

How I Sell Thousands Of Products From Home Using The Net!

on-line reference



How I Sell Thousands of Products From Home Using the Net!

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Legal Information and Disclaimers

IF THESE COMMENTS SOUND EXCESSIVELY LEGAL, I'M SORRY. BUT TO ABIDE BY THE LAW, I HAVE TO SAY SOME OF THIS STUFF. AS FANTASTIC AS I FEEL THE PRODUCT IS, AS TERRIFIC AS THE FEEDBACK IS, AS EXCITED AS I AM YOU'RE BUYING IT, EVEN SO, THERE ARE A TRUCK FULL OF LEGAL DISCLAIMERS I HAVE TO MAKE.

ANY AND ALL CLAIMS OR REPRESENTATIONS MADE IN THIS SALES LETTER OR PRODUCT ARE TO BE CONSIDERED EXCEPTIONAL RESULTS BY TALENTED INDIVIDUALS WHO ACTUALLY USE THE INFORMATION, NOT THE AVERAGE RESULT OF ANYONE WHO BUYS THE PRODUCT. THIS APPLIES ESPECIALLY TO THOSE WHO BUY THE PRODUCT BUT DO NOT READ IT, APPLY IT OR FOLLOW DIRECTIONS ONLY PARTLY. FOR EXAMPLE, BECAUSE SOMEONE I KNOW GETS 10,000 HITS A MONTH WITH A BANNER PROGRAM DOES NOT MEAN THAT EVERYONE WHO STARTS A BANNER PROGRAM WILL GET 10,000 HITS. NOR THAT THE AVERAGE PERSON WILL. IT MEANS THAT IT'S POSSIBLE. THE DEFINITION OF A "KILLER MARKETING LETTER" IS ANY LETTER FOLLOWING THE FORMULA I PRESENT THAT GENERATES EITHER LEADS OR ORDERS IN ANY AMOUNT.

THE REFERENCE TO THE AMAZING FORMULA THAT SELLS PRODUCTS LIKE CRAZY MEANS THIS FORMULA DOES SO FOR ME AND MY CLIENTS. IT DOES NOT GUARANTEE NOR EVEN IMPLY THAT YOU WILL DUPLICATE MY RESULTS. I CAN'T REPRESENT THAT SINCE I DON'T KNOW YOU, YOUR PRODUCTS NOR YOUR BUSINESS. I DO NOT IN ANY WAY IMPLY THAT THE AVERAGE PERSON WHO BUYS, READS AND USES THIS PRODUCT WILL BE ABLE TO SELL PRODUCTS LIKE CRAZY. I DON'T KNOW THE PEOPLE, THE PRODUCTS, THE BUSINESSES, NOR THE BACKGROUND OR SKILL LEVEL OF THE PEOPLE WHO BUY THIS PRODUCT. SO HOW COULD I EVER INTELLIGENTLY OR ACCURATELY REPRESENT WHAT THE AVERAGE PERSON WILL DO?

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ANY STATISTICS QUOTED ARE BASED ON THIRD PARTY RESEARCH. BECAUSE I QUOTE A STATISTIC DOES NOT NECESSARILY MEAN I HAVE VALIDATED THAT PARTICULAR PIECE OF INFORMATION IN MY BUSINESS OR IN THE BUSINESSES OF MY CUSTOMERS. HAVING SAID THAT, THESE STATISTICS ARE COMMONLY HELD AS TRUE BY THE PEERS I ASSOCIATE WITH IN THIS

BUSINESS.

I DO NOT IN ANY WAY MAKE ANY CLAIMS ABOUT THE AMOUNT OF TIME IT WILL TAKE SOMEONE TO IMPLEMENT THE STRATEGIES AS A WHOLE. PEOPLE VARY ENORMOUSLY IN THE RATE AT WHICH THEY LEARN AND WORK.

COMMON SENSE: YOU RECOGNIZE THAT ALL MARKETING AND ANY BUSINESS ENDEAVOR ENCOMPASSES RISK. YOU FREELY AND OF YOUR OWN WILL RISK ANY AND ALL CAPITAL YOU MAY CHOOSE TO SPEND MONEY IMPLEMENTING THE FORMULA AND CONCEPTS. YOU WILL DO SO WITH SKILL AND COMMON SENSE. YOU WILL NOT HOLD HIGHER RESPONSE MARKETING INC. NOR MARLON SANDERS LIABLE OR ACCOUNTABLE IN ANY WAY FOR ANY FAILURE OF THE FORMULA TO LIVE UP TO YOUR EXPECTATIONS.

IN SHORT, LET ME SUM UP THIS WAY: YOU'RE AN ADULT AND I'M AN ADULT. I'M SHARING INFORMATION BASED ON MY EXPERIENCES, THOSE OF MY FRIENDS AND THAT WHICH I'VE LEARNED. YOU'LL USE YOUR OWN BRAINPOWER TO IMPLEMENT THESE METHODS AT YOUR OWN RISK. I DO NOT REPRESENT THAT ANY OF THE CLAIMS MADE IN THIS LETTER ARE INDICATIVE OF WHAT THE AVERAGE BUYER WILL BE ABLE TO DO, ASSUMING THEY FOLLOW MY ADVICE AND INSTRUCTIONS, NOR DO I REPRESENT THAT ENOUGH INFORMATION IS CONTAINED IN THIS PRODUCT TO ALLOW THE AVERAGE BUYER TO SELL PRODUCTS LIKE CRAZY.



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How I Sell Thousands of Products From Home Using the Net!

The Preface

Dear Friend,

I want to thank you and congratulate you on your purchase.

Why?

Because getting this information in your hands is the first step in discovering a wonderful and delightful opportunity. Thousands of people around the world have benefitted from the information you're about to read.

Selling products and services from home via my computer has been very good to me.

Month after month, my gross sales blow my mind. Here is a sample from a recent year:

January: \$34,110
February: \$31,116
March: \$34,434
April: \$48,522
May: \$30,756
June: \$24,739
July: \$26,139
August: \$23,781
September: \$26,117
October: \$37,806
November: no data available
December: \$28,796

I spend very little money on advertising. I'll show you how I do it. If you want to rack up nice sales at home using your PC, a few pieces of software and your brain, then this course will be the best investment you make this year.

And I do want to suggest that you read every word. Don't skip even one sentence. Why? Because you will benefit most from not only understanding my methods but also my background and method of operation.

The second thing I suggest is that you forget everything you've heard or read to date about selling products on the Internet. Many of those methods may have worked before the dot com crash.

But in late 2001 and into 2002, things are different. Most of the failures were companies with way too much overhead and too few sales. I'm going to show you

how and why my system totally does the opposite of what many people lead you to believe works.

My approach is completely logical and common sense. It is not difficult to understand.

All you have to do is go with the flow. You find a group of people who want to buy something and you sell it to them.

That's the main thing to keep in mind.

A lot of people get married to a product, concept or method of selling. They go against the flow.

Your customers are kings and queens because they have the money and the desire to spend it on something. Your job is to find out what that something is and offer it to them in a way that you make a profit.

But I'm getting ahead of myself. Let's start at square one and go through my system step-by-step.

[CLICK FOR NEXT CHAPTER: INTRODUCTION](#)



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How I Sell Thousands of Products From Home Using the Net!

Can you make a living online?

What products or services should you sell?

How much do you charge for your products?

How do you take orders?

How do you take credit card orders?

How do you deliver your products?

Is there still room for you online?

How do you make a six-figure income?

How do you run a business from home?

How do you put up a web site?

Those are key questions I'm going to answer in this course.

In addition to these things, in the sales letter you read for this course, I promised to cover the following topics:

What types of products are easiest to sell on the PC

Where to find products you can sell

How and where to find customers

How to collect the money for your products

How to deliver software and ebooks digitally -- so you don't have to mail anything

How to get other people to inventory and ship physical products for you so you don't have to junk up your house.

My 6-step hyperdrive sales system

How to get dozens or hundreds of people selling your products for you

How a friend of mine sold thousands of dollars of diamonds online

How people make money with online auctions

Why you don't need a big, fancy web site

How to sell stuff with emails

The simple software I use.

How to get started

Those are key questions I'm going to answer in this course.

Wouldn't you agree that if I accomplish all those objectives, the price you paid for

this course has been one of the best purchases you've made recently?

This course is highly personal in that I'm going to share my personal story with you. I'm going to take you inside my six-figure operation and show you the guts of it.

I'm going to tell you how we choose and price our products, how we get people to our web site, how we get them to buy, how we follow up with additional products and services -- the whole process.

You'll discover where to get products to sell. What makes the difference between success and failure, how to save a fortune on software, how to build your business without spending much money on advertising and much more.

Would you agree with me right now, that if you learn how to do the above things by the time you finish this course, it will be the best investment you've made in a long, long time?

Then this is my contract with you. I guarantee that by the time you finish this course, you will have the answer to everything question listed above.

And you will know if my unique method of selling online is for you, and if you want to TAKE THE NEXT STEP.

Fair enough?

[CLICK FOR NEXT CHAPTER: PROOF](#)



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How I Sell Thousands of Products From Home Using the Net!

Below are links to various scanned images of my Bank Statements for Higher Response Marketing, Inc.

These are proven documentation of the income statements on the previous page, starting in February of 1999.

Note: I have blacked out my account numbers and other confidential information, however the deposit numbers and amounts are very clear.

Bank Statement for February to March 1999:

IF YOU HAVE QUESTIONS ABOUT YOUR STATEMENT, CALL CUSTOMER SERVICE AT
238-8600 OR 1-800-293-1017.

INTEREST CHECKING HIGHER RESPONSE MARKETING, INC.

[REDACTED]

Interest Paid YTD		3.52
Interest Paid Previous Year		23.68

Deposit Account Recap

Beginning Balance as of February 28, 1999		91.96
43 Deposits	(Plus)	23,254.49
[REDACTED]		[REDACTED]
Interest Paid	(Plus)	3.07
Service Charge	(Minus)	36.00
Ending Balance as of March 31, 1999		13,784.17

Account Checks by Serial Number

Serial #	Date	Amount	Serial #	Date	Amount
[REDACTED]	Mar 05	150.00	[REDACTED]	Mar 25	300.00
[REDACTED]	* Mar 15	1,881.00	[REDACTED]	* Mar 10	53.75
[REDACTED]	Mar 11	100.00			

* Indicates break in check sequence

Bank Statement for April to May of 1999:

022 HIGHER RESPONSE MARKETING, INC.

5636 SPRING VALLEY #18-B
DALLAS TX 75240-3170

IF YOU HAVE QUESTIONS ABOUT YOUR STATEMENT, CALL CUSTOMER SERVICE AT
238-8600 OR 1-800-293-1017.

INTEREST CHECKING

HIGHER RESPONSE MARKETING, INC.

