great extra income stream for my business.

Most of my marketing friends are information marketers. Many of them are millionaires or multi-millionaires. Why? It's because the demand for quality information in a variety of areas is at an all-time high. We're smack-dab in the middle of the "Information Age" and the demand for information doesn't seem to be slowing down.

For example, let's take infomercials. At the time I'm writing this book there are a number of info-products being sold on television. Carlton Sheets is selling his "No Money Down" course on how to get rich in Real Estate. Russ Whitney, John Beck, and Ron LeGrand are also selling real estate info-products on TV. There's a guy selling a course on how to make money on eBay. And another guy, Jeff Paul, showing people how to make money by... guess what... **SELLING INFORMATION PRODUCTS!**

There are other marketers selling information products on the Internet and by mail.

Yanik Silver makes millions of dollars every year showing people how to get rich on the Internet. **John Reese**, another Internet marketing expert, made over \$1 million dollars in just ONE DAY, selling a \$1,000 info-course on how to get traffic to your website.

Sydney Johnston sells information on how to make money on eBay – and pulls in money daily from her website business.

John Lyons sells information on how to train horses – and has become one of the most highly respected horse training experts in his field.

Adam Katz sells information on how to train your dog. He's been doing this for years – and pulls in a considerable amount of cash from dog owners every single year.

Joe Polish sells information to carpet cleaners that teaches them how to generate more money through smart marketing. He's made millions of dollars – and continues to pull in money hand-over-fist. In fact, he currently sells a carpet cleaning coaching program that costs about \$10,000.00 a year – and it's very popular!

Dan Kennedy sells information to direct response marketers that shows them how to be more effective and make more money. Dan has not only made millions himself, but many of his students are also multi-millionaires in the information marketing field. One such success story is **Jeff Paul**, a struggling financial planner who went from living in the basement of his relative's home – to making \$200,000 a month in his own info-publishing business. Today, he's a multi-millionaire... having even sold his info-products on home-shopping powerhouse, QVC!

Jerry Baker sells information to gardeners on how to create and keep a beautiful garden. His information empire pulls in money for him like steel to a magnet.

And these are just a few “Success Stories” of people getting very wealthy selling in-demand information products. The information marketing is huge – and growing by leaps and bounds. We’re in the middle of the information age – and people are willing to spend big bucks for the right information. In this section, I’ll reveal secrets that will help you create your own information marketing business.

Information Marketing Secret #1:

You do not want to sell bookstore books.

To make any decent money selling information products, you must sell larger info-products, like courses, toolkits, audio CD or DVD sets. There is really very little, if any, money in creating a book for a bookstore. Unless you’re the next Stephen King, your chances of becoming a multi-million dollar author with mass-market books is pretty unlikely. Your best opportunity for success in selling information products is to create higher-end products (\$250 to \$500 courses or \$500 to \$1,000 CD or DVD packages) and sell them to a niche market. Joe Polish has made millions of dollars selling an expensive, high-dollar course to carpet cleaners teaching them how to effectively market their services and generate more income. Chauncey Hutter has made millions of dollars selling a high-dollar course teaching “Mom and Pop” tax preparers how to create more revenue. If you’re going to sell information products, you want to keep away from the \$15 to \$20 books (unless that’s your front-end product – that leads them to buying your larger, high-dollar back-end product) and focus primarily on more expensive information products.

IMPORTANT NOTE: \$15 to \$20 books are normally “loss leaders” that can be used to pull people into your marketing funnel. They’re tools to draw people into your business – so you can then sell them higher-priced products. Bookstore books can also be used as another way to generate free leads that you can then convert to higher-dollar buyers. Dan Kennedy, for example, has marketing books in all of the major bookstores. However, Dan uses them as a way to create an initial bond with his readers and gets them to take action and purchase more expensive information products directly from him. They’re not a major income stream but simply a tool to drive new prospects into his marketing funnel.

Information Marketing Secret #2:

You DO NOT have to create the information product yourself.

Often the reason people don’t get involved in the highly lucrative information marketing business is that they don’t think they’re an expert in anything, so they have nothing to write about. The biggest myth in the information marketing business is that you have to be an expert in a field and write the product yourself. You don’t. In fact, I’m part of a group called the \$100 Million Dollar Roundtable. It’s a group of about 10 marketers who have collectively generated over \$100 million dollars in sales. Every week we do a teleconference and interview other experts and record the calls. Currently we’re interviewing real estate experts. At the end of our recordings (which take a few weeks), we’ll have 8 to 12 audio recordings of our group interviewing experts in real estate. We’ll have a completed audio product (with printed transcripts) that we can easily sell for \$500 to \$1,000. And none of us in the group have to be experts in real estate. We simply find the experts, ask for just one hour of their time for an interview, and, like magic, we have a product.

You can do the same thing. Find an expert, interview them by phone, and record the interview. With a cheap tape recorder, a connector that attaches your phone to your recorder, and some blank tapes, you can start creating products in no time flat. (NOTE: While some experts will let you interview them out of ego alone [Yes, we all want to feel important], other experts will only do the interview if you allow them to talk about their products toward the end of the interview and give their contact information. Since this information is usually provided within the last 5 minutes of your interview, it doesn't distract from the quality of the overall discussion. It's a small gesture to get a valuable product created that you can sell for years and years to come. Ultimately, it's a win-win situation for both yourself and the expert you're interviewing.

Another way to get instant products is to purchase the reprint or resale rights for existing products. I personally like this method of getting new products because reprint and resale right products normally come with proven sales materials. Instead of having to write your own (or hire someone to write a letter for you), you can get a ready-to-go, tested and proven sales letter that works. The only challenge with purchasing reprint and resale rights to a product is that they can be expensive. Some companies charge as much as \$10,000 for the license to their products. However, if you have a clear idea of how a particular product will be used in your business and you know it will generate more income than the cost of the license, it may be a good investment.

IMPORTANT NOTE: I cover the “secrets” behind reprint rights later on in this book. Please read it carefully before purchasing any reprint rights.

Information Marketing Secret #3:

There's a simple system to making money by selling information.

I described it in detail in the section on mail order marketing, but it's so important I'm going to cover it again here.

Imagine a funnel. It's wide at the top and narrow at the bottom. Your information marketing business is like this funnel. You fill up your funnel with prospects by offering low-cost (or even free) products or services. A booklet, a trial subscription, a 10-minute coaching call, whatever. You offer this low-cost or free “front-end” product or service to get as many interested prospects into your marketing funnel as possible. Then, your business “sifts and sorts” your prospects – as you offer them more products.

For example, as you go back to your mailing list with higher-priced offers you'll find that fewer people will buy them. The people who DO buy them are your higher-quality customers.

Let's say that you fill your funnel with 1,000 people by offering a free report. Then, when you go back to your prospects with a \$250 offer, only 250 of those people make the purchase. You've just “sifted out” your best prospects – and made \$62,500. Now let's say that you go back to the 250 people who bought your \$250 offer and you make them an offer for a \$1,000 live seminar. This time only 75 people buy. These 75 people are now even better customers and you've generated \$75,000. Go back to those 75 people with a \$2,500 offer (maybe 6 months of personal coaching) and you may find only 25 people take you up on your offer. Now, at the BOTTOM of your funnel, you have the best-of-the-best customers – and you've made an additional \$62,500.

You started with 1,000 people at the TOP of your funnel, sifted and sorted them with various offers, and at the BOTTOM of your funnel you have 25 amazing customers and you've made a total of \$200,000.00 in gross sales. Now you simply keep the process going. You continue "pouring" people into the top of your funnel, understanding that only a certain percentage will buy each additional product from you until only the best customers reach the bottom of your funnel and buy your most expensive product. These customers will normally buy anything and everything from you as long as you continue to deliver value.

Marketers like Dan Kennedy, who have an incredibly loyal following, have customers who have been with him for years and years and buy everything he produces. At a recent seminar he mentioned that he has a few customers who have asked him to keep their credit cards on file and anytime he comes out with a new product, he has permission to charge their card automatically and send the product to them, sight unseen. Now those are LOYAL customers!

ADVANCED MARKETING SECRET:

In the marketing funnel example explained in the previous section, you "poured" 1,000 people into your business and by offering them 3 individual products you generated \$200,000.00 in sales. Obviously, with these numbers, you'll want to continue pouring people into your marketing funnel non-stop. After all, just 5,000 prospects in this example would equal \$1 million in total sales.

However, there's another lesson to be learned here that I discovered from the guy I call the "\$100 Million Dollar Man", T.J. Rohleder. Let's do some simple math and divide the amount of gross sales from our example by the number of prospects. So we divide \$200,000 by 1,000 – and come up with \$200. Basically, on average, each new prospect is worth roughly \$200. (Of course, this is a very basic example, because it doesn't take into account any additional marketing or fulfillment costs. But for the sake of getting the basic concept across, let's forget these additional expenses). If the overall value of each new customer is \$200 from your first 3 sales, HOW MUCH MONEY are you willing to spend to get ONE NEW PROSPECT???

Many marketers make the mistake of going cheap and trying to get prospects with little or no investment. They end up shooting themselves in the foot, because they end up with very few new prospects. If you know over time that the average value of a prospect is consistently \$200, you can easily spend \$50, \$100, even \$200 to get a NEW PROSPECT! (Yes, you can spend ALL of the profit IF you plan on selling them additional items while they're on your mailing list). If you accept this idea, you can NOW do marketing that other marketers simply won't do.

Imagine being able to send a special letter OVERNIGHT FEDEX! Attaching a \$10, \$20, even \$50 bill to a letter! Sending an Audio CD... or a DVD... or a set of them... to grab the customer's attention.

In the late 1980's, I knew of a company that sent out a HUGE Information Package to all prospects, with over 6 HOURS of audio recordings. The packages must have easily cost \$10 to \$15 each to send. But they were selling a very high-end package. So they knew the numbers and realized they could spend A LOT OF MONEY on prospects to create a new customer. If YOU

know your numbers and you think this way, you can do a lot of marketing that your competition doesn't realize it can do.

Information Marketing Secret #4:

Continuity Profits must be a component of your business.

In just the last 10 years or so information marketers have discovered the importance of creating a continuity income in their businesses. A "continuity" product (or service) is something that you're billed for on a regular basis, usually monthly or quarterly. For example, some newsletter subscriptions charge you every month. On the Internet, autoresponder services and website hosting services are normally charged every single month. These products and services are known as "continuity" offers.

Creating continuity products and services for your information marketing business is incredibly important because it becomes an automatic cash flow for your business. In the past, before continuity, information marketers relied on having to sell and re-sell to their customers again and again while incurring large marketing expenses to do so. Today, with continuity offers, information marketers can sell their customers one time and get paid for a product or service every single month for years. If you plan on selling information, it's important that you look into creating and promoting continuity products.

Information Marketing Secret #5:

Create multiple income streams.

A table with one leg won't stand up. A table with two legs will wobble and fall over. A table with three legs is sturdier and can stand up if the legs are positioned correctly. A table with four legs is strong. (And, continuing this analogy, a table with 20 legs can hold many times its own weight). In the information marketing business, the products and services you sell are like legs on a table. If you're selling just one product, your business is weak. For example, when 900 numbers were big back in the early 90's a lot of companies made millions of dollars selling books and courses on how to cash in on this new technology. However, very quickly, the 900 boom turned into a bust and people quickly moved out of that industry. If you were an information marketer ONLY selling info-products on how to get rich with 900 numbers, your business would have taken a very steep nosedive. Smarter information marketers don't build their businesses around one product. They create many, many products and services to sell to their customers. This way if any product becomes obsolete the business is still strong.

When creating your information marketing business, it's smart to build a wide variety of income streams into your company. For example, let's say that you're selling information products on how to make money on the Internet. You can have books and courses on how to do just that. You can interview experts on Internet marketing and sell the recorded interviews on audio CD. You can do joint ventures with other companies on the Internet and sell website hosting, website design services, autoresponders, software, and merchant accounts. You can create 20, 50, even 100 different streams of income, all pulling cash into your business. And the more income streams you have, the stronger your business will be. If anything happens to an income stream you're still generating cash and can replace the missing income stream with something else without too much stress or worry.

Information Marketing Secret #6:

Many experts make MORE MONEY selling information

ABOUT how they make money than using their actual secrets.

Let me ask you a question: If you were making \$10 million dollars a year buying and selling real estate but only \$100,000 a year selling info-products, on which would you focus more time and energy? Buying and selling real estate, right? Have you ever wondered why people like Carlton Sheets, Ron LeGrand, Russ Whitney, and others who sell real estate information products are selling their secrets instead of keeping their secrets to themselves and making millions in real estate?

Here's the Truth: Selling information CAN be MORE PROFITABLE than actually DOING the thing you're teaching people how to do. For example, there's a very, VERY popular internationally respected author with a line of very popular investment books that tells his readers that THE NUMBER ONE WAY to make money is in real estate. His very first book, a best seller, focused on how he learned to get rich in real estate. Now, is that true? Absolutely. You can make a lot of money in real estate. People have done it, are doing it, and will do it in the future. However, this author told a journalist recently that he makes THE MOST MONEY selling his books, tapes, and seminars RATHER THAN WITH REAL ESTATE! He's getting rich selling information on HOW to make money in real estate! So "information marketing" wins again!

My advice is this: DO what the millionaires DO, not what they say. I'm not saying that you should discount what they say. Many of these information marketers are experts in their fields, and they have made a lot of money with the ideas that they're sharing, whether it is real estate, the Internet, or starting a business. However, many of them are making even MORE MONEY selling their secrets through books, courses, manuals, and live seminars! Often it's MORE PROFITABLE to sell information than DOING the thing you're teaching people about in your info-product. (Of course if you can do both, you'll really be "in the money"!)

Real Estate

You've probably seen the "rags to riches" success stories of people who've found real estate and turned into multi-millionaires. Ron LeGrand was a dead-broke, 35-year old auto-mechanic – who discovered real estate at a local seminar. He immediately made \$3,000 in his first 3 weeks of using the real estate investing methods he discovered – and quit his job. Today, he teaches his real estate methods all across the United States.

Carlton Sheets, fired from his job, turned to real estate investing as well. He not only created a personal fortune with real estate, he also went on to create one of the best-selling real estate courses on TV, No Money Down. Today, the infomercial selling his real estate course has been running for 20 years! And he shows no signs of slowing down.

Real estate investing is an exciting field for a number of reasons. First, it's all around you. Wherever you live- whether it's in a house, condo, duplex, or apartment – is real estate that someone owns. Second, the profits from buying and selling real estate can be quite large. I've heard many, many success stories from real estate investors pocketing \$100,000 to \$500,000 or

more on different deals. Even people with little experience and no money have found ways to pocket \$5,000 to \$20,000 on real estate deals. And finally, TV, radio, magazines, and the Internet constantly feature success stories of real estate investors. People like Donald Trump only fuel the dreams of people who want to quit their jobs and become mega-rich in real estate.

So it's no wonder that there's a huge interest in real estate investing and a large number of experts and seminar companies willing to fill this demand with books, courses, workshops, and coaching programs. In my own area free real estate seminars come through almost monthly. And next month, a huge real estate expo will be held with some of the world's best known real estate investors giving keynote speeches. There seems to be no end in sight for the demand for real estate investing information.

Real Estate Secret #1:

Understand that the “Success Stories” you see on TV are the “best-case scenario”.

If you've seen an infomercial selling a course on “How to Get Rich with Real Estate”, the entire 30-minutes is filled with success stories from happy people beaming about their success in real estate while holding up big checks. During a 30-minute infomercial you might see 10 people with “success stories” – all pleased-as-punch to have gotten rich in real estate. Please understand that for every 1 person that makes it rich in real estate, there are 100... 1,000... maybe even 10,000 people or more who got the exact same course, the exact same information, and never made a dime.

Now, to be fair, that's not always the fault of the real estate information being sold. Often when someone gets a real estate course and the truth sinks in (translation: It's much more difficult than you think – and you'll have to spend a lot of time and energy finding and making deals), they'll set the course aside to “get back to later”. Sometimes the “fear” of having to talk to people and investing some of their own money to make deals work is enough to keep people from taking action.

You must understand that the “Success Stories” are from people who did the work. I'll go over this again a little later, but remember that these testimonials are from people whom actually **TOOK ACTION**. When you see their smiling faces as they hold up a check, understand that you're seeing the end result. They're not showing you the amount of time it took them to learn the system. They're not showing you the mistakes and frustration. They're not showing you the problems and challenges they faced. They're showing you the best-case scenario and hoping you'll believe it's just that fast and easy. (By the way, this is a good lesson to understand about everything you see. Most ads show you the **POSITIVE OUTCOME** you want, not the effort and energy it took to get to that outcome.)

Real Estate Secret #2:

You will need a basic knowledge of Real Estate.

The more you have the better. You cannot jump into real estate and become a millionaire without having a basic understanding of real estate concepts. Successful real estate investors have their own language and terminology that most people don't use and wouldn't understand. To be successful as a real estate investor, you must learn and fully understand the most common real

estate terms. Fortunately, most real estate courses include a glossary of terms. However, before you even invest in a high-dollar real estate course you may want to go to your local library or bookstore and pick up a book on the fundamentals of real estate. You'll build a strong foundation for future real estate investing and be able to understand many more expensive real estate courses you may choose to invest in later. If there are local continuing education classes on real estate investing, you may also want to invest a little time and energy taking a beginner's class like Real Estate 101. You'll quickly understand the basics and be ready for the more advanced information you'll learn from the real estate experts.

IMPORTANT NOTE: You do NOT have to be a realtor to invest in real estate. If you already have your realtor's license or want to get it, you'll be slightly ahead of any beginners without that training. However, many, many very successful real estate investors have never taken the necessary classes to become a realtor. They've picked up everything they needed to know from books, courses, seminars, and life experience.

Real Estate Secret #3:

There are many, MANY ways to make money with real estate.

These include flipping, wholesaling, apartments, commercial property, etc. Before you start investing in real estate, you'll want to investigate each of these types of investing methods and choose the area that appeals to you the most. Because real estate investing IS a business, you'll find very quickly that it does take time and effort to get started. I was interviewing a very successful real estate investor recently and he mentioned that he put 40,000 miles on his car in one year just by driving around town looking for homes in which to invest. He's a very successful real estate investor, but he's only successful because he puts in the time and energy necessary to succeed.

Because it is a business, you need to find the RIGHT real estate investments for you. For example, you might love buying run-down homes, fixing them up yourself, and re-selling them for a hefty profit (known as "flipping"). If that's something you love, you'll find yourself more successful doing that rather than buying and managing apartment buildings. On the other hand, if you HATE the idea of renovating homes but like the idea of creating positive cash flow with apartment buildings, it makes no sense to try to "flip" homes. There are so many ways to make money with real estate that you should do your research, find an area of real estate that really gets your blood pumping, and focus your energy in that area. You'll discover that during the learning curve, or whenever challenges arise, your passion for your real estate business will keep you from wanting to quit.

Real Estate Secret #4:

Learn FIRST... But Don't Learn Forever!

While real estate investing is exciting, it can also be intimidating. You're entering a field where you'll be making deals for tens of thousands, hundreds of thousands, and, in some cases, even millions of dollars. You'll be dealing with tenants and management companies. You'll be dealing with mortgage companies and banks. You can, of course, minimize your risk. And many real estate experts can show you exactly how to get started in real estate with very little or no

money and start seeing profits and cash flow. It's easy to be overwhelmed and to let this feeling keep you from moving past the "learning" stage into the "doing" stage.

Recently I was on a teleconference with David Lindahl, an expert in buying and selling apartment houses. During the call, I mentioned that many people are intimidated when it comes to getting into real estate. I asked him how people can get past their fear and become successful using his methods. The answer he gave me was right on the money. He said that to get through fear you need "education and experience". You need to have the confidence that comes from understanding what you're doing. You need to learn the in's and out's of the area of real estate in which you're investing. You need to learn from the mistakes of others before you go out and try your hand at real estate.

BUT education itself will never be enough to make you wealthy in real estate. You MUST get started at some point (even if it's a small first step) and take action. There are many people who have read many books on real estate and attended a multitude of real estate seminars who may consider themselves experts, but they've never been able to bring themselves to purchase their first piece of property. You can get caught up in getting too much education and never get started. The key is to strike a balance between the two. You need enough education so that you can confidently get started and take the right action. And, as you take action, you'll discover that you are completely capable of making money in real estate.

Real Estate Secret #5:

Be prepared to work!

Yes, it's exciting to see "Success Stories" of real people all around the country getting rich with real estate. They trot these success stories out on TV and at real estate "seminars" that travel from city to city. However, these people (and the experts themselves) had to put in a lot of time and energy to get the checks they're flashing.

When I received Carlton Sheets' "No Money Down" Real Estate Course (which I bought from his infomercial), I immediately popped in the video that shows Carlton going through the newspaper, looking for deals, and making calls to prospective home sellers. From the infomercial I suspected that he'd make one or two calls, find a deal, make a deal, and, within the short video, have generated another \$25,000 to \$50,000. After all, that's the basic idea I got from the infomercial. "Get your local paper, make a few calls, find a deal, and cash in fast!"

Well, by the time I finally got tired and turned off the video Carlton still hadn't found anyone in his local paper with whom to do a deal. People weren't home. Their homes didn't meet his criteria. And he just kept dialing and dialing and dialing. "Wow," I thought. "Real estate investing is just like anything else. It's WORK!"

And that's what I hope you take from this. Real estate investing is WORK. You will spend a lot of time calling people and, at times, not finding one property on which to do a deal. You will spend time in your car looking at homes. You may put thousands of extra miles on your car as you wheel around town. And you may have to analyze dozens, even hundreds, of homes before you find ONE property on which to make a deal.

Don't get me wrong. I'm very, very gung-ho about the financial potential of real estate. I know that it's an incredibly lucrative method of building wealth. However, it's often pitched as a seemingly "overnight" way to make a ton of money. It's important that you understand that once you get started, you will spend a good amount of time hunting down deals and doing a lot of legwork before finding something that will make you money. (Of course, you could make a deal with the first person you contact, but I wouldn't bank on it.)

Just go into your real estate business with both eyes open. Understand that, just like ANYTHING that has the potential to make you wealthy, you will end up putting in time and energy to make it successful.

Real Estate Secret #6:

All real estate experts were beginners at one time!

No one was born a real estate expert. Ron LeGrand was a 35-year old, dead-broke auto mechanic when he went to a real estate seminar and stumbled onto the "breakthrough" that would change his life. Today, he's a multi-millionaire real estate investor who teaches his real estate investing methods to people from all over the world. Today's real estate experts, Carlton Sheets... Robert Allen... Russ Whitney... Louis Brown... Wright Thurston... even Donald Trump... all started with NO BACKGROUND or EXPERIENCE buying or selling real estate. They ALL had to learn it from scratch. They ALL made mistakes. They ALL had challenges and frustrations. But they ALL stuck with it and made money in real estate. Some millions. Some, like Mr. Trump, made billions. Knowing this, you should feel comfortable and confident to dip your own toe into the real estate investing "pool", get some education, start at whatever level you feel personally comfortable starting at, and move in a positive direction. Soon, you can be making good money in real estate.

Real Estate Secret #7:

Beware the "Sample and Sell" Trick.

One last "secret" before I move on. Even though I've mentioned quite a few names of real estate "gurus", I want you to understand that that's not an endorsement of any individual expert. I've only given their names because you might have seen them or purchased something from them.

Some of the shadier real estate experts use a trick I like to call "Sample and Sell". Here's how it works: The real estate expert gives you just enough information to get you excited about investing in real estate. To really make money, he says, you need to buy my course. Fair enough, right? Unfortunately, the \$500 course you bought only gives you 75% of the information you need to successfully invest in real estate. The expert returns with a new offer, promising you even MORE INFORMATION (the secrets left out previously) at a \$2,500 seminar. You're a serious real estate soon-to-be investor, so you spend \$2,500, attend the seminar, but only come away with 85% of the information you need. Once again, the expert returns and says that what you really need is to come to the NEXT SEMINAR or maybe buy LIVE COACHING for \$5,000. And the cycle never stops. You're fed portions of the overall real estate investing strategies but never the entire deal.

Why keep some of this information from you? The real estate expert believes that if they give you everything you need to know to be successful, they can't get another dime out of you

for books, courses, seminars, or coaching. So they're constantly holding a little back to give you next time in the next product.

That is NOT what all real estate experts do. Many real estate experts work hard to give you everything you need to know to be successful. They simply work at presenting their information in different ways, since some people prefer courses and manuals, while other people need seminars and coaching.

However, be aware that some real estate experts will hold back just enough to keep you coming back for more. If you find that the expert you're dealing with is doing this to you, get off of that treadmill and find a better expert. It's very, very important that you do research on whatever expert with whom you decide to work. There are some great real estate experts who give you more for your money. There are also experts who are only interested in how much money they can suck out of you. A good source for information is the Internet. Check a lot of different sources to get reviews of various real estate experts.

