

***Ewen Chia's***

***"How To Make Your  
First \$1,000 Online  
In Just 30 Days!"***



***www.EwenChia.com***

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## **About The Author: Ewen Chia**



Ewen Chia has been actively marketing on the internet since 1997 and is one of the biggest internet marketing gurus online today who actually ‘walks the talk’.

His forte is in **helping ordinary people start their own profitable internet business quickly and easily** using a proprietary and easy to understand step-by-step system.

Small and medium-sized business owners have also benefited from his razor-sharp advice and help in getting their offline businesses online.

Ewen has successfully taught **thousands** his proven system on how to live the internet lifestyle, quit their jobs and achieve financial freedom from their own money-making internet businesses. If there is one person who can help you to do the same, and to achieve your online goals, that person is Ewen Chia.

As a well-known and highly-respected marketer, Ewen is often called upon for his powerful and ingenious marketing advice, especially in the areas of affiliate marketing, affiliate management, list-building, email marketing, product creation and online branding.

Ewen is also widely acknowledged as the hidden ‘**secret weapon**’ of many other internet marketing experts for his uncanny ability to trounce the competition and take on the **coveted #1 reseller spot** in almost every major marketing rollout.

He is highly regarded for his unique, result-oriented and value-packed information which are helping thousands from around the world. For more information on Ewen Chia, please visit <http://www.EwenChia.com>.

**You can also find some of his best-selling information products here:**

<http://www.InstantMarketingSecrets.com>  
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<http://www.UltimateFreeDirectory.com>  
<http://www.LostSecretsOfSuccess.com>

## **A Personal Message From Ewen Chia**

*Dear Valued Reader & Friend,*

It's my great pleasure to write this manual for you, and I hope it'll be useful and helpful to you.

You see, a new year is now upon us, and it's time to think about how you're going to make the coming time your breakout year for online success.

You've no doubt seen dozens of different “next big thing” business models come and go this year. Every where you look it seems like things are being shaken up, and only those 'in the know' will remain standing.

Well, I'd like to put your mind at ease about this RIGHT NOW. Your income opportunities aren't going anywhere. In fact...

**There may be no better time to start your own online business.**

All sorts of crazy money making fads have come and gone, most of it having to do with auto-generated content sites, pay-per-click arbitrage and other risky schemes.

It's not that these methods didn't work for some people. It's just that they weren't designed to produce real, long-term income.

**What's left standing are the same solid and proven business models that were always there – just good, old-fashioned marketing of in demand products and services.**

Information products are still alive and kicking. Affiliate marketing is still alive and kicking. Content is still king when it comes to motivating potential customers.

So, all you really need to do to earn your first \$1,000 online in 30 days from now is to pick a *proven* business model, and work with it from the ground up with a plan.

This has always been the case – whether its 2006, 2007, 2008...- the real money is generated by owning a real business, and doing what you do best.

I'll give you several proven business models in this no-fluff honest manual, you can call it my labor of love for you. You can choose any model you like. All of them hold the potential to generate \$1,000 or more for you, if you'll take your business seriously.

What you'll gain here is the 'big picture' perspective.

Keep in mind this is not a step-by-step 'how to' guide, although I *do* make every effort to give you the basic information you need to get started.

My purpose in writing this for you is to give you a broad view of online income sources.

I want you to understand the fundamentals and to realize that (most of the time) those 'next big thing' products you see are really just **variations** on an established model.

Make sense?

There are hundreds upon hundreds of opportunities, but when you really dig into them, you'll find that they all fall into the same class.

In other words, you're *always* selling something. It's just that your role in the transaction varies. Some models involve making direct sales, while in others you act as the *referrer*.

Either way, you're making money based on your ability to induce others to take action.

That action could be as simple as clicking on a link in an AdSense ad, or it could be the prospect pulling out his credit card to buy a product.

So, if you're ready to grab *your* share of the action in the New Year, then keep reading...

***To Your Success!***

Ewen Chia

## **The “Big Picture” Of Making Money Online**

There are literally dozens of ways to make money online but, for most beginners, ***this variety is the problem***. Too many different models to choose from and no solid game plan for working any one of them.

Some marketers have their hands in two or three or four different business models. This can be done with experience, but it spells disaster for newbies.

**In order to make it to your first \$1,000 online, you need to choose just ONE money-making business model, and stick to it.**

In other words, you need to learn how to walk before you can run. Once you completely master one business model, *then* you can consider adding on different tactics.

So, the first thing to realize about the big picture is that the opportunities are out there, and you can succeed, *if you have the discipline to focus on just one, proven business model*.

The second thing to realize is that...

**While the 'rules' of the game may change, the *fundamentals* never do.**

What does this mean?

It means that everything you learn in terms of marketing best practices, like: how to set up a website, how to capture and market to leads on your opt-in list, how to write great pre-sell and sales copy - will always be an essential part of your skill set.

And this also means you should ignore any hype you come across that claims certain long-standing, proven models are somehow 'dead' (eg, internet marketing, email marketing, affiliate marketing).

When you see things like that, all it really means is that some of the *tactics* are in flux.

For example, there *is* some evidence that it's getting harder to lure in subscribers using the 'free content' trick.

However, think about where this tactic might be losing its effectiveness. It's *mostly* in the Internet marketing “how to” niche; not in the less saturated, non-marketing-related niches.

Further, even if “everyone” online suddenly became less responsive to these tactics, all that's necessary is a change in strategy.

Let's say you weren't getting good results by giving away a free report to your niche...so change that up. Try offering audio, or video or software. Work on improving your landing page copy.

Here's another example: let's say one of your traffic sources wasn't performing very well. You would definitely want to look at your advertising copy before you decide that source is junk, right?

The main point I want to get across here is that the proven money-making models aren't going anywhere. What happens is that Internet usage patterns fluctuate, and customer needs fluctuate.

All you have to do is stay on top of the emerging trends in *your* target market, and adjust accordingly. Last but not least...

**It's important that you strive for *consistency, focus and patience*.**

You do face a fair amount of competition online, but it is not insurmountable. In fact, do you want to know one of the *real* secrets to making money online?

**That secret is longevity.**

The longer you're in business, the stronger your business gets.

Part of this has to do with exposure. You build up your visibility and brand awareness over time. You keep at it and you garner *name recognition*, which is very important.

If you stick to your guns, you'll find that competition comes and goes, while *you* maintain a solid presence in your niche. People trust and respect that sort of longevity, and you'll reap the rewards.

## Having The Right Mindset From The Start

Your mindset going into business online is very important. In fact, **your mindset can make or break you.** What *is* the right mindset?

Well, let's begin with some of the obvious principles:

1. Taking your business seriously (more on this further)
2. Believing in your ability to succeed
3. Being willing to put in the effort necessary for success
4. Understanding *how much* and *what type* of effort is necessary
5. Commit to a business plan/strategy

Those are the 'common sense' principles every business owner follows. However, there is another aspect to having the 'right' mindset, and its one that is often overlooked. And *that* aspect is:

### ***Being able to see progress in graduated steps.***

What does this mean?

Have you heard of the [5 Bucks a Day](#) guy? Dennis is a perfect example of what kind of success you can achieve when your mindset includes the 'graduated steps' approach to measuring your progress.

Basically, Dennis went from years of barely making a living online, to racking up a *monthly* income equivalent to his *yearly* income. He did it by learning to set smaller, more realistic goals for himself.

His 'aha!' moment came when he realized it was easier for him to conceive of earning \$5/per day, than earning thousands overnight. So he set about creating dozens of mini-income sources, each of which made him \$5 per day and sometimes far more than that.

You see where this is going? Pretty soon all of his \$5/day projects added up into hundreds of dollars in profit per day.

So, I'm recommending that you employ a similar **confidence boosting** trick.

Your goal here is to make your first \$1,000 online in roughly 30 days, correct? It might seem difficult when you look at it in those terms, so try breaking it down:

***\$1,000 in 1 month = \$250 per week or \$33.30 per day***

Wow! Now, that should get you excited. Certainly you can make a 'measly' \$33.30 per day?

Remember, this works in reverse, too. You might come across, for example, a great looking affiliate program, only to pull back when you see that they're paying \$2 or \$3 per sale. You might think, “Well, that's probably not worth my effort.”

What if the program converts really well and you're able to make at least one sale per day?

You'd be looking at an extra grand per month in your pocket, and that's not chump change. Thousands of new marketers have experienced this 'phenomenon' with my [Secret Affiliate Weapon](#) simply because it makes it both easy and profitable for them to get the sale.

