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Hello and thank you very much for purchasing my report. I want to take this opportunity for a few things right out of the gate. First , I am assuming that you have not heard of me before and that you are, at best, a "newbie" or considerably new to Internet Marketing or running an online business. I also believe that you may have spent the \$9.95 for this report simply because it is affordable when compared to some of the other products floating around out there.

When I set out to make money from home, I was bombarded with **ALL** the things that I **didn't** want. I was looking for a simple and honest method to get started from a real person's perspective, not some "guru" that wipes his \*\*\* with \$100 dollar bills and brags about his success. It's easy to find advanced methods for making money online but starting from a true beginning perspective is not very easy because...well, most people want to learn how to make money from someone that has made a ton of it. That is logical in some ways but when it comes to Internet Marketing, you need to definately start out at the basics and concentrate on producing small amounts of profits **FIRST!**

I have spent money on eBooks just like you and I definitely learned some things but the truth of the matter is simple. No single marketer can teach you how to be successful and guarantee the results and if they do, they are not exactly telling the truth. The best of the best marketers out there can offer advice, techniques, strategies, and everything else necessary to succeed but the one thing that nobody can do is **do it for you**. That is basically the only variable to your success....**you!**

Secondly, I want you to know that I definitely will give you a solid overview of online marketing (this can be applied to "offline" marketing as well) as promised but I cannot actually make you take action and move forward with what you learn. That is **THE** reason that 95% of new online marketers fail. Also know that with my personal techniques or methods, you should not expect to see immediate results as this is not a "get rich quick" scheme.

This is a business and businesses don't grow overnight. It doesn't happen for FREE and it certainly doesn't happen without knowledge and effort. After reading this information, you need to basically determine if you have the drive to "get started" enough to take the time to be set up to make money from home because most aren't. Prepare yourself for a lot of time consumption and work. I happen to enjoy it and I learn so much each day that I am never "bored" or think of it as a "job".

If you don't have a strong motivating factor to create money from home then you will **NOT** continue the ongoing tasks to succeed. People lose weight over time because they do small things on a consistent basis in order to get the end result. They see the big picture and are willing to stay focused to get there.

An eBook, just like this one basically, convinced me to get started. I've learned a lot over the years (since 2006) and I am willing to let you know what I have learned and how to apply it. I am just an average guy that has a need for extra cash and I am smart enough to know that it **IS** possible to make money online. If you don't believe that it **IS** possible to make money online then you need to consider asking for a refund and move on to something different.

I am not willing to convince you or "sell" you on that concept. I will give you a perspective that *I* have learned over the years and offer you advice on things that I personally recommend but that does **NOT** mean that they will work for you. There are so many variables that I can't begin to make claims like that.

That leads me to my next point....since you purchased this report, that means that you are in search of more money for some reason or another right? Perhaps you are searching for ways to improve your current business but either way, you are considering the possibility of working from home and making more money.

Well, if you've researched the topic, you've seen outrageous claims of money to be made online and how simple and easy it is. "Make \$10,000 while you sleep and do nothing!" "Make \$3999.47 per hour following my step by step guide!" If you are hoping or looking for that kind of stuff in this report, I'm sorry to disappoint you. Are there people that make that kind of money online? Of course there are. Are there people that have figured out a way to do so? Of course.

Making that kind of money is definitely possible but you need to have SO many things in motion or "set up" before you will make ANY money and once those things are "set up", it will take a while to make any serious money. That's how it went for me anyway. By reviewing this information, you will have the means to get "set up" and real life applicable ways to generate extra money from home. Nothing more and nothing less.

It is very hard to determine what works, who is honest, should I buy this, etc. online. That is the beauty (or downfall) of the internet. Just like in real life, there are good and bad about it and distinguishing between them is not an easy thing to do. If you've been disappointed by some eBook or report, money making system, or MLM program....I'm not surprised. The eagerness for us all to make money quickly is so dominant that we can easily get blinded by the truth.

Let me give you a metaphorical way to help understand what I mean here. You remember when you were single and you went out, saw someone you thought was good looking, maybe danced with them or whatever. Remember how great that feeling was? That feeling is what blinds so many people into getting sexually involved with that person and/or having babies with that person and next thing you know, you're "stuck" with them **EVEN AFTER THAT GREAT FEELING GOES AWAY!** Many of these online "programs" are written exactly the same way.

They target you, knowing that you are searching for whatever it is that you are interested in, they know that you don't have the money to spend for that product (most of you) and that you intend *not* to spend it so they advertise saying things you want to hear. Remember, when you met that person at the bar that filled your immediate void and made you so happy, you weren't "looking"

and you most certainly weren't prepared to commit to them but so many do. They go ahead, spend the money, and never do anything with the information.

Marketers play on your emotions and knowing that you are already looking for whatever it is, they offer what seems to be insane claims. Perhaps you are an internet "drug addict". I was (and I still am..I admit it) when I started. I bought into the "bait" and tried this, tried that, and spent money here, spent money there. We all have. That's exactly how it came about that I made my review site. A good marketer will find your emotion and play on it so they know what they are doing and use these tactics because they work.

The more technology advances, the more opportunity each of us have. The more opportunities we have, the more confusion it causes because each opportunity claims to be the best. Where there is confusion, there will always be people offering resolution to the problem. These marketers use psychology...the more "confusion" you have, the more you buy into their content in order to resolve your problem.

That's why I said earlier....a *good* marketer plays on your emotions. Understanding that will help you in your efforts (online or offline) with advertising. I also feel compelled to advise you to never compromise your values or do anything immoral or illegal in the name of money.

I'm not saying that these "gurus" are doing anything illegal or that their books aren't helpful. I'm just saying, they relieve temporary confusion and give you knowledge in the moment and therefore, you are satisfied. Nothing wrong with that. To be successful at marketing anything online/offline, you must do the same way. This strategy works, which is why it is duplicated so frequently, but I believe that it does nobody any good to act on impulse and purchase a product if you're not going to do something with it.

I wanted someone to be realistic and honest about this industry. So, with that being said, instead of wild claims like that, what about an extra \$1000 per month? Would that help your household out? I want you to be confident that my approach is to give you information and hope that I have reached you emotionally enough and painted the picture well enough for you to *want* to move forward. I feel like if I accomplish that, I won't *need* to make wild claims. You'll "get it" and you'll "want it".

I decided to put this report together for a few reasons. **Number 1** : To make money. **Number 2** : To have a product that was tailored to a true beginner. I have yet to find a good product that talks about **ALL** aspects of internet marketing from a beginner perspective that is affordable, accurate, and duplicatable.

This report will give you the basics, regardless of what you try to market online, and these methods have been making thousands of dollars (millions for some) from their home and will do the same for you. Don't try to re-invent the wheel or fix what is not broken. These methods have worked for **ALL** marketers and they will work for you if you take action.

I will show you that you were wise to get involved with internet marketing. Knowing that you are here reading this means you are open minded to the possibility. As a business owner, you have the ability to create a lot of things in your life. More money, more power, more freedom, etc. You also set yourself up for failure or possible problems because you work for **you**.

**You** feel the loss if you lose. **You** feel the gain if you gain. **You** answer to yourself and nobody else and therefore, it's all up to **you** so it is risky and scary. Internet marketing allows you to be a part timer though. Your job as a marketer/business owner is to come up with a way to fill that void that people have and offer a solution to their confusion/problem. **You** will need to be able to reach your prospects on an emotional level so that **you** can get them to buy from **you** or become a member of **your** "list". It's all on **you** but don't get overwhelmed...with some hard work and the knowledge you will gain with me, you can be set up to bring some extra cash in your house in as little as a week or so.

So...what do I do to make money? Well, I capture names and email addresses of people that are interested in making money from home and offer them **REAL** ways and solutions to do so. I offer advice, tools, and resources and I satisfy whatever void they have and relieve their confusion on a certain topic and that's it. What you sell or market is irrelevant. We'll get into more of this later on. Think about it this way.....

Have you ever bought something that promised to cause more confusion or pain in your life?

Have you ever bought something that promised to complicate your life?

