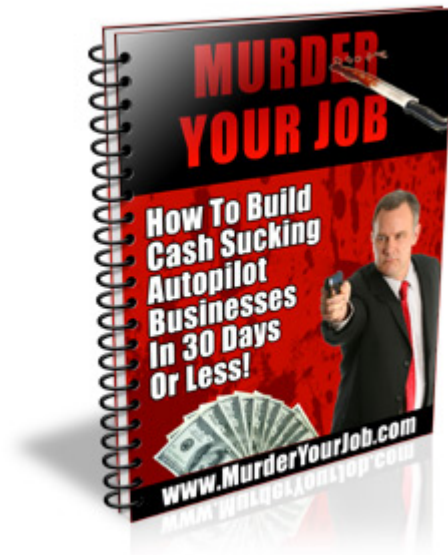


# “Murder Your Job”

2007 Edition



## How To Build Cash Sucking Autopilot Businesses In 30 Days Or Less!

By: Fabian Tan

[www.MurderYourJob.com](http://www.MurderYourJob.com)

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### **Introduction: Purpose And Benefit Of This Report**

First of all, I want to thank you for downloading 'Murder Your Job'.

This is your step-by-step **personal blueprint** to achieving an honest Internet income for the long-term.

Owning your own Internet business is one of the greatest things in the world...

As you may already know, it does not take a lot of money to start your very own online business. Unlike in the "real world" where starting a business can and usually does require thousands of dollars in start-up money!

More and more people are buying products off the Internet every single day. In fact, hundreds of millions of people all over the world spend billions of dollars buying products off the Internet.

In most cases selling information products on the Internet provides a lucrative passive income. Once your website is set up, you can pretty much put it on autopilot and spend only half an hour a day checking to see how many sales you've got and answer a few emails.

Here's a list of some of the benefits of running an online business:

- Your business is open 24 hours, 7 days a week, 365 days a year.
- You can potentially target a worldwide market, all of more than 1 billion people who are currently online.
- You would not need to hire employees in most instances.
- The cost of overhead is extremely low compared to a brick-and-mortar business.
- In some cases, you do not even need an inventory. Your products can be delivered digitally, giving your products infinite duplication.

This report will give you a step-by-step plan you can start with today on a very small budget. I will also show you how to come up with your own great business ideas pretty much any time you want.

The great thing about starting a business on the Internet is that you don't have to spend a ton of money.

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Because if you spend a gazillion dollars starting an online business, you first have to make that money back...before you make any profits.

Almost all of the businesses I have created cost me less than a hundred bucks, and the most I have ever spent on creating an online business is under a thousand.

So where do we begin?

It's hard isn't it? Knowing just where to begin when you're new to the whole online selling game. With so many others already earning money and touting the praises of their methods, where exactly do you begin?

Many "newbies" give up before they've really begun. That's due in part to the unrelenting maze of courses, ebooks, and other assorted sources available as soon as you log in! It's confusing. Who's right? Who's wrong? And who's in it just to make a quick buck from the inexperienced?

This report will point you in the right direction.

## **Getting The Most From This Report**

You are reading this report because you want to learn how to profit from the goldmine that is the Internet. And you don't want to spend a lot of money trying to get things right. With that in mind, I have made this the complete course for your online business learning.

To get the most of this report, follow these simple steps:

### **Keep connected to the Internet.**

There are many useful links in here that will help you in building a profitable Internet empire. To take advantage of these resources, stay connected to the Internet.

These resources will save you lots of time and money, allowing you to concentrate on other aspects of your business!

### **Read the course from front to back.**

You don't want to miss any important information in your quest to make money online. Knowledge is power, and that statement applies nowhere more so than the Internet!

One thing you should do is to print out the entire report and devour all the great information.

### **Take action immediately!**

Set goals and act on achieving them! Success is achieved by those who acted on their ideas and had a very focused goal.

Create a plan and then act on it. By having a plan, you will find managing your online business much more easier.

With that, let's dive straight in...

## **Set Your Income Goals**

If you fully intend to achieve your goals, you should perceive goal setting as an extremely powerful process of personal planning! Goal setting should not be taken lightly because your journey to success depends completely on the goal setting process.

Your goal is yours and yours alone to make!

In 3 months, my goal is to be making \$\_\_\_\_\_ a month.

In 6 months, my goal is to be making \$\_\_\_\_\_ a month.

In 12 months, my goal is to be making \$\_\_\_\_\_ a month.

In 2 years, my goal is to be making \$\_\_\_\_\_ a month.

In 5 years, my goal is to be making \$\_\_\_\_\_ a month.

I suggest you don't miss this important step. The very act of typing or writing down your goals is a very strong affirmative action. Review your goals from time and time and make adjustments to them based on your progress in your online business.

## **The Secret To Online Success**

There are 5 key areas you need to constantly maintain if you want to succeed online.

Those 5 key areas are

**1) Product or Service**

**2) Lead Generation**

**3) Conversion**

**4) Administration**

**5) Education**

Let's start with **Number 1, Product Or Service.**

You must have some sort of product or service online that a fair amount of people would be interested in to make any money.

You might have a hobby you would like to make money from like, polishing brass, I don't know, but I can't you now a hobby like that will probably not have a very big market online to sell too.

This product could even be an affiliate program you are promoting. I talk more about affiliate programs in Step 1.

Some of the most profitable sites on the Internet are those with one single page of writing. Exactly like the page you brought this book from.

**Number 2 is Lead Generation.**

Being able to contact prospects and customers anytime you want without spending a fortune in the process is one of the great things about marketing on the Internet.

Once you have those leads, you can contact them again and again for practically nothing. It doesn't even need to take up your own time, you can use autoresponders to do the work for you.

Having an email list full of people who are dying to know about your product or service is like having money in the bank.

### **Number 3 is Conversion.**

This is one of those things you tweak along the way. If your website or email's are only converting at 1% then that's ok, it's something you can improve on.

For instance, if you get 100 customers to your website and you have a 1% conversion rate, you will only make 1 sale. If you have a conversion rate of 2% you double the amount of sales you get and the amount of money you make without having to get any more traffic or even spending any more money.

Basically, try and get the most out of what you have. It really is the simple things that count and if you do them right, everything else falls into place.

### **Number 4 is Administration.**

This is something I struggled with. People fail to realize that an Internet business is just like any other business and needs to be run the same way.

There is book work, emails, finances, expenses, you name it, it's there. While this might be mundane, it needs to be done. If you don't want to do it, hire someone to do it for you.

### **Number 5 is Education.**

I spend thousands every year on books, tapes, seminars, you name it. You need to be able to keep up with what is going on. Just like a doctor has to read medical journals, you need to keep up to date with the latest marketing techniques and news that will affect you in some way.

No one knows all there is to know about running a business online, that's why testing and tracking are so important. As much as reading is important, just doing something will make all the difference to your business.

## The Power Of Diversification

To earn enough and to create enough security for this income to keep coming through, we do what the stock brokers advise, which is 'diversify'.

**Creating multiple streams of income not only reduces your risk, it gives you a chance to multiply your revenue!**

Diversify your money-making efforts throughout the Internet. Have your hand in all the viable opportunities to make money, which I will discuss throughout this course. If one income stream was to disappear, you still have the others.

By creating a number of income streams, you could be creating a residual income stream that pays you for the rest of your life for work done only once. This is especially so when you create a popular ebook or join a network marketing company. You get paid for the rest of your life for work done only once.

Why is residual income important? Well, look at all the rich people! Most, if not all, of their income comes from residual income. By creating assets that bring in residual income, the rich often don't have to spend much time on these assets after a while, because they are bringing in income even without the owner's presence.

What then happens?

With more time, the entrepreneur is then able to create more assets which produce even more residual income, and he repeats the process almost ad infinitum.

Now we shall move on to the real business: **exactly** how to make mega wads of cash online!

