



**Shocking Top Secret Manual Churns Out Profits 24
Hours A Day And You Don't Have To Lift A Finger Or
Move A Hair On Your Head To Cash In**

Linwood R. Johnson's Bandwidth Bling Bling

The reality is...
This manual was created
for you and the thousands of others
that deserve to get a slice of the internet dream.

Preamble



Allow me to thank you for making a fantastic decision in picking up **Bandwidth Bling Bling**. Even though no one can "promise" you wealth, I am confident that the time and thought put into this manual will definitely pay off for you, if you pay attention and ***follow the directions***.

I wanted to make it possible for **any marketer**, big or small, to get a piece of all this bling bling that is out here on the internet. As a matter of fact, you are going to hear about some of the people online that are getting their fair share.

You'll learn who they are, and how they're living the internet dream. They say that the best way to obtain wealth is to study someone that has it, and then **act on what you see**.

As you read through this manual, you will find numerous tips and tricks that these folks have used to amass small fortunes with a computer and a phone jack. You will also gain new ideas on the things you can add or subtract from your business to grab your bling bling.

Don't worry, I will tell you all about ***super-charging your income with this manual*** as you read along. Refer back often because one idea or statement could be worth thousands, if not hundreds of thousands of dollars to you.

Enjoy!

 *Linwood R. Johnson*

STOP! Get on the updates list right now to insure that you receive every new version of Bandwidth Bling Bling that I create. This is a profitable secret!

Where's This Coming From?

Good question.

Well, my name is Linwood Johnson. I'm the guy that's telling you about the **Bandwidth Bling Bling**. I've been working online for the past 2 and a half years, with the past year being "full-time".

I put that in quotes because I don't consider this a job... it's a lifestyle.

I'm always surprised by how many people have heard about my [Wiseguy Zine](#). We have the web's only **fully interactive e-zine**. The website is a great place to gain a ton of free exposure for your internet businesses. You can post your articles, submit your downloads, find joint venture partners, and much more. As a matter of fact, since you got your copy of Bandwidth Bling Bling, you are also entitled to a free membership to the site, along with **\$197 in free bonuses**.

[Redeem your free membership today!](#)

My friend, **Tebmu** decided to take their business to a whole other level by getting this manual into your hands. I guess **they saw the bling bling**. Check out their [latest project here](#). They may have something to offer you. Better yet, you may have something to offer them.

I have found that if everyone helps each other, no one can fail. Do you know why?

Everyone will be each other's crutches!

Tebmu saw the vision.

I am hoping that you will too.

Lets get to it.

If there's any doubt that you can live the internet lifestyle, listen to this.

This guy used to be a truck driver. Do you realize that these guys don't have any time to do anything but sleep and drive.

Still he earned **\$130,267.33 online** only promoting affiliate programs... Wanna know how?

[Click Here](#)



Who's Got The Bling?

If you have been alive on this planet for the past two years or so, you have probably **heard the term "bling bling"**. It seems like everyone has it. All of your favorites... J-Lo, P Diddy, Donald Trump... even those Hilton sisters.

They've got the big cars, the penthouses, the yachts, and all the cash.

But hey... those are celebrities, so what do they have to do with the internet bling bling that I'm talking about? **Nothing**. They do live some extravagant lives, though.



I'll tell you who is getting serious internet bling. It's guys like **Jeff Bezos** of [Amazon.com](https://www.amazon.com) or **Pierre Omidyar** of [eBay](https://www.ebay.com) that you have to check for. I mean, they have used the power of the internet to build literal online dynasties that they can pass down to their kids... and **their kids kids**.

The thing is, those guys dress up in suits and attend board meetings. That's not the internet lifestyle that I'm interested in. It's probably not the kind that you are interested in, either.

Truth be told, you probably work on the internet because **you don't want to be in the rat race** anymore.

The internet dream that you have in mind is much different:



You want to fire your boss



You want to spend more time with your kids



You want to wake up when you are finished sleeping



You want to make an above average income

Whatever you want to do is fine, but it won't come easy. The road to success ***takes a constant effort***. There are also many people online that are willing to mislead you, keeping you stuck.

We'll talk about those things in a bit, but first, let's talk about who is getting the bling bling that you want in your life. Who is working their internet business in a way that is ***producing serious income for themselves, and their families?***

There are quite a few people out there, but I have chosen to refer to the people that I think can help you the most.

No one is in any specific order of preference. It's just me letting you know who is living the lifestyle.

The thing that I want you to understand is that these people are just like you, and started out in the same places as you... possibly worse.

No one was born with a silver spoon... just a steel will.

It can happen for you, if you are determined to get it..

Jeff Mulligan



Here's a very interesting individual. Over the past couple of months, I have watched Jeff's [CB Mall](#) take off and become a major fixture on websites all across the internet. He came up with a fantastic idea that would allow marketers to earn commissions from all of [Clickbank's](#) products, just by promoting one powerful URL.

A little known secret is that he didn't actually create the system, he just found some ways to enhance things. That is something to think about. You can take something that's available and make it better. He gets his share of bling because ***his marketing techniques are strong and he treats all of his associates*** as though they are his best friend.

Listen to what some of his supporters have said:

"CBmall was the early pioneer of ClickBank affiliate storefronts and, through new technical developments and marketing efforts, continues to offer great technology and value to its owners. Their search engine provides complete, accurate results of the entire ClickBank MarketPlace, and [CBmall's security model](#) works with ClickBank's to provide state of the art protection for ClickBank affiliates."

Dan Henderson
Vice President, ClickBank

I have found both [CBmall](#) and its creator/owner Jeff Mulligan to be a great blessing and help in my quest to getting into marketing on the internet. Being a newbie, one gets overwhelmed by the whole web experience especially with all the false & exaggerated claims found on many site promising instant riches.

One great aspect of being a [CBmall](#) owner is that you get to buy some of the top selling eBooks at huge discounts. This on top of the fact that you earn commissions when people referred by purchase from the mall as well.

Jeff has been very helpful with constant upgrades such as the clickbank search engine which can be easily pasted at your own website. That together with his keeping in touch with different strategies and ways to market has helped me tremendously.

Thanks a heap Jeff!

Benjamin Seow

www.AffiliateIncomeStreams.com

Singapore

Jeff has put together a complete marketing system that gives thousands of webmasters across the globe a way to profit off of e-commerce, while allowing merchants to expand and maximize their business efforts. When you [read his sales letter](#), you know almost instantly that Jeff is genuine, and that he can help you reach your goals. That's what makes winners, and even more, **millionaires**.

[Click Here](#) To Download An Exclusive interview with Jeff (resale rights included)



"How Four Different ClickBank®
Powertools Boosted My
Commissions On Every Product by
97.4%, Increased My Sales By
205.4%, And Rocketed My Traffic By
304%"

[It's Easy Like Sunday Morning =>>](#)

Testimonials © [CBmall](#)

Frank Garon



How much can you really say about Frank Garon?

I've been on his mailing list for about a year, and I think that he's a guy that really deserves everything that he receives... which is **SIX FIGURES** every year, mostly off of affiliate programs.

When he sends you an e-mail, it's like he's right there in the room, or at least on the phone with you. He figured out ***how to use reputable companies that wanted to stuff dollars into his pockets*** to his advantage. He gets paid off of numerous programs every single month, by using the principles of residual income.

"Thank you so much for the information you share in your newsletter, in your products and on your site. You might like to know that, using some of the things you teach, I've secured \$60,489.00 over a 6 month period! What you teach works - BIG TIME"

Mickey Wong - trafficroom.com

"Frank, your ["Network Marketing in the Internet Ages"](#) is mind opening and informative. You could also call it "Demystifying MLM". Your teaching inspired me to get involved with the "right" program for "me" and has taught me what to do every step along the way."

Randy Charach, Vip.shop4zero.biz

Wanna know Frank's secrets?

He has finally decided to spill his guts and tell people like you and I how he does it.

Read this letter from Frank:

This is the most powerful letter I've ever written in my life.

Since marketing online in 1997, I've had the compelling urge to uncover how people think. It's always fascinated me how certain words, phrases, and key inflections of speech have ***the power to manipulate both thoughts and emotions.***

What's more fascinating, and more important to you, is how those same emotions form the decision behind almost every purchase in life. It doesn't take a social psychologist to realize we buy things to make our lives better, more enriched and happier. Behind every purchase is an emotional qualm we're hoping to satisfy.

It's the sole reason TV commercials sell sex instead of sports cars, love instead of aftershave and parental pride instead of trips to Disneyland. It's a fact. **>If you win your customer's heart, you'll win entrance into their wallets.** Behind those delicious chemical fluctuations, is a driving force more powerful than anything else on Earth.

So as a marketer, doesn't it makes sense to invoke the best reaction?

What if you could control how your prospects feel? What if you could surgically implant certain emotions, and tie them into your products... so they release almost magical feelings of excitement every time a person stumbles across your website?

If you're interested in increasing your sales, then this works like nothing else.

I've discovered a way to delve into the mind of your visitor, lead and prospect, and deliver precisely engineered marketing messages that do just that manipulate thoughts and emotions in such an ethical, astounding and overwhelming way, you'll have prospects foaming at the mouth and fumbling to order. They'll crave for it.

[Read The Rest Of Frank's Letter ==>>>.](#)

Testimonials © makebuyingeasy.com

Letter © [2003 Plexec](#)

Rosalind Gardner



Since I'm on the topic of super affiliate marketers, it is only right that I tell you about Rosalind. She is what I would definitely consider a "Big Dog". She is also seeing some really serious bling.

Rosalind has not **just** figured out a killer system that rakes in **\$435,000+ for her every year**. It's not the money that is important. [The important part is her system](#). The best affiliates are **those that sell through content**, not through links.

Rosalind has developed affiliate websites that aren't really affiliate sites. **Her sites are her sites, with her personality**. She just so happens to market other people's products through them. That is very important when it comes to being an affiliate that earns a good income.

Here's what Allen Gardyne had to say about Rosalind:

"One thing that most really successful affiliates do is help their visitors make buying decisions by telling them which products are best and why. A perfect example is Rosalind Gardner, who earns \$30,000 to \$50,000 a month in affiliate commissions, with a very nice 40% to 50% profit margin."

Allan Gardyne

<http://www.AssociatePrograms.com>

"You could say I'm a big fan of hers. When you're into affiliate marketing how could you not be a fan of someone pulling in over \$400,000 a year from affiliate programs?"

Phil Wiley

Author, [Mini Site Profits](#)

Any marketer that is involved with an affiliate program (*which would be just about everyone reading this manual*), would find it very valuable to [learn what Rosalind knows](#). See how she uses her content to rake in \$1000's in affiliate profits every month.

Testimonials © superaffiliatehandbook.com

Marlon Sanders



When you hear the roar, you know you're in Marlon's world. That is the first thing that gets him his bling. He's all about **branding his business**. I say soda, you say coke. I say copier, you say Xerox.

When people can remember you and your business, they begin to know you, trust you, and expect you to deliver. Marlon has no problem with that. As the creator of the ever-popular [Amazing Formula That Sells Like Crazy](#), Marlon has been making a quiet fortune.

He has shown everyone from the internet newbie to the internet professional how to make a serious income online. When someone has done it, and then decides to tell you about the trials and errors, **you win**.

Here are some real life examples:

Very satisfied!

Don't look elsewhere! Marlon Sanders not only teaches you how to market your products, **he uses these methods himself** in his own online marketing. This is excellent knowledge to have. Most of his competitors sell "information" and you have no idea if it really works because they don't seem to practice what they preach.

Shane Rhodes
Arlington, TN

There are certain things in life that need no explanation, selling merchandise is not one of them. Marlon has taken the so called "Obvious" and hit you between the eyes with it . . .Brilliant!!

Randal Balduff
Wentzville MO

Every product that he puts out is top notch, his affiliate program is geared up for profits, and you couldn't find a more straight forward guy around. If you want some bling, take a page out of one of his many books.

His [web copy is some of the best around](#), making Marlon Sanders a definite heavy hitter.

Pick up The Cash Like Clockwork 7 Day Power Course by [clicking here](#).

Testimonials © [amazingformla.com](#)

Armand Morin



If you've got an internet pulse, there's a good chance that you know who this guy is.

I know this much. Armand broke into the scene with a grand entrance of **\$2 million dollars** in a short 12 week period with his [Go Generator software](#).

How does he get the bling?

Timing.

That's right. He knows how to **spot a trend early, and then develop the exact product to fill the void**. That is like putting together the recipe to your grandma's best cake recipe. Everything runs smooth.

Something else that sticks out about Armand is that he is very quick to help people make money. I can remember having a question about something and he responded back to me almost immediately. He understands that the more people he is able to help, the more money everyone earns.

He utilizes cutting edge tools for his affiliates and is extremely effective at teaching people [the most powerful marketing techniques available](#). They make him millions, and they could do the same for you.

Ready for your first taste?

Reducing To the Ridiculous

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As I was getting ready to go to bed the other night, I was watching one of those late night infomercials. It was another one of those weight loss/exercise programs that claimed it has been a secret to the stars for 50 years.

As I was watching, it was like lightning struck me!

They stated the same thing every other ad states except in a different way.

Here is what they said:

"After 20 times you will notice a difference and after 30 times your friends will notice a difference."

Now, look at what they really said.

You are suppose to use the system 3 times a week for 10 weeks. 3 times a week for 10 weeks sounds like a lot to me, but doing it only 30 times for noticeable difference sounds pretty simple.

Even I can do that!

All of a sudden I started thinking of making a countdown board with 30 and then reducing that down by one each time I worked out. I thought, this is awesome.

I didn't buy the product but it did make me think.

I started thinking of the power their simple explanation really had and how I can apply that to my business.

I was always taught in sales, you must reduce the price to such a small amount that it would be ridiculous for a prospect not to buy.

So I started thinking. If a person bought my [eCover software](#) for example and used it 10 times, that means they just reduced their effective cost from \$97 for a cover to just \$9.70. If they used it 100 times though their cost would only be \$.97 for each cover they created.

Pretty neat huh? I just told my prospects that the price is not \$97 it is only \$.97 per cover! That certainly sounds a lot better and more affordable! Plus it makes sense.

How can you apply this to your business?

Ask yourself, how much can a person save each time they use my product?

or What does it really cost to use my product?

How much time and energy can my product save my customers?

How much more money would my customers have spent if they did not have my product?

Your product doesn't have to be software, information products work the same way. Diet products are great products for this formula to work with.

Lose weight for only \$.34 a pound!

Think about your product and reduce it to the ridiculous!

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About Armand Morin

Armand Morin has been online since 1996 and has sold millions of dollars on and offline. His latest products cater specifically to the ebook industry. Two of his more well known products are [eBook Generator](#) and [eCover Generator](#), the first ecover software.