Of course you haven't right? Well, let's move on and learn more about marketing strategies and take a look at them in detail. Marketing, in general, is a hard thing (simple but hard) to do and the best marketers out there have tried it all. I have learned from them via eBooks, videos, audio cd's, etc. I've learned a little bit from all the eBooks, audios, and such that I've read but it wasn't until I found one in particular that I quit "learning" and moved into "earning" mode.

I am passionate about this product, internet marketing, the belief that you **CAN** make money online, and I get excited about it and you should do the same. Those that take action are the ones that succeed in life...online or offline. This always holds true to everything and anything.

In short, working online or having a home based business is a dog eat dog world. I owned a construction business for a few years and had many problems arise but running an "offline" business is different than an internet business. In the "online" world, literally anyone (you will learn more about this later), regardless of legitimacy and/or experience can actually appear to be a world famous author of their own ebooks. In actuality, it's some guy/gal that has no experience writing anything and as far as you know, they may not even be registered as a business at all.

I wrote this report for a specific person in mind. People that understand that running a business (a legitimate one anyway) will cost some money and take time. People that understand that a business is a growing thing and getting rich over night is **NOT** something you should focus on.

People that want to start off on the right track and have a real understanding. You'll remember from my salespage that I am actually hoping that you are a "newbie" like I was when I started to learn this stuff. If that's the case, then I have the opportunity to change your life drastically by supplying you with good content so that you can make good decisions about making money from your computer at home.

If you are already in business and are not getting the results that you're looking for, I think I can help you also so open up your mind, don't be distracted, and lets move forward.

After you read this report, you will know what I personally do to make money online. Whether you want to make \$100 a day or whatever, this report is going to show you how your computer at home can help you do this. Exciting huh? Well, it should be because you will literally erase years of your research by

having this in front of you... and that's just the beginning. I think you'll be glad to know that luck doesn't play a part in any of this online money making.

It is not some fluke that you're here reading this and that I am set up and making money from it. What I mean by that is that it took me many hours of my life to research and educate myself. It took many hours for me to put my website/salespage together and type up this report and its content. It took actual money to get you to my salespage and a lot of experience making sure that once you got there, that you actually would buy from me. Why am I bringing this stuff up?

A word of encouragement real quick. The information that you will read here is not rocket science. I am definitely an easy act to follow. Every single marketer online (or offline) that has had success in their lives **ALL** started out just like you. This same information is being used by literally hundreds of thousands of marketers every day that work out of their homes. The **KEY** difference is this: Unlike the "offline" world, if you do certain proven things on the internet, you will see consistent and "trackable" results.

The basic nuts and bolts of this information has been making lots of other people serious incomes for many years right out of their homes. Pay attention and take it all in. Re-read it again and/or print it out to read later. You will soon realize that almost any idiot can do this as long as you do the proven methods and techniques that all successful marketers are using.

I want to emphasize though that this requires time, effort, and energy so prepare yourself for that. The reason that successful people are making a living online is because of the hard work they have put into it. If you are not willing or able to take the time and do your due diligence, then it is likely that you will not succeed. That holds true with any business and this is no different. The only difference is that you do it from the comfort of your own home and that in itself has many benefits, so let's talk about that.

## **No office , no employees , no overhead**

I work out of this tiny little spot in my basement right next to my bedroom. I have a small desk with a Dell Dimension computer. It's nothing fancy. I have a

DSL connection. I work in my sweats or pj's a lot. I usually work at night when the kids are sleeping and my wife is watching Grey's Anatomy or something else that occupies her time while I "hone my skills" on the cpu.

I got into this to supplement my income. I have an all in one copier/printer, a connection to the internet, the knowledge that I've learned, and a drink right on the desk and I'm set! Why is this important? Well, can you think of a more comfortable setting for you to be in while working?

As you go through this report, you will realize that there is no need for an office. There is no need for a secretary or employees. Overhead is something you won't contend with. You won't have to put your profits into employees or overhead. Your home will work just fine and if your business grows *too* large to operate from your house...well, that would be an "ok" problem right? The point is this: Don't spend a bunch of money on a fancy desk and chair, a new printer, etc. What you are using right now while you're reading this is more than adequate at the moment.

I also enjoy the fact that while I'm working at home, I don't ever have to deal with the public or put on a suit and tie. I don't even have to speak to people (including a boss) if I wish not to. If your business phone is ringing, they don't know what you're wearing and they don't **WANT** to know in some cases....lol You'll find that you will get a lot accomplished at home because of its comfort level. It is as relaxed as it can be.

## **From the beginning**

I know that you might have the urge to skim through this material. That's normal but let me ask you this. Would you skim through a recipe and follow the instructions backwards? Well, the fact of the matter is, that although I don't teach any kind of "step by step" guides or methods, I think it is important for you to follow along in the order that this is written so that it will **all** make sense in the end. It is important for you to know and understand each step that *I* took to start making money online. It will all come together for you and make perfect sense if you see how it all began.

You could also compare this to fast food chains. What am I talking about? McDonalds, Burger King, KFC, etc. all have one common factor as to why they make massive amounts of money. Does the food taste any different at the local McDonalds compared to the one in another state? No it doesn't and do you know why? They both use the same exact ingredients for the same items on the menu. Follow the directions, add the ingredients, and get the same results. Understanding this simple method will help you understand exactly how you can make money online.

What is the common denominator in all of these fast foods? Each restaurant uses duplication to achieve their ultra success. The owners of these businesses know and understand that a certain amount of success can be achieved over and over, again and again, by following a set of instructions that contains the "ingredients" used at the other stores. They've been doing the same thing since they realized they were profiting. The reason that people read this report and become successful is because it contains the same "ingredients" that have already made thousands of others money online. Simple duplication.

As you continue to read, I want you to quit worrying, doubting, and over thinking. Treat this report like a recipe that has ingredients that are necessary for success. Be confident that I have done all the research and tested many different money making possibilities. I have spent literally years of my life researching and testing and also literally thousands of dollars out of my pocket before I got to this point. Why would you want to take the chance and do the same when you can learn from my mistakes?

I can't stress this enough to you. Over thinking and doubting that you can do this needs to go away and you need to start believing it's possible and that you can do it. At the end of this report, you will see that it is simple, not easy. You'll see that is inexpensive, not free. You'll see that it takes time and energy daily. If you don't believe in it, you will NOT spend the time it takes to reap the rewards. It does **NOT** happen over night of course but read my lips and then I will repeat it again for you.....

You will **NEVER** learn more about internet marketing than to actually "just do it"! Let me say that again in a different way....the information you learn in this report or any eBook will **NOT** do you one ounce of good if you don't apply it. You get what I'm saying here?

There are no "secrets" or "tricks". There are proven methods that work but they are not secrets. You learned how to drive by driving. You learned how to walk by

walking. You learned how to read by reading. You'll learn to market online by marketing online. I cannot stress enough about trying to "learn more" or "research". If I had someone telling me this at the beginning stages, I would have shaved years off of my learning curve. I hope that I can save you the long, hard, difficult process that I went through so you can be set up to profit and make money from home.

You can be writing YOUR report by next week instead of buying someone else's. You just have to get out there and "do it!" It takes action and I want to help you get over the initial hump(s) and make you believe in your heart that really any idiot can do this stuff if you "just do it". There are people half as smart as you making twice your income because they had the nerve to "do it".

My goal is to legitimately help you get started online with legitimate products and for you to be set up to keep 100% of the profits and learn how to sell these products to people that have a strong desire for them. Basically, just like I said, this will give you a great overview of what this is all about and how real people make real money online and let you determine if you want to continue or not.

I hit rock bottom in my quest for making money online and I even racked up a ton of debt so I'm no different than you and I just stress the fact that you can do it! I was always really good at getting jobs but I always had a problem with lining *other peoples* pockets while I did all the work so I kept at this online thing to avoid being stuck in the rut. In the next few years, I will double my income and replace my "real" job. HOW? Duplication.

