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The stuff dreams are made of... (and a quick introduction.)

There is no niche on earth that can change your life as quickly or as profoundly as the Internet Marketing/Work At Home niche.

I'm going to show you how to grab the Internet Marketing niche by the short and curlies and make money from it as quickly as possible.

Here's what you need to do to become an IM guru – or if you don't like that word – a person who makes money online 😊



To become a guru in this niche, you need to give people.....

INSTANT GRATIFICATION

That's it.

Instant Gratification is the secret.

There's no great secret but at the same time seripously few Internet Marketers understand this.

My best selling book, The One Month Magnate shows people how I created \$4,000 from nothing in 30 days.

Was it the technique that made this a best seller? Partly yes, but do you think it would have sold as well if it had taken me 6 months to create \$4,000?

Not on your life. The fact that I was telling people they could replicate my methods in just one single month and make \$4,000 by doing so was THE selling point. Readers didn't want to spend a year building up a business before they made a profit – they wanted it NOW.

There is nothing deep about me, I just give people what they want. It's that simple. I have no interest in being one of these "mastermind marketers" who sit around the table and talk about the finer details of marketing psychology. I'm just here to get my cash and help as many people in the process do the same.

I am not the only one doing it. Look around. Jon Leger's Instant Article Wizard, sold like hot cakes. Every well known marketer is

doing the same – providing instant gratification, they just don't put it as bluntly as I do.

Give people instant relief to their problems. It's quick, easy and fun marketing in this way. A lot of marketing gurus who sit around and have their little round table discussions hate the impurity of that sort of marketing. There is nothing scientific about it. There is nothing to test and track. It just works.

And that's the point – I'm not a tester, a tracker or a techie – I'm a *marketer* – that's what I do and love.

Every product you create in the Internet marketing niche should give people a way to do something within minutes if possible. Give people the easy way out and you will never go broke.

If not minutes, then days, weeks or as I did, even a month. Provide *real*, workable solutions to problems that can be implemented easily and you'll make a lot of money in Internet Marketing.

Here are some of the things we (my business partners and I) show people how to do:

- Set up quick , effective income streams through viral marketing
- Produce effective and profitable niche marketing sites in a matter of days
- Set up a profitable Internet Marketing Newsletter
- Produce 'mini-launches' that provide fast effective income boosts

We always provide proof of income and easy to replicate techniques that are quick and simple to follow.

We also produced a simple guide on how to build your own website using FREE internet tools even if you've never built a website before.

See the common theme?

All the products above are fast, simple, profitable.

I buy products like these from other marketers because I want fast simple and profitable too – why should my customers be any different?

Here's another example of a similar product from another marketer.

He produced a video series which gave people a simple step by step guide to writing articles in under 10 minutes. This video showed him creating a UNIQUE 500 word article from scratch and having it written in under 7 minutes. His customers actually watched him write every word of that article right on their desktop.

It works every time. Give people instant and they will pay for it.

You'll be providing a much needed service – I buy 'instant' fixes for my business frequently. They're not scams or get rich quick schemes (mostly) they're 'how to' guides written by people who use the same techniques themselves to increase their profits and then write them down to help others do the same (and profit from it of course).

Here's an example of a course I bought when I needed to learn how to increase my business profits through using Google AdSense Ads. I learnt enough from this course to use it myself. It also comes with resell rights so I made quite a bit reselling it to other people too.

<http://www.jezwalters.com/adsenseinvitation>

The author in this case here has looked at how he runs his own business and taken one of the methods he uses successfully, written it up into a course and now sells it. And THAT is the essence of Internet Marketing – sell instant – sell what people want – do the work FOR them and they'll be happy to pay you for it.

Even if you don't use the method yourself then research them, test them and write them up. You could sell them as an ebook, audio

recording, video etc

And of course as you make your recording or ebook, write it up and sell the methods you used as a 'How to record and sell your own 'how to' video online'

I will be giving you other business ideas for the Internet Marketing Niche in this report as we go.

Remember this isn't money-grabbing or greedy, it's a legitimate business need.

I want instant – the quicker I can set up aspects of my business that produce it the better. Why should you or my customers be any different?

People will pay for instant gratification and pay well. If you can give people everything they want instantly, you will make money. Instant guys. I CANNOT STRESS THIS ENOUGH.

There is a reason why frozen dinners sell well. Shake and bake was not created by accident.

This not only applies for products but services as well. People will pay a premium for business ideas implemented for them.

Do you think people would pay through the nose to have a membership site created for them from scratch and updated for them as well? You bet. People want everything done for them and they want it now and they will pay you handsomely for it.

This is the quickest way to become an instant guru, if indeed that is what you want. I have a good reputation as an Internet Marketer and make more money in a month than some people do in a year.

I'm not bragging here – just showing you what is possible. I'm no genius y'know – but I quickly figured out that the secret to a bulging bank account is giving people what they want.

Many marketers try to sell people things that they wouldn't buy themselves. This is pretty insulting to customers. They're not stupid, in fact most of my customers are far more intelligent than me.

Which is why I create products that I would buy, either now, or when I first started out.

I sell a copywriting course. Here's the sales page I'm trying to not include too many in this book because I don't want to make it seem as though I'm trying to sell it to you, but there's no other way of giving you the 'real-life' examples I promised.

<http://www.anthony-shepherd.com/copy>

I sell this because I would almost have killed to get hold of this when I first started out as an Internet Marketer, but the only copywriting courses cost around a thousand dollars.