Stephen Pierce



You know, the funny thing about the internet is that a person can be doing well, and no one will even know it. That's the case for Stephen. He's been making great money online in the investment sector, but no one knew who he was.

It wasn't until he revealed [The Whole Truth About Internet Marketing](#) that people began to stand up and take notice. Here he was, raking in close to a million dollars a year (bling bling), and no one knew who he was until he told them how he did it.

His methods are effective because his main product does not revolve around internet marketing. This means that his methods come from the trenches. He sees things for what they are.

Listen to this:

"In the first month of Stephen becoming an affiliate for my ebook, he was responsible for 53% of my total sales. He alone was responsible for more than doubling my total sales over the previous month. Stephen has sold more that 5 times the total of my other affiliates combined!"

- Malcolm Robinson
Learn How to Day Trade the Futures Market
<http://www.themasteryoftrading.com>

"As an employee of ClickBank I can certify that Stephen Pierce and Impulsive Profits, Inc. are in the Top 5% of ClickBank product movers and money earners." ([read entire letter here](#))

- Dan Henderson
Sales Director
<http://www.clickbank.com>

Sounds like someone's got [the right formula](#).

By the way, Stephen is also responsible for the high octane [Smart Page System](#) for top search engine results. Can you say bling bling.

Neil Shearing



Neil proves everyday that the internet does not just revolve around the United States. He rakes in thousands of US dollars... and Euros every month, while hanging out in the U.K.

The unique thing about him is that he's very subtle and has a great knack for giving people... especially marketers like yourself, exactly what they need to succeed.

He started out with the [ScamFree Zone](#), which is dedicated to helping marketers like you and I find genuine business opportunities that will actually put money in our pockets.

When he revealed that he was cranking out one million visitors to his websites in a year (mostly off of affiliates), he decided to begin producing products that were geared towards delivering profits to the user.

His [Internet Success Private Site](#) is one of the best private member's areas on the internet. One of the reasons is because Neil's not about a lot of hype.

He's a straight shooter that simply delivers facts, produces profitable resources, and counts a lot of money. Another reason for his success is that all of his content and ideas are original.

Enough about what I think, let me let Neil tell you himself:

Hi,

That's me with my wife Linda and Adam, our new arrival :-)

I met Linda in Ohio (where she's from) and we now live in England (where I'm from) with Adam who weighed in at 7 lbs 1 oz on 4th August 2000. What an incredible experience that was!

I studied for my Ph.D at Ninewells Hospital in Dundee, Scotland.

Previous to living in Dundee, I also worked in labs in Toledo, Ohio and Chicago, Illinois.

I've always been fascinated by the Internet. It's an amazing tool for writing and selling informational products (e-books) and software. You can make a lot of money when your product costs nothing to produce and nothing to ship! I've been doing just that since 1996!

In 1997 I started work on the [ScamFreeZone](#), a consumer protection resource, to try to help combat the huge number of scams online. It's very successful, and is now ranked in the top 3,000 websites for traffic, according to Alexa.com.

Not long after creating the [ScamFreeZone](#) in 1997, I started the "[Internet Success Newsletter](#)". It's now in it's fifth year...that's an eternity online! Over 38,000 subscribers get three short InfoShocks in each newsletter, delivered every Friday.

[Read More About Neil Here ==>>>](#)

Download [How I Threw \\$2,470.06 Down The Google Adwords Toilet](#). This is shocking raw data that most marketers wouldn't even think about letting you see, but Neil sure enough will, in detail.

Letter © [scamfreezone.com](#)

Allen Says



As you can see, there is no picture for Allen.

He is like Bruce Wayne and Batman, all at the same time.

I'll tell you this much... if you ever wanted to see someone that could turn air into gold, it is him. I've received tons of valuable information from Allen as part of his [Internet Marketing Warrior Group](#).

The bottom line is, he just kind of has that gift.

He comes up with some of the most radical marketing ideas and they work... everytime.

I think that one of the things that gets him the bling is the fact that he is real about what he does. He's very genuine when it comes to dealing with people, and he knows exactly how to get people to rally behind him.

Allen has literally banked millions of dollars online, and just think, he was making a killing in mail order before that. If you learn how this guy walks to the bank, you can rest assured that your walk will be a smooth one.

Listen to what Allen had to say about the true power of e-books:

Why E-Books Can Make You An Electronic Millionaire!

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Once you get an eBook circulating on the Internet there is no such thing as stopping it. It will grow and advertise your site on its own to thousands and possibly millions of people for years.

Mark Joyner, a fellow Warrior and the author of "Killer Tactics", created an e-book about search engines that has been downloaded over 1 Million times!

Plus it was awarded 5 Stars by ZDNet.

How many more downloads do you think that got for Mark?

You don't know what will happen to your e-book. It can go anywhere. It can end up on over 50,000 sites or even more. Some of the highest traffic sites on the net may pick it up and feature it on their site to millions of people.

4 Ways To Promote Your Free E-book To Get It Rolling On Its Own!

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- ☒ Create a page with your free e-book on the Special Report Network and get 1000's of other sites to promote your e-book for you.
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Do the four things above for a little while and you will start to see your e-book begin to take on a life of its own popping up in places you wouldn't expect. It's fun, exciting and can make you a serious fortune at the same time...

E-books create incredible word of mouth advertising. A lady reads the e-book one night and tells 3 of her friends about it the next day. They in turn like the book and tell some of their friends and so on. This happens fast on the Internet because it is just so easy to send an email. No 37 cent stamps required ;)


Because e-books are on the Internet, they have the potential for what is called "exponential growth". Which means the e-book can multiply upon itself without restriction and in all directions at once.

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 [The Magic Story](#)

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 [Scientific Advertising](#) - Responsible for Creating Massive Wealth!

Thank you for reading!

Allen Says

[The Warriors!](#)

Corey Rudl



Here's another one of those guys that rakes in a boatload of cash every single year, just for helping other people do the same. Call him what you want... the 5 Million Dollar Man... a genius... whatever, just know that his marketing techniques and products are high powered.

I was first introduced to Corey through his [Internet Marketing Course](#). After that, I knew that the reason he earned so much money was because he was so thorough. This guy could **probably teach someone with no feet how to tie their shoes**. His methods are that strong.

I think what is really impressive is how many people he has helped make large amounts of money. I'm not talking about a little money here, and a little money there. He has people that he has coached to \$20 and \$30 thousand dollars a month.

"I used the methods you told me to use and for three days my phones been ringing! I sold over \$3500 in goods and services in three days! Its the first time in 5 months that anyone had really purchased anything and to think I was just days away from giving up... Corey your advice saved my business. Plain and simple, I can't thank you so much."

- Preston Reuthers
Preston J. Reuther's School for Making Wire Jewelry
The solution to your problem!
<http://www.wire-sculpture.com>

"[Marketingtips.com](#) is a "must" visit... Corey's advice made me an extra \$34,673 in PURE PROFIT this year alone". His concepts make me an extra \$1500 -- \$4000 in PROFIT every month since I started using his techniques."

- Kevin Needham
Publisher, Inet Mailer
<http://www.memail.com>

Want more proof? [Click Here](#)

You can also read the ***Exclusive interview*** I got with Corey by [clicking here](#).

Testimonials © [marketingtips.com](#)

Jimmy D. Brown



Good ole Jimmy... the king of viral marketing. This guy can show anyone how to spread their products across the web like the SARS virus (my prayers go out to anyone affected or infected).

It's true, though.

Jimmy came on the scene and made a great deal of money in a short period of time. Not because he was selling thousand dollar products, but because he was ***selling inexpensive products virally***.

Viral marketing, when executed correctly, can not only put dollars into the originator's pocket, but also into the pockets of the people that run wild with the concept.

Listen to some of the things Jimmy has revealed to me:



The 3 Questions you should always ask yourself before you even get started that will have you well on your way to best-seller success. (HINT: Answer these incorrectly and you're doomed to fail no matter what you do.)



10 tested product markets that will ALWAYS be big sellers for info-product publishers. Tap into one of these existing goldmines and you'll be generating fame and fortune quicker than you can say "Best-Seller".



7 "Idea Hangouts" that you can visit immediately (and ANYTIME you need inspiration) to find exactly what people are looking for...and what they are already buying. Look no further than these "Idea Hangouts" for your next best-seller.



How to get an unfair advantage over your competition and literally force people to buy from YOU. (HINT: Anytime there is DEMAND for a product, there is going to be COMPETITION...but you can become the top-seller of them all.)



The #1 reason why some information products become best-sellers, and 3 powerful keys you can use to make sure you get it done right. PLUS: The one psychological trigger that separates the "so-so" ebooks from the best-sellers. Here's The Good News: [It's completely...](#)

Jimmy has created some of the best selling information products on the internet, just by explaining things in simple terms to thousands of people at a time. That's what viral marketing can do for you. He can show anyone [how to create a best selling product](#) that pumps out profits every single day.

Ken Evoy



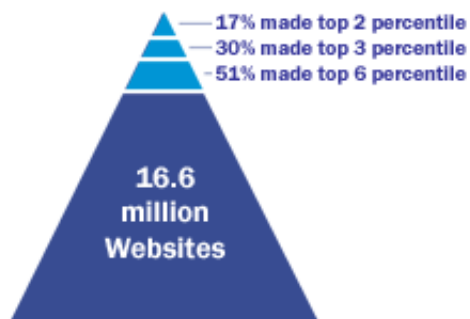
When you say silent but deadly, you are talking about Ken Evoy. Here's someone that has done it all, and seen it all.

He's been a doctor, he's sold toys, and now he **overdelivers to thousands** of people that want to make money online.

That is, without a doubt, his forte... he overdelivers!

He is well known for developing free info-products that put many paid efforts to shame. Both [The Affiliate Masters Course](#) and [Make Your Site Sell](#) remain in heavy rotation, not to mention must reads for anyone working on the internet.

His Site Build It product is the *only* all-in-one site-building, site-hosting, **and** site-marketing product that makes it *easy* for you to build a professional, popular, and profitable *business*.



Sites built using **SBI!** consistently get high traffic, as a recent Alexa.com survey shows.

- 📊 51% of **SBI!** sites fall within the top 6% most popular sites on the Internet
- 📊 30% fall within the 3% most popular
- 📊 17% fall within the 2% most popular.

[Click here for more information about this study...](#)

[Click Here For More In depth facts about SBI](#)

Ken was also one of the first to introduce the brandable PDF to the market. What's more is that his products and affiliate program are top of the line. Personally, I think he sleeps about 8 hours a week, but that's just my opinion. [SiteSell.com](#) is a site and brand that is well known, and well respected.

Wanna know what Ken thinks about Google AdSense? [Click Here.](#)

Yanik Silver



Yanik started hitting big numbers on the internet when he was 26 years old. While his friends thought he was crazy, he was cashing in thousands of dollars worth of checks from his online business.

There is no doubt that you know who he is. I can almost guarantee that at least one of two books are sitting on your desktop right now. You either have a copy of [Autoresponder Magic](#) or [Million Dollar E-Mails](#) sitting cozy.

If you don't, you might want to check your internet connection because these are two of the most downloaded books on the net... ever! What's really amazing is that these two books were basically ***compilations of things that other people had written***. The bling comes to Yanik because he does the simple things very well.

If you [go over to his website](#), you will see that there aren't a bunch of graphics or Las Vegas lights... just some web copy that'll knock your socks off. Anyone that wants to learn or sharpen their web copy stands to gain a handsome ransom by [learning from Yanik](#). Here's a quick note from Yanik:

From the Desk of Yanik Silver,

You know, sometimes I can hardly believe it myself, but I'm a successful entrepreneur who only works when I want to. I had a good idea, I got started and today I'm doing very nicely, thank you.

Today I have nine different profitable sites up and running, including my flagship site [Instant Sales Letters](#). In the 30 months since the site debuted, I've turned a \$3,000 investment into a business which now grosses more than \$1,000,000/year all while taking less than an hour or two a day to maintain!



Surefire Marketing, Inc

I invite you to [download this case file](#) of a project that earned Yanik and Jim Edwards \$33,566 in 2 1/2 weeks.

How To Get Bling?

Your Mindset

I know what you're thinking...

"That's all fine and dandy, but I want to know how I can get my own bling bling!"

I don't blame you, my friend. There's a ton of money to be made, and a lot of friends to make.

The sad truth is that ***many marketers are simply running in place***, never to move forward. This \$100,000 sports car that we call e-commerce is sitting on the showroom floor for most.

Be real with yourself for a second:

You are an intelligent person, so you know that there are people that are becoming millionaires because of the internet. Since there is the ***capability to reach so many people*** in such an efficient manner, it is also safe to say that those millions come by performing very simple functions.

The part that many overlook is the fact that there is a certain mindset that must be secured, if one is going to achieve any kind of success, online or off.

We can't just stumble onto the internet and expect to be a millionaire in a week.

If it were that easy, they'd be teaching high school seniors how to be millionaires in a week. It would definitely save some money when it came time to go to college, don't you agree?

So, before you even think about trying to get some bandwidth bling bling, you need to ***decide in your mind that you are going to succeed*** in reaching your goals.

I don't want you to think that it's all about the cars and all of the other luxuries, because that may not be your cup of tea. Maybe you just want to earn enough money to pay your rent or mortgage every month.

That's ok, but either way, you have to know that you will experience situations that will make you want to give up.

It takes thick skin, and the [Millionaire Mind](#) to get to where you want to go. Without those two key ingredients, success will come in spurts, and you will always feel like you are "taking one step forward, two steps backwards".

So why else do some people prosper, while others get stuck trying to get over the hump?

Listen as Nikola Grubisa explains 8 Myths About Creating Wealth:

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8 Myths About Creating Wealth

by Nikola Grubisa

You have probably read or heard about various myths (these are the truths that are valid only for certain cases, but not in general) surrounding wealth and wealthy people, all of which hinder your quest for financial independence. Here are the most common and most destructive:

Myth No. 1: How much you earn depends on how hard you work

If this were true, then the physical, blue-collar workers, who have been working hard for years, would have been the wealthiest people on earth. Of course, this isn't true. They form most of the workforce and the vast majority of the middle-class.

If you witnessed your parents coming home tired from a long day's work in your youth, you probably learned that money wasn't a sufficient reward for all that effort. People who work "just" for the money often have debts because they comfort themselves with whatever they can buy, beautiful things they lack when working.

Myth No. 2: Being paid for something you enjoy isn't work and you shouldn't ask for money for doing something that is enjoyable.

Check this with millionaires. They all have so much money that they don't need to work anymore. Nevertheless, they work for other reasons, challenge, satisfaction, fullness of life, activity, fun ... and all are connected to a love for their work. If there was no joy in doing a certain task, they would do something else that would make them much happier and that enables them to realize their dreams.