So, in order to make your first \$1,000, start off with the idea of just getting your first few sales rolling in. Once that happens, focus on multiplying your efforts to getting the equivalent of a sale every day of the week.

Play with the numbers until you come up with one that motivates you....

Something that looks like “child's play” on the surface, but which leads to serious profits when you total things up over time.

## **Short Term Vs. Long Term Income**

Do you know the real difference between short-term and long-term income? It's not what you might think.

**Short term income can be harder to generate than long term income.**

Each time you want to make some quick cash, you have to set up the transaction. This might be an Ebay auction, time-sensitive report or some kind of seasonal promotion.

The problem is that once you're done, you're done. In order to keep making money, you have to keep coming up with 'one shot' schemes to pull in the cash.

**Long term income, however, relies on real business models which can run all the time, pulling in a continuous stream of profit.**

They may take more effort to set up *in the beginning*, but you eventually have a system that runs almost totally on autopilot.

Further, long term income opportunities offer room for growth. A good example here is affiliate marketing. In that business model, you've got a never-ending supply of different products to promote.

You can add on product after product to build up your income. You can promote programs that offer passive or *recurring* commissions (e.g., membership sites, web hosting, etc) so that you keep getting paid, even when you aren't working.

**Another facet to long-term income is that it is *consistent*.**

It doesn't depend on fads or trends, seasonal sales (e.g., selling toys over Christmas) or the price of tea in China.

Instead, you bank on providing products and services that are in demand year round. People are always looking for things like cars, clothes, entertainment, 'how to' information, health and financial information, ways to improve relationships, solve problems and increase happiness.

The business models I'll recommend to you later in this manual all fall into at least one of those in-demand categories...

# Treating Your Online Business Like A Real Business

No matter which income opportunity you choose, you must treat this as your *real business*.

Some people treat online income models lightly because they're stuck in the *old, brick-and-mortar concept* of what a real business should look like. They think if they don't have an office space or dozens of employees, that they aren't really running a business.

**Nothing could be further from the truth.**

The people you market to online are *real* people, and they are *real customers*. Real cash changes hands due to your involvement. In fact...

**The more seriously you take this business, the more money you make.**

Even if you're, say, an affiliate marketer, and not physically shipping goods to a customer, you're still running a business. In fact, you're running a *referral* business.

So, *which* approach do you think would make you more money?

1. Casually promoting a couple of affiliate programs in your spare time.
2. Setting a real website and opt-in list, communicating with prospects and devoting at least 10 hours per week promoting your best affiliate programs?

Obviously, approach #2 is going to bring in the real income. That's because you're working from the same essential principles of all businesses: to provide **education, communication and service**.

Finally, if you're going to start a serious business, then you need to have a **business plan**. You need to clear on your goals and on your strategy.

In other words, determine in advance:

1. Where you're going
2. How you'll get there
3. How long it should take you

We'll call this your “master plan”...

# **Creating A Master Plan For Your Business**

This will be your first step (after you choose which money making model to pursue), and one of the most important steps.

You see, the single biggest mistake made by beginners is in trying to “wing it.”

It is easy to understand why some people do this. It's so simple these days to toss up a website, and do some basic advertising.

The problem is that most people perform these tasks in an *unfocused* manner. They don't know *why* they're advertising on, say, Google Adwords. They just know every guru out there is telling them to do it.

Doing things this way leaves you stranded.

**A better approach is to have a detailed 'road map' which guides you from point A to point B.**

**You need to know:**

- Who your target audience is
- The best places to reach your target audience
- What types of offers/advertising your audience responds to
- How to leverage your efforts, so that you get more leads and more traffic for less money
- Ways to get some leads and traffic in for *free*
- How to nurture your prospects long-term, and turn them into repeat customers
- What the next step is in your business evolution once you've reach your first goal

These are crucial points to consider before you begin, and it's best to have a step-by-step plan for each phase of the process.

Everyone's master plan is different because everyone approaches business differently.

One of the first steps you need to take is to sit down and write on paper what you want to do with your online business.

It doesn't have to be anything complicated, however the sheer act of putting on your thinking cap and committing your thoughts on paper has an almost magical effect – if you focus and follow through with what you plan.

**Here's an example of what your own online business master plan can look like:**

## “How to Make Your First \$1,000 Online In Just 30 Days”

<b>Niche Market Selection</b>	<p>I will devote the first part of Week 1 to researching and choosing a niche market.</p> <p>Action steps I'll take include:</p> <ul style="list-style-type: none"> <li>✓ Checking Clickbank to find popular niche topics among the best selling products.</li> </ul> <p>Narrow down my list of potential niche markets by checking out the competition, the type and number of existing products in this niche and estimating my costs for running advertisements on place like Google Adwords, select e-zines and classifieds.</p>
<b>Monetization Model</b>	<p>I'll devote the rest of the week to choosing the best monetization model for my niche.</p> <p>For affiliate marketing, I'll need to check available affiliate programs to see what my options are, and what I can expect to make in commissions.</p> <p>I'll also check the feasibility of my model against my budget, time constraints and technical 'know how'</p>
<b>Sales Funnel</b>	<p>I'll devote the second week to setting up my sales funnel. In order to do this, I need to determine which tools I need:</p> <ul style="list-style-type: none"> <li>• Web site?</li> <li>• Autoresponder?</li> <li>• Blog?</li> <li>• Software tools?</li> <li>• A budget for membership sites?</li> </ul> <p>Also, how will I direct visitors through my monetization model?</p> <ul style="list-style-type: none"> <li>• Lead capture?</li> <li>• Direct referral?</li> </ul>
<b>30 Day Goal</b>	<p>How much traffic do I need to set things in motion?          How quickly can I expect to be in profit?          What is the average profit I can expect to make from a sale or referral?          How much work will I need to put in each day in order to reach my goal?          Where and how should I advertise to get the quickest results?</p>
<b>3 Month Goal</b>	<p>Once I reach my first \$1,000, I want to increment my profits by an extra \$500/month.</p>
<b>6 Month Goal</b>	<p>In 6 months, I want to have established an income of \$3,000 per month. I also want to work in more passive income opportunities, as well as throw some new products into the mix. etc.</p>

## **Proven Money Making Models You Can Start Online**

From this section of the manual, I'll be walking you through various **proven money-making models** you can focus on for your business.

Each of these models WORKS, but you have to work on it.

Nothing worthwhile comes without effort, especially when your focus is on building an online *business* with long-term dependable income.

Here's a personal mantra I live by, which may also help you:

***“Success Is About Getting Things DONE”***

It seems simple but it's exceedingly powerful. Stop and think about this, and 'see' the real logic and truth behind this phrase.

It can move you forward and propel you to get massive results. I know this to be true, now it's your turn to experience it.

Let us look at the various models...

## **Model #1: Affiliate Marketing**

Affiliate marketing is still, in my opinion, *the **number one*** way for aspiring Internet entrepreneurs to get started.

Why? Because....

1. There's no inventory expense
2. No hassles with payment processors
3. No extra time spent on processing refunds or returns
4. You still get to **practice all the essential marketing skills** that will bring success in any other business you pursue

Think of it this way: if you've ever seen a product that made you say, “Wow, I *know* I could make sales if that were mine!”, then affiliate marketing is just the thing for you.

For all intents and purposes, any product you promote as an affiliate *is* your product. You take 'ownership' by promoting that product as whole-heartedly as you would if you were the merchant, or copyright holder, or whatever.

The beauty of it is that you reap a significant share of the profit on each sale, with less than half of the hassle.

### **Two Profitable Affiliate Marketing Models: Pay-Per-Sale and Pay-Per-Lead**

The first thing to understand about affiliate marketing is that it is a “pay per action” model. However, the meaning of “action” is defined in a couple of different ways.

**An action can be...**

1. The sale of a product
2. The generation of a new lead

So, in other words, affiliates get compensated based on referring either customers or potential customers (leads). The action that the visitor takes is either to *buy* something, or to fill out a form providing their contact information (becoming a 'lead').

Which type of affiliate marketing is easiest? The truth is they're about equal, but pay-per-lead has a slight edge over pay-per-sale.

It is much easier to get a prospect to fill out information, especially if the merchant is offering them some sort of bonus in exchange for that information.

Let's delve into each type of affiliate marketing, you can decide which best fits your goals...

## **Pay-Per-Sale Affiliate Marketing:**

Pay-per-sale marketing is what most people think of when they think of affiliate marketing. You, the affiliate, are tasked with sending traffic to the merchant in order to help him/her acquire new customers.