Interest Paid YTD		51.12
Deposit Account Recap		
Beginning Balance as of May	01, 1999	33,961.54
<u>53 Deposits</u>	(Plus)	<u>49,929.85</u>
Interest Paid	(Plus)	27.41
Service Charge	(Minus)	44.20
Ending Balance as of May	28, 1999	42,288.42

Bank Statement for May to June 1999:

022 HIGHER RESPONSE MARKETING, INC.
5636 SPRING VALLEY #18-B
DALLAS TX 75240-3170

COMPASSWORKS WILL SAVE YOUR BUSINESS, AND YOU, MONEY.
HOW'S THAT FOR A BANK STATEMENT?
COMPASSWORKS FOR BUSINESS PROVIDES BUSINESS AND PERSONAL DEPOSIT
ACCOUNTS, CREDIT CARDS, CREDIT LINES, AND MORE. ALL WITH NO FEE OR ONE
LOW FEE, DEPENDING ON YOUR BALANCES. STOP BY YOUR NEAREST BRANCH. OR
CALL 1-800-COMPASS TODAY.
CREDIT SUBJECT TO APPROVAL
IF YOU HAVE QUESTIONS ABOUT YOUR STATEMENT, CALL CUSTOMER SERVICE AT
238-8600 OR 1-800-293-1017.

INTEREST CHECKING

HIGHER RESPONSE MARKETING, INC.

Interest Paid YTD		86.77
Deposit Account Recap		
Beginning Balance as of May	29, 1999	42,288.42
<u>58 Deposits</u>	(Plus)	<u>40,899.15</u>
Interest Paid	(Plus)	35.65
Service Charge	(Minus)	57.40
Ending Balance as of June	30, 1999	45,161.60

Bank Statement for March to April 2001:

022 HIGHER RESPONSE MARKETING, INC.
 5636 SPRING VALLEY #18-B
 DALLAS TX 75240-3170


IF YOU HAVE QUESTIONS ABOUT YOUR STATEMENT, CALL CUSTOMER SERVICE
 972-238-8600 OR 1-800-293-1017.

INTEREST CHECKING		HIGHER RESPONSE MARKETING, INC.	
<hr/>			
Interest Paid YTD			42.62
Deposit Account Recap			
Beginning Balance as of March	31, 2001		15,791.42
<u>78 Deposits</u>	(Plus)		<u>48,522.85</u>
Interest Paid	(Plus)		12.30
Ending Balance as of April	30, 2001		30,420.57

Bank Statement for July to July 2001:

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 Jun 30, 2001 to Jul 31, 2001

30

 Bank

022 HIGHER RESPONSE MARKETING, INC.
 5636 SPRING VALLEY #18-B
 DALLAS TX 75240-3170

IF YOU HAVE QUESTIONS ABOUT YOUR STATEMENT, CALL CUSTOMER SERVICE AT
 972-238-8600 OR 1-800-293-1017.

INTEREST CHECKING		HIGHER RESPONSE MARKETING, INC.	
<hr/>			
Interest Paid YTD			73.24
Deposit Account Recap			
Beginning Balance as of June	30, 2001		31,633.02
<u>71 Deposits</u>	(Plus)		<u>26,139.55</u>
Interest Paid	(Plus)		9.09
Ending Balance as of July	31, 2001		23,562.32

[CLICK TO READ CHAPTER ONE](#)



How I Sell Thousands Of Products From Home Using The Net!

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How I Sell Thousands of Products From Home Using the Net!

Is **How I Sell Thousands Of Products From Home
On The Internet** unrealistic hype? Or is it doable?

How unrealistic and impractical is it to think someone can sell thousands of products (or services) on the Internet from home?

We're all skeptical, aren't we?

We've seen the dot com companies go under. We've heard the negative stories on TV. A few people are surprised the Internet is still around.

Yet, not only is the Internet still around, business is thriving.

By the end of 2002, more than 600 million people worldwide will have access to the Web, and they will spend more than US\$1 trillion shopping online, according to a study by research firm [IDC](#) and reported in Ecommerce Times.

There were 600 billion in sales in 2001. Get that? 600 billion dollars in sales. Think there's maybe enough room for you and your little pc and product line?

All you need is to suck out \$100,000 net from a potential market of 600 billion!

What does it take to reach that lofty \$100,000 sales figure? Not as much as you may think.

Sell 416 products per month with a net profit of \$20.00.

Sell 167 products per month with a net profit of \$50.00.

Sell 84 products per month with a net profit of \$100.00.

When I say net, for simplicity sake, I mean net after deducting 15% for overhead, and so forth. In a later chapter, we'll break the numbers down more exactly for you.

Keep in mind, that you don't have to get that many new customers each month. Using the Marlon Sanders' System, you're going to make a number of those sales each month to existing customers.

And I'm going to show you how to make that happen automatically -- like clockwork.

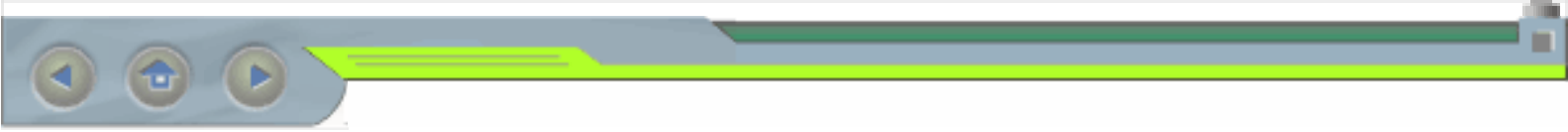
My point is, it may not be as hard to make \$100,000 per year as it sounds to some on the surface. It's certainly an attainable goal well worth shooting for.

All you do is create a simple little business plan. That's what I'm going to assist you

in doing by the end of this course.

Time to press on.

[CLICK TO READ CHAPTER TWO](#)



How I Sell Thousands Of Products From Home Using The Net!

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How I Sell Thousands of Products From Home Using the Net!

I still can't believe I make this much money working out of a little upstairs office next to my bedroom!

My name is Marlon Sanders. I'm 44 years old and single. At the time I'm writing this, I'm upstairs in my townhome.

I'm sitting at my computer. I'm listening to music and sipping on coffee. It's a nice life in many ways.

I go to bed as late as I want. Sleep as long as I feel like. Take days off when I want. Some of my friends in this business have families. The biz has been very good to them because they have the flexibility of spending time on demand with their kids or spouse.

In the old days, pre-Internet, it would have been almost impossible to do what I do now. I know. I tried.

Back then, you had to print up and mail sales letters for your products. These letters cost up to a buck each to put in the mail. And you had to spend money upfront before knowing if you would get any back.

It was an expensive way to run a business.

Now, all I do is type up an email and send it out to my customers and prospects. If people don't buy for whatever reason, all I'm out is an email. No big deal.

In some cases, I'm out the time to create the product.

But I don't have to worry about paying gigantic printer bills. I don't have to run back and forth to the office supply all the time. The Internet simplifies so many things.

I have customers in almost every country of the world. That's a nice feeling. This business has enabled me to travel to countries I long dreamed of going to. It has let me travel all over the U.S.

I'm going to take you inside.

Teach you the things that make me money.

Here is the first factor: The ONLY edge you have in the "Information Age" is -- information. The single most valuable commodity you can own is information in the form of what Napoleon Hill, author of *Think and Grow Rich*, called "Specialized Knowledge."

With the Internet, we now have TOO MUCH information. Un-filtered, unorganized,

irrelevant information is noise. But highly specialized information that enables you to get a result is priceless.

For example, many people have started web sites and not made a dime with them. Others sell millions of dollars a year. What is the difference?

You could point to many things. But ultimately it boils down to one -- know how.

Those who know how make the money. The others may think they know it all. In fact, they MAY know it all. The problem is, they don't know how to sift through the vast sea of information and focus on those things that DO make money.

The proof is in their lack of income.

How much is it worth to you to know what actually works? To have a paint-by-numbers system you can plug your products into and make money with?

Do you want to work hard? To try and reinvent the wheel? Or do you want to plug into a success system that is already tried, tested and proven to work?

If you say you want a success system, then you've come to the right place. Because that's exactly what this course is about.

[CLICK TO READ CHAPTER THREE](#)



How I Sell Thousands Of Products From Home Using The Net!

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How I Sell Thousands of Products From Home Using the Net!

What this course is not about

The first step to learning is clearing out your mind. It's impossible to absorb new information if your mind is cluttered with a bunch of misinformation, fears and doubts.

So let's get those out of the way right now.

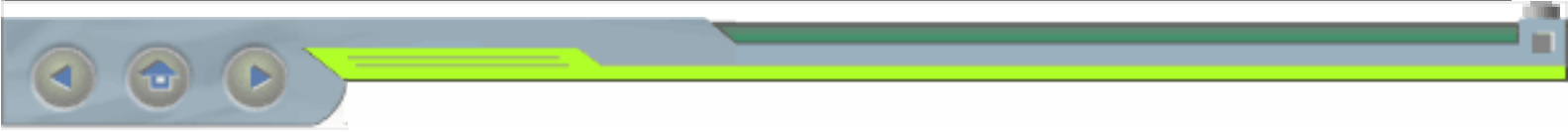
1. This is NOT a book report on ideas I read somewhere else and am rehashing to you. This is about what I know works because it's what I do in my business.
2. This is NOT about a guaranteed way to get rich or, in fact, make any money at all. In life and business, there are no true guarantees. There is the possibility of risk and loss in exchange for the potential of making money. What I can and will do is reveal how I personally make money.
3. This is NOT about hitting up your family and friends to buy products from you. That's the great thing about the Internet. You can get your own customers. You don't have to leech off your friends and family.
4. This is NOT about how to become a millionaire by spending five million dollars! It takes money to make money. But I'm going to assume you're not a millionaire and you're starting with a minimum of working capital.
5. This is NOT everything you will ever need to know. What I've found is that successful people make a commitment to learning on an ongoing basis. They realize no one course can or will do it all. I personally spend \$10,000 or so a year on my own continuing education. Other successful people I know in this business do the same. In education, you get what you pay for. I choose to learn from the best.
6. This is NOT the only way to make money with silly schemes and plans that only amateurs participate on. There are a boatload of goofy gimmicks and schemes online that I will NOT tell you about. I don't want to waste your time with junk.
7. This is NOT about an impractical dream no one ever does. It isn't like those "get-rich-quick" ads in magazines that paint fanciful tales that are nothing but lies. In other words, I'm not selling blue sky. You'll find no smoke and mirrors here. I'm a real-life person. My business is real. Every year we sell thousands of products around the world.
8. This is NOT about making money with no effort. If all you want to do is sit on your rear end and watch TV and rake in the cash, forget it. Selling products takes time and effort.

One of the challenges in starting a business is who to believe. There are so many people who sell you just what you want to be sold. They paint unrealistic pictures and promise incomes that just aren't true.

OK. So there you have it. We're gonna talk about this business by shooting straight. No b.s.

Here we go.

[CLICK TO READ CHAPTER FOUR](#)



How I Sell Thousands Of Products From Home Using The Net!

on-line reference



How I Sell Thousands of Products From Home Using the Net!

How I sell products from home over my PC
using simple software and my brain

There are six steps to success in selling products and services from home using your PC.

Step one: Find a demand

You can't sell what people don't want. I use the word want because people do buy what they want, not what they need.