In fact, if you don't enjoy your work, you will never become wealthy doing it! However, just because you enjoy your work doesn't mean you shouldn't get paid for it - in fact, that is the ultimate goal, to get paid for what you already enjoy so it never feels like you are at work!

Myth No. 3: You need to be in the right line of business to amass wealth

Do you think so? This must mean that all the people who are involved in the same business are millionaires. Of course, this isn't true. In each business there are winners and losers; winners abound, even in businesses that consist of distasteful (to most) or "impossible" work like sweeping the streets, collecting the trash, working in a factory, pumping gas, selling newspapers, etc. On the other hand, there are just as many "losers" in businesses like selling real estate, management or being a stockbroker.

Myth No. 4: You need the right education to make a fortune

Are the most educated people really the wealthiest? Not at all! In this case, university professors would be the wealthiest people on earth. Ask them about their salaries, if you get the opportunity. The truth is vastly different - the wealthiest people are those who can convert their knowledge (or education) into money, in the best possible way. They can be highly educated people (like inventors, scientists, etc.) or almost ignorant.

Being formally uneducated does not equate to poor performance on the job or the inability to form a strong enough vision to carry a person to success - they can easily be experts without having a formal education.

Myth No. 5: It used to be easier

Statistics show an increase in the number of millionaires in the world every year. Talking about the "good old times" only offers comfort and a convenient excuse. If you look around, you'll see there are people who behaved the same way in the "good old times" as they do now, yet their success has been recent. With technology and progress come new ideas, desires and needs and there are more business opportunities appearing daily to serve them.

Myth No. 6: I'm too old (young)

If you research the life stories of some of the most successful people, you'll see that this isn't true at all. Some became wealthy early in their lives (perhaps from the stock market), while others found their fortune in their old age. Ray Kroc, was more than fifty years old when he bought and made the first McDonald's.

Myth No. 7: I don't have enough money to start. You have to spend money to make money.

This is no different from any other excuse or "myth." Like the others, it's obvious this one isn't true either. Many have made their fortunes starting from scratch, living in an apartment or working out of their garage and yet, they developed business empires that are worth billions of dollars today. The other elements of success are far more important than having seed money to start a business.

But yes, often money helps and it certainly doesn't hurt. Like everything else discussed in other myths: it probably helps, but it is not always necessary.

Myth No. 8: I'll begin when I know everything

Do you believe that you will know everything someday? Or even that you'll know enough to ever be "really prepared now?" The more you learn, the more you see what you still need to learn. Success and obtaining wealth is a dynamic process. Even if you "could" come out of the gate knowing everything there is to know, some of those elements will change immediately and many will change rapidly. If you don't decide now, nothing will happen. Live and learn.

Some millionaires have even allowed themselves to go bankrupt and then (even faster) recreated their wealth, sometimes even greater than before. Money itself isn't the obstacle that is keeping you from being wealthy. If you're really good in your business, don't worry, because someone that will offer you money (a bank or business partner) will appear who will appreciate your talent knowing you are a very good investment opportunity. But you can't sit around waiting for this - make it happen.

Exercise "taking action" as much as you can. Make your workplace better or more efficient. After all, even if someone else signs your paycheck, you really work for you. Even if you are an employee in a large corporation - it isn't your corporation - but it is the only corporation through which you can prove what you are capable of right now.

All of us have what it takes to become a millionaire! Born winners, yet few of us know how to take advantage of and cultivate the possibilities hidden inside our own mind!

No one can ever grant you greater potential than your heart already holds. you need only discover its contents to find the one true path to your success in life. Born with the seeds to our success, the greatest decisions must always come from the inside! You will discover a new, deep well of fortune yourself!

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Nikola Grubisa is a European Marketing and HRM Consultant and the co-author of a European bestseller "The Millionaire Mindset: How to Tap Real Wealth from Within". If you are wondering how top marketers are marketing in Europe and at the same time want to discover the path to true wealth, please subscribe to his new free eZine "The Millionaire Weekly Memo". [Click here](#)

As you can see, Nikola touched on some very important points.

No one ever said that it was going to be a straight shot to wealth.

If wealth was a walk on the yellow brick road, it wouldn't have nearly as much value.

You see, everyone put on Earth has the opportunity to secure wealth, but it is ***only those that unfold the truth*** that actually get it.

Any individual that achieves wealth must do a lot of work on the inside before it can ever materialize. What you see on the outside is only a reflection of the work that has been done within.

The most successful men and women in business all take the time to invest in themselves. They are always looking for ways to improve themselves.

A good place to start is [Think And Grow Rich](#) by Napoleon Hill.

I would also suggest checking out Allen Says' [Dominant Power Archives](#). It's a goldmine, trust me!

Hosts and Domains

This is your property... the ground your business "stands on".

I'm sure that you hear various accounts of the truth, but these are the facts:

No one has ever made a serious income with a free web host, and no one has made a serious income with a domain name that people couldn't remember.

I'll tell you why.

First, a free or limited web host completely removes any control you have over your business. Most of them aren't even capable of running the applications that are needed to compete online.

Just because you aren't paying for the host with money, doesn't mean you won't still pay them. Even those folks that think they are getting a "great deal" with some cheap hosting need to beware.

Whether it's in the advertising that they plaster all over "your property", or the all around stinky service, you can expect to lose more money than it's really worth.

What do you do, you ask? You get a web host that is set up for people like you... the type that want to build successful businesses on the internet. I have four quick suggestions that will get you up and running nicely, with everything that you need to put together a blockbuster of a business.

1. [Host 4 Profit](#) is a terrific web host, run by some really dedicated guys. You can expect outstanding support, as well as some of the best benefits for hosting with them, including \$10 a month for everyone of your friends that you refer.

They've got an easy to follow site builder, offer 300 MB of web storage space, and come equipped with great tools for marketers like you, including a membership to [The Warrior Group](#). You are guaranteed to make some connections with some people that take this internet thing seriously.

2. Tom Hua has a nice hosting service available for his members at [eBook Wholesaler.net](#). Not only do you get a whopping 500 MB of webspace, and 10 GB of bandwidth transfer, but you also get the resell rights to some of the best selling exclusive e-books on the internet today. Throw in a great associate program and you've got a web marketer's playground.

3. My friend Bryan Winters has a doozy of a hosting program over at [Push Button Publishing](#). It's really an understatement for me to say "hosting program". It's more like a fortune program. Bryan's the guy that puts up his own dough so that you earn money online. He's willing to purchase pretty much anything you want to build your business, including top quality hosting, digital products, ad trackers, and more.

4. This is where the serious marketers host. Because of that, I went out and made a special arrangement especially for users of the Bandwidth Bling Bling manual. [Third Sphere Hosting](#) is loaded with all of the features that you need to run a serious web business. Not only do they offer 500MB of webspace and an astounding 30GB of bandwidth transfer a month, but they have some benefits that you won't find anywhere else.

An advertisement for Third Sphere Hosting. It features a blue header with the company logo on the left and a yellow button with the text "Click here now!" on the right. Below the header is a photograph of a smiling woman with blonde hair and glasses, wearing a dark blazer. To the right of the photo, the text reads "Everything you need to build a successful website is included!" followed by a bulleted list of features: 500 Mb. of disk space, Pre-installed CGI scripts, Visual webmastering interface, Snap-in eBooks you can sell, Unlimited email accounts, autoresponders, mailing lists!, A one-of-a-kind partner program, and Plus tons more than can fit here!. At the bottom, it says "Come and see for yourself..." in blue.

Click here now!

Everything you need to build a successful website is included!

- * 500 Mb. of disk space
- * Pre-installed CGI scripts
- * Visual webmastering interface
- * Snap-in eBooks you can sell
- * Unlimited email accounts, autoresponders, mailing lists!
- * A one-of-a-kind partner program
- * Plus tons more than can fit here!

Come and see for yourself...

The web panel comes equipped with tons of scripts that you can just "plug in" and run out of the box, such as blogging software, shopping cart software, auction software, and much more. Throw in your plug in e-book store and REAL servers for streaming media, and you can build any kind of business your beautiful mind can think up.

For you, and other users of BBB, you can take advantage of a [FREE 30-day, no risk, no fear trial](#) to use ALL of their services. That's right... sign up, get your domain name and use all of the space and bandwidth you can stand... if you don't like the service, cancel it and lose nothing.

Speaking of domains, do you have your own domain name(s) yet? Remember how I was telling you about Marlon Sanders and his branding techniques? Well, it starts with the domain name.

Look at this domain name: YourOwnProducts.com

What do you think you will find when you click through?

Probably something that has to do with your own products, right?

You know that Marlon is either going to tell you how to get your own products through licensing, or he's going to show you how to create your own products for bundles of profits.

[Click Here to find out which one.](#)

So, you see that having a memorable domain name is important. I mean, you may never hear from Marlon again (unlikely), but you will always remember yourownproducts.com.

The domain name is key.

Think to yourself:

What would have happened if Amazon.com never got that domain name.

What if their domain name was "bezosenterprises.com"?

Would we know who they are?

Would they be a household name?

The trick is to getting a **hot** domain name. Everyone wants that stand out name that the world is singing in the shower. One good domain name could get you on the map.

Not to mention that people are willing to pay big dollars for a profitable domain name!

What if you could monitor all of the domain registrars 24 hours a day to know the precise minute a hot domain name was going to expire? Not just a couple of registrars. All the big guys like Yahoo and DMOZ.

What if you could receive alerts on any domain name you are interested in having for yourself? What if you could actually start up your own domain monitoring service to establish a monthly income?

These aren't "what ifs". I came across a power-packed domain suite that can bring in big profits for you over at DomainsAide.com, and it does those things plus more.

The bottom line is that marketers with the bling keep domain names on stand by, just waiting to unleash them on the next profit project. If you get a memorable name, you can brand your business. ***By branding your business, you get bandwidth bling bling.***

Listen closely as Kevin Nunley explains why you want to get those killer domain names and how you can cash in with them when you do:

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How To Sell Your Website or Domain Name For Big Money

- Dr. Kevin Nunley -

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There's gold in web site domain names. You probably saw the headlines when business.com changed hands for \$7.5 million. Wine.com went for big bucks, too. And who can forget when AltaVista had to shuck out millions to buy their name from the original owner?

On the other hand, you may have surfed some of the auction sites to find perfectly good domains going for peanuts. Even \$25 seemed like a starting bid no one wanted to touch.

So how do you cash in on the domain name trading craze? Here are a few simple tips to get you on the right track to E-real estate profits.

Finding Good Unclaimed Names.

No doubt about it. It is harder these days to find killer domain names that aren't taken. A recent survey showed that of the 25,000 words we commonly use in the English language, more than 93 percent are already registered as domain names.

Fortunately, language experts have come up with some fresh ideas we can use to uncover hidden gems. First look for short, simple names that instantly tell what your business is about. The dentist who got dentalhelp.com had the right idea.

If you can't get the one word that describes you, add a prefix or suffix onto it. eDental, DentalX, Dental123 are easy to remember.

Some very smart businesses have created previously unknown words based on the simple term that describes them. For example, none of us have a problem remembering Virtualis.com, even though it is a word that previously didn't exist.

Try combining two words that could describe what a site does. NameBoy.com specializes in helping people find good website names. You can also hit pay dirt by creating a nonsense name from easy-to-remember sounds.

What words and sounds are easy to remember? Experts say people recall colors and food (RedPie.com is already taken..I checked).

Those who know say all these possibilities will work better than very long domain names, misspelled versions of words, or several words strung together with hyphens. In tests, people simply don't remember those names very well.

Build Value By Building Audience.

These days most websites are valued by the number of visitors they attract. One common yard stick is your domain name is valued at \$10 to \$30 per hit per day. If 1,000 people land on your front page each day, your domain could be worth \$10,000 to \$30,000.

Another optimistic way of looking at domain values is each unique visitor you get over the course of a month is worth \$250. If the visitor clicks to a second page on your site, her presence is worth \$500. By this measure, a site getting only 10 hits per day could go for \$15,000.

This strategy is a lot like the way traditional businesses have always been sold. The more customers a store has, the more it is worth to a buyer. That is a pretty solid way to value domains. It is a model that is likely to be around for a long time to come.

How can you quickly boost your site's visitors? Start by focusing on the needs of a specific group. A site on psychedelic short pants has a better chance of becoming a hit than a site that hangs their hat on the very general topic of pants.

A more specific, focused kind of site also does better with search engines. Indeed, search engines will be your fastest way of getting lots of eyeballs to your domain. Read the expert tutorial on getting listed high on search engines at WebMarketingNow.com.

Build Sales and Brand Awareness.

No buyer can resist a domain that is pulling in whopping sales and has a brand name seared into the minds of a profitable target audience.

Generally a domain is worth the amount of sales it creates in a year. If your site pulls down \$60,000 this year, you could get that much for your domain name. CPAs, especially those working with publicly traded corporations, know all kinds of ways to count a myriad of transactions (even affiliate commissions) into cash flow stats.

Boost sales by offering low-cost products that can be mass produced. If hot demand can be created, you can sell thousands in no time. You can also rack up big annual sales by offering a pricey service that appeals to a lot of people in a specific industry. Higher prices are almost always the quickest way to double, triple, and quadruple sales.

Finally, work to establish your domain as a well-known brand name. Much of Amazon.com's legendary operating expense goes to making their not-so-common name a household word. You can pull off brand name awareness at a smaller level by keeping your ads consistently in important places, putting your name on key websites, writing articles that make you look like an expert, and participating in your industry's major Internet discussion groups.

Kevin Nunley provides marketing advice and copy writing for businesses and organizations. Read all his money-saving marketing tips at <http://DrNunley.com>. Reach him at (801)253-4536.

[You can accomplish everything Kevin is talking about here.](#)

Discover How To Capture Hidden Profits, increase sales dramatically, lower costs, build lasting customer relationships, and increase your web profits with the Affiliate Logic Affiliate Profit System!

[You Can Do It Now ==>>](#)



Your Website

You have your domain name and web host. That's basic stuff.

Now we are going to look at the components that are going to make sales at your website.

One of the first things that you want to think about is your web design.

How do you want your site to look?

What are you looking to get across?

Is the site dedicated to selling a product, or are you delivering content?

I ask you these things because I see many marketers producing websites that are un-focused. They have a lot of different things going on, but ***their visitors aren't clear on what actions they should take.***

It pains me when I see well meaning marketers shooting themselves in the foot because they don't have their websites set up for sales.

If you are selling a product, most would agree that a site with a single sales page and an order button works the best. This way, you keep your visitor focused on the topic of discussion.