I have failed many times and wasted a lot of money and time but I finally figured out how to be set up to profit from the internet without any BS or hype and I think that by showing you and helping you how to do the same, I know that I will be rewarded for my efforts. As bad as things got for me, I guess I was just stubborn and had a relentless pursuit to make my computer a place where I can make a living and like I said earlier, this living that I earn will eventually replace my current income and I will focus every ounce of my attention on it.

So, in summary, my trials and tribulations and failures are basically your gain. If I can be down on my luck and in debt to my eyeballs at one time and then bounce back and make money from home and supplement my current income then you can too. Instead of giving you these dreams about making "\$2778.00 an hour with my system" crap, I want you to focus on reality and think about how much an extra \$1000 or \$2000 will make for you and your family. Once you are at that level, duplication is going to literally duplicate your income on autopilot and your life will never be the same.

Ok...so now that that's over with and out of the way, I know that you have been anticipating and waiting for me to move on already so in the rest of this report, we'll discuss the real deal and enough about me ok?

I want you to think back in the last chapter when I was talking about recipes and restaurants. There was one legitimate marketer that I learned so much from that my view and perspective about making money online changed dramatically at that instant. Had it not been for this person, I would never have believed that I can do it. I never would have believed it was possible and my fears of moving forward would have held me in captivity. This person taught me some amazing "ingredients" and I want to share them with you and hope you take this stuff seriously.

The "ingredients" that I'm talking about are listed below :

1. Total control over your life, business, and your finances.
2. Choosing the correct or proper niche market
3. Working with information based products
4. Knowing how to match your niche with the proper product
5. Lead generation marketing and how to do it correctly
6. Knowing how, where, and why to advertise
7. Knowing how to make sure your profits never come to an end

I want to take a look at each of these "ingredients" in detail and go over them one by one so that you fully understand them. They will come together like a "recipe" and make sense to you in the end. You are not expected to understand *how* they come together until the end, just like a movie. As we move forward, I will be explaining how each of them work and why they are important in conjunction with the other. Also, I will advise you now to be prepared to read this report more than once, if necessary, until you fully understand how all of the ingredients tie in with one another and until you see the big picture as a whole.

## **Total control over your life, business, and finances.**

In order to achieve this completely, you will need to make sure that the products/services that you sell are 100% your own. The only exception to this rule is if you have the full rights to someone else's product(s) and you get 100% of the profit upon each sale. You definitely need to be the owner of your own product so that your profit money will not be going to a middleman or another company.

This way, you will keep 100% of your profits and will be in complete control over every aspect of your business and products. There are a few instances when you can be an affiliate, distributor or reseller, but you can never depend on that alone to be in complete control. Coupling the two together makes for a nice income but always know that having your own product or service and keeping ALL of the profits is the SURE way to making money online.

I am going to discuss and even show you how to create your own products. The best part is that when you own your own products, you can decide if you want others to sell your product or not. There are advantages to both but the key thing to remember is that when it is *your* product, *you* are in control. You also will not have any competition for product titles this way. You can call it what you want when you are in control.

Letting others sell your product (licensing) can be a profitable venture. That means that you have other people selling YOUR products and working for you in essence. They will help spread the word about your product or service and be putting money in your pocket. This opens up many avenues for extreme money. When you sell someone else's product, you are making them money for zero work on their part (other than creating the product of course) so why not have YOUR product and let others sell it for YOU? You cannot accomplish this without owning your own product or service...period.

You might be thinking to yourself... "I can't afford to create a product" or "I don't know how to create a product" or whatever it may be. I understand that because I thought the same thing at first just like everyone else. The truth is that creating your own product can cost you next to nothing and we'll discuss this in more detail later on. It is MUCH easier than you realize to create your own product and it's even easier and more profitable compared to being a reseller for someone else's product. I know that sounds hard to believe but you will see what I mean as we move forward.

Another advantage of having your own product is that nobody can lay you off, downsize you, go out of business on you, fire you, or lower your wages because you are the controller. In other words, you can be set up to not have to worry about your financial future and will have a means to get out of the rut of living paycheck to paycheck. Potentially create your own "retirement plan". So, in summary here, create your own product, be in control of every aspect of it, and consequently, be in control of your life, business, and finances.

### **Choosing the correct niche market**

One of the key "ingredients" to make this whole thing come together is choosing the correct niche market. Lets define this just to clarify. A "niche" is a group of potential customers that are not only searching for your product or service, but are also willing to pay for them and in most cases, pay top dollar for them. Almost all marketers are fixated on selling a broad or general product that has wide public appeal. Sounds good on paper but that is actually the reason that most of these marketers are failing. I know that may sound hard to believe but let me explain.

All marketers that are experiencing growth and actually making some money understand that when you try to sell everything to everybody, you end up selling nothing to nobody. Why is this? It's very simple. It costs **WAY** too much money to advertise to a broad audience versus advertising to a small niche market. You get a much better deal advertising when you sell to a niche market.

I'll give you some examples to prove my point. Lets pretend that you are selling fishing poles. If you decide that you want to reach as many people as possible to sell them to, you would end up advertising in a huge publication like USA Today or something similar. They definitely reach a huge amount of people.

For example, lets say that you spend \$300 on a classified ad in USA Today. Even if you have the most clever ad ever written, out of the people that see that ad, only about 5-10 people will respond to it. Out of those 5-10 people that did respond, only 1 or 2 will actually purchase from you. On the safe side, lets say that 3 people purchased from you.

You would have to charge a minimum of \$100 per each fishing pole just to break even. You are not in profit mode yet because all you have done is cover your expense for the ad. This is all assuming that you had 3 people that bought from

you. Otherwise, you lost money. If you were a fairly smart marketer and you charged say \$150 per pole and got 3 sales, you would profit \$150 (3 sales @ \$150 = \$450) after you subtracted the \$300 you spent for the ad. Is that good? What if that's all you got for the month? Can you live on that? Didn't think so. This is all assuming that people would spend that kind of money for your fishing poles.

If you were an even smarter marketer that understood niche marketing and focusing on your niche instead of the broad audience, you'd be much better. You would know that instead of advertising to the masses in USA Today for \$300, you'd ask yourself..."who tends to purchase fishing poles"? You would realize that people that hunt and fish do right? Where do you find them? You look around and find a magazine or newspaper that is published just for hunters and fishermen.

You will find that there are actually many publications, offline and online, that cater exclusively to hunters/fishermen. So, you advertise in the classified section of a little newspaper or newsletter that is geared exclusively towards hunters/fishermen. Instead of spending the \$300 like USA Today, this ad will cost you somewhere in the vicinity of \$25-\$50. Lets use \$50 as an example. These numbers hold true to online magazines (ezines) as well.

I know from experience that you are likely to at least get the same results with this ad in *this* publication as you did in USA Today. So, in that instance, with the same ad and the same 3 sales at just \$100 per pole, after paying the \$50 for the ad, you just made \$250 profit off of just 3 sales. I know from experience that if your ad is placed in front of *ONLY* people that would want or need your fishing poles, your sales are apt to be much greater than just the 3 sales.

So, since your advertising dollar is lower, you could charge a more competitive price for your fishing pole like \$75 per pole. In this instance, after covering your ad cost, you would still make \$175 profit. Imagine if you spent your original advertising budget of \$300 dollars (the same money for the USA Today ad), placed an ad in this duplication and then 5 other publications that cater to hunters/fishermen (an ad for \$50 X 6 = \$300) and used the same ad and got the same results.

If that were the case, you would have spent \$300 advertising in 6 different publications, made \$175 profit per ad X 6 = \$1050. (\$300 total advertising, \$75 per pole, 3 sales per ad X 6 @ \$75 per pole). I think you can **CLEARLY** see how targeting your niche is the smartest way to go. You might reach more people in USA Today but most of those people aren't going to care or need/want your fishing pole. We already know that the people in your niche are interested in

your fishing poles because they subscribe to a publication (or newsletter/online magazine called "ezines") specifically for this niche.

Some of those people won't need/want your fishing pole yes. But, some of them are going to need a replacement pole or want to add an additional pole to their arsenal. That holds true for any niche if you do it correctly.