So as soon as I had learned about copywriting I spent months finding, researching and buying copywriting information that I could put together in an inexpensive course for people just like me.

I knew it would sell, and it has. Very well. Because I'm providing 'instant'. I'm providing 'value' and I'm supplying a 'need'.

Give people what they want and need, and do it instantly and you will become rich.

Do all the work for them and they will pay you for doing it.

Think about it – a day, a week or a month's worth of research and compilation (depending on the product) and you'll have a product that will bring you an ongoing income for as long as you look after it. My copywriting course brought in \$2,000 in it's first 24 hours and has now slowed but still brings a constant income every month.

The work has been done, I now sit back and bank the money. This is from just one product.

So, lets recap. To become a "guru" in the Internet Marketing niche, give people either....

A) Instant business ideas they can use straight away and profit from, an example of which would be my ebook *The One Month Magnate*

Or

B) A product that does something for them instantly or make its easier for them to do something they want to do, like my Copywriting or Jez Walter's Adsens course.

Or

C) A service that does everything for them. For example, Sara Brown quietly builds websites for people www.jobhaters.com/secondoffer She doesn't publicize it much but all the customer has to do is point people at the site and bank all the profits.



Being Lazy is good.

Every one says you cannot make money online without doing any work, but why can't you really? Why?

If anything is possible in this world, and it is, why is it impossible to give customers instant profits?

Whether you agree with it or not, it's fact. Trying to sell hard work, is well..... hard bloody work.

We see it every day. Magic plastic surgery techniques can instantly transform people into everything they wanted to look like. Why can't we as marketer's make it possible for others to make money

instantly?

But there's a problem when it comes to selling – say what you like about hard work, it's not the best selling point. Whether you agree or disagree with that is up to you, but it's the truth. Not many people will pick hard work over easy to no work for the same results. We might like to think we would, but we don't.

Which sounds better?

'\$10,000 in ONE MONTH working only 3 hours a day from your kitchen table'

or

or \$20,000 in ONE MONTH. WARNING - A LOT of hard work is required for this method'

Silly example but money isn't the only motivator when you're selling. People don't want to work hard **and despite what you might read there's NOTHING WRONG with thinking that way.** I don't like hard work, which is why I found ways around it, and will let you in on the secret a little later.

It's the same with 'instant' It's not the work of the Devil, even though some marketers would have you think it is. Why do you think fast food is a huge market, instant credit, instant decisions on loans and mortgages, car repairs while-u-wait, and on and on?

We live in a modernist society, and everyone wants 'instant'. It sells, and it's the same in Internet Marketing.

Change your thinking NOW. Instant is good – instant isn't 'naughty', 'lazy' or 'greedy' it's a CHOICE. I enjoy fast food from time to time. I also enjoy helping my wife with the cooking on a Sunday while the family are chatting away in the kitchen. The whole process takes hours over a few bottles of wine and it's wonderful.

The whole point is choice.

In business I might want to learn how to ftp files to my webpages in a single afternoon because it's knowledge I want INSTANTLY. On the other hand I might enjoy a 6 months college course learning how to use HTML because i enjoy it.

I could learn it instantly – it's my choice.

You don't have to be a psychologist to realise that most people would rather have the instant fix though. And that's what my business is about giving them.

I *become* my customer (don't worry this isn't a lot of hippy talk) I do this or her learning for them. I take the time to learn that they can't afford to take or don't want to take. I learn for them and charge them for it.

You're going to hear that word a lot in this book because it's one of the biggest secrets in Internet Marketing, even though it's on plain view. Don't look at what the gurus are saying you should do – look at what they're actually selling.

Surprise surprise they're mostly selling

INSTANT

Instant..... That's the secret guys. Just because something is instant, doesn't make it bad either. Instant is not selling out. Instant saves time and gives us more time to spend doing the things we love doing more. Jon Leger's Instant Article Wizard is a great example. Why spend hours writing articles when we can do it almost instantly with a simple tool?

Here's how things are going...



It's A Revolution And You Are Part Of It!

There have never been so many disgruntled customers in one niche (Internet Marketing IS a niche) before.

So many people are frustrated with the lack of progress they are making online – I suspect your lack of any real progress is why you're reading this.

Well I have some good news.

The Internet Marketing Niche is about to explode and you are about to profit from it. It's a revolution and as much as the "old guard" of gurus are trying to protect their profits are fighting it, it's already happening.

You are poised and ready to be one of the new breed. Dramatic talk I know, but listen up...

It's evolution. The old must make way for the new.

It's my honest opinion that this is what is happening RIGHT NOW in the Internet Marketing niche. You always hear reports about how it's getting harder to get into online marketing and how if you don't get in soon, you will be left out, or even 'don't even try – there's far too much competition already'.... Do you know who are the people writing that?

The "old guard".

They're sitting drinking tea like Marie Antoinette while the new breed – the revolutionaries – are rattling the palace gates.

They can see a revolution is happening and they are scared.

So the question is.... how can you profit from this revolution in the IM niche? I'll tell you how right now....

By being one of the angry masses yourself!

They – You – Me – US - need a leader.

Someone they can trust and know that you are not going to screw them around. Someone who doesn't promote every product his "IM friend" releases. This is what I call the "old boys" club or the old guard.

If you read most ebooks about Joint ventures they'll tell you you should try to get a JV with a guru or a top marketer.