A content site is no different. Although there may be more items on the homepage, a well designed content site makes the visitor take some kind of action.

The more action they take, the more involved they get with the website.

Here's what Shelley Lowery of [Web Source.net](http://WebSource.net) had to say about designing your website for success:

The Birth of a Professional Web Site

Part One The Web Design Learning Process

By Shelley Lowery

The Internet has opened a whole New World of opportunity for all of us. With the vast amount of information available at your fingertips, it has never been easier to communicate your message to the world.

A web site will enable you to create your own home on the World Wide Web. Your home may be as simple or dynamic as you'd like and is only limited by your imagination.

Although designing a great web site is an important part of developing a successful online business, it is only one small part of an overall plan.

Although many new Internet entrepreneurs believe that all they need to do to make money online is to put up a web site, that couldn't be further from the truth.

The truth is developing a successful Internet business takes a great deal of time, thought and effort. It takes a sincere commitment, a lot of patience, and a lot of personal drive.

There are a lot of lessons that must be learned, and a lot of failures that must be endured. However, if you're truly passionate about your business and success, it will happen - - you will succeed.

A major factor in determining your success is the amount of time you take to educate yourself. Please don't take this point lightly, as it can literally mean the difference between your success and failure.

Sure, learning HTML is an important part of designing a successful web site; however, it is only one small part. You must first develop a strategic plan and design your web site accordingly.

Prior to designing your web site, here are some questions to assist you in developing your strategy:

- ☐ Who is your target audience?
- ☐ What is your most wanted response?
- ☐ What products and/or services will you offer?
- ☐ Will you sell affiliate products and/or services?
- ☐ What type of design will you use?

- ☒ Will you design your site or hire a professional?
- ☒ How will your site be navigated?
- ☒ How will your site be optimized?
- ☒ What type of graphics will your site use?
- ☒ Where will you obtain your graphics?
- ☒ What graphic formats will you use?
- ☒ What fonts will you use?
- ☒ How will you design your site for different screen sizes?
- ☒ How will you design your site for different web browsers?
- ☒ How will you optimize your pages for the Search Engines?
- ☒ How will you make your web pages load quickly?
- ☒ What type of content will your site offer?
- ☒ Where will the content come from?
- ☒ How will you gain your visitors' trust?
- ☒ How will you build your credibility?
- ☒ Will you write your own sales copy or hire a copywriter?
- ☒ How will you accept payment through your site?
- ☒ How will you process your orders?
- ☒ How will you deliver your products or services?
- ☒ How will you collect your customers' information and store it within a database?
- ☒ How will you automate portions of your business?
- ☒ Where will you find the scripts you need?
- ☒ What types of scripts will you use? CGI, JavaScript?
- ☒ Will you need to hire a professional to write your scripts?

- ☒ Will you edit and install your own scripts or hire a professional?
- ☒ What kind of computer software will you need?
- ☒ Where will you find the software?
- ☒ How will you decide on a domain name?
- ☒ How will you register a domain name?
- ☒ How will you host your web site?
- ☒ How will you upload your files to your server?
- ☒ Should your files be uploaded in binary or ASCII mode?
- ☒ What should you look for in a quality web host?
- ☒ Will you publish an ezine?
- ☒ How will you collect email addresses?
- ☒ How will you send out mailings?
- ☒ How will you drive traffic to your web site?
- ☒ How will you advertise your products and services?
- ☒ How will you test your advertising?
- ☒ Will you offer an affiliate program?
- ☒ How will you run your affiliate program?
- ☒ How will you market and promote your web site, products and/or services?

Although this list of questions is far from complete, it will give you a basic idea of exactly what is involved in developing a successful web site. As you can see, there is much more to take into consideration than just learning HTML. You must look at the entire picture and design your web site accordingly. Plan your work then work your plan.

Above all else, you must be willing to invest in your business -- not only monetarily, but also your time. Although there is a lot of free information available online to assist you, keep in mind...you get what you pay for.

The great thing is you don't have to reinvent the wheel. There are many successful Internet entrepreneurs that have been where you are right now. Subscribe to their publications -- listen to their advice -- purchase their products. If you begin by following in the footsteps of successful Internet entrepreneurs, you will eventually begin making your own paths and find your own success.

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About the Author:

Shelley Lowery is the author of the highly acclaimed ebook series, Web Design Mastery -- An eight volume (500+ pages) in-depth guide to professional web design. Web Design Mastery is being hailed as the "Bible" for professional web design. <http://www.webdesignmastery.com>

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Note: I also recommend picking the brain of [Milana Leshinsky](#). She's a well known professional web designer with all kinds of tips and tricks that can take your website to the next level.

Whatever your website looks like, and no matter what your niche is (we'll talk about that shortly), **a primary function** of your website has got to be building your contact list by capturing your visitor's information. As you have heard before, the **money is in the list**, not in the product. Once you have a good sized list, you can literally offer anything credible and make money.

But how do you build a good sized list in a relatively short period of time?

I mean, lets face it, getting a list of 10,000 hungry subscribers doesn't come easy. It takes a lot of work and maneuvering to not only obtain new subscribers, but to keep them happy and contributing to your livelihood.

Here are four things that you can implement into your business today:



Master Paul Myers' [Amazing List Machine](#). He has a system that will turn your promotional efforts into a machine. One that will keep generating leads and subscribers for you long after you've done the work. This is the same system that every top marketer uses, boiled down into 9 simple steps that make it as close to fool-proof as you can get.



Pick up [a professional pop-up maker](#) with "fly-in" capabilities, Optin OverTM function, and order trapping popups. You can easily boost your subscriber rates by 314% with the use of this powerful software.



[Rotate your popups](#) so your visitors don't continue to see the same popup, and you maximize your efforts. There's no reason to have just one pop up when you can have 10 working for you 24 hours a day, 7 days a week.



Finish the circle with a [high powered autoresponder](#) that will continue to cultivate your new subscribers. Everyone knows that running an effective follow-up e-mail system is the best way of increasing sales in the short and long term.

By doing those things, you will be able to set up a high voltage system for gaining all of the subscribers you could ever need. The best part is that it will all be done for you automatically... ***just set it and forget it.***

Web Copy

So those are just a few simple ways for you to set your website up for profits.

If you recall, I said that the key is to keep your visitors and subscribers drooling over your offers.

In order to keep your people salivating for your e-mails and sales pages, it is going to be to your advantage to ***learn how to write good copy***.

Some of you that are reading this manual are more experienced than others, but everyone can always improve. Maybe you're thinking that you can't write any web copy.

That couldn't be anything else but 100% untrue.

Let me tell you why:

Writing web copy isn't like writing for an english class and receiving a grade.

There is a ***proven formula*** that works, no matter who you are or what you know.

It doesn't matter if you graduated college with a MBA, or high school with a G.E.D.

If you learn the formula, you can write internet correspondence that makes your readers feel guilty if they don't buy whatever it is you have to offer.

Do you remember when I was telling you earlier about [Yanik Silver's copywriting skills](#)? The first product he ever put out earned him \$200,000 in less than 2 years.

Allow me to give you a look inside of his thinking process when writing a sales page that is guaranteed to bring in thousands:

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An Analysis of A Winning Sales Letter
By Yanik Silver

Many people say they can spot a good letter when they see it, but the problem is when it comes down to writing one, they simply freeze up. That's why I want to take you behind the scenes of a successful sales letter I wrote and illustrate the thinking that goes into writing a killer letter that generated a healthy 3810% ROI.

This letter sold all of the clients overstock merchandise and they even created a waiting list.

You'll find my comments in the side notes below so let's get started...

Can You Get A New \$8,000 Power Table For \$417?

-----Side Note Comments-----

First off, the headline is a grabber and makes people want to read more. Anyone interested in your product at a bargain price would certainly continue reading.

-----End Comments-----

Read The Amazing Facts To Find Out How...

-----Side Note Comments-----

Next, the subhead tells prospects that the answer is right inside this letter if they keep reading.

-----End Comments-----

Dear Friend,

Yes, it's absolutely true. You can really replace your old, worn-out exam table and only pay \$417 out of your pocket (But only if you are one of the first 2 people to respond to this letter.)

Let me explain.

-----Side Note Comments-----

Your first sentence is absolutely critical to your letter. If your first sentence doesn't make people want to keep reading, you can expect your letter to end up in the circular file. So make sure it keeps their interest piqued and follow up on the headline promise in the first sentence.

In the first sentence I reiterate the fact that yes they really can get a brand new power table for such a low price. The second sentence I throw in a little scarcity right at the beginning of the letter so they won't just toss this letter aside for further reading.

-----End Comments-----

Last April, our little company took a big gamble and signed up for a power table promotion. In order to get on the promotion we had to agree to take 3 power tables - nearly \$15,000. (And for a small company like us, that's a lot of money to be tied up in inventory).

Only one of those 3 tables were sold - so there are still 2 left.

-----Side Note Comments-----

The next paragraph I begin to explain the story of why we're selling this product at such a bargain price. I've discovered that **telling people the truth** and giving a reason why is actually one of the most powerful psychological motivators to action.

-----End Comments-----

And My Problem Is Your Opportunity

-----Side Note Comments-----

This subhead turns the letter back around to what's in it for the reader. Everyone is always silently asking themselves "So what?" and "Who cares?". You've got to keep the focus on what the reader will gain from the letter.

-----End Comments-----

In order to move these last 2 tables I've decided to do something somewhat bold and a little daring. First, you should know that the manufacturer's promotion of these power tables ends June 30th. And any unsold inventory I have could be sold to another dealer at wholesale.

But instead of doing that, I would rather sell you the table at a wholesale price and gain your goodwill.

-----Side Note Comments-----

Here I explain how and why I'm willing to make a sensational deal.

-----End Comments-----

The regular price for a XXX power table is \$8,000 but during this promotion they were on sale for \$5,375 (which is a pretty good deal anyway).

But until July 15th (I've extended the offer 2 weeks), you can buy one of our last 2 tables for just \$4,897. That's a savings of over \$3,100.00

-----Side Note Comments-----

I introduce the special offer and the reason why we're selling the product at such a discount. That's a key point, because unless you give people a **believable reason** for the reduced price they won't believe you.

Nobody thinks you're lowering the price because you're "such a nice guy" so let them in on the reason behind your offer.

-----End Comments-----

What? I promised you could get a power table for only \$417 and here's how...

-----Side Note Comments-----

I answer an anticipated objection here since I promised they could get the table for only \$417.

-----End Comments-----

Here's How To Get That New Power Table For Almost "Zip" By buying a power table, you can qualify for a 50% tax credit under section 44 of the Americans with Disabilities Act. That's right Fifty Percent! All because a power table will glide up and down to accommodate disabled and handicapped patients.

And here's what else. You can also take the amount of the power table and deduct it off your taxes using Section 179. (That is if you haven't spent over \$18,000 on capital equipment this year.)

That's not all, here are a few more incentives for you: We will give you a \$150 trade-in for your old table (or you can donate it to charity for another tax break). And add an extra 2-year warranty (\$1,000 value), plus, we'll pick-up your old table and deliver the new one all for free!

Pretty good, right? Wait, I have even better news for you...

-----Side Note Comments-----

Here I've explained each of the incentives and how they can really get the table for such a low cost. Plus added in a few extra bonuses and now I'll add another bonus to really increase their desire.

-----End Comments-----

You Can Pay In 3 Easy Installments With Zero Interest We'll break up your payments into 3 easy installments, spread thirty days apart.

Why You Must Act Before July 15th First, I doubt if these tables will still be around until July 15th because the first 2 doctors that put their deposits down will take them. And when they're gone this offer expires.

But even if they are still here (highly unlikely at this bargain price) this offer has to expire anyway because we will be shipping out these tables to other dealers in the area.

-----Side Note Comments-----

I bring back the deadline here and scarcity again. So not only do they have a limit on the number of units available, but there is also a time deadline. This is a double whammy to get people to take action immediately.

-----End Comments-----

Here's What You Should Do Now

Pick up your phone and dial xxx-xxxx and reserve one of these last 2 tables with your credit card. Or in case, you're still undecided call us and ask for some more information to be faxed to you.

Otherwise, you'll be giving up the ease and convenience of having a power table at this bargain price. I really hope you're one of the 2 lucky doctors who decide to take advantage of this golden opportunity.

-----Side Note Comments-----

In this closing paragraph I give readers a little pain by mentioning what they'll be missing if they don't act on this offer.

-----End Comments-----

Sincerely,
XXXX

P.S. Hurry! This letter is being sent to 1,283 local doctors and this offer is strictly limited to the first 2 people who respond.

-----Side Note Comments-----

The P.S. is your last place to help prospects make a buying decision. People go from the headline in a letter to the signature to the P.S., so your P.S. should be powerful.

Here I introduce even more scarcity. I let them know exactly how many people (specifics sell) are receiving this letter and it makes the limited quantity seem even more limited since so many other people are getting this same announcement.

-----End Comments-----

I guarantee by using the same elements, I just illustrated, you'll see your next sales letter produce incredible results. ©2000 Surefire Marketing, Inc.

~~~~~  
Yanik Silver has developed a whole series of sales letter templates available at [InstantSalesLetters.com](http://InstantSalesLetters.com) In less than 3 minutes you can create a winning letter guaranteed to sell your product or service...WITHOUT WRITING!  
~~~~~

Yanik really knows what he's talking about, right?

Let me tell you what's crazy:

He learned everything that he knows from [Jeff Paul](#). Most people have never heard of Jeff, but this guy is a phenomenon. How many people do you know that can sell golf clubs at [\\$6000 a set](#) through a 24 page sales letter with no graphics, advertisements, or testimonials?

Do you think that someone like that could show you just a little bit about delivering scrumptious copy everytime?

If you answered **YES**, you're ahead of the game.

See, the key to writing good ad copy is to **write words that come to life**. Words that make your reader think... words that make your reader do exactly what you want them to do.

I have found that you want your copy to be more of a conversation between you and the reader.

Tell your readers a story and let them feel the emotion.

Words can make a person feel joy, pain, want, and need.

Know where I learned that?

[Mark Hendricks](#)

It doesn't really matter how professional your website, sales page, or ad looks... the factor that decides if you earn money is **whether or not your words communicate the benefits** of your offer, and the reasons your prospect should buy from you instead of the next guy or gal.

If your copy doesn't do those things, there's a good chance that you will do a lot of unnecessary wheel spinning.

Words are so powerful on the internet that you can actually [turn them into traffic](#) 100% free.

Let me give you a simple 4 step system that will allow you to do just that, right now:

Step #1 - You write a 500 word article on a topic of great interest to a targeted audience and then...

Step #2 - You get a few of the tens-of-thousands of ezine publishers on the Web (who by the way need articles desperately) to run your article to their thousands of subscribers.