So the first step in selling is to find a demand that already exists. We're not in the business of creating demands from scratch. That's an expensive proposition. Yet, this is where most people screw up. They START with a product.

You do NOT start with your product. Why? Because there may be no demand for it. The way I find demand is by conducting a survey with 12 possible product ideas. I send these brief surveys to my customers and prospects. I give a free gift for answering the survey.

By using surveys, I let people tell me what they want to buy. Then I sell it to them.

Step two: Source a product or service

Once you find a demand, you find a product. There are many sources of products. You can look in trade magazines, attend trade shows, look on ebay.com, search under the word "wholesale" in your phone book and so forth.

Now I'm going to give you the most amazing source for obtaining products at big discounts I've found. Some of these sources will ship the products for you. This source contains 5,463 product suppliers. Many of these vendors have thousands of products in their line alone.

What's more, you're getting these products from the true source, not from a third party who is buying from the source and then marking them up again to you.

I've not seen anything else like it anywhere -- even for pay. Oh, the best part about this service is it's free.

Does that fit your budget?

This one source alone is worth much more than you paid for this course. What I want you to understand is how truly incredible and valuable specialized information is. I went on ebay and bought every single wholesale directory I could find. Not one source was a fraction as powerful as the one I'm going to give you.

With this source, you can immediately have access to top notch products hardly anyone else knows about.

Alright, the source for the products is:

<http://www.buylink.com>

With this source, you could find a vendor who will drop ship and start an ebay business in only a day or two. Let me explain "drop shipping". When a company drop ships, they ship the product direct to the consumer for you. That means you don't have to carry any inventory of the product.

In my business, I create and sell marketing training products similar to the one you're reading. So I write and produce my own products. This, of course, gives me a greater markup and more profits than selling products produced by others.

You can source services as well as products

You are not limited to sourcing products.

Step three: Promote to prospects

After you line up your product source, the next step is to promote your product or service. You've got to get your message out.

This is one of the obstacles that stops many people. They don't have a big budget, and they think they need it to promote their product.

What they need is NOT a mammoth-sized budget. What they need is specialized knowledge, the know how of what to do. You see, when you have that, you can overcome a lack of deep pockets.

Here's an example: We spend very little money on advertising. The way we promote our products is by offering a commission to other people who sell them for us. These people are called resellers, associates or affiliates.

Those words all mean the same thing.

We don't have to pay for the promotion, in essence, until after our products are sold. Why? Because once a month we cut checks for commissions and send them to our resellers.

But you may be thinking: "I can't do that. I don't have any resellers". Well, neither did I when I started out. What you have is NOT a lack of resellers or associates. What you have IS a lack of know how.

When you have the know how, you can find associates to promote your products for you. Most people get so caught up in what they lack, what they don't have, how they don't have a million dollars, or they don't have this or they don't have that -- they totally overlook acquiring the one thing you DO need -- specialized knowledge.

The know how.

Get THAT and the other problems take care of themselves.

One way to promote without much cash is via an associate program. Another method is by writing articles that reference your products and/or your web site and submitting those articles to magazines and ezines. Ezines are newsletters sent to you via email.

Some magazines will even pay you for your articles. In the case of ezines, there is no pay but they run articles for free. And this is free promotion for you.

You can see sample ezine articles at: <http://www.ezinearticles.com>.

Other popular methods of promotion include:

Pay-per-click: This is where how much you're willing to pay "per click to your web site" determines your position in the search results. If you bid more per click for position number one than the other advertisers, then your site will be the number one listing.

When you use a "Pay Per Click" search engine, you pay X dollars or cents every time someone clicks on your link.

If you go to: <http://www.overture.com> and search on the words "dog houses," you'll see a page of search results. Next to each listing is a dollar amount that tells you how much that advertiser pays if you click on his or her link.

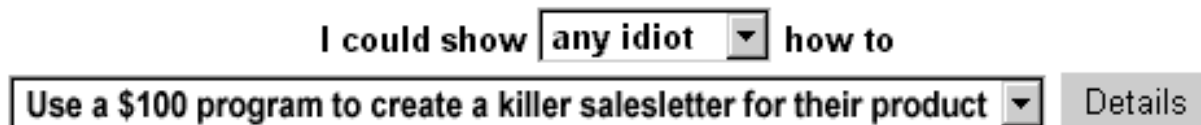
At the time I'm writing this, the number one advertiser is willing to pay \$.17 every time someone clicks on his or her link. In other words, let's say you're in the market to buy a cool dog house for your new puppy.

You hop on <http://www.overture.com> and search on "dog houses." You click on the number one link that appears. That advertisers then owes overture.com 17 cents for your click. That means that for \$170, the advertiser gets 1,000 visitors to his or her web site. That's not bad.

Imagine how much it would cost to get 1,000 visitors to a store if you owned a local retail "dog house" store.

Overture.com is just one of many search engines where you pay for placement.

Banner advertising: If you've surfed any at all, you've seen banners similar to the one below on web sites.



You can buy banner advertising on individual sites or on networks that are a collection of sites. One service that will sell you banner advertising is advertising.com.

Pop-ups: You've seen ads pop up when you visit a web site or when you leave. These are called pop-up ads. Services such as advertising.com will sell you pop-up ads on high-traffic web sites.

Ezine advertising: Ezines are newsletters that are sent to you via email. Many ezines allow you to buy classified ads in them. Some ezines also offer a sponsor position, which advertises your product the first thing in the ezine.

Step four: Make the sale

This business is about lead generation and conversion.

Let's define those terms so you clearly understand them.

When you generate a lead, you locate a person who demonstrates interest in your product or service. For example, if someone visits your web site and signs up to get a free report, that is called a lead. It's a person who indicated interest in your product a service.

In the broadest use of the term, simply getting visitors to your web site could also be called lead generation. Why? Because by the act of coming to your web site, the visitors are demonstrating interest in your product or service. Otherwise, why did they visit your site, right?

Getting visitors to your web site is also called traffic generation. It's as though your web site is a retail store and when people walk into your store, it's traffic.

Another term you need to understand is "converting visitors to sales". When a visitor at your site buys, that person is converted from a visitor to a a buyer.

So in marketing you will refer to "lead generation and conversion." Or "traffic and conversions." That is, you talk about leads you generate and sales made. Or traffic to your web site and conversions or sales.

Now, the way you make the sale is by presenting the features and benefits of your product in an email or on a web page.

I've developed a software program that actually walks you through a 12-step system for creating what I call a sales letter.

Imagine you were so excited about your product that you sat down and wrote a letter to a friend in another state, province or country and told them all about your new product or service.

This is what a sales letter does. It's written in a personal me-to-you tone. It usually starts with words "Dear Friend." It ends with your name.

In between you spell out all the features and benefits of your product or service. You give the prospective customer a number of reasons to buy. And then you give them a compelling reason to buy -- today! And finally, you give them a way to order.

Here's a sample of one of my sales letters. Remember, I have software that walks you through writing a letter like this -- even if you don't think you can:
<http://www.cashlikeclockwork.com>

Step five: Follow-up Selling

After your customer buys from you the first time, you follow up by email and offer them additional products or services. This is called getting repeat business, follow-up selling or working the "back end."

In marketing we refer to the initial sale as the "front end" and all sales to the same customer after that as the "back end."

The profits in business are made on the back end. That is, the profits are in getting and keeping loyal customers who buy from you over and over again.

What software do you need?

This is how I look at software: There are tools you need in this business just like any business. These are things you must have. So you don't think twice about getting them. They're your TOOLS. What difference does it make how much they cost? If you're going to be in the business, you have to have them.

GET THE TOOLS YOU NEED!

OK. Here are the basic tools you need for this business. These include software and various services.

1. [Eudora](#) -- Free

This is the program we use to read and respond to email. It's a heavy-duty email management program. You're going to be responding to lots of email. So this is a tool you need. Fortunately, it's free.

2. [Winzip](#) -- \$29.00

If you don't have a program to zip and unzip files, this is the one we use. Mac people use a program called Stuffit. When you zip a file, you compress it and make it much smaller so you can email it or transfer it to a floppy disk or CD. Winzip zips and unzips programs for you automatically. Using it is a no-brainer.

3. Front Page or [Dreamweaver](#) -- \$100-\$200

If you're on a slim budget, you can buy a used copy from ebay.com. You're going to use the heck out of Front Page or Dreamweaver. This is the program you'll use to design your web site with. These programs are similar to using a word processor. When you type, the program converts your text to html, which is the code that web browsers read. This is all done in the background. From what you can see, all you're doing is typing.

4. [WS FTP LE](#) -- Free

This is the program you'll use to upload your html pages to your web host. This is what makes your pages magically appear on your web site.

5. Windows Messenger -- Free

Windows messenger comes with windows. If you use a Mac, try icq or another instant messaging program. You'll need to communicate with other people. We use [ICQ](#) and windows messenger.

6. A graphics program -- \$40-\$700

You'll need a graphics program like Photoshop 6 or 7, or Paint Shop Pro. If you're on a limited budget, try [Xara Web Style](#).

8. Your Internet connection -- \$20-\$80 per month

You likely already have an Internet connection or you wouldn't have purchased this course. We recommend the fastest connection you can get. Right now, I use DSL. Most of my staff has cable. I can't get cable where I'm at.

9. Web hosting -- \$2-\$25 per month

This is not software but it is a tool you must have in this business. Most of our web sites cost us \$2.00 per month. Some people pay \$80 a month per site -- and more. This is where know how can save you a good deal of money. We have over 15 sites. You can imagine how much we'd be wasting if we paid \$80 per site vs. \$2.00. Not many people know where we get our \$2.00 sites from. And that's the value of having specialized knowledge. It saves you money and makes you money. You'll find web hosting sources on <http://www.therealstartpage.com>

10. Autoresponders -- \$10-\$40 per month

You'll need sequential autoresponders. These cost you \$10-\$40 per month. For autoresponder companies, go to: <http://www.therealstartpage.com> and look under that category. You can get some pretty good deals on services that provide you with unlimited autoresponders for one monthly fee.

11. Merchant account -- \$20-\$30 a month plus setup fee. You can save money by starting with Revecom.com

They do require you have a registered business name to use their service. If you don't have that, just use PayPal instead. They have really low transaction rates and anyone can use their service.

12. Real time credit card processing -- \$20 month vs. per transaction fee.

This is the system that charges or authorizes credit cards for you automatically. My processor has a minimum monthly fee. In other words, if I don't process a certain number of transactions each month, I still pay that amount. We're always over the minimum so I don't know how much it is. I think it's \$10 or \$20. If your business succeeds at all, you won't have to worry about the minimum.

13. Norton Anti-Virus Software -- \$50 (approximately)

Norton is the anti-virus software we use. You cannot scrimp on this. You gotta have it. Check your local computer software store for the latest prices.

14. Phone, fax, etc.

There are other things like a telephone, fax machine, printer and so forth. You can get a fax machine cheap off ebay or you can buy a used one from your newspaper. Or you can buy the Winfax Pro software and use your computer as your fax.