Whenever one of the visitors you refer buys a product from that merchant, you are credited with the sale and you receive a commission. This is where your profits come from.

Now, in order to make good money with pay-per-sale marketing, you have to do two things:

1. Be highly selective about the products you promote
2. Be *strategic* in your marketing efforts

### ***Being Selective...***

There are literally thousands of affiliate programs out there. Each program is unique in terms of how much is paid out per sale, and how much support the merchant gives to its affiliates.

The mistake most beginners make is that they join every affiliate program that looks good to them, without considering whether that program will truly 'fit' with their marketing plan.

### **The first rule of selection:**

Choose your niche *first*, *then* seek out a list of products within that niche that you can promote.

### **The second rule of selection:**

Be choosy about the products themselves. You want products which are high-quality, in demand and priced competitively.

### **The third rule of selection:**

Do research on your target merchant(s). Here, you'll be sniffing out information on the merchant's reputation in the industry from both a customer standpoint and an affiliate standpoint.

See if you can find reviews or customer “experience” reports about that merchant. Also, look to see what other affiliates of that merchant have to say about the affiliate program. Does the merchant pay on time? Does the merchant provide tools and support?

### **Final rule of selection:**

Crunch the numbers. How high of a commission is the merchant offering, and how well does the product convert? How many sales in order to reach your target of \$1,000?

## **Setting Up Shop...**

What's the best way to get started as a pay-per-sale affiliate?

In order to make the big money in this game, you need to **put yourself between the prospect and the merchant** with *more than an affiliate link*.

In other words, you want to keep potential customers several steps *removed* from the merchant's website *so that you have time to pre-sell* them on the product.

How do you do this?

You do it by setting up your own, special “sales funnel”, which includes **your website** and **your opt-in list**. The goal here is to send traffic to your site first, get the visitor to opt-in to your list and then follow up with him.

If we diagram the process, it looks like this:

**Traffic --> Lead Capture/Landing Page --> Prospect Opts-In --> You Follow Up Via Email --> You Re-Direct the Prospect Through Your Affiliate Link**

There are two reasons for doing things this way:

1. Having the prospect on your list means you can refer him to a variety of products over time, thus generating *repeat* sales.
2. Being able to pre-sell your prospect on the product boosts your revenue.

If you didn't do this, opting to send traffic straight through your affiliate link, you end up leaving a lot of sales on the table.

The prospect might not buy the product on the first visit to the merchant's site. By the time he's ready to buy the product, he may have cleared his cookies (erasing your affiliate link, and causing you to lose the sale).

Also, it takes more work to generating new customers than it does to get repeat sales from previous customers. You want these prospects on *your* list, so you can sell to them again.

## **Pay-Per-Lead Affiliate Marketing:**

Under this model, you generate commissions by generating leads. Rather than referring people directly to a product, you refer them to product *information*.

Let me give you some examples to clarify this...

### **Common Types of Pay-Per-Lead Offers:**

- ✓ Refer prospect to mortgage refinance company, where he fills out a form to get pre-qualifying information about potential loans.
- ✓ Refer prospect to health company offering free vitamin samples in exchange for filling out contact form.
- ✓ Refer prospect to a *trial* version of a product or service

You can see an example of a pay-pay-lead offer of [free SSL certificates here](#).

You see, the prospect is not making a purchase in any of these cases. Instead, he's getting 'freebies'. The freebie might be a sample of a product, a trial or just an information request. In any case, you get paid for generating that lead.

Now, you must be careful in the types of pay-per-lead program you promote. Always make sure that your merchant collects lead information ethically and unobtrusively.

This means that your prospect shouldn't have to take too many steps in order to get what he wants. Filling out a simple form or two is the most it should take. The better the offers and the easier they are to complete, the more you'll build a reputation for quality, and for protecting prospects' privacy.

### **Setting Up Shop...**

You have some leeway when it comes to promoting pay-per-lead programs because the imperative towards pre-selling is not as strong (we'll talk more about why in a moment). This means you can promote your programs through 'simple' methods, like:

- Direct links to the merchant via Adwords, Blogs, Classifieds

As well as use the more involved method of collecting leads and publishing a newsletter.

Also, in most cases, a lot of your work will be focused on driving as much traffic as possible through your links for as long the merchant is running the pay-per-lead program. Some merchants run them all the time, while others set them up only for limited-time special offers.

The real key here is knowing how best to *position* the offer. Pay-per-lead is trickier because, often, there's only so much you can say.

Whereas as a traditional product would offer you ample opportunity to generate follow up content like special reports, e-courses and the like, a pay-per-lead offer just isn't suited to that level of detail.

At the heart of the matter is that the pre-selling tactics you'll need to use will be *opportunity-focused*, rather than benefits-focused. *Ok, So What Do I Do?*

## **One of the most common approaches to pay-per-lead marketing is the “freebies” website or “freebies” newsletter.**

This is a scatter-shot approach which allows you to promote a variety of unrelated programs under the guise of being a sort of “freebies clearinghouse”.

In order to narrow things down to a manageable level, you'd want to create your site or newsletter around some sort of theme, like “Top 10 Freebies Per Month”, or “Best Internet Free Trials”.

You'd then choose a couple of categories to focus on something like “health”, “computers” and “finance” - and build your website/newsletter around those. In this sense, you're providing a service as a publisher of 'hard to find' information.

Now, if you really want to limit things down to one niche, you'll need to choose **high-paying** pay-per-lead programs. This means looking into the professional services like financing, debt reduction, attorney referrals, insurance and the like. [Commission Junction](#) has many of those.

Those niches *will* allow you room to publish more content. What you'd do is set up a content-focused website or newsletter, and concentrate your efforts on publishing educational articles.

For example, let's say that you're promoting a life insurance pay-per-lead program. What types of content would you use?

- ✓ Articles about choosing a life insurance policy, estate planning, reviews of different insurance providers.
- ✓ Interviews with experts in the field
- ✓ Quizzes that help people determine their overall health and life expectancy
- ✓ Useful tools – maybe a “life insurance calculator” that helps people compare plans side-by-side to see how much they'll spend for a \$1 million policy over X numbers of years with Company A versus Company B

Now, in order to monetize this, you'd need to place your affiliate link in as many places on site (and in every newsletter) as possible. For example, at the end of each article, you would have a hyper-linked text-ad saying: “Need life insurance? Get a free quote in under 5 minutes”.

You would also benefit from using well-placed banner ads across the site.

### **Recommended Affiliate Marketing Resources:**

[Secret Affiliate Weapon](#)  
[Super Affiliate Handbook](#)  
[Affilorama](#)

## **Model #2: Auction Businesses Like eBay**

eBay has been a huge money-maker over the years for a lot of people.

One of the best things about eBay (and an auction business, in general) is that people who would normally shy away from starting any other internet business (believing it to be too complex), are able to make serious incomes from home without a website or a list.

Not only that, but eBay is self-generating when it comes to traffic. You don't need a huge ad budget for people to find your auctions.

If you want to go into business on eBay, you've got several approaches to choose from. Some are more difficult than others. Let's take a look at what these methods are.

### **Auctioning Physical Goods:**

Physical products are what most people think of first. You can sell just about anything on eBay, from major electronics, to cars, to that rusty old wagon that's been sitting in your garage for 10 years.

Now, the obstacle that you face here is finding products to sell, and finding them at a low enough cost for you to make a profit selling them.

What are some of the ways you can acquire products to sell?

1. **Wholesale** - You'll need a business license (usually a state-tax resale license) most of the time to buy products from wholesalers. In many cases, you'll also need a good chunk of cash to spend because wholesalers often have a minimum you must order to get the best prices.
2. **Dropshipping** – You may or may not need a license with wholesale drop-shippers. It depends on who you're working with. The 'trick' with dropshipping is that you never touch the physical product, nor do you have to buy it before selling it. Instead, you auction off the product beginning at the base price quoted to you by the wholesale dropshipper. Once you've made the sale, you then pay the dropshipper and have it the product shipped directly to the customer.

There's also a third-method, but it's pretty time-intensive. If you enjoy bargain hunting, you can acquire products via garage sales, estate sales, dollar stores and the like.

You also have the option of bypassing online wholesalers by traveling to various wholesale 'product shows', and purchasing your products there.

## Auctioning Digital Products:

You can also auction 'digital' products, like e-books, software, special reports, etc. To be on the safe side, you'll usually want to deliver these products on an actual, physical CD. eBay claims that digital downloads are not permitted, but it seems to enforce that rule sporadically.