Step #3 - Of those thousands of people who see your article, some will click on your link at the bottom of the article, visit your website, and purchase your products (or earn you commissions by purchasing other people's products through your affiliate links.)

Step #4 - [In turn, those people will...](#)

It's really that easy. I have used this 4 step technique to gain massive exposure for my offers, and to boost my search engine rankings tremendously.

Once you know how to create web copy that sells, you can make your day really easy by loading it into a piece of software that spits out high quality web pages with one click.

This will save you a ton of time, not to mention you will always know that your pages are top notch.

How?

There are a lot of different pieces of software that are floating around the internet, claiming that they will produce instant profit pulling websites for you. I would personally use [Push Button Letters](#) to create my sales letters. The main reason is because of all of the different benefits it offers.

It combines high quality graphics, professionally finished templates, fonts, and backgrounds, plus it comes with it's very own video tutorial, which is the tip of the iceberg. You really don't need to know anything about web design whatsoever, but if you do, it's all the more this software will benefit you.

The thing that really separates [Push Button Letters](#) from the rest of the mush that is available is the fact that it comes on an actual CD Rom. It's a real piece of software, not a "fly by night" way to make money.

Don't just take my word for it!

Listen to Andrea Collare's review of Push Button Letters, and tell me if I'm off base:



Finally, a product that compels me to be systematic and efficient. The [Push Button Letters Software](#) forces one to be not only an organized writer, but also an orderly thinker, which is a must in communicating copy effectively.

Several templates for sales letters are provided in which you can point and click on your choice. Try them all out if you like to see which one best fits your current needs. Once you get to the actual template, you simply answer the questions. If you need it to be, this entire system can aid you in, literally, a **fill in the blank** manner. However, for those who wish to add their own creative flair, there is still plenty of room to ad-lib as long as you use Sanders structured guidance. Even the most scatter-brained writer will be able to utilize this method.

In addition to the step-by-step templates, Sanders inserts psychological motivators into the peripheral dialogue. A wealthy list of words are incorporated into the copy that will become your own. If you open your eyes and look around, you'll quickly notice that you are surrounded by ads filled with these exact tried and true phrases which are based on a Yale study of persuasive language. Using this proven lingo, Sanders provides headline templates for your letters.

In [Push Button Letters Software](#), Marlon Sanders has taken a sometimes complex process and simplified it for the potential marketer. Using the formula he has developed, Sanders takes the reader by hand and leads him, or her, step by step through the process of writing a sales letter. This software contains a point by point method that is clear not only to the experienced but also to beginners. You truly do not have to be familiar with selling tactics. Sanders has already completed this legwork for you.

I am not an organized writer. In fact, my writings can be quite chaotic. The outline method combined with question and answer fill-in-the-blanks in this software was invaluable. Not only is it easy to follow, it was also a massive time-saver. Collecting one's business ideas can be a monumental endeavor not to mention having the ability to present them in an effective manner. This [Push Button Letters Software](#) does just what it promises, it generates sales messages and letters, quickly and effectively, proficiently communicating information to your client.

--Andrea Collare

Your Product

There's nothing like the ***profits you can bring in by creating your very own digital product*** that you market on the internet.

It's not a "cloud-nine" scenario when it comes to seeing thousands of dollars in cold , hard cash from your computer. The internet has made it possible for average people like you and I to become above average income earners.

The question is, what direction do you go towards to get your internet bling bling?

There are so many business models and niche markets that a netrepreneur can get their hands into. To be honest, your business is only limited to your imagination.

I'll tell you this much, whatever you do has got to be targeted towards a specific group in order to maximize your efforts and profits.

Think about it.

Has anyone ever tried to sell you something that you had **NO use for**?

Unless you're a hermit or in hibernation, your answer is probably a clear yes.

The product that is being offered to you has no value to you because **you don't want it**.

The company is targeting the wrong people, which means they aren't earning as much money as they could by getting the message to the people that want to hear it.

Lets look at it from another angle.

Lets say that you had a subscriber list of 1500 people.

Do you think it would be safe to say that 200 of those people would buy from you?

Good chance, right?

Because you have taken the time to cultivate your list, these people want to hear from you, making them a targeted group of people that you can always market your credible offers to.

If 200 people buy a nominal \$300 worth of your products and services in a year, you will earn a cool \$60,000 that year. ***Would \$60,000 change your situation at all?***

I'm sure it would!

The first thing you are going to want to do is get a way to accept money at your website. How can we sell a product without having a cash register, right?

There are a lot of different ways that you can begin accepting credit cards at your website within the next few hours. Best part is, you don't need to have a merchant account or good credit.

Check [Take Online Payments.com's](#) list of 70 different processors that can have you up and running within the next 10 minutes, without the hassles of a merchant account.

You can also find some other solutions in the [Start An Affiliate Program Section](#) of the manual.

In order to be effective online, you also need to run a business that has a [Unique Selling Position](#). What are you doing in your business that is different than the millions of other businesses that are in existence?

It seems like everyone is doing the same things, which is why success on the internet seems so distant sometimes. It's easy to believe that "everything has already been done."

That, of course, is far from the truth. I will admit that it does take a lot of creative thinking to come up with a winner, but there are plenty of fresh ideas that still haven't been uncovered yet.

As a matter of fact, I know that [Strike It Niche.com](#) will willingly show you 70 high powered niche markets that have a ton of cashflow potential. Even the [gurus have overlooked these goldmines](#).

There are a few markets that already have proven track records for producing millions of dollars a year. Anyone that becomes a player in these sectors can expect to cash some nice sized checks:

Create Your Own Info Products

This has always been one of the most solid ways to earn an income on the internet. The reason being that information is priceless and costs nothing to create.

E-books can take on so many forms and go in so many directions.

Remember what [Allen Says said](#) about e-books?

He's earned **tens of thousands of dollars** doing exactly [what he explains here](#).

With the [right kind of product](#) and promotion, e-books present a wonderful "set it and forget it" solution for any marketer that is willing to take the time to [learn the secrets](#).

Create Your Own Software Applications

This is how Bill Gates got his bling. All he did was recognize where computers were going, then developed software that would be there every step of the way.

People love software, which is why there are so many sites on the internet that feature software. That doesn't mean that you can't get in and compete.

The key to software creation is to **create powerful applications that are of real value to the end user**. Even if you simply improve on an existing idea, software can bring in a boatload of profits.

The only problem I can see is that not everyone is a big time programmer that can just whip up some software. Rather I say, that *was a problem* until I found out that you don't actually have to be.

[Ben Prater](#) has put together a complete blueprint that shows "programming puppies" like me how to build and distribute any kind of software I can think of.

He literally uses the same exact formula that Microsoft uses to generate billions of dollars every year. I don't think you realize how easy it really is to get into the market and [enjoy the fat profit margins](#) that come with it.

Start Your Own E-zine

One of the easiest ways to earn income... hands down!

Many publishers across the internet average \$5,000 every time they send out an issue of their e-zine. Running a good publication with valuable content allows you to **educate and sell at the same time**.

If you already have an e-zine, you know that.

If you have been thinking about starting one, but haven't gotten around to it, now is the time to take action.

The question then becomes, how?

It's really not as hard as it sounds, but it does take a commitment on your part.

Your subscribers will expect you to deliver new content when you say you will.

There are many people that want to contribute to your publication in the form of articles. I know of publishers that really only write the introduction of every issue, leaving the rest up to someone else.

To create your e-zine, you can use a piece of software like [123Ezine](#) that produces your e-zine in either HTML or text. It also has archiving capability (to archive your issues), drag and drop feature, and spam-phrase checker. This insures that your messages are delivered to your subscribers inboxes, and not caught up by those pesky spam filters.

Now, if you really want to get some bling bling with a newsletter, you can implement the [Paperless Newsletter](#) method.

This is a great way to make money with a newsletter. The basic principle is to take your newsletter and turn it into a membership site, reserving your most guarded secrets to your paying subscribers.

You can literally **turn your newsletter into a \$20,000 a month automatic profit generator** practically overnight without having any special skills whatsoever.

[The Wealthy Secrets Newsletter](#) is a perfect example of this method in motion.

Start A Membership Site

Membership sites are quickly becoming a force to be reckoned with online. With the right kind of theme, you can bring in thousands of dollars every month, without lifting a finger.

With a membership site, you can sell private content or services that you only want your paid members to access. You can charge these members a fee every month to have unlimited access to this content.

By keeping a steady flow of fresh content that your members can't get anywhere else, they will continue to pay you month after month, year after year.

This is an outstanding way to [build residual income](#).

Here are three sites you will want to look at to get an idea of how a membership site is set up for maximum monthly profits:

1. Bryan Winters' [Push Button Publishing](#)
2. Neil Shearing's [Internet Success Private Site](#)
3. Carlos Garcia's [Wealthy Secrets Newsletter](#)

When you're ready to get into the nuts and bolts of starting your own membership site, swing over to [Starting A Membership Site.com](#) for all of the tools you need.

Seminars and Conferences

With the invention of the internet, many people forget that speaking can bring in mega profits, the same way writing can. Maybe more...

I am sure that you have received e-mails inviting you to join in on a conference call or to attend a seminar or conference that would help to boost your business.

Many of these conferences that you are invited to have price tags of \$700... \$1200... even \$2000! All of that money, just for a couple of hours of speaking!

The part that is really insane is that **they sell out!**

See, people are always willing to pay to hear someone explain, in detail, how to do something they don't know.

How a seminar can profit you:



You could produce an audio seminar, where you talk about a topic of interest and then sell it over the internet.



You could produce a video seminar and sell it over the internet.



You could produce either of the products above and then sell the license for other people to resell it.

The opportunities are available and the topics are there for the taking. The only thing that stops people from starting up their own seminars is the fear of speaking in front of others.

You wouldn't let a little word like "fear" stop you, would you?

If you are one of the millions of people who does fear speaking, Paul Evans over at [Instant Speaking Success.com](http://InstantSpeakingSuccess.com) has guaranteed me that he can help anyone become a great speaker. They say that a great speaker is made, and not born.

Once you learn how to "wow a crowd", they are like putty in your hands, gripping onto every word that you say, and whipping out their cash every chance they get.

Whether you go with one of these business models, or something completely different is up to you. When you are ready for a professional e-book or box cover for your product, you will definitely want to swing over to [Killer Covers.com](http://KillerCovers.com)

Whatever you choose, keep these 8 success secrets in mind:

Apply the top 8 secrets to successfully work at home

by Carlos Garcia Publisher of the [*"Wealthy Secrets" Newsletter*](#)

What I'm about to reveal to you are **8 proven secret strategies**, that will **help you accomplish *positive results*** with the time you spend on your home business.

Ready?

1. Imagine yourself as the CEO of a major corporation.

This technique will put you in the **proper frame of mind**, to **envision** yourself as your own boss, and that you are in complete control of your business.

As the **CEO** of your corporation, it is **very crucial** that you project where your business will spiral towards in the next 5 years. Remember **A DREAM** written down with a date becomes a **GOAL**. A goal broken down becomes a **PLAN**..

A plan backed by **ACTION** makes your dream come true..

From The Millionaire Mentor by Greg S. Reid

Therefore, you need to

2. Set Specific Goals

"Goals are like train tracks." They keep you moving forward in the direction you want to go.

-Vicky Smith

When setting proper goals you need to exercise **2 simple strategies**:

First and foremost, *Set Your Long Term Goals* (a.k.a. Dreams)

The bottom line is this, **if you want to head in the right direction**, than you must know where you want to be in 3 months, 6 months, 1 year, 3 years, even 5 years from now.

This technique is **amazingly effective** when you type your goals down, and print them out. (Be sure you do it, *I'll tell you why later.*)

Secondly, you must **always set and accomplish daily goals**, so that you will **achieve** your long term dreams (goals). *When you know where you want to be and where you are headed, than you will know exactly what you need to do to get there.*

This will definitely get the ball rolling for you to set your daily goals.

3. Set up a ***daily* To-Do Lists** -

Now that you have distinguished your daily goals, the easiest way to accomplish them is by working on a priority basis **always working on the most important task first**.

Design your *daily to-do list* at the end of your work day, so you know exactly what you need to do **when you wake up** in the morning. Make your daily tasks *realistic*, and be sure that they are **accomplished**. Think of each task you accomplish as a stepping stone **towards your dreams**.

The key here is for you to **go to bed at night *without*** having any regrets, and knowing that you have **achieved everything** you could that day.

Here's a neat trick: Use Microsoft Outlook's task manager to **prioritize** your **daily To-Do list**. Outlook will let you manage your tasks on a per hour basis. It is very **crucial** to **avoid procrastination** if you plan on getting where you want to be in 5 years.

Here's the best part: Outlook will keep reminding you, if your tasks have not been accomplished. **This gives you absolutely no excuses not to work**. Which brings me to my next point

4. Devote a **specific amount of hours each and every day...**

...to work on your business. To avoid getting side tracked, **DO NOT** surf the net, **close** your *instant messenger* conversations during this period of time.

The more side tracked you become, the further away you will be from your dreams.

5. Develop a positive routine

Research proves that eating breakfast **every morning**, will help you to **think better**, and *even work more efficiently* on your business.

Always take **15 - 30 minute breaks** during the day to avoid straining your eyes. Have a good night's sleep, (6 to 8 hours is recommended.) Most importantly, **try exercising daily** because this will help fuel energy through out your body.

6. Stay organized, and focused

Tape your goals list on the wall by your work area, so that you will be reminded of what you are striving towards, each and everyday.

This important step **alone** will help guide you towards your ultimate goal, and keep you focused on what you should be doing.

If you ever feel that you don't have the energy to work on your business, **simply take a look at your long term goals list**, and let it remind you of your dreams.

Use this power to help you move forward in the direction you want to go.

7. Check your email ONCE every hour

Some of us love the idea of receiving email daily, and in most cases would likely check it every few minutes. ***This can be a very devastating routine*** that you will become accustomed to, be sure you **eliminate it** before it becomes routine.

The real secret to running a successful home based business, is to **spend your time wisely and efficiently, by developing a positive daily routine.**

8. Have fun

This may be the **most important** step of all. Make sure that you **enjoy** every minute you spend working on your business. If you can't stand the idea of getting up in the morning to work, than you might as well look forward to going back to that J.O.B. (**Just Over Broke**) you dread.

You must enjoy what you do, in order to fully succeed and accomplish your long term goals.

I have given you these *8 powerful strategies*, the only way that they will work for you is if you **apply them right now.**

I wish you the best of luck with your home business, and I hope that you have a prosperous year.

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Whats The Secret Of This 25 Year Old Average Guy Who Makes
\$10,000 - \$15,000 Monthly From The Comfort of His Home?