## Step 1: Leveraging The Power Of Affiliate Marketing – The Quickest And Easiest Way To Start Making Money Online

### What is Affiliate Marketing?

Affiliate businesses are probably the easiest to start.

Have you ever recommended a product to your friends, family members or co-workers? Perhaps the latest gadget, jersey or gardening tool?

If you have, you understand the power of referral marketing. Which is really another name for affiliate marketing.

Now imagine if you get paid for each and every referral. Imagine if you get paid a commission every time your friend buys the service or product you recommend! This is the philosophy behind affiliate marketing.

Affiliate marketing is currently the fastest growing business model on the web. However, it still remains a secret in many quarters. It is an invisible business where lots of money is made.

Companies love this model because their profit margins are extremely high; they do not have to spend any money on advertising. Their affiliates are acting as their sales force.

Now, wouldn't you want to be different from the rest of the population? Wouldn't you want to be paid for your 'marketing' efforts? Rather than helping a big company get rich everyday through your recommendations, you can gain a piece of the pie too.

So, what exactly *is* Affiliate Marketing?

To sum it up **affiliate programs or associate programs are revenue sharing arrangements where companies pay people commission for sending them customers.**

You are paid a commission if the person buys a product or service, (Pay Per Sale - Most Popular Option), clicks on an affiliate link (Pay Per Click - Less popular due to fraud) or simply fills out a form (Pay Per Lead - Also Very Popular).

Basically affiliate programs are programs that enable you to sell other peoples products for a percentage of the sale. They are also a very hot topic at the

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moment. To see a comprehensive list of affiliate programs you can join, visit <http://www.associateprograms.com/>. You can virtually sell anything online now thanks to affiliate programs.

Places which list affiliate programs and provide management tools for these programs are called affiliate directories.

Here is a list of some of the most popular directories:

[Commission Junction](#)

[Linkshare](#)

[Clickbank](#) (for digital products only)

[Performics](#)

### **The Best Affiliate Programs To Promote**

So you have decided to start promoting an affiliate program. Which ones will bring you the most profit? Which one will give you the best return on your investment?

When I started, I just searched through places like CJ.com and Performics.com without any idea of what kind of program I wanted to promote. This led to an information overload, as I simply could not decide what program would suit me.

Well, to build a house you need a plan, and this is no different. Before you choose an affiliate program, do your market research. What are online buyers buying? What is the current hot trend? Everywhere in the newspapers, magazines and online you will find this information.

Ask questions first before you join an affiliate program. Do a little research about the choices of program that you intend to join into. Get some answers because they will be the deciding point of what you will be achieving later on.

**Will it cost you anything to join?** Most affiliate programs being offered today are absolutely free of charge. So why settle for those that charge you some dollars before joining...

**When do they issue the commission checks?** Every program is different. Some issue their checks once a month, every quarter, etc. Select the one that is suited to your payment time choice.

Many affiliate programs are setting a minimum earned commission amount that an affiliate must meet or exceed in order for their checks to be issued.

**What is the hit per sale ratio?** This is the average number of hits to a banner or text link it takes to generate a sale based on all affiliate statistics.

This factor is extremely important because this will tell you how much traffic you must generate before you can earn a commission from the sale.

**How are referrals from an affiliate's site tracked and for how long do they remain in the system?** You need to be confident on the program enough to track those people you refer from your site. This is the only way that you can credit for a sale.

The period of time that those people stay in the system is also important. This is because some visitors do not buy initially but may want to return later to make the purchase. Know if you will still get credit for the sale if it is done some months from a certain day.

**What are the kinds of affiliate stats available?** Your choice of affiliate program should be capable of offering detailed stats. They should be available online anytime you decide to check them out.

Constantly checking your individual stats is important to know how many impressions, hits and sales are already generated from your site.

Impressions are the number of times the banner or text link was viewed by a visitor of your site. A hit is the one clicking on the banner or text links.

**Does the affiliate program also pay for the hits and impressions besides the commissions on sales?** It is important that impressions and hits are also paid, as this will add to the earnings you get from the sales commission.

This is especially important if the program you are in offers low sales to be able to hit ratio.

**Who is the online retailer?** Find out whom you are doing business with to know if it is really a solid company. Know the products they are selling and the average amount they are achieving.

The more you know about the retailer offering you the affiliate program, the easier it will be for you to know if that program is really for you and your site.

Also look at the merchant's sales page. Look at the sales copy, the graphics and the overall ambience. On a scale of 1 to 10, how likely are you to buy?

**Is the affiliate a one tier or two tier program?** A single tier program pays you only for the business you yourself have generated. A two tier program pays you for the business, plus it also pays you a commission on the on the sales generated by any affiliate you sponsor in your program.

Some two-tier programs are even paying small fees on each new affiliate you sponsor. More like a recruitment fee.

**Lastly, what is the amount of commission paid?** These can range from 4% for popular products on Amazon to 75% for information products like ebooks, membership sites and software. Anything above 75% means the product is probably not desirable at all and extremely hard to sell.

5% - 20% is the commission paid by most programs. .01% - .05% is the amount paid for each hit. If you find a program that also pays for impressions, the amount paid is not much at all. As you can see from the figures, you will now understand why the average sales amount and hit to sale ratio is important.

These are just some of the questions that need answering first before you enter into an affiliate program. You should be familiar with the many important aspects

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that your chosen program should have before incorporating them into your website.

Try to ask your affiliate program choices these questions. These can help you select the right program for you site from among the many available.

### **Two Ways To Approach Affiliate Programs: The Slow Track And The Fast Track**

There are two ways to promoting affiliate programs. You can choose the slower track, which is to build a content-rich site that will attract lots of visitors, hence making lots of sales from your affiliate links. (A resource which will help you achieve this is the [Super Affiliate Handbook](#) by Rosalind Gardner)

The other way, the fast track, is to promote these programs without even owning a website. How do you do that?

Easy. Simply set up a Google Adwords account for US\$5 (you will need a credit card for this). Do a search on eBay to get free coupons. This is where you will advertise your affiliate program.

What is Google Adwords? It is a system of advertising where you only pay when the user clicks through from the search engine. This is a revolution in advertising. Why does this advertising model work? Because when users are searching on the Google search engine, the advertisers targetting them are targetting an audience which is reciprocative to their ads, unlike TV ads for example.

You can identify the Google Adwords advertisements from the small text advertisements on the right side of the results page when you do a search for a specific keyword.

Perhaps the biggest advantage of becoming an affiliate is that you do not need your own product! All you need is a way to send traffic to other people's websites and 'boom', you have started your own business!

Here are a few more guides that go into more detail about this method to making money with affiliate programs:

[Google Cash](#)

[Google Profits](#)

[Dominating CB](#)

### A Glimpse Inside A 2236% Return On Investment Campaign

I know you may be wondering if anybody is making a single cent online from affiliate programs. Well, all I can say is, I'm living proof that there is money exchanged everyday, lots of it.


You are going to get an insider look today into just one of my affiliate marketing campaigns.

First, I will show you my costs of advertising for today, 27th of March 2007 (Eastern Time).

Clicks	Impr.	CTR	Avg_CPC	Cost
0				\$0.00
0				\$0.00
0				\$0.00
0				\$0.00
1				\$1.42
0				\$0.00
2				\$0.77
0				\$0.00
0				\$0.00
1				\$1.51
0				\$0.00
0				\$0.00
0				\$0.00
0				\$0.00
0				\$0.00
0				\$0.00
2				\$0.90
6				\$4.60
6				\$4.60

Total costs of advertising - \$4.60 in Singapore Dollars. I have erased some of the details to comply with Google's Terms Of Service.

And here are my earnings for today from two affiliate sales from this one campaign:

Tue Mar 27 \$67.61 

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That's in USD. So I used a Currency Converter to convert it to Singapore Dollars.