You are starting to see why targeting your niche with the proper product equals better return on your dollar right? You could even find a smaller niche to sell those fishing poles to. You could eliminate the hunters that would possibly be interested in guns, knives, etc. and use a publication that *solely* caters to nothing but fishermen. Can you imagine the results you'd get if you put an ad for your fishing poles in one of those publications?

You get the idea here. I'm not suggesting that you start selling fishing poles but I'm just proving my point. There are publications for **ANY** product that cater specifically to those that we already know are interested in that product because they subscribe to magazines (offline and/or online) about that product or service.

The most common and easiest way to decide which niche market you want to get involved with is to ask yourself what your hobbies are? What is your main interest in life? What intrigues you? This will be something that you are already knowledgeable about, interested in, and that you probably understand. Whatever you spend your spare time doing is a niche that you might have never known you are an expert at.

Managing niche markets is easy and hassle free. Instead of trying to reach 300 million people and hope that a few of them see your ad, respond to it, and purchase something from you, you can focus on 20,000 in your niche publication and only advertise to them exclusively and go directly to those people that we know are already interested in your product or service and are the most likely to buy from you.

Most niche markets have a small audience to focus your efforts on. The people that you reach this way actually pay money and subscribe to the publication. This is important to understand because having expressed an interest in the magazine/newsletter/e-zine and spent money to subscribe to it, they pay close attention and are eager to read anything related to their special niche. These people are highly responsive to your ads and this will increase your overall return on investment and conversion rate dramatically.

### **Working with information based products**

Lets define an information based product for clarification. An information product is basically anything that is read, viewed on video, listened to on audio or tape, etc. These products usually teach people how to do something that will make their lives easier, better, or more enjoyable. They almost always teach people how to avoid pain of some kind or how to gain pleasure of some kind or a combination of both. They come in the form of books, manuals, reports, newsletters, or "courses" similar to this one. I can honestly guarantee you that these products are by FAR one of the most profitable products to market and can easily put money in your pocket day after day.

Working with information products is a perfect marriage for the internet and are the highest profit, least hassle, easiest way to make money from your computer at home. Keep in mind that these work best by mixing the right types of ads with the right types of products for the right or correct niche. This is why you want to basically custom fit or create your products for the exact audience or niche you will be marketing them to. In other words, if your niche is drummers, you could create a video on new and improved drumming techniques. You certainly would not want to try and sell this niche something about guitar playing, bass playing, etc. An even worse idea would be to create a manual about stereo equipment/surround sound and try to sell them this.

Your main goal is to closely match the product with the niche as tightly as possible. The closer you match the two together, the better your results will be and the more money you will make. In some cases, matching a product to a market or niche is as simple as changing the title. How is that possible? Well, you could write a book about dieting for instance. Dieting in general may appeal to the masses and you could possibly make money selling to the masses that way but what if you marketed to certain niches about dieting? You could specialize your diets for certain people. Dieting for Teachers, Dieting from your Desktop, Dieting at the Office, The Athletes Diet....see what I mean here?

All of these titles are basically the same information product but you rename and rewrite a few things to cater to that specific niche and you could market that same book to many different niches and make money on all of them. The possibilities are endless if you just put some thought behind it. A new product is formed every single time you change the title and target that particular niche. The bottom line is simply this: After you create your information product of any kind, you should be asking yourself if there is another niche you could cater to by renaming it. If the answer is yes, then we are on to the duplication and multiplication that I have been talking about at the beginning.

## **Knowing how to choose the correct niche and/or product**

There is some psychology involved here so pay attention because I'm not a psychologist but I think I can make you understand pretty simply. In my introduction, I was talking about being clear and precise with what you say in your ads and making things quite simple. Remember? If not, refer to it again because this is mucho important. When humans purchase *anything*, regardless of what it may be, we do so to either *avoid* pain of some kind or to *gain* pleasure. This is a fact. This is NOT me pulling stuff out of the air and trying to sell you on this. Think about it.

When you buy a car, why do you buy it and how do you make your choices of what to buy? You buy a different/new car to replace your old one because the new one has air conditioning, which makes your life easier so you gain pleasure. You might buy this car because it has a brand new alternator and you are trying to avoid the pain (expense) of having to replace the old one. See what I mean. Everything we do is based on gaining pleasure or avoiding pain so the product that you choose for your niche needs to offer that niche either more pleasure of some kind or a way to help them avoid some kind of painful experience or irritations in their life.

Think about the kind of pains, experiences, irritations, etc. that lead you to purchase this report. You wanted to avoid the pain or possibility of getting scammed perhaps. You wanted to eliminate the pain of researching this topic and spending the thousands (potentially) that it may take to learn all of this. You also gained some pleasure by doing so. You gained pleasure by knowing that for the low price you paid, you would get great content all at your fingertips without risking much money, time, or energy to actually learn how you can make money from home with your computer. The avoiding pain and gaining pleasure is almost one in the same. They both cross over into the other.

As you begin to understand this, you will see how important it is to reach your niche on an emotional level. Your marketing efforts need to create an emotional response that triggers *feelings* in the prospect. Never try to sell on logic and reasoning. I know that it is reasonable to assume that fishermen want and need fishing poles but it's not that simple. Putting an ad in front of them is simple enough but getting them to respond to that ad is only going to happen by tapping into their emotions and how they FEEL about the fishing pole. Good marketers know and understand that people shop in an emotional state and their

purchase is solely determined by how the ad copy makes them FEEL at that moment.

You've heard the term "impulse buyer" before right? People react quickly to ad copy that makes them *fee*/good. They will respond even better if the ad copy causes them to kind of day dream or imagine how much better their lives and future would be with that particular product. In essence, if they can daydream about how much pleasure they will receive from this product and/or how much pain they will avoid from this product, you will get them to purchase. Here is an example.

If you are a parent then this will reach you on an emotional level. If you found out that your child was being stalked or submitted to foul play online like looking at porn sites or even worse, being solicited for sex or something like that, that would have an impact on you. If you suspected it was happening and you came across an ad for software that will "spy" on their computer activity, record emails, instant messages, site visits, etc. without their knowledge **but** allow you access to see what was happening, instantly you would be stirred up emotionally and are likely to purchase this product. It will help you resolve your issues and avoid potential pain and will give you pleasure and peace of mind knowing that you have something in place to prevent this from happening. See my point?

That is reaching someone on an emotional level indeed. If you can do this with your ad campaign and create products specifically designed to do so, you will make more money online than your present job just off of that one information product. It's simple but not easy. Takes work and due diligence but I think you are starting to see and understand how this whole thing comes together nicely.

The last thing that I want to point out here is that you can probably see that one of my "niches" is business opportunity seekers and/or home based business seekers. That's the category that you fell into. You purchased this report so you were in my "niche". You were an opportunity seeker looking for a way to earn more money, extra money at home with your computer. I prefer this niche for a few reasons.

First of all, this is a **HUGE** niche that continues to grow astronomically due to the economy and inflation. People are wanting to work at home for so many different reasons now days and who can blame them? Gas is at \$3.79 a gallon (here in Oregon), traffic is insane in all major cities due to overpopulation, wages are low almost everywhere, and the convenience of working at home and making your own hours has always been appealing to people.

In my research, I found out that nearly  $\frac{3}{4}$  of a million people at any given moment are searching online for a way to make money from their home. I also found that a huge percentage of these "opportunities" they will find will **not** resolve their issues. The ad copy might get them to buy something but it won't make them any money. I saw an opportunity to take my experiences and research and put something together to help these people. That's how it all began for me personally.

### **Lets recap what you have learned so far**

I will be getting into how I sell my products and how easy it is later on but I wanted to recap the things that you've learned as this whole thing comes together one after the other. You have learned what a "niche" market is and how important it is to target a niche. You've learned why it is a bad idea to target a broad audience and how that can effect your outcome, pocket book, and advertising budget. You've learned that people do things to avoid pain or to gain pleasure in their lives.

You've learned why it is important to reach your niche and potential prospects on an emotional level and why you need to know and understand how they FEEL. You've learned that each particular niche has its own pains, irritations and frustrations and how important it is to identify this with YOUR niche that YOU will market to so that you can offer solutions to their problems.