What types of digital products might you sell?

- ✓ Your own e-books, software, artwork, music, etc.
- ✓ Resale rights products you've acquired
- ✓ Products you've created from the public domain

The public domain product gives us a good example. You can actually use this to break into niches which are normally served only by physical products.

Let's say you've discovered that sewing machines are hot items on eBay. Now, as you might expect, people who buy sewing machines will also be looking for sewing *patterns* they can use in their projects.

It turns out; there are *tons* of old “sewing patterns” books floating around in the public domain. These patterns can easily be dropped into an e-book and sold via auction. Would that really sell? Yes, in fact, one marketer I know of has already done this exact thing.

## Other Products:

If e-books aren't your thing, there are additional “digital” products you can sell. For example, if you're good at creating website templates, you can sell those. You can, in fact, create whole websites, monetize them and then turn around and sell them as 'turnkey businesses'.

Your product choices for eBay are really limitless. You just need to zero in on a hot niche, locate your products start setting up auctions.

## Recommended eBay Resources:

[Insider Secrets Of An eBay Millionaire](#)  
[Global Directory Of Wholesale Distributors](#)  
[Make Money From eBay's 25,000,000 Products!](#)

## **Model #3: Private Label And Resale Rights**

Do you like the idea of owning your own product, but still don't want to go through the hassle of coming up with products ideas and doing all the creative work?

Private label rights/resale rights might be for you. First, let's define our terms...

### **Private Label Rights:**

These give you the ability to take a pre-existing product, and put your name and branding on it. In other words, you get to 'label' and promote the product as if it were your own.

Note, this is *not* affiliate marketing. You'll actually be the one delivering the product, and processing payment transactions (you *can* set up *your* own affiliate program to promote it).

There are lots of products which can be private labeled.

The most common private label rights products are usually e-books or software, but there are also opportunities to **private label services**, such as autoresponders, and physical goods, like vitamins or candy bars, etc.

### **Resale Rights:**

These grant you the right to sell a product as if it were your own, but *without* the benefit of putting your name on it. You aren't allowed to alter the product in any way. If you want something you can alter, edit and improve upon, then look for either private label rights or *master* resale rights.

Now that you understand the terms, let's talk about how you set up shop.

First, you'll want to choose a niche market to focus on. Your choices might be constrained somewhat based on *where* you're acquiring your rights from.

Most of the information product rights opportunities center around popular subjects like cooking, relationships, health and finance.

Rather than acquiring rights one product a time, people generally sign up with membership sites which offer a variety of resale and private label products on a monthly basis.

### **Recommended Private Label And Resale Rights Resource:**

[Info Go Round](#)

## **Model #4: Creating And Selling Products From The Public Domain**

The public domain is really a boon to info-product marketers. Imagine creating a full-length e-book without ever writing a single word?

You can find a lot of usable content in the public domain – everything from books to images to audio. As long as the copyright on the work has expired, it's for you to do with as you wish.

The bulk of the work you'll have to do to create products this way comes down to getting them into a salable format.

Most public domain books, for example, are not yet digitized – and the ones that are, are typically distributed as text files. This means you'll have to reformat that content into a .pdf file (the standard file format for e-books) before you sell it. Of course, you'll want to use your own header graphics and other bells and whistles in the e-book as well.

Although public domain content is a great way to get an 'instant product', there are also some obstacles involved in uncovering appropriate niche topics.

Again, only a fraction of the public domain has been digitized and made available on the Internet. So, if you're just using site like [gutenberg.org](http://www.gutenberg.org) try and locate the content, you'll have a difficult time of it.

**In order to unearth the real gems**, you need to search through the **WorldCat** database.

WorldCat is a database which links the card catalogs of libraries around the world. When you do a search via WorldCat, you have access to literally *thousands* of little-known public domain titles.

Somewhere out there is a library which holds the *physical copy* of the work you're looking for in its collection. Once you locate that library, you can request that work via the **Interlibrary Loan System**, and have that work mailed to *your* local library for pick up.

Pretty neat, huh? So, the first thing you need to do is log on here: <http://www.worldcat.org>, and then click on “Advanced Search.”

Now, you can do one of two things:

1. Use some of your niche keywords in the “Keywords” search, or
2. Use some of your niche keywords in the “Title” search.

Now, go down to the bottom of the form where it says “Publication Date”. Enter something like 1870 as the year for the start date, and enter 1923 for the end date. What this will do is pull up titles matching your search terms for works which *should* be in the public domain.

What we're aiming for here is to get a broad list of titles pertinent to your niche. For my search, I entered “cooking” as my keyword.

One of the interesting titles the search pulled up is: “Clever Cooking”, published in 1903. This should be in the public domain.

I go ahead and click on the title. Now, here's where it gets interesting. The WorldCat has automatically detected my location based on my IP address, and returned a match for the library closest to my location that has a copy of “Clever Cooking”.

I can now click on the web link to *that* library's website, and fill out my Interlibrary Loan Request to check out the book.

### ***What happens when I get the book?***

Once you've found a good title you want to turn into a product, you'll need to get it into e-book format. This is probably the hardest part of the process.

Unless the book is extremely short, you're probably not going to want to type the entire contents of the book into your word processing program :)

What you'll need to do next is find an OCR scanning service.

OCR stands for “optical character recognition”, and it’s basically a type of software that can recognize text within images. When you do an OCR scan of a book, you scan it on a regular scanner, just like you would for a picture. The software then tries to convert what it sees into text.

You should be able to find some companies in your area that will perform this service for you. If you can't find any, though, you have two options:

1. Do the scanning and conversion yourself (still somewhat time intensive and will require you invest money into the needed tools)
2. Send the book by mail to a company such as <http://www.datadash.com> - Whether you can do this will depend on how long you're allowed to keep the book checked out. Some titles ordered through interlibrary loan can be kept for the standard 2 weeks. This is usually enough time to mail off the book, get it scanned and mailed back to you.

I recommend going with a pro service whenever you can. It will take a lot of the burden off of you, and ensure more professional results.

Once you've got your book in its final format, its time to start marketing. You can sell it as a digital download, or you can put it on a CD. You can sell it from your own website, or you can sell it on Ebay.

It's never too late to start looking for your next public domain product, either. You can have a 2<sup>nd</sup> product in production while the sales are coming in on the first one.

The fact that you can roll out product after product with public domain information is one of the reasons it's so addictive, and so profitable.

### **Recommended Public Domain Resources:**

[Public Domain Riches](#)

[Public Domain Sources Directory](#)

## **Model #5: Selling Knowledge Via Paid E-Classes And Teleseminars**

If you have some special skill or knowledge to share with others, then teaching people via E-Classes or Teleseminars could be a great business for you.

You might wonder: “Why should I sell my knowledge in one those formats instead of, say, writing it all down into an ebook?”

There are several reasons.

First, these alternative formats allow for much greater *speed* in terms of how long it takes to get your product to the market. This is especially true with teleseminars.

For example, let's say you have a knack for speaking 'off the cuff'. You could sit down for just an hour two to create basic teleseminar outline, then improvise off of that.

Your product creates itself the moment you begin the call. You can even sell an audio recording or transcript of the call after the fact for extra profit.

Also, teleseminars are *easy* to set up. There are many services which will host your teleseminar for *free* (see resources below). All you have to do is market the call effectively so you can get an audience to sign up for it.

E-Classes are also quite simple to set up. You can create your content in advance, or just create on course module at a time as you go along through the course schedule.

The E-Class information can be delivered via autoresponder, or even on your website.

Now, here's the other thing about these two methods.

***You can charge much more for the information than you'd for an e-book.***

E-courses and teleseminars have a higher perceived value in the minds of most people. Where you might get away charging \$97 for an e-book, you could charge \$197 or more for an e-class.

And that's not all...you can also set things up so that you get paid a huge, lump sum before your class is even created.

Let's say you have a sizable opt-in list. You mail the list to let them know about your e-class or teleseminar, and you request payment and registration in advance.

Maybe you get 100 people to register and pay you \$197 for an e-class that begins 2 weeks away. You've just made \$1,970 at one whack, and you haven't even sat down to create the course content yet. I've done this many times myself and it works like gangbusters.

## ***Sounds Good, But How Do I Get Started?***

### **First step:**

Determine what you have to offer, and what niche your knowledge fits into. Give yourself the benefit of the doubt, and don't feel like you have to have specialized, 'professional' knowledge. You probably have a *lot* to offer just based on your life experience.