IMPORTANT NOTE: You may see real estate "workshops" advertised in your area – "for free". In many instances, these workshops are designed to get the attendee excited about real estate – and sell a \$3,000 to \$5,000 "advanced" seminar or course. I attended a 3-hour real estate workshop last month as research for this book, and while the speaker was pleasant, his entire speech was light on information – and heavy on sales pitch. At the end of his talk, he promoted an advanced seminar for \$3,000. Later on, in doing some research on the Internet, I read negative feedback and comments concerning this well-known expert's system. However, 15 to 20 people at the workshop signed up. So be careful when attending these supposedly "free" events.

7 Myths About Real Estate Investing That Are Costing You Tens Of Thousands Of Dollars

Written by Alex Nghiem

Did you know real estate investing has created more millionaires than ALL other industries combined? The question, then, is why are more people not invested in real estate? Even with the increased awareness in real estate investing, more people are still familiar with other forms of investing such as stocks and mutual funds. In this article, I will discuss 7 myths about real estate investing that are costing you tens of thousands (maybe hundreds of thousands of dollars). These myths persist because most people invest in real estate using conventional financing, which often requires 5% or more as a down payment. Assuming that \$150,000 is average price of a house in your area (in most cities, it's significantly more than that), you would need \$7,500 as a down payment (and this doesn't even include other fees such as closing costs). The purpose of this article is to share techniques of creative real estate investing that debunk these common myths about real estate investing.

Myth #1:

To create wealth, you have to invest in stocks and mutual funds.

Fact: Real estate investing has created more millionaires than ALL other industries combined including Internet marketing, stock investing and mutual fund investing. In fact, according to the CEO of FNMA (Federal National Mortgage Association), in the hottest bull market in history, more people ended up creating wealth through home ownership than through stock ownership.

Myth #2:

Real estate investing requires a lot of money.

Fact: Once you learn how to buy undervalued properties, you can find all types of people who will lend you their cash. You can find these people at your local real estate investor association or by contacting us. Additionally, you can use an option (typically \$10 to \$100 for the option fee) to control the property and not even need to raise any capital.

Myth #3:

Real estate investing requires good credit.

Fact: This is related to Myth #1. Again, once you learn how to find undervalued properties, you can find all types of people who will lend you their credit, especially if the property has significant equity. Additionally, you can also use an option to control the property and this technique doesn't require that you have good credit.

Myth #4:

Real estate investing requires you to do major rehabs in dangerous neighborhoods.

Fact: While you can indeed make good money doing rehabbing, you can make even more money working with "pretty houses", houses in suburban areas that need little renovation. In actuality, you can make \$20,000 or more per \$100,000 of property (thus, in a high-priced market such as Florida, the average profit would be \$40,000 or more per property).

Myth #4:

Real estate investing requires dealing with tenants, repairs or house payments.

Fact: Again, while you can do that, you can also make money in real estate investing without ever having to deal with tenants, repairs or house payments through the use of options. One of our clients recently made \$9,800 in 4 days on his last option deal.

Myth #5:

You can only make money in hot markets.

Fact: You may believe that you can only make money by investing in hot markets such as Las Vegas and Florida. The reality is that once you learn how to buy undervalued properties, you can make money regardless of what the local or national market is doing.

Myth #6:

You have to take huge risks when investing in real estate.

Fact: You actually have more control when buying real estate than when you buy stocks and bonds. You can determine the value of the house by using the multiple listing service (MLS) and commercial databases and as long as you can buy the properties under value, you have a significant safety margin.

These myths about real estate investing are probably preventing you from real estate investing and therefore costing you tens of thousands of dollars. By using options and other forms of creative real estate investing, you can overcome these myths and make money in real estate investing without dealing with tenants, repairs and holding costs or needing a lot of cash or good credit.

About the author:

To get a free real estate course on how you can make \$10,000 in 90 days...
without dealing with tenants, repairs and holding costs, visit
<http://www.wealthautopilot.com/course>

Internet Marketing

The Internet has been a blessing for many people who had the dream of starting their own home-based businesses but had been held back by high costs, poor location, or limited opportunities. Today, the Internet has given people the opportunity to set up home-based businesses from their “home office” (or even the kitchen table) and create a full-time income.

Yanik Silver, for example, started his Internet business from a small table in the corner of his living room and has now become an internationally respected Internet marketing expert who pulls in millions of dollars for his information and coaching. Others, who simply want to supplement their current income, are able to spend just 30 to 45 minutes a day on their home computer and create \$1,000 to \$2,500 a month or more in extra income. With the low-cost of entry, software that can create and run an entire website on autopilot, and a wide variety of order processing options, virtually anyone with an idea can start their own business on the Internet.

Internet Marketing Secret #1: **Sell What People Are Buying!**

This is an obvious secret, right? Unfortunately, many beginning Internet marketers have their own ideas of what they want to sell. So they spend their hard-earned money creating an Internet business with all of the bells-and-whistles and end up with nothing to show for it, other than a well-designed website.

To create a solid Internet business, you need to do a lot of research first and find out what the market you're going to target wants to buy or is already buying. To see an example of this, let's take a look at the huge diet and weight-loss industry. Someone interested in dieting and weight-loss is NOT going to stop at buying one book, course, tape, or coaching program. In fact, people who are serious about losing weight often end up buying all sorts of books on the subject, spend money with Jenny Craig and Weight Watchers, sign up for memberships at 24-Hour Fitness and Bally's, and buy diet patches and pills and all sorts of exciting new exercise gadgets. In any market, a buyer is a buyer is a buyer. If you were going to enter the weight loss industry, I'd recommend that you sell something that people are **ALREADY BUYING** rather than come up with something new and untested. People will always buy **THE NEXT BIG** diet plan, even though the weight loss industry is crammed with thousands of diet plans. So sticking to selling what people are currently buying gives you a better chance for success.

To find out what people are buying (or are interested in) in any particular niche market, you can use services like Wordtracker (wordtracker.com) that give you the ability to see exactly what search terms (keywords) people are using in the major search engines. Then, with this information, you can continue your research into niche markets, find out what people are buying, and create or find similar products to promote to that target market.

Remember: In any business, you want to **FIND YOUR MARKET FIRST** and get to know them incredibly well. It helps if **YOU** are a buyer in the market you'll be targeting. For example, if you run a carpet cleaning business, it makes more sense to sell information products to carpet cleaners than it does to people who own pet shops. You know the lingo, the frustrations, and the problems of carpet cleaners. You'll have a better idea of what type of information carpet cleaners want to buy. If you don't know your market, do some research and find out all you can about them. Read the magazines they read. Go to their trade shows and conventions. Talk to people in that market. Read the books they've read. Do whatever it takes to fully understand your market.

Once you know the market inside and out, you should know two important pieces of information. First, you should know what they're already buying. Second, you should know the main problems and frustrations that your market would be willing to pay to solve. With both of these pieces of information, you should know exactly what your market will buy. Now, all you have to do is either find or create the product and sell it to your market.

Internet Marketing Secret #2: **Start creating an email list from day one!**

From the moment you launch your new Internet business, your website should have a form (either in the website itself or one that pop-ups separately) that asks the visitor to give you their

name and email address. You can give them an incentive to sign up, like a free report or a multi-day course. Or you can simply ask them to sign up for your monthly newsletter. Whatever you do, you need to start capturing the names and email addresses of your visitors.

Here's why: only a small percentage of the visitors to your website will be converted into buyers. Without the names and email addresses of your visitors, you won't have any control over whether or not these people ever return to your website. And statistics show that it can take multiple visits to a website before a prospect buys something. With a list of your visitors, you can email them on a regular basis and get them to come back to your website and purchase your product.

Once you have the names and email addresses of visitors to your website, you can contact them on a regular basis about new products, special discounts and offers, or just give them valuable information that will motivate them to want to visit your website and look around. Keep in touch with your email list and you'll create a strong bond with them. People like doing business with other people. People they like. By connecting with the people on your email list, you increase your chances of getting them to convert into buyers. And the more often they buy, the more often they'll buy. (It may sound like a riddle, but it's true. If someone gets into the habit of buying from you, they're more likely to purchase more products from you in the future.)

Internet Marketing Secret #3:

Viral marketing!

Viral marketing is a tremendous tool on the Internet that can pull in money for you, 24-hours a day, 365 days a year, non-stop. Basically, "viral" marketing is any type of marketing that spreads from person to person automatically-- kind of like a flu virus spreads from person to person.

Another form of viral marketing is word-of-mouth advertising. If a movie gets good "buzz" (a lot of people talking positively about it), that movie will normally have long lines outside and make millions of dollars. A restaurant that gets good "buzz" will be booked solid with reservations for weeks.

Online, viral marketing is more powerful because anyone with an email account has the ability to tell people all over the world about a particular product, service, or company.

One of the most popular forms of viral marketing are viral e-books. A viral e-book is meant to be given away free, with full rights to anyone who downloads it to also give it away free. The purpose of giving away the free e-book is simple: Inside the e-book are links back to the company and their products. If the e-book provides great information, there's a very high likelihood that the e-book will be passed around thousands of times. And since everyone who downloads the e-book also has the right to give it away, one free e-book can very quickly get into the hands of huge numbers of people. Best of all, there's no shelf life for these viral e-books.

Once you've given the e-book away free, it's virtually impossible to stop it from spreading. Viral e-books soon become bonuses for other people's products and services. They're given away as bonuses for signing up for an online newsletter. They're uploaded to free e-book

sites. They're compiled with other e-books into larger packages and either given away or sold. They're duplicated again and again for a variety of purposes and end up living "forever".

The amazing thing about viral e-books is that they can produce a tremendous amount of traffic and sales with no additional effort on your part. Once you put the viral e-book together and start giving it away, it can soon spread on its own. It can soon become a 100%, fully automated money-making machine.

Some smart marketers have even used this viral marketing method without owning their own products. Instead, they'll sign up for free affiliate programs and put their affiliate links throughout the e-book. This method is ingenious, because not only is the marketing free (since other people are spreading it around the Internet for you), but the marketer gets affiliate checks from multiple companies and has no products, no inventory, no fulfillment, and no customer service.

ADVANCED INTERNET MARKETING SECRET:

If you create your own viral e-book to give away, make sure to include links that YOU CONTROL. For example, in the past marketers have included affiliate links inside their e-books. Unfortunately, some of these companies change their affiliate software, making your affiliate links dead; they stop offering an affiliate program, they stop offering that particular product, or they go out of business entirely. So your link continues to get "clicks" but it stops making you money. The secret is to include links that you control. For example, if you want to put your affiliate link for an autoresponder service in your viral e-book, it's smarter to create a page on your current website that then re-directs a person to your affiliate link for the autoresponder service. A sample link might look something like this: www.website.com/autoresponder. Then, if something happens with the affiliate program, you can sign up as an affiliate for a different autoresponder service and simply change where your prospects are re-directed to when they click on the link in your e-book. This way your links are always working for you, no matter what happens with various companies. (Some marketers realized this too late, and their viral e-books are being duplicated and given away every day with dead links that make them no money. Make sure not to make this same mistake!

Internet Marketing Secret #4:

Let other people do your selling for you.

One of the most powerful marketing tools on the Internet is an affiliate program. Basically, as an Internet business owner, an affiliate program gives other people the ability to promote your website and receive a commission for any sales generated by customers they referred to you. They advertise your website (through their specially-coded affiliate link) and when someone visits your website through their link and buys a product, they get paid a percentage of that sale.

The late Corey Rudl, founder of the Internet Marketing Center, created millions of dollars in sales with his affiliate program. At the time I'm writing this, his company has over 70,000 affiliates (myself included) promoting his products and services, generating \$1,876,053.00 just LAST YEAR ALONE! Corey's affiliate program is so popular because he creates and sells high-quality products and services for Internet business owners. For example, his course, *Insider*

Secrets to Marketing Your Business Online, is widely recognized as a blueprint for starting and running a successful Internet business.

To see what a successful affiliate program looks like you can sign up for The Internet Marketing Center's affiliate program absolutely free. Once you've signed up, which takes less than 2 minutes, you can log into their affiliate center, check out their system, and see how they work with affiliates so both make money.

The Internet Marketing Center is a great place to begin your affiliate marketing adventure. They advertise that earning affiliate commissions is 100 times easier than running your own business and they aren't kidding. Some of the advantages include:

- Immediate profit with zero risk. There's never any cost to you.
- No hassles of product development, ad writing, order processing, shipping, refunds, and customer service. They do all that. All you do is drive visitors to their site.
- You don't have to spend a dime to develop, produce, or warehouse products. The owner of the Internet Marketing Center invested years and hundreds of thousands of dollars producing cutting edge books, courses, newsletters, and software so that you don't have to.
- Earn money 24 hours every day, even while you're sleeping or enjoying yourself on vacation. The website sells for you, non-stop.
- Make profits from \$65 to \$200 per sale!
- Generate profits from other affiliates who you refer to the affiliate program.

Sign up FREE at www.imcprofits.com

Another Internet marketer, David LeDoux, has made over \$1 million dollars online with the help of over 4,200 affiliates. He's using The Internet Marketing Center's software, AssocTrac, to work with affiliates and track their sales and commissions. Instead of doing 100% of the selling himself, David is letting thousands of people all around the world spend their own time, money, and energy advertising his products and services.

The biggest benefit to having an affiliate program is that it's free advertising. It's like having a huge commission-only sales force. You can have hundreds of thousands of people selling your products (like Amazon.com has) and they ONLY get paid when they make a sale. With an affiliate program, links to your website can be on thousands of websites and mailed to millions of people on opt-in email lists, and it costs you nothing! Then when someone comes to your website and buys, you simply give the affiliate that referred the customer a portion of the sale, from 5% to 75%. Of course, the more money you give your affiliates per sale, the more affiliates you'll have promoting your products and services.

Currently, I have 2 affiliate programs. I have a website for my Millionaire-In-Training Coaching Program, which pays each affiliate \$25 per month for every sale they make. I also have an affiliate program for a downloadable e-book I sell called "The Ultimate Million Dollar Idea Generator". I sell that product for \$48 and my affiliates get to keep 50% of each sale.

Both programs are making my affiliates money. The affiliate program for my “Ultimate Million-Dollar Idea Generator” is popular and does very well, but it only pays a one-time commission. The affiliate program for my Millionaire-In-Training Coaching Program is much more popular with affiliates, because it pays out \$25 per member, every month, for as long as that member stays with the program. Here’s how the numbers work out:

Number of Members	Monthly Income	Annual Income
10	\$250	\$3,000
50	\$1,250.00	\$15,000
100	\$2,500.00	\$30,000.00
200	\$5,000.00	\$60,000.00
500	\$12,500.00	\$150,000.00

As you can imagine, people are very excited about becoming affiliates for the Millionaire-In-Training Coaching Program. However, while anyone can sign up as an affiliate for my Ultimate Million-Dollar Idea Generator, the Millionaire-In-Training Affiliate Program is a “closed” affiliate program. That means that it’s only open to people who are members of the Millionaire-In-Training Coaching Program. My honest opinion is that if you’re going to promote a monthly program like this, you really get to know what it’s all about and get all of the benefits of it. However, the great thing is that since the monthly investment is only \$97 a month, it only takes 4 referrals to cover the entire cost of the monthly service.

If you’d like to join and make money promoting the Millionaire-In-Training Coaching Program, go online right now to:

www.millionaireintraining.com

If you’d like to sign up as an affiliate of my Ultimate Million Dollar Idea Generator, you can sign up free, instantly, by going to:

www.inforiches.com/affiliate.htm

If you’re selling anything online, I highly recommend that you look into setting up your very own affiliate program. If you’re promoting products or services that can be downloaded, you can use a simple service like Clickbank (Clickbank.com). If you’re shipping physical products, you can use a company like PayDotCom (PayDotCom.com). Or, for more advanced websites, you can use affiliate marketing software. Search the Internet for available options.

Recommended Internet Marketing Resources

Insider Secrets to Marketing Your Business on the Internet

Corey Rudl, one of the first Internet marketing experts, started making money selling a booklet on the Internet called “*Car Secrets Revealed*”. Using techniques he figured out himself, he made a hefty income selling this book. He put everything he figured out about Internet marketing into a two-volume marketing set and it soon became **THE #1 Internet marketing course on the Internet.**

Continued on the Next Page

Since those early days, Corey has made over \$40 Million Dollars selling products and services online and his newly updated course is still considered the “Gold Standard” by which all other Internet marketing courses are measured. If you are serious about making money on the Internet, **I highly, HIGHLY recommend you purchase Corey’s course immediately.** *If you want proof that his methods work, please visit his website. You’ll see testimonials from some of the thousands of people he has helped create and build large Internet businesses.* I can’t recommend Corey’s course enough. You can check it out online at:

www.InternetProfitSecrets.com

33 Days to Online Profits

Remember Yanik Silver from the last chapter? **He’s come up with an amazing concept:** A 33-day system for going from \$0 to a money-making Internet business. Inside his new e-book, *33 Days to Online Profits*, Yanik walks you step-by-step through the entire process for finding a product, creating your website, and making money. If you’re looking for a system that’s easy-to-follow and perfect for the first-time Internet marketer, I highly recommend this e-book. As you’ll see from the rave reviews on his website, everyone loves Yanik’s system. You can see it now at:

www.30DaysToProfits.com

Advanced Video Version: 33-Days to Online Profits

Personally, I’m a visual learner. I always learn more if I can see something in action. Well, Yanik took the basic system behind his e-book, *33 Days to Online Profits*, and created **41 mini-videos totaling over 3 hours of tutorials** that show you exactly how to do what Yanik teaches. This is for the hard-core person who wants all of the tips with nothing left out. Yanik will walk you through the process “LIVE”, on an actual video you can watch on your computer. If you’d like to check out Yanik’s advanced system, go to:

www.30DaysToWealth.com

Desperate For Money???

I love the headline for this product: **“If You Can Click Your Mouse, Then I Guarantee You’ll Make At Least \$1,000 in As Little As 48 Hours Starting From Scratch”!** This e-book reveals how you can start from scratch... with literally nothing... and make up to \$1,000.00 or more in the next 48 hours. It’s a bold claim, I know but **15 of the world’s top Internet marketing experts** have come together to reveal exactly how they would accomplish this goal and how you can too. Yes, you really can start with nothing and generate money using these clever methods. Nothing illegal here, just resourceful methods for generating fast money without a list, a website, or much time. If you’re interested, you can check this out at:

www.SuperFastProfits.com

Internet Traffic Secrets

Once you set up your Internet business, your main focus will be on generating “traffic” (visitors to your website). And believe me, there are many, many ways to get people to visit your website. From search engines (including pay-per-click) and affiliate programs to viral and email marketing, **Internet expert John Reese covers it all in his breakthrough course, *Traffic Secrets***. First, let me tell you that before John’s course came out, there was a “buzz” that it was going to be **THE course for generating traffic**. **On the day John released it, he sold over \$1 million dollars worth in the first 24 hours**. Since then, the people who used it have proven that the ideas revealed really, really work. Visit John’s website – and you’ll see lots and lots of success stories from people who used his course to generate more traffic and make more money. **Chris Pizzo jumped to making over \$40,000.00 a month**. *David LeDoux added an extra \$300 a day to his income (an extra \$100,000 a year)*. **Terry Lynch went from 0 to \$14,000+ in sales**. *Chet Womach generated an extra 200,000 visitors and added \$1,500 to his monthly income*. **Rick Butts saw an increase of \$107,000 in sales**. And the success stories go on and on and on. Highly Recommended! Yes, it really works! To see John’s system – and all of the Success Stories, go to:

www.OnlineMarketingRevealed.com

Site Build It!

When an Internet beginner contacts me about who to go to for hosting, marketing, software, and all of the other stuff you need to run an Internet business, I normally recommend **Site Build It**. This company offers Internet marketers an all-in-one site building, hosting, and marketing system. I really like this company, because it seems to have been built for the beginner-- the “Internet newbie”-- to help him or her get a fast, easy start with a system that really works. While I haven’t used this company myself (I had already built many websites before finding them), I’ve only heard good things about them and, from what I’ve been told, their customer service is just amazing. But don’t take my word for it. Check them out for yourself, they’re at:

www.iSellWebsites.com

Super Affiliate Secrets

As explained in the previous section, affiliate programs give you the ability to promote a company’s website, products, and services and receive a commission from any sales made through your efforts. For the beginning Internet marketer, this can be one of the easiest ways to start creating real profits on the net. Because you’re promoting another company’s website, you have none of the normal hassles and headaches of a regular online business. You have no products to stock or ship, no employees, no office space, no customer service issues, no technical issues, no worry about servers or bandwidth, and you never have to process or fulfill a single order. You simply refer other people to the company’s website and when one of the people you

refer buys, you get paid. However, affiliate programs are NOT just for beginners. In fact, some of the world's top Internet marketing experts use affiliate programs as extra income streams. And many joint ventures are run through affiliate software.

Over the years I've been on the Internet, I've promoted various products and services through affiliate programs. Currently, I probably get from 5 to 10 checks each month from a variety of affiliate programs, including a website hosting company, an autoresponder service, an online bookstore, a membership site, and a baked goods company. Most of my marketing efforts are on autopilot, so I rarely spend much time promoting these affiliate programs but the checks continue to roll in each month like clockwork.

As an affiliate, you can promote virtually any type of product or service, from both small websites, as well as major corporate websites, including:

Target	Home Depot	Yahoo.com
Tommy Hilfiger	eBay.com	Quicken Loans
Marriott Hotels	Barnes & Noble	Home Shopping Network
IBM	Best Buy	Staples
Mrs Fields	ShopNBC	Avon
Apple Computers	1-800-Flowers	American Express
Land's End	Macy's	Cingular Wireless
NetFlix	Office Depot	Delta Airlines
Omaha Steaks	Disney	PetSmart
Enterprise Rent-a-Car	Foot Locker	Sharper Image
The Franklin Mint	Sony Music	Time/Life
Tupperware	Hallmark	H&R Block
Zales	Western Union	...and thousands more!

While many people are making a nice part-time income with affiliate programs, other people have taken the concept to the next level. Rosalind Gardner is a perfect example. Rosalind used to be an air traffic controller, but she hated her high-stress job. When the Internet started to blossom and grow, she decided to go online and trade seeds with other gardeners from around the world. During her time online, she decided to try online dating and soon discovered that the matchmaking sites had affiliate programs. The rest is history. Rosalind started to promote the affiliate program for the matchmaking website and the money started to pour in. During one year, she made \$436,797.00 just by promoting other companies' affiliate programs. She quickly quit her 20-year job as an air traffic controller and is now making money full-time with affiliate programs and her own products. In fact, you can check out Rosalind's affiliate success story by going to:

www.superaffiliateprofits.com

People, like Rosalind, who create a full-time income with affiliate programs are known as "Super Affiliates". Many super affiliates make up to \$100,000 to \$1 million dollars or more every year with affiliate programs. For example, here's a direct quote from eBay.com's website, talking about their top affiliates:

“Several eBay affiliates earn over \$100,000 every month – well over \$1,000,000 each year! Our top 100 affiliates average nearly \$25,000 each month.”

Affiliate Marketing Secret #1:

Build a Website to Build a List.

One of the key secrets affiliate marketers all understand is the importance of a list of prospects and customers. (In fact, just for your information, most marketers would agree that their mailing list is the #1 asset their business has. You can always replace computers and furniture cheaply. You can create new products quickly and without much effort. But creating a mailing list of high-quality buyers can be very time-consuming and expensive. Plus, it's the only asset in your business that can produce money for you on a regular basis.)

While many companies with affiliate programs suggest that you don't need a website to promote their products or services, it's highly recommended that you create a website to feature the affiliate products on, so that you can create a mailing list. The reason to create a mailing list is simple. First, many of the visitors to your website won't buy the 1st time. So you'll need to contact them multiple times (at least once a month). Second, you want to build a bond with your customers. If you're able to write a monthly newsletter, display your personality through it, and send it to your list, you'll find two things happen. #1: Some people will NOT like you and they'll drop off of your list. Don't worry. That's a GREAT thing. You can't please everyone (that's a good LIFE LESSON), so you shouldn't waste your valuable time and energy trying. Not everyone is meant to like everyone else. So let those people who don't connect with you drop off your list. However... #2: Other people will LOVE you and buy affiliate products based on your recommendation alone. Anytime you find a new product or service that you know will be beneficial to the people on your mailing list, you can easily send them all a message and create extra affiliate sales.

One of the easiest ways to capture, manage, and email your growing mailing lists is with an autoresponder. Aweber offers one of the top autoresponders on the Internet, used by a wide variety of Internet marketing experts as well as myself. It's incredibly low-cost for the service you get but a valuable tool for any Internet website you're thinking about designing. If you ever need an autoresponder service, I highly recommend Aweber. You can visit them online and check them out at:

www.awebecash.com

NOTE: If you'd like to promote Aweber's autoresponder service, you can also sign up for their 100% FREE Affiliate Program. It's on their website at www.awebecash.com. Because they charge a monthly fee for their autoresponder service, you get paid monthly for every new account that you refer to them. It's a great service – and a great way to make a passive monthly income.