67.61 USD = 102.59 SGD

Now, let's calculate my ROI for this little campaign I'm running:

ROI=  $102.59/4.60 \times 100\% = 2235.86\%$

**And this is just one of the little suckers I have running on autopilot.** I have 10-20 of this type of campaigns running at any time, more so during the weekend. *Some of them leverage off free advertising, so everything sold in those campaigns are pure profit.*

It's really simple, you duplicate what is successful 10 times over, 100 times over, whatever.

Unlike a job, your income has no limit. You don't get paid by the hour, of which there are only 24 in a day. You get paid by how many smart campaigns you are running, and *you get paid on your ability to leverage.*

A resource I really recommend is Ewen Chia's [Secret Affiliate Weapon](#). Ewen is the super affiliate who has pulled in millions of dollars in affiliate sales. He is the guy you want to learn from!

## **Step 2: Creating Your Own Highly Profitable Information Products**

### **Why Information Products?**

Information is selling like hot cakes today. Wherever you go, people are looking for information. The Internet is all about delivering information, whether in the form of words, audio or video.

Every Internet entrepreneur is selling a piece of the information pie, whether they know it or not! If you develop a content site, you are also selling information.

However, if you want to explode your profits, creating your own products is the way to go. By having your own products, you keep most of the profits.

Is creating information products hard? In the past the only way one could create an information product was to write a book and then get it published through a publisher. This would cost a lot of money, and the chances of your work being accepted were very slim.

Now, with the Internet, you can create your own information product very fast and you don't need a big budget. You can self-publish your information products and get a Print-On-Demand service to print several copies of your tangible book.

So, why information products?

1. Low cost of production
2. You can target a worldwide audience.
3. You can reach them 24 hours.
4. No shipping/inventory hassle.
5. Your inventory is virtually unlimited. (Your inventory, your ebook, is only about 1MB. You can send this out as many times as you choose to)

### How To Create Your Own Ebook

There are down sides to every business, and the ebook business is no different. The biggest complaint about ebooks are the fact people are either A) buying them and asking for refunds or B) illegally giving away and selling the author's work without their consent.

But even though there are downsides, it is still more than worth it to sell your own e-book. Because the upsides greatly, and I do mean greatly outweigh the downsides.

To start with, it costs virtually nothing to create e-books. All you need is do to think of a hot subject, do some research and make that research into a book.

### Finding Your Hot Niche

When selling a product, a lot of people make the mistake of developing their product first, and then trying to find a market for it. Of course, the process should be reversed.

**Find a market first that spends money, then find out what they want and give it to them.**

It is certainly easier said than done, but there are a lot of places online where you can do your market research for free. They've done most of the work for you already. You just need to know where to go and what to do to connect all the dots.

Here are some goldmines for product ideas:

Google Zeitgeist-

<http://www.google.com/press/zeitgeist.html>

Lycos Top 50 –

<http://50.lycos.com>

Yahoo! Buzz –

<http://buzz.yahoo.com>

eBay Pulse –

<http://pulse.ebay.com>

eBay also puts out a PDF report of their hottest categories each month, available at

<http://pages.ebay.com/sellercentral/hotitems.pdf>

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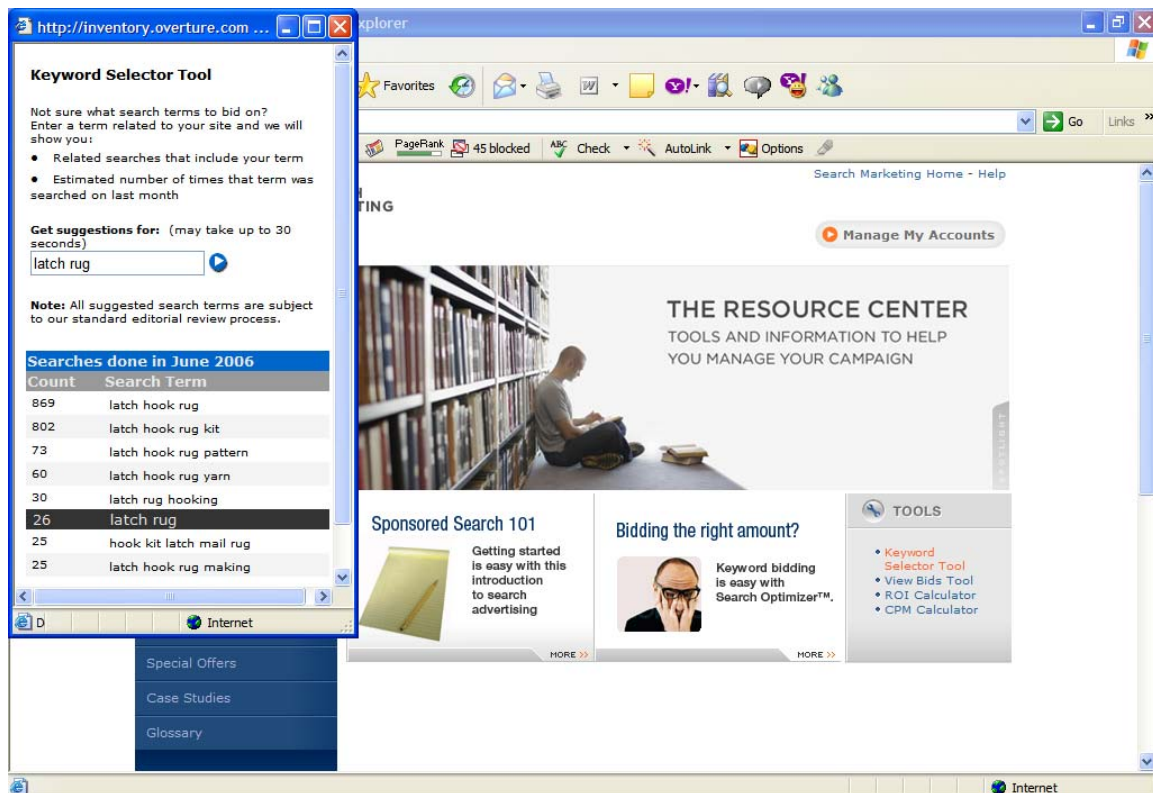
Amazon - <http://www.amazon.com>

**Time to scope it out a little further.**

We want to be as certain as we possibly can that our niche is focused enough but big enough, and that the people in that niche spend money.

So next head over to the Overture Resource Center (<http://searchmarketing.yahoo.com/rc/srch>) and click on the “Keyword Selector Tool.”

Then enter your niche and see how many times that keyword and all related keywords were searched in the previous month.



The screenshot shows the Keyword Selector Tool interface. On the left, there is a sidebar with the following content:

- Keyword Selector Tool**
- Not sure what search terms to bid on? Enter a term related to your site and we will show you:
  - Related searches that include your term
  - Estimated number of times that term was searched on last month
- Get suggestions for: (may take up to 30 seconds)
- Input field: latch rug
- Note: All suggested search terms are subject to our standard editorial review process.
- Searches done in June 2006**

Count	Search Term
869	latch hook rug
802	latch hook rug kit
73	latch hook rug pattern
60	latch hook rug yarn
30	latch rug hooking
26	latch rug
25	hook kit latch mail rug
25	latch hook rug making

- Special Offers
- Case Studies
- Glossary

The main content area shows the Overture Resource Center header with the text: "THE RESOURCE CENTER TOOLS AND INFORMATION TO HELP YOU MANAGE YOUR CAMPAIGN". Below this, there are several promotional boxes:

- Sponsored Search 101**: Getting started is easy with this introduction to search advertising.
- Bidding the right amount?**: Keyword bidding is easy with Search Optimizer™.
- TOOLS**:
  - Keyword Selector Tool
  - View Bids Tool
  - ROI Calculator
  - CPM Calculator

I like to see at least 10,000 searches for all keywords combined, but not more than, say, 50,000 or so (although I do have profitable niches that have only a few thousand searches at Overture, but they are the exception rather than the rule).

Ok, the next thing to do is check how many magazines there are on the subject of my chosen niche.