Maybe you are an expert at:

- ✓ Getting out of debt quickly?
- ✓ Living on a budget, and finding bargains?
- ✓ Losing weight?
- ✓ Cooking healthy Italian meals?
- ✓ Flipping real estate?
- ✓ Dealing with a chronic health condition?
- ✓ Surviving graduate school?
- ✓ Healing relationships?
- ✓ Feng Shui?
- ✓ Auto repair?
- ✓ Traveling Europe for free?
- ✓ Restoring old furniture?

You get the idea. Anything you know how to do that others would find useful is fair game.

If you're not an expert at anything (which is highly unlikely), then you can make it even easier by interviewing industry experts within your niche. Everyone loves to be interviewed and if your 'sales pitch' is good enough, your potential joint venture partner will bite.

The best part about interviews is often, you don't even need to create the content as it will be provided by the interviewee. You just need to provide an outline and facilitate the teleseminar.

### **Second step:**

Decide which format works best for the information. If you've got a lot of ground to cover, and you need to make use of visual aids, you're probably better off doing an E-Class. You can split things up into as many weeks or months as needed.

You can also split information across multiple teleseminars, but most of the time I think you'll find just one or two calls will be enough for most subjects.

It really depends on how much detail you plan on going into, whether you want to hold question and answer sessions with your audience, etc.

### **Third step:**

Create a basic template for presentation. Create at least the first one to two modules of your e-class, if that's the route your taking – that way, you can get started on marketing asap instead of waiting until you have everything written.

If you're holding a teleseminar, create an outline of the topics to be covered. Also, you need to determine whether you'll need a co-host to help stimulate the discussion. Your co-host will, in essence, be *interviewing* you and helping you stay on topic. Otherwise, if you go it alone, you might feel like your just giving a speech via telephone.

### **Fourth Step:**

Determine your marketing strategy. How will you get people to register for your e-class or sign up for your teleseminar?

There are two quick ways to do this. The fastest way is to seek out *joint venture partners* to help promote you. And if you're interviewing someone as described in step two, you could get this same person to promote for you.

In other words, you want to find some fellow business people in your niche, and see if they're willing to promote your course or call to *their* opt-in lists. You'll need to work out some benefits for them.

For example, if you set up an affiliate program, you can offer them a high commission on course or teleconference referrals. If they have a complementary product, you could offer to put in a plug for that product in your course or during the call.

A second method, somewhat slower, is to set up your website and opt-in list, and start collecting subscribers. You'd want to set up a landing page that encourages people to sign up to find out about the course or teleconference.

Here's some sample copy for that, just to clarify how this would work:

***Is That Ragged, Old Sofa Blocking the Flow of Wealth Into Your Life?  
(headline)***

*It could be. At least, according to the ancient Chinese wisdom of Feng Shui.*

*Feng what??*

*Feng Shui. If you haven't heard of it before, feng shui is the art of positioning objects like furniture and decorations in your home, as well as positioning certain “power colors” in key places. The heart of the process comes down to balancing “Yin” energy and “Yang” energy. There are all sorts of crazy things you wouldn't expect could have an impact on the flow of energy in your life.*

*For example:*

- *Having insomnia? Make sure you don't have an abundance of red in your bedroom!*
- *Money problems? Make sure you always keep the lid to the toilet closed!*
- *Experiencing conflict? You might have too many sharp edges or objects in your environment.*

*Balancing the energies in your home can have an enormous impact on your quality of life. I can help you learn to do just that.*

*As a feng shui practitioner with over 5 years experience, I've created energy miracles for hundreds of people just like you!*

*And for a limited time only, I'm bringing my expertise straight to your phone via an exclusive, live, 2 hour teleseminar. Find out how you can be on the call by signing up below...etc, etc.*

It's as easy as that. You lay out some traditional content 'bait' to get people interested in product, and then get them onto your list, where you can plug the details of the teleseminar or ecourse. You'll have a ready made audience on your list.

### **Final Step:**

Once you've got your content and promotion strategy lay out, all you need to do is get the technical resources in place. For **E-Classes**, you'll want to grab a good autoresponder service like [Aweber](#).

### **Recommended E-Class/Teleseminar Resources:**

[Free Conference](#)  
[Free Conference Call Network](#)  
[Free Conference Service](#)  
[Teleconference Live Office](#)

## **Model #6: Turning Your Knowledge Into Video Tutorials**

This method, just like the e-class and teleseminar methods, allows you to create yet another high-ticket product of your very own.

Video tutorials are in *high demand* for all sorts of niches:

- ✓ Fitness and Exercise
- ✓ Computer learning
- ✓ Internet marketing
- ✓ Art and Music
- ✓ Sports, Hobbies, Recreation

Think about the types of things that people want to learn how to do like:

- Learning to build websites
- Learning how to use Photoshop
- Learning to play guitar
- Learning Karate or card tricks or new yoga poses

Any of these skills *could* be taught through a regular book or e-book; but, the material *really comes through* when it is taught through video. Live, in-motion demonstrations of what step to take, where to put your hands, what to click on...it's the next best thing to taking an in-person class.

Let's say you wanted to learn how to master a program like Photoshop. Photoshop goes very deep in terms of features and tools.

Would you rather learn by looking back and forth between a book and your computer screen? Or would you rather *watch* as someone else moves their mouse through the program, showing you exactly what to do?

A lot of people prefer the latter. It's much easier to follow along on your computer, as things unfold. Not only that, but many people are *visual* and/or *kinesthetic* oriented in their learning. That means they need to *see* and *touch* (or *do*) things in order to absorb new information efficiently.

Same thing with learning Karate. It's one thing to read about a 'roundhouse' kick, and quite another to see a roundhouse kick performed by a black belt as you follow along at home.

Ok, so now you know why these products are truly in demand. You also need to know that video tutorials can earn you a lot more money than e-books in many cases.

**Again, it all comes down to *perceived value*.**

There is a higher perceived value for video products based not just on the benefits we outline earlier, but also on *prevailing market conditions*.

You see, people are **used to paying higher prices offline** for videos. This is especially true of *special interest* titles, and titles which come as multi-DVD sets.

Whereas a new copy of “Shrek” on DVD might cost \$20, the price for a “6 DVD set of tutorials on Yoga” can for anywhere between \$60 to over \$100. This is to your advantage.

## **Creating Your Tutorials:**

The 'hardest' part of the product creation process here comes down to “performing and recording”. You've got to come up with a “script”, so to speak. Then, you must record the actual material in action.

You can accomplish this one of two ways, depending on the type of content:

- 1. Create your tutorials using 'screen capture software' like [Camtasia](#)**
- 2. Create your tutorials by video taping yourself or an assistant.**

How do you know which method to use? It's fairly simple.

If you are creating a tutorial for computer-based activities like learning Photoshop or mastering Google Adwords, you'll use Camtasia to record all of the activities taking place right on your computer screen.

Alternatively, if you are creating a tutorial based on some *physical* action in need of demonstration, e.g. how to play a lick on guitar or how to do a gymnastic somersault, then you'll need to *videotape* that type of action using a camcorder.

Easier said than done?

It all depends on your technical skills, but this need not stand in your way. There are a couple different ways of getting the job done without you ever having to touch a camcorder or even your computer.

**First**, you can hire out the creation of your Camtasia-based tutorials. There are freelance experts to be found at places like:

<http://www.elance.com>

<http://www.rentacoder.com>

<http://www.scriptlance.com>

<http://www.guru.com>

You can go to any of these sites and post a “request for bids” for your project. Qualified freelancers will bid on your project, and you'll be able to hire one of them to create the tutorials for you to your specifications.

**Second**, you can hire a professional videographer for your tutorials. A videographer can record you (or an assistant) performing the tutorial material.

The nice thing about hiring a pro for this is that your videos will be higher quality in terms of lighting, background and sound quality. You can even have the final product professional edited, and jazzed up with music, splash screens, credits and the like.

### **Packaging Your Video Tutorials:**

The best practice in packaging is to break your tutorials up into several videos. This is both for your benefit and your customer's benefit.

Smaller (in terms of bandwidth and disk space) videos will be easier to deliver to the customer. Likewise, you'll be able to charge a higher price when you can package the deal as, say, “A Complete Learning System Presented In Twelve, Step-by-Step Video Tutorials.”

Also, keep in mind that you don't have to deliver this content as a digital download. You could just as easily package your tutorials onto a DVD.