You've also learned to custom tailor your products specifically for your niche. You've learned that this will help them gain pleasure and/or avoid pain of some kind. You've learned that by doing this, you will satisfy their emotions and resolve their problems and keep them coming back to you for more. You have also learned why it is imperative to have complete control over your own products and full ownership of them so you can determine what's best for you and your business.

These things alone can really put some serious cash in your pocket fairly easily. I think that you can see that. You have to do some work and spend some money so don't get me wrong ....it's not easy, it is simple though. It's not rocket science. I am about to show you how you can produce products even if you think that you have zero capabilities. I am going to show you how you can get your advertising copy written and that it will work, even if you think that you have no clue how to do it. I am going to show you how you can find and receive

publishing rights to products that others have taken the time and energy to create for you.

Even if you think you can't do any of these things, I am going to show you how you can find a person that already has the knowledge that you're looking for if you need it. I am going to show you how to get that person to write down all of their knowledge for you and why you should be selling it to the correct niche market.

In other words, it is possible for you to have information that someone else gives you and put it with the correct niche of people that not only want/need your product but that will also be happy to pay you for it based on the principles that you have already learned. I'm also going to show you to create trust and credibility with potential prospects before and after they purchase anything from you.

I think you are starting to see how all of these "ingredients" come together nicely and work hand in hand. You've learned how to put a marketing campaign together that will actually work if done properly so let's move on to the good stuff.....

In this chapter, we are going to get into some more "ingredients" that, when coupled with the others that you've already learned, will put you a step ahead but also bring a real clear understanding of all of these ingredients. The light bulb will go off in your head and the big picture will really start to come to shape for you.

### **Lead Generation Marketing**

This "ingredient" is every bit as important as all the others and perhaps even more important. Lets start out by defining Lead Generation Marketing. In the simplest terms, this means that you are not going to try to sell anything to anybody directly from any of your ads, regardless of what kind of ads they are. This means that you are not going to be listing the features and benefits of your product/service in your ad to get the prospect ready to cough up any money. You won't even explain your product or service or even describe it in your ads. You don't want the prospects money yet, you want their attention and you want to make them as curious as possible.

The purpose of Lead Generation Marketing is to get people to respond with what is called "a call to action". This means that you simply want them to be curious enough to either call you, email you, visit your website, and/or fill out a web form. By making this "call to action", they are simply coming forward and admitting to you that they have interest in your product or service. They are literally telling you that they are interested in what you're doing. How do you get them to do this and why is that the best way to go about it?

The best way to do this is to use some kind of strong headline to make the reader curious enough to follow or take action. They will typically fill out a form with their name and email address for free details or a free report that you offer in your ad. The people that do what you ask them to do are called "leads". It's not rocket science. You are already somebody's "lead" yourself.

When you pay for ads, you pay by the words and/or space so the less words and space involved, the less you spend. With Google Adwords for instance, you have a headline and a few short sentences. With most ads, you have limited space so you have space for a headline, a sub headline, a couple of sentences and some sort of direction telling the reader what to do next. Below is an example of a typical ad so that you can get a feel for what I'm talking about and then we'll discuss it in more detail.

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Why your "job" may not be cutting your next paycheck and what you can do to protect yourself!

Most "jobs" offer you zero long term financial security and stability. If this fits you , then I'd like to show you a way to put YOU in control so YOU can write your own checks! For complete details, visit my website at : [www.yoursite.com](http://www.yoursite.com)

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This is an acceptable ad and you will notice, I'm not trying to sell anything yet. I simply am trying to get the reader either excited, curious, or motivated to take action by visiting my website. I'm only asking the reader to take a simple step or "call to action". Now, lets take the same ad and change it to show you why it is a bad idea to ask the reader for too much right up front.

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Why your "job" may not be cutting your next paycheck and what you can do to protect yourself!

My wealth system will earn you \$50 for every sale you make. It's easy because your selling vitamins that everyone needs. Sign up now by visiting my website at [www.yoursite.com](http://www.yoursite.com) ! It's only \$175 to join today and your membership lasts a full 2 years!

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I think you can see how in this ad, I'm asking the reader to do WAY too much and WAY too quickly. In that simple ad, I asked them to commit their money way too soon. So a good rule of thumb about advertising is to think about dating. What? Lol....what I mean is on a first date, your first impression is all you have and coming on too strong too soon can ruin it right? Same with advertising.

Lead Generation Marketing is basically doing one thing for you....this separates the people that are interested from those that are not. Plain and simple. This works right from the beginning by weeding out people that would never buy from you and that will waste your time. That allows you to focus your energy and effort on someone that is willingly and admittedly interested that may buy from you. This "pre-screening" eliminates focusing on uninterested people.

This process will increase your sales and your ad ratio or conversion rate. It allows you to leverage a tiny amount of advertising cost while achieving extremely successful results. This basically separates the men from the boys. A small budget can literally bring in huge results this way, along with the other ingredients put in place.

By asking your prospect to make a "call to action" and then getting them to do so is one thing. What happens when they do it? Well, everyone loves FREE stuff right? Especially when that free stuff is valuable to you personally right? So....ask them to visit your site and give them something for free. This FREE something needs to be perceived as valuable to the reader so it needs to be good, quality stuff. Even a 2 page report that cost you nothing to create can still be very valuable to the potential prospect.

This is when knowing what your niche market wants is crucial. To give them something for free that is valuable to them, you need to know what they want. This goes back to the pain, pleasure, frustrations, needs, wants, etc. of your niche market so if you need to, go back and read about that again in the previous chapter.

It is important to know and also understand that this FREE report that you offer will actually be a sales letter or sales page in disguise. You don't want it to *look* like a sales letter or sales page because then the value level drops considerably.

Make the report appear to be high quality information that will help them out somehow anyway but toward the end of the report, weave some kind of subtle sales message into it. There is a fine line to cross here because if you over do it or you're *too* obvious, you will lose the prospect.

So, giving them quality information for free and subtly selling them go hand in hand. Think about dating again, if your date goes as planned, a good night kiss will probably happen because you were subtle. Coming on too strong by asking to spend the night with them may not yield good results. This is what makes "lead generation marketing" so effective and efficient.

Below is an example of a lead generation ad that targets Deer Hunters.

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Attention Deer Hunters :

Find out the truth about a dangerous hunting technique that may effect your next hunting trip! To get a copy of this FREE report to protect yourself before you're out there and it's too late, go to [www.yoursite.com](http://www.yoursite.com).

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This ad could be a classified ad in a hunting magazine or an online ezine about deer hunting. This method is not some un-tested theory. There are literally thousands of people right now using this same proven method. Look around and pay attention to ads and you will see that a high percentage of them are like this and they offer some sort of FREEBIE. All marketers that use this method offer something for free for one reason only.

That is to capture a name and email address and perhaps a phone number or address so that they can sell you later on. This method of giving free stuff away not only helps the customer because it is free and helpful to them, but it also breaks down their sales resistance when you try and sell them later on.

By giving them something free *first* that is good quality and helpful to them, they will respect you more when you ask them to buy later on. They will feel like you are knowledgeable in that field and therefore, you are simply recommending a product that will be helpful to them instead of "selling" them. See how that works? Having their name and email address allows you a way to establish a relationship with them *before* you try to sell them something.

Giving them something that they really want for free is **THE** best way to gain their trust and respect. The freebie should help them avoid pain and/or gain pleasure....back to that again. The psychology aspect of marketing.

## **Cheap Classified ads**

Classified ads have been around forever because well, they work! I recommend using these starting off because of their low advertising costs. You can put small ads in niche publications, offline and online, for less than \$30 or \$40 and yield results and profit up in the thousands. I showed you earlier how that was possible. Classified ads, if written the "lead generation way", is almost a sure way to get traffic to your site with people that you know are interested so don't exclude this method in your arsenal.

Now lets talk about WHERE to advertise. This is closely related to knowing and understanding your niche. We discussed this earlier. Right now as we speak, there are marketers that are using pay per click advertising like Google Adwords for example, and they are totally missing out. Not because that's a bad thing to do but because they are not using PPC's correctly. How can you misuse them? Well, they are bidding on terms and phrases that are broad. We don't like broad remember?