What they don't tell you is that the average guru or top marketer doesn't want to know. He is already part of a select group of marketers who don nothing except promote each others products. It's the same tired old marketers promoting each other's work.

When the mutineers from HMS Bounty fled to Pitcairn Islands to escape British justice they were in pretty good condition – they were reasonably fit, and there were a good number of men and women. Years later when the British actually caught up with the them most of the men were dead and the rest of the isanders were disease-ridden and ill.

Interbreeding – not enough new blood.

Do I need to make my point about gurus?

Don't try to get in with the gurus to sell. Get in with people like yourself – people you can help, you can learn with, you can sell to and JV with. Go with the new blood – the new order – the revolution.

OK let's cool down a bit. I don't want to take the revolution bit too far. What I talking about is shifting your thinking away from how it already is. If you read established ebooks and watch video courses you'll pick up on how things used to be. This is old and outdated and I think it's coming to an end.

You need to be the average marketers best friend. His new champion, his new comrade in arms. They need a reason to be excited again. You need to excite people with your passion for the "cause".

You need to make people feel excited again that profiting from the Internet is not out of their reach and only for the big boys with the big lists. Create products that show people how easy it is to profit from the Internet with simple business plans.

Once I realised I could make \$10 from the Internet I knew I had the potential to make a full-time living from it.

If you can show people how to do this you'll become rich yourself.

Give people easy ways to make money. It does not have to be a lot of money. In just about all the IM products I created, I gave people easy ways to make money. Nothing fancy, nothing hard to get started.

The grass root marketers, the guys and gals struggling to get their start online will thank you for any profits you can show them how to make, no matter how big or small.

I log into my favorite forums online these days and within minutes I am swamped with PM's from the grass root marketers with questions and thanks and when are you going to launch a new product requests. My marketing style appeals to the grass roots marketer because that's what I am myself.

I don't try and appeal to the guru elite. It's not my market, it's not my passion. I write and create products I know will appeal to me, because **I am** my market.

The revolution is happening now. People are turning away from the guru's in droves and are coming to the new marketers who they saw struggle themselves and can relate to. Be the person these grass roots marketers look up to.

Want some examples? Travis Sago of BumMarketing fame. He gave the average marketer a way to profit that was simple and easy to start that required little marketing know how. He is now the grass roots marketer's best friend. He has a fiercely loyal following online. Try and bad mouth Travis or BumMarketing on certain forums and be prepared to have your balls ripped off.

Sara Brown, whose free newsletter is famous for actually giving away her income methods – she shows you what she's done in a particular month to increase her income streams.

Denny Decker is another example, Jez walters, Ben Catt, John Thornhill, Phil Gosling, to name just a few.

First though – let's not skirt around the issue.

You're going to need traffic – to your affiliate links, websites and wherever else you want it....



How To Get All The Traffic To Your IM Sites You Will Ever Need And More!

It's no secret that you can have the greatest products in the world, but if no one knows about them, you are not going to make a red cent. So now I'm going to show you how to get all the traffic you could want to your Internet Marketing sites.

The five best ways to get traffic to your IM sites are the following....

1. Joint Ventures
2. The WSO Board
3. Forum Posting
4. Ezine Advertising
5. Create A Free Membership Site And Report

Every time you go to launch a new product in the Internet marketing niche, follow this product launch formula to the T and you will never go wrong I assure you.

The first thing you want to do is run a WSO (Warrior Special Offer) for your product or service. This is the launching pad for this method. We are so lucky to have a place like the WSO board at the WarriorForum.com/Forum/

Just look down the forum lists – you'll find it. When you get onto the WSO page read the 'sticky' to find out how to go about launching your own WSO.

We should never abuse this privilege either. The WSO board is to be used only to give massive amounts of benefits to it's customer base. Never promote cr*p there just to make a quick buck. There is however nothing wrong with using it to give Warrior Members a discount on a product you have created in the IM niche. This is why it was created. To give it's members better prices then available elsewhere.

So the first thing you want to do is run a WSO.

Run the WSO and make sure you have a way to collect customers email addresses so you can contact them later on. If you are selling a product for \$97, make sure you give the WSO buyers a good size discount. I would say sell the product on the WSO board for \$47. Just do it, don't question me on this.

Don't be fooled into thinking you need to sell low cost products on the WSO board to make any money. This is not true at all. If Warriors can see the value of the product they will pay. Low-cost items do work well also though.

What you are trying to do is

- A) Get as many sales as possible
- B) Collect as many customers email addresses as possible
- C) Get as many testimonials as you can
- D) Bump your product up in the marketplace at Paydotcom or Clickbank.com so more affiliates see it

When you run your WSO, make sure you do not use the 'buy a beer' function - instead actually use your payment processor, whether that be Clickbank.com or Paydotcom.com.

The reason for this is simple. The more sales you make from the WSO board the higher your product will place in the marketplace section of Clickbank or Paydotcom.

The higher your product is placed in the marketplace, the more affiliates will start promoting your product. I have products on

Clickbank that are almost solely promoted by affiliates. I really do just sit back and bank the money.

The next thing you want to do is email your customers and ask for testimonials for the product. Tell them they will be put on your sales letter with their website address and name (so they will get traffic from it). Get as many testimonials as you can, this will help later on.

Once you have those testimonials, put them straight into your sales letter.

Now if you have not already, setup an affiliate program. I use Clickbank for this because the process is fully automated, unlike Paydotcom where you have to pay the affiliates yourself.