You don't even have to hassle with burning and shipping the product, either. Companies such as **SwiftCD** (<http://www.swiftcd.com>) are available to burn and ship copies of your DVDs one at a time, on demand.

### **Selling Your Video Tutorials:**

Where can you sell your video tutorials? Anywhere! Once you've got the finished product in hand, you can market it through a variety of channels:

- ✓ Set up your own direct sales site
- ✓ Set up a 'membership' site (this way you can add tutorials over time)
- ✓ Ebay
- ✓ Offline classifieds
- ✓ Package them with other products, or private label them

The membership site approach is great if you want to build long-term, recurring income. You could, in fact, roll out not just your own tutorials, but also hire on video contributors to add content to your membership site.

### **Recommended Video Tutorial Resources:**

[Free Cam Studio For Internet Marketers](#)  
[Easy Web Video](#)

## **Model #7: Freelancing Money**

Here's a very powerful idea: **What if YOU are the product?**

Again, we're working on the premise that you have some specialized knowledge or skill you can monetize. If you are proficient at any of the following:

- ✓ Graphic design
- ✓ Website design
- ✓ Copywriting
- ✓ General or business writing
- ✓ Computer programming
- ✓ Research
- ✓ Editing
- ✓ Typing/Transcription

...then you should consider going into business for yourself as a 'freelancer'.

Outsourcing your own skills means that *you* can set the price on your time. Maybe your regular job is paying you \$15/hr when you know you deserve and can pull down closer to \$25-\$30 per hour? If so, it's definitely time to consider outsourcing your skills.

### ***Why the market is hot, and you are in demand:***

If you've read through your fair share of Internet marketing books, you've likely seen myself and other marketers recommend outsourcing *to you* as a way of getting your products created, and generally speeding up your business development time line.

There are hundreds of thousands of businesses looking to outsource the jobs they can't or don't want to do. There are marketers just like you and I who look for others to take care of things like graphics, or web scripts or handling customer support.

So, imagine turning the tables, and becoming that 'go to' guy who provides these services?

You remember the 4 most popular outsourcing sites I always recommend?

<http://www.elance.com>  
<http://www.rentacoder.com>  
<http://www.scriptlance.com>  
<http://www.guru.com>

Well, just as you can go to these sites to hire someone, you can also go to these sites to get hired for the types of projects you want to do. You basically have your pick of bid proposals. Of course, you won't win every bid, but you'll win enough of them to make good money.

Plus, you'll eventually find a client whose a good *long term* match for you. This means you'll be able to get lots of work from them in future, and even bypass the structured bid process, as you'll be working directly with them by then.

### ***How to Market Yourself:***

You can market yourself directly on these outsourcing sites just one gig at a time if you want.

However, you can also set up your own company website to accomplish the following:

- ✓ Provide prospective bidders with a portfolio of your work
- ✓ Streamline your communications
- ✓ Attract new customers from additional channels outside of the outsourcing websites

In other words, you can market yourself strictly through places like Rent a Coder *or* you can recruit additional clients by driving targeted traffic to your site via things like forums, classifieds, Adwords, etc.

If you want, you can even set up a 'direct marketing' style site for your services, if appropriate. Let me give you an example.

Let's say that you have one very specialized skill you want to roll out into a niche market. One classic example of this is the graphic designer who specializes strictly in the creation of sales page graphics and e-book covers.

Take a look at [Mini Site Graphics](#) run by Sean Lowery. Sean is one of the best graphic designers in terms of both skills and customer service and someone I outsource my projects to all the time. You can see the way he has things set up at his site.

It's almost identical to the type of sales page you'd use for something like an e-book.

His site includes testimonials, recent samples and his extended portfolio. Customers are able to order their graphics directly through the site. They pay in advance, just as they would to purchase a traditional product, and then send him their project's specs.

What if you set up a site like this for your services?

You could charge for writing e-books, creating graphics, creating computer programs or even doing consulting work. The benefit to this type of site (over an outsourcing site) is that you get paid up front before starting on the project.

You also have the ability to do some traditional marketing tactics when you recruit clients to your opt-in list. Any time you need to drum up extra business, you can run discounts or special offers on your services.

It's also a good platform for expanding your reach if and when you add some new skills to your offering. Just a quick email to your list announcing your latest offerings, and your off and running.

### ***Some Tips for Freelancing/Outsourcing:***

While freelancing can be very lucrative, it is also by far the most time intensive method. This is due to a variety of factors, including volume of work and any deadlines you might be one.

So, before you start, it's a good idea to take a look at both your pricing and your availability.

If you search through the history of closed bids at some of the freelancing sites, you can get an idea of what your type of gig usually pays. Sometimes people will go with the lowest bidder when they don't have much of a budget available.

What you want to find are the bids where the solicitor chose based both on price and on the presumed qualifications of the bidder. If possible, check the portfolio or any backing information the bidder provided to help him seal the deal.

Once you have an idea of what you can charge, measure this against your estimate of the time it would take you to complete such a project.

Could you do it in a couple hours? In a day? In a week?

Divide this out by the project price to determine your average hourly wage. You need to verify that your making enough profit per hour to justify the project (s) you take on.

Also, you'll want to do your own vetting of potential clients. Check their reputation. Get their contact information. It's better if you have a phone number to call in addition to an email address.

Lastly, if available, consider using an escrow service. An escrow service is an intermediary to the financial transaction. They'll take the money from the buyer and hold it until you've completed the project. This offers some protection against individuals/companies that might try to withhold payment from you.

### **Recommended Freelancing Resource:**

**[Freelancing Secrets: “The REAL Work At Home Job Opportunity!”](#)**

## **Model #8: Blogging For Profit**

If you like to write, blogging might be a profitable business model for you.

The key with blogs is having both high-quality content *and* the implementation of solid monetization features. The most profitable blogs use a mix of AdSense type advertising and affiliate marketing.

Take a look at my blog over at <http://www.EwenChia.com>.

Can you spot the money-makers? First, I've got traditional text-link AdSense advertisements running across the top. On the left-hand side of the page, I have AdSense *image* ads to mix things up a bit, and then there's another block of text ads below that.

Now, take a look at the actual blog posts. Place your mouse over some the hyperlink words. Notice the advertisement that pops up? I'm earning revenue from those advertisements. I also earn revenue by linking to my own products, and to products for which I'm an affiliate.

The real fuel, though, is my content. I focus on posting helpful, useful content, with an eye on making my articles key-work rich, and optimized for both the search engines *and* AdSense.

This is very important because AdSense ads are contextual, and culled from the keywords in the surrounding content. The more relevant the ads, the more clicks you're going to get.

### **Types of Blogs You Can Profit From...**

You can start a blog for just about any topic. However, ***you should pick a niche topic that has some solid affiliate programs and search revenue behind it.***

Also, it's important you know that blog readers, as a whole, are savvier than the average Internet user - and this is reflected in the types of blogs that are the most popular.

The hottest topics out there for blogging fall under Internet marketing, cutting edge technology and politics. Music and art related blogs also tend to draw a large audience.

Most often, you'll find that these blogs offer a mix of news, how-to articles, reviews and opinions. Let's go through how all this breaks down in terms of content.

#### ***Product Review Blogs:***

Product review blogs are popular and profitable. Check out these two blogs to get an idea of what I'm talking about:

<http://www.gizmodo.com>

<http://www.thegadgetblog.com>

These blogs focus on news and reviews of the latest 'gadgets' on the market. Blogs like these can be monetized with AdSense, and somewhat with affiliate marketing (not all of these products have affiliate programs associated with them).

Now, if I were you, I wouldn't try to run a blog that requires this much research.

Instead, I take the theme of “new, cutting edge products” and apply it to *one* product niche - something like “the latest digital cameras” or “the latest mp3 players”.

This will make your job easier, and assure you a much greater chance of finding merchants who carry these products *and* have affiliate programs.

Another thing to keep in mind is that your reviews will likely need to be more 'informational' or news-based in nature, as you won't be able to personally test all of these products when you start out.

However, you don't have to review physical products. You can also create a blog to review the latest software and information products, books, music, etc. These products, from a cost standpoint, are much more accessible.

For example, let's say you decide to start a blog for budget conscious PC users. You could review the latest shareware and freeware products and the market quite easily, as they are all downloadable from site like <http://www.snapfiles.com>, <http://www.freeware.com> and hundreds of others.

There's virtually no cost to you to test and review these products, and there's plenty of affiliate opportunities for them. Also, you've got a lot of leeway in what you focus on. You could, for example, narrow your niche down to photo editing software only.