As you can see, there are some minimum costs in running this business. But understand, any business requires you to put money into it. The thing about an Internet business is I don't know of many places you can invest this little of money and have the ability or potential to make money.

Compare the above numbers to any other business, and you'll see what a bargain this is.

[CLICK TO READ CHAPTER FIVE](#)



How I Sell Thousands Of Products From Home Using The Net!

on-line reference



How I Sell Thousands of Products From Home Using the Net!

How I stumbled upon the secrets of selling products
and services on the Internet.

I didn't set out to become an Internet guru.

I basically stumbled upon this business. And initially I was terrified of it. I'll never forget.

I was writing ad copy for a company in Dallas. The World Wide Web had just been developed. The company I was working for had hired some outside consultants to come in and assist with their plans to cash in on this new wild thing called the web.

Terms started flying around the office. Words like "eudora," "domain names," "search engines" and so forth. They might as well been talking greek as far as I was concerned.

I heard one of the consultants say they were going to register a domain name. I had no clue what they were talking about. I felt so intimidated by the technology.

Fortunately, because my company was so heavily involved in the early days of Internet marketing, I met a guy named Jonathan Mizel who was writing a newsletter about how to market online.

We became friends. (Later we went on to do 120 seminars together across the U.S.) I also met Declan Dunn who was a talented web designer.

By teaming up with my friends, I quickly learned the ropes of selling on the web.

My friends taught me that all I had to do was write a sales letter for a product, put it up on a web page, then get people to go there, read the letter and click the order link.

I set up my own merchant account so I could process credit cards and before I knew it, my web site was making sales. Of course, in those early days I made many mistakes you'll be able to avoid because of my experience.

At first, I was just making a few thousand dollars per month. Then, one of my products really hit and I started bringing in \$20,000-\$30,000 per month. And it hasn't stopped since.

Fortunately, I had my friends to show me the basic ropes of selling online. Since then, I've been fortunate enough to help show thousands of people around the world the ropes of selling online.

Mistakes are a tough way to learn. Not only are they expensive but they're a slow

way to learn.

It's so much easier when you have someone pointing out the steps to take, the steps to avoid, the software to buy, what to do in what order, where to host -- and so forth.

That's why I'm here.

It's funny. Things that sounded so intimidating to me like registering a domain name or ftp'ing files were actually easy once I learned how to do them.

I made much ado about nothing!

With your permission, I want to take you deeper. I want to take you on the inside. I want to show you how this business really works.

How you really make money.

How you can make a profit while you sleep at night.

I know.

I do it every night.

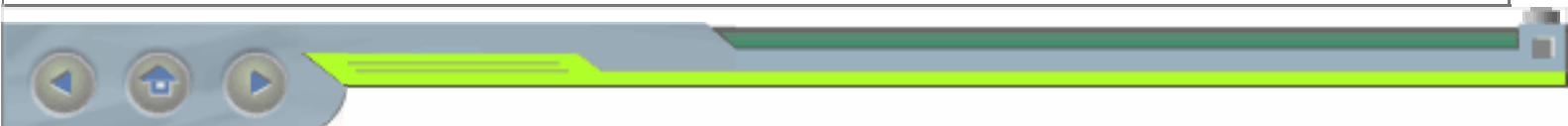
And I'm going to show you how.

If I can do this business, you can too. I am not a computer genius. In fact, I have people who work for me who are much, much sharper at using the computer than I am.

I do one thing well -- write sales letters.

And I've got that boiled down to a formula and coded into software so that you can do it also. I'll tell you more about that later.

[CLICK TO READ CHAPTER SIX](#)



How I Sell Thousands Of Products From Home Using The Net!

on-line reference



How I Sell Thousands of Products From Home Using the Net!

Walking through my system step-by-step

Here are the key components of how I make money online:

1. I get visitors to my web site by paying out commissions

We talked about this process earlier. It's called an associate or affiliate program. Here's how it works.

Go to: <http://www.hitsncash.com>. That is my web site for resellers. Click on the "sign up" button. Go ahead and sign up, so you can see how the process works.

You done? OK, great. In your email box shortly, you'll have an email with your reseller ID in it. This is what lets us track who sends us sales so we can pay out commissions.

The whole process works on a funny little word called "cookies." Man, the first time I heard the word cookie used, I literally thought it was a joke. I didn't realize it was a real Internet word!

Let's say your associate ID is 118777. You copy one of banners off our tools page and put it on your web site. Then you link it to this URL:

<http://www.amazingformula.com/cgi-bin/t.cgi/118777>.

Anyone who clicks on that banner sets a cookie. What does that mean? A very small text file is written to their computer. When the visitor goes the order form buy a product now, (or anytime in the future -- depending on how long the cookie is set for) the ID number in the cookie text file is read, and the appropriate commission is applied to the owner's account for that ID.

This ensures complete accuracy as to who gets credit for the sale.

Now, I'll be the first to admit that having your own associate program is only one way to get traffic. For my business, it has turned out to be the best source hands down.

Everyone wants to know HOW do you get associates. The way I do it is by turning every customer into an associate. I try to turn every customer into an evangelist for my products. And you should too.

Even if your customers don't have web sites, they do use email. They do have friends and family. Turn them into your informal sales force by creating a commission sales plan for them.

The other question people always ask is how do you get associates when you don't have any customers? The answer to that is to post your offering in associate directories. Just search under "affiliate directories" in any search engine and post your information in the different resources. All the ones I know of are free to post in.

But the best way is to pick up the phone and make a call every time you see a web site that would be a good associate for your products.

2. I use no-content web sites to make sales

From the earliest days, I was one of the major proponents of the no-content web site. People somehow feel that your web site must have a bunch of articles and information on it for people to buy.

My experience is that this is a myth. In fact, my sales went up when I removed content from my web site. Later, you can experiment with putting content on your web site if you want to.

But when you're starting out, pretend your web site is like an envelope in cyberspace. And what's inside is your cyber direct mail sales letter.

My web sites are basically sales letters with order forms. That is what works for me. And it saves me a ton of time and money in trying to come up with content that probably wouldn't increase my chance of making a sale anyway.

I've developed a software program that helps you create your sales letter since it's so important. The web site that sells the software is also a prime example of how to create a web site that sells. You will find it at: <http://www.pushbuttonletters.com>

3. I use real time credit card processing

When you click on the order link at pushbuttonletters.com then fill out the form and click submit, your credit card or check will be processed real time. That means an authorization is placed immediately on the credit card. And it's closed out with all other orders overnight in one batch.

Within just a few days, the money will appear in my bank account. The service I use to charge credit cards real time is called verisign.com.

If you're just starting out, I recommend Paypal at paypal.com.

At the time I'm writing this, it's free to establish an account with PayPal. (If that changes in the future, you can see our [update page](#) for the latest news.)

4. I sell immediately downloadable, digitally-delivered products

You can sell all kinds of products on the web. But I do like courses, training materials, ebooks and software because they can be digitally delivered without sending a physical product. This makes it much easier to sell products to overseas markets.

Creating an ebook is easy. You type it up in Front Page or Dreamweaver. Add a zippy page design. Then use an ebook compiler like [Ebook Edit Pro](#) to compile your chapters into a downloadable ebook. Compiling the ebook is a very simple process that literally only takes seconds. Anyone can do it.

As far as digitally delivering your product via an instant download, we have our own custom systems. But here's a service that will charge the credit cards, issue a user

name and password and take your customers to your download site.

<http://www.automateyourwebsite.com>

If you want to create your own digital delivery system, you can hire someone to do this for you at a reasonable cost via elance.com. You can also use [elance](http://elance.com) to find a graphic designer to help you with the design on your ebooks and web site.

Here's one resource a lot of people use for ebook covers and graphics on web sites: [Killer Covers](#)

You will find many other helpful resources at: <http://www.therealstartpage.com>

5. I follow up automatically using sequential autoresponders

Once people buy, you want to follow up and offer other products and services. The method I use for this is called a sequential autoresponder that automatically sends a sequence of emails according to the schedule I specify.

The [automateyourwebsite.com](http://www.automateyourwebsite.com) service mentioned above has follow up autoresponders built into it. But if you prefer to create your own system, here are three sequential autoresponder services for you to consider.

- a. [Getresponse](#) We have a number of autoresponders with [getresponse](#).
- b. [Aweber](#). We also use [aweber](#) and have found them to be very reliable.
- c. [ProAutoresponder](#) A new player on the block with a great pricing structure.

6. I hire and use independent contractors from elance.com

For web design, graphics, customer service help and so forth, I use the heck out of [Elance](#). I highly recommend it.

You can't do everything yourself. At [Elance](#), you post the job you need help with. Then people around the world bid on doing it for you. It's an easy and cheap way to find help for your business.

[CLICK TO READ CHAPTER SEVEN](#)



How I Sell Thousands Of Products From Home Using The Net!

on-line reference



How I Sell Thousands of Products From Home Using the Net!

Mistake one: Failing to spend money to acquire true specialized knowledge

Because information is free on the Internet, some people confuse that information with specialized knowledge.

Let's say you're getting on a plane to take a trip overseas. Do you want to fly in a plane piloted by someone who read a free ebook on how to fly a plane? Or do you want the pilot to be someone who has gone through a real pilot training program?

You want the real deal, don't you? See, there's a big difference between free information and specialized knowledge of a skill or craft.

And it's all the difference in the world.

Mistake two: Not understanding and utilizing the MasterMind process

In *Think and Grow Rich* Napoleon Hill explains the MasterMind concept. The MasterMind is about the power of collaborating with other people you trust on goals and projects.

After studying the richest people in America for over 20 years, Napoleon Hill determined that having a MasterMind group was the number one factor shared by rich people.

Do you have a team you can rely on? A team that backs you for your success? If not, you'll need to assemble one.

You want people on your MasterMind team who have businesses that are complementary to you, not competitive. Whereas competitors are not likely to openly and freely share with you for obvious reasons, someone in another industry can be 100% on your side.

Mistake three: Not knowing how to get the money you need

You're going to need money for your tools. Money for training. Money to cushion you against mistakes. The funds required for my type of online business are fractional compared to most other businesses. Yet, you will need money.

You can save the money. Take a loan on life insurance. Use multiple credit cards. Sign up for a new credit card. Take out a personal loan. Bring in a partner or investor. Work a part time job.

There are many ways to come up with the money you need.

Mistake four: Not understanding how you make a profit

You calculate your return on investment by dividing the money you take in by the money you spend to make that money. So in a month, if you spend \$3,000 and make \$10,000, your return or profit on the \$3,000 is \$7,000 or 333%.

Let's say you have to borrow the \$3,000 for that month. And you pay 2% in interest to borrow that money. That 2% interest was a bargain because it allowed you to make much more.

What's the return on your money, on your investment? That's the key. You must get out much more than you put in. When people get in trouble is when they make poor investments. They put in a lot and only get out a little.

Learn to get your money returning high yields for you. That's what the product-selling business is all about. You buy a product for X. Mark it up 4 or 5 times and sell it. That's a good return on investment.