Affiliate Marketing Secret #2:

Ask for higher percentage commissions.

As you start making more money with affiliate programs, you'll have more leverage to negotiate your commissions. For example, Company A might give every affiliate a 35% commission on all

referred sales. However, if you generate a large number of sales for Company A, you can contact their affiliate support person and ask for an increased commission rate, possibly 50%. If you really are producing consistent sales, it's likely you'll get an increased commission.

Many affiliates could easily make an extra 10% to 20% in commissions, but they miss out on this extra money because they're simply afraid to ask or don't even realize that they CAN ask. The worst thing that can happen if you ask is that you'll be turned down. However, you may also get exactly what you want, the increased commission, and that has the potential to increase your monthly commissions and put more cash into your bank account. So once you get established and start generating significant sales, start asking for increased commissions.

Affiliate Marketing Secret #3: **Do Tele-Seminars.**

Recently, I interviewed affiliate expert Russell Brunson for my Affiliate Wealth System course. Russell is a master when it comes to making money with affiliate programs and he revealed a technique during our conversation that was amazing.

Here's how it works: Russell finds an affiliate program for a hot product in which his list of prospects and clients would be interested. He contacts the creator of the product and invites him or her to do a LIVE telephone seminar (also known as a tele-seminar) at a certain time during the week. Once this is set up, Russell produces a one-page website (or a page on one of his already existing websites) and sends an email out to his entire email list, inviting them to the live tele-seminar-- FREE! All they have to do is go to the Registration Page, sign up, and they'll get full details about the tele-seminar emailed back to them. (Russell uses an autoresponder service to take their info and automatically email them back the tele-seminar call-in date, time, and phone number.)

Russell already has a low-cost tele-seminar company that he works with that can handle 100's of callers, all calling in at the same time, to listen to Russell and his special guest. At the scheduled time, Russell starts the tele-conference (often with 100's of people listening in from all over the world) and interviews the expert for an hour.

At the end of the hour, Russell asks the expert about the product they have for sale. The expert explains it completely and Russell tells his callers that if they want to buy it, they need to go to a special website address (which is his affiliate link). He gives them the website address a few times during the last few minutes of the tele-seminar and then finishes up.

Russell told me that he averages about \$5,000 to \$8,000 in affiliate sales per 60-minute tele-seminar! And because he records these tele-seminars, he can re-run them at anytime; each time he runs them, he makes another \$4,000 to \$5,000 (and this time, he's not even there!).

Russell has used this trick multiple times and every time he does it, it creates another tidal wave of income for him. Instead of simply adding a link to his website or emailing it to his entire list, he creates an "event" and then "sells" his listeners during the call, closing the sale at the end. Because this method works so well, Russell has been able to create huge affiliate commission checks every month. It's truly an incredible money-making secret!

Affiliate Marketing Secret #4:

Viral Marketing.

While I mentioned viral marketing before in the section on Internet marketing, it's such an important marketing concept, I wanted to re-visit it in this section as well. As you know from my previous writing on this marketing method, viral marketing is any type of marketing that spreads from person to person like a virus.

For example, Blue Mountain Cards is a website that gives visitors the ability to send free e-cards to friends and family. It started off small at first, with just a few people sending e-cards to one another. However, each person who received an e-card saw a link to Blue Mountain's website, so if they chose to, they could send a card to someone else. Soon, Blue Mountain was growing by leaps and bounds. As more people received cards, more people started sending cards. More servers were added, traffic reached an all-time high (almost 9 million users A MONTH!), and it soon became the 18th most visited website on the Internet! Then, it was bought-- lock, stock, and barrel-- for \$780 MILLION DOLLARS! That's the power of viral marketing.

Here's another example of viral marketing. And this will give you an idea of how you can use it to make a lot of money with affiliate programs. A friend of mine created an Internet marketing e-book entitled The Traffic Toolchest. It shows Internet marketers dozens of free and low-cost ways to drive traffic to their web businesses. Inside the e-book, alongside the valuable traffic techniques, are his affiliate links for products and services he recommends. Currently, he's giving his entire e-book free of charge AND letting anyone and everyone also give it away free. Why? Because whenever people read his e-book, they normally end up buying one of the products or services he recommends inside. So naturally he wants his e-book to be downloaded and given away thousands of times. As more people download it and give it away free, it gets into the hands of more people who also have the ability to give it to others. And, like a virus, his e-book can spread to tens of thousands, even hundreds of thousands of people all around the world. (If you'd like to download his free e-book to see how he's doing this, you can go to **www.thetraffictoolchest.com**)

This method of marketing can be as simple or complex as you want it to be. For example, you can write a short "report" (2 to 5 pages) on a specific topic and include a few affiliate links throughout it. Then, you can give it away free, either on your own website or through some of the many, many free e-book websites and directories on the Internet. (Use Google.com to find these directories and sites). I suggest publishing your report as a PDF file, because people on both Apple computers and PC's can download it and everyone can get the free Adobe Acrobat Reader to view your PDF report. (For information on publishing using PDF, go to: **www.adobe.com** and look for information on Adobe Acrobat.

You can also create (or hire someone to create for you) an e-book (50 to 200 pages) that features many, many of your affiliate links throughout it. One word of caution: Do NOT junk up your report or e-book with affiliate links. The BEST affiliate links are featured as a recommended source, within the context of your information. Large half-page or full-page ads or banners inside a report or e-book are seen very quickly as "ads" and not as helpful recommendations.

Affiliate Marketing Secret #5:

HIDE URL's behind new domains.

Here's a simple trick that will help you save your affiliate commissions. When you become an affiliate for a company, you're often given a very long, coded affiliate link for you to promote. For example, if you're promoting something like my Millionaire-In-Training Coaching Program, your affiliate link will look like this: **<http://www.millionaireintraining.com/?id=toolchest>**

That's not too bad. I've actually seen affiliate links that look like this:

http://www.metareward.com/mr/Page?p=ez45&ci=30045&pubci=41666&offerId=1914&sn=rv&showmrpx=F&nord=T&c=RV_1500STOREGC&wsh0=1155&px1=webspon1500Kmart&ptr_id=33111&sid2=33111&sion=on

Let's take this link as an example:

<http://www.millionaireintraining.com/?id=toolchest>.

It's very easy for someone to shorten the link down to just [millionaireintraining.com](http://www.millionaireintraining.com), go to the website and, if they buy, the affiliate (id=toolchest) is out of their commission.

Here's how you can fix that problem: Instead of promoting your affiliate link, you can go to any domain name registration company (I recommend www.thedomaincenter.com) and register a new domain name for under \$10 bucks. Then, you can have your new domain forward visitors to your affiliate link. For example, instead of promoting...

<http://www.millionaireintraining.com/?id=toolchest>

...you could register a domain like...

www.soontoberich.com

Then, you simply advertise the shorter domain and when people visit it, they're automatically re-directed to your affiliate link. Most domain registration companies even let you set up the forwarding service so that your visitors won't know they've been forwarded to an affiliate link.

This is a great technique if you plan to promote your affiliate links in any offline media, like TV, radio, newspapers, or magazines. It's also an effective marketing method for email, business cards, and promoting your affiliate links through word-of-mouth advertising.

Affiliate Business Blueprint

Recently, Rosalind Gardner (www.superaffiliateprofits.com) sat down with Internet marketing master, **Jim Edwards**, to create a blueprint... a virtual “roadmap”... to create a non-stop stream of cash, using only affiliate programs. Their blueprint package is great, because **Part #1 is a 2 ½ hour tele-seminar recording and transcript** – where they reveal everything about making real wealth with affiliate programs. This isn’t theory. These are “real life” case studies from their own experiences. **Part #2 is over 2 hours of advanced Questions and Answer sessions** – revealing even more in-depth, advanced information. If you’re serious about making a real income with affiliate programs, you will want to check out Rosalind and Jim’s Affiliate Blueprint at:

www.AffiliateWealthBlueprint.com

The Affiliate Classroom

One of the reasons I love the Internet is that I’ve seen everyone from young kids to grandparents making money from the comfort of their home. With the advent of the Internet, virtually anyone is able to make money in his or her spare-time. One young man, **Anik Singal**, started working with affiliate programs during college. This year, he tells me, he’s going to make a six-figure income with affiliate programs. To help others follow his lead, he’s created a great website called **The Affiliate Classroom**. I’ve emailed Anik and believe him to be a very sincere, intelligent, and master affiliate marketer. I highly recommend that if you want a little more personalized help, you check out the Affiliate Classroom at:

www.SuperAffiliateCoaching.com

FREE Affiliate Masters Course (\$100 Value)

Called “The World’s Best Affiliate Resource”, this 10-Day Course will show you, step-by-step, exactly how to create a full-time income with affiliate programs. Hailed by affiliate marketing experts, this system will lead you through a proven system for making automatic profits with virtually any affiliate program. To download your free copy of this exciting newly updated Affiliate Masters Course, go to:

www.AffiliateLoot.com

My Top 6 Recommended Affiliate Programs

There are thousands upon thousands of affiliate programs on the Internet, from both major multi-million dollar corporations – as well as the smallest of home-based businesses. The following 6 affiliate programs are ones that I’ve checked out, personally tested, and highly recommend. Check them out for yourself – and discover how you can create extra income from home.

www.imcprofits.com

The Internet Marketing Center is a great place to begin your affiliate marketing adventure. They advertise that earning affiliate commissions is 100 times easier than running your own business and they aren't kidding. Some of the advantages include:

- Immediate profit with zero risk. There's never any cost to you.
- No hassles of product development, ad writing, order processing, shipping, refunds, and customer service. They do all that. All you do is drive visitors to their site.
- You don't have to spend a dime to develop, produce, or warehouse products. The owner of the Internet Marketing Center invested years and hundreds of thousands of dollars producing cutting edge books, courses, newsletters, and software so that you don't have to.
- Earn money 24 hours every day, even while you're sleeping or enjoying yourself on vacation. The website sells for you, non-stop.
- Make profits from \$65 to \$200 per sale!
- Generate profits from other affiliates who you refer to the affiliate program.

Sign up FREE at www.imcprofits.com

www.implixcash.com

The Implix Affiliate Program is a very good one. When you join their affiliate program, you send your customers to their website using a unique link designed for you, and you get a commission when they buy something from Implix. It's as simple as that!

It's a win-win for everyone involved: You turn your referred customers into cash, and Implix gets a new and loyal customer. Implix works because their products have high market demand and they offer high commissions to you.

Implix offers six products that are in high demand and presents them in such a way that your customers often buy more than one product! It's hard to beat the winning combination of high demand and multiple sales.

Products include a professional autoresponder service, expired domain member site & search engine, website design & hosting service, e-book cover design, tracking service, and much more. Highly Recommended. **Sign up at**

www.implixcash.com

www.AweberCash.com

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Surefire Marketing, Inc., is another big winner in the affiliate program game. You can join for free and earn up to 45% on every customer you refer to over one dozen hot-selling products. This company is Yanik Silver's company, one of the Internet's most highly-respected marketing gurus. If you're looking for a well-run affiliate program, I recommend this site.

Continued on the Next Page

- They do the selling for you. Their follow-up systems will help create lifetime commissions for you.
- You earn ongoing commissions on every product sold for up to 10 years.
- Get paid even if the customer comes back and buys 10 years from now.
- Additional income potential with their 2-tier program. Their 2-tier referral system lets you earn income from your own sales, as well as on the sales of Affiliates you refer to the program
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www.BizOpConnection.com

SearchFeast puts a new twist on affiliate marketing: It lets you make money from people who leave your site. On the average, 98% of people will leave an ecommerce site without buying anything. SearchFeast has created a way to make money from all of those visitors who leave without buying. It's a search engine that spiders the entire ClickBank MarketPlace and makes those thousands of InfoProducts and software programs available to your searchers. You simply add one line of code to your web page and the SearchFeast site will pop under your site. As a pop-under, SearchFeast will not get in the way of the person shopping at your site. (You could also use SearchFeast as an exit pop.) After the person leaves your site, they see the SearchFeast site. If they didn't find what they wanted at your site, they'll be tempted to use the search engine to find what they DO want.

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Reprint Rights

Since the information-marketing field is so profitable, many people are looking for shortcuts to get started. That's where reprint rights come in. Reprint rights are simply the rights to reprint a product, often along with the sales letter to sell it. Because of the profit potential of information products, you may end up paying \$1,000 to \$10,000 for the reprint rights to one or multiple products you can sell. Some of these include, but are not limited to, audio CD's, software, books, courses, manuals, DVD's, e-books, and CD-ROMs. Another type of rights is "resell rights". With resell rights, you simply have the right to resell a product and keep a large portion of each sale. However, orders may have to be fulfilled through the company that sold you the resell rights.

"Master Reprint Rights" are rare and, when offered, can be very expensive. Basically, Master Reprint Rights give you the ability to not only reprint and sell a product, but to also SELL the rights to that product to others. For example, with Reprint Rights for a book, you can print and sell as many copies of that book as you wish. However, you cannot give or sell the rights to reprint the book to anyone else. With Master Reprint Rights, you have both the rights to reprint the book, as well as sell the reprint rights to others, giving them the rights to reprint and sell the book as they please. (In this example, your customers become reprint right owners only, so they can reprint the book, but not sell the reprint rights to anyone else.) Master reprint rights are extremely valuable, because while reprint rights for a particular product can easily sell for \$1,000 to \$2,500, master reprint rights can sell for \$5,000 to \$10,000 or more. I know of one marketer who spent \$20,000 for the Master Rights to one product. It worked out because he sold the reprint rights to 1,000 other people for \$1,000 each, generating \$1 million in sales.

Michael Kimble of Group M Marketing in Austin, Texas, quit his job as a very successful salesman to make money with reprint rights. Today, his company is easily one of the top providers of reprint and resell rights. Many of his reprint rights packages come complete with multiple products, ready-to-go sales materials, and in some instances, even fully automated marketing websites. Michael is so well respected that when I visited his offices a few years ago, he told me that he would be handling the reprint rights of marketing expert, Dan Kennedy.

Reprint Right Secret #1:

Know The History of The Reprint Rights You're Buying.

One of the challenges with purchasing reprint rights is that often the products are worn-out and oversold. In some instances, selling the reprint rights for a product is a marketer's last-ditch attempt to squeeze a few more bucks out of a product before it dies completely. Often, sales letters promoting reprint rights for worn-out products talk about the millions made with a particular product. There are testimonials from happy users and proof that the product was sold to thousands. While that information creates proof in the potential reprint rights buyer's mind that this is a good investment, it should also be seen as a potential warning sign. After all, it's completely possible that the sales of this product have slowed down so much that the promoter decided to stop selling it and believes he can create one last windfall of cash by selling the rights for it to others. Unfortunately, if that's the case, the buyers of the reprint rights might find it difficult or impossible to sell this product. Before you invest in any high-priced reprint right offer, you should have a very clear plan for promoting it, including who your target market is

and how you'll promote this product to them. If you do that, you should be able to recoup your costs and make a profit, even if a product has been sold very successfully before the rights were made available.

Reprint Right Secret #2:

When you buy reprint rights to a product you're not alone.

Sometimes 50, 100, maybe even 1,000 people or more have purchased the reprint rights at the same time. Each reprint right owner has the same marketing materials, same ads, and same product. And, if you're in a small niche with only a handful of magazines to advertise in, you may find yourself running ads next to your competition and making the exact same offer.

Here's how you can beat your competition: make changes to the product and the offer that will set yourself apart from your competitors. For example, let's say that you're selling an 8 audio CD program. You can have all 8 CD's transcribed and create a manual. Now, you have a bonus item (possibly for a deluxe package) that your competition does not. You can also write or hire a freelance writer to create additional bonus reports on a topic similar to the one featured on the audio CD's. You can re-name the product and give it a more attention-grabbing title. You can break the product into pieces and offer a basic and deluxe package. You can offer payment plans. Offer unrelated bonuses, like a mouse pad, coffee mug, or calculator. You can offer a stronger guarantee, such as personal coaching, a free newsletter or whatever it takes to separate yourself from everyone else selling the exact same product.

You see, 99.9% of the people who buy reprint rights, if they do anything at all, will just follow the system laid out by the company that sold them the rights. If there aren't that many rights owners, that can work. But selling reprint rights can be so incredibly lucrative, many companies put no limit to the number of reprint rights they'll sell for any individual product. (One reason for this is that a majority of people who buy reprint rights for any one product do absolutely nothing with it, so there's normally little worry about rights owners stumbling over each other in the marketplace.) To separate yourself from the pack, you need to do things completely different than the other reprint rights owners. You may still continue to advertise in the same magazines (in small niche markets, you may have no choice), but you may create your own brand-new, eye-catching ads. You may re-word the sales letter so it's more hard-hitting. And you may make all of the previous changes I mentioned to pull prospects and profits from your competition.

Reprint Right Secret #3:

Here's where the real money is in reprint rights?

Selling them! Yes, if you have the reprint rights to a great product, you can make good money selling the product to others. However, because "Reprint Rights" are mostly "air", these offers come with huge profit margins. For example, if I sell you a 200-page course with 6 audio CD's, I may charge you \$497. However, if I sell you the reprint rights to this product, I'll probably charge you \$3,500 or more. The costs of printing and shipping the course itself might be about \$50 bucks. The cost of printing and shipping the course WITH Reprint Rights is also probably close to \$55 to \$60 bucks. In fact, the only extra thing someone might add to a particular course when you buy reprint rights is a "Quick Start Manual" with copies of the ads and letters, plus instructions on how to set up a merchant account, how to take orders by phone, and sources for

printing and audio duplication. At the most, that adds another \$5 to \$10 on top of the cost of shipping the course itself. So the reprint rights cost you \$3,500 but it costs the promoter of the reprint rights only \$60 bucks to print and ship you the entire “Reprint Rights Package”. (Oh yeah, and it costs another 25 cents or so to print up a “Reprint Rights Certificate” with your name on it.)

Do you see why people want to sell reprint rights? If I’m just selling the course itself, I’m making \$447 profit per sale. However, when I start selling the reprint rights to this course, I’m pocketing a whopping \$3,440 PROFIT PER SALE! All of that extra money comes from the “rights” that I’m granting you. It’s what marketers call “air”. It’s not physically tangible, but it has a high-perceived value. While there IS money (a lot of it) in selling information products, you can make 5 to 10 times that much when you have the ability to sell reprint rights to info-products to others.

Vending

Vending machines are everywhere. From the Coke or Pepsi vending machines in most office buildings, airports, and malls to the smaller candy and toy vending machines in your local grocery store, it’s a virtual guarantee that you or someone in your family has plunked money into a vending machine. Since running a vending machine business appears to be a relatively hands-free operation, there is a lot of interest in it from people looking for an easy money-making opportunity they can run out of their home. Because of that demand, a lot of “fly-by-night” scam artists have entered the vending business and given it a black eye. While there is money to be made in vending, it’s important to do your research and talk to people in the industry (people actually running their own vending businesses) BEFORE you invest one dime in your own machines.

Vending Secret #1:

Some companies selling the vending machines make more money than the people buying and servicing them.

Do you ever wonder why there are so many companies offering you the opportunity to get involved in the “lucrative” vending machine industry? Go to business opportunity or franchise shows in your area and you’ll see a variety of companies with vending machine equipment to sell you.

Unfortunately, the truth is that the person who makes the most money from vending machines is often the person selling YOU the vending machine. You see, the vending business is an easy business to hype up. After all, vending machines can be placed one time and they can deliver their product and take money non-stop, 24 hours a day. So you can feasibly run a vending business in your spare time, spending just a few hours a week placing and refilling your vending machines. Plus, profits on the items in your vending machine can be relatively high, especially if you buy in bulk or from a reputable wholesaler.

Because of the seeming “ease” of the vending business, it’s easy for companies selling vending machines to hook people. They show mountains of quarters and cash. They talk about

how you can increase your income simply by increasing the number of machines you have. They talk about how you can run this entire business in just your spare time and rarely have to talk to anyone. They even tell you it's an "all cash" business with a knowing "wink-wink" that suggests that you don't have to pay taxes on your vending income if you don't report it.

What ultimately happens is that they sell you a very low-quality vending machine for a very high price. In many instances, people spend hundreds, even thousands of dollars, for vending machines that quickly break, jam, or can be jimmied open by even the most novice of criminals. They may also explain that you need to purchase all of your supplies for the vending machines (candy, toys, etc.) directly from them. Again, they generate even more cash from you. And now it's in your hands to make the contacts, try to place these machines, and then hope that you've picked a popular location. If your vending machines aren't producing cash, it's time to pick them up and move them again. And often you'll find that the very best spots are already taken.

I'm not suggesting that you absolutely cannot make money with vending. However, what I am suggesting is that there are many, many companies in this industry giving it a black eye. And that suggests that you need to do a lot of research and due diligence before sinking even one penny into vending machines.

Vending Secret #2:

There are three things you must do before getting into the vending business: 1. Research, 2. Research, 3. Research.

Talk to other people in the vending business first. Do research on the vending companies offering you equipment and supplies. The Internet has a wealth of information about vending and specific companies selling vending equipment. You'll soon have all of the information you need to make an informed decision on whether or not a vending business is right for you.

Vending Secret #3:

The secret to making money in vending is having the right product in the right location.

For example, waiting rooms and office buildings are great for many types of vending machines. You have a large captive audience every day. However, you may quickly discover that the best spots are already taken. Often, smart vending companies quickly make deals with hospitals, car dealerships, and local businesses to supply them with vending machines. These vending businesses are more likely to get these types of profitable locations, because they have an established track record and can show the location owner dollar amounts and potential profits that they'll receive. Often, it's hard for the person new to vending to capture key locations. However, it's not impossible. But you do need to do some research in your local area and spend time choosing the right locations for your vending machines.

Vending Secret #4:

Do NOT expect to become a "Vending Millionaire".

Yes, some vending companies promise you riches. They talk about vending machines being packed with money and about people making six figures a year with only a handful of machines.

They tell you stories of the “vending lifestyle” and how you could quit your job and have your time off to do whatever you please, still spending just a few hours a week checking and filling your vending machines. While an established vending business CAN make good money, do not expect to become the next vending multi-millionaire. Very few people, if any, get wealthy with a handful of machines. To truly make a good living with a vending machine, you need the right vending machines in the right locations. And even then, it’s still a business that needs to be managed and run correctly for it to produce profits. Don’t be fooled into believing that the vending machine business is your key to overnight wealth.

Vending Secret #5:

Do NOT get in over your head.

Refuse to be pressured into buying a ton of machines when you’re starting out. Start small, with one machine, then grow as your profits allow. I’ve heard too many horror stories of people being talked into buying tens of thousands of dollars worth of machines to get a “special discount”. Then they’re stuck with a lot of machines to place, a monthly financing bill to the company that sold them the machines (since this large of a purchase is usually financed), and no positive cash flow. If they’re lucky, the machines are good quality and they just have to kick it into high gear and start placing the machines as soon as possible. If they’re not so lucky, they may be stuck with thousands of dollars worth of low-quality vending machines that will break quickly. The main problem with investing a lot of money when you’re starting out is that you’re starting deep in a financial hole that you’re going to have to begin filling up quickly with quarters and dollars from your vending machines. Often, it may take a few weeks to place all of the machines and even then, cash flow might be slow. At the same time, you’ll be receiving regular monthly bills from the vending company (or their financing company).

If you’re serious about the vending business, my suggestion is to dip your toe into this industry first before you jump in with both feet. You can always grow from one machine to 10 or 100. It’s much more difficult to succeed when you have already jumped in with 100 and they’re not making enough money to even pay for themselves.

Network Marketing

Let’s be honest. The network marketing industry (also known as multi-level marketing or “MLM”) doesn’t have the best reputation. Yes, there are a handful of multi-billion dollar corporations in this field (like Amway), but there are also many, many short-lived companies that appear out of thin air and, very quickly, disappear back into thin air, leaving its distributors out in the cold.

My experiences with network marketing opportunities have been pretty dismal. It is hard to recruit other people into the solid companies that have been around for years. And the “ground floor” opportunities that no one has seen before often end up getting shut down by the government or grow so fast, they can’t handle the growth, and they implode. I’ve even seen some network marketing experts get tired of their companies and focus on teaching others about network marketing (or other businesses), instead of working with an actual network marketing company.

Can you make real, honest money with a good network marketing company? Even though I've been burned over and over again, I believe you can. Of course, finding a good network marketing company is like finding a needle in a haystack. And the hype about "just signing up a few people and getting rich overnight" is crazy. Network marketing, like any home business, takes time, money, and energy to make it work. In fact, all of the heavy hitters I know have put in a bunch of time and money to create systems and marketing tools to make their huge down-lines. It didn't just happen like magic.

