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The Same Passion:
To Succeed Online!
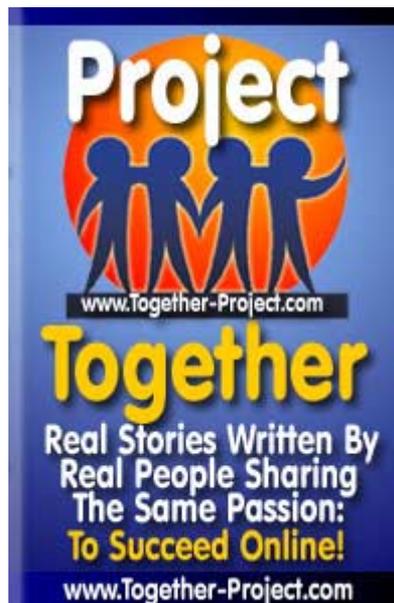
Edited by John Delavera
www.TurboZine.com

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About the editor:

John Delavera is known for his Internet Marketing inventions and innovations. His analytical mind and viral marketing strategies have been applied to the creation of all the following products:

- **TurboReferer**: an all-in-one solution for running and maintaining an affiliate and referral reward system.
- **Dynamic Pricing Generator**: a unique script that creates dynamic prices for Paypal orders.
- **TurboZiner's Anti-Filter tool**: the first anti-filter tool created for allowing ezine owners to reach their audiences by coping with Spam Assassin's filter.
- **MrZine.com – Net's First & Only** Automatic Bonus Distribution System.
- **Special Offer Manager**: a one-of-a-kind script for running special offers.
- **JVManager**: a Universal Payment Solution for accepting orders through multiple third-party payment processors with a built-in Affiliate Manager.

He is also the editor of the following compilations:

- **Best Free Ebook**: the best and the biggest collection of free ebooks anyone can brand for free.
- **Best Seller Ebook**: the ultimate collection of ebooks, software, and packages offered online with Master Resale Rights.
- **The Best Of David Vallieres Collection**: the ultimate collection of David Vallieres' ebooks, audio files, and video files.
- **TurboCD**: A Tubo-Collection of Internet Marketing Video and Audio files along with MANY Turbo-Bonuses!

John is an excellent writer and teacher - according to the dozens of testimonials published for his winning **TurboZine** Newsletter.

He is also the creator and editor of the free viral & brandible ebooks at *http://turboreferer.com/pillseries*

You can find John's Blog at
http://www.Blog-Times.com

Table Of Contents

Credits

And Personal Notes by John Delavera

A special "THANK YOU" goes to:

- **All contributors** of this ebook. You can NOT succeed in Life if your dreams are not fired by your Passion.
- **Anthony Felsabon** for the amazing graphics he created FREE for this ebook. Anthony is an inspired ARTIST and highly recommended for any kind of web graphics.
- **Joe Chengery III** for his continuous help to almost any "written" work I present online.
- **Viola Tan** for her willingness to help editing & formatting the contributions of this publication.
- **Steve Boutelle** for his continuous "idea brain storming" and also for the sales letter of this project he wrote for free.

And of course I'd like to gratefully thank:

- **God**, for allowing me to conceive the idea of this publication and also to complete it.
- **My wife** for always being next to me.
- **My parents** for allowing me to LIVE into this Wonderful World.
- **YOU**, my dearest reader, for trusting either me or the reseller that introduced you to this publication and also for being an active member of this cyber society of online friends.

Respectfully Yours,

John Delavera

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top

Introduction

Dear Reader,

This ebook is a **collective** work written by the subscribers of [TurboZine](#) newsletter.

I am sure you've read stories written by "successful people", "Gurus" and millionaires telling their stories on how they succeeded on the Net. There is no doubt you can learn a lot from their stories.

However, while all successful people can tell you how they enjoy their life-style *today*, there is a lack of answers to questions like

"How did you start?",

"What were the first difficulties you met",

"What was the best tactic that gave you the first good amount of orders and sales?", etc.

And that was how the idea of this ebook was born.

What you're going to read are stories of **real people** that either have created a product/ service or are *trying* to create one.

The purpose of this ebook is to draw light & attention and to give answers to all questions new-comers on the Net can pose.

You'll recognize some of the contributors while the majority of them are probably unknown to you.

All contributors share the same **passion**: to **succeed** – while some of them are already working full-time as online entrepreneurs/ marketers.

Get the spirit of this ebook – get the contributors' passion. You need this **passion** for overcoming your fears and giving *your* battle. Selling online is not easy but is a <mark>**dream**</mark> <u>everybody can reach</u>. **You too**; no matter how difficult this sounds to you *right now*.

The Internet is full of people sharing the same passion: to **succeed** online. Some of them are people with disabilities; people who cannot see, or with hearing problems or with a severe disability. These people also share the same passion: *to succeed online*.

<mark>**This ebook is dedicated to all people with disabilities who share the same common passion: *To Succeed Online.***</mark>

If you're one of them keep going.

You are the paradigm & inspiration for all of us.

Let's proceed!

{--your_fullname--}

The Contributions

Below you can find the contributions included to this project.

top

Amar H. Mehta, India

1. Who are you?

My name is Amar H. Mehta, living in India. MBA in IT by education, Project Manager (in Multinational Software company) by profession and Online Privacy and Protection Specialist by interest. I have been online since 2000. Internet came to me as a source of plethora of information than medium of chatting, the reason for which it became popular in 99-2000. I have been looking for sites where I can find information related to different things. Initially it used to really difficult to find right site with in short span of time, that led me to send out a weekly newsletter to group of friends sharing the good sites, software that I came across in a week. What started as a friendly affair became popular and then it became increasingly difficult for me to send mails to everyone through BCC. So, I started mail group using Yahoo groups (it was then known as egroups) at that time and after one year (2001) it became paid (otherwise inserting ads in the newsletter), I switched to Topica.

You can find my past issues at

http://www.topica.com/lists/netnsoft/read

I was doing this for my interest in knowledge sharing and very little interest in making money online. This newsletter was targeted towards the general Internet audience.

But then I was attracted by the online marketing world and the dream of making money online...

2.   What made you deal with the online market?

To tell you the truth I was bitten by Online Marketing bug, which wanted me to "Fire My Boss", "Drop 9 to 5 job" and "Do Something of my Own". I am quite sure you would have heard these statements many times. But, I was also attracted to "Make handsome living online" and "Work in my pajamas". The Internet lifestyle really attracted me, but the least I knew that behind this lifetime is the real sweat and hard work similar to what we spend in any other business!

3.   How long did you think earning an online income was impossible and what made you change your mind?

Till beginning of 2003, I thought that earning online income was impossible. Because I didn't make a single penny till that time. Even though I was promoting several affiliate programs from my site, not a single made me money. Looking at it now, I laugh at myself; because I was promoting any and every program listed at CJ.com that was paying me more than $ 5 per sale. The second big mistake I was doing was promoting these programs by just putting affiliate links and putting Click here or Go Now, but wasn't doing any help to the surfer to my site by providing them some relevant info. Third major mistake was doing all the activity on free host like Geocities.

No offence against CJ.com or the programs I had chosen or Geocities.com; CJ.com is a very good service to find out niche affiliate programs and geocities is good to host your site when you are absolute newbie and just learning 1-2-3 of internet. But when you are thinking of starting your own business then definitely the bare minimum that's needed is your own domain name and Profession web hosting. (I think I am diverging from the main question :)

But, then I saw success stories happening right in front of me. People, who came after me but were really focused, knew what their financial goals are, where they want to go, what they want to achieve and how they want to establish themselves. To be specific I saw three success stories of **June Yeap** of <u>Instant Ebiz Saver</u>, **Ryan Deiss** of <u>Dead Software</u> and <u>Create Best Sellers Online</u>, **John Delavera** of <u>Software For Profit</u> and **Priya Shah** of <u>Ebiz Whiz Publishing</u> and <u>Number One In Your Niche</u>, which really made me believe that make a living online is possible if attempted honestly. All four of them were "no one" in 2002 but now most people online would have heard of them or knowingly or unknowingly got access to their products!

June was 17 year when she came online, she came online just to get some pocket money during her schooling and it turned out to be a good source of income for her; Ryan was barely 21 and came online for getting money to buy a Special Ring for his girlfriend, started off with <u>Opt In Automator</u> and then turned out to be a full time entrepreneur online; Priya mother of one-year-old daughter came online to do something in her spare time and support her Network Marketing business through internet and she has helped many people so far; and John a lawyer by profession who came online as a part time thing (I remember those early days post at Warriors) and is now earning handsome money online. All of them served as a source of my inspiration, enthusiasm and wash out my failure.

4. What were the first and/or worst difficulties you faced in building your online business?

Some of the difficulties that I faced in the beginning of my stint were:

<u>Getting Dead Traffic</u>: I posted the ads about my website on various FFA pages, joined several banner exchange schemes, submitted my site to various sites, which claimed to submit my site to 100+ search engines!

I did get traffic from all these methods, but the reason why I call it DEAD Traffic is because this didn't do any good for the site, because majority of it was fake one or completely non-targeted traffic.

Getting Zero Conversion: I will be honest with you, I didn't get a single conversion that is didn't make a single sale from all the traffic that I got from above mentioned source.

Time Constraints: I was just out of MBA and had joined new job. I had to put long working hours there and I was very skeptical about Online world making money for me that will sufficient to leave my daytime job and hence I used to put very little time for my online activities. That's the reason why I couldn't send out my weekly newsletter.

Spend Thrift: This is more of a mindset that I overcame than a difficulty. Initially I believed that even if I create a site on free severs like geocities, what matters is the content, till the time I provide that, "They will come". But I gradually realized that professionalism matters. People won't like to spend with you if you are one of those "I won't pay for anything, but you guys pay me!".

5.   Who inspired you and why?

There are many who have inspired me, but here I would like to make a mention of 3 people who have definitely left a mark in my online journey so far; they are Jimmy D. Brown, Joe Vitale and John Delavera.

I have read almost all eBooks by **Jimmy D. Brown**, in early 2002 when Jimmy Brown had just started Profits Vault and was coming up with products every month, what I really used to like was along with the really good teaching

of one concept of internet, Jimmy used to weave the viral component in all his products. Even if you buy one of his products, you will find mention of his other products in some way or other. I learnt how to create Viral products and many other simple but effective marketing concepts, reading him. Now he is helping internet community in GREAT way with his [Nicheology](.).

I read **Joe Vitale's** Spiritual Marketing and other [Hypnotic marketing] eBooks, which raised the quest to find more and more about the person and his other works. Then I started reading his other eBooks and that taught me a lot, not only about internet marketing but also about how to think positive and how to raise wealth from within!

John Delavera's success story was the most inspiring thing for me. I still remember, subscribing to [Turbozine] newsletter when only one edition was available (no premium edition) and actually it was offered when I visited the main site *Turboreferer*. And I knew him as a fellow Warrior who used to contribute a lot on the forum those days (he still contributes a lot! :) From no one to a famous marketing guru with so many unique and successful [products] to his credit and creator of many classic special offers and someone who is always ready to help other. These characteristics of John really inspired me more than the exciting [Turbozine] weekly issues.

6. How did you discover what you could sell online?

I was always interested in Online Privacy and Online theft prevention. I have written many articles in my newsletter on same topic. When I saw that this market is becoming really hot and there is a huge demand of online business protection product that will help business owner to completely automate their business, I thought of [Online Protection Suite] (OPS). There were other players in the market but I couldn't find any end-to-end solution. I had to

buy 2-3 different software to accomplish the purpose. So, OPS was born out of necessity.

If you don't have a product then look for topic, products or services that people are searching for. You can do that by going to following two sites:

Compare demand against supply! See what people are bidding for their position on Overture, a pay-per-click search engine.

http://inventory.uk.overture.com/d/searchinventory/suggestion

Go to http://www.google.com/press/zeitgeist.html and see what the hot searches are currently.