Writing review for this would be a snap...

Just describe the program, put up some screen shots and maybe some examples of photos you edited using the software, to show your results. Then, link to the trial download using your affiliate link.

### ***Informational Blogs:***

An information focused blog is usually centered around news and 'how to' information. Most Internet marketing blogs fall under this category.

Your 'front end' product is the content you provide. Have another look at my blog over at <http://www.EwenChia.com>.

As you can see, my blog is primarily information focused, rather the product review focused. I share 'how to' info centered on online and affiliate marketing.

The affiliate commissions I make from the blog are stealthy. I'm able to link directly to products with just a mention of their titles, or in keywords associated with them.

For example, I might have a post where I talk about the importance of list building. I'll often hyperlink those types of keywords with an affiliate link for a list building related product or service.

I also have the blog monetized in other places by using AdSense ads, affiliate banners, etc.

You can do this same thing for other niches. In fact, I would recommend coming up with a niche unrelated to Internet marketing.

Again, think of the areas that interest you or in which you have some knowledge to share. It might be cooking or car repair or anything else you feel you could write about on a frequent basis. Your posts don't have to be novel length. All you're really doing is writing short articles.

Let's say you started a 'car repair' blog. What are some topics you could cover?

- ✓ Pain free way to change your own oil, and save money!
- ✓ Tire Safety: How to Spot Problems Before You Hit the Road
- ✓ Top Ten Tips to Prepping Your Car for Winter Driving Conditions
- ✓ Avoid Getting Ripped Off By Unscrupulous Mechanics
- ✓ Used Car Nightmares: How to Spot a 'Lemon' Before Its Too Late, etc.

Plenty of people are looking for this type of information, and you could develop a base of regular readers in a couple of ways:

1. **Syndicate** your content. You might have a “Car Tip of the Week” feature, for example. Set your blog to send out a 'ping' for this each week when you post it.
2. **Collect** subscribers. Set up an opt-in list that your blog readers can subscribe to in order to be alerted to new posts.
3. **Get Links** from related blogs and car-related blog rings.
4. **Run Contests and Promotions.** Let's say you're an affiliate of the car wax company called [5 Star Shine](#) (*great affiliate program by the way*). You might be able to work out a JV with the owner to give out free samples.

**Note**, the above 4 tactics hold true for *any* niche and *any* blog type you use. Not just in the sample case I'm describing here.

### ***Automated Affiliate Blogs:***

Automated affiliate blogs are virtually 'hands-free'. Instead of posting content or products by hand, you can set up a special script that will post product images, descriptions and your

affiliate links automatically. The scripts which accomplish this for you are known as **affiliate data feed** scripts.

The major affiliate networks, such as Shareasale (<http://www.shareasale.com>), allow merchants the option of uploading data feeds of all their products. These 'feeds' are actually just text files which contain a list of their products, specially formatted to be pulled in and displayed by a data feed script.

As an affiliate, you can find the merchants that have data feeds, join their programs and request data feed access.

Once access is granted, you can get the information two ways:

1. Download the information directly in either a txt file or .csv (Excel) file, then post that information selectively (by hand), or by feeding it into an existing script.
2. Set your script up to download the data file directly from the merchant via FTP. This is the preferred method because most scripts can be set to run periodic updates, checking the feed file for new information, then posting it.

The benefit of running an automated affiliate blog is that you have your own 'virtual store', in a matter of speaking. Your content creation work is minimized, and you can focus more on getting traffic to the site.

For example, see one of my basic examples at <http://www.losingyourweight.com>.

The **cons** of running an automated affiliate site are mostly due to the fact that both live humans and search engines may view your blog as 'spam'.

So, if you choose to set up a blog like this, I recommend putting a human touch on it. Go in and post some of your own content to break things up, make the site more dynamic and better optimize the site for your keywords.

## Recommended Blogging Resources:

[Blogging For Dollars](#)

[Affiliate Feed Generator](#)

[Associate Feed Generator](#)

[CB Feed Generator](#)

(Publishes Clickbank products to your blog)

## **Model #9: Paid Survey Profits**

Ok, I know many of you might think paid surveys are 'scammish', and the truth is that *there are* a LOT of survey sites that are scams.

It's unfortunate because it gives the industry a bad name, and also causes people to shy away from even looking into **legitimate** paid survey sites.

The good is that ***there are, in fact, legitimate paid survey sites.*** These sites *do* pay you, pay on time and offer a variety of different survey opportunities.

For example, in addition to paying you for filling out surveys online, you can also take surveys by phone, participate in focus groups online or offline, receive free products in exchange for your review, etc.

Now, the payouts aren't always going to be high. It could be anywhere from \$8 for 10 minutes of your time, to \$150 or more your time.

The key to profiting from paid surveys is to be very selective about which surveys you participate in.

Before we dive in further, let me go ahead and share with you my list of the **Top 5 Legit Paid Surveys Opportunities:**

- ✓ [Survey Scout](#) - \$34.95 to join
- ✓ [Survey Income System](#) - \$34.95 to join
- ✓ [Get Cash for Surveys](#) - \$37 to join
- ✓ [Paid Surveys at Home](#) - \$39.95 to join
- ✓ [Express Paid Surveys](#) - \$31 to join

All of these programs are run through Clickbank, and all of them have affiliate programs. This is great news because you'll have three different ways to earn money: on surveys, on affiliate commissions *and*, in some cases, a bonus on the surveys your referrals fill out.

I highly recommend promoting the sites you join as an affiliate. It will be the surest way to double your profit.

Now, you might be wondering why these sites charge a fee to join. The reason is that the owners of these sites expend time and effort combing through various paid survey offers, verifying them and sending you the notifications.

The sites themselves don't run the surveys. Instead, they serve as clearinghouses that help people cut through the clutter, and find the best opportunities.

## ***Making paid surveys work...***

In order to make the paid survey method work for you, you'll want to start off at a measured pace. The membership fees, although they are 'one time only fees', amount to a hefty overhead expenditure. You do not want to have to pay these all at once.

So, what I recommend is starting first with [Survey Scout](#). Survey Scout is the most versatile of these companies. Get your feet wet first. See what types of surveys are available.

As you consider which surveys to take, shoot for the following:

- 1) **Earning back your membership fee**
- 2) **Earning enough to cover the membership fee of the next site.**

Then, when you join the [second site](#), you'll be in a position to earn the membership for the third site, *plus* extra profit for yourself.

Keep following this strategy of earning your membership fees with one site before joining the next. You'll already be in profit by the time you hit the third site, as you'll have the combined power of survey opportunities from the 3 different sites.

By the time you hit site #4, you should have hundreds upon hundreds of opportunities available, and you can be much more selective about which surveys to take to maximize your time and profits.

At some point, you'll want to sit down and create a list of all the surveys you're attracted to, and organize them by payout and by the amount of time it takes to complete them.

For example, you might find that the average \$20 survey requires about 30 minutes of your time. In real world terms, that would come out to \$40/hour at a 'regular' job.

Likewise, you might find that the \$100+ surveys take up to an hour or more. You'd need to be able to complete at least 10 of them per month in order to reach your \$1,000 goal, and you might have to put in 20 hours per month to get there.

It's up to you how much work you want to put into this. I'd recommend coming up with a mix that allows you to put in about 2 hours per day, and earn at least \$40-\$50 per day. This will get you to your \$1,000 goal in no time!

## **Recommended Paid Survey Resources:**

[Survey Scout](#)  
[Survey Income System](#)  
[Get Cash for Surveys](#)  
[Paid Surveys at Home](#)  
[Express Paid Surveys](#)

## **Choosing And Focusing On ONE Model**

Now that we've reviewed these different models, it's time to make a decision. Which one will you use?

The best thing to do is choose just *one* model, and focus on it completely. Even though some of these models can be mixed and matched, it's best to put off doing that until you've got your core model running and producing profit.

There are a lot of reasons for this:

- **It's easier**
- **It allows you to learn and master that one model completely**
- **It gives you a foundation on which everything else is built**

Let's go into each point in a bit more detail, so you can see how and why the 'one model' approach works in the big picture.

### ***Ease:***

Each of the models we've covered requires their own unique amount of work, investment and marketing strategy. If you want to reach your \$1,000 goal within the month, you simply can't have your efforts split.

Imagine if you were trying to both affiliate marketing and create an e-book from the public domain at the same time.