Over the years, I've discovered some very interesting "secrets" about network marketing and if they'll help you save some serious money, I'm happy to share them!

Network Marketing Secret #1:

Many heavy hitters earn MOST of their money selling training materials, NOT in promoting their network marketing opportunity.

Here's a secret you may not know. Many "Heavy Hitters" (people in a network marketing program that normally create large down-lines) get a large portion of their income from selling training tools, marketing materials, or auto-pilot lead-generating systems, NOT from their efforts in their network marketing company.

Yes, these heavy hitters have, in most instances, created large down-lines in their network marketing opportunity. However, early on, most heavy hitters realize that a majority of the people who get involved in any network marketing opportunity need help. Most people who join a network opportunity are only able to promote it part-time, and many don't have the marketing or sales expertise necessary to create a large down-line or make many sales.

That's where the heavy hitter comes in. Armed with books, courses, tapes, coaching, co-op advertising programs, turn-key lead generation websites, tele-seminars, and just about any and every product and service needed to promote a networking opportunity, the heavy hitter starts to turn his down-line into a virtual money machine.

Very quickly, checks from training courses, coaching, ad pools, websites, and coaching can eclipse the money the heavy hitter is making from the networking opportunity itself. You see, when the heavy hitter promotes the networking opportunity or sells the products, he has to share his commissions with the company and his up-line. However, when he's selling training tools or other materials to his down-line, he gets to keep 100% of the profits for himself.

I'm not saying that it's wrong for these heavy hitters to create and sell networking tools and courses. But what I want you to understand is that if you follow a heavy hitter into an opportunity, or get involved because a big name heavy hitter is involved, you may want to look at what else he or she is selling. You may discover that they're using the company to build a large down-line to which they're then able to sell training tools.

Network Marketing Secret #2:

Do what the heavy hitters do.

Understand that what heavy hitters do and what they say to do to be successful can be two different things. Make sure you're willing to do what they're doing if you want to make the money they're making.

Quite a number of years ago, I was at an opportunity meeting where a heavy hitter was promoting a network marketing deal. I can't remember the opportunity, but I'm pretty sure it's no longer in existence. The guy promoting the opportunity explained how easy it was to make money. You didn't have to talk to anyone or meet people face-to-face. All you had to do was send out an audio-tape and you could build a huge down-line just like he did.

Here's the problem: What he was saying and what he was doing were two different things. He claimed you could build a huge down-line by just mailing out tapes. If that was the case, why would anyone need to fill a large hotel conference room and pitch the opportunity for a few hours? If it was as easy as mailing out tapes, I'd expect him to be at home, shoving tapes into envelopes, and taking them to the post office.

The truth is that most heavy hitters work very, very hard to create their down-lines. They fill up hotel conference rooms and hold 1-day live seminars to get people involved. They travel from city to city, all across the country, talking to groups about this brand new opportunity. They're on the phones, day and night, closing people into their opportunity. They're doing nightly conference calls, pitching their opportunity endlessly. Yes, it pays off, but it's worlds different than the "easy" system they suggest you should use to promote the opportunity.

I know of one gentleman who has built a \$300,000 a year income in one opportunity, and he's done it by sitting at home, closing people by phone, for years and years and years. In fact, he's chained to the phone, Monday through Saturday, from 9am to 9pm, taking calls and closing people. While you might think that the income he's making is phenomenal, let me ask you these questions--

First, would you be willing to sit on the phone, 12 hours a day, Monday through Friday? That's 72 hours a week. Do you feel comfortable pitching people your opportunity by phone, over and over and over again, for many years, to build up a six-figure income? Remember, we're not talking about your first year. We're talking about doing this, non-stop, for 2 to 5 years or more before you create a six-figure income.

Second, are you willing to live your life knowing that any day your six-figure income can disappear in a puff of smoke? Imagine putting in these long hours, maybe even reaching your goal of a six-figure income. But, like many network marketing companies, let's say it crashes and goes out of business. If you're lucky, your down-line will stick with you and you can move them into a new network marketing opportunity. But imagine the feeling of going from \$100,000 a year with a company down to \$0 instantly! Especially after putting in all of those long hours.

If you're serious about making money in network marketing, I'm not trying to talk you out of it. Personally, I'm not a big fan of network marketing opportunities. Throughout my 19

years of searching for wealth-building secrets, I've only stumbled onto a handful that I considered worthy of investing my time and money. However, if you like network marketing opportunities, just be aware that the heavy hitters, the people making the big bucks, are usually doing more than mailing out a few postcards. They're traveling all across the country, doing live tele-seminars, closing hundreds of people a month by phone, talking to people in person, and putting in a lot of time and energy. Don't expect to duplicate their incomes if you're not willing to duplicate their exact actions.

Network Marketing Secret #3:

The “opportunity” is the always the focus, NOT the product.

In many cases, the product that the network marketing company is selling is usually secondary to the opportunity. Let's not kid ourselves. Often, network marketing companies are built as money-making opportunities first and the product is added as an afterthought. In fact, if you listen to people promoting some of these networking opportunities, you only hear about the compensation plan and possible income. You rarely hear about the product, how in-demand it is, or how well it's selling. Even if you do hear something about the product, the opportunity to promote it is always the main focus. Rarely is the main focus promoting and selling the product.

Be very, very careful about getting involved in a networking opportunity that focuses MORE on getting involved in the opportunity than in selling a product. Here's why: there are only a finite number of people in the world. Therefore, there are only a finite number of people who will be willing and able to join any networking opportunity. Without strong product sales, most networking companies will implode, because recruiting efforts slow down when the opportunity hits critical mass. Then, people who came in later find it difficult to sign up new clients and end up moving to a newer “ground floor” opportunity.

I can think of one networking company that is a multi-billion dollar corporation and has been around for years. They're huge. However, try to sign up other people into this company when just mentioning the name of the company will turn people off. In fact, their name is synonymous with “MLM meetings”. Today, just to get people to attend opportunity meetings for this company, recruiters have to make sure they DO NOT mention the company name. They wait to tell them the company's identity AFTER they've got their audience locked in!

So how does this company survive? They do it with sales of products and training materials to its members and customers of its members. They continue to create new products and their huge member base continues to sell these products. Yes, there is still some focus on the opportunity itself but product sales are also very, very strong.

If you find someone pitching you a networking opportunity where the product has taken a backseat or it seems overpriced, low quality, or something just “tacked on” to a networking opportunity to make it legal (they have to sell something or it's a pyramid scheme), watch out!

Network Marketing Secret #4:

Most people don't get a single commission check from their network marketing opportunity.

It's true. Most people don't get even a small commission check from their network marketing efforts. And many of the people who do get a check don't make back more than their investment in products and training materials. Often, you only hear about the handful of heavy hitters who are making six-figures in the company. Rarely do you hear about the thousands upon thousands of members making little or no money. However, it's the one or two success stories advertised in all of the company's ads that pull people in like crazy.

Whenever someone brings a network marketing opportunity to me, I let him or her know I have ONE RULE about looking at new opportunities. I will ONLY look at new opportunities IF the person presenting it to me... the person who wants me to sign up... has made significant money in the program. So far, that has stopped about 99.9% of the networking pitches I normally get. Most people who contact me about an opportunity like this have "someone in their up-line" who is making a bunch of money. Or they listened to a heavy hitter on a teleconference who is raking in the cash. Rarely, if ever, is the person who brings the opportunity to me making any significant money. I normally tell that person to keep me in mind and once they start making a significant profit (usually enough to replace their income) to come back and present the opportunity to me again. So far, I've never had someone return to me with his or her success story and re-invite me to join their program.

That, to me, says volumes!

Network Marketing Secret #5:

Heavy hitters get special treatment.

Heavy Hitters often get extra "perks" or better placement in a network marketing company as "payment" for joining (since they'll create large down-lines, bring large down-lines from their old program, and can be a BIG NAME to attract others).

If you had a new, fledgling network marketing opportunity, you'd want a lot of heavy hitters to join your program, right? Once that happens, you can start promoting your opportunity, cross your fingers, and hope that some new up-and-coming heavy hitter will appear from the thousands of new recruits into your program. But the chances of that happening are slim.

A better option would be to go to a current heavy hitter, someone with a large down-line, lots of experience, and an in-depth knowledge of how to create big money for their networking company and offer them a special deal.

What type of special deal? Higher placement. Instead of coming in further down the company's payment plan, the heavy hitter might be placed further up the commission structure, closer to the company, so he can instantly benefit from the work of the down-line that's already in place. The heavy hitter might also get bonuses, be paid to speak at the company's annual meetings, and get other perks as well.

Heavy hitters who have proven themselves rarely have to start from scratch. Normally, they're a welcome addition to any networking opportunity with the company running the opportunity often feeling obligated to reward the heavy hitters who join their program. Remember, it's impossible for the networkers on the front lines to know what's going on in the headquarters. The heavy hitter that joined your program because "he just loves it so much" might have also joined because he's getting perks that you don't know about.

Recommended Resource

The Ultimate MLM Blueprint for Massive Success

David LeDoux is a true network marketing expert. David built a downline of over 25,000 people and, while doing so discovered the "lies" that are being spoon-fed to most new network marketers. Over the years, David has uncovered the real, honest-to-goodness secrets of making a full-time income in network marketing, while avoiding the pitfalls, traps, and hazards that keep most people from even seeing a dime in profits from their MLM company. I've met David, and he's an incredibly sharp marketer who knows his stuff. If I were going to jump into a network marketing program, I'd make sure I read and re-read David's course, **The Ultimate MLM Blueprint for Massive Success**, before I invested even one dime. In fact, whether you love MLM or hate it, I highly encourage you to check out David's website. There, you'll find that David has been in the trenches and knows what he's talking about. Plus, you'll see testimonials from other network marketers who have used his system to create real residual profits using his blueprint. Highly recommended for anyone interested in getting involved in any network marketing program. Check it out at:

www.MLMRevealed.com

Success University

As you can probably already tell, I'm not a big fan of network marketing opportunities. However, I try to be open-minded, and I review many MLM programs each year. Rarely, if ever, do I find one to which I'm willing to attach my name. However, just this year, that all changed.

This year, I stumbled onto Success University. Now I won't bore you with a run-down of the compensation plan. And I won't try to hype you up about it being a "ground floor" opportunity that you must get into now. I believe I've found something so good that I don't have to use these worn-out methods for signing people up into my opportunity. In fact, the only networking opportunity I'm actively promoting may not even be right for you.

Basically, Success University has been designed with one thing in mind-- to give you the right kind of knowledge that will raise the level of success in every area of your life, including financial success, relationships, health and well being, and sales and marketing. Some big names are involved in Success University –

Continued on the next page

including Brian Tracy, Jim Rohn, Jay Abraham, and Robert Allen. For a small monthly fee, you get access to literally thousands of hours of training and coaching designed to help you create true success and wealth in your life.

I've sold the potions and lotions. I've finally found a "product" that can truly help people all over the world create the success and wealth they want. Since my personal mission is to bring financial education to the world and help people achieve their dreams, Success University is my choice for a solid network marketing opportunity.

I'm not going to try to pitch you on it here. If you're not burnt out on network marketing yet, and you want a program that you can be proud to join and promote to others, I highly recommend that you take a serious look at Success University. I believe it's one of the best networking opportunities I've seen in a very long time.

**To find out more about Success University, go to:
www.dreamlifesecrets.com**

Selling Gifts

Gift Selling Secret:

The Mark-Up is Great, But the Market Usually Isn't!

One of the first opportunities I got involved with years ago was a wholesale gift opportunity that's still around today. For a fee, you have the ability to resell their line of 1,000's of gift items. You can buy catalogs from the company, give them away, mail them-- whatever, and whenever you make a sale, you pocket a profit from each item ordered. Then, you simply forward the order to the company and they drop ship it to your customers under your label. Simple, right?

Unfortunately, I discovered what so many other people discover. The market for gift items is packed with competitors. Many of the products I tried to sell were figurines, lamps, and items you might see in any of a dozen local gift stores. There were a lot of great items, but nothing so unique that you couldn't find the exact same item or something similar just down the street.

The real lure behind these types of opportunities is the idea that it's an easy, fun business that anyone can do. After all, everyone buys gifts, right? Whether it's for the holidays, birthdays, anniversaries, or weddings, the gift market is huge. Plus, the profit margins are decent and you never have to stock and ship any of the products yourself. Simply hand out a few catalogs to "friends and family" or your co-workers take orders, and pocket big profits.

Rarely does that happen. Your friends, family, and co-workers buy their gifts at major retailers. Often, you may have a few people take pity on you and purchase something from your catalog. Maybe someone might even find a few things they really want. But you can't run an entire business on a handful of customers. Very quickly, you realize that to make a decent income, you need a lot of orders on a consistent basis. Buying and mailing out catalogs to

mailing lists is a very, very expensive proposition, and you're competing with thousands of mail order companies also selling gifts (not to mention the 1,000's of other distributors of the same wholesale catalog to which you have the rights). Or, like some, you may decide to set up your own gift shop. Fantastic! Now you have overhead like rent, water, electricity, and employees. Plus, if you want to open your own shop, you can no longer rely on the drop ship method of getting products to your customers. You now have to invest thousands of dollars in INVENTORY!

Ugh! I could go on and on, but I think you get the point. Are there people who scrape and struggle and work like crazy and make money with these types of opportunities? You bet. But I'm convinced from my own experience that most people who join these type of "gift reselling" opportunities never make back what they've invested.

Turnkey Websites

Turnkey Website Secret #1:

YOU pay to sell their products.

Companies that sell turnkey websites get paid twice, when you buy the turnkey website AND when your site makes sales (IF the turnkey website makes sales).

Making money on the Internet can seem difficult or confusing. You need to choose the right market, create a product, write compelling sales copy, design a website, get an online payment processor, and then promote the website. It's no wonder that turnkey, ready-to-go website opportunities are so popular.

Some of the most popular "turnkey websites" deal with either "adult entertainment" websites or things like gambling, e-books, or diet & nutritional products.

Basically, you buy a turnkey website from a company. It's already designed, the copy is written, the products are stocked, and all you have to do is promote it. That's it. It's like buying a "business-in-a-box".

One of the problems I have with some turnkey website opportunities is that the websites themselves, while they look incredible, simply don't appear to be created to generate actual sales. The company, in most instances, is making a mint by selling would-be entrepreneurs a complete, ready-to-go Internet "business". But often the website really doesn't sell very well. It's designed to look professional, but often, the most successful websites on the Internet have very few graphics and are very heavy on sales copy.

Let's look at some logic: let's say that you have a website that really sells like crazy and converts 25% of its visitors into buyers. What you want now is traffic. In fact, the more traffic the better. Since you know your website is a winner, let's say that you set up a free affiliate program and let anyone and everyone promote your website. The more people who promote your website, the more money you make. And your affiliates win too, because your website converts visitors into buyers so well, your affiliates are making a killing. Sounds reasonable, right?

Now, let's look at another example. Let's take a website that looks great, but does NOT convert visitors into buyers. If you had a website that was NOT making any sales, it makes no sense to offer a free affiliate program, because your affiliates will very quickly discover that your program isn't generating sales and stop promoting it immediately. Plus, even if you have millions of affiliates, if your website can't convert visitors into buyers, you still won't make money.

What some companies do when they have a poorly performing website is to SELL it as a turnkey website business for \$1,000 to \$5,000!

Seems crazy, right? Well, some of these companies reason that if they can't make money from the sale of the products on the website, they have to make their money SELLING THE WEBSITE ITSELF! So they sell each turnkey website (or worse yet, they sell a block of websites) to unsuspecting entrepreneurs who want to start an Internet business. The entrepreneur, after spending a lot of time, money, and energy promoting the website quickly discovers that the website doesn't work.

I highly encourage you to research ANY company offering you turnkey website opportunities. I'm not suggesting that every company offering you a high-dollar turnkey website is trying to rip you off. What I am suggesting is that logic suggests that most companies with a winning offer would NOT want to sell you their website. So be cautious and perform your due diligence. Check it out BEFORE you invest. There are so many free affiliate programs you can join, it personally doesn't make sense to me to pay \$1,000 to \$5,000 for virtually the same thing.

Turnkey Website Secret #2:

They make MORE MONEY selling MORE SERVICES!

Companies that sell turnkey websites make even MORE MONEY selling you other advertising, autoresponders, and other services for your website.

Got a turnkey website? That's just the FIRST STEP!

When a company sells you a turnkey website you automatically need ADVERTISING to promote it. So the same company that sold you the website is often the first person at your doorstep (or your email in-box) offering you an advertising package to promote your website to the world.

For companies selling turnkey websites, it's the perfect one-two punch. They can supply you with a business and then sell you the advertising to promote it. It's like a car company owning an oil company or gas station. I'm not saying that it's a bad thing-- UNLESS the website they've sold you is worthless. Again, be cautious. Some companies are taking advantage of people who desperately want to make money on the Internet but aren't exactly sure of what they're doing.

Recommended Resource:

Instead of buying a turnkey website, I highly recommend signing up for free affiliate programs and promoting them. One of the reasons I like affiliate programs is that the company offering one realizes that if you're not making money, you won't be an affiliate for long. So the website owner does all that he or she can to make sure that a good percentage of visitors are converting into buyers. Since the website owner only makes money when his affiliates make money, there's added incentive to ensure the affiliates are happy and making money. With turnkey websites, since you fork over a large pile of cash before you even start promoting the website, the company selling you the site is already rolling in profits, making them less motivated to make sure you bring in money.

If you have an interest in promoting health and beauty products (a huge multi-billion dollar industry), I highly recommend checking out the Joe Bucks Herbal Affiliate Program. It's 100% FREE to join and, as an affiliate, you have the ability to not only promote 30 health and beauty products, but also make money when other affiliates join the program under you. Joe Bucks really works to make sure their websites work overtime to convert visitors into buyers. Plus, they give you a very large commissions on every sale. You can pocket 50% of all sales up to \$120. Plus, as customers return for refill orders, you get paid on those sales too! I highly recommend checking out the Joe Bucks Herbal Affiliate Program if you're serious about making money online without having to pay for a turnkey website. You can sign up free at:

www.joinjoebucks.com

Internet Advertising

The Internet Advertising Industry is a multi-billion dollar industry. When I personally got involved in this industry in the late 1990's, I didn't realize just how much money there was to be made. I started out very small. I bought a website and quickly realized that selling low-cost books and manuals wasn't going to make me a millionaire. After some research, I discovered a gentleman by the name of David who was making very good money from a website similar to mine. He also sold low-cost books. However, he was also selling something I wasn't: advertising on his website.

I very quickly started selling advertising on my website and in the first 30 days, I sold \$11,000 worth of advertising. I was hooked! Over the next few years, I sold more and more Internet advertising, both on my websites as well as brokering advertising for other websites. I sold text ads, banner ads, targeted traffic, search engine submission, and paid inclusion services. During this time, I generated well over \$2 million dollars in sales-- all by selling Internet advertising.

Just how big is Internet advertising? Here's a recent Internet advertising "Success Story" that'll shock you. A 21-year old kid, named Alex Tew, from Wiltshire, England, had a crazy idea. It was August and he was going to start at University at the end of September. To make

money for college, he decided to sell Internet advertising. But not any ordinary advertising. He decided to sell tiny blocks of advertising on the homepage of a new website. He split the homepage into 10,000 advertising blocks and priced each one at \$100. If he sold them all, he'd make 1 million dollars. So he registered the domain name www.milliondollarhomepage.com, created the website, and on Friday, August 26th, 2005, he launched his site.

Long-story short, using publicity and Internet word-of-mouth (viral marketing), he sold 9,990 blocks of advertising by December 31st, 2005. At \$100 per block, he made \$999,000.00 in just 4 short months. He sold the last block of advertising on eBay and it ended up selling for \$38,100.00 on January 11th, 2006. Total, he made \$1,037,100.00 in less than five months. That, my friend, is how H-O-T Internet advertising sales are!

Internet Advertising Secret #1:

The demand for Internet Advertising is HUGE and is growing by leaps and bounds!

First, it's important to understand that advertising itself is a multi-billion dollar industry. From TV and radio to magazine and newspaper advertising, billions of dollars are spent each year to promote various products and services. The Internet has created an entirely new avenue for advertisers. Second, it's incredibly inexpensive to start up an Internet business. Almost anyone with an idea can buy a domain name for under \$10 from TheDomainCenter.com, buy hosting from HostingRiches.com for only \$24.95 a month, design a website with free software, and be in business in no time. Because of this, there are thousands upon thousands of small businesses on the Internet that didn't exist before. All of these new website owners need Internet advertising.

Many of the largest businesses on the Internet survive mainly on advertising revenue. Take Google as an example. Google is pulling in money hand-over-fist by selling advertising on the right-hand side of all search results. These are called "Adwords" and people advertise their products and services in Google's search listings and pay whenever someone clicks on their ad. Even though Google charges as little as 5 cents per click, there are so many advertisers, Google is pulling in millions of dollars a year with this one advertising concept. Other search engines like Yahoo also create a majority of their income from search engine advertising.

The best thing about Internet advertising is that it is continually growing. Statistics show that demand for and sales of Internet advertising continues to increase with each passing quarter. And, as more people link to the Internet through high-speed connections and as selling products on the Internet becomes even easier, I see the demand for Internet advertising going through the roof.

Here's my own real-life success story selling Internet advertising: After selling advertising on my own website for a while, I decided to become a broker for a paid inclusion service with one major search engine. With paid inclusion you can actually get your client's website in a search engine's listing in 72 hours or less. I sold the one-year service for \$997 and ultimately made over 1,300 sales. Do the math and you'll see that's over \$1,296,100.00 in total sales. In fact, in one month I did over \$200,000.00 in sales! And that's just one of the Internet advertising services I promoted over the years.

Internet Advertising Secret #2:

You can actually make MORE MONEY as an Internet advertising BROKER.

When I first started selling Internet advertising, I sold advertising on my own website. While I was making good money doing this, I soon realized that there were many limitations to the amount of money I could make. First, while I did a lot of work to drive “traffic” (visitors) to my website, my site certainly wasn’t one of the most frequently visited sites on the Internet. When people pay for Internet advertising, they’re paying to have their advertising put in front of the most people possible. Since my website only received a few thousand visitors a month at the time, I was stuck selling my Internet advertising for a low price.

Second, because I needed to spend time promoting my website to build up traffic, I could only spend a portion of my time actually selling Internet advertising. A lot of my time and money was spent trying to advertise my site and drive visitors to it. And, unfortunately, with so much competition on the Internet, it became an expensive and time-consuming proposition. I soon realized that no matter how much money or time I spent, the traffic to my site had very little chance of even reaching the top 25% of all websites.

That’s when I stumbled onto the idea of “brokering”. Instead of selling advertising on my own website, I could become a broker for another website and sell their advertising! This was the breakthrough for which I’d been looking. Now, instead of spending ANY time or money trying to build traffic, I could go to an already huge website, make a deal with them to broker their advertising, and instantly have a service I could sell. Finally, I could focus 100% of my time on what was making me the most money: SELLING Internet advertising.

I soon started brokering relationships with a wide variety of very large websites, including some major search engines. I would sell their services to my clients, pocket a large profit, and they would perform the service. It was the perfect win-win situation.

However, here’s a word of caution: Whenever you broker advertising for any advertising medium (TV, radio, magazines, newspapers, or an Internet site), you’re at their mercy. If they choose to sever the broker relationship, you can no longer sell their advertising. For example, I was making a huge amount of money selling paid inclusion services provided by one particular search engine. One day, my office manager (who input the orders with the search engine) came to me in a panic about a message she received from the search engine. It stated that starting TODAY the search engine would no longer be offering paid inclusion services. There was absolutely no warning that this was coming. One day, they were offering this valuable service and the next day, they shut it down completely. At the time, we had dozens of customers sending in orders every single day for this service and then suddenly we had no service to sell them.

Quickly, I searched around the Internet for another search engine that offered paid inclusion services. I found one, made a broker deal with them, and changed my marketing materials to reflect the new service we were providing. Problem solved, right? Not so fast! This other search engine, a month later, decided that they also wanted to stop offering paid inclusion. Fortunately, we had about 60 days notice, so we were able to transition to selling another service. Understand that when you’re brokering advertising from any company, they have complete control over the situation. Even if you’re making them tons of money (like we were for the

search engines), if they decide the advertising service doesn't fit with their long-term goals they can quickly kill it, leaving you to rush around and find something else to sell.

Many websites that sell Internet advertising offer affiliate programs. This can be the easiest, most hands-free way to make money selling Internet advertising. However, if you find a website that offers advertising and you'd like to do a deal with them, you can contact their marketing or advertising department and explain that you'd like to work with them. You'll find that many websites will appreciate having someone brokering their advertising for them, because instead of having to pay you a salary, you only get paid when you make a sale. It's a no-lose situation for the website and a great opportunity for you.