7.   What products have you created so far?

a> Online Protection Suite

A complete suite of tools that puts your online business protection on autopilot. Affiliate Protector, which not only protects you from affiliate commission hijackers, but also gets your pages better ranking on Search Engines. Code Encryptor, which ensures that your product remains only with you; others can not steal it by viewing the source; it also protects the illegal downloads for Paypal happening due to Return_URL being present in the order page. Download Guard, complete protection against stealing of your products that happen by online thieves.

http://www.OnlineProtectionSuite.com/

b> Big Players' List Building Secret

An eBook that reveals the closely guarded technique Big Players' have been using to build their HUGE targeted lists. It tells you the tool, which you can use to use the same

technique (without paying fortunes) and the code that you need to implement the system.

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d> Online Protection Measures

An eBook on How to Protect Your Online Business and Online Privacy Using Simple Tools & Techniques.

You can download your copy here.

8. Please give your suggestions for the following services that you have ALREADY used:

-a domain name registrar

Since I am based out at India, I preferred to use a domain name registrar that's Indian.

It is http://www.net4domains.com I have registered both my domains with them. Their support is really good through telephone as well as through e-mail. I normally prefer paying them by cheque. I register my domain with them and they will keep it parked for 7 days, till they receive the payment from me. As soon as they receive my cheque they send out a mail to me to let me know that they have received cheque and they are processing the request, oh! by the way they send out nice little reminders if you have registered domain with them but payment is still awaited, so that you don't forget! After they have

registered the domain they will again send me the mail letting me know about the same. I don't know how different this experience is from http://www.godaddy.com or

http://www.signdomains.com/

-a hosting service

Coming to hosting service, I have hosted both my sites on Life Time Web hosting:

http://www.netnsoft.com/lifetimewebhosting.html.

As the name suggests, you just pay once. They have two packages Basic and Premium; I have taken premium package, which gives me more storage capacity and more bandwidth transfer. Their one-time charges are not exorbitantly high. It is $150 for basic and $250 for premium. I just compared that with the monthly charges that I have to pay for good web hosting service, which is somewhere close to $20. In that sense I am paying one year's hosting charges upfront but getting the hosting for lifetime! (Here I go again with my spend thrift mentality :) I must say I love their Customer support guys, as soon as I post a problem with in a couple of hours I receive e-mail from them letting me know about the problem and they solve it as soon as possible.

9. What are the tools you're using (software and/or services) that you can't live without?

There are 5 key tools that I use daily, which I feel I can't live without:

Filezilla: This is the BEST FTP software I have used. This is very sleek and gives you a complete Windows style drag and drop functionality. I had used WS_FTP and CuteFTP, but I liked this one better. Did I tell you it is available for FREE. http://filezilla.sourceforge.net/

Google: I don't think I need to do any ga ga about this one, all of us know about it. I definitely can't live without it. Whatever I am looking for the first place I will go to is Google! http://www.google.com

Autoresponse Plus: This is a very good mailing solution; I like it a lot for the features it is offering. That allows you to do so many things. Things like link tracking, campaign tracking, e-mail open rate measurement apart from the normal mailing capability of unlimited autoresponders, personalization, grouping of e-mail addressing and allowing people to change preferences and personal details. In fact this one can be used for list building using your affiliates, I have written an eBook on the same, which you can find at

http://www.netnsoft.com/listbuilding/

I definitely am completely satisfied with the features and they have excellent support and live forum to answer any of the problems.

http://www.netnsoft.com/autoresponseplus.html

Piky Basket: This is one tool, which is very helpful and I just love the simple concept. I am sure you would also be doing Copying/ Pasting/ Moving job of eBooks, software etc. in Windows explorer. This tool is very handy when it comes to transfer of multiple files from multiple folders to one folder. Normally we would go to individual folders, copy/ cut the files then come to folder we have to dump it; then go to another folders and repeat the same process. But no longer with Piky Basket. You can go to individual folder just the drop the files in (virtual) basket and then finally go to the folder where you want all these files and then copy/move them. It's much simpler than what it sounds to be. And best of all it's free.

Get it now from http://www.conceptworld.com

Nitrowebcasts: This is one service that I really like. [Nitromarketing](#) guys do very informative [webcasts](#) every month and they are chaired by well known people of the industry and unlike others these are available at no cost and they even make the recording available in MP3 format. You can attend them by visiting

http://www.netnsoft.com/nitrowebcasts.html

Online Marketing Today: Well, this not product or service actually this is a weekly newsletter that I absolutely love and wait to receive in my inbox. It's filled with GREAT content and practical knowledge sharing about what works and what doesn't work online by [Duncan Carver](#). This is a MUST read:

http://www.onlinemarketingtoday.com/

Turbozine: This is another newsletter that I wait to receive every Saturday in my inbox. Again filled with some really good knowledge of what works online and what will make you money. John really over delivers in this free newsletter. If you are not on the list you are missing something really good!

http://www.netnsoft.com/turbozine.html

Trafficology: I have been subscribed to this monthly newsletter since last two years and I have saved all the issues and I have taken print out of majority of them! ☺ I eagerly wait to receive new ideas to drive traffic to my site. http://www.netnsoft.com/trafficology.html

10. **Name 3 of the BEST products or services you've bought so far.**

Paul Myers' **Amazing List Machine**: Must have for any one who wants to build his/ her list.

Joe Clayton's **Free Software Forever**: You should become member of this site for some great deals on software products that you get at no cost as a member and some of them you can resell and earn money forever! ☺

Jimmy Brown and Ryan Deiss' **Nicheology**: You gotta be member of this site if you want to get the latest on internet. Period.

11. What are your thoughts on affiliate marketing? Are you satisfied with your sales as an affiliate?

To me affiliate marketing is a GREAT model to start earning money online. There are so many success stories of people who have made fortunes promoting other people's product. People like Frank Garon, Rosalind Garner, Phil Wiley Kevin Wilke and Matt Gill, John Reese spring to mind when we talk about affiliate marketing, these guys have made really nice money through this model. A person who actually established the pillar of Affiliate Marketing is Ken Evoy, if you haven't read his classic (free) manual on Affiliate Marketing then you don't know about this model.

I am not making sufficient sales through this model and hence I am not that content. But, it's nothing to do with the model, the problem is I don't promote many affiliate programs due to lack of time! ☹

12. Up to this point, what is the best tactic you've used to attract subscribers to your ezine?

The best tactics that I have used to attract subscribers to my ezine is creation of unique, quality, content rich and useful eBook that people can put immediately in use. Since they would like it they don't hesitate to pass it on to their friends. In fact I use sub-list building technique here by

creating a separate list of people who requested branding of my eBook before passing to anyone. I used **ViralPDF** to create brandable eBook that really helped my viral eBook to spread fast.

13. Up to this point, what is the best tactic you've used to get the most sales - either as an affiliate or as the owner of a product?

The best tactic that I have used so far to get the most sales as an owner of the product as well as affiliate is by providing useful content to my newsletter readers and doing honest contribution to various forums. Rather than doing blatant advertising of my product or affiliate product that I am promoting, I just presented the solution to problem people were facing and only my Signature file contained a small description. But this has helped me a lot.

14. What would you tell new people who want to make money on the Internet?

Welcome to the world of Internet marketing! It is not completely new jungle that you have entered; it is very much similar to our offline world where you motivate people to buy something from you. "No gain without pain" this principle is true for online world also. You will have to persuade people to buy from you.

Here is 7 Step formula that you can follow for Online Success:

Learn: First, learn about Internet marketing. This is like if you want to swim you need to learn it! I am not saying you should buy any specific books or course. But, read things that will give you an idea about what you are venturing in to. It can be Free eBooks, or Paid ones or even membership sites. You just have focus and learn. Every eBook even if

it's bad, will have at least one new thing to learn and you should do that.

Apply: Just by reading/ buying all of the eBooks available online, you are not going to become rich. You have to apply the concepts you have learned from these eBooks to know for yourself what works and what don't. So, apply these concepts in affiliate marketing i.e. pick up some good products and promote them, in the process the prime thing you should focus on is building your list.

Create: After you have learned what works and what doesn't and have tasted success and failure both and have build a list of targeted subscriber it's time you come up with your own product, so that you get to keep all the money not just a portion that you get while promoting someone else's product. So, check your list, survey your target market and find out what they want and create it for them and serve it on the plate! ☺

Promote: Nothing sells without advertising/ promoting it. If you have created a product not everyone on internet know about it. You have to create hype around it, excitement around it, curiosity around city; so that at least people visit your site to figure out what's it all about. Spend some money on Pay Per Click search engines to get traffic. Place ads in ezines, send out solo advertisement etc.

Sell: After people come to your site, your sales copy should be effective to persuade them to buy and remember main money is in the follow up. So, whoso ever buys from you, just don't forget her there. Send her useful follow ups about how she can make the maximum out of the product and then recommend her some other good things that you have found online. It's much easy to sell to the same person again than acquiring new customer.

Test: In this entire process of creation through selling test and track every aspect and measure what works and what doesn't and that should be a learning lesson for the next product or next promotion. This step if carried out properly and diligently gets loads of money by improving conversion rate of surfers to buyers.

Repeat: Repeat this entire process to add more and more successful to products to your list. Just stopping at one product won't make you living for lifetime.

If you follow this seven step formula with hard work, sincerity and dedication than no one can stop you for succeeding online.

I have compiled a list of helpful resources at all stages of the formula, you can access it by visiting http://www.netnsoft.com/tresource.html now.

15. If you could ask any question to one "Guru," what would it be and who would you ask it to?

The question would be to Armand Morin, "How do you always come up with the most cutting edge software before anyone else?"

16. Describe 1 software application for your computer OR a script to use in your server OR an ebook you'd like to read, that you have never found available online.

I would like to get a constantly updated eBook that contains the biographies of famous internet marketers and reveals the latest marketing techniques they are using.

17. Feel free to add your comments for the readers of this ebook.

I would like to wish you all the best for your best success on online business! Hope you find something useful from this eBook and implement the same. Just DO It! Feel free to mail me at amar@netnsoft.com and I will try to get back to you as early as possible humanly! ☺

top

Earl Adkins, USA

1. Who are you?

My name is Earl Adkins and I am currently studying "Software programming" at ITT Technical Institute. I've been programming with low level languages for some time, but decided to learn even more to assist me with programming projects for others and myself.

I thought being in the computer field would always provide me with an income to support my family, but have since realized nothing is guaranteed.

I'm currently running an internet business offering "specialized" web designs, ebook/e-report designs and other customized services to specific niche areas.

TurnkeyGold.com was originally just a hosting company, but I had to take it further. I wanted to provide people who were online or considering an online business, sound advice to save them money and time. In fact at this point things are so good I'm launching other sites, one dealing with Online Marketing Coaching and a new "Audio" Monthly newsletter. It's great to be online and constantly learning new things daily as the trends change.

2. What made you deal with the online market?

As far back as I can remember I've always had a dream to work online, never having to be tied down all day in an office, and spend more time with my family. I've known it

was possible to generate a very comfortable living from the "internet", but until recently I've had my share of struggles. Probably the best thing to ever happen to me (although my wife doesn't think so) was for me to become unemployed over two years ago.

This is what put more pressure on me to succeed at doing business online. With money being short, sometimes not even there when we needed it I took a "leap-of-faith." I began doing support for a successful online marketer, although it didn't pay much, I learned everything I possibly could. Between answering support questions on a per-piece basis and using Ebay, I was able to generate a modest income which took care of our basic needs.

So, in essence you could say that it was "necessity" that forced me to become well acquainted with the online market arena. By no means am I saying it's easy, but with determination, a strong desire to succeed, and creative thinking what you do is only up to you. The sky is the limit when it comes to the potential you have.