There are two places I go online for that:

[www.MurderYourJob.com](http://www.MurderYourJob.com)

Magazines.com - <http://www.magazines.com>

and

Amazon –

<http://www.amazon.com/exec/obidos/tq/browse/-/599858/>

At each site, I search by category to find the magazines in my niche.

**Obviously the more the better, up to a point.**

There are plenty of sites I use for research in addition to the ones above, but they are usually niche specific. These sites will help you to research practically any niche market effectively. Once you have this process down, you'll be able to do this very quickly.

If you are still struggling for ideas, do check out Jeff Gardner's [Million Dollar Idea Generator](#).

### **Writing Your Ebook**

You have got the topic for your ebook, now it's time for you to write it! Don't fret, it's not that difficult!

The hardest part of writing is the first sentence. When you look at the whole project, it seems like an impossible task. That's why you have to break it down into manageable tasks.

Think of climbing a mountain. You are standing at the foot of it and looking up at its summit vanishing into the clouds. How can you possibly scale such an immense and dangerous mountain?

That's right, step-by-step!

There are some steps you should take before you begin. Once you've gone through the following list, you will be ready to actually begin writing your ebook.

First, figure out your ebook's working title. Jot down a few different titles, and eventually, you'll find that one that will grow on you. Titles help you to focus your writing on your topic; they guide you in anticipating and answering your reader's queries. Many non-fiction books also have subtitles.

Aim for clarity in your titles, but cleverness always helps to sell books, as long as it's not too cute. For example, Remedies for Insomnia: twenty different ways to

count sheep. Or: Get off that couch: fifteen exercise plans to whip you into shape.

Next, write out a thesis statement. Your thesis is a sentence or two stating exactly what problem you are addressing and how your book will solve that problem. All chapters spring forth from your thesis statement. Once you've got your thesis statement fine-tuned, you've built your foundation. From that foundation, your book will grow, chapter by chapter.

Your thesis will keep you focused while you write your ebook. Remember: all chapters must support your thesis statement. If they don't, they don't belong in your book. For example, your thesis statement could read: We've all experienced insomnia at times in our lives, but there are twenty proven techniques and methods to give you back a good night's sleep.

Once you have your thesis, before you start to write, make sure there is a good reason to write your book. Ask yourself some questions:

- Does your book present useful information and is that information currently relevant?
- Will your book positively affect the lives of your readers?
- Is your book dynamic and will it keep the reader's attention?
- Does your book answer questions that are meaningful and significant?

If you can answer yes to these questions, you can feel confident about the potential of your ebook!

Another important step is to figure out who your target audience is for your niche. It is this group of people you will be writing to, and this group will dictate many elements of your book, such as style, tone, diction, and even length.

Figure out the age range of your readers, their general gender, what they are most interested in, and even the socio-economic group they primarily come from. Are they people who read fashion magazines or book reviews? Do they write letters in longhand or spend hours every day online. The more you can pin down your target audience, the easier it will be to write your book for them.

Next, make a list of the reasons you are writing your ebook. Do you want to promote your business? Do you want to bring quality traffic to your website? Do you want to enhance your reputation?

Then write down your goals in terms of publishing. Do you want to sell it as a product on your website, or do you want to offer it as a free gift for filling out a survey or for ordering a product? Do you want to use the chapters to create an e-course, or use your ebook to attract affiliates around the world?

The more you know upfront, the easier the actual writing will be.

Decide on the format of your chapters. In non-fiction, keep the format from chapter to chapter fairly consistent. Perhaps you plan to use an introduction to your chapter topic, and then divide it into four subhead topics. Or you may plan to divide it into five parts, each one beginning with a relevant anecdote.

### **5 'Cheats' To Prepare Your Own Ebook Without Having To Write A Single Word**

There are some alternative routes you could take which would allow you to prepare your own eBook or special report without having to write down a single word. Let's take a look at 5 of these options.

1. Gather some articles and compile them in a single volume. This would be the easiest way to prepare your own digital product. These articles can be PLR works which grant you the right to alter them and use their content anyway you please. Or they may be articles written by other people, which you have compiled from renowned websites like [www.ezinearticles.com](http://www.ezinearticles.com) or [www.goarticles.com](http://www.goarticles.com). If you choose the latter set, just make sure that you respect the terms and conditions of their usage, primary of which is the inclusion of the original author's resource box. You can't just bundle up articles left and right, however. Make sure that one article would organically and logically flow to the next. You can ensure this by studying the articles you want to include.
2. Conduct an interview with an expert and record the same. Thereafter, hire someone from [www.rentacoder.com](http://www.rentacoder.com), [www.elance.com](http://www.elance.com) or [www.guru.com](http://www.guru.com) to transcribe the conversation you had with the said expert. You'd be surprised how quickly you could jack up 50 to 200 pages worth of essential reading material using this method.
3. Buy an existing eBook or special report that comes with private label rights. This would enable you to alter the contents of the same, and even name yourself as the author of the work. You could add some materials as you feel are necessary, or better yet, you could combine two, three, or even ten of these PLR eBooks or special reports to come up with an encyclopedic tome of information worthy of some notice.

4. Hire a ghostwriter to prepare an eBook or a special report for you. There are many, many freelance writers looking for work at the websites we have mentioned in no. 2. It's just a matter of selecting the best writer for the job at a price that will not be too daunting to your budget. Expect to pay \$200 to \$1,000 for a 50 page eBook, however.
5. Here's a novel approach. Join an internet marketing forum, and ask a query. A good example would be "How Could You Profit From The Internet With A \$0 Budget." For certain, you'll get some amazingly enlightening replies. Compile these replies until you'll have enough materials to come up with an eBook or a special report. Ask the posters' permission to avoid any copyright issues. Chances are, they'll agree, provided that a link to their respective websites would be included in your work.

Lack of writing prowess, or the time to write at that, is never a bar for the production of your own digital products. All you need is a little imagination, and hopefully, the suggestions above have stirred up some concepts in your mind!

### **Converting Your Ebook To A Saleable Format**

After you are done writing your ebook, you need to convert it to a format where people can't edit it. I recommend using the pdf format as it is more secure than the exe format. The exe format also can't run on Mac computers.

You can go to [createpdf.adobe.com](http://createpdf.adobe.com) to convert your word file into pdf format for free. Alternatively, you can also use Open Office, which you can download over at <http://www.openoffice.com/>.

### **Writing Your Salesletter**

Let's face it, if you can't write a sales letter, you can't sell your products. It's a fact.

Where do you start in a sales letter? How do you create an attractive headline? How do you connect to your viewers in such a way that they can't take their eyes of your site until they're purchased your product?

### **The Attention-Grabber**

First up comes the headline. The oh-so-well-known and the most apparent block of larger-than-life bold text at the head of the sales letter. So what's the intention

of the headline? Well, the answer to that is twofold. Its first job is to capture the attention of the visitor.

To snap them out of whatever they're doing, and divert all their attention to your copy. The second, and most importantly, it's to persuade the reader to read on. It's a short, sharp taste of what you're offering designed to make the visitor drop everything, snap out of their daily grind like trance, and listen to you.

When writing your headlines, it's important to spend a little time playing with some words. What you have to remember is that to catch this attention in the first place, your headline needs to be short, and to the point. It's not a summary of your product, and it's not just there to grab attention being completely unrelated to your product.

As with your product itself you can categorize a positive headline in the same way. Solve a problem, avoid pain, or gain something that the reader wants. Your headline has to show this right away.

### **Attention Grabber Number 2**

Next comes the sub-headline, a couple of lines of text under the main headline there for the simple reason of enforcement. It gives you a little space to expand on what you've just said and do something very important. And that's give the reader a reason to read on. Here's a well used example for you, and that's the 'don't go anywhere, because this could be the most important letter you'll ever read' approach.

Many people claim to have come up with that line, but whoever did it originally, congrats because it really does make a difference. It's kind of a settle in line. A take your hands off that mouse, don't click the dreaded x or get distracted with anything else kind of line. So that's your aim, to settle the visitor in and to stop them going anywhere.