If you are selling a video series for \$97, give affiliates \$50 per sale. That's right. At least \$50 per sale. It's the right thing to do and will ensure a lot of extra sales for you. On lower price items (and most of mine are around the \$27 mark) I offer 60% commission through Clickbank.

Now it's time to start your advertising campaign*. This is only going to be a small test. Run a few small ads and see how well your sales letter converts.

The reason we run an advertising campaign and a WSO **before** we go and look for joint venture partners is so that we can give our joint venture partners valuable information like how well the site converts visitors to sales. It's not essential, but....

Affiliates will want to know this information if it's available. Make sure you track all the advertising you do. Make sure you know how many sales each advertising method brings in, including the WSO forum.

It sounds complicated but for example if 100 people view your post on the WSO (the forum tells you how many people have viewed it) and 10 buy, you have a 10% sales take up rate – a 10% *conversion* rate as it's known in the biz.

Don't worry if you don't hit 10% - that's a very good rate, 5 or 6% is

more probable.

*Some of my favorite places to advertise any Internet marketing products are below....

<http://www.clickbanksuccessforum.com/advertising.htm>

<https://www.clickbank.com/advertise.html>

<http://www.associateprograms.com/pages/Advertising-opportunities>

<http://www.probiztips.com/advertising.html>



Now it's time to start contacting Joint Venture partners.

The reason we run a WSO first and also advertise the product on our own is to give potential joint venture partners a good idea of how well the product sells. This data can make a big difference to joint venture partners.

Ok, so you now have a product, a sales letter, testimonials and some conversion rate data. You are now set to go look for joint partners. So, first's things first.

If you use Paydotcom.com to accept payments, you will see already that you have quite a lot of affiliates either pending approval to promote your product or are already approved (depends on how you set up your account)

If you have affiliates waiting for approval, approve them now. What you are going to do is email them and tell them that you can't wait for them to start promoting your affiliate program and product. Paydotcom.com can do a broadcast email to all your affiliates for you.

What you are going to say in this email is simple. Tell them the stats. Tell them how well the product is selling. Give them the raw stats you

have from your market tests. You are also emailing them to let them know two things.

A) You are raising the affiliate payout to a higher amount for current affiliates. If you are offering 50% offer 65% in commission payouts instead.

I guarantee you this will work well and make them more pro-active in promoting your product. If you are selling a product for \$97 or a higher priced product, tell them exactly how much they will make per sale in real figures.

Also tell them you will pay them weekly via Paypal their commissions.

B) You are going to give them a link to a page on your website with affiliate tools. Things like endorsements they can send out via email, so they do not have to write it themselves. This will help a lot. This is the most popular type of affiliate tool. An endorsement email that they can just put their name on and send out to their list.

Give them graphics, give them a free example of your product to show to their customers. Let them put their affiliate link somewhere in the free example.

Make sure you make use of the affiliates you have with Paydotcom.com. Every once and a while I stop accepting new affiliates, which you can do with Paydotcom.com and after a few weeks I find I have nearly 100 pending affiliates wanting to promote my product and just waiting for approval.

Every time I want an instant boost of instant cash, I email these affiliates and let them know I personally accepted them into my affiliate program and they can now start promoting my product for an increased % of the profits. It works very well.

The next people you want to contact are your current customers. Send them an email letting them know that they can now promote your product and earn instant cash straight into their Paypal account. Give them the link to your affiliate tools they can use.

All you need to do to create your affiliate tools is to write a sales email that your affiliates can send out to their list, after placing their own affiliate link in there, and some graphics – maybe a banner or logo. If you can't do this yourself you can spend \$3--\$90 to get one made up for you. Ecovergeeks.com is a good service. Mention Tony Shepherd – One Month Magnate.

Simple really. Now you have two lots of joint venture partners covered. You are now going to go for the holy grail, the guys and gals with the mailing lists.

If you have been in the Internet marketing niche for any length of time you will know the guys I am talking about. I guarantee you with almost 100% certainty that you are not going to get John Reese and the like to joint venture with you on your new product.

Let me state this first.... I am NOT anti Guru, or a Guru basher. We are here to make money, I get that, but there is nothing wrong with helping a few people along the way. I am not anti any person who has done well for himself at all. Good on them I say.

If you're new to Internet Marketing remember there's nothing wrong with trying to JV with a guru, but in my opinion you don't have a chance.

IM can be a bit of an 'old boys clubs'. Although IM has only been around for a decade and a half or so, this 'club' has already been formed to some degree. Old money I call it. These are the gurus who have been around for a while and they (not all, but quite a few) help each other out but rarely look beyond their own little circle"

It stinks a bit, but that's life. Deal with it. They are entitled to do business with whatever person they like. They do not owe us anything at all. Remember that. Just because we buy their products, it does not mean we should have access to their lists.

Good news is tho, is that a new breed of marketer is coming out and the "establishment" is starting to feel a little scared. Deals are being done around them without their knowledge because they have closed themselves off to the new breed of marketer.

I include myself in the new breed. We are quicker, more agile and have more hunger and we are always looking for new people to join our circle and get involved in projects. We are open to business ideas

and we welcome discussion.

These are the people you want to contact if you are just starting out. These are the people you want to make yourself known to and do things for. We appreciate someone offering assistance to help our businesses and will joint venture with you if you help us first.

Offering a well known guru half price off your writing services probably won't get you any where. Offer me that and see what happens.