3. How long did you think earning an online income was impossible and what made you change your mind?

I've never thought that earning an online income was impossible. "Impossible" is not a word that is in my vocabulary anymore. It was during the time I worked support for other internet marketers that I discovered, not only was it possible to earn an income online, but it was very rewarding too.

I truly believe that by working with the people I have in the past online, others whom I've came into contact with since, and the people whom I work with now that it wasn't any coincidence that this happened. Surrounding yourself with

successful people can only lead to good, the more the better in my opinion.

4. What were the first and/or worst difficulties you faced in building your online business?

I would have to say the first difficulty I faced, that everyone faces, is generating "targeted" traffic to websites. Without a doubt, it does take practice, testing, and tweaking. Then it starts all over with testing again. I've overcome that problem by using articles specifically written for a certain market, participating in forums and Google Ad-Words campaigns.

By far the biggest and worst difficulty anyone will ever face when starting to market online is self confidence. There are no books, no courses, and know one in the world that can give you confidence in yourself. Confidence comes with doing, not wondering if it will work. You have to jump right into the middle of things with a positive mindset and start doing it.

The main hurdles that any online marker will have to study, learn, then work on mastering are:

- Creating products
- Writing emails that will get read and will convert your visitors
- Writing sales copy for your products or services

The sooner you can start to study, write, and generate good copy, the better off you'll be.

Before long it becomes second nature to develop your product, write the copy for it, then produce a headline that fits.

5. Who inspired you and why?

Well, they say that things are darkest before the light. It was at one of those moments when everything appeared to be lost and hopeless that I had the chance to read an inspiring book.

It was one of those books you just couldn't put down. The book's title, "Mysteries of the Universe Revealed", by Neil Schneiderman – neilschneiderman.com Neil was the first to invoke inspiration in me.

Compounding the inspiration, I acquired another book, "Think and Grow Rich" by Napoleon Hill.

Between these two I honestly can't see how anyone wouldn't be inspired. So, before you start to even put writing down on a page; I would highly suggest anyone who is moving into the online market grab a copy of each book and re-read them.

If great people like Thomas Edison, President Roosevelt, and Henry Ford can accomplish what everyone else thought was impossibility, then we all have a great chance. It's the obstacles that we have to overcome to achieve our goals and dreams.

6. How did you discover what you could sell online?

It was by pure accident, while working part-time as a web designer/tech support person for a local company. I was

asked to design a website for the company, generate traffic, and create a mailing list for them from nothing.

Within two weeks I had the full website up and running. Subscriptions to their newsletter shot up to 300 people in just a couple of weeks using specialized reports and follow-up systems I put in place. They were so please that the co-owner of the company wanted to do a joint venture with me on the design packages.

To date I've sold several site packages with orders coming in from others and now do this full time.

7. What products have you created so far?

The main products I've created at this point are "custom" website designs. Although I've just started to work on a video tutorial series taking anyone from square one to marketing techniques

My specialization is "Real Estate Investment" websites at this point.

8. Please give your suggestions for the following services that you have ALREADY used:

-a domain name registrar

http://www.itsyourdomain.com

-a hosting service

(I'm biased here☺ I haven't found a hosting company that I like as well as mine…..lol   I can say I've been through around 12 at this point.

9. What are the tools you're using (software and/or services) that you can't live without?

Deleted Domains – This free website allows me to search for recently deleted domains, brainstorm new ones too.

AdTrackResponderPro – This is by far the best professional Autoresponder system I've ever seen. Not only can you use it to follow up with your clients, it has built in tracking, survey generation and more features being added:

Scientific Internet Marketing Assistant – This is an ingenius little split testing script from Duncan Carver. It's certainly a must have for testing your campaigns.

Google Adwords – Simply amazing for generating targeted traffic to your website, I use it daily.

10. Name 3 of the BEST products or services you've bought so far.

#1 Best Service Purchased – Push Button Publishing

Resale Rights to the widest variety of products I know of.

11. What are your thoughts on affiliate marketing? Are you satisfied with your sales as an affiliate?

I've always had problems with Affiliate marketing, I've made close to 200.00 only working a Short time with one of Yanik's programs. For the most part, I try and stay with providing services, Resell products, and original creations of my own.

12. Up to this point, what is the best tactic you've used to attract subscribers to your ezine?

I've been able to increase my subscribers greatly and attract more by using an ebook or report for free that is related to what they want to do. I started by offering "Nothing but Net" as a bonus for subscribing. It works very well to have the opt-in form on your front page, then also as a pop-under.

Recently I've had better success offering 117 hours of recorded interview by some of the top names in marketing, transcripts, etc. This was something that I recently acquired distribution rights to. – http://www.turnkeygold.com

I've personally listened to it myself and have gained knowledge and techniques from it. Like any other resource that is good, I return to listen again, some things don't click right off the first time.

13. Up to this point, what is the best tactic you've used to get the most sales - either as an affiliate or as the owner of a product?

I would have to say that my best tactic has been to use testimonials, case studies and follow-up emails to

interested clients. Even during the series of sequential messages they receive I email them at least twice, near the end of the series the sale has been coming in very well.

14. What would you tell new people who want to make money on the Internet?

The very first thing I would say to "anyone" is this:

Before you start trying to promote or sell anything, get a copy of the inspirational books I mentioned. Mindset has so much to do with online and offline marketing. Your mood, feeling, and confidence show in each and every word you write and say. Don't send potential customers the wrong messages. Learn from those who have sold before you and continue to sell. If you're going to do it, why not do it right the first time?

15. If you could ask any question to one "Guru," what would it be and who would you ask it to?

Personally, I think the term, "Guru" is over used. There are those in the marketing world that sell good and those that sell well.

I would have to ask "Perry Marshall", "What is the sure-fire formula that will ensure sales with Google keywords with any campaign? Then what is the formula for creating killer ads for Google Adword campaigns.

Perry Marshall ANSWERED this question!!!

Click here to read the answer!

16. Describe 1 software application for your computer OR a script to use in your server OR an ebook you'd like to read, that you have never found available online.

Describe 1 software application for your computer OR a script to use in your server OR an ebook you'd like to read, that you have never found available online.

Okay, here is my dream application. The application would take a 3-4 page article and convert it into a 7-part Autoresponder series, complete with suggestions for more power words, triggers, etc.

17. Feel free to add your comments for the readers of this ebook.

Study hard, study longer, don't let your ideas just draw dust. You'll never know if you have a million dollar product unless you present it for sale, your market will tell you whether it's a winner or a loser.

Don't let frustration and temporary setback turn into failure, never accept failure. Consider it a bump in the road on the way to a lifetime of success. After all, it's you "who" decides whether you've failed or not.

To Your Best in Success,

Earl Adkins

top

*Photo
Not
Available*

Ehab Elsherif, Egypt

1. Who are you?

I am a doctor, an MD who is travelling to the US soon to pursue his studies and widen his scope. I am 27 years old belonging to a family full of merchants all the way back to my seventh grandpa. This makes trade a penetrating and widespread viral thing among my family, although I didn't follow the same path, instead preferring the scope of science. I have always been a fan of marketing, sales selling, administration, and reading different aspects of the humanities. This now manifests itself in my preparation for my MBA and in my avid interest in reading any books and articles related to the previously mentioned subjects.

I think that my study of medicine helped me to add the skills of logically planning and accurately doing things along with the curiosity and desire to learn about the different scientific realms that led to the development of major inventions in our modern life, from the internet and television to sky rockets and advanced missiles. It also gave me the value that human knowledge is one connected corpus that works with each of its parts in a very harmonious way that renders the body its idealism, simplicity, methodological dimension, and scope.

I strived to work in an area that deals both with medicine and with the interaction of merchants that opens a new way to interact with other people and to form new friendships. Most importantly, it also allows me to gain new resources and to create sources of financial stability and security. It takes a long time for a doctor to fulfill his humanistic message and to give breathtaking service and elegant assistance to the patient. I'm sure you've heard of the dogmatic motto in medicine, "Doctors treat nurses to cure."

This motto indicates how far a great need should be emphasized to change this Dickensian motto to a more favorable motto, which emphasizes the human side of medicine, ascertains the merciful mission of doctors, and entails the need and necessity to solve the financial problems that hinder doctors when starting their medical careers.

2. What made you deal with the online market?

There are many factors that led me to the internet and had me devoting around three hours daily following up on recent trends and entrepreneurship on the internet. Having spent a lot during my educational years and needing to compensate for this, I want to build a profitable online business to further my study and achieve the full integrity I am striving to attain.

Another factor is that my country suffers from a 4.8% inflation rate and a 2.8% yearly growth rate combined with a gross domestic product not exceeding $294.3 billion in 2003 and the fact of being placed in the 120th position in the step ladder of economical growth and prosperity. All these reasons force me to search for an extra income.

Another reason why I am pursuing an online business is my family motto, "once you are grown, build your throne." It describes some positive values and ethics that I have always admired and appreciated, being that it is essential to go out in the desert and turn your dreams into a green land of prosperity and wealth, while gaining new experiences, new insights, and real constancy and consistency in achieving your values and dreams. All of these reasons would be added to my love of interacting and cooperating with people, as well as seeing people making tons of money on the Internet and wanting to do the same.

I never thought of working on the internet as being a hassle. Just some facts about internet business are sufficient enough to shock your beliefs, revolutionize your way of life, and ultimately, the way you live your life. Here are some facts that I kept in mind since I started using the Internet on a regular basis until becoming an Internet addict.

There are OVER 7.7 MILLION work-at-home business entrepreneurs from more than 200 countries who have become SFI affiliates & made money online .

According to the Yankee Group, in the United States, business-to-business commerce will grow from $138 billion in 1999 to over $541 billion in 2003. According to IDC, worldwide Internet commerce will grow from $50.4 billion in 1998 to over $1 trillion in 2003.

The U.S. Social Security Board reports that 85 out of 100 Americans reaching age 65 don't possess as much as $0.25.

And only 2% are self-sustaining (the rest are dependent on family, church, or the government)! Do you want to work for 40 years or more to make $40,000 a year or less, to retire on 40% of what wasn't enough in the first place ?

The market research firm Access Media International reports that over the past two years, small growing businesses have aggressively adopted new Internet technologies. In 1997, companies with 20 or fewer employees using the Internet already used software applications on local-area networks (LANs) to connect office users to shared resources such as printers, files, and Internet access. In 1998, as the Internet became more critical to their operations, these companies moved rapidly to add servers and shared Internet access over high-speed

data lines. Today, many of their Web sites offer e-commerce catalogs. Companies with 20 to 99 employees using the Internet are moving even further ahead to adopt broadband connections and wide area networks (WANs). What about now then????

Taking advantage of Internet business solutions and Internet technologies is an evolutionary process where you don't have to work for many hours and get a fixed salary per hour. Rather, there is a continuous growth of the revenue that guarantees a constant growing and flourishing of a different business. There is no need to pay for office space, pay for advertising plans. All you need to start is some money to buy a personal domain, build a beautiful site, and keep up with new software and computer knowledge. It is worth mentioning that starting to yield and harvest is not that get rich quick and all that is associated with that. It needs some reverence and perseverance to get through, but finally, no one fails when he/she strives to improve himself/herself on an ongoing basis arming himself/herself with the essential knowledge and practice to succeed.

Also, the continuous competition between different companies, firms, groups, and people to deliver the best product and/or to present the best service to clients from all over the world ensures that a very good product at the best price will be delivered to people. Along the way, every secret tactic and technique that might have been concealed for years will be exposed under the pressure of competition…noble competition of course.

3. How long did you think earning an online income was impossible and what made you change your mind?

I never thought that. It is almost impossible to think that millions of people who are dealing with each other through

a world wide web and have many things to offer and sell and are in need of different products and tools won't cooperate with each other to sell and buy and attain mutual benefit and good profit for both of them. Just press some keys on your keyboard and the world is in your hands. What did the fax do other than transfer contracts and deals between different parts of the world? Why can't the Internet do this? Besides, it has the most powerful enigma for interaction: email. Also, the facts mentioned above won't leave you rubbing your scalp. Every smart person has the opportunity a few times in his/her life. How he/she seizes it is the process which transfers the chance into fate.