### **Lead-In & Introductions**

Next up, comes something that again, many people miss to their detriment; an introduction. Who are you? If I've just landed on your site, why should I be listening to you? Simple, tell us your name, and who you are for a start. Start by making that connection to the reader and making it personal.

### **Meaty Goodness**

Next up comes the meaty goodness of your sales letter, and that's the main body

## Murder Your Job

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of text that directly talks about individual parts of your product and how it's going to help the people that buy it.

Again, something that many marketers get wrong is that they blab too much, one huge, dirty, disorganized body of text written in an entirely unattractive way that no one can be bothered to read. Or they just provide a list of features telling the reader what the product does.

So let's look at how to correctly go about informing your visitors about your product while keeping it interesting. First up I'd like to tell you now that the more organized approach of bullet points is the right way to go about things. It's fast to read, looks nice, and best of all if the reader isn't interested in a particular part of your product, but is interested in general, they'll be able to skip over that point and move onto the next, something that's made impossible if it's all one slog of text losing you customers. So point one here is actually use bullet points.

Something that I want you to remember, that should always form the basis of your sales letter and ad copywriting, is that listing the features is never enough. The reason for this is because it's boring, and it's breaking one of the rules of sale letter writing we talked about earlier; assumption.

Just because it's totally obvious to you what something does, with so many different types of people on the internet from all around the world, it's possible that it may not be so obvious to them.

Remember, benefits sell, features don't. There's two ways to go about this as you're dissecting your product for all to see on your sales letter. Method one is to simply list the features as mini titles and in the same bullet, expand on them and talk about their benefits.

The second method is similar and just mixes the two together instead of separating the feature and the benefit. Personally, I prefer method number one over method two, because it really allows the reader to see what you're getting at from the outset, and in turn lets them skip over it if they're not interested or are looking for something else in your product.

### **Bonuses Done Correctly**

Next up comes the placement of any bonuses you may have and have decided to give away with a membership to your site or the sale of your product. When looking at what bonuses to offer, be as imaginative as you are when you create your products.

It doesn't have to be an e-book or special report worth a particular amount of cash. It can be anything, even your time, maybe a free one hour consultation or

something to that effect. Either way, the number one reason for adding bonuses to the end of your sales letter is simply to add value to your product.

### **Guarantees to Seal the Deal**

Next come your guarantees. An integral part of any sales process is gaining the trust of your readers, and eliminating risk for them. The easiest two ways to do this are with the testimonials and proof we talked about earlier, and through guarantees.

Most importantly here, you don't want to guarantee something that you can't keep, so if you're in marketing or selling an info product, never guarantee your results no matter how confident you are in what you're doing, because some people just won't listen to what you're saying, go about things half heartedly, and then shout at you because you guaranteed them something that they didn't achieve, through no fault of your own.

Aside from the moral and ethical problems with this, I believe it's also illegal and could get you and your business into trouble.

There's actually a huge amount of guarantees that you can honor in a number of different ways depending on your product or service. It's safe to say, though, that most widely used and effective are those that entail money back if something goes wrong.

Standard service really, to offer a refund if things don't work out, although with intangible products this is a little more difficult. With info products for example, there's always going to be the odd time waster that tries to get your product for free and ask for a refund.

It's definitely something that you should take some time out to ponder over if you haven't got a plan for this right away. When you're working on this, try to be specific too.

A one hundred percent satisfaction guarantee doesn't hold much water nowadays if it's not tied in with something like a refund or returns policy to target and eliminate the risk, because lets face it, to take out your wallet and hand a load of cash over after reading a written page by someone you don't know takes a mighty large amount of trust.

### **Closing the Sale**

Next up, we have something that's as important as any part of the sales process, and that is closing the sale, asking for the cash. All too often, both in the real world, and online, if you've ever trained a sales team or been on sales team

that's being trained, the number one thing that'll be drilled into your head is closing the sale and asking for the cash.

It's something that people just starting out don't like to do, or do in an indirect roundabout way trying to avoid this, and the fact is, the sales process can only do so much. If you don't request a signup or ask the customer to buy, it's all been for nothing.

Something else you should remember to do here is offer alternatives to the standard pricing. Just remember to try and give a little something extra to capture those people who can't afford your five hundred dollars straight up, or want to take a year's subscription at a discounted rate for your membership site giving you a big wad of cash up front.

### **Promoting Your Masterpiece**

The Internet is a place where creativity can run wild. There are many ways to promote your final work!

Here are two more powerful ways to reach a wide audience **fast** (you will discover a third powerful method in the next section):

#### **1. Building Your List**

Before, no one ever dare to use opt in lists thinking that it will not do any good for their business. Most entrepreneurs think that building an opt in list is just a waste of time and money. What they do not know is that, according to the "golden rule of the Internet," the money is in the list!

It has probably been mentioned before, and is worth mentioning again, the money is really in the list.

Why? Because with opt in lists, you get to keep your readers on the hook by providing them with information, promotion, and other campaigns in order to entice them to buy again from you.

Basically, opt in lists are lists of email addresses of customers with their consent. This means that after the customer had closed the transaction in a particular web site, there is an option on whether or not they wish to subscribe to the mailing list of the online business for any future promotions, newsletters, or campaigns that they would like to be informed of.

And because it is an option, the customers are not compelled to provide their email addresses to the web site. Plus, the web site owners will not be accused of

spamming because emails that will be sent to the customers have the consent of the customer.

Creating an opt in list can be very beneficial to your site. In fact, it has been proven that in the two-step concept of selling, follow-ups are important to sustain the interest of the consumers. The other step is to obtain the interest of the buyer.

Hence, in order to sustain the interest of your buying public, it is best to create an opt in list so that you can always give your buyers the chance to remember your products, your business, and your services, in which they have been satisfied with.

To know more of the advantages of creating an opt in list for your business; here is a list that would tell you the reasons why it is beneficial.

### 1. Opt in lists are the most valuable assets of your business

If you were to ask the owners of some online business about their most valuable asset, they will tell you that it is their opt in list. This is because opt in lists are customers' lists that can provide higher probability sales in a more consistent and stable condition. Because with opt in lists, all you have to do is to follow up orders or sales through promotions and ad campaigns.

### 2. It is always available

The best thing about opt in list is that it never grows old. As long as your customer needs something to survive, your contact with them will never grow old. This means that you can always have a fresh, new transaction with them every time you inform them that you have new products or services. Every transaction is a new way of increasing your sales. Simply put, no opt in list = no sales (at the most).

### 3. Bigger opt in list would mean bigger profits

The more customer's names and email addresses you have on your list, the more chances you have in increasing your online sales. Every name, every email address can be worth a hundred dollars that can be accumulated with each transaction

Hence, the bigger your list, the more money you will have.

Opt in lists are not just ordinary mailing lists. It is the very core of an online business' existence and survival. That is why for people who value most their businesses, they extend the same value they give to their opt in list. No wonder why most people regard it as the best partnership available online.

A number of free listing services are available on the Internet to gather email addresses for a website's opt in list. However many of these free list services cannot be personalized to suit a specific site. In addition, the free service list has the option of shutting down a website's list at whatever time they choose to do so.

A better method for building and managing an opt in list begins with a good script for form processing. The script allows a subscriber to fill in a form and send it in to a specific address. The information is then processed and included in a database file.

After that, the website can send a personalized reply to the subscriber to thank them for their subscription to the site.

The online form to be filled up by a customer can also be customized to fit the format of a specific site. There are a number of websites that offer form-processing scripts wherein the generally cost price of a good script is about \$30.

A pop email account should be created on the website's server in order to accommodate the influx of subscription requests. Email templates will also make the process of handling subscription request easier and faster. This will include an email template for subscription requests and possible requests from subscribers that want to unsubscribe from the Website opt in list. The option to unsubscribe helps build trust between the site visitor and the website.