Online Auctions/eBay

eBay has become one of the fastest, easiest, and most profitable ways for ordinary people to make real money online, without a website! Anyone with a computer and Internet access can open up an account on eBay and within moments, start listing items around their home for sale. Then, within days the auctions are closed, money changes hands, and the items get shipped off to the buyers. Some people do this over and over again, day after day, and make a full-time income just through eBay.

In fact, statistics actually say that over 400,000 people are making money on eBay. 400,000! That's an amazing number. But go online and check it out and you'll see millions upon millions of products being sold by people all over the world. It's truly an amazing site!

I've both bought and sold items on eBay. I regularly use eBay to find marketing and money-making courses at a discount. I recently found a \$3,000 marketing course for \$1,500 and a real estate course that you can only get by attending a \$3,000 seminar for just \$500. On the sales side, I sold a domain name on eBay for \$25,000 (which was wired right into my bank account by the buyer) and even listed a \$699,000 home in their real estate section! eBay is absolutely amazing and a money-making opportunity I highly recommend it for someone who wants to make good money selling items from home.

eBay Secret #1:

Focus on Selling One Type of Item.

Some of the most successful marketers on eBay focus their efforts on one product category. For example, there are people that only collect and sell plastic Breyer horses. Others only sell old books on various topics, coins, or collectible movie posters.

Adam Ginsburg decided to put a pool table for auction on eBay "for fun". It sold for a profit, so he put another one up for auction. In less than a year, he was selling 25 pool tables each week. One year after his first eBay sale, his sales has increased to 150 to 175 pool table sales per week, which was about \$15 MILLION DOLLARS IN REVENUE-- all thanks to eBay!

When you focus on one type of item, you become an expert in these items. When someone buys from you, you can capture their contact information and keep them on a mailing

list to alert them to other offers and auctions. Plus, if someone purchases an item from you, they may return and ask you if you have similar items.

eBay Secret #2:

You can sell items you don't own and make big profits!

The best way to explain this secret is to give you a quick “case study”. Recently, a friend of mine needed some quick cash so he went to eBay and did a quick search of collectibles that were selling well and had a history of selling well. He stumbled onto Hummel figurines, and he wrote down the names of the most popular ones and what they were selling for on eBay.

He then went to a few local antique stores and found one that had a large selection of Hummel figurines. One figurine, selling for about \$1,200 at the antique store, was consistently selling for \$2,800 on eBay. He asked the antique store to hold it for him and he rushed home and posted the figurine on eBay. Within a week, the figurine had sold for about \$2,800. He took the money from the auction, paid the antique store \$1,200, shipped the figurine to the customer, and pocketed about \$1,600.

Now you might be wondering what would happen if the bidding never went above \$1,200, the price the figurine was selling for at the antique store. First, my friend checked to make sure they were consistently selling well. So they all had a proven track record. Second, he put a “reserve” on the auction, so that the auction had to clear at least \$1,200 for anyone to win the figurine. Within one week, he was able to clear \$1,600 in profit on an item he didn't even own. Many people make a few extra hundred or thousand dollars a month putting items from local antique stores on eBay.

EBay Secret #3:

E-books can make you money on eBay.

Most of the items being sold on eBay are tangible items. They're physical products that have to be shipped to you. Antiques, coins, Beanie Babies, books, whatever. However, if you search for “e-books” on eBay, you'll find thousands of listings. (When I did a search a minute ago, I found 15,099 listings when I searched under the keyword “e-books” on eBay.)

You'll find that many of these e-books are selling for 99 cents! And yes, while the e-books can be downloaded – and don't have to be shipped, how can anyone create an extra income off of 99-cent e-books?

The money to be made is NOT off of each 99-cent sale. The money to be made is in what happens AFTER the customer buys your e-book. For example, inside each e-book are affiliate links for other products. When someone reads your e-book, you can recommend that they purchase various products. When they do, you can get a commission (sometimes a very large commission). Of course, if you promote your own products, you'll make even more money.

Also, when someone buys the e-book from you, you can include an affiliate link in the receipt email that's automatically sent to them. Or direct them to your website. You can capture their email address on your site and sell them higher-priced products and services.

Finally, you can also give the buyer the resell rights to your e-book and let the e-book duplicate itself like crazy. Imagine if you sold 10 copies of your e-book on eBay and you let each person duplicate and sell unlimited copies. And let's say that each of these 10 people sold it to 100 more people. That's 1,000 people who have your e-Book, with your affiliate links and possibly a link to your website. If each of these 1,000 people give it away to an additional 10 people, there are now 10,000 copies of your e-book circulating. And there's no cost to you. It all started by putting your e-book in front of millions of potential buyers on eBay!

Recommended Resources

John Reese's Auction Secrets System

John Reese is an eBay marketing expert. He's been involved with eBay and online auctions since the very beginning and has made some great money along the way. One auction John completed gave him a profit of **\$38,450.27 from just one sale!** Now, John has released a video training system that shows you exactly how you can start from home and make a part-time or full-time income on eBay. I like John's system because most "Make Money on eBay" information is in book form. For instance go to your local bookstore or library and you'll find many books on how to make money on eBay, but they're all print, with very few (if any) pictures. With John's system, you get a video or DVD that will walk you through each and every step of making a real, honest income using the power of eBay's auction system. **Highly recommended.** You can check it out at:

www.InternetAuctionWealth.com

Sydney Johnston's Auction Genius Course

Sydney Johnston is, in my opinion, the world's premier "**Internet Auction Coach**". (Actually, she prefers to be called the "*Auction Queen*"). Starting on eBay in the early days, Sydney was a schoolteacher who wanted something more out of life. Very quickly, Sydney discovered exactly how to make enormous profits with eBay and was generating a hefty income. Today, Sydney teaches others how to duplicate her success through her online training system called the *Auction Genius Course*. I've had the good fortune to meet Sydney in person at various marketing seminars and I can tell you that she's the "real deal". **Visit her website – and you'll see tons of testimonials from happy clients who have used Sydney's system to generate a full-time income from eBay.** Sydney's Auction Genius Course is 16 hours of LIVE instruction showing you exactly, step-by-step, how to start on eBay (even if you're a novice), find products, sell them, and cash in. If you're interested in having Sydney help you start your own eBay business from home, you can check out her Auction Genius Course at:

www.AuctionCoaching.com

EBay Millionaire Reveals His Wealth-Building Secrets for the First-Time Ever:

Self-made millionaire, Brandon Dupsky, deposits \$22,000.00 A DAY into his bank account, thanks to eBay! Now, in his brand new “no-secrets-held-back” system, he shows you step-by-step exactly how he uses eBay to pull in 8 million dollars a year! For the first time ever, you'll discover what products are the *hottest* sellers, how to attract TONS of bidders to your auctions, where to find products you can resell for HUGE profits, and MORE! If you're serious about making real money on eBay, I highly recommend getting Brandon's complete system. It's truly one of the best investments you'll make!

www.ebaygetrichsecrets.com

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If you want to sign up for eBay, fast and FREE, simply go to the link below, enter your information, and you can have your very own account on eBay within moments. You can sign up anytime, day or night, at:

www.OnlineAuctionSignup.com

Press Release Secrets

When I first started my mail order business in the late 1980's, I didn't have much money to spend on advertising. In reading books on mail order marketing, I stumbled onto the concept of getting free publicity. For the next few years, I grew my business from nothing to six-figures using mostly free and low-cost publicity methods.

One of the stories I stumbled onto during my research into publicity methods was the story of Harold Moe. Harold Moe was an airline pilot who wrote a book entitled “How to Make Your Paycheck Last”. Now Harold didn't have a pile of money to advertise his book, but he'd heard about free publicity. So he decided to write and send out a press release announcing the release of his book.

It's a story that's legendary among most marketers. Harold Moe spent one first-class stamp to mail his press release to Family Circle Magazine. Family Circle, impressed with his book, included a small write-up about Harold's book with the price and ordering information. In the next 60 days, Harold Moe sold about \$3.5 MILLION DOLLARS worth of his small book. And it only cost him ONE FIRST-CLASS STAMP!

Many people have created virtual fortunes with free and low-cost marketing methods, including press releases and publicity. Joe Sabah sold 23,750 copies of his book, *How to Get the Job You Really Want and Get Employers to Call YOU* – by speaking on over 650 radio stations! Paul Hartunian got on The Tonight Show (with Johnny Carson) when he sent out a press release that told of him selling the Brooklyn Bridge. (He was actually selling scrap lumber from the

Brooklyn Bridge in small 1" x 1" squares). Paul Hartunian has gone on to sell a wide variety of products and services through free publicity.

Press Release Secret:

Give The Media What They Want!

To get free publicity, you have to give the media what they want, NOT what you want. Yes, you want to promote your product and make a ton of money. However, the media already has a department that will help you do that: The Advertising Department. To get free publicity, your product or service must appeal to THE NEWS DEPARTMENT! Your product or service must have a story wrapped around it. Does it illustrate a current fad? Is it an incredible new invention? Is it weird, unique, crazy, or odd? Is it wrapped up in a human-interest story? Think like a journalist and do some research to find the STORY inside your product or service. What would the viewers of a certain TV or radio station (or the readers of a magazine, newspaper, or Internet site) really want to know about? If you can give the media a story that they can publish, you're likely to get free publicity.

For example, Paul Hartunian sold a book on how to find the love of your life. Before every Valentine's Day, he would send out press releases to TV networks and newspapers. Within hours of faxing out his press release, he'd have interviews lined up, each wanting to feature him and help him promote his product. The media needs stories. They're in a constant search for something new. If you can give them hot, fresh information, wrapped around your product, it's likely you can get thousands of dollars in free publicity.

Recommended Resource:

For more information on making money with free publicity, check out the website
www.publicityprofits.com

Joint Venture Secrets

One way to make a lot of money without much risk is through joint ventures. A joint venture is a deal, between two marketing partners, where each brings something of value and both profit. For example, you might have a hot product but no money to advertise it. You could take your product to a company with a large customer mailing list and do a joint venture with them where they'll spend their own money to market your product to their list in exchange for 50% to 60% of all sales made. It's a win-win situation. Your joint venture partner creates cash from a product they didn't have to create and you make money without putting up any of your own cash.

Personally, I've had incredible success with joint ventures. A few years ago, I did a joint venture with a company that had tens of thousands of customers. I had a \$997 product that sold very well to my own small mailing list, but I ran out of customers to sell it to. So I took my offer to this larger company and made them a deal. If they paid to print and mail the sales letter to their own mailing list, I'd let them keep 60% of all of the sales that came in. They accepted and immediately mailed out approximately 20,000 copies of my offer to their best list. Long story

short, that one offer generated roughly \$1.1 million dollars in just 12 short weeks! And with my 40% share, I made about \$440,000.00 with NO Marketing Costs! Of course, my joint venture partner profited, too-- so we both won big!

Editor's Note: A reader asked how the money is collected, how is the deal set up, and how are the order fulfilled. The truth is that there are as many ways to structure joint ventures as there are potential joint venture partners. However, in the previous example, here's how the joint venture worked. I gave my joint venture partner the original files of my sales letter and order form. They changed the order form so that all phone, fax, and mail order were to come directly to them. They processed all check and credit card orders in-house. Then, every day, I received the original order forms by fax. (Today, I would request that the orders be emailed daily in an spreadsheet.) At least once a month (often twice a month), I was written a check for 40% of the gross sales made since my last check was cut. I shipped all orders from my own office. Also, as customer's had questions about the product, they were directed to contact us, since we were the creator of the product. If a customer contacted us for a refund, we would either refer them to our joint venture partner to request a refund – or simply contact the joint venture partner ourselves to have them process the refund. Our portion of each refund was either taken out of future sales – or, once sales stopped coming in, were sent as a check back to the joint venture partner. Of course, you can set up your joint ventures to run in any way you and your joint venture partners choose.

To do joint ventures, you must have one of two things. Either you must have a HOT product with a high profit margin (since you'll be giving up a substantial amount of your profits to your joint venture partner), or you must have a high-quality customer mailing list.

IF You Have a High Profit Margin Product or Service-- finding joint venture partners can be as easy as contacting companies selling similar products to your target market. For example, if I'm selling Internet advertising, the best company to do a joint venture with would be a company selling website design. In fact, one of the very first extremely profitable joint ventures I did in the late 1990's was with a company selling website design. I had just started selling Internet advertising on my website and created a special "Advertising Package" for \$497. I mailed a special letter to 5,000 of this company's best clients and generated 282 sales or roughly \$140,154.00 in gross sales. I split that with the website design company and kept about \$70,077.00! Since then, I've let many other companies promote my products and services to their clients in exchange for a portion of the profits. Once you find a potential joint venture partner, setting up a deal can be as easy as sending a letter, fax, or email and explaining your proposal. Remember, the more profits you're willing to give to your joint venture partner (50% to 60% or so), the more likely they'll be willing to work with you.

IF You Have a High-Quality Customer Mailing List-- then you may not have to do anything to engage in joint ventures. I know of many companies (mine included) who are contacted on a regular basis by other companies wanting to do joint ventures. This goes back to what I said earlier in this book. Your mailing list is your most valuable asset. Products are a dime a dozen. Everyone has a book or course they want to sell. But a mailing list is incredibly

valuable. So if you have a list, you'll probably start to receive many offers for joint ventures. If you're not receiving offers, you can contact companies advertising products or services you wish to promote to your own mailing list. Finding a company to do a joint venture with can be as simple as picking up a magazine in your niche market or doing a fast Internet search. Very quickly, you can have 5, 10, even 20 potential products that you can promote to your mailing list. Now you simply contact the company selling the product and suggest a profitable joint venture for them. Remember, since you own the mailing list, you'll want to keep a good portion of the profits per sale, from 50% to 60% or more.

Recommended Resource

For more information on making money with joint ventures, go to
www.jvmillions.com

Selling Domain Names

For a low fee of only \$99 per year, you can start **one of the hottest Internet businesses: domain name registration**. People are discovering that if they don't reserve the domain name they want—even if it's their very own name—it can be gone tomorrow and they may have to wait years for the owner to relinquish it. Plus, many people buy up hundreds or thousands of domain names to use or resell to others. (I mentioned in the section on eBay that I registered a domain name for \$16... and re-sold it for \$25,000. I had a friend a few years ago that sold a domain name to Amazon.com for a rumored \$500,000.) Not only will your turn-key website sell domain registration for you, it can also sell website hosting, traffic generation services, and tons of other products and services. **Best of all, this website is completely hands-off.** The company behind the scenes, processes all orders for you, handles all customer service by phone, fax, and email, and sends you a check each month for all orders made through your website. I love this company, because all I do is market the website and it makes all of the sales for me. Since I've been involved, I've made quite a bit more than my \$99 initial investment and people continue to register their domains and order more services through my website. Highly recommended. Visit them at: **www.EasyDomainProfits.com**

Selling eBooks

CBMall (which stands for ClickBank Mall) is an automated online storefront that represents a wonderful opportunity to operate a turn-key online business. Your start-up cost is less than \$100 and you get full support from the websites creator, Jeff Mulligan. You can use CBMall as an online business or as an add-on to your existing business. CBMall is a great site, because it's a virtual search engine of electronically delivered products and services. Someone who arrives at your customized CBMall storefront can search and browse through thousands of categorized websites (from gambling info and cookbooks to money-making e-books and traffic generation services). **Best of all, anytime someone visiting your CBMall buys from ANY of the sites, you get paid a commission of up to 75% of their purchase.** I've been a member of CBMall for over a year and made back my full investment very quickly. If you're looking for a

simple, easy, first-time Internet opportunity that offers good profit potential, I highly recommend CBMall. You can view it here at: **www.SpareTimeRiches.com**

Selling Website Hosting

Host4Profit is a website hosting company that makes your life easier as far as running your own online business. I've used them as a host for my own websites and I've been very impressed with the quality of their service. Better yet, as a Host4Profit customer, you make **\$10 every month for every account you refer to them**. I've referred a bunch of people to Host4Profit and receive a check from them every month. The residual income from referring their services more than covers the hosting cost for my own website (basically making it free), plus it puts extra cash into my pocket. Host4Profit is by far one of the BEST hosts for your money. Diane Hughes says, "Not only do you have exceptionally QUICK and helpful support, but you understand online business and you can better help me with any issues regarding marketing scripts, etc. because of that. I can't express HOW important that is to me. You can't beat the excellent service, great materials and scripts, the affordable fee, and the fact that I've been using your hosting since the beginning and have had virtually NO downtime! Thanks, guys!" I can't say it any better than that. If you'd like to check them out, you can view their website and referral program at:

www.HostingRiches.com

Selling Mailing Lists

Mailing lists are normally "rented" for "one-time-use" only and because they're just a list of names the mark-up is quite high. Unfortunately, there's a big difference in quality between the names managed and sold by professional list brokers and the names being sold in the money-making and opportunity magazines. If you haven't seen the mailing list ads in the opportunity publications, you'll find that you can buy thousands of names for dirt-cheap. Plus, many of these ads offer to let you "Double or Triple Your Order Instantly" and absolutely free! How can they do this when list brokers are charging \$500 or more per 1,000 names? Easy. The names being sold in the magazines are (a) lower quality names and (b) mailed into oblivion by people promoting chain letters, pyramid schemes, and other worthless junk. Becoming a dealer for these type of low-cost mailing lists is a bad idea. While you may make some money, your customers will ultimately come back to you, unhappy with the low response and the high number of undeliverables. My advice is to leave the mailing lists to the professional list brokers who know what they're doing. If you want to truly get into this business and become a professional list broker, understand that you'll have to invest a chunk of money into computer equipment and spend a lot of time networking to break into the field. Organizations that have established relationships with their list management companies aren't likely to move to a new, unproven start-up.

Selling Security Products

If you read the money-making magazines, you've probably seen the ads that yell, "Sell Security Products". Door alarms, Pepper Spray, Tasers, and other items to keep you safe in this crazy world. Before jumping into this opportunity, make sure you know who your market is and how you'll reach them. It's not likely that you have the deep pockets to pay for TV or radio advertising. And ads in large magazines can also easily cost you thousands of dollars. Direct

mail is expensive (printing, postage, and mailing list), but it can be effective. That is, IF you find the right mailing list. But what IS the right mailing list for security products? People who have been robbed recently? One thing that marketers understand is that it's almost impossible to SELL PREVENTION. People want to buy the solution to their problems. They rarely spend money to prevent a problem. That's why more home alarm systems are sold to people who have already had a break-in occur, than people who have never had a break-in. If you do plan on selling security products, you'll need to find and sell to people who have already been affected by crime. That's your target market.

Selling Products at Local Flea Markets and Fairs

You can make good money selling items at local flea markets and fairs-- IF you do your research and find out (a) what items sell the best at these events and (b) what flea markets and fairs draw the largest crowds. Honestly, even before you do that, you should make sure you have the desire to make money selling at flea markets and fairs. Often, you'll spend much of your time outside, exposed to the elements (even if you're in a covered booth, it can be hard to get away from the heat, cold, wind, rain, etc.). You'll spend a lot of time on your feet and a lot of time talking face-to-face with people. If that doesn't fit your personality, then flea markets and fairs are not a good fit for you. If it is, however, you should go to the type of events you plan to sell at and see what booths are the most popular. At a recent Art Fair in my area, I noticed that a booth with whimsical artwork of cats and dogs was doing phenomenally well. So well, in fact, it was hard to fit into the booth to look at the artwork. I was so impressed with the crowd, I asked myself why this booth would be doing so well, when there were many, many other booths all selling artwork of various sorts. It seemed obvious to me after a little thought. Many people have at least a cat or dog. So whimsical artwork like this would be more popular than artwork featuring flowers or buildings. Many people in the booth were saying that "This painting looks like Fluffy." Or "This one definitely looks like Buster" and the art was selling like hotcakes. Even better, there were various sizes and prices of art. So someone with a smaller budget could get a postcard-sized picture and someone with a larger budget could get a wall-sized piece.

You should do the same type of investigation before selling something at a flea market or fair. Go and see what people are buying. What booths are packed? How is the booth set up? How do they accept payment? Checks only or do they accept credit cards? How is their pricing? Do they have competition? How do they attract attention from people walking by? These are all things to take into consideration before trying to sell anything at local flea markets or fairs.

Once you've done your homework, it's time to test your ideas regarding what will sell. I suggest starting small, without investing too much in inventory or equipment. You don't want to spend \$5,000 to \$10,000 for a fully outfitted booth, complete with canopy and credit card machine, only to discover you're only making \$100 a weekend. Start small on a tiny budget and see what happens. If you find yourself selling out over and over again, invest your profits in a better booth and a merchant account to let you take credit cards. Do your research, start small, test a few things, and you could start to see nice profits from your part-time business.

Selling Advertising Specialties

There are a few business opportunity companies offering you the chance to sell advertising specialties, and I'll be honest-- I'm on the fence as to whether it's a good opportunity or not.

On the plus side, the advertising specialty business is a booming business. Just do a search on the Internet for advertising specialties and you'll see large multi-million dollar companies selling thousands of products (mugs, shirts, pens, paperweights, calendars, etc.) that can be imprinted with a company's name and logo. Companies all around the world consistently buy advertising specialties, and I believe there will be a demand for these items for the foreseeable future.

On the minus side-- if YOU get involved in this industry, you'll be competing with these same multi-million dollar companies. Yes, you can join one company that will sell you a turn-key advertising specialties business and use their infrastructure to help you sell, produce, and ship the advertising specialties. They'll provide you with the catalogs and all you do is make the sales. Then, you simply forward the sales to the company, they imprint the materials, and ship them (under your name) to your client. It's a pretty neat set-up.

My only concern is your competition. Some advertising specialty companies (including the one I use) are incredibly professional, with full-color catalogs, huge searchable websites, and a customer service staff that's second to none. There's little that an individual can do to set himself or herself apart from these giant companies.

However, having said that, I do believe that IF you know marketing and IF you're a creative person, you may be able to develop a niche for yourself by making the rounds of local businesses in your area and showing them exactly how to increase their sales through the use of advertising specialties. You see, most people who buy imprinted pens or mugs don't have a real plan on what to do with them. They get a flyer in the mail, they know other companies buy imprinted pens, they think that would be cool ("Wow... We'll have a PEN with our name on it!") and they buy 1,000. Then they spend the next 20 years giving away pens! YOU can be a business' marketing "hero" by contacting local businesses and showing them how to increase sales through the use of advertising specialties. However, before you can do that, YOU must understand how to increase sales through ad specialties. If you don't have that knowledge, you'll need it. It may ultimately be your only advantage over all of the other advertising specialty companies.

Selling Weight Loss Products and Services

The weight loss, diet, fitness, and health industry is a multi-billion dollar industry and it continues to grow with each passing year. Because it is such a large industry, it's easy to understand why so many business opportunities and network marketing opportunities feature products that help people lose weight, have more energy, or get healthier.

One of the challenges with jumping into a large industry like this, with a lot of other smart marketers, is that you're having to compete with the best-of-the-best. Can you make

money selling weight loss products? You bet. Billions of dollars are made each year. However, those billions are made by the likes of Jenny Craig, Weight Watchers, and 24-Hour Fitness, not to mention the huge nutraceutical companies. These are multi-million dollar corporations with deep, deep pockets. They have the ability to reach the masses with their message of weight loss, fitness, and health.

IF you are thinking about promoting a weight loss product of any kind, first you must have a HOOK! Weight Watchers has POINTS. The Atkins Diet focuses on LOW CARBS! 8-Second Abs could help you get abs in just 8 SECONDS! (Of course, now they have 6-Second, 5-Second, and even 3-Second Abs! Pretty soon they'll have INSTANT ABS!) You can't sell another "Me-Too" product. Your product has to be faster, easier, better, more effective, etc.

Second, I'm guessing that you won't be able to afford the millions of dollars corporations spend on their television, radio, and magazine advertising campaigns. No problem. You can TARGET your advertising message by mailing direct mail pieces to lists of people who have previously bought weight loss products. Direct mail is expensive, so you'll need to TEST your offer (to about 5,000 people) to make sure it'll work. IF it works with the initial 5,000 mailing, you can do another 5,000 test just to make sure your results are consistent. Then, with good sales, you can rollout and start mailing more.

It's a very competitive market, full of smart marketers who know their stuff. If you're going to try and be successful selling a weight loss product, you have to know what you're doing.

Recommended Resource

If you have an interest in promoting health and beauty products (a huge multi-billion dollar industry), I highly recommend checking out the Joe Bucks Herbal Affiliate Program. It's 100% FREE to join, and as an affiliate, you have the ability to not only promote 30 health and beauty products, but also make money when other affiliates join the program under you. Joe Bucks really works to make sure their websites work overtime to convert visitors into buyers. Plus, they give you very large commissions on every sale. You can pocket 50% of all sales up to \$120. Plus, as customers return for refill orders, you get paid on those sales, too! I highly recommend checking out the Joe Bucks Herbal Affiliate Program if you're serious about making money online without having to pay for a turnkey website.