4. What were the first and/or worst difficulties you faced in building your online business?

I didn't find any difficulty in building my online business yet for I hadn't gone through its hassles and difficulties until now. But I can share different points of view and hints from my ongoing reading on the internet to help open discussions and deliberations concerning internet business. I can create a mini-forum which is one of the best current ways for any site to attract traffic and build a very nice credibility, build an active relationship between its visitors, and build a think-tank for better products and utilities .

- Building a good relationship and trust: building a good relationship between you and your customer is equal to creating a rapport between you and your client in the offline sales process. Creating a good rapport through being honest and friendly, willing to commit time and effort, responding to the real demands of the customer, and showing the customer the real benefits of your product/service and that those benefits are the creative solution needed to help him/her improve his/her life.

  The architecture of your site: the architecture and design of your site is very indicative of how faithful

you are to the commitment of excellence. It is not a luxury as some might see it, as the end preparation and beautification of a product determines to a very great extent the popularity and the brand name it would attain. Also, the beautification and the attention to clarity, beauty, quality, easy access to information, and attractive advertisements on your site determine the revenue that you would expect to receive from your site. Act as wild but beautiful flowers that would entice the prey, but in an elegant and honest way. Never allow anything to jilt your credibility.

Offer expertise and knowledge: would you like to make your site an attracting magnetism where a lot of people would visit every now and then? Would you like to make it a reference page that would be mentioned in forums, in discussions, and commonly branded as "one of the most powerful sites on the Net"? It is very simple offering knowledge in the form of free e-books, in the form of articles, in the form of questionnaires, and in the form of surveys, which open up a new horizon for you to get plenty of visitors, increase your traffic, and brand your site. Allowing different people to write articles or messages for your site ensures two benefits: first, more publicity and fame for you and more fame and publicity for those writers; second, more richness and wealth in the content of your sites with different perspectives.

Allow for feedback: you would increase the feedback by writing an article or report about the questionnaires you put up on your site; highlighting the main ideas and messages you receive; making computations and polls; submitting your email and adding your site; all these are forms of feedback you can make maximum benefits of for you and for your visitors. You can use the messages you receive as testimonials and free marketing tools. It has a magnetic effect when you publish the endorsements you receive from different people. Everyone also loves to see his/her messages

published in a colorful and stylish frame under which his/her name is written in bold letters.

- Some sites have such good sales copy that attracts you from the first sight and entraps you from the first line to the last line. There are unbelievable things that keep you reading from the start to the end, while paying full attention to the text as you read it. The sight of the site may play a crucial factor but another crucial factor is the sales copy. Some sales copy is bright and shining with enthusiasm and charm, while others are dull and boring. Writing shiny sales copy that depends on the element of emotion, captures the attention of the reader from the first glimpse, and raises his/her interest to ensure his/her reading and to command him/her to take an action is the perfect ingredient of every sales copy, but each of these steps needs a great deal of time to master and/or to seek an expert's knowledge and assistance if you don't have the talent to write the sales copy.

5. Who inspired you and why?

There are many names that affected me deeply and took me into a higher level of awareness and a real love of the knowledge itself in all its different aspects. There are some authors who've made a smooth revolution in our lives and turned our lives into better ones. They've added richness, prosperity, and creativity inside of it. I also believe that reading just one realm of knowledge is like eating one type of food, which you are restricted to when you are sick. However, since I am not a "sick" person, I am an avid reader in every realm of human knowledge. A lot of scientific advances and progress have taken place through the process of imitating where one scientist applies one idea in a certain field of knowledge to another realm and vice versa. There is an interconnectedness between the different sciences. No one would ever deny the fact that the best scientists are those who have the balanced

knowledge of art, humanities with science, and mathematical contributions.

- **Brian Tracy**: This person affected me very deeply with his motivational balanced and breathtaking messages. He writes in a way that differs in many aspects from accelerated learning techniques to achieve and motivate together with marketing techniques and sales strategies. He contributes in creativity, calls for time management, and endorses business and management. He has a very eloquent style that is simple and direct, he gets into your heart directly with his words and brilliant ideas, and he doesn't fill his books with fluff. One disadvantage is that his works are somewhat expensive for most of his lovers to afford.

- **Karl Popper**: this philosopher of science made great contributions to the philosophy of science and he has a very intelligent and rampant theory in the process of the development of science that gained wide acceptance and is considered one of the main stays in the development of scientific research and scientific philosophy in the twentieth century. He authored more than thirty books and wrote an infinite number of articles. His theory is named falsification of science in which he documents that science progression takes the form of chain reaction in which every discovery leads to another discovery and those two discoveries lead to four discoveries. The only factor that determines the credibility and validity of a theory and how far it is practical and demonstrative in our approach to the truth is its ability to withstand all the harsh artillery of criticism. He also has major contributions in defending democracy and all other related issues of liberalism and capitalism.

- **Stephen Covey**: This man revolutionized my life when I first read his famous popular book, "The Seven

Habits of Highly Effective People." I remember when I heard about it from a friend and how it constituted a whole life view for every human being to live with integrity, prosperity, happiness, and joy. I finished 200 pages in the first session of reading; it was so beautiful and clear that you couldn't put it down. Being a person who seeks near excellence and beauty in every work I do, it pumped tremendous miracles out of me. It also has a spiritual hue and a very ethical basis that gives it a very special flavor and adds to its value. It also shows off the timeless values. He starts with the essential characteristics needed to establish oneself then moves on to the qualities of positive interaction with others. It starts as "Behold, this is the joy of his way; And out of the earth shall others spring behold" then "sharpening the saw" will do all the stuff for you.

- **William Shakespeare**: His plays are an endless inspirational pool for me to get new enthusiasm for life, to get new motivation for work, and to get new enthusiasm for writing and creativity. He is my inspiration for nearly every human experience from love and hatred to wars and management, (there is a book titled Shakespeare On Management; his most influential plays for me are "The Merchant of Venice," "Romeo and Juliet," "Hamlet," and Much Ado About Nothing." There are some other great plays, but reading Shakespeare requires patience and critical thinking, with every idea you get, a new find, a new entity discovered inside you. You discover a dimension that you had a feeling of, but didn't know how to express it. Even in his jokes, he delivers them with elegance and effectiveness. The building block of Shakespeare's ingenuity and genius is his plain and direct comments and his repetition of certain shining and mesmerizing words in his plays. Also, he would raise your curiosity, take you off into the highest heaven, then all of a sudden, he hijacks your awareness or bumps you back down to Earth.

Also, I certainly add **Joe Vitale** because of his elegant hypnotic marketing techniques, **Bob Proctor**, **John Carlton** because of his massive marketing techniques, **Jim Ron**, and recently, the nice decent guy glazing with enthusiasm, confidence, intelligence, and talent, **John Delavera**.

6.   How did you discover what you could sell online?

I haven't sold anything on the internet yet, but I am willing to sell something soon and to contribute actively in making a good name for myself on the internet. There are many things that I feel I am capable of selling and of having the talent to write about them, simplify them, and present them in a very special way.

Specifically, these things are internet marketing, sales copywriting, creativity science, motivational literature, neuro-linguisitc programming, cognitive psychology, science fiction, and scientific writing that facilitates the scientific works in special books that are published particularly for the public and written without any equations or any complex material.

You might figure that I am intrigued with the scientific realms that are characterized by fortifying the human power and increasing his/her potential and helping him/her achieve much freedom and prosperity whether these are practical sciences or theoretical sciences. It is prudent here to pinpoint that there is no sharp clear-cut point between these two old terms for two main causes. First, science tends to use the same scientific paradigms and models to advance whether it is in the pure practical realm or in the humanistic realm. Second, the empty propaganda that used to popularize and publicize the uselessness and malfunction of humanistic sciences is no longer accepted or favored by any person now. In a world with challenging problems, humanities help bring harmony, cooperation, and

mutual understanding. So literally, there wasn't a process of discovery to go through, but rather there are certain things that attracted me and I really felt that I would contribute to them and make them more easily digestible for people. Awareness about some important stuff to care for, awareness that we are not stuck at one point in our lives, awareness that we have expanding potentials that need to be discovered acknowledged, honed, and used. Selling has also occupied a lot of my time. It appeared to me as a method I would apply in my life every day. We are in interaction with our surroundings, we need to sell ourselves to achieve our greatest dreams and our models of life. We have to use different methods with different people to get past obstacles. These obstacles might arise from our families, jobs, managers, friends, financial problems, etc. The surroundings greatly impact our achievements in life. Life's blend of belief and surrounding can make miracles and miracles make development and progress. I saw and experienced a lot of average-minded guys making unmistakable change and radical improvement in their lives with some simple techniques they used and mastered to produce great effects. It is known in psychology as the "law of cause and effect"; you tend to get what you constantly embrace. You can sell yourself to an owner of employment, you can sell yourself to your wife, you can sell your orders to your kids, you can sell your dreams to those who are willing to go all the way with you, you can sell to yourself motivation and belief. There is a very nice phrase: *sell slow and psychologically your clients will buy fast.* I believe this is a core concept of successful selling and successful power. Bare in mind it never has to be too slow.

7. What products have you created so far?

I have not created any product yet, but as I explained above, I have the desire to create many products and mix different items from different fields of knowledge and make a how-to-book. Making a how-to-book is a very essential thing in the age of information that bombards every aspect

of our lives. You feel that knowing what is going on in the world is not a luxury at all, it is essential to pursue your lives on a sound basis and to be able to participate actively and get more of what you desire from life. It has been estimated that in 2003, information technology forms 80% of all economical gross products in the world. That is to say that information products formed 80% of all generated financial abilities in 2003, whether in the form of software or in the form of tractors. Both of them need a design and a machine to invent them, which in turn, need a plan, which needs science and a vision, which is mainly knowledge and information used in a brand new way.

If I was asked what I would want to invent, first, I would like to create an e-book dealing with human potentials and motivation. I find in today's available knowledge that a lot of people are overwhelmed and more amenable to displeasure and sadness because of many economical, political, social, and cultural things going on in the world. Everything has been accelerated, everything goes on in a mad rhythm that it doesn't give you the chance to ponder, speculate, or take a precise idea so you are capable of making the right decision. I don't agree with this point of view and I intend to refute it. Yes, we are in a world of a challenging and changing pace, but this is supposed to give us room to achieve more and find more ways to discover ourselves and find more ways to participate with each other in getting things together. As the economy, policy, and conflicts continue on at a very rapid pace, they also vanish and cease in a very rapid pace that you might hear about a war or conflict that lasts only a week or so. The media plays a very big role in this, directing our attention to certain things, yelling at us with certain dogmatic false claims, and pushing us in one direction. This is a misuse of a powerful tool, but shall not jilt or tilt the positive ways of this powerful tool.

8. Please give your suggestions for the following services that you have ALREADY used:

-a domain name registrar

-a hosting service

I did not pass through the dilemma of all these things and you wrote a condition that I should have "Already used these domain or hosting services," so I cannot give advice on these topics.

9. What are the tools you're using (software and/or services) that you can't live without?

I don't have the experience so I cannot tell you the main things that you can't live without, but I would share the following insights with you as it appears to me from my limited experience and from my readings. First, the criteria of good software can be summed up in the following criteria:

- Easy to use and access

  Gains some popularity and has been tried before by some authentic people to tell whether it is efficient or not

- Has a reasonable price

  Has a follow-up and maintenance system in case any trouble occurs

  Has a money-back guarantee if it doesn't work as it is supposed to or if you've seen a better product available

I had a friend who once bought an expensive product that deals with copywriting generation. There has been great propaganda about it and many claims that bombard your head and leave you dizzy. Tons of testimonials and thousands of recommending letters, it was shocking for him

to try this product only to find out it wasn't that good of a product. Though the propaganda claimed that "you will never get a program like this for such a reasonable price" and "winners will come and happen," nothing of this happened for my friend. He tried to return the product, but there was a subtle condition that the site didn't mention that you have to try it in a practical way with an exertion of a certain effort for a certain period of time, which is obviously a trap for even the smartest people.