### **How To Build A Colossal Opt-In List Fast**

There is no doubt that a follow-up system, or a mailing list, or an opt-in list, whatever you want to call it, would be very important for your success in the online field.

But the question is: how do you build the same?

I will not sugarcoat any answers. A lot of Internet marketers are struggling to acquire subscribers for their mailing lists. They may have been in the business for a couple of years already, yet their mailing lists are composed of only a dozen or so subscribers.

If we are to peg an average, the conversion rate of your mailing list would hover around the range of 1% to 3.5%. Hence, the success of your mailing list would greatly depend on the number of users who would decide to subscribe to the same. If you only have 10, 15 or 20 subscribers, you won't be able to make the most out of this system.

So again, how do you build your mailing list? How will you be able to acquire thousands upon thousands of subscribers at the soonest possible time?

There is only one answer to give. It's not even a secret, as it is quite simple.

Incentive.

Your visitors should be given a reason to sign up with your mailing list. You cannot just expect them to leave their email addresses without receiving anything in return, right? If you were in their shoes, would you even bother to give out your contact details without deriving something from it?

The mistake that most internet marketers make is that they expect people to sign up by simply promising future updates. This isn't enough incentive. People need something more than that, something valuable, something that is very much worth their time. If you will be able to give them such in exchange for their subscription, you'd be able to boost your number of subscribers really fast.

Here are some incentives that are guaranteed to work:

- Eazines or newsletters. Information is always a valuable commodity in the World Wide Web. If you could commit to create and deliver a regular eZine or newsletter for them, you'd be able to win their subscription and eventually their trust. Just make sure that your eZine or newsletter would be of premium quality.
- Freebies. Who would say no to something that is offered for free, right? It may be an eBook, a special report, a PLR product, a software program or another kind of digital item which your prospects could download in exchange for their subscription.
- Contests. You could offer a valuable digital product as a prize for a random drawing, with your prospects' subscriptions serving as their raffle entries.

Any of the suggestions above are sure to make your prospects take notice. And as such, you'd have greater chances of bagging their subscription and building your mailing list to enormously profitable levels.

Here is the simple formula for building a massive opt-in list fast:

1. Create an awesome incentive
2. Create an appealing one-page site
3. Drive targeted traffic to your website

### Which Autoresponder Should You Use?

If you've looked at the prices of autoresponders that are available online, you may have decided to search for and use a free autoresponder for your marketing needs. Using free autoresponders is acceptable in certain situations, and in the world of Internet marketing, any autoresponder is better than not using an autoresponder at all!

Your first option for a free autoresponder should be the one that comes with your webhosting account – if you have a webhosting account. These autoresponders can easily be set up through the control panel of your website, and they do not contain advertisements from the autoresponder company or webhosting service.

If you do not have a hosting account, or your hosting account does not include autoresponders, there are other options that you can pursue.

There are many free autoresponder services to choose from. These services are free, because the company makes their money by placing a small advertisement in each message that your autoresponder sends out. These advertisements may appear at the top of your auto responses, or at the bottom, depending on which company you use.

Many paid autoresponder services offer a free version as well. These free versions may or may not include advertisements in the outgoing messages. These lighter versions of the paid autoresponders typically do not include many of the powerful features of the paid versions. But if you don't need the more advanced features, this is a great choice.

Most free autoresponders have a limit on the number of subscribers you can have. Many people start out with the limited free versions, and then upgrade to the paid versions once their lists are large enough to exceed those limits. Many marketers don't feel that the expense of the autoresponder is warranted until the list that they are building is turning a profit. From a business standpoint, this makes sense.

As the owner of a business, you are the only one who can decide whether you need a paid autoresponder service, or if a free one will do the job. If your list is small, a free autoresponder should do everything that you need it to do, but as your list grows, you should definitely consider upgrading.

However, having the small advertisements that the free services place in the outgoing messages may present a problem if the ads compete with what you are trying to sell. They may even pose a problem if they do not directly compete with your product or business. Again, this depends on what you are trying to accomplish with your autoresponder.

Here is a leading resource for Autoresponders:

[Aweber](#)

### 2. Joint Ventures

You have probably heard of rags to riches stories of how some people are making millions by getting into joint ventures. What makes their stories amazing is that before they got into the alliance, they were unknown entities making a decent income.

Joint ventures made the sudden boosts in their businesses.

This strategic alliance, or joint ventures, is a type of organization where businesses work together to share knowledge, profits and markets. Joint ventures can take on a variety of structures.

Small companies can combine to take on the “big sharks” in their industry. While big companies form alliances with faster and small businesses with the right potential.

It is also possible for smaller companies to form an alliance with companies that have big name to be able to expand their geographic reach.

It is estimated that 25% of all revenues for the year 2005 alone, which total to 40 trillion dollars, is all because of businesses going into joint ventures with other businesses. This is enough reason for small businesses not to ignore the benefits that joint ventures can give them.

Most people believe that if you offer someone enough money they will promote anything.

While this is true in some cases, you will find that most people worth joint venturing with are interested in more than a quick profit, they are interested in their customer's welfare. No one in their right mind will promote a product that offers no value to their customers for any amount of money.

So then, what do you need to do to make sure just about EVERYBODY you approach will want to joint venture with you?

#### Unique content

If you are selling an e-book and there are most probably other people selling e-books on the same sort of topic. Make sure your book has content that is totally different to what is already selling.

Think about it, why would someone want to promote your product if there is a product out there already with pretty much the same content?

You should give potential joint venture partners a look at your product as well.

I don't mean a sneak preview, I mean a full free copy. Don't make them buy the product from you first...they will probably refuse your offer.

### **A converting sales letter**

This is very important.

If your sales letter does not convert visitors to buyers, then no one will want to promote your product. If for instance they do promote your product only to find out your sales letter doesn't pull in enough customers, they will probably never joint venture with you again.

Before you do any joint ventures, make sure your sales letter is a converter.

How can you check how well your sales letter converts?

By checking its conversion with google adwords or overture

By using these great tools, you can have traffic poring to your website within minutes. Than you will know how well your sales letter converts.

You should also write in your joint venture email how many sales you have made, what type of advertising is working and what conversion rate your website converts visitors to buyers.

If your product is under \$100, a good conversion rate is 1% and over(Every 100 or more people out of 100 to your site buy your product).

### **High commission**

While money isn't everything, it's important.

Not many affiliates will want to promote your product if they are only going to make a few dollars per sale.

As a rule, affiliates will want to make at least \$20 per sale and be given at least 50% of the sales. Of course there are exceptional circumstances, but do use this as a guideline.

### **Affiliate tools**

Successful affiliates are busy affiliates. If you can create marketing material for your affiliates to use so they don't have to create it themselves, they will be most happy.

You should have....

- A) Articles
- B) Google adword ads
- C) Overture ads
- D) e-Book covers
- E) Personal recommendation letters (Articles that look like a review of your product that the affiliate has written)
- F) Ezine ads (Classified and Solo ads)
- G) Headlines
- H) Banners

### **Follow up**

If for some reason someone comes to your site and doesn't buy from you, you want to be able to get their email address so you can contact them at a later date.

This also helps your affiliates because they also won't lose out on sales. Once you are pulling in the sales, you will want to start creating more streams of income...

### **Power Method - Setting Up An Affiliate Sales Force**

Affiliate programs are great for the merchant (product owner) because it's risk free. You only pay your affiliates when they get their leads to perform an action (IE, buy something from you) so it costs you nothing. Of course if you have to physically create and ship your product, those would be your only costs, and even now that can be avoided by going solely online.

### **So how do you go about setting up your own affiliate program?**

Well that all depends on the type of products you sell and the commission structure you want to work with.

Let me explain:

A lot of affiliate programs nowadays let affiliates earn commissions in 2 ways, sometimes more (multi level marketing).

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It's called a tier structure. 1-tier and 2-tier affiliate programs.