I hate to say this the way I am about to, but..... try and stick with your own kind. Stick with those people who are where you are online and you will find you will get all the help you need without the big boys and will be a lot less frustrated due to not as many rejections.

You will find a lot of people to joint venture with by simply looking at people who post in forums and reading what they have to say and actually taking the time to have a conversation with them. There is no magic bullet when it comes to JV's and networking. Make the connections and you will have them for a life time. Just don't go try and make connections with the wrong people and waste your time.

The final place to find joint venture partners is of course in the Joint Venture section of the WarriorForum. A lot of people really over look this section, probably because it's all the way down the bottom of the forum but it really works well.

So there you go, you now should have enough joint venture partners on the go to handle at any one time.



Membership Sites

The next thing I recommend is that you either create a free membership site or report that you can give away or give access to on the topic of your product. Many marketers prefer to setup membership sites for free then let other people give away access to the membership site as well as bonuses to their products.

(I like the free report method – it's easier and I think it spreads the word faster).

This will get you a lot of people either reading your free report or membership site. These people will then pass along your free report or membership site link and more and more people will read what you are writing and want to buy your product.

Fill the report and or membership site with as much free information as you can and offer it to your current customers and let them know they can pass along this information as well.

A good way of getting free information is to contact as many Internet Marketers as you can and ask them to write a free article, report or ebook on their specialist subject (most IM's have one subject they know more about). They could also put together a video or you could use an audio interview technique – a Q&A session and record it for your site..

Why would they do this – and for free too?

Well because they'll either include links or mention one or two of their own sites or products, knowing that it will be seen by all your

subscribers or by everyone who you pass the products on to.

You can also promote your report or membership site on the WSO board. Free reports are going crazy on the WSO board right now.

You will get thousands of downloads in a couple of days. Don't forget also if you create a free ebook, you can make a post on the WarriorForum in the links to free ebooks section as well. This will give you a few more downloads of your free ebook. Let people know in your ebook they are free to give it away to anyone they like.

The final part of the traffic picture is the easiest in some ways and in some ways the most over looked. Don't over look posting in forums for traffic. I get thousands and thousands of visitors a month to my sites from signature links in my posts.

Posting in Internet marketing forums is some of the most targeted traffic you can get, ever! People who read your posts and like what you say are actually clicking on your link to see what you are selling.

When I say post, I mean post QUALITY information. Not just simple one liners. I am talking give people quality posts. I get a lot of traffic from forum posts, as well as free reports I offer.

Here are some forums.

<http://www.warriorforum.com/forum/>

<http://www.conqueryourniche.com>

<http://www.clickbanksuccessforum.com/>

<http://www.wealthyaffiliate.com>

<http://www.forums.digitalpoint.com>

<http://www.sitepoint.com/forums/>



How To Outsource Everything!

So you want to know how to outsource all the product creation to someone else don't you? You want to be able to find freelance writers who are of high quality and will do the work for you don't you?

When I first discovered outsourcing I was shocked that you could make money by doing hardly any work yourself (if you're willing to pay of course) then delighted at the huge opportunities outsourcing provides.

I can tell you now, there are people out there who will create your entire product for you. All you have to do is tell them what you want written. I highly suggest that if you go this route and outsource, that you add your own information to the product as well.

I can get a 10000 word ebook written for around \$300 and it will be top notch. Before this I look at the processes I use in my business and jot them down – for example how to use Aweber to manage your mailing list, how to build a sales page, download page and link them with a Paypal button, or how to get a siote accepted by Clickbank.

All simple processes but absolutely vital to an Internet Marketer, and information that I would have gladly paid for when I started out.

I jot down an outline of the process I want writing up, along with any specifics I want including and hand the job over to the writer I've hired.

After a given time they come back to me with a finished ebook. I already know there's a market for it so I can build a simple website and drive traffic to it by using the techniques above.

I'll make more than ten times (at the very least) the \$300 fee back when I sell the book and for this one-off fee I'll have another income stream to add to my 'portfolio' which will bring me income every month.

What's even better is that while the ebook is being written I can start work on my next project.

I actually like to write most of my ebooks themselves though, because I enjoy it. I'm more likely to outsource shorter reports.

I can also use these reports as an outline for a larger product. What I do is I will contact one of my freelance writers and ask them to write a 2500 word report or 5000 word report and I use that as a template for my product. They have written the structure for me, all I have to do is add the information I think is important to that product and a complete product is written for me that has my touch added to it. This is great when you are stuck on how to start a product.

I find it much easier to *add* to an existing product than to start from a blank MS Word screen.

Just post on the Warrior forum if you're looking for a writer.



Product Ideas

The first product you should consider be creating or having created for you is on membership sites. They are hot right now, and I'm working on a membership site product as I write this.

As with all your products, think about the DSC rule

(Don't Sell Cr*p)

you should be aiming at selling hard core, hard hitting information on creating membership sites for profits. Don't go giving wussy titles to your product like "how to setup a membership site quickly"

Not good.

Create hard hitting headlines, ads and titles like

"How To Create Small Niche Membership Sites That Generate Instant Paypal Cash"

"Watch Me Create A Small Niche Membership Site That Took Me A Day And Under \$50 To Make And See How I Use It To Make Instant Paypal Cash Everyday Of The Week"

"Setup Automated Income Streams That Pay You Cold Hard Cash Straight Into Your Paypal Account Every Month Like Clockwork"

"This Is The Closest You Can Get To Having A Regular Paycheck With Online Marketing. Just Set It And Forget It"

I basically just gave you the whole product idea there. I used all the

right triggers I talked about in my other chapters. **Instant** is the key.