- **Microsoft Word**

  It provides marvels and marvelous solutions for all people. You can write your whole document using it. Edit it and use it as an easy and open method to making a viral book or for publicizing and spreading your brand and your name. It can very easily be cracked and broken down; this is one of the greatest disadvantages, but if you want to make a viral buzz, it will work wonders for you.

  Also, one of its great disadvantages is that it only works for those who have Microsoft Windows as their operating systems.

  PDF files and Acrobat Reader

  It is one of the most popular and authenticated sources of reading. It can be used at both Microsoft Word and Apple Macintosh terminals. It's an easy-to-use and easy-to-handle program supplied with many features that facilitate the display of the book. You can encrypt your e-book, which provides a very effective way to secure it. There are many popular PDF reading programmers; the most well-known and thoroughly tried is Acrobat Reader. It is continuously updated to ensure ease of use and compatibility with different operating systems.

  Book compilers

There are some great book compilers as Bersoft WebPacker و eBookPaper ـ eBookGold, and Fast eBook Compiler.

The real good ebook compilers do have some characteristics so that it will be nifty enough to satisfy your reader, end-user, and you. Most ebook compilers work on Windows-based PCs. Also, Internet Explorer should be installed both on your computer and on your end-user's computer. This is really a drawback because you can miss a great deal of your customers who use Apple or Linux Systems. Concerning the security and intellectual property issues, ebook compilers offer a favorable security. Specific chapters can be accessed if you like and others can't be opened unless your end-user provides a convenient password. Different ebook compilers use different ways to generate various types of passwords, which provide a very nice procedure to give extra security to your product. Others allow you to generate online passwords by using an online paying system. An ebook compiler with a follow-up and consulting after purchase is more favorable than any other one.

10. Name 3 of the BEST products or services you've bought so far.

I didn't buy anything yet so I cannot tell you. All these options depend on my readings.

11. What are your thoughts on affiliate marketing? Are you satisfied with your sales as an affiliate?

I think that an affiliate program is wonderful to make some good money, but it requires a lot of sitting in front of your computer, talking with people, and advertising the affiliates' product. It requires persistence and diligence to go through

this tedious process. If you work part-time, this would be great, but if you work full-time, it would be difficult to find the proper time to sell and advertise unless you are willing to turn this into your only job. I don't recommend someone leaving his/her own job to work full-time on an affiliate program because, most likely, a long time will pass before he/she earns his/her first money and won't be close to the amount of money he/she was planning to go for. Even if you find a beautiful example of success in affiliate programs, such as a neighbor or a friend who you know very well and have complete knowledge of the processes by which he/she got his/her successes, don't give up your original job until your online business starts to prosper and flourish.

12. Up to this point, what is the best tactic you've used to attract subscribers to your ezine?

If I am an owner of a product, I would use the tactics I mentioned above, and most importantly, I would use articles and viral books.

13. Up to this point, what is the best tactic you've used to get the most sales - either as an affiliate or as the owner of a product?

I did not try yet, so I cannot tell you right now, but in general, you would obviously estimate my preferred ways from the words above.

14. What would you tell new people who want to make money on the Internet?

I would tell them to go for it and to read what I wrote earlier.

15. If you could ask any question to one "Guru," what would it be and who would you ask it to?

If I could ask a question, I would ask it to **Brian Tracy** and the question would be how would I become your student? Your writings have affected me greatly and tremendously. You have very wide expertise and knowledge. Your writings are concisely humanitarian and ooze with energy and vigor. You provide an action plan after each thing you write, which gives you a hue of professionalism. You have an unmistakable endeavor and brilliant thumbprints in various fields of human development, especially in business and other related fields. Your language is superb and I find a shining new brilliant insight after each thing I buy from you. One suggestion I would kindly make is revising some of your products' prices. For example, what about making your earlier products cheaper for a limited time?

Brian Tracy ANSWERED this question!!!

Click here to read the answer!

16. Describe 1 software application for your computer OR a script to use in your server OR an ebook you'd like to read, that you have never found available online.

The ebook that I would like to read is called Advanced Hypnotic Writing by Joe Vitale.

17. Feel free to add your comments for the readers of this ebook.

No further comment.

top

Ellery Coleman, USA

1.   Who are you?

Ellery Coleman is my name. I have been in sales, sales management, and marketing for 32 years, making all of my income online for the last seven years.

I learned a long time ago that to be successful you must sell yourself. People must like you and trust you. You have to come across as a sincere person who is truly interested in them. And that's pretty hard to fake. Most people see through a phony in no time. That's why they're not very successful.

I have always been able to engender the trust of people quickly because I care about others, and they sense that. Getting along with and working with all types of people is my forte.

2.   What made you deal with the online market?

Actually, I avoided the Internet for a couple of years because I was afraid it would consume too much of my time. Boy was I right!

Because I have always enjoyed learning, my concern was that if I got involved with the Internet, it would waste a lot of my time. At that time the Internet was unproven as a vehicle to make any money. At least I thought it was. (I did

promise myself I would not spend any time playing games. Just do business. I've been tempted once or twice but I've kept that promise.)

There was starting to be a lot of talk about the Internet, though, so I felt I had to get involved. The lure of free advertising was hard to resist.

3. How long did you think earning an online income was impossible and what made you change your mind?

I never thought it was impossible. In fact, I started making money within a month's time. Of course, I already had a niche and a product.

4. What were the first and/or worst difficulties you faced in building your online business?

The first challenge was learning how to get a good ranking on the search engines. But I felt that's what I needed to do because I didn't want to spend much money on an unproven (as yet to me) advertising vehicle. And that's all I viewed the Internet as at the time, a potential free advertising vehicle. Of course, it has proven to be much more than that.

That first difficulty turned out not to be so hard after all and after just a bit of study and finding a great software product to help with it, I was able to get many top rankings for my primary keywords. They still offer a free trial of that software. You can go to http://NetInsiders.com/rank and test-drive it yourself free. It's a very powerful program but it's easy to use.

It's much more difficult now, of course, with more and more companies competing for those top rankings.

Another difficulty I have had is failing to realize how important building a quality list is and getting back end sales. Everyone is talking about that now but it took me a long time to come to that realization.

The worst difficulty I faced was having my PayPal account frozen. I started a membership site in 2001 called http://AutomaticBanking.com, which paid $20 of the $27 monthly membership fee to the person who introduced you to the site. That $20 per month was paid instantly directly into the sponsors Pay Pal account. No waiting or worrying about commissions. Boom. Instant gratification. Every day was a pay day; often every hour.

The site was growing like gangbusters and then out of nowhere with no warning, Pay Pal froze my account. Well, I don't know if you've ever tried but getting anything out of Pay Pal is like pulling teeth. The company finally said that they had received a complaint. Well who in business has never had a complaint? Come on!

Fortunately I had just removed $4,000 from my account, but by the time they froze it, I had nearly $600 still there. But worse than that, this brought that business to a halt. I tried using credit card payments, but members were used to instant paychecks and now it would take two months to get their commissions. Someone suggested that I use Storm Pay (which is what I do use now) but at the time when I looked at their site, I was a little skeptical. After all, they were going to be handling our money, so I stuck with the credit card payments. That was a big mistake resulting in the loss of most of my members. Now that I've started using Storm Pay, the business is starting to build again.

Storm Pay promises never to freeze an account for those kinds of reasons and this is probably what has contributed to their growth.

Getting back to what happened with my account at Pay Pal, I kept trying to get them to reinstate my account but was stonewalled. They finally said I was violating their terms of use because it was a pyramid. I emailed them back explaining why it is not and even offered them a free look inside the membership site so that they could see the value I offered. There really is an enormous amount of products, software, tools, and other resources available to members, but Pay Pal was not even willing to look at what I offer.

What I've learned from this is that if the primary emphasis of your site is making money on recruiting others, Pay Pal will likely freeze your account when they discover what you are doing. And there are an awful lot of sites like that on the Internet. So if you are the site owner, my advice is to take most of the money out of your Pay Pal account on a very regular basis.

Pay Pal held the rest of my money for over 6 months citing their terms that it is to satisfy any claims or complaints. Well, ironically, I finally got all the money because there was not another claim or complaint during that six month period. Not one penny was missing, but I had lost thousands of dollars in revenue each month because of it.

I had heard that Pay Pal would do that but I just couldn't believe it until it happened to me. I wasn't the only one affected by their policies. Pay Pal just agreed to settle a class action suit for $9.25 million.

5. Who inspired you and why?

Tom Kulzer inspired me and taught me how important it is to follow up with your visitors and customers. In my mind, other than my own auto responder Turbo Notes, Tom's is the best. You can check out mine at http://TurboNotes.com or take Tom's for a free test drive at http://NetInsiders.com/followup

When it comes to auto responders, nothing is as important anymore as delivery percentages, especially with the new war on spam. The last time I tested Turbo Notes it was nearly 100% deliverable. Tom tests the deliverability of his own and all his major competitors.

I asked Tom recently about his latest results and he sent me this:

On Monday 8/2/04 we ran updated delivery tests on the following domains:

aol.com
bellsouth.net
cs.com
earthlink.net
excite.com
hotmail.com
mac.com
mail.com
msn.com
netscape.net
netzero.com
sbcglobal.net
usa.net
verizon.net
att.net
yahoo.com

Overall deliveries:

Tom's	98%	inbox	0%	bulk	2%	missing
constantcontact.com	97%	inbox	0%	bulk	3%	missing
emailaces.com	89%	inbox	9%	bulk	2%	missing
1shoppingcart.com	88%	inbox	0%	bulk	12%	missing
getresponse.com	79%	inbox	3%	bulk	19%	missing
proautoresponder.com	34%	inbox	11%	bulk	55%	missing

Besides excellent deliverability, my Turbo Notes auto responder does not have the limitations that most others have. For example, many limit you to uploading a maximum of 5000 a month. We allow you to upload up to 100,000. Right now I'm working on an affiliate program for Turbo Notes that is going to be very attractive. Keep an eye out for it.

6.   How did you discover what you could sell online?

I just put up a website and started working on getting a good listing with the search engines. I used the pay per clicks with such good results that I developed my own pay per click search engine, http://HotWays.com

I already had my own product as I mentioned. It was related to the stock market so that's the first thing I sold.

There was kind of a land rush at that time on domain names when WallStreet.com sold for over a million dollars. I said to myself, 'whoa, let's do some brainstorming.' And I bought up over a hundred domain names including WallStreet3.com. I thought that would be a great domain promoting the advice of the top 3 gurus on Wall Street. It still hasn't sold yet but I sold several others.

I bought up a lot of names dealing with the stock market, like StockMarketGold.com, StockMarketMagic.com and

many others. I've developed some but I'm still amazed that someone hasn't snapped those up.

Interestingly, the name that I sold for the most money was what I thought was one of my worst names, **Hot30.com**. I sold it to an Australian radio station for $9000. I recently set up a website to sell my domains and for others to sell theirs too at http://TerrificNames.com where you can list your names for free.

We only accept the best dot com names though. We don't want our visitors to have to wade through a bunch of junk names like you have to on most domain name sites. You may see a few before we find and delete them but they won't be there long.

There has never been any really good information on how to sell domain names and I'm considering writing one. If any of your readers would like to be informed about it or contribute to it, they can send a blank email to domainnames@turbonotes.com.