**1-tier** affiliate programs pay commission once, that's when a product is sold. 2-tier pay affiliates when they sign up other affiliates under them, and they then make a sale.

Let's see if I can't explain that in a simpler manner. Here is a good example.

Let's say you setup your affiliate program to be a 2-tier affiliate program. When one of your affiliates makes a sale, let's say you give him 40% of the sale. But here's the trick with 2-tier affiliate programs.

Let's say that your first affiliate recruits another affiliate under him, and that affiliate makes a sale, and also gets 40% of the sale. The only difference here is that the first affiliate (the one who referred the second affiliate) gets a portion of the sale, let's say 10%.

So in actuality, you are paying out 50% of the total sale price to 2 affiliates. You are rewarding your first affiliate for recruiting a second affiliate when they make a sale.

The majority of the sale should always go to the affiliate who made the sale, IE the first affiliate.

So what affiliate software should you use? This is a part that seems to trick a lot of people or confuse them, so I will make it as simple as possible.

The 2 options available to you are,

- A) Do it yourself affiliate software
- B) Third party software

The 2 have their advantages, and it will depend on what you are selling which on you choose.

What affiliate program software are available?

Here are a few options,

**Ultimate Affiliate:** Available at <http://www.groundbreak.com/> for \$200.

**Little Salesmen:** 3 CGI Programs for \$197 at <http://www.cgitoolbox.com/>

These have to be setup on your own webhosting company and you are responsible for sending out affiliate checks and making sure everything is running smoothly. If you are not that good at cgi scripting, it might be a good idea

to get someone to help you with setting this up, and mind you, it isn't cheap.

You will of course need your own merchant account to accept credit cards on top of this as well.

If you don't want the hassle of having to handle the setup of your affiliate program and still want to ship physical products, here are your best options.

<http://www.netofficetoolbox.com/>- A very good option

<http://www.cj.com/>- Expensive, but also a good option

If you want to discover more about creating ebooks fast and selling them well, here are some resources from the top marketer Jim Edwards that I have used myself and highly recommend:

[7 Day Ebook](#)

[Ebook Secrets Exposed](#)

### **How To Create A High-End Information Product**

By now you should know the importance of digital delivery. Being able to deliver your products digitally would allow you to be free from the worries of shipping charges and storage space. Additionally, your customers would feel more reassured as they would get what they will pay for as soon as they pay for them.

Other than ebooks, there are other kinds of information products which may require a little more skills to create but would prove very rewarding nonetheless.

Let's take a look at other information products which you could prepare.

### **Video Products**

Since a good number of your prospective customers are people who connect to the internet via T1, cable or DSL, delivering bigger files has become less of an issue these days compared to how they were two or three years ago. Only a few Internet marketers offer video products these days, so there is a sizable market for you to exploit.

Video products may come in the form of tutorials, web documentaries, or even entertainment. You could use the conventional way of filming your subjects via a digital camcorder and editing the same to be presentable enough for sale via a variety of video editing software available in the market today. Or if you're planning on presenting web tutorials, you could simply download any screen

capture device and use your mouse cursor as a pointer to guide your viewers through the subject of the course. In which case, you could also download any sound recording device to complement such a video with audio lessons.

There is that chance that your customers could only access the Internet through a 56k modem. You could choose to divide the video file into smaller files, and label them appropriately, so that your customers could download them in manageable batches.

Create Stunning Video Presentations Over At : <http://www.camtasia.com/>

### **Audio Products**

Audio products are quite easy to prepare. There are a lot of audio recording devices available for download, some better than others. What you really need is a clear script of the things you want to say. A lot of matters may get lost in audio form, so it is very vital that your script would incorporate everything that you want to say, in a manner that would be clear to understand.

Also, the format you wish to make available is an essential concern as well. Try to aim for an mp3 file format to make the recording more compressed for easy download. Better yet, using RSS 2.0 technology, you could create what they call a podcast, that is, downloadable audio for iPods and some RSS readers. This is an amazing file format, as you could record hours upon hours of audio without worrying about file size.

Podcasting would also allow your visitors to download the audio files you have prepared, so that they could listen to them later on. With the growing popularity of portable media devices like the Apple iPod and other mp3 players, downloading podcasts have likewise become popular. People would want to listen to something while they're stuck in traffic or while they're waiting for their flight. This is the opening you need to target a specific need.

Download A Great Audio Recording Software At: <http://audacity.sourceforge.net/>

### **Step 3: Designing A Membership Site That Will Bring You Massive Residual Profits**

Membership sites are very popular right now. This is because instead of selling something once to a person, with a membership site you get that one person to buy from you every single month.

Membership sites are sites where you pay a certain amount (usually each month) to get access to information or services.

Here are a few examples of membership websites:

Information membership sites - [Bmyers.com](http://Bmyers.com) - [Swepa.com](http://Swepa.com)

Services - [Aweber.com](http://Aweber.com) - [Host4profit.com](http://Host4profit.com)

Selling online content via a password protected website has become big business. Not only is it fast to set up (with the right tools), but the start-up and running costs are minimal. Work from home entrepreneurs and big businesses alike are lapping up this new found revenue source.

People are willing to pay for online content. In fact, the "Online Publishers Association" revealed that pay-for content is emerging as a hot revenue model. Business content, personals/match making, and entertainment are the hottest niches. But even smaller niches, like DVD authoring, sports coaching, marketing services, and dieting are producing profits.

#### **Internet users spend \$300 Million in 4 Months for Online Content**

U.S. consumer spending for online content in the first 4 months of 2002 was \$300 million, a growth of 155% over the first quarter of 2001 (and that's post-September 11th). It's apparent that online users will pay for content on their passion or profession.

Subscribers are paying anywhere from \$9.95 a month to \$19.95, and in some cases up to \$200 a month – depending on the nature of the content. Annual subscription renewals hold a solid 72%, giving site owners an impressive recurring residual income. Renewals accounted for nearly half of paid content sales in 2001.

#### **A Rapidly Growing Market**

Less than 9% of online users currently pay for online content. This means the market is wide open for the savvy entrepreneur. Paying for content in 2002 was

more than 5 times what it was in 2001. That's a massive 500% growth! Those who capture the market first in their niche will have the obvious advantage. It's an international market, so anyone can play.

### **Starting your own Membership Site**

There are 4 key elements to starting a subscription based membership site, says Ansel Gough, Editor of MembershipSiteAdvisor.com – an Australian based membership site, teaching others how to start and run membership sites.

**Target the right market:** Find a market that is passionate about a subject, and then build your membership site around it. There are so many topics to choose from. Doing a key word search will reveal what people are searching for online. You can know before you even launch a membership site if there's a big enough market.

**Make it unique:** Ideally potential subscribers shouldn't be able to find the same information elsewhere for free online. Your job is to search online (and in some case offline) for content, and provide it in a convenient manner for your subscribers. Being unique could just mean having exclusive interviews with experts in your field.

If you've done the interview, then that's unique. Finding experts (and even famous people) to interview is not hard. In fact, as your site grows in popularity they are likely to contact you. This situation gives you a two-fold advantage. It gives you credibility or an endorsement, and it gives you exclusive content. Of course your exclusive content may be from your own specialized knowledge!

**Finding Subscribers:** If you've started off targeting the right market, then finding traffic and subscribers aren't as difficult as some people believe.

The best methods for generating quality traffic to your website include: Search engine positioning (including pay-per-click), Internet Joint Venture Marketing, Ezines (online newsletters), affiliate programs, and viral marketing (accelerated word of mouth marketing).

**Add tools or services:** To enhance your membership site try including simple software, tools, ebooks, resources, etc. as a give-away. These can usually be found for free or at a very low cost online.

"Marrying services, resources or tools with content can dramatically boost your subscription rates," Gough says. "However it's best to include something that doesn't take up your time.

Giving people a reason to return to your members only area is critical – tools, resources, discussion forums and quality content will do that!

"The exciting thing is, you can take your hobby, specialized knowledge or profession and turn it into a profitable membership site. Your challenge will be finding exclusive content.