You can sign up free at:

www.joinjoebucks.com

Selling Fad & Trend Products

Want to make a quick buck? If you spot a fad or a trend, you may have a few weeks, maybe a few months to cash in. Often, when a new invention or fad is popular, you'll see dozens of companies selling business opportunities offering YOU the "once-in-a-lifetime" chance to get rich quick with the fad.

For example, for a short while, 900 numbers were huge! Companies were promoting psychic lines, horoscope lines, advice lines, gossip lines and, of course, the sex lines. At the same time, companies were also leasing 900 number lines to entrepreneurs and showing them how to set up their own 900 numbers. Books and courses on 900 numbers were H-O-T! For a short period of time, selling the 900 number opportunity was making some people very wealthy indeed. However, as 900 numbers became more regulated and the technology to block 900 numbers became more prevalent, they died down and most companies got out of the business of re-selling 900 numbers. Today, you can search most business opportunity magazines and not find a single ad offering 900 numbers.

The challenge with selling fad items, or items tied to a trend, is that you can never be too sure how long the selling cycle will last. Fads can die out quickly. Almost overnight. And you can be stuck with inventory that you can't even give away. Trends can change a little slower but again, if you build your business around a trend that may last only a few years, you still need to keep in mind that the money will stop flowing in sooner or later.

I'm not saying you shouldn't cash in while you have a very clear opportunity. I'm simply suggesting that you carefully investigate any type of fad or trend before you jump in with both feet. A little research can help you save a lot of money.

Starting a Service Business

These types of businesses include carpet cleaning, pest control, blind cleaning, car washing, painting, travel agency, mortgage reduction, engraving, power washing, credit consulting, or any number of similar services.

While I won't cover each one individually, there are a few things to know before getting involved in starting a service business.

First, you need to have the personality to run a service business. In most cases, you'll need to have great social skills and a desire to talk to people face-to-face. If you're outgoing, friendly, and like talking to people, a service business could be a perfect fit.

Second, it's important that you like the service you'll be performing. Yes, even if you want to hire people to actually perform the service for you, it's good if you have passion for the business you're running. After all, before you can afford to hire people, you might just have to clean some carpets yourself. You'll find that you're willing to spend more time building and growing your business IF you like the service that the business will perform. For example, I can't imagine running a carpet cleaning business. And pest control and power washing would be the last things on my list. But an engraving service is intriguing, because it has a creative element to it, which I like. And I like the idea of being a travel agent (even though I wouldn't recommend you get involved in this area, because of the drastic changes in the travel industry) because I enjoy traveling. Finding something that fits your personality and passions will increase the likelihood that you'll be successful with it.

Again, as with ANY OPPORTUNITY you're thinking about investing in, DO YOUR RESEARCH! I can't stress this enough. I'm always shocked when I hear stories of people

investing \$10,000 to \$25,000 or more to start a business – and they haven't read the industry magazines, talked to other business owners in the same industry, or even done a simple search on the search engines. You can't choose a business based on the "Success Stories" of the people that appear in the ad. Those are what I call the "Best Case Scenarios". You need to do your own due diligence, check out the market for this type of service business, and make an educated choice on whether this business is right for you and right for the area in which you choose to start it. A little research can save you a ton of money!

In Conclusion...

There are a lot of great opportunities available for you to investigate. With the information in this chapter, my hope is that you'll be able to choose the right opportunity for you. In the next chapter, I'll reveal the secrets behind many of the most popular, widely-advertised get-rich-quick programs.

3

Secrets Behind Crazy, Wacky, Wild, Weird, and Odd Get-Rich-Quick Programs

Maybe you've seen the ads in the money-making magazines. Pictures of huge mansions, luxury cars, boats, airplanes, and almost unbelievable stories of people going from poverty to wealth overnight. Inside this chapter, I'll reveal the secrets behind the good, the bad, and the really, really ugly.

How to Make Over \$387,000 Doing Absolutely Nothing

It's funny how the titles of these opportunities never really tell "the whole story" behind them. The author of this opportunity reveals that by selling money-making programs in the business opportunity magazines and through direct mail, he generates a rather large mailing list of buyers. Every quarter he sends his list manager these names, and they're rented by other companies who want to mail to them. Every time the mailing lists are rented, he gets a commission check. Since he started renting his lists out (through his list manager), he generated the large six-figure income in the title of his book. While you could argue that the title is accurate (once he sends the names to the list manager, the list manager does all of the work of promoting and renting the names, and he gets a commission check on a regular basis for "doing nothing"), it certainly doesn't tell the entire story. To get those thousands and thousands of buyer names, the author of this system had to create a hot-selling product and invest money by marketing it through expensive magazine advertising and direct mail. Anyone who has run a mail order company knows that creating products, writing copy, and placing ads is not considered "doing nothing".

How to Turn Your Junk Mail Into Cold, Hard Cash

There are a few variations on this money-making system. The first (and most popular) concept is to become a distributor for mailing lists and, as "junk mail" (also known as "direct mail") arrives in your mailbox, you send your flyer selling mailing lists BACK to the marketer who mailed you the junk mail. The thinking here is that since the marketer originally paid for a mailing list to send YOU his information, he's a BUYER of mailing lists and you're more likely to get him to buy a mailing list from you. There's one problem I have with that concept: IF the marketer has been doing direct mail for quite some time and is experienced in this field, he or she will have contacts with a list broker who can get him or her almost any list. It's rare that they'll buy and test a mailing list from an unknown source. (Not impossible, just rare). Other systems using this same concept have to do with selling the marketer printing (since he needs to print his direct mail pieces) or selling him other things, like copywriting services or display advertising in opportunity publications.

Another variation on this concept shows you “How to Make BIG BUCKS from Full-Page Ads in the Money-Making Magazines”. Again, the idea is to sell these advertisers products and services, from printing and envelopes to advertising in other publications and mailing lists.

How to Get Paid \$2 for Each Envelope You Stuff

This is an OLD money-making concept and the very first one I ever fell for 19 years ago. There are a bunch of different version of this, but they all revolve around the same basic concept.

Here it is: Company A sells you their “Envelope Stuffing Kit” for approximately \$29.95. Sometimes it’s less, sometimes more, but it’s often right around \$30 bucks. With that, you get a classified ad to place in your local newspaper (or in magazines) and instructions on what to do with the envelopes. The system tells you to place the classified ads (which say, “Make Big Money From Home! Send \$2 and Self-Addressed Stamped Envelope To [Your Address]”) and when people send you \$2 and the self-addressed stamped envelope (S.A.S.E.), you keep the \$2.00. You put a flyer in the S.A.S.E. that sells Company A’s home-business booklet for about \$20 bucks. Sometimes you get to keep a portion of this \$20 sale, but often, you don’t.

This is a GREAT deal for Company A and a horrible deal for the person who purchased the Envelope Stuffing Kit. Here’s why: First, Company A makes a bunch of money selling the envelope stuffing kit. Because the actual system rarely, if ever, works, the company counts on making 99.9% of its money selling the envelope stuffing kit. Second, virtually no one is going to send you \$2 AND a self-addressed STAMPED envelope based on a few words in a classified ad. You’ll be lucky to get any response from an ad like that. And third, IF you do get a response, you’ve made a whopping \$2. However, Company A now has the ability to get their offer to a serious prospect with NO RISK! The prospect sent in an envelope, pre-addressed and stamped, so if the prospect doesn’t buy the home-business booklet, Company A is only out the cost of a single flyer. BUT, if the prospect pays for the home business booklet, Company A pockets some money with no risk. It’s a no-lose situation for Company A and an almost no-win situation for the person who purchases the envelope stuffing kit.

Other companies have changed the basic concept to allow the “envelope stuffer” to become a distributor of the home business book and put their own name and address on the flyer, print up copies, and insert it into each S.A.S.E. Then when orders come in, the envelope stuffer keeps about 50% of each sale and sends the rest to Company A for drop shipping. Again, Company A still makes 99.9% of its money selling the envelope stuffing kit. Giving the envelope stuffer a portion of each booklet sale made it simply an enticement to get them to buy the envelope stuffing kit. Since the ad continues to ask for \$2 and a self-addressed stamped envelope, your responses will always be very low.

By the way, if you’ve seen any of these offers, they make it seem as though they’ll be sending you the envelopes, stamps, and names to mail the offers to. However, if you read them carefully, you’ll see that most of them say, “All envelopes, stamps, and addresses WILL BE PROVIDED TO YOU.” Yes, they’ll be provided to you BY THE PROSPECT who responds to your ad. Wording that suggests that the company will be sending you these items makes your “small” investment of \$29.95 seem like nothing.

How to Make Money Assembling Products From Home

Ugh! I've heard nothing but horror stories about these "work-at-home assembling products" offers. The basic pitch is simple: A company that sells craft items is looking for people to assemble these items from home and get paid for each piece assembled and returned to headquarters. You can do as much "work" as you want, but the more you do, the more you get paid. Easy, right?

Wrong. Many of these companies (As far as I know, all of them) charge you a fee, from \$15 to \$30 or more, to qualify to assemble products. Then, the company sends you a starter kit of crafts to assemble and usually a completed sample so you can see how your craft is to look once finished. So you start assembling, finish one, and mail it back to the company for payment. Surprise, surprise. Your item wasn't assembled "up to the standards set by headquarters". It's sent back, and you're asked to try again. You try again and send it back. Once again, it's rejected – with a note to keep trying. Often, you'll never be paid for assembling these items. If you are, it's next to nothing. And you'd have to assemble hundreds, even thousands of products to make any decent amount of money.

It's a pitch that has worked very, very well over the years for the companies willing to sell it, because the work sounds so easy-- it can be done from home, you're your own boss working on your own schedule, and it appears to be the perfect way to make a little extra cash. Unfortunately, the only person that profits from this opportunity is the company that sells the kits to the people who wish to assemble them.

How to Get Paid Big Money for Taking Simple Photographs

Like most opportunity ads, the promises are great, but the details are sparse. The secret behind this opportunity is the fact that you work (as an independent contractor) for real estate investors in your area. You're paid (per assignment) to drive around to potential real estate properties, take pictures, and deliver them to the busy real estate investor. The idea is that you can work for many different real estate investors in your area, spend your day driving around, taking simple photographs of potential investment properties, and get paid. I'm not sure that this idea is a winner. The real estate investors I know either check out the properties themselves, first-hand, or have a trained staff member check out each potential investment property. You'd have to do more research to see if this concept is a viable money-making idea.

How to Get FREE CASH GRANTS from Foundations and the Government

In the late 1980's and early 1990's, I did a bunch of research on grants. I wrote a book on getting grants and was the co-author of another book on free money. I've done hundreds of hours of exhaustive research on this exciting topic so I can give you the "straight dirt" on grants.

Here's the truth (but you may not like it): You've seen the ads that seem to claim that you can get \$25,000... \$100,000... even \$250,000 or more for virtually anything. Pay off your bills, buy a new car, pay off your home, go on vacation. The ads make it seem like there's an endless pile of money that foundations and government agencies are willing to give away to anyone for any reason. I'm here to tell you, that's NOT true.

First, MOST private foundations DO NOT award grants to individuals. Most foundations award grants to agencies and charities. Those agencies and charities then use that money to fund their good works. Second, the U.S. Government does give financial assistance to individuals, but you often have to qualify, fill out paperwork, and it usually comes with restrictions.

If you're serious about getting a grant, understand that there's a process for applying and qualifying for this money. You have to have a good reason for wanting the money. Paying bills or buying a home, while you might think is the perfect reason, will not satisfy most foundations or agencies awarding money. Money that is awarded is usually given for education, the arts, the advancement of science, or any of a number of humanitarian reasons. There's a lot of paperwork to fill out, you must qualify, and then your application must be reviewed and accepted by a panel before it'll be funded. Some foundations hold meetings to review grant applications only once or twice a year. So if you miss the deadline, you'll have to wait a year before your application is even reviewed. And if it is accepted, you're not cut a check immediately. Often, you're given payments over time. And the foundation may wish to check on the progress of your project to make sure the funds are being spent accordingly. You may even have to provide an accounting of how the money was used.

It's exciting to think about qualifying for FREE MONEY! After all, without the dream of "something for nothing", no one would play the lottery or travel to Las Vegas. I've known two people who made an absolute fortune selling "Free Money" information. And there's another person I heard about that's selling "Free Money" information on the Internet at www.freecollegecash.com – and has made MILLIONS of dollars so far, and the money continues to roll in. It's a "magic" topic that captures people's imagination and it lures a lot of people in.

One of the ways people get hooked into buying information on grants and "free money" is that there are a handful of programs that do give money for housing and other types of financial assistance for individuals. However, the number of them are few, you must qualify, and often you're competing for a limited amount of money with a lot of other highly qualified people. The fact that these programs exist does NOT guarantee that they're easy to qualify for or that you'll have any chance of receiving this free money.

When I was doing my research on grants, I stumbled onto some great books by author Laurie Blum. You can still find her books at your local bookstore or through Amazon.com. One of her more popular books is called *The Complete Guide to Getting a Grant: How to Turn Your Ideas Into Dollars*. Highly recommended if you're interested in looking into getting grants.

How to Get Paid \$1 For Every Name and Address You Compile

If nothing else, the opportunity marketers are creative writers. The ad for this opportunity explains that you will get paid \$1 for every name and address you compile. Send in 1 name, you make \$1. Send in 100, you get \$100. Send in 1,000 names, you get \$1,000. You get the picture. The ad also states that there is NO LIMIT to the number of names and addresses you send in and you'll get paid \$1 for every one!

Here's the secret: It's the EXACT SAME secret as the ad that states you'll make \$2 for every envelope you stuff. The only thing that changes is the way the concept is presented. Basically, you again place an ad for a home-business booklet and ask the prospect to send you \$1 plus a self-addressed stamped envelope. When you receive a response from someone who saw the ad, you keep the \$1 and you send the S.A.S.E. (with the prospect's name and address) to headquarters. The tone of the ad makes it seem as though you can write down names and addresses out of your local phone book and get paid \$1 each. However, the truth is that you have to place ads (with your own money) and hope that someone will go to the trouble of sending you \$1 AND a S.A.S.E. for more information. Again, as I stated before, you're more likely to get struck by lightning than you are to get a response from these types of ads. And, if you do, it's only \$1 for you but a potential \$20 sales for the company that sold you this kit.

How to Turn Your Fax Machine Into an ATM

This is yet another ad that doesn't tell the entire story. If you run a mail order business selling anything, and you have a merchant account (which gives you the ability to process credit card orders), you can receive orders via your fax machine anytime, 24 hours a day. For example, it's 10:50PM right now and a few moments ago, I heard my fax machine receive another order for a promotion I recently mailed out. In the past, I've had days where my fax machine has cranked out tens of thousands of dollars in orders. In just one day!

However, that's a far cry from "turning your fax machine into an ATM". The ad makes it sound instantaneous. The reality is that you must first create a hot-selling offer, market it to the right list, and THEN your fax machine can accept orders. And this process of finding the right market, creating a product, and advertising it can easily take weeks or months to do correctly. You can get a lot of money through your fax machine, but only if you have a hot offer that people are willing to buy. And, if you do, you'll also receive money in your mail AND by phone.

How to Get Paid to Watch Your Favorite TV Shows

The opportunity marketers understand that the easier they can make their money-making schemes sound, the more likely people are to buy them. And how much easier can you make it than "getting paid to watch your favorite TV shows".

The concept here is to become a TV Critic! You critique TV shows for your local newspaper and get paid. Ta Da! Yep, that's it. Exciting, isn't it. Of course, that's much harder than it sounds. First, you'd have to have some writing ability. Second, the position would have to be available. And third, there are very few TV-only critics. I wouldn't quit what you're doing now to run off and become a TV critic. (You'd have more success running off and joining the circus!)

There's another plan called "\$1 Million Dollar Cash Vision," which also shows you how to get rich with TV. However, this book shows you how to create and produce-- Your Own Infomercial. Another dismal idea! While TV infomercials CAN be highly profitable, they're also incredibly expensive to produce and only a small number of infomercials end up making any money. It takes deep, deep pockets to produce an infomercial and even deeper pockets to keep it running while you tweak it until it finally starts working.

Make \$25,000 for Assembling “One” Product

The “one” product here is an information product and by “assembling”, the marketers mean writing. The concept is actually good. You can make \$25,000.00 by writing one information product. I know of people who have made millions of dollars writing information products. In fact, in this book I have an entire section dedicated to the business of being an information marketer.

However, from reading the ad, you’d never know that it had anything to do with writing and selling an info-product. The ad itself makes it seem as though you’ll assemble something, one time, and get a check for \$25,000. What it really means is that you write an info-product one time, sell it for at least \$25, and sell 1,000 copies. However, the ad does NOT mention the additional time you’ll have to spend “assembling” a sales letter or ad to sell the product. Or the money you’ll have to spend placing ads or mailing out direct mail letters. The opportunity marketer took a proven business idea but added a “twist” in his letter that made it sound different than anything else. And, in the opportunity market, something different creates curiosity and cash.

How to Make \$15,000 a Day Mailing Dirt-Cheap Postcards

There are a lot of variations of the basic concept, which is selling products or services by mailing out postcards. Often the product is a network marketing opportunity. Other times the product might be mailing lists or home-business booklets. The idea is that you can start making money by simply addressing and mailing out inexpensive postcards while you sit at home, watching your favorite TV shows. (Hey, this could be another way to “Get Paid While Watching Your Favorite TV Shows!”)

The problem is that postcards are good for generating leads and getting people to “raise their hand” for more information, but they are rarely a good medium for making direct sales. There just isn’t enough room on a standard-sized postcard to make a sale. I have had some success myself using postcards to generate leads and then mailing those leads a larger direct mail package with an order form. Using that method, you can see some positive results. But again, this is regular ol’ mail order marketing. As you’ve no doubt noticed by now, opportunity marketers are great at taking a tried-and-true concept and putting a new twist on it that makes it sound completely different and unique.

Make \$17,500 a Month – Mailing Two Simple Letters

What are the two simple letters? The ad never tells you but promises to reveal the secret--INSIDE THE \$25 book. Here’s the secret: One letter is really a full-page ad that sells a money-making book for \$10 to \$15. The second letter is an advertising placement form that you use to place the ad in a money-making magazine. You mail the ad with your ad placement form (and payment) to the magazine; it runs the ad and you get orders. “\$17,500 a month” as the ad states. (Actually, that number is VERY optimistic!)

Again, it’s plain ol’ mail order. My only problem with this concept is that it recommends that new entrepreneurs spend \$2,500 to \$5,000 to run a full-page ad in a money-making magazine selling a \$10 to \$25 book. At \$10, you’d have to sell 250 to 500 of these books just to break even! And while these magazines do have large readerships, unless you have a hot product

and a killer ad, I doubt you'll be able to break even. In fact, most opportunity marketers use these low-cost \$10 to \$25 products as "loss leaders" that pull in buyers so they can sell them a large \$250 to \$500 back-end product.

Get Paid for Reading Classified Ads in Your Local Newspaper

There are two main ways that these type of opportunities work. First, you have the real estate investing method. You're supposed to read the daily newspaper and check the classifieds for motivated sellers of homes in your local area. Then, you offer them creative financing deals (lease options, no money down, owner financing, etc.) to gain control of the property. That's one method behind the "Get Paid for Reading Classified Ads" opportunity.

A second version reveals that you should watch the "For sale" section of the classifieds and look for items (like TV's, cars, exercise equipment, etc.) that are grossly under priced. Often, people just want to get rid of items around their home, so they're willing to take next to nothing for them. The plan is to keep your eyes peeled for these types of deals. Then, you buy the item and turn it around and sell it for a slightly higher price in the same classified ad section. It follows the basic concept of "Buy Low, Sell High". Today, with the Internet, this method can be even more effective. You now have the ability to buy under priced items through the classified ad section and sell them on the Internet, through sites like eBay. This can work well, but you need a constant supply of under priced items (that are in demand online) to create a consistent income.

Make Real Money Shopping and Eating at Your Favorite Restaurants

When an opportunity marketer stumbles onto a unique way to make money, watch out! You'll soon see ads promoting it as a way that almost anyone can make money, when only a handful of people are actually doing it. This particular opportunity has to do with becoming a Mystery Shopper.

A mystery shopper is someone who is hired (normally by a major corporation, or a mystery shopping agency) to shop at a store or eat at a restaurant and secretly review the store or restaurant on their service. Companies use mystery shoppers because when someone from corporate headquarters arrives all employees are on their best behavior. It's impossible to gauge whether or not the business is being run properly. So a mystery shopper will play the part of a customer, buy something (or eat a meal) and then fill out a review form that gives corporate headquarters an actual idea of how customers are being treated.

Mystery shoppers are reimbursed for any money they spend shopping or eating at a restaurant, and they're paid an additional fee for each review they submit to headquarters. Currently, in Dallas, there is an organization for agencies that hire and place mystery shoppers called the Mystery Shopping Providers Association.

If you'd like to find a mystery shopping agency in your local area, the best idea is to search the Internet. Within seconds of entering "Mystery Shopping Dallas" into Google's search engine, I found a company called Feedback Plus, which pays mystery shoppers to review area businesses.

However, BE CAREFUL! 99% of the mystery shopping websites on the Internet are SELLING INFORMATION about mystery shopping and are NOT actually going to give you mystery shopping assignments. Many of these e-books on Mystery Shopping contain old, worn-out information and dead links to websites that no longer exist. Some careful research on the Internet can pull up actual companies that want to work with real mystery shoppers.

NOTE: Do NOT expect to make a full-time living as a mystery shopper. Often, mystery shoppers may do one or two assignments a week, being paid \$20 to \$50 per assignment. At other times, a shopper may do one assignment a month or not do any assignments for a longer period of time. Since it's such an appealing way to make money (shopping and eating), the number of people vying for these positions is overwhelming. And with the deluge of e-books and reports on the Internet pointing people to these mystery shopping companies, the competition is fierce. If you'd like to make an extra \$25 to \$50 bucks a week and being a mystery shopper sounds fun, do some extra research and see if this sounds right for you. Just don't go into this field with unrealistic income expectations.

How to Pocket Huge Profits with Ordinary Tap Water

If you've seen the Wizard of Oz, you know that the "Great and Mighty Oz" that ruled the Emerald City was merely Professor Marvel behind a curtain. Once Toto pulled back the curtain, the illusion of the "Great and Mighty Oz" was gone and only the reality remained.

I've been buying money-making opportunities for almost 20 years, and I've seen just about everything. This opportunity is one that made the light bulb go off over my head. I realized that the opportunity publishers RARELY if ever find a real breakthrough way to make money. Instead, they take something that is already working for someone else, whether it's mail order, real estate, the Internet, tax liens, buying & selling, etc. and they give it a little different spin or twist to make it look different. After seeing this opportunity ad, I was quickly able to see other ads and figure out (without even buying the system), the trick-- the actual money-making system they are talking about. Today, my mind automatically works that way. Even when the actual system isn't revealed, I can normally think through their wording and decipher the secret behind their system.

This one was tricky. After all, HOW can you make HUGE PROFITS with tap water? The ad explains that you go to almost any sink, fill a glass with tap water, and shortly after, you leave with a check for hundreds of dollars. And you can do this over and over again, each time you fill a glass with tap water, you pocket a few hundred dollars in cash. Sounds like magic, right?

It's not. Basically, you go to someone's house, fill up a glass of water from their faucet, and pitch them on the BENEFITS OF BUYING A WATER PURIFICATION SYSTEM from you. You show them how dirty their water is. You have them do a taste test and compare the taste of two glasses of water-- their unfiltered tap water and filtered water. You explain the dangers of lead in the water. You talk about bacteria and pull out charts with examples of deaths due to bacterial infections. You pitch them on your water purification system, close them hard, and if you did a good job, you sell them an expensive water purification with a high-profit margin (of which, you pocket 50% to 75% or more).

Do you see what I mean? The ad only gives you 10% of the overall story. If it explained that you'd have to go door-to-door, selling high-priced water purification systems, you might not be interested. However, by pitching this as a way to "Make Money from Tap water", it sounds magical. None of the actual work is explained. You're led to believe that you simply fill up a glass with water, do something that'll be explained in the system they're selling for \$25 bucks, and you walk away with cash. But like many get-rich-quick plans, you buy the booklet for \$25 bucks, believe the "Wizard of Oz" is real, and when you get it, you realize that the man behind the curtain has duped you.

One lesson to take away from this, especially when you're presented with a "blind offer" (Meaning: An offer where the actual system that creates the money is NOT revealed), is try to think through what the actual method could be. Training yourself to see past the hype and understand what they're selling BEFORE you invest your money is a great way to keep your money in your wallet, instead of donating it to a multi-million dollar opportunity marketer.