7.   What products have you created so far?

I've created a few products and quite a few websites. I guess I am most proud of **http://ClickBankGuard.com** . It was the first affiliate link cloaker designed to work with ClickBank hop links. At the time I created that program, not many people were aware of how often they were losing commissions because people would substitute their own affiliate ID for the advertiser's ID and receive the commissions in their own account.

For more details on how this works you can check out an article I wrote entitled *"Affiliate Programs - How To Protect Yourself"* at

http://AutomaticBanking.com/affiliatebusters.htm

There were a lot of similar products that came out after Click Bank Guard, many of them using simple encryption methods far inferior to mine but they were better than not protecting your links at all. Click Bank Guard will protect any kind of affiliate link, not just ClickBanks.

Ironically, my product does not work as well with ClickBank as it once did because they have started using a frame breaker. There is another program that does hide ClickBank's affiliate ID well but it does not have all the functionality of Click Bank Guard. It's your choice. In my mind the only other feasible option is http://ClickBankGuard.com/afc

ProtectZ is a product that I created to prevent visitors from downloading my products without paying for them. An examination of my server logs revealed that I was getting a lot more downloads for my products than I was getting sales. So a closer examination made me realize how easy it is, or was now, to discover the download location of my products. I wrote http://ProtectZ.com to prevent this.

Recently I discovered that some companies are offering resale rights to my ProtectZ program. They are doing this illegally. I have never offered resale rights to anyone for any price. I offered it as a bonus for a product that I sold resale rights to and I clearly stated that ProtectZ was not included but was exclusively for the purchasers use. If you thought you purchased resale rights to it and are giving it away or selling it, you were mistaken. Anyone found doing so will face the legal consequences of their illegal actions.

My first product was called RPM, which stands for **Reliable Pattern Match**. It is a product designed for S&P 500 traders. I originally faxed out the product to subscribers who paid a handsome figure for it each quarter. After getting online I eventually switch everyone over to email and later created a software product so that my subscribers could generate the numbers themselves and I would no longer have to fax or email it every day. You can take a look at what the fax looked like at http://ChoiceDayTrades.com/rpm_detailed_info.htm but unless you are a trader it probably won't mean too much to you. The sales page for it is

http://ChoiceDayTrades.com/rpm.htm if you would like to see it.

Right after I got out of college I got into the insurance business and acquired a good storehouse of information that most people are unaware of so in 1999 I opened http://InsuranceQuotesUSA.com and started selling insurance agents and agencies six month exclusive leads generated by the site. I allowed only 1 agent or agency per zip code and charge $89 twice annually for the leads from their zip code. It was a very easy sale but that is not how I wanted to spend my time so it lay dormant for quite some time. I figure it could generate $900,000 a year if fully developed. It's all quite automatic. When someone requests information they are automatically directed to the agent corresponding to their zip code. Anyone out there interested in doing the marketing for this?

While Click Bank Guard is the product I'm most proud of, the website I'm most proud of is **http://Exultations.com**. I created this site in memory of my daughter Brooke who was killed in a car accident. It was an attempt to cheer myself up and provide a catharsis for me. I have been amazed at how my ezine for it has taken off. I have over 17,000 subscribers and am getting about 100 new subscribers every day. And all this with virtually no

promotion. I guess it just goes to show that the best advertising is word of mouth.

Here are some of my other sites:

http://IncomeForLifeToday.com

http://NetInsiders.com

http://Hot33.com

http://BeyondHits.com

http://MoneyPalooza.com

http://StockMarketGold.com

http://HotWays.com

http://ChoiceDayTrades.com

http://NeonNotes.com

http://TravelDelights.com

http://SilkWebDesigns.com

http://RealEstateLocation.com

Some new ones coming are:

http://EasyEzines.com

http://SearchEngineMaker.com

http://LightningSurf.com

http://SureTraffic.com

http://TrafficPDQ.com

http://WordProfit.com

As you can probably tell from this, my worst problem is staying focused.

8. Please give your suggestions for the following services that you have ALREADY used:

-a domain name registrar

I am a reseller for Enom. I had so many domain names it was imperative that I find a low cost way to register and renew them. Enom's prices were low but what I like best about it is that their system is so easy to use. I've tried a whole lot of others but none of them compare for ease of management. It was a pretty hefty investment to become a reseller but they charge $29.95 per year for dot com names if you are not a reseller. As one of their resellers I sell the same service for $12.95 per year at

http://register.terrificnames.com

-a hosting service

To me the most important thing about a hosting service is speed. I want my sites to load as fast as possible, so I did a lot of testing. I've used a lot of hosting services over the years but it is a real pain switching now with so many sites. I recommend http://WebHostingTheWorld.com if you want a fairly low cost host or http://NetInsiders.com/webhosting if you want one that gives you absolutely everything you could possibly want and more.

9. What are the tools you're using (software and/or services) that you can't live without?

I have a program called **Neon Notes** because I tend to be so disorganized. It allows you to enter random information without worrying about organizing it. Then when you need to find it all you have to remember is one word in the note and it will bring it up. The problem for me with other organizer programs is that you have to take the time to figure out where you want to put the information you want

to save. You have to categorize it and that usually resulted in me not doing it at all.

I've been giving this program away free for some time at http://NeonNotes.com

A word of warning though. I haven't updated it in some time so it doesn't work on Windows XP, Me or 2000. It has to be Windows98 or earlier. Those who download it though will be notified when I upgrade it.

I couldn't live without my Turbo Notes auto responders or Click Bank Guard of course. I use an FTP program called CuteFTP that makes uploading and downloading of files very simple. Everybody seems to recommend a free program; I can't even remember the name of it. Anyway, I tried it and thought it was so difficult to figure out that I needed to find something else. I like programs to be fairly intuitive and not require reading a manual.

One of the most productive things I have done is to install dual monitors on my computer. I've been doing that ever since Windows 98 came out with that feature and you will not believe how much it will increase your productivity.

10. Name 3 of the BEST products or services you've bought so far.

The best product I have ever bought online was a service I bought nearly 20 years ago. It was **online bill pay**. It amazes me that this took so long to catch on. It is so easy and saves you so much time. Check out http://NetInsiders.com/onlinebillpay and you'll never pay your bills the old fashioned way again.

The second best product I ever bought was the product I mentioned earlier that I used for getting the best possible rankings on the search engines. Go to http://NetInsiders.com/rank for your free trial.

I guess my third choice would be a private site, http://NetInsiders.com/net that tells you what is working best right now and how to use your advertising dollars effectively.

11. What are your thoughts on affiliate marketing?

I'm all for affiliate marketing. It has given me a lot of good paychecks. I never consider any product that doesn't pay at least 25% commission. I think you should only endorse products that you personally like so that you know they are of good quality.

One thing I hate to see on a site that I want to represent is a 'become an affiliate' link, or the even worse 'Earn Money' link. I know it's in the vendor's best interests to get as many affiliates as possible but I don't like spending much time promoting those that do that because I know many people will sign up as an affiliate and you end up losing your commission.

If I have to go looking to see if they have an affiliate program I am more prone to promote it as long as it's a quality product. Then I don't have to worry so much about my promotional efforts being thwarted.

12. Are you satisfied with your sales as an affiliate?

Yes and no. I earn a few hundred dollars a month as an affiliate. Since I have my own products I haven't worked on others until recently. I plan to improve in that area though.

13. Up to this point, what is the best tactic you've used to attract subscribers to your ezine?

The best tactic is great content and word of mouth. I think I explained earlier why I say this. My Exultations.com website demonstrates this phenomenon. Nearly 100 new subscribers a day with virtually no promotion is pretty amazing, don't you think? The problem a lot of people have is that not everyone can write a compelling newsletter. I don't care what the gurus say, it just ain't so. That's one of the reasons I plan to offer a new service soon with another well-known Internet marketer that will be called **Easy Ezines**.

14. Up to this point, what is the best tactic you've used to get the most sales - either as an affiliate or as the owner of a product?

Joint ventures are by far the best tactic I have used. When Michael Campbell endorsed Click Bank Guard to his list I got more sales in one week than I've gotten any other way since. Of course, one of the reasons Michael's endorsements are so powerful is that he does not recommend every product that comes along. Unless he truly believes a product will be good for his customers, he will not endorse it. I'm very proud of the endorsement he gave my product.

At http://ClickBankGuard.com/michael_campbell.html you can read what he had to say.

15. What would you tell new people who want to make money on the Internet?

If I were just starting out I would start by promoting other site's affiliate programs. I just take too long to develop your own quality product. I know, I know. There are ebooks that say you can create your own product in 7 days or whatever. That's probably why there are so many poor or mediocre products proliferating the Internet now. It takes time and acquired knowledge to create a quality product.

After you have learned how to promote other people's products, then it makes sense to try to develop your own. After all, if you can't sell a product that is already selling well, then there is no way you are going to successfully sell your own. So why waste all that time and energy until you know how to promote?

16. If you could ask any question to one "Guru," what would it be and who would you ask it to?

I would ask Rosalind Gardner to tell me all of her secrets to her outstanding Internet success as an affiliate marketer.

She gives a lot of great information at http://NetInsiders.com/superaffiliates but I would try to get her to tell all.

17. Describe 1 software application for your computer OR a script to use in your server OR an ebook you'd like to read, that you have never found available online.

I would like to have a program that would replace all affiliate links in ebooks with my own so that I wouldn't have

to pay each time for it. I've done well with reprint rights but it can be expensive to have to pay to have every ebook you want to promote branded with your links.

There is a product out now you can use to brand any ebook with your own promotions, and I have just started using http://PeakMarketing.com/brandit, but no product can replace the affiliate links inside an ebook unless you have been given or purchased the rebrander for that product.

18. Feel free to add your comments for the readers of this ebook.

If you are just starting out, you need to study and learn what works and what doesn't. You need to realize that it takes work to succeed online. Don't waste your time with any of the get rich quick schemes, matrixes, or the 'we'll do all the work for you' baloney out there. If there is no real product, there is no real future promoting it. It's important to have an optimistic attitude, not a defeatist everything is a scam attitude. I've heard it said that attitude is everything and I understand why many say that. It is very important. Maybe attitude is nearly everything would be more accurate. Work, persistence, and a good attitude are crucial to success on and off line.

top

Floyd Fisher, USA

1. Who are you?

My name is Floyd Fisher.

2. What made you deal with the online market?

The reason I was drawn to the internet is because I am looking to establish myself in my own home based business selling software. The Internet gives me the greatest chance to succeed on as level a playing field as possible.

3. How long did you think earning an online income was impossible and what made you change your mind?

I really never thought making money online was impossible, but was opened up to the possibility by looking around and actually seeing people who are doing it.

4. What were the first and/or worst difficulties you faced in building your online business?

In my first attempts at building a business, my biggest problems were as follows: a. Having sufficient finances to finance such a venture b. Getting real interested eyeballs to look at what I am offering instead of mass junk traffic.

5. Who inspired you and why?

The people that inspire me are the ones who by dint of hard work and self motivation literally force themselves to overcome all obstacles in their path. People like **Willie Crawford**, **Jack Humphries**, **Harmony Major**, and others who have literally beaten the odds and accomplished more than others expected they would are my real inspirations.

6. How did you discover what you could sell online?

I can't say I'm there yet. But I'm trying.

7. What products have you created so far?

I don't create my own products currently. I'm acquiring new and innovative products from others, putting the spit and polish on them, and reselling them as though they are my own. My current products list includes several scripts found at Scriptclone.com (traffic exchange script and an email lottery script), and the co-registration master found at www.obleam.com I have other products, but I'm still working on them and don't expect them to be finished by the time this book releases.

8. Please give your suggestions for the following services that you have ALREADY used:

-a domain name registrar

-a hosting service

For web hosting, I heartily endorse a little known web host www.voxtreme.com. Fast affordable services, awesome customer support, and other services you wouldn't believe unless you see it for yourself. For domain registrars, my

money is on godaddy.com due to excellent prices and tremendous customer service.