Set and forget. Instant Paypal Cash. It should sound simple and low cost to start. Don't make it sound hard or expensive to start a membership site because that is why a lot of people think it's hard to do, when it isn't

You can get a membership site started for under \$50.

Now go and show people how to do that and you will make insane amounts of money.

These are the things you want to teach people in your membership site 'how to' product.

1. How to setup a membership site EASILY. No hassle, as cheap as possible and be able to accept payments instantly with Paypal.
2. How to come up with profitable membership site ideas
3. How to fill the site with content
4. How to market the membership site on a very tight budget.

Show people how to make instant Paypal cash easily by setting up small niche membership sites that cost very little to start.

The best thing to do would be to create a video series on this. Just go grab a copy of Camstudiopro.com for \$30 and do an instructional video on everything I said above.

If you've not seen one (and most people have) this is just you talking over yourself going through the process while camstudio records your voice and your PC desktop.

Let them watch you create a membership site from scratch and profit from it in the video series.

If you don't fancy this or you're not technically able, write it down in an ebook and use screenshots.

So basically the whole video series is you setting up a membership site from scratch in a niche market for next to nothing and making it profitable. It does not even need to be insanely profitable, just a little bit.

Again, all of this can be outsourced for you. In the outsourcing section I talk about this. Every IM product you create can be outsourced for you.

Register a snappy domain name, something like

CreateNicheMembershipSites.com and get a small sales letter created.

A video series on this will sell for \$97, an ebook will sell for \$47. Create the product, setup an affiliate program, pay affiliates 55% or 60% on every sale you make.

Create or have a sales letter created for you. Nothing fancy, just a simple sales letter page with everything people need to know before they purchase.

VERY IMPORTANT. Make sure you put your customers and prospective customers into your mailing list for later on. I highly suggest that you setup a mailing list for your customers of this product and prospective customers.

Setup a small autoresponder series (I use [Aweber](#) for this) and keep in touch with these people with solid, useful information that is pitch free. Later on down the track, you are going to sell more products to these people.

Now you have your first product created on membership sites, you need more products on this method. You have a great selling ebook or video series on creating a profitable membership site from scratch, you now need to expand on this and build your fanbase further.

(Of course while i'm recommending using membership sites as your product, you could also use Adwords, website building, Clickbank,

article marketing, video product creation or a hundred other IM related subjects)

The next product I suggest you create is an actual membership site itself .

Yes, a membership site on creating membership sites. This is where you will start getting your IM guru status. Membership sites give you guru status quickly. I am not sure why, they just do.

This is where people who purchased your first product now to get ask you questions that have been pressing on their minds. I guess this is why membership sites make you seem like a guru.

I love membership sites, because I love the monthly income they provide. They are also easy to start. You do not need a lot of content to get started. Even a blank forum that is password protected can be a membership site. I've run membership sites like this in the past and my next product is bang in the middle of this lucrative market.

Remember you don't need to buy products that'll cost you a thousand dollars to set up a simple membership site – a password protected webpage or forum will do exactly the same job.

It gives your current customers a way to contact you and ask questions to help them get started. Your current customers will go nuts for this type of membership site.

This membership site will also do the following, which is crucial for your current customers to stay subscribers. It/you will give membership site ideas to your members. Ideas and profitable niches to create membership sites around. Every month, do some indepth research into niches and give your subscribers business ideas they can start today based around membership sites.

I've run niche sites on subjects as diverse as driving, dogs, music, how to get record deals, porcelain and first edition books. People love to become involved, and if you give them information – outsourced or otherwise and make it accessible by password – either a website, forum or membership site, they'll love you for it.

How do I know?

Because I'm a member of membership sites in niches where my personal hobbies lie. Don't sell DOWN to your customers – they're just like you, so give them what YOU would be happy buying or being a member of.

Remember to add info every month.

This will keep them as members, because every month you are giving them membership site ideas that they can use for their own benefit.

It's a win/win situation. You should setup your membership site with, or even as a forum so people can ask you questions about your membership site ideas and for current customers to ask you questions they had about the first product you sold them on creating niche membership sites.

<http://www.freeforums.org> is a free forum site – I've not used it but have heard many good things. If you know what you're doing, or are willing to pay a techy to do it for you (maybe from elance.com or rentacoder.com) then phpBB (google it) is a free forum script.

You could offer a free membership site to have a captive audience to sell to or make a regular monthly income by charging a membership fee.

Make sure there is enough content to make it worthwhile the price though. **Over deliver.** You may only be charging \$19.95 a month, but give \$199.95 worth of value every month.

So now you have two products created. You are now becoming a guru for anyone who wants to start a membership site. This isn't some false title remember, if you've followed the advice in this book you've hit a sharp learning curve and you really do know your stuff. Certainly enough to be able to advise and help people who are just starting out.

So let's recap. You could create a membership site for \$19.95 a month to sell to your current customers and to get more people into your funnel* who have not purchased from you. It's a low cost product so you should be aiming to get 500 to 1000 subscribers into the site. Whatever your domain name is for the first product, just put the word lounge onto the end of it for your membership site

*The sales funnel begins by capturing the attention of **prospects**. Some prospects are convinced to become **buyers**, who purchase an entry level product, demonstrating that they have a need for what is on offer and are willing to invest money to solve their problem. The sales funnel continues to nurture the best customers, filtering out mismatches and refining the specific target customer, offering them more specialized products and services, often at higher prices. By the end of the process the funnel has identified the ultra-responsive customers who purchase everything on offer and experience the most value and satisfaction from every purchase made. It is from these ultra-responsive consumers that the majority of profits are made.