These failing marketers are using broad things like "Business opportunities", "money", "make money", "marketing", etc. They are using very general words and/or phrases and consequently, even if they get a click to their site, they aren't converting well. A smarter marketer will get better results with words/phrases like "Real Estate", "work at home", "internet business", "insurance", etc. These marketers are doing a little better because they are a bit more specific about the keywords that they are choosing. By targeting a more specific audience, we know that you'll get better results versus trying to appeal to the masses.

A seasoned marketer (or one that has bought this report) understands the power of using very specific words and phrases that appeal *only* to the people in their niche market. They are using very specific keywords/phrases like "work out dvd's", "home mortgages", "Florida real estate", "car insurance", "full time work at home", etc. These keywords are targeting a certain niche group and by using more specific words, they understand that less NON interested people will type those keywords into the search engines.

Interested people type in specific words when they are searching. If someone is interested in say fishing, they might type in fishing and get bombarded with stuff. If they type in trout fishing, only sites about trout fishing exclusively will be returned for the search results. See how that works?

Being very specific and targeting your niche keywords effectively and carefully will make things easier to reach your niche market that you are truly after. You will reach them for less money also because you're not competing with others for bidding on "popular" or "broad" keywords/phrases. You can also take this same principal offline and use the same technique to advertise in specialized magazines with lower circulation. Lower circulation means lower ad costs and a more responsive niche audience.

Good and successful marketers realize that advertising in massive publications means that your little ad is like a needle in a haystack and you just hope someone sees it first of all, but when they do see it, you hope that they are interested.

Smaller, industry specific magazines and newspapers (or ezines) that go out to niche markets cost less to advertise in and since their readers subscribe to them, they almost never miss an issue. This holds true to online ezines as well. They are written specifically for them so they anxiously await them. These magazines (ezines) speak directly to the subscriber in a language that only that niche understands and is interested in. Did you know that there is a publication that is written exclusively for carpet layers? If you wanted to start up a business that caters to carpet layers, you would simply do the following.....

Take time to find out about the biggest problems that carpet layers face everyday at their job. What are their irritations, frustrations, and pains of this job? Create a solution to the problem or at least you can create a solution to inexperienced carpet layers. Get the solution down on paper and start selling it. Put it in word format, upload it to a server at your website, and just like I sold you this product, you can sell something like that.

It is literally that easy folks. If you need information about carpet laying and the guys that install carpet, find some by phone, tell them you are writing a book that is going to be published and sold, and they will offer you everything and anything that you need to know.

In this instance, you are not *personally* a carpet layer but yet by asking some questions and using your noggin, you can actually earn money by selling information that will specifically be helpful to carpet layers. You can make money from the knowledge of a professional carpet layer. Imagine being a carpet layer that subscribes to a publication exclusive to carpet laying, carpet products, carpet laying tools, etc.....and seeing this ad.....

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Attention Carpet Installers:

Find out how you can save your knees and back by just a few simple and free methods! This information is based on and comprised from other experienced carpet layers. To find out more in my FREE report, visit my website at [www.yoursite.com](http://www.yoursite.com).

Or you could put something else like this in a magazine.....

Wanted: Carpet Installers that own their own business. I can show you a simple way to earn extra money per month and your truck or van will do all the work! For my FREE report, call 000-000-0000 or visit my website at [www.yoursite.com](http://www.yoursite.com)

.....

You can see how this works now right? Carpet installers are just one of thousands and thousands of industries, hobbies, and professions that you can choose from. Pick any niche that you're interested in basically. Understand that this is just an example by picking something off the top of my head. You can use any industry and do the same thing. There is an endless supply of "how to" information to produce and sell online.

You may personally not be interested in say....Ferrets. If you saw a magazine about ferrets you may not pick it up and read it but if you were to take that magazine and put it in front of someone that raises or breeds ferrets, I guarantee that they will look through it. See my point?

### **How you get paid!**

This is obviously an important factor to consider right? The first way you will make sales is obviously through the lead generation marketing techniques that we've discussed. Prospects will see your ads and click directly to your website. Your website will teach them some kind of valuable information that they've been looking for because your site will have informative reading content that specifically relates to your visitors niche area of interest.

They will be grateful for this information you give them and this is going to cause your prospects to have great respect for you. After reading the powerful information, they will trust you. They will view you as an expert in your industry and they will explore the rest of your website. In a subtle way, at the end of this information, you will have eye catching sales material but this material won't

scare them away because it won't be pushy. You will only be subtly recommending your product or service. You will REALLY be selling them a product or service without them realizing they are being sold. Instead, it is thought of as a recommendation, just like the way you purchased this report.

If you recall, I didn't do anything illegal, immoral, or slick to get you to purchase this report. You won't be either. You won't sell garbage. You will be suggesting that they purchase a valuable information product from you that will make their life much easier or better for them. Your information product will promise and deliver to take away some of their pain, frustration, etc. You will also explain to them why your product is worth hundreds of dollars. Then, you will let them in on the good news that they only have to spend xxx amount for it versus the hundreds that it is worth. Then you will ask them to click on the order button.

Your order button will automatically process your orders using a service such as PayPal....just like you did when you bought this report. PayPal, and services like that, offer you the ability to accept credit cards all over the world right from your home. Then, PayPal or whatever merchant you use, will automatically deposit your money directly into your existing checking or savings account! Once you get going, this is all on autopilot and you just keep getting deposits.

It does take time to set this all up so don't misunderstand. You will have to either build your site yourself or pay someone to do all of this for you. My suggestion is to do it yourself because you'll save the money obviously but also, you need to learn how to do all of this if you are going to operate an online business. This kind of stuff is as easy as typing, copying, and pasting for the most part so don't freak out.

I didn't know squat when I got started and next thing you know, I'm accepting payments worldwide, I have forms on my website and autoresponders sending out emails for me. I mean, it's amazing what can be accomplished without knowing HTML and JavaScripts now days.

Once it is all set up, your time can be freed up to do things that matter like driving more people to your site to make more money! Placing ads or advertising will always be necessary but for the most part, you are on autopilot and you can come up with more ways to make more money while you're making money. It is a nice cycle of events. I personally have a great time setting up things like this and if you want to get going but don't want to do the work to be set up, let me know and we can work out a deal and I'll do it for you. No big deal.

**Publishing on Demand....What is it and why is it so profitable?**

In the old days, a book publisher or a corporate level producer of "information products" would print off like 10,000 copies of the book to start off and store them somewhere while waiting to sell them. That's a pretty risky thing and if an author was lucky enough to get a publishing deal, that was equivalent to the musician getting a big time recording contract so the odds are slim. Having printed up these books and sitting on them and hoping they sell or you lose your \*\*\* is the way it used to be. They could literally risk \$50,000+ on just one product before a single sale hit the door. I wouldn't touch that business with YOUR 10 ft pole.

I like to create the book (or report), just like this one, create a cover with easy to use software, never have to print them off and put zero money into it and take no risk. With the help of the internet and easy software, a guy/gal can create a book and sell it AND get paid **before** anyone reads it! That's what happened when you bought this report. Cool huh? That's the way it should be. Computers and the internet make so many things possible that would otherwise not be. It's amazing really.

Not only is it easy to create your own information products but it is also very inexpensive. This report for instance, if you don't include the money I've spent over the years to learn the information and the time it took me to put it together, took zero out of pocket expense to create. I sell it for \$9.95 now but have sold it before for \$19.95. So take a look at the profit margin there and you tell me if there is a better way to profit on the internet!

If you don't feel like making an information product of your own, it is totally easy and cheap to purchase the rights to other peoples products and sell them. Or, you can type up something in Microsoft Word (just like I did with this report) about something you know of or are interested in and you already have the "meat" of your product. You can purchase some software inexpensively to create a cover (just like the one I made for this report).

This is not totally necessary but I feel if you have a cover, it makes you appear to be more legitimate and professional. If you choose NOT to do this, once you type up your information, upload it to your website, get a PayPal account (or another merchant account but PayPal is free with no set up fees), you literally can be in profit mode as soon as you sell just a few copies of your new book or report. It's as simple as that.