9. What are the tools you're using (software and/or services) that you can't live without?

Tools I cannot live without include the **Money Browser** by Allen Says, **The Web Army knife** by Michael Chen, and **Office** by Microsoft® (in spite of their reputation, they provide quick and dirty tools that are actually easy to use in spite of their quirks which I can work around and the customer support is tremendous).

10. Name 3 of the BEST products or services you've bought so far.

The Mark Joyner Farewell package (it pulled me into a community I am still a part of), the Web Army Knife (that thing is a time saver), and the hosting I use at www.voxtreme.com (you have to see it to believe it).

11. What are your thoughts on affiliate marketing? Are you satisfied with your sales as an affiliate?

I've never actually tried my hand at affiliate marketing. I prefer to create "my own" products to sell. It's just something I don't personally prefer to use at this time.

12. Up to this point, what is the best tactic you've used to attract subscribers to your ezine?

I don't as of yet run an ezine. I hope to get into a form of list building soon.

13. Up to this point, what is the best tactic you've used to get the most sales - either as an affiliate or as the owner of a product?

3 things that work: Pay per click listings, contest sponsoring, and marketing to real ezines.

14. What would you tell new people who want to make money on the Internet?

The biggest thing you will need is time to establish yourself. It takes at least 6 months of consistent work to get your product into people's heads and 2-5 years before you see any meaningful results. Anyone who tells you different is either delusional or lying. There are no shortcuts in this game.

15. If you could ask any question to one "Guru," what would it be and who would you ask it to?

Outside of God and Family, what is your most important relationship and why is it important to you? I would ask it of John Reese.

John Reese ANSWERED this question!!!

Click here to read the answer!

16. Describe 1 software application for your computer OR a script to use in your server OR an ebook you'd like to read, that you have never found available online.

The one piece of software I would love to see is a device that turns scanned books into Word Documents. The uses I could have for that one!

17. Feel free to add your comments for the readers of this ebook.

So many of the people I run into think you can build a business in a fortnight. If that could happen, I would be a billionaire by now. Be patient, don't be afraid to fail (how else do you find what doesn't work), and keep trying something new each and every day. Success doesn't come by lightening bolt, it doesn't come by genius, it doesn't come by waiting for your ship to come in.

It comes by w-o-r-k.

Do that and it will come eventually.

top
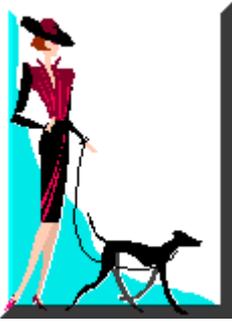
Jane Fulton, USA

1. Who are you?

My name is Jane Fulton. I am owner and webmistress of:

http://janes-place.com

http://peek-a-poo.com

http://woman2woman.biz

http://hostingplusbenefits.com

2. What made you deal with the online market?

It started out as a fun project, but turned into a business. I love to write, help people and wear the many hats I wear every day.

3. How long did you think earning an online income was impossible and what made you change your mind?

I started out using Web TV, just for fun. I played a lot of games online, copied recipes, jokes and just surfed the web. I started subscribing to newsletters that talked about marketing on the internet and putting up your own site. I always thought that was for programmers. The more I read, the more I found out about Internet Marketing. I became intrigued with Internet Marketing and decided I wanted my very own website. I found Web TV too

restricting, so I ordered a computer and after a lot of trial and error, got up janes-place.com, in 2000.

4. What were the first and/or worst difficulties you faced in building your online business?

Building my website and getting it up on the Internet. I found that the Internet had it's own language. Every time I emailed someone for instructions, I found that I didn't understand the 'lingo'. I first had to learn the language of the web. I used several different software programs to build janes-place that didn't work for me, so I ended up buying Front Page and found it to be a winner. I still use it today.

5. Who inspired you and why?

My first host, Dan, at linkopp.com. I emailed him and told him he was dealing with a 'total' newbie and found him to be a great source of information. He was very patient with me and I soon learned my way around a control panel.

6. How did you discover what you could sell online?

Before I was successful getting janes-place up, I was an affiliate with several companies online. That's where I started.

7. What products have you created so far?

Since learning the language of the web was a hard task for me, I wrote **Newbie Handbook**. It teaches new people to the Internet the language of the web, so they didn't have to struggle like I did. I followed it up with **'Break Down**

Those Barriers, Volume 1 and 2', which teaches new people how to do different things on their computer.

8. **Please give your suggestions for the following services that you have ALREADY used:**

-a domain name registrar

-a hosting service

I now own my own hosting company and domain name registrar: http://www.hostingplusbenefits.com

9. **What are the tools you're using (software and/or services) that you can't live without?**

There are so many tools I have found to aide me in my business. The most important are:

****i-Marketing Organizer**, which keeps track of all my business information- ie- passwords, URL's, sale items on PayPay, eBay……….. I don't have to remember this information or search for it

http://janes-place.com/imarket.htm

****Autoresponder Unlimited**- I use this jewel to send my newsletters. It handles all aspects of this function and saves me hours of valuable time

http://janes-place.com/sos.htm

****Ad Track**- This gem tracks all my ad campaigns and lets me know what is and isn't working. http://janes-place.com/adtrack.htm

****Ad Formatter**- I format my ads and articles with this in a matter of minutes.

http://janes-place.com/formatter.htm

10. Name 3 of the BEST products or services you've bought so far.

- **The Complete e-Business Resource Guide**, by Audra Schwalm. I have found this ebook to be one of the best help mates a business can have.

  http://janes-place.com/guide.htm

- **EZYlinkexpire** PHP Script This script is easy to install and does so much. It even offers 2 different membership levels, Free and unlimited for $9.95 per month. It's really a Free script because you can get your money back on monthly membership fees and it comes with Master Resell Rights. That's a great deal!

  http://janes-place.com/ezy.htm

- **I-Marketing Organizer**, because it saves me so much time that I can now use for promoting and marketing my business. This software is like hiring an assistant without paying a weekly or monthly salary!

  http://janes-place.com/imarket.htm

11. What are your thoughts on affiliate marketing? Are you satisfied with your sales as an affiliate?

I am kind of shying away from affiliate marketing. I find that I prefer to make all the money by buying products and scripts with resell or Master resell rights and sell them myself. I have affiliates on my site and match them up with similar products, but I don't actually promote them. I promote MY products. There is only one affiliate program that I actively promote and that's I-Marketing Organizer,

because resell and master resell rights aren't offered on this product, at this time, but it's one of the best products I have found on the internet today. It saves me so much valuable marketing time that I used to spend looking for information. http://janes-place.com/imarket.htm

12. Up to this point, what is the best tactic you've used to attract subscribers to your ezine?

I find that I don't need to use 'tactics'. I give quality content. That's the best attraction you can have for an ezine. I have subscribed to ezines that are about one subject, but when you receive your issue, there are all other kind of information in them. If you are marketing to a 'niche' market, stay on that subject. That's why they subscribed to your ezine in the first place! They are interested in That subject matter.

13. Up to this point, what is the best tactic you've used to get the most sales - either as an affiliate or as the owner of a product?

I really don't like the word 'tactic'. It sounds like 'tricking'. I don't 'trick'. I resell products that I use in my business and have found that helps me and saves me time.

14. What would you tell new people who want to make money on the Internet?

I would start out with affiliate programs at first. They teach you how to market and promote effectively, then I would branch out into your own thing. I would suggest you have a website. That's like having a store offline. It's a place where people know that they can find you and you can market that website and have your different affiliate programs on the site.

15. If you could ask any question to one "Guru," what would it be and who would you ask it to?

The one marketer online, that I trust and respect highly is Terry Dean. He has helped me on numerous occasions. Without him, my website would still be just a dream.

If I was to ask him a question, it would be how can I make my first million online, like you did?

16. Describe 1 software application for your computer OR a script to use in your server OR an ebook you'd like to read, that you have never found available online.

I really can't answer that question. I have found everything I need for my business and am happy with what I use today.

17. Feel free to add your comments for the readers of this ebook.

If you are new to the internet and want to start your own business online:

**You MUST have determination! I pulled out my hair, said a few cuss words and tried and tried, until I got my site online and learned what I needed to learn to make it. My family and friends didn't think I could do it and would tell me, "Why are you doing this to yourself?". But I continued, didn't give up and decided that that box called a computer wasn't going to defeat me!

**You MUST be open to learning! I learn something new everyday.

**Don't start a business online and think you will be able to pay your bills right away. You won't! Keep your current job or source of income. When you first start making money, it will all go back into your business, just like an off line business. You will have expenses—advertising, software to use in your business, learning tools, like ebooks... to buy.

**You MUST enjoy what you have to do everyday. If you don't, you might as well keep your j-o-b.

**Just because you have a business doesn't mean you can play and sleep all day. There's work to be done and NO one is going to do it for you, therefore you MUST be a self starter. If you enjoy what you are doing, this shouldn't be a problem.

top

*Photo
Not
Available*

Joe Chengery III, USA

1. Who are you?

My name is Joe Chengery III and I am a recent college graduate from Cleveland, Ohio. I graduated (with Honors) with a Latin Degree and a Minor in Business, but being that Latin is not taught as much anymore, I haven't been any to find work. (In case you're wondering why Latin was my Major: The two main reasons I chose Latin as my Major were because I had a four-year college scholarship in it, and at the time, I had thought about becoming a Catholic Priest. However, as I went through college, I realized that the priesthood was not what I wanted to go into; I wanted to start and raise a family in the future!) Therefore, I have done some different jobs and have helped out in the neighborhood. I also help my family as much as I can. At the present time, I don't have much money to spare, but I try to compensate for that by spending as much time as possible reading and learning about Internet Marketing from the free and paid resources that I have.

2. What made you deal with the online market?

In my attempts to find consistent work in the offline world, I went online to see what I could find. As I explored the Internet, I found that people were making money online. I liked the fact that you could build a website, sell a needed product or service, send targeted traffic to the website, and take orders at all hours automatically. The idea of making money at all hours without manually completing the orders certainly appeals to me!

With the way the US Economy is going in 2004, as well as the possibility of US Social Security running out in 2017, I believe an online business is the best and easiest way to financial freedom, stability, and success for my family and me. I have read that 95% of Americans cannot actually "retire" as they do not have enough life savings to live on to enjoy their "golden years." I'd like to make sure that my parents can enjoy their golden years (which makes it all the more imperative that I get started right away, as my parents are almost ready to begin their "golden years" (they're in their early 60s), and I would also like to avoid the hassle and stress of constantly worrying and fretting of not having enough money!

I also was stressing and worrying so much about doing well in college that it caused me to have a few health problems, such as gastrointestinal problems and back, shoulder, and neck problems. That's another reason why I would like to build an online business; to try to avoid the constant worrying and fretting that comes with having a job, trying to make "ends" meet, and then getting laid off work when your employer downsizes, along with making barely enough to support oneself and one's family! That's why I am determined to build my own profitable online business in the near future!

3. How long did you think earning an online income was impossible and what made you change your mind?

I really didn't earn my first income from the Internet until mid-2003 (via affiliate marketing), and I had begun researching Internet Marketing in late-2000 to early-2001, so for a period of 2-3 years, I had thought that I didn't have what it takes to make my living online.

However, my first mentor, Mr. **Nicolaas De Wet Theron** of http://www.InternetWealthZone.com, helped me to

change my mindset by encouraging me with his email messages and his advice on how to get started. His Rapid Fire Ezine provided concise information on a certain aspect of Internet Marketing that was easy to understand. His ezine also didn't have any ads in it, so I could just focus on the information inside without being distracted by product offers. I also purchased his [Rapid Fire Instant Internet Profit Kit](), which also helped me to change my mindset as it broke down the different areas of internet marketing into different ebooks which I could read and study to get a better "picture" of how to build my own online business.