Mistake five: Not following the proven formula for crafting a letter that sells

Don't reinvent the wheel on this one. I've spent a lifetime creating, refining and perfecting this formula. All you have to do is follow it via the pushbuttonletters.com software.

I can't tell you how many web sites I go to that deviate from the formula. For example, there is no way to order! Or the web site does not present all the features and benefits of the product or service. Therefore, you can't order because you don't have all the information you need.

Mistake six: Promoting multiple products on a page

I've found that the successful approach is to promote one product at a time. Everyone wants to create a catalog web site with all the products referenced on it. My experience has shown that this only confuses people.

The web is a surfing environment. You have only a minute to pull people into your sales process. You have a small amount of time the potential customer will spend at your web site. That's why you want to lead with a sizzling initial offer any potential customer whose breathing cannot possibly say no to!

Then, you follow up that purchase with other offers. But now you have the person on board as a customer. They have already spent money with you. The follow up sales will be easier.

Mistake seven: Not finding the demand -- first!

The mistake most beginners make is to start with a product before they know demand. Then they buy my courses to find out how to get people to buy their product!

That's exactly opposite of the way you do it.

First, you get the know how so you do things right to begin with.

Second, you find out the demand -- what people want. You always locate the demand first. I do this using surveys. And by talking to my customers and prospects.

Third, you test the waters on a small initial basis to verify people do indeed buy what they said they would. Sometimes people will say they want one thing and yet

spend their money in another. The ultimate vote is the pocketbook. Where do they spend their money?

Mistake eight: Not testing small

People sink a fortune into a business or into inventory before they verify that people will buy the products. Don't take other people's word for it. Test the products yourself on a small basis first before you buy much at all in the way of inventory. And even then, start low and go slow. Don't load up until you really have to.

Mistake nine: Not understanding risk

When you start a business, you're taking a risk. No other way to slice it. Don't invest money you can't afford to lose. Not that you can ever afford to lose money. But understand that in business and life there are no ultimate guarantees.

Make no mistake. There are landmines in starting a business. What we do is show you the path we walk daily THROUGH the mines. Step in our steps. Do as we do. We will show you how we avoid the mines.

Mistake ten: Always preparing and never doing

An easy trap to fall into is preparing endlessly and never doing. You want to read my materials and courses. Learn what you can. But then you must DO. You'll never make a profit if don't offer that first product for sale!

Don't fall into the trap of thinking: "Only other people can do it. They are smarter. They are more talented. They are special." The most important thing in this business is probably just a sixth sense about what people want to buy. That has nothing to do with education or anything else.

The secret to this business is selling people what they want to buy. If you have a good gut feel for what people want to buy, you keep your expenses low, you make cheap mistakes (vs. expensive ones), then you have a good chance of surviving and thriving.

Mistake eleven: Taking counsel with the wrong sources

In this business, anyone can publish an ebook. There are many written by people with no real world business experience. Kids in the back rooms of their parent's houses and so forth.

You want to take counsel with proven business leaders who have been down the path you want to take. Free or cheap advice is some of the most expensive advice you'll ever get. Mistakes are far more expensive than the cost of sound business counsel.

Mistake twelve: Buying business opportunities that are supposedly ready-to-go moneymakers

You and I have never met.

Yet, I know what you want.

What you want is for me to hand you a business for a grand or less that you can make \$100,000 a year with in 40 hours a week or less. A business you can start with only a small amount of cash. And one that doesn't have much risk in it. One that is almost guaranteed to make you money. A business which is like a franchise with phone support, coaching and everything.

Well, I'm sorry. But that is a pipe dream.

That's what you want. And chances are about 95%, if that is what someone says they're selling you, it's a big, giant puff of smoke with not an ounce of reality to it.

You want to hear you can make money in business without a lot of work. That I've already found the market, found the products, created the marketing materials, created the lead generation system and all that. And you're going to make 100 g's your first year -- no learning curve -- almost guaranteed.

It's not going to happen.

You mark this down right now.

Marlon Sanders told you: "You are your own Easter Bunny, Fairy Godmother and Santa Claus. You are the creator of your own business opportunity, work-at-home plan and make-a-fortune system. Thank you very much."

If you want it to happen for you, then you've got to do it yourself. Nobody is going to hand you a money machine for a small investment. I don't care what they say. The sooner you get that straight, the sooner you're on your path to making money in this business.

And the sooner you stop chasing pipe dreams and jousting windmills.

The one proven path to success is learning marketing yourself. That's how you become a success in this business.

Don't fall for someone's line that they're going to sell you a business for a song and a dance where all you do is flip on the switch and it makes money.

More often than not, you'll end up on the short end of that stick.

Let me clear here: I'm NOT slamming mlm or network marketing. First of all, I'm primarily referring to business opportunities that charge you \$1,000 to \$20,000 for what is advertised and promoted as a turnkey business.

Yet, in reality, the business model doesn't work. Why? Because the company doesn't have a way to generate leads and turn them into sales that really works.

Yes, they will have success stories they can point to. A few. More often than not, these success stories are from people who have a great deal of experience in the field. Or they have advantages you don't, like a pre-existing customer base and so forth.

I'm not against network marketing.

Some of my best friends have done quite well in it.

Having said that, I will also tell you these friends have acquired a great deal of skill and knowledge about marketing. In other words, you STILL need to know marketing.

While companies put a great deal of time and money into creating marketing systems, my exposure tells me the most successful distributors still create their own marketing systems.

Or if nothing else, their marketing training helps them use to the fullest potential the tools provided by the companies.

The reason people can get by with selling business opportunities that don't work is that people blame themselves for their lack of success.

When the truth is, the company didn't supply a workable way to generate leads and make sales. That's why I create the products I do. To train you how to generate your own leads, your own website visitors and make your own sales.

Then, in essence, you become your own business opportunity generator. You know how to do it yourself.

So you don't need someone else.

This is why I say self education is absolutely necessary. The bit of information you just read could easily save you losing \$5,000 or \$10,000 on a bogus opportunity.

The best investment you'll ever make is in your own training. And in developing the specialized knowledge and skills you need to succeed.

Some of my courses sell for \$1000 to \$3000. People who don't get it wonder how I can sell training for so much money. The reason is because it's an investment in your future. You can either rely on someone else to do it all for you. And pray to God they're honest. Or you can learn how to do it yourself.

My friends in this business spend \$7,000 to \$10,000 per year on education and training. That's what I spend.

You can never know too much about marketing nor be too skilled at it. That's why I continue to educate myself.

[CLICK TO READ CHAPTER EIGHT](#)



How I Sell Thousands Of Products From Home Using The Net!

on-line reference



How I Sell Thousands of Products From Home Using the Net!

How I started on a shoestring

When I started selling my ebooks online, I didn't have a fortune to spend. Basically, I did it on a shoestring. By that I mean for under \$5,000.

Here's how you start on a shoestring:

Secret one: Sell ebooks or other products and services that don't require the purchase of inventory.

You can use manufacturers that ship products directly to the customer for you. This is called dropshipping. You don't pay the manufacturer for the product until AFTER the customer has paid you.

Inventory is one of the big cash guzzlers that can kill you. By using dropshipping, you can save yourself a ton of money in the beginning.

My route was to create and sell ebooks. But you aren't limited to ebooks. You could, for example, sell a service. Again, no inventory required.

Secret two: Don't spend money on advertising until you know if you have a winner on your hands.

As I've already explained, I like to sell through resellers (also referred to as affiliates or associates). This way, I don't have to spend money on advertising.

What you do is contact web sites that could benefit from selling your product or service for a tidy commission and ask if they are game. Not everyone will say yes. But chances are, some will.

You can also promote your associate program by submitting it to directories as explained earlier.

Secret three: Don't spend a lot of money on software. Software is expensive and so much of it doesn't work as advertised. I recommend you stick to the basics. Your ftp program, html editor (Front Page or Dreamweaver) and so forth.

Secret four: Don't spend a lot of time on creating a product until you know if it will sell. So many people spend six months or a year on a product that is a dead duck. You may have to try 7 times before you hit a winner. Time is money.

First, you validate demand. Then you expand the product. That means, if you're selling an ebook, first create a quick-and-dirty version of it. Write your killer sales letter and get some promotion going on it. If it sells, then spend time expanding the product. If it doesn't sell, go on to your next idea.

Secret five: Save your money and work at home. Many very successful businesses have been started from home initially. It's a great way to cut overhead to the bone.

Secret six: Spend what you can on training. Solid, practical training will speed your success greatly and help you avoid a ton of potential mistakes. Money spent on your own training is a great investment.

Secret seven: Test small and expand slowly. Don't sink your life's savings into one project. What you do is start small. Test. Find out that people WILL buy your product or service. Expand as you have the cash flow.

Secret eight: Learn the skills you need for this business. Buy Front Page or Dreamweaver and learn to use it. Buy some books or a training CD. Go through free online tutorials.

Learn how to use your computer. There are plenty of books at the store on this.

Secret nine: Start your business part time. Go full time only as you have the money for it. I see a lot of sharp people start a business when they are broke and have no job.

If you have to do that, my advice is to start a service business where you can make cash flow from day one.

That's what I did. I did freelance writing to bring in cash. Later, I got paid to do public speaking. Both of these were services I provided to bring in cash while I got my product business up and running.

[CLICK TO READ CHAPTER NINE](#)



How I Sell Thousands Of Products From Home Using The Net!

on-line reference



How I Sell Thousands of Products From Home Using the Net!

How to come up with your product ideas

One of the reason people fall for business opportunities is they have great appeal:

We have products people want.

We have proven ads. You don't have to write anything.

We have the web site done for you.

We have lead generation or traffic methods already done for you.

All you do is plug it in and it makes money.

You are in the driver's seat when you don't need someone else to do it for you because you know how to do it yourself. Now, is learning how to do it yourself necessarily cheap or easy?

No. It's going to cost you some money. It's going to cost you time. But is it worth it? Absolutely. It's the only way to go.

Let's start your training right now by giving you several ways to find your own products.

One: <http://www.buylink.com>

Some of the companies in buylink will drop ship according to the information I've seen. This is an outstanding source of products.

Two: Look at what is ALREADY selling.

You don't have to blaze new trails. Look at what people are already buying and spending money on. Now, come up with your own new, improved version of those products and services.

When I created The Amazing Formula That Sells Products Like Crazy there were already many products being sold on somewhat similar topics. What I did and what you want to do is add an angle. In the case of The Amazing Formula, I sold the product as a 100% digital download. No one else was doing this at the time.

That angle or uniqueness made the product a huge hit.

Three: Ask yourself -- what's the next step?

Look at a product that is really hot. Ask yourself, "after people buy this, what is the very next thing they need?" Sell them that "next step" product.

I created a product called Gimme My Money Now because it seemed to be the next logical step. It was a way to make money using simple web sites that were basically a sales letter and order form.

So many people were advocating content-rich web sites that required big staffs (and overhead) to maintain. I said "screw that." What we want to do is sell something. I created Gimme as my next step product. It proved to be a very popular product.

Four: Ask yourself -- what product do YOU want to buy that is not available?