[Click Here To Learn His Secret](#)

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<http://www.wealthysecrets.net>

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Getting The Word Out

I'm sure I don't have to tell you this, but I'll say it anyway:

If you don't promote your websites and products, no one will ever know who you are... therefore, you will never get paid.

You can't just put up a website and expect people to start turning over hard earned cash to you, just because you're in business.

I'll be honest... when I first got online, that's what I thought.

It's completely the opposite. Sure, there are a lot of people on the internet that may be looking for what you have, but they're not going to miraculously find it because you slapped together some website.

It takes some ***sweat and persistence*** to make it all come together.

You get offers all day about how you can pay someone \$200 and they will send 30 or 40 thousand people over to your site.

These offers don't work for most, because none of these companies can really guarantee that the traffic will be targeted to like minded individuals that are looking for what you have.

That means ***you have to be proactive!***

Go out and promote yourself and your business... get your website in front of the people that want to see it.

While you are out there, it is very important that you ***track all of your advertising efforts.***

This way, you can see, right down to the most minute detail, which promotions are working and which ones need tweaking... or tossing.

Part of the reason that many marketers get stuck in limbo is because they aimlessly promote products and services in ways that aren't maximizing the energy spent.

If you don't know if your advertising is working, you can't walk around saying "this product doesn't sell, or this program doesn't work". A simple adjustment in your target market may be all you need to get things going.

[Dyna Tracker](#) is powerful tracking software that analyzes practically every aspect of your business. You can track your sales, clicks, redirects... even calculate how much each of your clicks cost you.

When you are running a business (instead of a hobby), profit, loss, and return on investment all become important factors.

It is also invaluable if you know which sales pages and headlines are working well for you.

I have a script that runs very in-depth split tests for you.

By running a split test on your sales pages, you can change different variables to find out which ones bring in the most profit. For instance, you can test two different headlines to find out which is most effective.

Download [The Scientific Internet Marketing Assistant](#) to begin testing your pages immediately. By the way, this isn't some "el-cheapo" script. This is a \$97 value that I am giving you access to, just because you are actually paying attention to the words in this manual. [Download it here.](#)

Now lets take a look at some of the ways you can get your name and website out there for the world to see... and for the banks to love:

Search Engines

Depending on who you talk to, you will always hear two different stories when it comes to search engines.

Some people believe that search engines are the epitome of promotion and traffic... others believe that they are irrelevant.

All I know is this:

People go to search engines **to search out what they are looking for**, and they want the results that they are looking for fast.

The results that they get back from the search will be partly because of what they searched for, and partly because of the contents of the websites in the search.

So, when you break it down, if your website is on one of the first three pages of a surfer's search, you will get traffic. The higher your ranking, the more traffic.

There are many ways to improve your rankings in the search engines. Exchanging links is a great way to increase your link popularity, which is something that the search engines are looking for.

The more sites that link to your site, the more relevant your site must be to the search.

All you have to do is contact the webmasters of sites that are offering products and services similar to yours, and then ask them to show your link, in exchange for you showing theirs.

This is proven to increase search engine position.

It should also be noted that, although everyone talks about it, 95% of website owners do not take the time to do any sort of search engine optimization whatsoever.

Isn't that something?

I mean, for a couple of minutes of work, you can submit your pages to the places that have millions of people seeking out websites.

The more exposure you can get for your website, the better you are in the long run. When optimized correctly, your websites can bring in targeted traffic to your website.

Refer to Armchair Marketing.com and SEO Plus.com

Both of these sites show some outstanding techniques for landing your sites in the top 20 listings on the major search engines.

Another popular method of grabbing up even more targeted traffic to your websites is by using the [Smart Page System](#). This is the way to go if your goal is to have a top 10 spot on search engines in as little as 3 minutes.

Remember when we were talking about [Stephen Pierce](#) earlier? Well, this is one of his biggest secrets to success. He has been using this system to grab up top 5 positions in the search engines and 6 (almost 7) figures a year in the bank account. He exposes it all in his book [Under Oath](#).

You can get all of the information that you need about smart pages, plus your [free smart page secret report by clicking here](#).

E-zine Advertising

E-zine advertising is a great way to get your messages out to hundreds of thousands of people that are interested in what you have to say.

This type of advertising is effective because, with the right ad, you can really maximize your efforts. If you purchase advertising in a good sized list (10,000 - 20,000) that is responsive, you stand to **earn back 10... 20... even 30 times your investment**.

When you begin to reinvest your profits to multiply the effect, you are now pulling in some really nice cash. Is that what you are interested in doing?

The true key to your e-zine promotions being profitable are the advertisements that you run. You really can't come on the scene with that same "My product does this... Makes you rich... blah blah blah" and expect to see a really good result.

Something that I do with my own ads is this; I conduct a little research on the actual publication I am going to advertise in.

You can't go off of the numbers alone. Just because someone says they have 10,000 subscribers doesn't mean they have 10,000 deliverables or 10,000 readers.

If you can get a feel for the tone of the publication, you can gear your ad to fit in with the publication, especially if it's a solo.

It amazes me how many people run solo ads in e-zines without mentioning the actual publication or publisher.

Just by doing this one thing, you will come across to the reader as a friend of the publisher and e-zine, instead of "just somebody that purchased a solo".

Most e-zines on the web use personalization tags, so why not **write an ad that uses them?** Just let the publisher know that you want those inserted, and they will surely do it.

For example, instead of submitting your ad with:

Dear Internet Marketer,

"Did you know that hundreds of people are earning blah, blah, blah, etc..."

You could say:

Hi [FIRSTNAME] <=<= That is where the publisher will insert the tag

I am sending you this special message because XYZ Publisher values you so highly as a subscriber. I have uncovered a surefire way to earn profits that I had to share with you.

Did I get your attention [FIRSTNAME]? <=<= That is where the publisher will insert the tag

Read on...

Do you notice the difference in tone? Do you see how one sounds like an impersonal sales pitch while the other sounds like a "heads up" to a friend.

This makes a big difference in the performance of your ads. Ready to place one? I know where you can find a [huge database of e-zines](#) that will allow to get your message out to thousands of people, practically overnight.

Don't forget that another way to advertise in ezines (perhaps more powerful than e-zine ads) is to ***write and submit your own articles*** to e-zines.

Why?

It's 100% free advertising for starters, but what's more is that an article allows you to present yourself as a knowledgeable marketer, instead of a pushy sales clerk.

By writing articles with value, your readers will see you as someone that can be trusted, and someone that knows what they are talking about. If they trust you and your judgment, there's a good chance that they will buy something from you.

All you have to do is slip your carefully crafted byline at the end of your article. This is where you will advertise your website. If they liked your article, there's a good chance that they will click on your link in the resource box, giving you new blood into your business.

Here's an example of a byline you could use:

=====

Kidnap A Top Internet Marketing Guru and Force Him to Tell You All His Jealously Guarded Secrets to Making Money Online...Including How to Create Web Sites, Generate Millions of Visitors, and Earn 10 Times as Much From Each Customer... [Snatch Your Secrets Here!!](#)

=====

With the use of a simple byline like the one above, you can turn your words into traffic with the [simple 4 step system](#) I was telling you about earlier in the manual. There are so many ways to use the power of free articles, it will ***literally blow you away!***

Start An Affiliate Program

I'm sure you hear it all the time: running your own affiliate program can make you a ton of money. Well, it's true.

Why do you think so many merchants online run one?

Everyone from your big corporations to the little guy working out of his one bedroom apartment.

With a good affiliate program, you can keep a constant flow of traffic coming to your website and cash coming into your accounts.

All you really need is a product, a payment processor, and some good software to track your affiliate's sales.

One of the easiest ways to start your own affiliate program is by becoming a [Clickbank Merchant](#). They will take care of the whole operation for you. They will process your payments, track your affiliate's sales, and cut your checks for you every two weeks.

You could literally be up and running within the day.

This method works well, but some people want a lot more hands on control when it comes to running their own program. A good program owner is going to motivate and train their affiliates.

The better the affiliates do, the better you do.

In order to really take control, you'd probably have to look into hiring a programmer that could develop and install scripts to train and motivate your affiliates.

You'd have to pay thousands for a merchant account, set up custom autoresponders for all of your products, track all of your ads and ROI (return on investment), not to mention, figure out a way to make it all run on auto-pilot.

There's no need to go through all of that because it's ***already been done for you.***

[Make Buying Easy.com](#) has already done all of the legwork. They allow you to be in control of your very own custom affiliate program with all the bells and whistles needed to really compete. This isn't some half-way solution... it's the ultimate solution.

Their software plugs in with many of the popular payment processors today, including:

 [PaySystems.com](#)

 [Paypal.com](#)

 [2Checkout.com](#)

You can have your affiliate program up and running, completely geared up for major success [with this solution](#).

Let me let you in on another trick. They say that **20% of affiliates produce 80% of the revenues** for any given affiliate program. It sounds about right; the same way 5% of society holds 95% of the wealth.

Let me tell you how you can get around that shocking statistic.

Instead of recruiting "just anybody" to sell your products, why not get in contact with the people online that already have established themselves as money-makers?

If you get super affiliates excited about your product or service, you can almost guarantee yourself that vacation you've been wanting to take.

The thing is, it can be a painful process to find these types of marketers, unless you know where to look. I'll do you one better:

I can show you how to find all of the super affiliates you could possibly need by simply clicking one button. [Internet Success Spider](#) will not only track down super affiliates for you, but it will also show you how to make them an offer that they can't refuse.

Using this simple tool will save you time, and make you a lot more money, with the exact same amount of effort you would use otherwise.

Joint Ventures

If you have a good product or service with a decent profit margin, here's a great method for getting the word out about your site. Not only will you get the word out, but with the right partners, you'll make some nice money pretty quickly.

All you really have to do to form a joint venture is find some e-zine owners who have lists that would be interested in what you are selling.

You would want to contact them directly and individually, offering them a piece of your profits if they will announce your website to their list.. Truth be told, a lot of e-zine owners are GREEDY, so if there is enough in it for them, they will definitely accept.

Here's an example of what you could say to them:

=====

Hi Joe,

I'm writing to see if we might be able to strike up a deal. I've just published my new eBook called "Bandwidth Bling Bling" and it is already getting a great response.

I have provided a link below allowing you to preview the eBook so you can see the value and quality of it. If you would be willing to announce the eBook I can give you \$20 per eBook sold.

If you are interested please let me know and I will have a link set up immediately that will identify orders coming from you.

You may download the eBook here:
<http://www.yourdomain.com/ebook.exe>

Thank you,

Your Name
<http://www.yourdomain.com>

=====

It's really that simple.

Joint ventures are great business builders. I mean, you can go from being a no name on the internet to a online celebrity over the span of a few days.

I would check with [Marketing Coach Terry Dean](#) if you really want to know how to put together an effective and profitable joint venture... everytime.

He has generated millions of visitors and tons of sales utilizing the exact secrets he will teach you at his website [Internet Joint Ventures.com](http://InternetJointVentures.com)

Discussion Boards and Blogs

As you know, the internet gives us many different ways to communicate with other business people. You can talk with people from all around the world for free, utilizing chat rooms.

You can also form great relationships through discussion boards and weblogs.

Not only can you make friends, but you can make dollars if you are using these free tools the right way.

You can find discussion boards all over the internet for every kind of human interest. As for internet marketing, I would definitely check out [The Warrior Forum](#). There are a lot of sharp people in there that would love to meet and work with you.

Whatever forums you participate in, there are certain things that you can do to make every minute spent a profitable one.

The first thing that should be obvious is that ***you don't want to show up at a board and just start spamming***. Many people think because it's an open discussion, they can just advertise until their heart is content.

Discussion boards do allow for advertising through the use of sig files and creative content. Those are the areas that you want to focus on whenever you are posting.

Be sure that your post has relevance and value. If it does, it only takes a millisecond for the reader to click on that URL in your signature to see what you have to offer.

Another thing that you will want to stay away from (I see this all the time) is replying to a topic and not saying anything. I see marketers that will reply to a topic with a smiley face or some other icon. They usually have no sig file attached, as well.

When I see this, I know that I am looking at someone that probably has a little too much time on their hands, but not a strong business.

Speaking of time... do you want to save a little?

You can be sending your messages out to 1300 message boards in the next 10 minutes.

See [Message Board Blaster.com](#) for all the details.

So what are weblogs, you ask? Well weblogs (or blogs as they're commonly known) are basically interactive journals between the blog owner and the readers.

Although weblogs have been around for quite some time (techies and geeks have been using them for years), they have finally started to make their way over to the marketing world.

People are beginning to see what a great business tool they really are for delivering news and ideas. The thing is, blogs can be big time wasters if you don't know the subtle little tricks of making money with them.

It is very easy to get caught up in a cycle of posting to blogs (and message boards), and then watching the days slip by. [Blog Profits.com](http://BlogProfits.com) showed me exactly how to use blogs in a way that I actually profit. There are so many different income streams that can come about by following the information that they provide.

A lot of people are saying that blogs are going to be the next wave of internet marketing. Whether or not that is true is to be seen, but I do know that they have a definite place. [My entire website](#) works in the same manor as a weblog, so I guess that would tell you that I do see them being around for quite a while.

Remember, we are all in business to make money, not waste time. Everything that you do in your day has either got to profit you now, or set you up for a profit later.

Earn Cash 24 Hours A Day With BBB

So far, you have heard about the people that have Bandwidth Bling Bling, and you have explored different techniques that you could use to get yours!

I am now going to let you in on the little secret that will allow you to earn all kinds of money by utilizing this manual.

Before you ask the question... **yes, *this manual is brandable!***

The thing is, it's not your average, run of the mill, brandable manual. Open up any brandable e-book or PDF that you have on your hard drive right now, and tell me what you see:



You either see a book that revolves around one product or affiliate program, in which you have been able to insert ***your affiliate ID for that program.***

OR



You see a book that has links going to all kinds of places on the net, ***embedded with the creator's affiliate IDs.***

Either way, the only thing you are doing by promoting it is putting more money into the pocket of the person that created the resource. I mean, even if you have your own affiliate ID inside of the book, there's a good chance that it's being given away by every other affiliate.

This means, you may generate a couple of dollars, but the owner is getting the bling!

Not anymore!

Let me ask you this; how many links did you click on while you were reading?

There are 149 links embedded in this manual (I counted).

Do you know how many of them can be customized with your unique affiliate IDs?

130! This is unheard of!

If you notice this manual does not revolve around any one product or technique. I simply explain some things that you can do to increase your income, and I show you who knows what you want to know.

By writing the manual in this way, I am able to give you the opportunity to profit from everything I have talked about. By getting this manual into the hands of other people, you automatically start up new income streams.