How to Make Money Helping Others Get a Major Credit Card

This opportunity gives you the ability to sell people a list of companies that offer secured credit cards. A secured credit card is a card that is normally "secured" by a savings account. This way, even if the person applying for the card has bad credit, the company issuing the card feels secure in issuing it, because their credit limit is backed by actual cash. If the person can't repay their balance, it's paid out of the secured account.

Online, you can also promote credit cards (both secured and unsecured) and get a commission each time someone signs up for a credit card through your link. One smart Internet marketer, Joe Lloyd, has created a program that can automatically create a ready-to-go website with multiple credit card offers. You simply promote the site and when people visit, they can browse through your credit card offers and choose the one that's right for them. When they do, you get paid a commission. Complete details are available at www.creditriches.com

How to Fatten Your Wallet in No Time Flat

One of my favorite money-making books of all time is this book, written by a marketer named Lawrence Tabak. This silver book, roughly 131 pages, reveals how he made a bunch of money selling products by mail. It's basically a starter course for anyone who wants to make good money in direct response marketing. However, it's a great read, because Mr. Tabak is a very entertaining writer and really tells you the secrets behind writing sizzling hot copy, finding great markets, locating products, and building a large direct marketing business. The book was very low-cost, and from the pile of testimonials on the marketing piece he mailed out, I'm guessing he sold thousands of copies.

The back of his manual contains a special offer to join his Inner Circle Club and get his personal coaching for \$1,950. And I'm sure that a good portion of the people who purchased his booklet invested in his coaching program. I have no doubt that Mr. Tabak used the marketing advice he gave throughout his book and created a million dollar fortune selling the book and his coaching program.

Today, Mr. Tabak runs a vitamin company on the Internet. He's retired from the opportunity market – and no longer sells his book, *How to Fatten Your Wallet in No Time Flat*. I contacted him once to try and get the rights to re-publish it, but to no avail. Sometimes used versions are available through Amazon.com for between \$9 and \$12. I highly recommend checking to see if you can get a copy. Very highly recommended.

Make up to \$9,600 in 24 Hours or Less

These types of blind ads never tell you what you'll be doing. The opportunity marketers that write and publish these info-products rely on their stories of "rags to riches". I'm sure you've heard them over and over again. "I was broke, I lost my home, I was eating the last box of Wheat Thins on the corner in the rain when I had an idea! Within days, I made \$50,000. Today, I own an island, a jet plane, and a small country in Europe!" And for only \$25 bucks, you can discover what my amazing idea is.

This system is no different from any other. You're supposed to be impressed that you can make a large sum of money very quickly. Other ads claim the same thing, just with different dollar amounts. And honestly, the dollar amounts don't matter that much. As long as they're impressive and the statement "in 24 Hours or Less" accompanies them, it captures the reader's attention.

So how DO you make this type of money in 24 hours or less? Well, let's remember that the opportunity marketer doesn't tell you the entire story. So let's say, for example, that you spend 20 years of your life searching for valuable antiques. You find some good deals, but nothing spectacular. Then, one day, you stumble into an antique store – and discover a painting you know is easily worth \$15,000.00 selling for just \$15 bucks! You quickly buy it, drive across town to another antique store and sell it to them for \$12,500 cash! You just made \$12,500 in less than 24 hours! However, the "real story" is that you have 20 years of experience. You've been in and out of every antique store from here to Timbuktu. You've read books on antiques, you've been to hundreds of auctions, and you have a wealth of experience. So you could say, in this one situation, you did make \$12,500 in less than 24 hours BUT that ignores what it took for you to get to this "24-hour window of opportunity".

It's the same way with my business. A few years ago, I had an amazing offer that was selling like hotcakes. It had a \$997 price tag and on some days, I might sell 20 or 30 of these. I honestly had days where I made \$30,000.00 in ONE DAY! So I guess I could write a booklet that told you "How to Make \$30,000.00 In 24 Hours or Less" but a good portion of it would have to explain to you that it took me years to get a good feel for my market, start and build my business, develop my copywriting skills, and just keep at it until I found this opportunity.

So what the actual opportunity is in this particular instance doesn't matter as much as the lesson I hope you take from it. The secret behind this opportunity is real estate. And mail order marketing. And information marketing. And Internet marketing. Because ALL of these methods can give you BIG PAYDAYS of \$10,000 or more in just one 24-hour period. However, there's a lot of time, effort, and energy that goes into creating those big paydays. It's not instantaneous, even though the opportunity marketers make it appear that way.

Turn a 30-Minute Sunday Drive into \$10,000 or More

The secret behind this opportunity has to do with investing in real estate. Every Sunday, you drive around your local area and look for property in which to invest. Whenever you make an offer and close a deal, you can pocket up to \$10,000 or more in profits. Again, it's simply real estate investing with a twist. Do you notice the trend now? The secret is to tie into something that seems easy-- stuffing envelopes, filling up a glass with tap water, compiling names, assembling products, or taking a lazy Sunday drive-- and making HUGE PROFITS and BIG MONEY! But underneath the hype is a real business that takes an investment of time, energy, and money to start and be successful.

\$985 a Day Receiving Phone Calls – and You Never Have to Talk to Anyone

This money-making system was the first opportunity created and sold by opportunity marketing multi-millionaire, T.J. Rohleder. The actual system was entitled “Dialing for Dollars” and it really was an ingenious way to make money.

Here's how it worked: T.J.'s company, Mid-American Opportunity Research Enterprises (M.O.R.E. Inc., for short), offered you a distributorship for a wide variety of money-making booklets. You were to place small classified ads in your local newspaper (or any newspaper around the country) that would generate interest in the book you chose to sell. However, here's where the telephone call “twist” comes in. In your ad, you include a phone number for people to call for more information. The phone number rings into your answering machine – which gives full details about your booklet and asks the caller to leave their name, address, and phone number... and the booklet will be shipped to them by C.O.D. (Cash On Delivery).

The method is very creative, because it gives people the opportunity to start small, with inexpensive newspaper ads, and use new technology at the time (answering machines) to do 100% of the selling and capturing the buyer's information. The ads and the answering machine did 100% of the marketing work and the person running the business simply spent a few hours each day taking names off of the answering machine and shipping out the booklets by C.O.D.

Today, people are using voice mail instead of answering machines for selling info-products from small classified ads. One of the benefits is that your voicemail system can often take multiple calls at once, instead of the “one-call-only” answering machine. It's still a very viable concept and one that really worked for a lot of people.

4

Secrets of the Opportunity Market

The business opportunity market is huge. It includes all of the companies selling money-making booklets in the business opportunity magazines (like Money-Making Opportunities, Get Rich at Home, and Entrepreneur), the thousands of money-making websites online, late-night infomercials that promise you “instant real estate riches” and “money in your mailbox”, and even the traveling “workshops” that visit large cities, hawking various wealth-building systems.

The demand for information on how to make more money is so large that thousands of companies are making millions of dollars a year just trying to keep up with the demand. In fact, some people are making up to (and over) \$1 million dollars a month selling this wealth-building information.

Because of this huge demand, there are some schemers and con artists who take advantage of people who are looking for wealth. Because they’re more interested in getting rich than helping others, they have no problem fabricating lies and telling people what they want to hear. These companies often rake in a large amount of money selling worthless information and then disappear into thin air before customers can get their money back. Then, a few weeks or months later, they start over again with a different name and a different product. Fortunately, the FTC keeps an eye open for these types of scam artists, but even their diligent efforts can’t rid the business opportunity marketplace of everyone who wants to make a fast buck taking advantage of people’s dreams.

On the other hand, there are also very good, honest, hard-working people in the opportunity market who really are trying to help their clients and customers make money. I’m proud to say I’m one of those people. Because of my background, living hand-to-mouth in a beat-up mobile home (with a family of mice) in a dirty, run-down trailer park in the middle of Nowhere, Kansas, my mission in life is to make sure the people who want out of their present circumstances have the information and help necessary to achieve their dreams. I understand what it’s like to feel like you have untapped potential. I understand what it feels like to believe that if you only had the right system, the right information, you could become a millionaire. So I’ve dedicated my life to providing the best financial freedom information to those who want it.

Fortunately, there are a lot of people just like me. And they deliver great, high-quality information on how to truly make a lot of money. Whether it’s in real estate, mail order, the Internet, or starting your own home-based business, they’re “good guys and gals” focus on helping their clients break free of their money worries and move toward true financial freedom.

In this section, I’m going to reveal some of the techniques used by the shadier side of the opportunity market. I want to help you avoid being taken advantage of. I’ve talked to too many people who have gone into serious debt, up to \$90,000.00 and more, buying worthless “get-rich-

quick” junk from con artists. Please read this section carefully. It has the potential to save you thousands of dollars a year in money wasted on money-making systems that don’t work.

The Blind Ad

A “Blind Ad” is any advertisement (magazine ad, sales letter, website) that doesn’t tell you what the system is behind the money-making program. An opportunity publisher leaves out the actual “secret”, because-- in most cases-- the method for making money takes work and effort, which often turns off the business opportunity buyer.

Instead, the ad tells a story of how the opportunity marketer was down on his luck, broke, and struggling to get by. Then, often through a lucky twist of fate, the marketer found a get-rich method. Maybe he stumbled onto a dusty book in a used bookstore. Or maybe he sat next to an elderly gentleman on a park bench that turned out to be a millionaire. Once the get-rich method was discovered, the marketer had an almost miraculous turnaround, going from broke to super-wealthy, with a mansion, exotic cars, and taking luxury vacations.

The story of this amazing reversal is enough to capture the imagination (and wallet) of the reader. If the story captures the attention and imagination of the reader, he or she rarely needs additional facts or figures to decide to purchase.

If any details are given about the actual money-making method, they’re normally vague and often very simple. Some phrases used in blind ads include...

- **Do everything while you sit in front of your TV.**
- **Do it from your favorite easy chair in your spare time.**
- **Make money in as little as 15 to 30 minutes a day or less.**
- **All you do is fill out one simple form. That’s it!**
- **Just do ONE SIMPLE STEP and you can get paid for life!**
- **Just go to your mailbox and pull out checks!**

Often, the reader is told what the opportunity IS NOT, instead of what it is. For example, many money-making ads and sales letters try to keep you from guessing what the opportunity is (without actually telling you what it is) by saying...

This isn’t like anything you’ve ever seen before. It’s...

NOT MLM
NOT Mail Order
NOT Real Estate
NOT Internet Marketing
NOT Import/Export
NOT Online Auctions
NOT Personal Selling

It’s 100% completely different!

Often, you're fed excuses as to why they can't reveal the actual method in the marketing piece. They only want to let a few people know about it. They only have time to work with a small number of people. They don't want to let the cat out of the bag. They want to help only those people willing to take action. Whatever the reason, it always sounds believable. But normally, the reason is that if they did tell you what it took to really make money with their get-rich method, you wouldn't be interested. At least, that's what they believe. So they promote it by using their own success story (if it's actually real), photocopied bank statements, and a statement from their accountant. That's enough to hopefully get people to buy. And often, people do buy. In droves.

Fake Testimonials

It's illegal to make up testimonials for a product-- very illegal. However, that doesn't stop opportunity marketers from doing it. I'm certainly NOT suggesting that many opportunity marketers do it. In fact, only those who are on the fringes of the business opportunity market take the risk of going to prison by creating testimonials and success stories out of thin air.

However, it does happen and you should be aware that it does happen. Often, people decide to purchase a money-making opportunity NOT on the basis of the actual opportunity, but based on the success stories and testimonials of people who have used the opportunity to get rich.

There's one very well known case where an opportunity marketer made up testimonials and went to prison for a very long time.

William J. McCorkle sold a real estate course through a late-night TV infomercial. In his infomercial, he showed his luxurious lifestyle-- complete with stretch limousines, helicopters, and planes. He also trotted out one "Success Story" after another who supposedly got rich using his wealth-building methods.

In reality, these "Success Stories" were friends of Mr. McCorkle, as well as actors and actresses paid to give fake testimonials for his infomercial. These people hadn't made one dime with his system, yet their stories motivated thousands of people to dig into their pockets and pay for Mr. McCorkle's system.

Long story short, Mr. McCorkle was charged with numerous crimes (some for the fake testimonials, others for money laundering and conspiracy). On November 4th, 1998 William McCorkle was found guilty of 82 counts of fraud and money laundering. In January 1999, he and his wife were both sentenced to 24 years in prison, where they remain to this day.

William McCorkle ran a multi-million dollar business opportunity company and most people believed his testimonials were true. They weren't. Don't purchase a money-making opportunity based solely on testimonials. Do your research and make sure the opportunity is solid before investing.

Conditional Guarantees

While I don't see these as often today as I did back in the late 1980's, conditional guarantees do pop up once in a while.

Basically, a conditional guarantee states that you can get a refund of your investment, IF you meet certain conditions.

Opportunity marketers use conditional guarantees to make sure their buyers do NOT get a refund. Or, at the very least, to make sure that their buyers must jump through multiple hoops before they get a refund.

A common conditional guarantee is that you must prove that you used the opportunity before you can get a refund. For example, one money-making system I purchased revealed that you needed to place a full-page ad in a magazine before you could get a \$25 refund. Since a full-page ad cost \$2,000 at the time, it made no sense for someone not interested in the money-making method to spend \$2,000 to get back \$25. That's another reason why some opportunity marketers sell their methods "blind". A marketer selling a business opportunity blind, with a conditional guarantee, has you trapped if you discover the money-making method isn't something you want to do. You couldn't tell that from the original ad and by the time you know the method, the only way to get your money back is to actually try the method. It's a catch-22 situation.

As I stated before, while many opportunity marketers no longer use these conditional guarantees, keep your eyes peeled for them. They're usually worded like this:

"Plus, I fully guarantee your entire purchase-- so there is no risk to you. Simply try my system for 30 days and if you don't make at least \$10,000.00, simply send it back for a full and complete refund, no questions asked."

The "catch" here is that the guarantee says you have to "try the system for 30 days," which may involve spending hundreds or thousands of dollars. And, with these types of conditional guarantees, you never know exactly what the marketer means by "trying the system" until you get the system in the mail and they've laid out the 18 things you have to do before you can ask for a refund.

The Magic Pill

Opportunity marketers all know that human beings respond to messages of convenience and ease. We don't want to exert a lot of hard, back-breaking effort. We don't want to spend our lives working. We don't want to go to bed late, dead tired, only to drag ourselves out of bed before the crack of dawn, to toil for another day. We want things quick, easy, and right now.

Opportunity marketers feed this natural tendency by selling us what I and other marketers call, "The Magic Pill". For example, if you had to make a choice between losing weight by

exercising hard 2 hours a day, 7 days a week, and eating only salads OR by taking a “Magic Pill”, which would you prefer? The pill, right?

How about making money? Want to try to start a business, rent an office, hire employees, and deal with the constant headaches and hassles of running your own company? Or would you rather be able to get rich by swallowing a “Magic Pill”?

The magic pill always wins out. Of course, opportunity marketers don’t really sell a magic pill, but they try to sell you the next best thing. Any method they can sell you, that takes little or no work, little or no money, and little or no effort, is like a magic pill.

Turnkey websites are like a “magic pill”. The website is ready to go. Professionally designed. Proven products. Website hosting included. The company selling the website will stock, process, and ship all orders. 99% of the “work” is done for you. ALL you have to do is simply advertise it. And that only takes as little as 15 to 30 minutes a day in your spare time. You can even place ads while sitting in front of your TV, watching your favorite shows.

It’s a “Magic Pill”. Get rich by just placing a few ads and we’ll do everything else to make you rich. It’s a big promise in easy-to-swallow “pill” form.

The “Magic Pill” can come in many different forms:

- Ready-to-go website, sales letter, ads
- Drop shipping of products to your customers. No stocking of inventory.
- Printing and mailing marketing materials for you
- Mailing marketing materials to mailing lists on your behalf
- Closing leads by telephone and giving you commissions

Anything that takes what might ordinarily be a more energy-intensive activity and turns it into an “already-done-for-you” system is known as a “Magic Pill”.

Honestly, I like the concept of the magic pill. In some instances, it really can work. For example, you can look at affiliate programs as a “Magic Pill” way of making money. You simply refer people to companies through your affiliate link and you can get paid for any sales made, even though the companies do all of the work of stocking, processing, and filling orders.

However, some companies take the “Magic Pill” idea a bit far or use it simply to capture people who either don’t have any time to start and build their own business or who simply don’t want to start their own business, but still want the financial benefits that come from owning one.

While some companies do offer some services that fall into this “Magic Pill” category, they also have parts of the business that you must do. Other companies, though, may try to convince you that they do 100% of the work and you do absolutely nothing. Let’s get real. If you do nothing and the company does 100% of the work, why would they pay you a dime? These systems are often illegal and can end up getting the people selling them into trouble. In fact, I know of one guy who ran a very large multi-million dollar corporation that promised his clients

that he would “Do Everything For You”. All his clients had to do was write him a check and he’d print the sales letters, mailing them to lists, fulfill orders, and send out commission checks.

Well, without going into too much detail, I heard recently that he settled a plea deal with the government – and went to prison for quite a few years.

Watch out for these “Magic Pill” deals that seem too good to be true. Too often, they really are.

In Conclusion...

The opportunity market, like any market, has its share of companies who try to take advantage of people. Unfortunately, these companies make the high-quality companies look bad. To keep from being ripped off, be cautious when purchasing money-making programs – and do your research first. A little bit of research can save you a lot of money and headaches later on.

Check out the company online through Google.com or any other major search engine. If you have questions about the opportunity that aren’t answered in the marketing materials, feel free to call or write for more information. If you don’t get an answer you’re satisfied with, it’s a good bet that you won’t be happy once you’ve purchased their opportunity either.

And don’t worry about those “Limited Bonuses” or “You Must Order Within 24 Hours” offers. Most companies will accept your money at any time. So take your time to investigate and research. If it’s a good opportunity today, it’ll be a good opportunity next week or next month as well.

5

How to Spot a Scam

So how do you spot a scam? Well, it's not always easy. Many scam artists have gotten quite good at what they do (unfortunately) and thus many of their pitches sound very sincere and genuine.

General “Opportunities” to avoid (because they may be scams):

Anything that doesn't specify what you'll be doing. Think about it: if what you'll be doing is really fun, exciting, and fulfilling, wouldn't they want to tell you all about it right up-front? If they're not saying what it is, it's probably illegal, unfulfilling, or it just plain doesn't exist. Many of the sales letters offering these types of scams tell you what the opportunity is NOT. For example, *it's NOT MLM, Mail Order, or Real Estate Investing*. But they never tell you what it IS. Be careful if you're asked to put money down for an opportunity that doesn't tell you exactly how you'll be making money.

Anything that requires you to pay a good chunk of cash (at least several hundred dollars) up-front with little explanation of why this is necessary other than a vague claim that it's for some type of supplies or a kit. You always want to know exactly what you're getting into before investing. If it isn't clear and the company won't answer your questions, steer clear. Good, strong companies who want you to succeed will tell you exactly what you're getting into – and what your money is going for.

Any opportunity where you can't contact the company, either by phone, fax, or email, is probably not a good opportunity to join. After all, once you invest in their opportunity, how are you supposed to get your questions answered? Stay away from companies that are happy to take your money, but not eager to answer your questions.

Many of these con artists focus on getting you excited through earning potential, success stories and testimonials of other people making money (which could be completely made up), and promises of easy money with little or no work. They hold back on giving you any real information and just flash a bunch of money in front of you, tell you some “success stories” about made-up people who made insane amounts of money, and stress that those people are just like you.

What they're trying to do is get your greed glands going and whip you into an enthusiastic frenzy so that you're predisposed to buy whatever it is they're selling, regardless of how sleazy the company is or what they're having you do. I know... It's shameless, but it happens.

Now let's be really honest here. I have greed glands. I'm guessing you do too. We're human beings. Without these greed glands, you wouldn't be motivated to start your own business and reach financial freedom. Wanting money isn't particularly a bad thing. However, con artists can use that desire for financial freedom against you. And the worse if you want (or even need) additional money, the easier it is for the con artists to prey on you. When your desire is high, you may tend to ignore the warning signs, tell yourself "what if this really works like they say it will", and... **WHAMMO...** *you're hooked.*

This has happened to me more than once. But I don't beat myself up about it. I just learn from it and move on. So if you do get hooked and ripped off, don't let that stop you. Simply pick yourself up, dust yourself off, and learn from the experience.

So what do scams look like? It's difficult to say, since they're all different. However, there are a few hallmarks they have in common. Think of these as distinguishing characteristics. *Common Characteristics of Scams*

- **Offering you a work-at-home "job"** – where you're supposedly paid a salary or hourly wage from a company while "working from home". While some companies do offer "telecommuting", most of these companies don't advertise that fact through home-business books or directories. Be very careful when you see a book or directory promising work-at-home "jobs" or "employment".
- **"Home Assembly" offers** – where you'll be paid for assembling crafts or gifts in your spare time with materials supplied for you. Many of these home assembly offers charge you a fee to start and then refuse to pay you for the items you've assembled. The company makes money selling you their \$30 to \$40 start-up kits.
- **Envelope stuffing or coupon clipping.** These "opportunities" are made to sound like you can pocket huge sums of money doing something incredibly simple. After all, most people can "clip a coupon" or "stuff an envelope". However, there is always a "catch" that isn't explained in the ad. You end up paying \$30 or so for a "system" that is unworkable or includes a lot more work than just stuffing envelopes or clipping coupons.
- **Guaranteed income ("You'll make \$60,000/month—GUARANTEED!")** No company can guarantee how much money you'll make, because no one can control how much work you'll do or what actions you'll take. However, most people are looking for some sort of guarantee, so these types of offers are very appealing.
- **Products that "sell themselves"** (so why doesn't the company just put the product out on their front lawn with a salesman to take orders from people who walk by?) No products sell themselves. Other "lures" are products or services that "everyone needs" or "everyone will want." That's rare. And even with these types of products, they still have to be marketed. The "everyone will want that" pitch makes it sound like you can make money with virtually no work. It just isn't the case.

- **Pressure to make a decision or commit right now or on the spot.** If an opportunity is a good opportunity, it'll be around tomorrow, next week, and next month. Don't be pushed into an opportunity because "time is running out." If it's a good decision today, it'll be a good decision next month, too.
- **Income earnings that sound too good to be true.** Do people make large sums of money? You bet! During one of my best months in business, I generated over \$200,000 in gross sales. However, that was after many years of trial and error and lots of effort. So be careful if someone promises you huge sums of money in a very short period of time. And the bigger the amount, the more skeptical you'll need to be.
- **You are discouraged from taking time to read a contract or let an attorney review it** (scam artists are like vampires—they function best in the dark). If you have to sign a legal document to join a business opportunity, always – without exception – have an experienced attorney review it for you.
- **They give you all sorts of excuses when you ask to speak with other investors or previous investors.** A good company that delivers a high-quality opportunity that works will want you to contact their other investors or dealers. Be wary of any company that either won't let you contact their dealers or can't give you a good reason why they won't.
- **No one ever answers the phone** and the company address is a P.O. Box. Many fly-by-night companies set up shop through a post office box or mail drop service.
- **You're given testimonials with initials only.** One problem with spotting scams is that con artists are willing to lie through their teeth to get your money. This means that they might be willing to make up testimonials for their opportunity, which is totally illegal. However, if they don't have testimonials or the testimonials have only initials, then be cautious. Good testimonials give the customer's first and last name plus their city and state.
- **You get that sick feeling in the pit of your stomach** that something about this whole deal feels wrong somehow. Yes, your intuition is normally right. It's happened to me a time or two. One part of me wants to jump on the bandwagon but there's a gnawing feeling inside my gut that tells me to "stay away" from the opportunity. In almost all cases, the gnawing feeling in my gut was right. If you're not certain about an opportunity, there's no harm in avoiding it. Again, if it's a good decision today, it'll be a good decision tomorrow after you've done more research.
- ***You get the feeling that the company is most interested in selling you the opportunity or franchise and not in adding a quality person to their company.***
- **Claims you'll make a lot for doing very little, or that you won't have to sell anything.** I'm guessing that most people would like "money for nothing," like winning the lottery. Well, the con artists know this so they make their opportunity sound as "hands-off" as possible. You do little or no work. You don't do any selling. You don't talk to anyone. You don't lift a finger. You do nothing and the money comes rolling in. My friend, if there was

such a business, I guarantee the millionaire entrepreneurs would know about it first and they'd all be doing it instead of doing what they're doing now (building strong businesses with long-term income).