Create it, make it or find a supplier. If you are representative of a large group of people with a common vocation, interest or hobby, you could have a real winner on your hands.

I created one of my products called Automation Secrets: How to Get It All Automated because it was a product I wished I could buy. But no one sold anything like it.

Five: Turn complaints into gold.

What are people complaining about? Could you provide a solution to their complaint? Will they pay for the solution? One way you can find out is by testing small.

I have a killer course on how to write sales letters. But I found out no one thinks they can write. So what I came up with was a software program where you just fill in the blanks and it practically writes the sales letter for you. It's called Push Button Letters. This idea turned out to be another huge seller for us.

Six: Revive old, abandoned products.

Look in magazines that are 5 years old for products that are no longer sold. Chances are, someone has a pile of those products in a garage or storage somewhere. If you're lucky, you may be able to snag the whole supply for almost nothing or for a modest royalty on sales.

Seven: Answer the "wouldn't it be great if" question.

Have you ever said, "wouldn't it be great if..." Of course you have. Now, provide the answer to wouldn't it be great if, and you could have a terrific little seller on your hands.

We had a problem. People bought our ebooks but didn't know how to download them. Nowadays, this really isn't a problem. But several years ago it was. So we created a product called The Ultimate Beginners Guide. It contains practical tutorials on all the basic things computer beginners need to know how to do like ftp'ing files, zipping and unzipping, and so forth. It has been a steady seller for us.

[CLICK TO READ CHAPTER TEN](#)



How I Sell Thousands Of Products From Home Using The Net!

on-line reference



How I Sell Thousands of Products From Home Using the Net!

Is this the business for you

I love my business.

I love my life.

I wouldn't have it any other way.

I sleep as late as I want.

Go to the gym anytime I feel like it.

Call my friends when I'm in the mood.

Massage my schedule so I don't drive when it's rush hour.

It's a great life. I don't have a boss breathing down my neck. If I feel like procrastinating, I do it. If I don't want to do it at all, I hire someone else to do it or simply scratch the project. I can travel because my schedule is flexible. I have more freedom than most people.

At the same time, having your own business is not a piece of cake. Don't get me wrong.

Are there long hours sometimes? Absolutely.

Is it frustrating when things aren't going your way? Absolutely.

Do you risk losing money? Absolutely.

Does everyone succeed in this business? No.

Do the majority of people who try this business succeed? I don't know the answer but probably not. Although, I bet the number of people who really do their homework, buy and read the available training products and then follow instructions is pretty good.

But nothing is guaranteed. That's the real world. And anyone who tells you differently has a hidden agenda.

I am not a born business person. I suck at accounting and numbers. Truly I do. I was not good at writing sales letters in the beginning. I have friends who are much more skilled than I am at figuring out what people want to buy.

Really, the main reason I have succeeded in this business is because of desire. I just wouldn't give up.

One of my favorite books is *Think and Grow Rich* by Napoleon Hill. Many years ago, Andrew Carnegie, founder of the steel industry in America, commissioned Napoleon Hill to study the richest people in America and write a summary of his findings.

The result of that research is the perennial best-selling book *Think and Grow Rich*.

Anyway, among the 17 keys to success Napoleon Hill identifies are the following:

1. **Definite of purpose:** You have to know specifically what you want and go for it. No room for wishy-washy stuff here. Be definite and resolute. This IS what I want. This IS what I will do. Part of this is the ability to TAKE ACTION.
2. **Burning desire:** You focus in with 100% clarity on what you want.
3. **Specialized knowledge:** You acquire the specialized knowledge and skills it takes to succeed in your chosen endeavor.
4. **The MasterMind:** Teaming up with those who can help you succeed.

If you have the definite purpose and burning desire, my purpose is to give you the specialized knowledge you need as part of your MasterMind team.

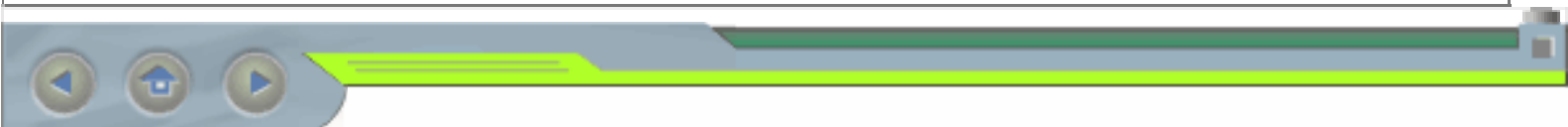
I've dedicated my life to creating the training materials and courses people need to sell their products and services successfully. I would be honored if you give us the opportunity to assist you with building your business and taking it to the level of your own personal financial freedom.

5. **Ability to make good decisions and take action:**

I'm paraphrasing some here. But Napoleon Hill said that one of the key success factors was being able to make decisions and take action. A lot of people get the paralysis of analysis. They think about it. Think about it. Plan for it. And so forth. But they never act. They never "just do it" in the words of Nike.

Some people are just dreamers. They dream about having their own business. But they never get started. They never take the next step. That won't hack it. You have to be proactive. You have to be a doer if you want to be successful in your own business.

[CLICK TO READ CHAPTER ELEVEN](#)



How I Sell Thousands Of Products From Home Using The Net!

on-line reference



How I Sell Thousands of Products From Home Using the Net!

Everything I promised in the sales letter

In the letter you read when you bought this product, I promised to reveal certain things. I now want to cover bullet by bullet every point I have promised to. Many of these have already been covered in the product.

But I want to put all the answers in one place for you, so you know I covered everything and have fulfilled what I promised when you purchased this product.

Can you make a living online?

Do I make a living online? Yes. Do I have many friends in this business who do? Absolutely. Do many people I don't know make a living online? Yes. Can you do this? That depends on you. Do you have a definite purpose like Napoleon Hill talks about? Do you have a burning desire? Do you have or will you get the specialized knowledge and skills it takes to make it in this business? Will you persist until you succeed?

What products or services should you sell?

What I create and sell are information products like the one you're reading right now. I highly recommend them because you don't have to ship or mail anything. You can also sell products that are not available to people locally. If someone can buy a product down the street for the same price you're selling it on the Internet, chances are they'll buy it down the street. However, if you can save people money, you can sell about anything. If you go to <http://www.ebay.com> and look at all the things being sold online there, you'll see that statement is true.

How much do you charge for your products?

The way you find out how much to charge is by testing different price points. You can create a rotating web page with two versions of your sales letter. One at one price and one at the other. I also look for what I call "holes in the marketplace." I look for price points no one else is selling at. If everyone in the market is selling cheap, I sell at a higher price. If everyone is selling expensive products, try the lower end or middle range.

How do you take orders?

What you do is set up real-time credit card processing. You can take credit cards using a merchant bank. You will find some of these on our web site therealstartpage.com.

Or you can use a service such as revecom or paypal. Once your account with Revecom or PayPal is established, you can get the "Order Now" button on your site

within minutes. Just copy the code they give, and paste that into your webpage where you want the order button to appear.

How do you take credit card orders?

The easiest way is to use a service like www.automateyourwebsite.com. It automates everything for you. You can also hire a programmer as we did and set up your own custom systems. Just add a small piece of HTML code to your web page that generates the "Order Now" button for you. Anytime someone clicks on it they'll be taken to your order form.

How do you deliver your products?

The [automateyourwebsite.com](http://www.automateyourwebsite.com) software will handle digital delivery for you. If you have products you need to ship, see the resources on therealstartpage.com.

Is there still room for you online?

This is no different than any other business. There is always room at the top. When you read *Think and Grow Rich*, you'll know why this is so. The secret to success is targeting a niche or area where you have an advantage over larger businesses. In other words, specialize in an area.

How do you make a six-figure income?

Break your income goal down into monthly and weekly goals. Plan on cash flowing 20% to 30% of gross sales. That means you need to gross \$400,000 to \$500,000 to make \$100,000. If you run a lean, mean business and keep your expenses down, you can cash flow 50%. I have friends who do. That means you would only need to gross \$200,000 to \$250,000.

This is something most people build up to over a few years. Don't expect to gross that much your first year. If you do, you have exceptional abilities.

How do you run a business from home?

You have to sell digitally delivered products like ebooks or software. Or find someone else who will inventory and ship your products for you. This can be a manufacturer who drop ships. Or it can be a service.

If you go to any search engine and look for "fulfillment" you will find many companies who inventory and ship products for a fee. In the beginning, I don't recommend you start an inventory-type business because you're likely to get stuck with a bunch of products you can't sell.

Start with products you can obtain on a dropship basis. Or sell digitally delivered products.

How do you put up a web site?

Right now, the top html editors are Front Page and Dreamweaver. Of course, these things do change. As you get in the business, you'll know what tools people are using.

You can learn the basics of using Front Page or Dreamweaver in a weekend. It's pretty easy. They work pretty much like a word processor. You insert a table and type. You insert pictures. And so forth.

Once you're finished, you will need a place to host your web pages. This is called a web host. A web host leases you space on their computers that delivers web pages

when people type in a url (web site address beginning with "www." You will find web hosts listed on therealstartpage.com.

Once you've signed up with your web host, you use a method called ftp to transfer the files to your web site.

This is very simple.

Click here for a step by step video that you can download, then watch using the Windows Media Player: [How to FTP](#)

To open the .zip file, you'll need Winzip or another similar program. Once you have the file unzipped, just double click the ftp.wmv file inside and it will open automatically.

What types of products are easiest to sell on the PC

I've pretty much already covered this. You can sell ebooks and software or products that are not easily available locally. Don't try to compete with Wall Mart. You need to sell products that people can NOT buy locally. Or where you can sell at a 25% or greater savings vs. what people can buy locally.

Where to find products you can sell

Try <http://www.buylink.com>. And read the chapter on coming up with product ideas.

How and where to find customers

The easiest way is to start an affiliate or associate program as we've discussed in the product. You can also use a pay-per-click search engine like overture.com.

How to deliver software and ebooks digitally -- so you don't have to mail anything

The easiest way in the beginning is to use the software at: <http://www.automateyourwebsite.com>

How to get other people to inventory and ship physical products for you, so you don't have to junk up your house

We've already talked about the dropshipping process. You can also use what are called fulfillment companies. Just search on the Net under the key word "fulfillment." You might even find a company in your own city or province that offers this service. Check your local phone book.

My 6-step hyperdrive sales system

I've covered this in chapter six.

How to get dozens or hundreds of people selling your products for you

We've already talked about affiliate programs (also referred to as associate or reseller programs). When you have your own affiliate program, you pay others a commission for selling your products.

How a friend of mine sold thousands of dollars of diamonds online

I haven't talked about this one yet. I have a friend named Kirt. He's a very bright guy. He found some guys on ebay selling a web site that sold diamonds. They were

making pretty good money at it even though the site was ugly and didn't incorporate many marketing methods like sales letters, autoresponders, and so forth.

Kirt bought the site and the sellers hooked him up with their wholesalers and taught him about the business. Kirt hired one of his friends for \$10.00 per hour to be a phone sales person. He did quite well and sold the site for a big profit within one year.