I mention at least 50 products or services throughout this manual, some of which you may already promote.

Remember, the **best way to promote affiliate programs** is through content.

I have taken the time to do that for you.

This book can be sold on it's own, added as a bonus to an existing product, given to subscribers as a bonus, or added to a membership site.

Everytime you put this manual into the hands of someone else, you will give yourself another opportunity for profit, either by **selling the manual itself, selling something in the manual, gaining a new affiliate in your second levels of the two tiered programs... or all three!**

What's more is that, as your customized version of the manual spreads, so does your potential for earning a larger income.

Here you will be able to earn income on single order products, develop a solid residual income, and gain new affiliates in your organizations... all of which **you can offer the manual to.**

Do you see how Bandwidth Bling Bling **will exponentially grow your business?**

When's the last time it was this easy to earn money online?

I'm not doing anything new, but I am doing it in a way that you can actually make money, instead of just making me money. The more people I help earn money, the more I can create.

Does that make sense?

If it does, you are ready to get your piece of the bling.

[Click Here to Customize your copy of Bandwidth Bling Bling](#)

I thank you for reading.

Bonus: Exclusive Interview With Corey Rudl

Interview with Corey Rudl: The Secrets of an Internet Millionaire

Discover the secrets of an Internet millionaire in this exclusive interview with online marketing guru Corey Rudl. Corey is the author of the #1 best-selling course, "[The Insider Secrets to Marketing Your Business on the Internet](#)" and is probably one of the most recognized names in Internet marketing today.

In the following interview, Corey reveals how he grew his business from a one-man show in his parent's basement to four online businesses that generate over \$6.6 MILLION in online sales per year and attract over 1.8 million visitors per month. Corey reveals exactly how he did it, and details precisely what entrepreneurs need to be doing TODAY to be successful online.

Hi Corey, and thanks so much for agreeing to do this interview. Maybe the best way for us to begin is for you to tell us a bit about yourself and your company, The Internet Marketing Center.

Sure. Well, first off, I am the President and CEO of the Internet Marketing Center, which you can find online at www.marketingtips.com. We specialize in showing people how they can drive tons of targeted traffic to their web sites and how to turn that traffic into sales and profits. We provide all the information you need to learn how to market your business online in the form of home-study courses, books, video and audio tapes, and more.

What really sets us apart from all the other marketing courses, though, is that we give you the concepts AND the software tools you need to promote and automate your business on the Internet. And we do all of this based on our own real-world tests and experience, not just theory. In other words, we do it and prove it BEFORE we teach it. This is how we are able to guarantee your results.

Actually, that brings up a good question: Why, exactly, is your "Insider Secrets to Marketing Your Business on the Internet" course so successful? Aren't you leading this market space?

Yes, we are by far the leaders in educating our Small Office/Home Office audience in how to make money on the Internet.

The reason the course is so successful is because we practice what we preach. We generate about \$6.6 million in business every year, all online. And that's not to mention the tens of millions of dollars we have helped our clients generate. We have over 60,000 affiliates and we get over 1.8 million unique visitors to our sites every month, all on a shoestring budget and all from scratch. So we are actually using all the methods that we teach.

Would you hire a poor stock broker? Of course not. If he cannot make himself rich, how's he going to help you? Would you hire a personal trainer that is not in good shape? No way! If they can't do it themselves, how can you be sure that what they are teaching you is not garbage?

People know our reputation and they know that the stuff we teach in the course actually works. We walk people through every single step they need to follow to be successful marketing their business on the Internet -- even if they don't have an online business yet.

We also have a few big Fortune 500 corporate clients. They're attracted to us because most of them are so caught up in red tape that they don't get to see the guerilla marketing tactics used to generate immediate revenues like small businesses do. We're just now starting to see the big corporations picking up some of the things we were recommending 2 years ago!

So the key to your success is practicing what you preach?

Exactly. Another big reason we're so successful is that we take all the risk. Our guarantee is simple -- if you don't make money from what you've learned in the course, then you pay nothing. You can return it anytime for a full refund for any reason. Even if you decide you don't like the paper it's printed on, we'll give you all of your money back. And you know what? We get nearly zilch returns -- and that speaks for itself.

Don't take my word for it, [check out the testimonials at our site](#). We publish only one percent of the testimonials we receive, but you can see that it's not people saying "Oh, it was great," but people saying they "Made an extra \$70,000 already this year," or "Traffic increased by 400% in 30 days." That's what counts -- results. That is scoreboard at the end of the day.

And we really do cover everything in the course you could ever imagine. We teach you everything from A to Z; everything from starting up from scratch with nothing to how to drive traffic to your site, right down to setting up your site to convert visitors to more sales.

You'll learn how to maximize your exposure on the search engines, how to automate your entire business, how to build pop-up boxes, and hundreds of other things. We even give you templates and ideas to copy from us to ensure that nothing will go wrong!

That reminds me of a funny story... A couple of years back, I thought of trying to get my course on the reading list for an Internet Marketing program being offered by a top university. I had some meetings with a few of their senior marketing professors, hoping to get "[Insider Secrets](#)" into the hands of all their Internet Marketing students.

They finally came back to me and said, basically, "Thanks, but no thanks." Now, I was shocked! Why wouldn't they want their students to have the #1 Internet marketing course as part of their education? I wouldn't let the professor leave my office until she told me.

It turns out they were actually scared that if their students read my course and found out that it cost less than two hundred dollars, they would feel ripped off by the school, which was basically charging them thousands of dollars for the same information!

That's quite a story! It just goes to show that "traditional" education isn't always the best way to get the BEST information.

Corey, could you tell us a little bit about your own history and background? How did you get started marketing online?

Well, I won't go too far back as I don't want to bore you, but my first online venture was way back in 1994. I had written a book called "Car Secrets Revealed" and had been trying to market it offline. After wasting a lot of money on magazine and print ads, I took a friend's advice and decided to try selling it over the Internet. Those magazine ads had eaten up most of my cash, but I did manage to scrape together enough to get my first web site up and running.

I did everything myself -- built the site in HTML 1.0, learned how to use FTP programs, figured out how to build a banner, and things like that. Those were the days when Netscape 1.0 had just come out and there was no such thing as secure real-time online ordering. It was all so new and exciting!

I was glued to my computer 24 hours a day testing all kinds of wild and crazy marketing ideas to see which ones worked. And I can tell you that 95 out of 100 ideas failed, but the ones that did work, worked like crazy! Within 18 months I had the #1 best-selling car book online... and it's been #1 ever since!

When people started seeing that my counter had logged over 1,000,000 visitors at CarSecrets.com, they started asking how I was marketing it. They wanted to know how such a simple and basic site was generating so much traffic, and if I could teach them how to do it. Before too long I realized that I wasn't able to teach people everything I knew during a one-week consulting contract.

So I decided to "brain dump" everything I knew into a course, which I called "The Insider Secrets to Marketing Your Business on the Internet." It taught just about everything I knew with real-life examples of exactly what I had tested, what worked, and what didn't. That was what set my course apart from every other Internet marketing course out there -- that I had actually tested and proven my techniques. Other courses were just teaching fluff and theory.

By promoting the course with the exact same techniques I was teaching, it became the #1 best-selling Internet marketing course online within 3 months. Since then, it has been through three new versions -- it needs to be updated regularly as the Internet changes so fast! But through all this time, it continues to be the #1 best-selling Internet marketing course online.

Because we're so far out in front of the curve as to what's working and what isn't, we have also been able to develop some of the world's leading Internet promotional and automation software. Basically, we developed software that we needed for our own business. We made sure it was the best and then made it available to our clients. This has helped us become one of world's leading Internet Marketing companies helping small to medium businesses drive traffic and make more sales.

So, what specific suggestions do you have for someone interested in getting started marketing on the Web?

Wow! That's a huge question and, to be blunt, there's no way I could answer it in just a few minutes. In fact, that's why I wrote a 1,000-page course in the first place... There are literally hundreds of tips and suggestions for building a successful presence online. There is just so much to know if you want to do it right the first time. However, there is one tip that is more important than any other...

Get educated. Don't think you can put up a web site and have traffic appear from out of nowhere. It does not work that way. Spend the time to educate yourself about how everything works. Research your market or idea and learn how to identify a niche market on the Internet. Create or market products that solve other people's problems.

Another thing to look at is your competition. How big are they? What are they doing right and wrong?

Learn from people who practice what they preach -- find people that you KNOW are successful on the Internet and model yourself after them. Don't try to re-invent the wheel and don't listen to people who cannot prove that they have done what you are trying to do.

There are so many "wannabes" out there who write books on web site promotion but don't even have a successful Internet business themselves. Find someone who you know is successful and use them as a mentor -- that's what I did. I had mentors, too.

Why do you feel that so many people who attempt to create an income on the Internet fail to do so?

Whoa, another loaded question! There are so many reasons, but here are the main ones. Bear with me, this will be a long answer:

Deciding on a product before finding a market is a big one. This is probably the most common mistake. If you are asking "What is a good product to sell online?" you are making this mistake right now! You need to decide on a market first.

The Internet makes it very easy to find people interested in a specific category like gardening, hunting, aeronautics, accountants, or any other interest group. Just about any group is easy to locate and target online through web sites, newsgroups, e-mail discussion lists, e-zines (electronic magazines), etc.

You have to make sure you have a captive audience, then find out what they are having a common problem with. If you can come up with a product or service to solve that problem, you have a guaranteed successful business. It's really that easy -- that's how all my businesses were built.

You don't even really have to "sell" it, because you already know they want it before you launch your web site. And since you already know exactly where your customers are, it's easy to target them. I mean, it's a no-brainer once you think about it.

Now, let's turn that situation around for a second. Say scientists had found a cure for the common cold. You'd become a millionaire selling it online, right? Well, not necessarily! How do you find people that are sick online? You would have to market to the general Internet community to try and find the 1 out of 10,000 people that are sick that day. It would cost a ton of money to market to 10,000 people just to find one qualified buyer!

And to make matters worse, if you are selling this over the Internet, by the time you ship them the pill through the mail, they'd probably be over their cold! So by choosing the product instead of the market, you can actually fail no matter how great your product is.

Your course has a lot of information about generating traffic. Is that a big hurdle for online businesses?

Many people think they can build a web site, submit it to the search engines, and the buyers will come. The logic is that there are hundreds of millions of people online surfing around and that some of them are bound to stumble onto your product. Wrong! Search engine ranking is more competitive than ever.

Yes, there are secret ways to get high rankings in the search engines and we spend close to 40 pages in our course showing you how to do it. It is probably one of the most complex marketing techniques out there. There are lots of different options for grabbing high rankings. You can do it all yourself, or you can buy really good positioning software, or even hire specialized companies to do it for you.

The course even recommends which positioning software you should be using, as there is a lot of junk out there! The same with Search Engine Optimization companies -- most have no idea what they're doing. So my course shows you how to tell the good guys from the bad guys.

The real key is to know what your potential buyers do online. Are they searching online for a specific term? Are they visiting specific web sites all the time? Are they subscribed to topic-specific e-mail lists or e-zines? In other words, you need to know where your target market is "hanging out" online. If you can find where your potential buyers are, this is where you should spend your marketing and advertising money.

That is why I said before, spend your time getting educated, learning everything, and researching your market and product or service. Spend your time and money driving them to your site and then show them how your product solves a problem they have. Marketing is everything online! You could have the best product in the world selling for half of your competitor's price, but if you cannot get the word out, you don't stand a chance.

What are some of the big psychological obstacles for online entrepreneurs?

Number one in that department is definitely procrastination. I cannot tell you how many people I've met who have really great ideas and plans, but so few of them actually do what they say they are going to do. So turn off the TV, stop using your new baby as an excuse, stop going for drinks after work with friends, and take the time to get serious about your business! You will have plenty of time for all the rest when the big income starts rolling in.

Let's be honest here... We're all good at justifying excuses to ourselves. I've even done it a few times myself! But there really is no excuse for not following your dream. You're only hurting yourself.

The second biggest psychological obstacle is fear of failure. Never fear failure. Heck, we fail every day. The key is to fail small. In fact, your ticket to success is failing regularly! Every time you fail, you're eliminating bad ideas and getting closer to the things that work.

If you aren't failing, you are not learning. We test new ideas, new prices, new marketing strategies, new looks, new products every month! Most of them fail, and we expect that. And we don't call it failure, we call it testing.

We are just looking for the 5 winners out of every 100 small failures we have, because what we learn from the winners we apply to everything we have. Here's a perfect example: We don't even send out an e-mail to our opt-in list without testing at least 4 versions of the e-mail to see which one performs the best -- that is how much you have to test. Some pull in 200% better results than others with small changes, so it's definitely worth it.

Speaking of results, what kind of results should people expect when they are just starting out?

Don't get discouraged if you don't see immediate results. This is another huge psychological barrier faced by many new entrepreneurs. Some people expect their business to be successful immediately and their dreams to come true overnight. It usually doesn't happen that way.

An Internet business is like any other business -- it takes work. The only difference on the Internet is that you can automate a lot of repetitive chores... and you can test and roll things out WAY faster than an offline business could.

Things generally start slow -- that is to be expected. But when it snowballs, it snowballs VERY fast! And you really have to be prepared, because the Internet moves at 7 times the speed of offline business. If you do things right, you can easily grow 700% faster than any offline business just due to the speed of business on the Internet.

Think of it this way: if you had just 30 people a day sign up for a newsletter, that adds up to over 10,000 subscribers in a year. This means that your company now has a database of 10,000 highly targeted leads to market your products to. If you were to purchase a list of 10,000 targeted leads (who have never even heard of you before and may not be receptive to your product), it could easily cost you up to \$5 per lead.

So just by attracting 30 new people a day, you've created an asset that is worth around \$50,000. Sometimes, even if it seems like things are moving slowly, you're actually building something great! I hope that makes sense.

If you could tell someone just one thing about how to be a success in marketing on the Web, what would it be?

That's easy! Learn how to drive targeted traffic to your site inexpensively and the rest will all come. Once you've got the traffic, you can change the design of your site, you can test different prices, and you can even change products if your product isn't selling well. Without traffic, nothing you do will make your online business a success.

Now, don't get me wrong! You still have to sell a real product to real people for real money. You can't just build a site, promote it, and try to think of a way to make money after the traffic comes. That was what killed all of the so-called "dot-bombs" a couple of years ago.

So simply attracting lots of general traffic isn't necessarily a good thing?

General traffic is fine, but traffic targeted to your specific niche market is much, MUCH better. In my experience, finding a niche and selling to it is the single easiest route to profitability online. If you are trying to sell books or CDs online, forget it -- Amazon.com will crush you. Those markets are gone.