For example, if your first product is being sold from CreateSmallNicheMembershipSites.com, create the membership site on the domain name CreateSmallNicheMembershipSiteLounge.com

This membership site once created might also be a good upsell to add to the sales letter of your first product. Give them a discount on the membership if they buy both your first product and this membership site at the same time.

Each month you will add little tid bits about creating membership sites, articles, reports, etc, you will also answer member's questions and every month you will also give a certain amount of membership site ideas they can use straight away.

Again, get other marketers to write pieces for you each month. Many will do it willingly (and for free) because it's a way of getting *their* links in front of your subscribers.

If you are after a few tag lines for the sales letter by the way, here are a few ideas you can use right now.

"Imagine being able to ask as many questions you want per month of a leading authority on membership sites for under \$20!"

"Not only that, he/she will also give you X amount of membership site ideas every month that you can steal and use as your own"

The reason I suggest you create a video series as the first product is because it works better with a membership site as a second product. In the membership site you can tell people how to create a small niche membership site and then tell them if they want to see how it's done, they can then buy the video series of you actually creating a profitable membership site for them live.

This membership site is again to basically give people new to YOU as a customer and to membership sites a basic overview on how to setup a membership site and how to get started quickly and cheaply. It's then to give your current customers a way to contact you and you will also give them business ideas they can use.

This is clever marketing. Your current customers are no doubt going to have questions about the method you showed them in the first product and they are going to email you for help, so you might as well get paid while helping them.

You get paid by setting up this membership site and answering questions here instead of doing it for free and eating up your time via email - you getting PAID to do something you would have to do for free anyway.

Smart smart smart smart.

So now you have 2 products focusing solely on the membership site niche market. It's now time to create the third product. The more products you create, the more you can offer your current customers.



More Advanced techniques – for the brave!

Right now if you have followed my steps, you have an ebook or video series and a membership site already making money. Now you are going to create a higher priced product to sell to your current customers.

This idea is actually not a product but a service. A high priced service. You are going to create a bunch of niche membership sites.

This is playing on the fact people will not want to do the work themselves and will be happy to pay for someone to create the site for them. And believe me guys, they will pay.

You see in your membership site, or your ebook about creating membership sites (even if this was outsourced) you gave ideas about what types of product to include in a membership site.

Most people will read this and think ‘what a great idea – I really must set up my own membership site’.

Then they’ll do absolutely nothing.

Actually that’s not quite right. They’ll sit around and think ‘I wish I could get someone to build a membership site *for me* – I’d gladly pay for it’

Which is where you come in by producing membership site *for other people*.

Now hang on if this sounds really ‘big-time’ and too much of a project for you to take on. Listen to this...

You can set these membership sites up for next to nothing. You can also get all the content created for you. Each membership site with content created for you will cost you less than \$200 to have created.

You will then be selling these membership sites for \$1497 each.

This is NOT a con, a scam or whatever you might think it is because of the huge profit involved. You are providing a legitimate service for people who desperately want their own membership site.

So here is what you do. You find 5 of the best niche membership site ideas you can think of and then you create membership sites around those.

You will need to register a domain name for each membership site.

I use namecheap.com and it costs me around \$9 to register a .com for a year.

You will also need a reseller hosting account because you are going to be hosting these sites for the buyers and they will need to login to update the membership site. Get a reseller account because you can then host as many sites as you wish for no extra charge.

You are now going to create the 5 membership sites.

Each membership site should have 1 month's worth of content on the site already, you will also need another 2 months content created to give to the buyers as well so they will have 3 months worth of content ready to go.

You can have this outsourced.

Populate the sites with loads of content, each site should take no longer than 1 day to create at most. Get everything up and running. Create a sales letter for the membership site, set up the password protected area with a simple script like membershippeace.com and you are done.

You now have 5 unique membership sites that you can sell off to your customers and make around \$7500 gross for 5 days work at most. Outsource all the content and it will take you a day or two to do all of this.

Now email your customers and your membership site subscribers and let them know that they can buy premade membership sites with

unique content with 3 months of content already created for them. All they have to do is take over the sites and they are ready to profit. So simple!



The Hottest Topics In Internet Marketing Right Now And How To Cash In On Them

As well as Internet Marketers, we are entertainers.

Products that sell well also entertain. That is why you always see gurus causing drama and making outrageous or controversial posts.

Don't forget forums by the way..... the most popular threads are not the ones with the best advice, but the juiciest gossip about what guru got exposed or what the gurus latest product is going to be.

Just look at the Rich Jerk and GuruScam.

Information products are just as much about entertaining people as they are about informing people. I only realized how true this was recently.

The best products on marketing are usually the least popular. The top marketers in the world cannot compete with the amount of sales of these "popular products".

If I went and talked to a new person to Internet marketing and told them that I had a Dan Kennedy product and The Rick Jerk ebook at the same price, they would purchase the Rich Jerk ebook.

Marketing and finance and complex theories are not sexy.

Solid marketing products that read like text books are not sexy.

They may be full of great information, but they have little or no appeal to the work at home crowd or the majority of the IM crowd for that matter.