You can start it part time – something I did myself, while working a full time job. As your subscriptions increase you can plan on full time involvement in your area of interest."

Starting and running a membership site can be a lot of fun and very fulfilling, however you need to know what's involved in setting one up, and then managing it effectively.

Planning and allowing for auto-responders, automated sign-ups, credit card processing, automated cancellations, etc is all part of a successful membership website.

As complex as this seems, many companies offer a low cost, easy-to-use software solution. A few companies, like MembershipSiteAdvisor.com offer a free software membership management tool to subscribers, allowing them to manage all of these routine tasks. This makes it possible for almost anyone to start and market a membership site for next to nothing.

### Choosing A Profitable Membership Site Theme

When you are deciding on the theme for your membership site, it is best if you can choose a theme that concerns something you are really interested in...even passionate about. Remember that you will be spending a lot of time keeping your membership informed, keeping your website interesting and keeping relevant and timely content on your website and in your ezine that you send out regularly.

If you choose to start a membership site about...say....dogs. Just **dogs** in general won't attract many members. You will need to choose a specific breed....and possibly even narrow it down further. Instead of Poodles, your theme should be; Tiny Toy Poodles, Miniature Poodles, or Standard Poodles, for example. Millions of people are dog lovers and the theme of a specific breed of dog should do well.

If you are really into video or computer games, start a membership site devoted to one specific game... not just video games or computer games in general. People all over the world and from every walk of life get really involved with a specific video or computer game and love to talk to others about the game and give each other hints.

There are thousands...maybe millions...of people who love certain crafts and hobbies. However, those who love to quilt aren't interested in wood working so your membership site should be about a specific craft or hobby.

Professionals like to talk to other professionals in the same field. Each professional field speaks their own language and find the same things to be interesting, informative or funny. So if you start a membership site for professionals, you should get a good response.

A membership website with the theme, 'Resell Rights', should do well, also. This kind of site will need to be kept updated on a regular basis.

### **The Main Focus of Your Membership Site**

Whatever the theme of your membership website is, it should always be your main focus. Every piece of written content, audio content or video content should be about the main theme of your membership website. Little side trips into very closely related fields is alright but even very closely related subjects should never detract from the main focus of your site.

When you chose the theme for your membership website, you chose it because it was something that you knew a lot about and/or were (and hopefully still are) passionate about.

I saw a sign in a convenience store not long ago that said something like....we strive to always be kind, considerate and helpful. However, it is hard to remember that the main objective is to drain the swamp when you are up to your ears (cleaned up) in alligators. That is true for owners of membership websites. It really is hard to stay focused on your objectives when you have so many things to distract you from doing what you need to do to keep your website focused on the main theme.

No matter how many distractions you have, you must still keep new, fresh, relevant and timely content on your website that pertains to the theme of your site.

Your ezines and newsletters need to be filled with helpful and useful information. Be sure to continually check for new products that would be helpful to your membership. New products come out daily and you don't want to fall behind.

You need to make full use of your autoresponder to keep your members informed and to keep them focused on the objective, as well.

Your blog, forum or message board topics can become unfocused and off-topic very easily. They must be monitored daily...maybe even several times each day.

## Murder Your Job

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If you want more information on starting a membership site, here is a great resource:

[Membership Riches](#)

## **Where From Here?**

I hope you have enjoyed and benefited from this report on how to make money online, all by just working at home.

This blueprint covers the ways you can make money with your own online business...and the next step for you is to follow each step along the process, and build multiple streams of income, forming your own online empire.

Make sure you do one thing at a time, because if you try and focus on more than one way of making money online, you are destined to fail.

I am sure you now realize the potential that is before you. So why not **get started on it right away?**

In fact, you should get started right away! Because if you don't, you might simply lose your excitement and never get around to making loads of cash on the Internet and living the lifestyle you want.

The fact of the matter is – YOU can!

But what ever you decide to do right now, just know that the potential to make money with the steps outlined in this guide is truly great. The money is out there, all you have to do is go get it...

Good luck!

All the best,

*Fabian Tan*

P.S. Remember, you can use this report as an incentive to build your opt-in list fast. You have read it, you know how no B.S. it is and you know it cuts right to the chase of making money online. This is exactly the kind of material your subscribers will be looking for. The only way anyone can fail is if they do not follow the instructions to the letter!

## Recommended Resources

This book is full of great resources, so I have collected the best ones all in one place for easy reference, including a few additional useful ones. (Look out for the only guru courses that really work)

### **Keyword Research Tools**

[Nichebotclassic.com](http://Nichebotclassic.com) – a great keyword research tool that utilizes several different search engines.

[Overture](#) – there were rumors that this valuable tool had died, but it's still alive and kicking.

[Freekeywords.wordtracker.com](http://Freekeywords.wordtracker.com) – probably one of the best free resources around.

### **Advanced Keyword Research**

[Keyword Elite](#) – probably the number one keyword research tool out there now.

[Adword Analyzer](#) – another great software for uncovering keywords.

### **SEO Optimization**

[SEO Elite](#) – this is the only software I would recommend if you want to rank high in the search engines.

### **Payment Processors**

[2checkout.com](http://2checkout.com) - start accepting credit card payments from customers from several parts of the world!

[Paypal.com](http://Paypal.com) – it's still free of charge, and it's ease of convenience is unbeatable.

[Clickbank.com](http://Clickbank.com) – leverage Clickbank's army of affiliates.

### **Domain Name Coupons (Get Domain Names On The Cheap!)**

[DNCoupons](#) – a coupon site for various big name registrars. If you are buying many domain names, you won't want to miss this.

[www.MurderYourJob.com](http://www.MurderYourJob.com)

### **Web Hosting**

[Third Sphere Hosting](#) – this is the best hosting available for Internet entrepreneurs. Their service is second to none!

### **Autoresponder**

[Aweber](#) – most of the big guns use this service. Their deliverability rate is unmatched.

### **Creating Videos**

[Camtasia](#) – probably the best video recording software on the market now.

### **Creating Audio**

[Sourceforge](#) – a free download that allows you to make audio recordings on your PC easily.

### **Getting 1000 Visitors In 24 Hours**

[1000Visitors.com](#) – this report shows you how to take advantage of the Web 2.0 revolution to get lots of traffic in a short time.

### **Affiliate Marketing**

[Secret Affiliate Weapon](#) – from the super affiliate Ewen Chia himself. What more can I say?

[Google Cash](#) – Chris Carpenter outlines his revolutionary method to cash in with affiliate programs.

[High Performance Affiliate Marketing](#) – a great resource on Affiliate Marketing, it is a concise and no fluff.

[Dominating CB](#) – these step-by-step videos show you to milk every profit out from Clickbank.

### **Information Marketing**

[7 Day Ebook](#) – Jim Edwards and Joe Vitale pull out the stops here. Everything you need to know about information publishing online is in here in one digestible format.

[Ebook Secrets Exposed](#) – the advanced tactics from the same marketers on how to create and sell an ebook.

[7 Dollar Reports](#) – find out how to create 7 dollar reports that sell like crazy in this popular report by Jonathan Leger.

### **Creating Membership Sites**

[Membership Riches](#) – this is a product by Jason James. Discover how to get rich from residual income membership sites.

[Membership Surge](#) – this report is quite revealing. It shows how an Internet marketer got 1296 active members to a brand new Membership Site in 44 Days.

This report was promoted using these traffic techniques...

**“The ONLY Laser Targeted Website Traffic System That Delivers Thousands of Targeted, Cash Ready Visitors To YOUR Site at the Push of a Button!”**



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**Traffic Statistics for  
www.education-online-life-teaching-  
tool.com**

Statistics		
Total Visits		36553
Total Unique Visitors	1,010+ unique visitors per day! ;-)	31773
Total Pages		83258
		Avg Max
Visits per Day		645 1771
Pages per Day		985 3287

*The Holy Grail ☺*