The first concern is cost. You'd need to have an advertising budget for both projects, along with any other expenses that come up.

The second concern is time involvement. Not only would you need to create two separate websites, you'd also need to create two different sets of autoresponder content.

Of course, it's not impossible to juggle both, but don't you think you'd get farther, faster, if you could devote all of your resources to one place?

### ***Mastery:***

When you master one model, you gain the satisfaction of knowing that you can reap profits on demand. Perfect your business model and you'll never have to start from ground zero again.

Also, consider that gaining mastery in one model will give you an edge when do you finally branch out to other models. You only have to learn the fundamentals once, then it's easy to pick up new tactics.

***Foundation:***

Having a foundation means having the resources necessary to take risks. You'll have the resources necessary to fund new projects, and you'll also have the security of an established income to catch you if you fall.

Lastly, as I mentioned earlier in this manual, the longer you remain visible in your niche, the greater your long term success.

It's much harder to establish credibility if you're dabbling in two or three businesses at once.

## Making Your First \$1,000 In 30 Days

In order to reach your goal, you'll need to get started **right away**. Sit down with your master plan and get to work.

The key here is to focus on the phases of your business plan one at a time. For instance, during phase one when you're doing niche market research, make sure you give your all to that process.

You might be tempted to skip steps, but don't do it. You need to complete fully each phase in the process before moving on the next one.

The reason is that time is of the essence here, and you need to have everything in place before you start driving traffic to your sales funnel. It's best to be prepared for that, rather than trying to tie up the loose ends as you go along.

So, that's step one.

The next part of the process involves getting clear on how you can best *leverage* your efforts.

Here, we're talking about leveraging your initial profits in order to fund an increase in your advertising budget.

Let's say that by your second week of business, you've generated \$500 in profit, while spending \$75 on advertising. Your net profit is \$425.

You know which advertising sources are working best for you, and see that spending just a little more will increase your returns.

For example, if you bump your ad spend up to \$125; past results suggest you'll be able to pull in \$650 in profit in another two weeks.

So, let's look at the math:  **$\$425 - \$125 = \$300 + \$650 = \$950$** .

In the course of the month, you'll have spent \$200 on advertising, while generating \$950 net profit. For all intents and purpose, you've pretty much met your goal of \$1,000 in 30 days.

Now, there's another aspect to leverage which involves **responsive action**, rather than cash investment. What I mean by 'responsive action' is that you *adapt* your strategy as you go along, based on the incoming results.

In order to do this, you'll need to have some sort of tracking mechanism in place to track all of your advertising and its performance.

There's not a lot of room to go into the various ad trackers here, but you can get some good recommendations at <http://www.ad-tracking.com>.

Ok, so let's say you're tracking the different parts of your ad campaign, such as: Google Adwords advertisements, ezine ads, articles, etc. and you discover that your articles are pulling in *more traffic and converting* better than your Adwords advertisements.

### **Your Data Might Look Like This:**

**Adwords:** 100 clicks per week at a cost of 10 cents per click, with 1 out of every 20 visitors converting to a sale. So, that's \$10 in advertising. Now, multiply your profit on each sale by 5. Let's say your profit is \$25 per sale.  $5 \times \$25 = \$125$  gross profit minus \$10 = \$115 net profit.

**Articles:** 100 clicks per week at a cost of **zero**. 2 out of every 20 visitors converting to a sale. 10 sales times \$25 = \$250 net profit.

In that case, your articles are out-performing your Adwords campaign to the tune of \$135 per week.

### ***Based on this information, you could then spring into action in several ways:***

1. Write and submit MORE articles and/or work to get your articles distributed in even more locations. You can [click here to submit your articles automatically](#).
2. Understand why the articles are converting better. Is it a matter of the extra information and detail you're able to provide in that format? If so, you might also consider distributing some press releases, participating in forums or any place else where you can leverage the power of the written word.
3. Improve the lesser-performing campaigns. E.g with Adwords, you might need to work on your ad copy, or on the copy on your landing page. It could also be a matter of advertising on a different set of keywords...perhaps you didn't target as narrowly as you could have.
4. Reduce or eliminate spending in failing campaigns. If you find that one tactic is actually costing you more to run than what you earn back from it, drop it!

Each of these examples clearly demonstrates what I mean when I say “responsive action”. It's all about common-sense, strategic adjustment of your efforts in response to results.

### ***Gearing up for the final push:***

As you near your goal, you're going to enter into a transitional moment.

The closer you come to your first \$1,000, the closer you are to being ready for the next step: pushing *past* \$1,000 to \$1,500, \$2,000, \$3,000...etc.

So, you'll need to sit down and take stock of the distance between where you versus where you want to go.

Let's say that you're in the last 7 days of your 30 day challenge and, for some reason, you've only netted about \$500.

First, give yourself a pat on the back. This is great news. You started, after all, at \$0 and have worked your way to \$500 in just a couple weeks. It takes some people years to figure out how to make that much money in that amount of time.

Second, take stock of what you've done so far. Is it possible to rack up another couple hundred dollars in the next 7 days, and what would you need to do to accomplish that?

The most likely culprit standing in your way is a failure to advertise heavily enough. You may think you've done quite a bit of promotion, but have you really done a *full-on BLITZ*?

Unleashing a new round of promotion...and I mean *really attacking as many channels as possible*...might be what you need to reach your goal.

This means doing all you can to:

- Send out *more* articles and press releases
- Find more sites you can get reciprocal links from
- Find more ezines to advertise in
- Find joint venture partners to help you reach additional prospects
- Boost spending slightly if your paid campaigns are working well
- Add additional keywords in pay-per-click campaigns
- Motivate subscribers to take action using time-sensitive offers, running contests, etc.

Any of these extra steps should help boost your returns; and, if they don't, then you may need to re-think your niche. It IS possible you just haven't hit the right market.

## **What Happens After Your First \$1,000?**

Once you hit your \$1,000, many of the same principles apply as the ones we just covered:

### **Increased marketing and promotion, leveraging profits and adaptation to market fluctuations.**

However, it's also time to start experimenting with additional routes of monetization. Now, before we go into that, let me be clear on one thing: I'm *not* suggesting that you drop your current business to try out one of the other profit models.

What I *am* suggesting is that you look into the elements of the other models, and see if you can adapt them to your existing business. **Examples...**

1. You started off with pay-per-sale affiliate marketing, now try adding pay-per-lead to the mix. Choose pay-per-lead products which are relevant to the niche you're working.
2. You started off with the public domain products model, now try bringing resale rights products into the mix. Or, even better, come up with a public domain product to which you can sell others the 'private label rights'.
3. You started off doing paid surveys, and learned a lot about the business. Consider creating and selling your own e-book about how to succeed with paid surveys, or start your own affiliate review site of the various survey companies out there.
4. You started off with teleseminars. Consider creating a paid e-class. Even better, see if you can combine the two methods by breaking course work into different formats, and creating your own 'virtual classroom'.

These are some very practical ways to move things up a notch. There's also room to add more 'fire-power' to your marketing strategy.

If you've been marketing your e-book through print ads, for example, try setting up a teleseminar to give you a more effective method of pre-selling the product.

Working solo? See if you can partner up with other business for joint promotion and joint product creation.

***Last but not least...***its time to create new goals! Go back to your master plan and review your 3 month and 6 month goals. Are they the same as they were when you first started out?

There's nothing wrong with changing course. The experience of earning your first \$1,000 may have generated even better ideas about where to go next!

## **Closing Advice**

I sincerely hope this manual has given you a better idea of how you can get started to profit online. All you really need to do is get started.

Most of all, you need to find your 'fit', and figure out which model is going to work the best for you. It shouldn't be about which one you think will make the most money. The fact is that they can *all* make you a lot of money.

**The more suited the model is to you; the better you are going to do.**

You need to be realistic about a couple of things:

- ✓ *Your budget*
- ✓ *The amount of time you can invest*
- ✓ *Your technical skills*
- ✓ *Your copy writing skills, etc.*

So, for example, if you dread the thought of writing even a 500 word article, you're probably better off staying away from blogs. Instead, you might want to try creating products from the public domain.

Likewise, if you really love the idea of coming up with creative content; pick a model which allows you to do that, rather than one of the 'automated' models which don't require much input on your end.

My wish is that you've discovered at least one model here that appeals to you, will be easy for you to work with and doesn't cost too much to get set up.

If you'll work with this information and create a solid business plan, you really will be able to kick off your online business with an extra \$1,000 or more in your bank account!

All the best,

**- Ewen**