Notice I keep saying simple...not easy. It takes time to do this so I don't want to create an impression that you don't have to do any work. It requires effort and due diligence. It requires action and conquering your fears of the unknown. I can honestly say though that you have EVERY aspect and knowledge necessary as of

Chapter 3 of this report to do this and do it the proper way. Any of your fears are just something you need to get over. I can't help you do that. Just remember, as easy as it was for you to purchase this report and gain access to it, you can be doing the same thing.

Also remember that I (or you) will keep profits coming in by advertising my information products to carefully selected niche markets (we've discussed this). These are referred to as "specialized markets". When you do it properly, people within these markets will willingly pay money for specialized "how to" information.

The people in these specialized niches will pay the same prices again and again, over and over. This is why I chose the "business opportunity" seeker niche because this is a HUGE market and easy to tap in to. It's also one of the fastest growing markets and has increased steadily over the last 10 years. Some of those years, it has actually doubled itself.

There are a few things that you should know in addition to all that you've already learned. So, before you consider getting started on your own, continue on to find out the remaining "ingredients" that you will need to have.

In this chapter, we are going to really wrap up all of the "ingredients" that I've been discussing and make the overall picture a reality for anyone that wants to get started with their own business. If you happen to be one of those that are already technically operating but you are not making any money or profiting, all of these "ingredients" are going to help you to start profiting and actually operating the way a business should be operating...making money!

You already know that by choosing a specialized niche or market that you will find thousands of people that are not only interested in your products but also willing to pay for them. One of the most important things to remember is to be sure and create a strong sense of value in your products. I believe that when a guy (just like me) spends years of his life and thousands of dollars researching to create the product, you technically have the right to charge whatever you feel necessary for that product. The way that you create a strong sense of value in your products is all about how you describe your products in your presentation.

With the proper description and presentation, you will always be able to command a profitable mark up on your products. Once you understand this principle, you will not only be making a considerable profit from your products but you will even have your customers anxiously awaiting any other products that you might offer later on to them. This is when having a "list" is so crucial

because you can offer product after product to them. Another crucial “ingredient” that you MUST believe and practice is this:

**The cost of creating or manufacturing your product has NOTHING to do with the value of your product.**

The value of your product is in the eyes of the prospect, not you. Just because you may create a product that costs less than \$20 for you to create does NOT mean that you can't charge 10 times that amount for it and that prospects won't buy it! It also stands to reason that just because you created that product for less than \$20 does NOT mean that it isn't WORTH \$200. Basically, your product is worth what you tell your prospects it is worth. You are the one in charge here remember?

It is up to you to create the perceived value of your product, not your customers. Don't consider negotiating your price because you KNOW it is worth every penny that you are asking for it. If you tell your prospects that your product is worth 4 times what you are charging for it, then it is.

Empathize with them and point out that it's worth that \$200 but you understand and realize that not everyone can afford \$200 so you are willing to offer that product for an unheard price of only \$99. So you build up the value and then offer them a discount solely because you want to do them a favor. This ingredient makes this whole thing come together real nice. Many people that start a business think that if a product only costs them \$20 to produce, then it should be sold for something like \$30. This is a common mistake that almost all new marketers make and many failing marketers make. Failing to charge the maximum amount for your products is a mistake.

I think that by definition, the maximum amount that your average customer is willing to pay becomes the going market value for your product. One way to figure this out is to start out at a price that your prospects refuse to pay and keep dropping the price in small increments until they start buying. Once they start buying, you know that you've got your market price.

I want to stress that I always believe that you should do this tactfully. By tactfully, I mean, you don't want to rip their heads off and overcharge them unfairly.

By starting out at a higher price and allowing them to set the market value is not “ripping their heads off”. Selling your products at the true market value is what will allow you to operate your business with such a profit margin that you can pay for your advertising and STILL make profit and keep putting money in your pocket. If you put this profit back into your business and buy even more ads,

you will make more money. Having plenty of profit left over for you after all expenses are covered is what we call your income so it's quite important.

Most businesses do not mark up their products more than a 50% profit margin and you need to realize that with high demand informational products, you will not survive doing this. I know that you've witnessed products being purchased at \$5 and sold at \$10 and that that seems "normal" but you need to get over that because you will never profit enough to make ends meet if you do this. Perhaps you've been involved with other "business opportunities" that have encouraged you to operate this way but when you're talking about this in the online internet world, you need to have more profit than that or you are subjecting yourself to potential failure.

I know of some marketers that mark up their products at a whopping 2,000%! Sounds absurd but when you do your advertising correctly to your correct niche, you can get that kind of money for your great and informative products. Huge corporations like Wal Mart for instance, may not operate that way but if you want to compete with Wal Mart, go ahead because you will NEVER win.

*Your* products are not available at Wal Mart or anywhere else and therefore, *your* products are worthy of that mark up. Another point is that when you are dealing with a niche or specialized market, you will never and should never expect to sell 2,000 units in a day. With that being said, when you are selling only 5-12 units a day, your profit margin needs to be much higher.

Let me tell you something that is quite strange but true. Most marketers believe that by selling their products at a lower price will result in more sales. This is simply not true. For some strange reason, it always seems that the more you ask for with your products, the more sales you will get. In other words, you sell more products when you ask for \$250 versus \$79. Weird huh? I don't know why this is true but I know it has something to do with perceived value that we've discussed earlier. Many marketers will agree with this and experience this themselves.

The product can be exactly the same but for some reason, asking for more money means selling more products. Keep in mind that this holds true in specialized markets only. Another point here is that it takes the same amount of energy and time to sell a \$200 product that it does to sell a \$700 product. Selling high profit margin products is the only business where prospects actually seem to have more interest in your products when you sell them for higher prices. Don't know why.

You will never find a better product than what is called a published on demand, how-to information product that you created for a specific market. Why are these products such a hot item and perfect in every way for an online business? Lets take a look at this and I think you'll start to see why this is the case.

It really is pretty simple. A *published on demand* product is so attractive because you get to keep all of your money out of inventory so you are never wasting your money on a product to sit in your garage that may never sell. With that in mind, you can always focus on selling products and making money rather than warehousing and storing your products.

A *how-to product* is all the more perfect because these types of products have outsold ALL other product categories throughout history. This means that there is a never ending supply of consumers that want to know how to do something interesting or profitable. This goes back to the gaining pleasure or avoiding pain psychology. When/If you can show others how to eliminate pain or increase their pleasure, there are always consumers that are interested in finding out "how" and they will always be willing to pay for it. They actually expect it.

Next time you're in a bookstore or maybe watching t.v., pay attention to how much "information" is being advertised and sold. If you check out magazines or ezines, you'll see that people are selling information all over the place. The reason that you see this and will continue to see it is because it has been and will continue to be a proven best seller!

Another reason that *selling information* works out great is because you can literally create these products for very minimal cost but the information within the product has nothing to do with the value of the product. The value is determined by the niche market, not you. For example, if you look at a "tangible" product like a toothbrush for instance.

It really doesn't matter how much better your toothbrush is going to be versus the competition, people already have a "value" of toothbrushes and will never pay beyond that because they already know what a toothbrush sells for. You can spend hours, thousands of dollars, do all the research and study the market but nobody will ever pay you \$100 for a toothbrush of any kind.

This rule changes with information products because the value is in the information itself and not the cost of the paper. The customer places the value on the information based on how much pain they will avoid by reading the information or how much pleasure they will get by having the information. You convince them of this in your ads. If you cater to the "business opportunity" niche for instance, products that give information for people to make more money in their lives have a HUGE amount of perceived value because making money is important and valuable in EVERYONE's life. This is why people in this particular market are willing to pay top dollar for information and how to products.

## **Summarize What We've Learned So Far**

Ok...I feel like I have given you a great understanding of starting a profitable home business with your computer. You could easily take this knowledge that you've learned so far and start an internet business and have a real good idea of how to do it. There are STILL many other aspects that you need to know about and that you should also understand so that you can increase the odds of success and most importantly, increase your profits without the risk of loss. You should notice that there are many things we have NOT discussed that are crucial in an internet business.