So what does the general work at home crowd want from their information products?

They want instant gratification and a simple plan to follow. They also want HOPE and to be inspired.

If you can make your buyers enthusiastic about your products, you are on a winner. Make whatever product you are selling sound so

simple that anyone could do it. Make it so that this is true.



Here is an exact plan to follow

- Create a product (or a VIDEO) that shows people a way to profit online fairly easily. Make sure you write or speak in an entertaining way. My one-month-magnate.com book is a good example of a step by step, day by day guide.
- Write an entertaining sales letter that could even be somewhat controversial or that grabs the reader's emotionally. Something that stands out from the crowd
- Register a domain that, if possible, is the same as the title of your product – for example www.one-month-magnate.com
- Sell the product for \$17 to \$97 and give affiliates at least 55% of the profits.

We talked about how to drive traffic to your sites earlier on.

That's about as simple as it gets. That simple formula will make you a bundle of cash in the Internet marketing niche every time you release a product.

The one thing that will set you apart from the competition?

That's easy.

Get off your backside and DO IT, because most of your competition won't.

Another thing people love is monthly income. Starting a membership site that pays at least \$10 a month per member is a great idea.

Anything less than this and people will be hesitant to promote it.

So what products are hot right now in the Internet marketing niche?

- Anything that shows people how to do something step by step and/or easily.
- How to create membership sites easily
- How to create content sites easily
- How to find profitable niche markets easily
- How to create a popular forum easily

If you can create an ebook, audio report, video or any kind of product that details all the steps, step by step, then you are on a winner.

Use video or screenshots to show yourself doing it.

Andrew Hansen of Niche Marketing On Crack Fame recently released a video series based on the book of this method and it went through the roof.

People love to watch people do something step by step.

I co-wrote a book showing people how to create their own, stand-alone viral products in a matter of hours. The next obvious step is to follow up with a video showing more examples, live as they happen.

Show them how you do it and you'll make money.

There is nothing stopping you from writing a report if you don't want to use video, just make sure you use screen captures of everything you are doing instead. It's really very simple.

I prefer this method but video does have a well defined place in Internet Marketing now.

Another great idea is to find product topics that are selling for insane amounts of money and create a product based around this product

or topic and sell it for much much less.

Let's use our membership site example again.

There has been a huge craze lately about membership sites.

But the two main products launched have been \$1000+ which means that a lot of people miss out.

That's actually a good thing for us marketers because you could create a product about what they are teaching and sell it for \$97 and pick up the crumbs these people are leaving behind. Imagine if you could create a similar product for just \$97?

These crumbs are worth tens of thousands of dollars to your bottom line.

Now getting back on subject.

The best way to tell what is hot and what will sell is to keep your eyes and ears open to what's selling well.

Create a product based around these products but do it better and cheaper if possible. A recent success was written by a man who created an ebook based around a good idea - about copying people's success.

Why not create a step by step product showing how you used that product to make money online?

Not only will you make a ton of sales on your own product, you will also make a ton of sales as an affiliate of that product. People who read your product and see how much success you had with the product will run with their wallets out stretched to buy that product from your affiliate link.

I'll say that again:

- Find a product that tells you how to make money online

- Buy it
- Use it
- Create your own ebook about *how* to use and *and how* you made money with it in a step by step manner.

Simple guys. Give people simple step by step plans to follow to make money online and you will never go wrong. Go to the WSO board and if you see a product that is selling well, create a step by step guide on that topic.

Then sell it as.....

“WATCH ME AS I DO BLAH BLAH LIVE RIGHT ON YOUR DESKTOP.”

This works! Trust me. It's so simple but everyone complicates the process. Find a good idea, stick with it till completion and you will make a ton of sales.

Then repeat the process as much as you can.

Do you want to know something I realized lately?

People love forums.

Paid forums are some of the easiest products to create.

Setup a forum with a script like phpBB which is free, setup a membership site area so the forum is password protected. You can do that with <http://www.membershipease.com> for under \$30 and there you go, you have a paid forum.

If you find creating products too hard, this is a great way to create your own unique product. All you have to do is set the forum up with the categories you want and then post in the forum with useful advice. Create 30 or 40 posts to start the forum with, with great informative posts and there you have over 10,000 words of unique content.

Then when new members join, they will add their own content.

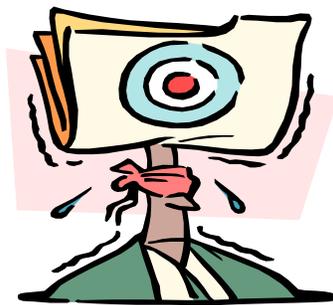
Basically, this builds the product for you.

People love to feel like they are part of a community. They can then contribute their own thoughts on the niche you are talking about.

There is nothing stopping you from creating a paid forum on how to get instant traffic to your websites, or how to setup membership sites or how to create your own ebooks for sale on Clickbank.

Charge \$19.95 a month for access and that is some very easy money. Make sure you post often and get other people involved. All you need to start it off is the initial posts that you can create easily or have written for you.

There is nothing stopping you from paying someone \$200 to get them to write 20 to 40 large articles that you can then post as content on your forum.



Final Thoughts

If you want success in this niche, I can sum it up quite easily

1. Provide 'INSTANT'

2. Provide a 'Step By Step' guide
3. Show then how you do it - Use the method
4. Sell the method
5. Repeat.

Best Wishes