How people make money with online auctions

The key to making money on ebay and other online auctions is in your buying. Ebay is a price-driven market. If everybody and their dog is selling the same products you are for the same price, you have a tough business. Find a local supplier of products others aren't selling on ebay. Or that they are selling for considerably more money. I recommend you try <http://www.buylink.com>

Why you don't need a big, fancy web site

People buy from sales letters. The marketing method that has worked for me is very simple. Write a drop dead sales letter for your product. Put it up on a web page. This is simple to do. Then drive traffic (that is, visitors) to your site using an affiliate program and pay-per-click traffic. You don't need a big, fancy web site. You need a hot sales letter.

How to sell stuff with emails

Once someone buys from you or signs up for your mailing list, you want to follow up with emails and possibly faxes. For example, my friend Kirt offered weekly diamond specials. He would fax out a one-page list of these weekly to people who came to his web site and signed up for his mailings.

The [automateyourwebsite.com](http://www.automateyourwebsite.com) software will allow you to place a form on your web site, so people can sign up for your mailing list. There are a number of autoresponder services listed at [therealstartpage.com](http://www.therealstartpage.com) that will do the same thing.

The simple software I use

I've already covered software in one of the earlier chapters. Most of what you need is free or relatively inexpensive.

How to get started

Step one: Decide who you want to sell to.

Step two: Create a list of 12 possible products and show it to people you identified in step one. Ask them to pick the 1 product they would be most likely to buy in the next 30 days.

Step three: Find a supplier for the product or, if it's an ebook, create your own quick-and-dirty version.

Step four: Write your sales letter.

Step five: Sign up for your web hosting.

Step six: Create an attractive web-page design for your sales letter.

Step seven: Decide on a method for taking credit cards.

Step eight: Place an order link on your web page that hooks up to your credit card system.

Step nine: Sign up for affiliate software.

Step ten: Create a sign-up page for your affiliates.

Step eleven: Announce your affiliate program to affiliate directories.

Step twelve: Call web sites that would make good affiliates and invite them to join your program.

[CLICK TO READ CHAPTER TWELVE](#)



How I Sell Thousands Of Products From Home Using The Net!

on-line reference



How I Sell Thousands of Products from Home Using the Net

Fifteen Tips Worth At Least \$20.00 Each
(And Probably Much More)

Tip One: How to make sales even if people don't read your sales letter. This tip WILL increase your sales and it costs you nothing. Plus, you can implement it in the next 30 minutes.

It's funny. I KNOW this. I have been a copywriter for a long time. But I forgot how important this was in online salesletters. Then, this weekend at a seminar, I heard my friend Terry Dean speak. He reminded me of the importance of subheads.

People may not read all your sales letter. But they will skim your subheads. So work as hard on each subhead as you do the headline of your sales letter.

All you have to do to implement this idea is go through your sales letter and add attention-grabbing subheads.

**A subhead is centered and in bold like this.
It grabs your attention.**

Notice how all the tips on this page are worded in a way that gets your attention. This is exactly how you do the subheads on your sales letters.

Tip Two: How to have a perfect memory that obliterates information overload. Save tons of time searching for lost information and resources. Become a braniac in 10 minutes.

There is a ton of information you'll want to remember as you build your business. I can't tell you how many times a day I use a little program that lets me type in and save notes then search for them later. The one I use is available at [ZDNet](#) and it's called Easy Noter. You can keep a daily diary in it. Plus, you can make notes that are instantly retrievable.

This is one of the best pieces of software I have ever purchased. It gives you the memory of a genius!

Tip Three: How to get drop dead graphics on your web pages for dirt cheap. Why pay thousands of dollars when you can get what you need for \$100-\$200 -- or less. And it will often look better than graphics that cost a fortune.

There are several people now who specialize in doing top headers for web sites. These people don't charge much and create terrific graphics that load fast and give your web pages that pro look. You can find links to these sources at

<http://www.therealstartpage.com>

Tip Four: My amazing system for hiring people at a low cost who do all the hard work of my business and give me more free time to do what I want.

I use freelancers for every kind of project under the sun. I hire them from elance.com. What I do is this: I hire 3 people and give them sample projects. One will never finish the project (typically). One will do a so-so job of it. One will excel. I hire the person who excels to do more projects.

This little trick works for me every time. GIVE A TRIAL PROJECT TO THREE PEOPLE -- ALWAYS. Never hire just one person for a project.

Tip Five: How to eliminate spam and viruses BEFORE you even download them. Save 30 minutes to an hour every day and save your hard drive from nasty viruses that can shut down your business for a week or more.

There is a new class of software that lets you actually view your mail on your mail server using Eudora or Outlook before you even download it. You can find a number of these programs at <http://www.zdnet.com> or <http://www.davecentral.com>.

You can find these programs by searching on "spam filters." We have used one called Quick Delete and like it. Another one that looks good is called Mail Sweep. There are many of these programs available. And they are inexpensive. You NEVER want to download viruses to your computer. It's much smarter to delete them off the server.

Tip Six: The EASY way to split test your sales letters and web pages, so you know absolutely, positively which version creates the most leads and sales.

Split testing is where you test two different versions of a web page. One half your visitors see one version. And one half see the other. This is the proven way to test headlines, sales letters and web designs to see which ones sell better.

At last, there is an easy way to split test your web pages. The product is at <http://www.optinlightning.com>. It has a built-in split testing feature. Plus, it allows you to track all your ads and tell you how many visitors and sales each one generates. There is another product at <http://www.splithit.com> designed for testing also.

Tip Seven: How to get web hosting for \$2.00 - \$3.00 per domain per month and save \$20 to \$30 per month on web hosting fees.

I've been happy using our web hosting from hostcentric.com. If you sign up for a reseller account, you can pay for 25 domains at a time and get them for only \$2.00 - \$3.00 each. At the time I'm writing this, they are \$2.00 each over and above the monthly flat account fee. I say \$2.00 to \$3.00 because I assume the price will go up in the next one to three years.

Tip Eight: How to find the top resources for buying advertising. Plus, find out how your traffic ranks compared to your competitors.

Go to: <http://www.trafficranking.com>. You'll find that several of the top 50 web sites are in the business of selling advertising in the form of banner impressions, pop-ups, pop-unders and so forth. Pop-ups are those ads that pop up when you

go to a web site. Pop-unders are ads that load in the background.

This site also lets you type in domains and find out the number of visitors that site gets. You can compare the visitors to your web site with that of your competitors, assuming they are listed in the service. If you look at sites with a ranking similar to yours, you will get great joint venture ideas. That is, you'll find sites that might be willing to promote your products via an associate program.

Tip Nine: Where to get tons of free webmaster tools.

Here's a nifty site you'll love visiting. <http://www.bravenet.com>. It's loaded with free webmaster tools.

Tip Ten: How to get visitors to your web site if you don't have much money.

If you don't have much money, the best ways to promote your web site are as follows:

1. Start your own associate program. Nothing beats free. You don't pay out commissions until AFTER the sale. Turn every customer into an evangelist for your product.
2. Advertise on overture.com using bids from a nickel to fifteen cents. If you get 200 bids on decent key words in that price range, you should get some good traffic.
3. Pay for solo ezine mailings. This is where an ezine (newsletter sent out via email) sends out a stand alone email for one of your products. These solo mailings have proven to be a good way to jump start a new business.
4. Write articles and submit them to ezines. This is the equivalent of free advertising since you get to include your resource box at the end that gives the address of your web site.

Tip Eleven: Use ICQ, windows messenger, or yahoo messenger to communicate with staff and customers long distance. You save a fortune on phone bills this way.

These are great tools and we use them all the time in our business.

Tip Twelve: How to design your emails and web sites so people read them, thus increasing the likelihood they'll order and stuff your bank account with money.

Emails: Cut the line length off after 58 characters. Longer sentences are hard to read and can get screwed up in some email readers. Use CAPITAL LETTERS very sparingly. In the online world, capital letters mean you are screaming! Do NOT use a lot of !!!! or \$\$\$\$\$ in your subject lines, emails or sales letters. This looks amateurish. Use the words "you" or "your" in the subject line of your email or the headline of your sales letter if at all possible.

Sales letters: Sprinkle subheads throughout your sales letters. Write your letter with a real person in mind. Do NOT make your web site the equivalent of a brochure. Make it a personal, me to you letter. Keep the sentences on your sales letters under 17 words. Do not use more than 3 colors on a web page unless you know what you're doing. Use red sparingly in most cases since it's often associated with danger. Do not use hot pink or other bright colors unless you're an experienced designer.

Tip Thirteen: How to come up with ideas for products to sell online.

Find a product that is selling very successfully. Then ask yourself, "What's the next logical step? What MUST the customer buy AFTER that product?" That could be your winning idea.

Tip Fourteen: Test anything and everything in a small way before you try to go big.

You pay more for small amounts, quantities and so forth. But it's often a big mistake to load up on anything before you prove the demand, supplier, system, resource and so forth.

Tip Fifteen: When you sign up for your merchant account, don't sign a contract for a hardware or software lease if you're selling on the Internet.

If you're selling on the Internet, you won't be manually running cards, so you don't need hardware that allows you to do so. You don't need the vendor's software in most cases because you will be processing your cards through authorizenet, verisign or another such service. What the software does is allows you to manually process credit cards on your computer. But a payment gateway such as authorizenet or verisign will process the credit cards for you real time. Therefore, you don't need software for that purpose.

This tip can save you \$1,000 to \$2,000 that many merchant accounts try to charge you for. Others sell expensive monthly leases you don't need.

Tip Sixteen: Where to get a non-stop flow of online success stories each month for almost nothing. Why reinvent the wheel? Just use this resource to come up with business ideas that are proven to work.

In the U.S. there are a number of magazines published that target what I call the business opportunity market. That is, those who are interested in starting a business. If you're living outside the U.S., I imagine you can find similar magazines in your country, if not the ones I'm referring to.

Each month, these magazines feature articles of entrepreneurs making money in a specific business. These magazines are on major magazine stands in the U.S. The titles change over time. But look for titles like Small Business Opportunities, Entrepreneur, Homebased Business Journal and so forth.

[CLICK TO READ CHAPTER THIRTEEN](#)



How I Sell Thousands Of Products From Home Using The Net!

on-line reference



How I Sell Thousands of Products From Home Using the Net!

What else do you need to know?

Obviously, in this introductory course, I can't tell you everything you need to know.

There are topics you will need in-depth training on to maximize your chances of success and your potential profits.

Topics such as:

- * How to conduct surveys to find out what people want to buy
- * How to write headlines that leap off the computer screen and make people read
- * How to test your product ideas
- * How to get associates
- * How to maximize your chances of success
- * How to avoid extremely costly mistakes

What I have done is put together a complete CD training program that takes what's in my head and puts it in black-and-white for you.

Here is how to get the training you need

What I've done is put EVERYTHING on there I thought you might need. You probably won't need everything on the CD's. I loaded it to the hilt so whatever you need is going to be covered. You'll see what I mean as I walk you through the Cash Like Clockwork Web Site System.