However, if you target your market to a specific interest -- say gardening, hunting, cars, or whatever -- it's easy to find people online with an interest in those things. All you have to do is find what that market wants and give it to them. I have a lot of clients that make hundreds of thousands of dollars a year who just started their businesses a short time ago and almost all of them make their money by having specific products that go over well in a very targeted niche market.

Check out a newsletter I have called www.SecretsToTheirSuccess.com -- your readers have got to check this site out. It is cool because it shows how people that were in low-paying or dead-end jobs are now making it huge online now, working their own hours and making profits they couldn't even dream of before. We interview 2 new people every month that are making between \$30,000 and \$2 million in profit online each year.

Check out the site and you'll see what I mean. You can learn so much by reading about how they started their businesses from scratch not too long ago and made them successful by targeting a specific niche market. For example, one interviewee makes over \$1,500 a day selling a plan to bald guys on how to regrow their hair. And another guy sells tools to make wire jewelry and makes \$40,000 a month!

These products would be a flop if you sold them at a local storefront because the market in a local area is way too small to support them. But on the Internet, you have access to a global market that can support extremely obscure products and ideas... and be very profitable!

Corey, I wanted to ask you about search engines. How important are they to the marketing beginner?

When you are starting out on the Internet, search engines are a very cost-effective way to drive traffic to your site. But as your business grows, a good advertising campaign, joint venture, or affiliate program will outperform your search engine rankings every time -- guaranteed.

To start with, you have to make sure that people are actually looking for your product or service online. I hate to see people starting out on the Web who automatically put all of their time and resources into search engine submission when, in reality, their target market isn't even looking for what they have to offer in the search engines.

If you want to find out if the search engines will be worth the effort, there are a few great services online that I show you in my course that will actually tell you approximately how many visitors you will get if you have a top ranking under your keywords in the major search engines.

I tell people to type five of their top keywords into one of these keyword popularity services and if your keywords are not getting more than at least 1,000 searches every single month, it is probably not worth your time.

Also, you should never make the mistake of relying on just the search engines to drive traffic to your site. Although they can be an extremely valuable source of traffic, they are constantly changing their rules. If you get into a situation where you rely solely on a couple of good rankings in the search engines for all of your traffic, and then one day the search engines drops your ranking, you could be out of business literally overnight. Believe me, I've seen it happen more than a few times.

Make sure you have multiple sources of traffic to your web site so that if you lose one, you are not out of business!

Pay-per-click search engines seem to be a great place to test market products on the 'Net.

What should people know about using a pay-per-click strategy for their site or product?

The pay-per-click search engines can be a great way to get traffic to your web site but, once again, only if your target market is actually looking for you in the search engines. They're great for testing your offer, testing your site, testing your price, even testing your product to see if it will work.

Success through the pay-per-click search engines is all about basic math. If the traffic they drive to your web site makes you more money than it costs to buy those clicks, then they are a great investment. Unfortunately, many beginners pay way too much for keywords, never actually calculate how much they can afford to spend, and end up losing lots of money.

I should also mention that you can't expect to enter a couple of your top keywords into the pay-per-click search engines and start making money -- that is very rare. To be successful, you need a list of at least 100 - 500 keywords and phrases. You can really make pay-per-click search engines pay off by bidding on lots of less popular keywords that are actually more targeted than general search terms.

For example, do a search for "mortgage" on the most popular pay-per-click search engine and you'll see that to get that top listing, you'd need to pay \$7 per click. That's WAY too much. Instead, bid on lots of less popular terms like "discount mortgage" at \$0.51 per click or "Internet mortgage" at \$1.15 per click.

What is the most important thing someone needs to do when starting out with a marketing project?

Test, test, and then test again. Never stop testing everything. You want to test your advertising, styles, colors, etc. Test your offer, test your price, test different types of advertising. The key is to test small. If it works, apply it to everything you know.

Start small and test. It is pointless to spend all your cash on a huge ad campaign when you have not proven that your web site can sell a product. And you must be able to track what is going on with your web site. I'm shocked by how many people don't know their "visitors-to-sales ratio" -- how many visitors you get daily compared to how many sales. If you don't know this, how can you try different things to see what improves your sales?

Can you give an example of this?

Sure. Let's say that your site gets an average of 500 visitors a day and you sell an average of 5 products a day. Your "visitors-to-sales ratio" would be 100 to 1. (In other words, for every 100 visitors, you can expect to make 1 sale.)

Now that you know this, you can start testing different things. Let's say that you decide to test a new headline and find that you now sell one product for every 50 visitors to your site. You've just doubled the profit potential for your site! And you never would have known unless you had taken the time to track the activity at your site. I teach this in much more depth in my "[Insider Secrets](#)" course.

Listen to this: Back in the early days of marketing my "Car Secrets Revealed" book online, I decided to try out a couple of new slogans. I had a hunch that the one we had been using wasn't targeting the right people. Anyway, after a couple of days of testing, I discovered something that literally changed my life.

I had been marketing the book to car owners, assuming that most people who owned a car would be interested in the book. Well, one of the slogans was targeted towards people who were thinking of purchasing a new car, not to people who already owned one. I just about hit the floor when I saw the results from the test on that slogan! Our sales had literally increased 400% overnight!

If I hadn't always been testing things, even back in the early days, I would never have realized this. That's the power of testing. It has allowed me to build an incredibly successful business.

Based on your experience, testing probably thousands of different strategies, what are the two most powerful ways to market your business on the Internet?

The answer is very simple... affiliate programs and opt-in e-mail marketing.

First off, affiliate programs are the single most cost-effective, least risky way to do business on the 'Net. Affiliate programs are like having an army of joint venture partners out there working for you twenty-four hours a day.

With an affiliate program, it's easy to recruit hundreds, thousands, or even hundreds of thousands of people to promote your product, and you do not pay them a penny unless they make you money! I started one of the very first affiliate programs on the Internet, even before Amazon.com, and I currently have over 60,000 affiliates, so I'm speaking from experience here.

For those who don't know what an affiliate program is, this is how it works: Basically, you get other sites that share your target audience to link to you. Those links are tracked by special software so that if anyone clicks through the link and buys your product, you give a commission to the referring site.

The great thing about affiliate programs is that they are pure profit machines. Because you only pay your affiliates when they send you a visitor who actually buys something, it's literally impossible to lose money! Even if they drive 10,000 visitors to your site, you don't pay them a dime unless someone buys.

That sounds great. But managing a large affiliate program is a huge job, isn't it?

The best part is that if you are using the right tools you can completely automate the entire process. You can be running a multi-million dollar company with only a few staff in the office. We have over 60,000 affiliates promoting our products on the Internet and it literally only takes us a couple of hours every month to manage our program using our [AssocTRAC software](#). At the end of the month we hit a couple of keys, it prints out the commission checks, and we mail them to the affiliates.

There are no overhead costs, no employees, and no hassles. You only pay your affiliates when they bring you business, and the software does all the work for you. And the whole thing only costs about \$45 a month to run! This would be absolutely impossible offline, but the speed and scope of the Internet allows us to do it at almost no cost.

When we built the second generation of [AssocTRAC software](#), we compiled over 5 years of first-hand experience so that our customers could apply this powerful strategy to their business without having to spend the hundreds of thousands of dollars and months of time it took us to develop it.

I could talk about affiliate programs all day as it is a huge topic but since we only have a limited amount of time, I'm going to recommend that if you are interested in learning more about how affiliate programs work and how you can start one of your own, visit our [AssocTRAC web site](#). There you will find over 50 pages of killer strategies and ideas that will help you get your own affiliate program started right away.

Could you tell us a little about the second strategy you mentioned: opt-in e-mail marketing?

The second marketing strategy that every e-business definitely needs to employ if they want to be successful is opt-in e-mail marketing. And to get started building an opt-in e-mail list you **NEED** to be collecting e-mail addresses at your site. I can't stress this one enough. If you aren't doing this, you need to start right now!

Here's how it works: You need to offer every single visitor to your site a reason to leave you their e-mail address. It can be for a free newsletter, a free report, a demo version of your software, a contest... Any reason you can think of to get people to leave you their e-mail address.

If someone visits your web site and actually takes the time to subscribe to your newsletter by giving you their name and e-mail address, this obviously means that they are interested in what you have to offer. Congratulations! You have just captured an incredibly hot sales lead!

By simply following up with these people and e-mailing them quality information and facts, you will instantly build your credibility by developing the rapport that is needed to close sales.

The bottom line is this: Most people are simply not comfortable shelling out money the first time they visit your web site. Unfortunately, the Internet is a big place, so the chances of them finding you again once they leave your site are pretty slim. By capturing their name and e-mail address, you can guarantee that they will not forget about you.

What are some things that people should keep in mind when sending e-mail promotions?

First and foremost: The names and e-mail addresses you collect on your web site should be treated like gold and never abused. If you constantly e-mail these people with blatant advertisements and plugs for your products and never actually send them any valuable information, you will ruin any chance you have to sell to them in the future.

Also, opt-in e-mail is impossible to manage unless you have the right tools and information. In my "[Insider Secrets](#)" course I have almost 100 pages of cutting-edge information on this topic alone that will show you how to build an extremely responsive opt-in list very quickly and then show you how to follow up and sell to these targeted customers again and again and again.

We use a powerful e-mail automation tool called [Mailloop](#) that automates all of our e-mail promotions. I personally started using this software over 5 years ago and it quickly became such an indispensable part of my business that I actually bought the rights to it from the developer so that my customers could benefit from all of its powerful features.

This software is so cool... It is like having your own personal e-mail secretary -- but it does not take any breaks, does not talk back, does not ask for vacation, and did I mention that it works 24 hours a day, 7 days a week?

It handles almost all of your e-mail: It subscribes and unsubscribes people automatically from your opt-in lists, it merges your orders into your customer database, it automatically sends out your promotions, it automatically responds to your customers' commonly asked questions, and much more.

It just leaves you with the e-mail that you need to handle personally -- it takes care of the rest. We use it every day to automate our business and stay in contact with our clients; it is solely responsible for generating over \$100,000 a month in new business for us. You can check it out at www.marketingtips.com/mailloop.

Rapid growth and expansion can be a “good” problem for businesses. How can you handle your company’s growth?

You automate. That is the beauty of the Internet. It is the first environment where you can truly automate your entire business. You can even run it from anywhere in the world -- as long as you have a laptop and a phone line, you are in business.

I'll never forget the day I was on a beach in Hawaii, drinking a Corona, when I decided to log on to the 'Net for a few minutes and check my sales. I discovered that I had made over \$37,000 that day! This could only happen in today's online age!

When you are first starting out, keep it simple so that you can get up and running fast, but also realize that you'll need to automate soon after you start. We use software to automate most of the daily tasks like processing orders, managing e-mail, and such. Not only is the cost savings huge (one piece of software can literally replace at least 1-2 employees!), but the real benefit is that you don't get caught up working IN your business instead of ON your business.

If you don't automate soon, you will find that the mundane work will become overwhelming and you will be filling orders and reading e-mail all day long instead of growing your business. Be careful, because this is a real trap for so many people.

We teach a ton of ways to easily automate your business without a lot of work. We've tried a lot of things, and we show you what works and what doesn't -- and where to spend your time and money for the biggest growth and the biggest profits.

Unfortunately, we don't really have time to go into this today during this short interview. But remember that you need to automate so that your business can run automatically whether you are there or not. It sounds complicated -- and it was 3 years ago -- but now there are inexpensive software programs and simple techniques that allow anyone to do it easily. I go through a lot of this in the course as it is a fundamental key to success. You need to automate before you can really grow.

Just as an example, my CarSecrets.com site practically runs itself. It automatically takes and fulfills orders, deposits the money in my bank account, takes care of most of the e-mail by autoresponding to customers, automatically promotes its affiliate program, and so on.

It generates hundreds of thousands of dollars in yearly revenue, yet I have an employee who spends less than 10 minutes a day running it. I have not looked at the site myself in over 2 years and it still generates a ton of money. That is the kind of business you want.

How do you stay up-to-date on an industry that is constantly changing?

We have a team of people who are cranked up on coffee at their desks, testing new ideas every day; we have to be ahead of the curve. We have to update our information and products constantly because the Internet changes so quickly.

The key to really exploiting marketing techniques is that you have to be using them before they become popular, because once people know about them, your audience becomes saturated, and they are not as effective anymore.

Pop-ups are a perfect example. We were using pop-ups way back before anyone else -- they were EXTREMELY profitable back then. As soon as people found out how great they worked, everyone started using them. Of course, as soon as every site had them, their effectiveness fell off quickly. I should say that pop-ups are still a great tool, but they are 50% less effective than they used to be.

Our job is to find the hot marketing techniques before everyone else picks up on them -- and let our customers know so they can use them and profit.

So, where do you see the Internet taking us in the future? How much additional business will be conducted on the 'Net and how important will the Internet be to the business ventures that our kids will be involved with?

Here's a fact: The Internet is becoming part of our lives more and more each day. Just about everyone uses e-mail now. If you want to know the weather, you check the 'Net. You check the 'Net for movie listings in your city, you use it to pay bills, you can use it to educate yourself on just about any subject.

Today there are university classes being held online for people around the world that cannot get to a classroom. There are pay-per-view movies that can be delivered to your computer in DVD quality anytime you want through a broadband connection. I mean, it might not be too long before we all say goodbye to the video store!

Nowadays, your sales force can access order and inventory data from their wireless handheld computers while at a customer's location. Your fridge can automatically order your milk from the local grocery store for delivery when you are low. (I've actually seen this -- it weighs the area where the milk goes in your fridge and determines when to order more.)

The dot-com days are over, but the Internet has just begun! It will become more powerful and more useful as time goes on. It offers an entirely new level of communication and convenience, which gives home businesses the ability to compete with large corporations, not to mention the ability to run a business from anywhere in the world with next to no overhead or risk.

I personally know janitors and waiters that are making \$100,000 a year now with their Internet businesses working only a few hours a day! If they can do it, you can too -- no excuses!

Any last words?

The only thing stopping you from making more money is YOU! You may read this interview and say, "Wow, that sounds great!" But unless you actually do something and take action -- at least get your feet wet -- you will stay at the income level you are at today. Do you think my first site looked great and worked perfectly? Of course not!

If you're thinking about starting a small business, just do it! Get your feet wet, make some mistakes -- once you've started, you'll never look back! And you don't have to be a computer geek to figure it all out, you just need common sense and the determination to get it done.

And take the time to educate yourself. Heck, if nothing else, sign up for a copy of our free newsletter at our site. Of course we save the best stuff for our course, but we still reveal tons of killer tips in the free newsletter. We distribute it every two weeks or so. Just go to www.marketingtips.com and enter your first name and e-mail to receive it.