- **You have to buy a lot of costly inventory.** I personally believe that you don't want to get into any opportunity that demands that you buy a bunch of inventory before you've had a chance to promote the product. Normally, in these situations, you end up with a garage full of lotions, potions, or other such stuff you can't sell and the company that sold it to you is getting rich. NOT through the sales of the products, but by forcing their dealers to buy inventory up-front.
- **There's no agreement to buy back any of your unsold inventory** (if it's such hot stuff and it will sell so easily, why won't they buy it back?) Again, I wouldn't get involved with a company that requires that you purchase a lot of inventory right off the bat. But if you do, they should have some sort of "buy back" agreement. If not, that's a warning sign.
- **Fake or Misleading Guarantees.** For example, if the guarantee says, *"Give our system a try... and if, after trying it, it doesn't make you \$100,000 in cash, simply send it back and we'll refund every penny you paid, no questions asked"*. Sounds okay, right? Actually, the guarantee states that you have to try their system before you can get a refund. And, if they haven't told you what the system is before you purchase it, you might find that trying their system is more costly than the price of the system you're buying. For example, one time I bought a system that taught me how to make money running full-page ads in magazines to generate sales. The only way I could get a refund on the \$40 system was if I sent them a copy of the magazine with the full-page ad in it. That ad would have cost me \$4,000. So to get back my \$40, I would have had to spend \$4,000! Plus, by the time my ad would have run, the company was already out of business and had moved onto some other post office box to start this scam all over again.

6

Bonus Chapter A

How to Create a \$1,000,000 A Year Income Stream!

Written by Mr. X & Reprinted with Permission

(Editor's Note: This bonus chapter came from the notes for an unpublished book written by a business opportunity marketer who has made millions of dollars selling money-making information. I've included this chapter to give you a look "behind-the-scenes" at the formula used by business opportunity marketers to create their vast fortunes.)

Only 1 person in 10,000 knows anything at all about the opportunity market.
This is a small marketplace of:

- A. People who are actively looking for methods, plans, and programs to make money.
- B. Companies who are in the business of providing a wide range of products and services to fill those needs and desires.

Almost everybody says they would like to earn extra money, but very few people ever invest a dime on any type of information on how they can actually do it. This never made sense to me, until I began to realize that what people say and do are two different things. People only do the things that most interest them.

This brings me to a very important point – you can tell a lot about any person you want to know about by simply looking around at what they are spending their money on. The first time I heard somebody say this I thought little of it. But then I began looking around at people I knew well and saw this principle in action. You will, too!

There are about 3,000,000 people across the country who, at any given time, are actively looking for ways to make money. These people initially respond to some type of advertisement and get on somebody's money-making or business opportunity mailing list. Then their name is traded, bought, or rented to other individuals and companies who are involved in selling similar types of money-making information or programs.

I am 100% sure this has been your experience. Somehow, you initially inquired or sent away for some type of money-making plan. This contact got your name placed on somebody's

mailing list, and soon, before you knew it, other similar types of offers began showing up in your mailbox from individuals and companies you never heard of! Some of the offers really sounded good, and you sent for them, which kept your name circulating on various mailing lists!

Now you know the secret! This is how you ended up becoming a customer of ours, and is the same thing that is happening to thousands of people just like you every single year!

Now it is time for you to get on the other side of the cash register! Instead of getting these constant solicitations for money-making plans, methods, reports, and opportunities.

It Is Time for you to Develop One of Your Own, And Make \$1,000,000 or More Every Single Year!

This is how my wife and I got our start. Our names were on all the mailing lists (or so it seemed), and we were constantly bombarded with all kinds of solicitations from companies we had never heard of who were promising to show us how to get rich!

Soon we discovered (as you probably have) that many of these money-making informational products on the market are complete trash! This made us angry, but also made us realize that **we could probably create a good business by researching and developing money-making plans that work.** This is what we did and ended up making millions of dollars in the process! Now we want to show you how you can do it too!

Our \$1,000,000-a-year plan is quite simple and is based on these principles:

- A. Hundreds of thousands of people in this country are looking for money-making opportunities that really work.
- B. These people can be reached through all kinds of mailing lists, magazines, and other media.
- C. The majority of these people have been let down by many companies in the marketplace who are selling worthless money-making plans. This disappointment leaves them with their initial desires as strong as ever, but frustrated by the many offers they receive in the mail or see in the magazines that they do not trust.
- D. This is the set of circumstances that sets the stage for you to make \$1,000,000 a year or more!

All you have to do is create and develop money-making plans that are of the highest quality. Develop plans that really work, and you will win the trust of these people and their repeat business. Get enough of these people to do business with you, win their trust by converting them into repeat buyers, and you can get rich! This is how it happened to my wife and me, and can work for you, too.

It took us a long time to learn how to develop and produce quality money-making plans and programs. It was a gradual process in which we are still learning and expanding our knowledge.

We have made millions of dollars doing this, and sincerely wanted to show you how to do it too. But, the burning question was, **COULD WE TEACH YOU HOW TO MAKE MILLIONS DOING THE SAME THING WE HAVE DONE?**

The answer is YES! **Here is our simple 7-step formula** you can follow and build a business that brings in more money in one day than most people make in an entire year!

Step 1

Become familiar with the money-making plans and programs that are on the market and the companies selling them.

This is an easy and logical first step to take because it shows you the items that are selling for others. **You should send away for as many different things as you can afford.**

This step will do two things:

- 1) Give you a great idea of what types of opportunity offers are on the market now and
- 2) The realization that many of the companies are selling junk, and you could do a much better job than they are doing.

You will build a lot of confidence by realizing that you could do a better job than the companies you bought from! The secret is to examine these plans like you would as a competitor rather than a consumer. **Try to see how easy it must have been to put something like this together.**

Thinking like a competitor simply takes a different mindset. You must pick the product or company apart and try to determine things that most people never begin to ask themselves. You must not only dissect it, but you must ask yourself how you can do it better!

You will be shocked by the amount of sales material you can get by spending one evening sending away for “free information” from all of the companies advertising in the money-making magazines or in the back of *Popular Mechanics*, or the supermarket tabloids.

It will not stop there. Pretty soon your name will be traded, sold, and rented to other opportunity sellers, and you will get a ton of new sales packages that you never sent away for! A consumer would call this junk mail, but **a competitor calls it RESEARCH MATERIAL!**

See where a little difference in your mindset can make you a lot of money?

Step 2

Copy from the very best plan or program you can find!

There is no faster, simpler, or easier way to get off to a powerful start than to copy what somebody else is now selling. There are always several really HOT programs in the opportunity marketplace, and discovering what they are and patterning yours after them is super-smart!

Get past the moral issue that says copying is cheating! It is not. Instead, it is very smart business, and many of the most successful companies in the world do it on a regular basis!

Some of the world's largest corporations have entire departments that do nothing but pick apart their competitor's products to get ideas for their own! Almost all of the really good ideas in the marketplace have their origin in other areas where they were first used. Some sharp business person simply discovered and utilized them for their own concern! You can do the same thing. It is easy to do and can make you huge amounts of money.

All of us in the Direct Response Marketing business are constantly displaying our "secrets" to anyone who knows how to recognize and take advantage of them. We do this every time we run an ad or send a sales letter to a targeted prospect!

All you have to do is become a customer of the best companies in the marketplace, buy from them regularly, study their sales solicitations, products and services, and then map out a plan to duplicate them.

The time to experiment with your own ideas for successful money-making plans or programs is after you are already off to a powerful start with one that stands the best chance of working!

In truth most of your new ideas for a money-making plan or program you want to sell **WILL NOT WORK**. Most of the people who are very successful in this marketplace have been doing this for years, and **you must follow their examples as closely as possible in the beginning**.

Getting off to a good start will give you a couple of things you really need: Experience and momentum. Both of these are vital to your success. Many people who get off to a bad start tend to lose the drive necessary to build the momentum needed.

Step 3

Become skilled at developing and selling informational products!

Informational products have made my wife and me and thousands of other people rich! You should follow in our footsteps and get good at developing and selling your own! It is well known, that informational products:

- Have a high perceived value.
- Are easy and cheap to produce.

- Can be produced as you sell them with no need for large inventories.
- Are easy to produce and sell.

Add up these benefits and you will see that **information is the perfect product!** A book that costs around \$1 to print can easily sell for up to \$20 or more. The best part is the fact that the people who bought it will feel they got their money's worth if the book gives them what they wanted!

Markups from 500% to 3000% are common for those of us who sell information for a living. Customers buy our products because they want the benefits from the information. Spending \$500 on a set of cassette tapes and a few reports that cost \$20 to actually produce is a small price to pay if those products can show people how to make \$2,000 a week for the rest of their life. Do customers really care if we make a 2,400% markup if the product does what we say it does?

The secret to selling information products is simple, once you get the hang of it.

- A. Write your advertisement **before** you create your product.
- B. Sell the end benefits of what your informational product will give to or do for the buyer.
- C. Develop your informational products around these benefits!

Writing your ad before you develop the product is smart because your enthusiasm is higher when something is new, and you can make promises of specific benefits in your ad and then carry those benefits into the product itself. For example, an ad for a super weight loss product could say, "**How To Lose 7 Pounds In Your First 3 Days Without Dieting! See Page 23!**" On page 23 of the book you write a section called "How to Lose 7 Pounds Your First 3 Days Without Dieting," and your product delivers. This is the secret to writing powerful ads and then giving the reader what you promise.

This is the secret way some of the biggest and richest publishers who sell by Direct Marketing develop all of their products. **First, they decide what people want**, write the benefits, and then develop the product that shows how to get the benefits the advertisement (which was already written) tells them how to get.

There is an art and science to developing fast-selling informational products. It takes a bit of conceptual thinking to visualize the advertisement first, then the product - but all this will be second nature to you after you do a few of them!

You will need all the markup you can get with these products to offset the high cost of printing, postage, and Direct Response Advertising which can be phenomenally high!

Step 4

Immediately develop a related back-end product or service!

Many first time opportunity publishers never think past product number one. This is a crucial mistake that costs them thousands of dollars in lost revenue. You will never have a business without additional products to sell. All you will have is a promotion. This gives you no staying power or any real strength.

The safest thing to do is insure that you'll always make money is to constantly develop new informational products. Develop and test each one to your customer base. The more targeted they are to this group, the greater your chances are of success.

You must develop back-end products from the very beginning. Do it while you are developing your initial front end product. Think of logical related items to sell that give them MORE of what they purchased from you the first time.

A good percentage of the people who buy your first product will automatically purchase your second one, too. All you have to do is ask them by developing a great offer to sell it, and then presenting this offer to them while they are at the peak of their interest (within a couple of weeks from the time they first do business with you).

The people who buy your initial product have shown they are different than the rest of the prospects who did not respond. Something made them take a chance on you and send you their money instead of sending it to all of the other individuals and companies selling the same type of opportunity products. These people need to be rewarded for their business.

You reward these people by doing everything you can to show them they made a good decision to do business with you. Make your initial package as good as you can. Try to make a statement with it. The better it is, the more you will draw attention to yourself in the minds of each new customer, and the more open and responsive they will be to all of the additional offers you will develop for them in the future.

Developing additional products and services for your established customer base is where all of the profits are in this business. You will have a wide variety of many different products that can be developed as long as you are selling informational items.

When most people think of selling information, they only think of written materials such as books and reports. But these are just the beginning. The truth is there are dozens of different info-products you can develop and sell, and most of these are easy to produce.

Here are the top ten informational products that have made our company millions of dollars. You can do it, too.

1. Small reports that are 1 to 8 pages in length and written to cover very specialized topics.
2. A newsletter that gives the customer more of your knowledge a little at a time!
3. Continuity products, such as a booklet a month, or a tape a month. Get enough customers on this regular service, and the profits can be staggering!
4. Seminar or speech transcripts that have been edited for clarity. Many people love publishing these because they can see the same information in several different forms.
5. Home study courses which contain a wide variety of informational products relating to one subject that are simply grouped together into one large package.
6. Books or manuals written to give your customers more knowledge and to strengthen your authority in their minds.
7. Recorded seminars, workshops, speeches, or consultations that you or one of your staff members does for your customer base. These are easy to put together since they are a by-product of some type of event and are a great way to sell the information you do one time over and over again!
8. How-to cassette tapes which are instructional. These are easy to develop, once you gain the experience by producing a few dozen of them.
9. Cassette tapes of interviews, conversations, or roundtable discussions that contain valuable information to share with your customers. These audio products are so quick, easy, and simple to produce, and the surprising thing is they give the person who buys them tremendous value!
10. Video tapes shot of seminars and discussions that give how-to information on a subject that interests customers.

All of these products are fairly easy to develop. It takes a little experience and discipline to develop these products on a regular basis, but you can do it as long as you do a little at a time!

These are only ten of many different types of informational products you can develop. **About a dozen are just as profitable:** tip sheets, computer software, posters, membership kits, 900 numbers, back issues of newsletters, and sets of books. Marketing expert Dan Kennedy has defined 39 different ways you can sell informational products and freely admits there are probably many different variations on these.

You have many different choices available of all different types of info-products you can create. Plus, you will have established customers to develop these products for. These two factors together could make you rich in just a few short years!

Step 5

**Always test cheaply, roll out slowly,
and continue working the other four steps!**

These steps must be continually worked. It's a process you must do over and over. **The best part is the fact that it becomes a great way of life, and the more you are**

involved in it, the better you will get. I think of all the time, work, and effort we put into some of our first informational products and compare it to the same amount of effort we expend today. The contrast is shocking! Our first products took about 100 times more effort than the ones we produce today! The job just keeps getting easier and easier! The same thing can happen to you, too.

This is a fun, challenging and rewarding way of life! It does take continual work, but the rewards can be so fantastic!

It feels good to get ideas for products or services you think will sell, produce them in a simple info-product, test them through the ranks of your established customers, and then make millions of dollars in the process! You will get a feeling of power and control over your life like nothing you have ever experienced.

But nothing will replace the two key elements you need:

1. Get started with these five steps.
2. Do a little concentrated effort every single day.

Doing these things will help you build a tremendous momentum that will keep you going strong through any and all of the obstacles that are bound to get in your way every now and then.

- You gain knowledge through your constant efforts.
- Every days worth of experience adds up synergistically with the previous day!
- Your knowledge grows.
- You learn while earning!
- Your confidence expands!
- You begin to gain new ideas of possibilities you have never thought of before!
- The ideas, methods, and strategies you develop for making more money in this exciting business get better over accumulated days, weeks, and months of steady, directed effort.
- Before long, you are a much different person than you are now! **You will feel better about yourself, confident about your future, and passionate about the work you do!**

How can I promise you all of these things? Simple. These are the things that have happened to my wife and me as a result of working these four steps. They will happen to you too!

There is no really mystery to success. The actions that produced riches for us can do the same thing for you, too. It is our sincerest wish that you follow in our footsteps and use the ideas we have just shared with you. They will work, if you work them!

Grossing \$1,000,000 A Year Can Be Easy!

Our Company began grossing over \$1,000,000 a year almost from the beginning. It is easy to do because:

1. There are hundreds of thousands of potential customers you can do business with.
2. Sale of your front end and back end products can easily add up to millions of dollars in revenue every year!

Examine the numbers it takes to gross \$1,000,000 a year.

- All you have to do is make 40 - \$500.00 sales a week!
- Or 80 - \$250.00 sales a week!
- Or 160 - \$125.00 sales a week!

You can easily get this number of sales every week by doing two simple things:

1. Develop an on-going front-end offer that draws new customers to your company on a small initial purchase. (this can bring in large numbers of qualified customers.)
2. Create a large back-end product made up of a collection of small informational products you simply group together into one BIG PACKAGE! This product can sell for \$149.50 – \$295.00 or even \$495. Keep building it up, so it has a higher perceived value and can be sold for more money!

This is the same formula our company has been using for a number of years. It is surprisingly simple when you stop and think about it, and yet **it has made us millions of dollars**. This formula works incredibly well because the product we sell on the front-end helps to sell the large back-end package! It acts as a BIG SALES LETTER!

The initial sale we make helps new customers trust us. We try to do everything to impress them with the fact that we are different than the other companies they have done business with.

Asking somebody who has never done business with you to spend \$30.00 is a whole different ballgame than asking them to spend \$300. **The way to get the larger amount is to first make the smaller sale.**

A nice percentage of new customers who buy our inexpensive product for \$10 to \$50 can be convinced to spend an extra \$100 to \$500 if you show them how they can get much more of what they initially bought at the lower price.

The time to think of making the BIG sale to your new customers is BEFORE you begin marketing your front-end item. The secret is in trying to give them only enough information to make them want to immediately send for more.

The ad for your bigger back-end package should make customers feel they are really missing out on something if they do not send for it. The idea is to make them want it badly by creating this vacuum that must be filled. The best marketers know how to make it almost HURT not to send your money in for their offer!

Study everything you can from the people that are making millions of dollars in Direct Response Marketing. Don't envy these people, join them! Follow the simple principles laid out here for you and start making over \$1,000,000 a year with these methods now!

7

Bonus Chapter B

6 Success Secrets from the World's Greatest Millionaire Entrepreneurs!

Over the last 19 years, I've had the good fortune to meet and talk with some of the most successful millionaire entrepreneurs around the World. As a Financial Freedom Coach, I often tell my clients that they will reach their financial goals faster if they'll take the time to find out what other successful entrepreneurs do and how they think – and duplicate their actions and beliefs. I've been doing this myself for almost two decades – and have generated millions of dollars in the process. My secret: I have discovered that successful entrepreneurs have some key strategies in common.

Millionaire Strategy #1:

Focus on Your Ultimate Vision at All Times

Successful entrepreneurs start with the end in mind – and work toward the vision of what they want their business to become.

Take some time to decide exactly what you want your business to become over the next 5, 10, even 20 years or longer. Then set aside time, every day, to visualize that same mental picture of your successful business. Successful entrepreneurs know exactly what they're working towards. Whenever they make a business decision, it's all with their ultimate vision in mind. They know exactly what they want their business to look like. And, because they have a clear vision in mind, it makes daily decision-making much easier. After all, with a clear-cut vision of what you want your business to become, you can always ask yourself, "Will this action move me closer to creating the business I'm visualizing?" If the answer is "yes", you know you can move forward confidently.

Millionaire Strategy #2:

Plan For Success... But Be Flexible

Once you have a clear vision of your business, it's time to create a plan to reach your ultimate goal. Your plan can be as detailed or as basic as you wish. Personally, my overall business plan is completely explained on two types pages. The actual steps to implementing this plan are much more detailed, but the overall plan is very simple. One thing I've discovered from talking to other entrepreneurs, as well as running my own multi-million dollar business, is that while a plan is important to the success of your business, flexibility is also important.

Successful entrepreneurs understand that a plan is merely a starting point. It's a "best case scenario" of how you would like to progress from where you are – to where you'd like to be.

However, in every business venture, challenges arise which can either momentarily bump you off track... or even make you re-think your plan entirely. The key to weathering these challenges is to remain flexible – and work around whatever new circumstances are staring you in the face. If some seeming “disaster” has occurred, look at it as an opportunity for you to stretch your creativity muscles – and find a new path to your ultimate outcome. I know in my own business, I’ve dealt with all sorts of challenges, from a flooded office (ruining thousands of dollars in products) to major moves across the country to an industry change that almost completely crushed my business overnight. By thinking on my feet, I’ve been able to change my plans (sometimes drastically) – and continue on my journey to my ultimate outcome. Every day brings new challenges and opportunities. By remaining flexible, I’m able to solve problems faster and profit from new ideas, without wavering from my overall business vision.

Millionaire Strategy #3:

Focus on Solutions, Not Problems

Challenges in a business (as well as in life) are unavoidable. What separates successful entrepreneurs from everyone else is their ability to quickly focus on finding or creating a solution to each problem that appears. Many people starting a new business find themselves overwhelmed with paperwork, red tape, and hundreds of decisions that could easily make or break their fledgling company. While some people react as victims, complaining that “It’s too hard” to start a business and “there are just too many things going wrong for this work”, the successful entrepreneur focuses his energy on finding and creating solutions.

I remember when my business changed almost overnight. I had been brokering advertising for an Internet search engine – and, without any advance warning, the search engine decided the service didn’t meet their long-term goals, so they instantly shut it off. At the time, marketing this service had become so profitable, I completely shut down the publishing portion of my business. With the announcement that the service would no longer be available, effective immediately, I jumped into action. I searched for days for a comparable service to market to the prospects who were contacting my company daily – while at the same time, creating a new business plan that would get me back into my first love, publishing. The next year was brutal. Changing directions for any company can be an expensive and time-consuming proposition. However, with a strong, new business plan, and a new vision for my business, I was able to save my business. Today, having learned many lessons from this experience, my business is stronger than before, with even bigger growth ahead. While it’s much easier to complain to friends and family and play the “Why me?” game, successful entrepreneurs jump into action whenever a problem presents itself – and focus on the solution.

Millionaire Strategy #4:

Let Your Passion Drive You to Success

While some start-up entrepreneurs may have a romantic image in their minds about creating their own company and generating millions, the truth is that there is a lot of hard work and late hours that go into creating any new business. Often, people jump into a new business because they hate their job – and they believe they’d be a better “boss” than anyone else. Others simply want to make more money – and believe they will have more time off if they were self-employed. However, the truth is that starting a new business – and working to make it successful – is a

constant effort. It takes a lot of time, money, and energy to turn your business dreams into reality.

The key is to create a business that you're passionate about. Your passion for your business can be the key to keeping you focused when things get tough. In fact, many successful entrepreneurs overcame tremendous obstacles in their journey for success, driven only by their burning desire and passion for what they wanted to accomplish. Since millionaire entrepreneurs have an exciting vision of what they want to achieve, their passion for what they're doing carries them through the inevitable problems, hassles, and headaches that appear.

That's why it's important to have passion for your business. I've talked to too many people who have chosen to start a business because they read in a magazine that it's going to be the "next big thing" – and they believe they can cash in fast, even though they have no passion for the products they'll be selling. Others see millionaire entrepreneurs who have created wealth in a particular field – and decide to follow in their footsteps, not understanding that the reason the entrepreneur was successful wasn't necessarily the industry he or she got involved with. It had a lot to do with the time, effort, and energy that went into building and creating the business.

Realize that dreams of millions may fade away when the problems mount. You may want to fire yourself when challenges arise. But if you're doing something that you're truly passionate about, something that you love doing every day, you'll have the energy to work through every challenge – and ultimately achieve your goal of creating a successful business.

Millionaire Strategy #5:

Learn from the Experience of Other Successful Entrepreneurs

One of my favorite quotes, by Admiral Hyman Rickover, is "It is necessary for us to learn from others' mistakes. You will not live long enough to make them all yourself." Many new business owners bitten by the entrepreneurial "bug" have a desire to scratch their way to the top, through all sorts of chaos and mayhem. Instead of learning lessons from people who have gone before them, they make the same costly, time-consuming mistakes that keep them from reaching their goals in a timely manner. With the built-in independence entrepreneurs have, it's easy to understand why most choose not to get advice from successful, wealthy entrepreneurs. However, if you choose to go into any venture, understand that there are people who can help you avoid many of the mistakes that can cripple or crush your business. Even successful entrepreneurs in other industries, running businesses completely different than yours, can give you invaluable advice on hiring, finances, regulations, negotiating, time management, and a wide variety of strategies that will save you time, money, and energy.

The easiest way, of course, is to read books written about (and by) wealthy entrepreneurs. Another method is to attend seminars and workshops that feature these wealthy entrepreneurs. Other methods include getting live coaching from entrepreneurs, search out entrepreneurial discussion boards and forums online, or purchase books and tapes produced by successful entrepreneurs. The few dollars you'll spend on education can help you avoid thousands of dollars in expensive, time-consuming trial and error.

Millionaire Strategy #6:

Learning Never Stops for the Wise Entrepreneur

If you're not growing, you're dying. The best entrepreneurs, the best success coaches, the best people at whatever they do, are always looking for that extra edge. You'll discover that the world's wealthiest, most successful people are constant students. They're always reading, looking for a new insight or idea. They're listening to educational and motivational audios to and from work, while they're exercising, and during their free time. They're attending seminars and events to learn from other experts in their field, as well as in other fields. In fact, talk to wealthy entrepreneurs, and you'll see that most of them have massive libraries of wealth-building and success books, audios, and programs. They invest their money in additional education, because they realize that to keep on top of their game and create more opportunities, they need to be constantly learning and growing.

It's important that you understand that very little separates you from multi-millionaire entrepreneurs. You probably have the same drive. You probably have similar goals. You're probably an intelligent, passionate person who wants to create the best business possible – and generate the wealth a strong business can produce. The only thing that separates you from wealthy, famous entrepreneurs – is what you know. Your focus should be to discover everything you can from other entrepreneurs. I recently purchased four huge bookcases to hold the hundreds of books, manuals, courses, audio tapes, CD's, videos, and DVD's I've purchased over the last 19 years. And I continue to spend tens of thousands of dollars a year on additional educational materials. What I've discovered is that the more I learn, the more wealth I generate for myself and those around me. Make a commitment today to become a life-long learner – and you will create the business and wealth you desire.

8

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