I have come close to perfecting other aspects of internet business like the creation of products, coming up with ads, sales letters, email auto-responders, search engine optimization and placement, cross-selling, website design, etc. These are all things that you cannot avoid and need to fully understand if you are going to run an internet business of any kind. Although there are many variables and different degrees in which we all use and/or understand these aspects of business, it is still crucial that you learn about them, study them, and utilize them.

Rest assured that I have spent many, many hours researching ALL of these aspects. I have spent thousands of dollars to learn and actually experience ALL aspects of internet marketing and running a business. I admit that although I spent the time and money to do this, I can honestly say that for the most part, trial and error (experience) is how I've learned. I studied this stuff for years before I actually got started because I was caught up in "researching" and I was spending all this money on learning before I actually stepped in the game to play.

This was a mistake because I could have been going 2 or 3 years ago and making extra money but I was too concerned about "knowing" everything that I actually wasted time. You can study the game of football (internet marketing in this case) for so long and know everything that there is to know but you'll never have a greater understanding than actually playing the game and practicing the plays.

If you jump in the game of "internet marketing/online business", you can definitely risk money. Studying and researching is always an option that you have. Naturally, I have put a full throttle manual together for you to simplify things. It is called "Average People: Bigger Pockets". Again, we're talking about avoiding pain/gaining pleasure. I have what you probably want at this point and

although it is not going to be free, I am most certainly going to cut you severe slack because you purchased this report.

Again, I have sold this information for as much as \$297 and between the information and the bonuses that come with it, it is worth that much easily. I have marketed online long enough to know that most of you reading this simply cannot afford that much or better yet, you are not willing to spend that much. I know this because I have done my homework. Before we get into anything else, let me show you what kind of information we're talking about here. I've listed some topics that we will discuss in the manual below:

1. Affiliate Programs : Which ones and marketing them
2. Article Marketing : Where and How
3. Free For All sites : What are they and how can/will they help you
4. Blogging : What it is and how to do it and why
5. Joint Ventures : What are they and how to do them and why
6. Pay Per Click advertising : Where and how to get the most for your bucks
7. Search Engine Optimization : Techniques and placement
8. Dropshipping : Ebay and Wholesaling
9. Web hosting/Web Design : Who , where , and why you don't need to know HTML coding
10. Writing ads and ad copy : See example of ads that I have used and others that work
11. Business Licensing : Becoming legitimate with licenses and bank accounts
12. Data Entry and Paid Surveys : Are they worth your time and if so , which ones
13. Private Label Rights , Resell Rights , and Master Resell Rights : What are they and how you can start profiting from them immediately

14. Newsgroups and Safelists : What are they and how to utilize them for success
15. Junk Mail : Is it really junk mail or a gold mine waiting to happen?
16. Other people's ads : Responding to them for YOUR benefit and turning THEM into YOUR customers
  
17. Web Hosting : Where , why , and how to make money in this area as well.

These are just an example of some of the things that we will discuss in the manual that I've prepared for you. As you can obviously see, this manual is for the serious only and the odds of your success will increase greatly by having it in your hands. So I have a few different options to make this even easier for all of you, regardless of what type you are.

If you are looking to learn more but spend less money, you can have access to my manual in its entirety by selecting the Basic Version. You will get the manual and only the manual. This will NOT have the sweet bonuses that come with it to help your transition. So as long as you understand that, how much is this manual going to cost you?

The Basic Version will cost you a smooth \$97! So, combined with this report, you will spend a total of only \$106.95. I know for a fact that you can spend more than that on most "courses" that are similar to these. It's a steal and basically, I have made it that way for a reason. I want you to buy it so I collect the money but your odds of success are SO much greater with the purchase and information.

Now, for those of you that don't want to pass up a great deal and just got to know about the Deluxe Version of my manual, I am going to offer you the manual obviously, but in addition to that, I am going to give you some SWEET bonuses. I will list them to you below.

### **Bonus 1**

I am going to give you a **30 minute free consultation** for you to ask me anything regarding my products and/or your new business ideas. I will personally coach you or offer anything helpful that I can to ensure your success! Just email me at [webmaster@esourceinfo.com](mailto:webmaster@esourceinfo.com) and we can arrange a good time for the both of us to speak.

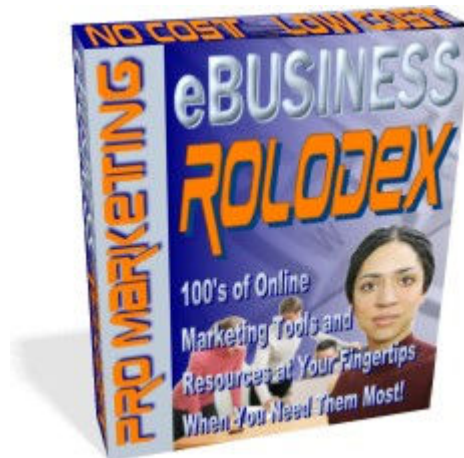
### **Bonus 2**

Since we talked about how great information is to market online, I am going to offer you the following:



This is an awesome toolkit to creating your own info-products! This is a \$69 value and it's yours FREE with the purchase of the Deluxe Version of my manual. Click [here](#) to read more about it on my sales page for this product.

### **Bonus 3**



This will obviously help you because this is the exact rolodex that I personally use for almost ALL of my business needs. It is a list of 100's of online marketing tools and resources right at your fingertips! This is a re-brandable rolodex so you can re-brand it with YOUR links and distribute it for free, sell the re-branding effect of it, OR use it as a lead generation tool to capture names and email addresses. Click [here](#) to see exactly what I am talking about.

As you can see, I'm pretty serious about helping you become successful and these bonuses alone are worth \$90. So if I take the value of the bonuses and add them to the price of manual WITHOUT the bonuses, we would come up with \$187. Keeping in mind that you have already spent \$10 for this report and since you're considering the purchase, I will make it almost irresistible and offer you the Deluxe Version manual for only \$147.

So you have some more considering to do now. I will say that without my manual entitled "Average People: Bigger Pockets", you can get started and have a pretty good idea of how to make this happen. I did it that way. It took me from almost 2 years before I started to see results but it is possible. If you choose that route, I won't be upset with you. Perhaps money is what is keeping you from making the purchase and I can't compete with that if you TRULY don't have the money. If that's the truth, I'm happy that you purchased "The Internet Marketing Playbook" and I sincerely hope that you get involved and start doing something about it.

For those that are more serious, "Average People: Bigger Pockets" is EXACTLY what I was looking for when I got started online. I mean, I put this together from the mindset of a true beginner and cover EVERY method that I currently use to bring in extra cash from home still to this day.

Read what a customer had to say as a result of reading "Average People: Bigger Pockets".....

Hi,

This was like the best crash course I have read about starting your own business online. You mention everything there is to say, but most important is that you tell us not only what is the best thing to do to make money, but also other things to manage our business, grow it and expand it.

For everyone who wants to make money online, you need to invest money in this ebook if you want to know the surefire way to make 4 or 5 figures income online. I have seen many specific details not just go here and do that. You don't just mention what needs to be done, but exactly how to do it.

Now I just need to print this ebook out, so I can re-read it quietly one more time, or maybe two or three.

Thanks,  
Karl Sultana

So get excited and quit delaying. You really can't afford NOT to get started. If you've read to this point, you just need to make the purchase of your choice below and get started. Believe me, with this information, you will be well above your competition! Start off correctly and make the right decision. Good luck whatever you decide and I will look forward to speaking with you in our phone consultation.



**Basic Version for \$97**

Remember, this version does NOT include the SWEET BONUSES!





**Remember that this is a secure order through PayPal but you DO NOT have to have a PayPal account to make the purchase. They process ALL major credit cards regardless of having an account or not!**

**Deluxe Version for \$147**

This version DOES include the SWEET BONUSES!



**Remember that this is a secure order through PayPal but you DO NOT have to have a PayPal account to make the purchase. They process ALL major credit cards regardless of having an account or not!**

Thanks again and to your complete success,



Craig Raphael  
<http://www.HomeBasedBusinessScamReviews.com>