Here is what you'll find on the CD's.

One - Strategy and Introductory Concepts

- The Amazing Formula That Sells Products Like Crazy!

This is the foundation of the code I cracked. Everything is built around the basic principles in that product. You need to read it several times. In case you're wondering, it works for services also, not just products.

- Gimme My Money Now!

This product was the first one to say, "Hey, you don't need to create these big bloated web sites like all the experts are telling you. Throw a sales letter up on a

web page, drive traffic to it, and you can make a lot of sales."

This product applies to you whether you want to create your own products or not. The unique thing it teaches is my 12-product online survey system. A ton of imitators are now teaching that system. Do you want the source information or people who are doing book reports? That's up to you.

Also unique to this product is where I tell you the ONE single method you should focus on for driving traffic to your web site. Most people don't know this. They have no idea what the one traffic generation method they should concentrate on the most is. A lot of people have tried to knock this product off. But none have succeeded. Original source information.

- Gimme My Money Now Seminar Video

For your learning convenience, you get an audio interview where I cover the system, and a 3 part video of my speech at Wembley arena in London and the famous e-book on the topic.

- Gimme My Money Now - Workbook

I've done my darndest to make this system practical, simple, easy and hands-on. That's the reason I hired someone to create you a very nifty workbook that you print out and fill in the step-by-step blanks on. It just walks you through the system.

This is a little cream-puff feature I added to the Cash-Like-Clockwork System that makes your success just that much faster and easier.

Two - The Ultimate Beginners Guide

The Guide provides you with step by step visual instructions that outline how to accomplish many of the more important beginners tasks for PC users.

If you struggle with stuff like ICQ, downloading, zipping and unzipping files and so forth, these tutorials will get you up to speed. You don't have to be a geek to do this stuff but you do need the basics.

This is another reference work. You don't have to read it. You just refer to it when you need a tutorial on how to do something.

Three - Sales Copy

- Amazing Ad Copy Secrets Revealed - Manual
- Amazing Ad Copy Secrets Revealed - Seminar Video
- How to Craft Killer Sales Letters (Basic Course)
- How to Craft Killer Sales Letters (Advanced Course)
- 90 Minute Audio Seminar on Crafting Killer Sales Letters
- The Push Button Sales Letters Software!

In Gimme My Money Now, I explain HOW to get traffic and make sales using simple two-page web sites that contain basically a sales letter and an order form.

But the Push Button Letters Software program makes this ten times faster, simpler

and easier. See, even though I felt the sales letter formula I gave in Gimme was step-by-step, I found out most people for whatever reason weren't actually doing it.

That's why I created the software system. And wow! Does it ever work. People tell us all the time in phone calls, emails and so forth how they wrote a drop dead, order-pulling sales letter using the software.

If you don't understand all this talk about sales letters and such at this point, don't worry about it. That's what the CD is going to teach you. I just want you to know I've really pulled out the stops to make it easy for you.

The software has virtually NO learning curve. Literally, all you do is fill in the blanks, click a button and out pops your sales letter formatted on a web page you can copy to your hard drive, polish and upload to your web site. Now is that easy or what?

- How to Write Ad Copy (3 Part Audio Seminar)

I added this in for you to refer to when you want to hot dog it and write turbo-charged sales letters.

If you just want to get your Cash-Like-Clockwork System up and making money, generating leads, doing its thing as quickly as possible, then all you need for your sales letter is the Push Button Letters software. That's literally how powerful it is.

But if you want to get the understanding so you can really kick some you know what, then you can at your leisure go through this information.

Four - Product Creation

- Create Your Own Products in a Flash
- Ebook Secrets Revealed
- Create Your Own Products in a Flash Workbook
- 90% Success Conference Call TeleSeminar

All of these products show you how to come up with information product ideas, and then create them.

In order to transmute ideas into their cash equivalent, knowledge of the true principles of marketing and promotion must be obtained, absorbed and utilized.

Five - The Web Site Power System

The "Web Site Power System" contains step-by-step instructions and tutorials on autoresponders, opt-in forms, popup windows, lead generators, ftp, icq, instant chat, testimonials, order forms, credit card processing, databases, associate program, reseller tools -- and much more.

These are the tools that make you money. These are the tools you MUST have. We make it easy for you to implement these into your website because we show you how to do it, step by step. We save you time, money, energy, trouble, blood and tears.

Six - Promotion

- 23 Ways to Get Traffic

23 ways to turn on the traffic, crank up your sales and bank more coin! The first

and only handbook for product-sellers that gives you a full 23 different ways to get those buyers to your web site.

If you're selling anything to anyone on the web, traffic is the magic elixir that heals your profits.

But of course you don't need 23 ways to get traffic. All you need is the one super-power method I teach in Gimme My Money Now. However, I know some people want to promote products via associate programs.

Or they are simply greedy and want to get all the traffic and make all the money they possibly can. If that's you, then you'll eat up this one that gives you 23 ways to load your web site up with visitors. Very practical.

See what I mean? I've left no stone unturned. I've put everything in here you need to not only crack the code but to actually implement the Cash-Like-Clockwork System and get it up and running asap for you.

- Pay Per Click Special Report

This little gem shows you possibilities that will keep you awake at night with pulse-pounding, heart-throbbing excitement! No kidding. It's simple. And it rocks.

- MALgorithm™

The MALgorithm™ is a 5 step chart system process that makes decisions for you and speeds learning by 40%.

It walks you through all possible avenues of marketing, with helpful troubleshooting tips along the way.

Seven - Automation

"How to Create the Ultimate Automated Web Business".

Automate your web site so you can eliminate employees, cut costs, tame the email flood, offer terrific customer service, hire help overseas, shrink overhead to peanuts -- and free up your time so you can enjoy life ...

Plus, get tons of testimonials, referrals, boost your average unit of sale and much more -- automatically! Whether you have an existing Internet business or you're thinking about starting one, this information could be a life saver!

Eight - Managing Your Web Business

If you answer your own email, listen to your own phone calls, issue your own refunds, or handle your own customer service, you're killing your business!

The "Web Business Operations Manual" will teach you the specific methods that we use to manage our day to day business, so you can free up your spare time and start working on your business, not IN your business! Includes actual day to day business operations. Use this yourself, or give it to your assistant for training.

Ten: The Complete, Step-By-Step Quick Start Manual

This is not an ebook. It is a printed manual that contains 156 pages.

The Quick Start Guide lays out a step-by-step checklist for getting up and running in the least amount of time.

After all, that's our goal.

Cash in your bank account.

Leads for you or your sales people to follow up on.

This is NOT an exercise in learning. It's about getting your web site up and running and making money -- NOW!

How Much Is The Cash-Like-Clockwork System Worth To You?

How much is it worth to you to have a web site that churns out sales, cash and profits like clockwork? That generates leads for you all the time, day in and day out, week in and week out.

Now, I make 10-15 sales per day on average. Let's say you could do that. What would that be worth to you this month? Let's say you only did half that. What would that be worth to you? And let's say you did only half that? Would it still be worth the effort?

Keep in mind we're talking only about the upfront sales and leads. Remember that every customer has a referral and repeat business value. Every customer has the potential (especially with our systems) to refer other customers to you. And every customer has the potential to purchase other products and services from you.

What's the repeat and referral business of say ten new customers worth to you over a period of a year? Quite a bit I bet. And I'm just talking about ten customers for only one year.

Well, the good news is, you can keep every dime of the money you make. I don't ask any of that from you.

Let's just look at one scenario. I don't know your business. But for the sake of illustration, let's say you have a \$97.00 product. That's something most businesses have. A product or service they get \$97.00 for. Obviously, many businesses have products much more expensive than that.

If you make 15 sales a week, that's \$1,455.00. In a month, that's \$5,820.00. Do you think you could make 15 sales a week of a \$97.00 product?

That's for you decide. But if you did, that would be 780 products times 97.00 or \$75,660.

But what if you had not just a \$97.00. But to a portion of those people, you sold another and another product -- possibly at even higher prices.

Do you think that might all add up to be a lot of money?

How much would you pay someone who could show you absolutely, positively how to make that much money THIS YEAR? Would you pay them half? Would you pay them half if they could show you hands-on, real world how to make that much money?

How about 25%? Would you pay that?

How about 10%?

Well, I can't absolutely, positively guarantee you'll make money. Only the Good Lord can do that. I don't know you, your products nor your business. I CAN and do show you what works for me, what has sold over 7,000 products for me. What generates 100 leads a week for me.

On the flip side, my fee is a fraction of what you'd likely be willing to pay for this potent system. My fee is not \$7,500, although it could be worth more than that. I thought about charging \$5,000. But I wanted to find something that was so ridiculously low compared to the value that anyone could see they just had to go for it.

Had to grab it.

So here's the deal.

The price for my Cash-Like-Clockwork System if you get it right away, before this offer is withdrawn or expires, you can unlock the CD, get the code, for a one-time tuition fee of \$850.00. You can split that up into 3 payments of \$308.33 each for a total of \$925.00.

But if you pay in full upfront, you save \$75.00.

Try Our 90-Day, \$7500.00 Risk-Free Preview

Preview the Cash-Like-Clockwork system for a full 90 days. Take it. Try it. Use it. Abuse it. Put it to your most stringent acid test. If you aren't fully convinced you'll make at least \$7,500 within a reasonable time period, send the system back to us, and we'll send your money back to you. Fair enough?

How to Get Your System -- NOW!

Just click the order link below, fill in your information, and we'll zip the system right out to you in a flash.

Do I have to do this now? Can't I do this anytime?

If you wait, you take several risks. One, we reserve the right to raise the price anytime. There's a part of me that feels \$850.00 is way too cheap. I could raise the price soon.

Two, you need this information now, today. How soon do you want to be generating leads and making sales? The longer you delay, the longer it's going to be.

Julius Caesar once said:

There is a tide in the affairs of men Which, taken at the flood, leads on to fortune;
Omitted, all the voyage of their life Is bound in shallows and in miseries.

What about you?

Is this your tide? Is this your chance in life to take the flood at the crest?

I don't know. Only God has that answer. But what I do know is that YOU will never know until you try out the Cash-Like-Clockwork system.

One of the greatest sales people who ever lived, Ben Feldman, once said, "Most people don't do anything wrong. They don't do anything. And THAT'S what's wrong."

You know, a number of years ago, when I was down on my luck and struggling to make a living, I invested 5+ times the amount I'm asking from you for marketing training.

My life has never been the same.

I hope I can do the same for you. Be that catalyst. That stimulus. That thing that gets you to the next level. And I hope you will one day say to others, "I once spent \$850.00 with Marlon Sanders. And my life has never been the same."

That's what drives me. That's what makes me do what I do.

I wish you Godspeed and great success,

Marlon Sanders

Special discounts

As a preferred customer, I'm giving you a special discount not offered on the regular Cash Like Clockwork page. We run different specials from time to time.

To get this discount, click on the link below. The special on the link below may be changed any time. So if it's something you definitely want to do, I encourage you to go ahead now while that particular offer is available.

[Click here to order
at your special price](#)