My current mentor, Mr. **John Delavera** of [Software4Profit.com](), has also helped me to change my mindset by encouraging me with his email messages and his [TurboZine]() Newsletter. His TurboZine Newsletter also provides very pertinent and concise information about Internet Marketing in a style that is easy to understand, and therefore, much easier to learn from than from other newsletters. Mr. Delavera has also been gracious enough to provide me with additional information and advice on how to go about registering my first domain name, what web host to use to host my site, how to determine what type of online business I should start, and what tools I should purchase to make my online business flourish.

4. What were the first and/or worst difficulties you faced in building your online business?

One of the worst difficulties I've had to face is a lack of money to purchase the ebooks and software I needed to learn Internet Marketing. Through some offline and online "jobs," I've been able to save up enough money to purchase the ebooks and software I need to begin building my online business.

Another difficulty I've had is trying to sort through all the information I have on my hard drive and learning what

ebooks and software have useful information and those ebooks and software that don't. Reading different Internet Marketing Newsletters and through my own "maturation" online, I'm starting to learn which ebooks and software are useful and which ones aren't.

5.   Who inspired you and why?

If you're referring to anyone, I would have to say my **mother** because she has always worked hard to make my life better, no matter if it was when I was in school, in college, or after college. She is kind, compassionate, hard-working, and intelligent. I plan to build a successful online business in the hopes of making her life better.

If you're referring to the online world only, I would have to say Mr. **John Delavera** because in a short period of time (within 1-1.5 years,) he went from someone who was not known at all on the Internet to someone who is now well-known on the Internet, so well-known in fact that top marketers ask him to join them in their Joint Ventures and Special Offers, including the 7-day special, the MarketingDealTime.com offer presented by Russell Brunson and Josh Anderson.

I hope that I can become well-known on the Internet in the future and be asked to join Joint Ventures and Special Offers as well (although I've already been invited to join one Joint Venture, which I have; please see below to find out which one! ☺)

6.   How did you discover what you could sell online?

I'm still learning what I should sell online, although I have a much better idea of what I want to sell online than I did even last year. I've learned that I can sell as an affiliate

(and have made sales a number of times.) I'm also planning on offering resale rights to internet marketing ebooks and software, either as packages of products, or as a membership site. I'm still working on adding something different to my packages or membership site, as I feel that this will distinguish my packages or membership site from all the other ones on the Internet. I'm also planning on selling ebooks and software in other niches, as this is a very popular and profitable trend, both now and in the future. I also plan on offering a service that I found myself to be proficient in, namely, proofreading and editing. I have gained valuable experience in proofreading and editing by editing a quality weekly newsletter each week for the past two years.

Eventually, I would like to become proficient in copywriting and offer my services at some point in the future as well.

7. What products have you created so far?

At this point, I have not created any products at this time, although I am involved in a Joint Venture with Mr. Felix Ibay and several other Internet Marketers called Do What You Love.

8. Please give your suggestions for the following services that you have ALREADY used:

-a domain name registrar

-a hosting service

At this point, I have not registered a domain name or put my website online yet, so I cannot suggest any services at this time. I have a hosting service already chosen and I have an idea of which domain name registrar I will use, but since I'm still researching domain names and haven't used

these services yet, I don't feel that I can suggest these services to you at this time.

9. What are the tools you're using (software and/or services) that you can't live without?

Mr. Nicolaas De Wet Theron's Rapid Fire Instant Internet Profit Kit and Mr. John Delavera's Best Seller Ebook because they provide many useful ebooks and software on Internet Marketing. That's how I have learned a great deal about Internet Marketing and why I am close to opening my own online business.

Some other resources that I have found to be invaluable:

ZoneAlarm Firewall – It is imperative that you have a firewall protecting your Internet connection so that hackers cannot expose open ports and use them to access your computer and its important data. This is one of the best firewalls around and its FREE (in fact, some say that the Free version works better than the Pro version.) I'm very happy with the free version and you can download a free copy from

AVG Antivirus Software – It's also imperative that you have a good antivirus software program that can be updated regularly so that your computer doesn't get infected with the latest viruses. Having a virus on your computer can be very costly, whether losing time in trying to remove the virus yourself, losing money by having a computer expert remove the virus for you, or losing time, money, and data by losing the entire computer because it's rendered useless by the virus. Therefore, it's an absolute must to have a good antivirus program on your computer and AVG Antivirus Software is a very good, FREE (* for personal use, not corporate use; see the site for details)

antivirus software program. You can get a copy from
http://www.grisoft.com

LavaSoft AdAware Software – This software program can
help detect and remove Adware and Spyware hidden inside
your computer's directory. Adware can allow advertising
companies to spy on your surfing habits and send you
advertising through the Adware program on your computer.
It can also slow down your computer and even make it
freeze and/or crash. Spyware is arguably even worse, as
hackers can use these programs to log (ie. record) your
keystrokes and use that information (ie. credit card
numbers, bank account numbers, social security numbers,
etc.) to steal your identity and your money. They can also
break into your computer to steal or delete files, put their
own files on your computer, and even use your computer to
send out SPAM to other people, resulting in you getting the
blame for the SPAM! Therefore, it's imperative that you
have a good software program that can detect and remove
the Adware and Spyware from your computer before it can
cause any damage to you, your reputation, and your
computer. You can get this great FREE software from
http://www.lavasoft.de (click on Ad-Aware at the left side
of your screen to get the free version.)

PalMail – Mr. John Delavera informed me about this useful
program and it has come in handy for me several times. It
allows you to look at your ISP Email (whether you use
Outlook or Eudora) on the server, enabling you to spot and
delete SPAM and suspicious-looking emails before you
download them off the server. This saves you time, disk
space, and the possibility of downloading emails that
contain viruses. You can download a copy free from
http://www.mirekw.com/winfreeware/palmail.html.

Mr. John Delavera's **Best-Free-Ebook** – This is probably
the best collection of free ebooks you can get on Internet
Marketing and you can also make a profit from them. You
will get a very solid foundation of what you need to know to

be successful in your own online business and it's for FREE. You can get a copy for yourself at

http://tinyurl.com/36jyy.

10. Name 3 of the BEST products or services you've bought so far.

Mr. Nicolaas De Wet Theron's Rapid Fire Instant Internet Profit Kit (RFIIPK)

It was my very first purchase online (in Feb. 2002) and introduced me to the world of paid online marketing information. It helped me learn much more about Internet Marketing than the free ebooks you find all over the Internet.

Mr. John Delavera's Best Seller Ebook. It's arguably the best internet marketing deal online today as you get virtually every product with Master Resale Rights (ebooks and software,) meaning you can learn from these products, as well as sell them and make profits from them. Also, you have the option to purchase Resale Rights or Master Resale Rights to the Best Seller Ebook, allowing you to resell access to this great site or even resell the rights to resell access to this great site. Plus, the download area is updated with the latest Master Resell Rights products to hit the Internet. Therefore, this site never gets outdated! I find myself going back to the download area again and again to read the newest internet marketing products and learn the latest internet marketing techniques.

Mark Hendricks' Best Sales Letters Package. This software helps you create attention-grabbing sales copy quickly and easily. This software also has a "Best-Selling Internet Salesletters Search Engine" that finds the top-selling salesletters in a wide variety of market niches. This enables you to find the top competitors in your niche and

learn from their style of writing to help you improve your own. I've used this software to look at top internet marketers' sales letters and learn how and why they write their sales copy in the manner they do so I can write attention-pulling sales copy for my future website.

11. What are your thoughts on affiliate marketing? Are you satisfied with your sales as an affiliate?

I believe that affiliate marketing is one of the best ways to introduce yourself to the world of online marketing. This is because you don't have to produce the product, create the website, write the sales copy, and provide the customer service, yet you learn how to attract people to a website, get them interested in "your" offer, and get them to purchase it. Therefore, you learn the basics of online marketing without having to do all the "setup." Plus, you get paid for doing this. Granted, you may not get rich doing this (although Rosalind Gardner, author of The [Super Affiliate Handbook](#), made $436,797 in one year just from affiliate programs! I don't know about you, but I could certainly live on that type of annual salary! ☺), but you will learn what you need to do to attract customers to your site, get them interested in your offer, and have them purchase it.

Although my affiliate sales have slightly increased from last year, I'm still not satisfied by my affiliate sales because they are infrequent (only 1 or 2 at most every month.) I would like to be able to make at least 1-2 sales each day of each product I promote, and promote at least 5-10 products. This way, I will have a more substantial income, which I can use on my own online business to help it grow faster.

12. Up to this point, what is the best tactic you've used to attract subscribers to your ezine?

I don't have my own ezine yet, so I cannot recommend a tactic at this time.

13. Up to this point, what is the best tactic you've used to get the most sales - either as an affiliate or as the owner of a product?

The best tactic I have used to make some affiliate sales is by emailing people that I know (especially Internet Marketers) about a question or something unrelated to the product I display in my signature link down at the bottom of my email. If your signature link is intriguing and the product is not well-known but of good quality, the email recipient will most likely check it out, and quite possibly, purchase it. A well-respected Internet Marketer thanked me for informing him about a certain product that had been around for about 2 years, but was not that publicized. He had not heard about it, but when he seen my link, he clicked on it and was impressed by the quality of the product.   Therefore, he ordered it and I got the commission, along with a personal thank-you from him! ☺

14. What would you tell new people who want to make money on the Internet?

Find something that you like to do and are good at doing. This should be your main website/online business. Learn as much as you can about Internet Marketing from ebooks, software, websites, etc. Learn from both free and paid resources (such as the ones I've mentioned and others.) A good way to learn how to market on the Internet is by joining affiliate programs of products/services you endorse before creating your own online business. Get paid web hosting as soon as you can (don't rely on free web hosting

as this can cause severe problems for your online business later on.) Create different profit streams via your main website/online business, resale rights/master resale rights packages, affiliate programs of products/membership sites you endorse, etc. Also, spend some useful time in the forums of your market niche to learn what people want to know and have questions about, as this will give you ideas on what your next product will be. Also, you can get some free publicity as an expert in your field by providing useful advice to people in the forums, which in turn will make them more receptive to buying your offers.

15. If you could ask any question to one "Guru," what would it be and who would you ask it to?

I would like to ask Yanik Silver of http://www.PublicDomainRiches.com (also the author of Million Dollar Emails, Autoresponder Magic, 33 Days to Online Profits) if there is a way to do online research and take that information and turn it into an ebook, ecourse, software product, etc. legally? I keep thinking that there is a way to do this without getting in trouble with the law, but I'd like to know for sure. Thank you!

Yanik Silver ANSWERED this question!!!

Click here to read the answer!

16. Describe 1 software application for your computer OR a script to use in your server OR an ebook you'd like to read, that you have never found available online.

I would like to read an ebook where the Internet Marketing Experts reveal exactly what resources or sources they use to determine what products they will create next and outline a plan that illustrates this. I know Mike Mograbi's

"**378 Internet Marketing Predictions**" is one resource, and I presume reading Forbes magazine, participating in forums, and watching the news (especially financial news) are resources as well, but I would really like to know exactly what resources/sources they use, what trends they look at, and how they analyze these trends to stay on the "cutting edge" of technology in their fields and how they use this information to determine what will be the next "hot" product. I feel that this information would be very useful for Internet Marketers because it would enable them to learn how to stay informed of new developments in their subject areas and how to come up with new, "hot" product ideas in their niche markets before competitors beat them to it.

17. Feel free to add your comments for the readers of this ebook.

I would like to wish you all success in your journey to build and run profitable online businesses on the Internet. I hope that we can help each other become more successful in the near future! Even though my internet business is not online yet, I have subscribed to many Internet Marketing Ezines and Newsletters since 2000. Since I have been reading different ezines/newsletters for four years, I feel that I have some experience in choosing which newsletters are useful and valuable in helping one build an online business.

What follows below are some of the Internet Marketing Newsletters I am subscribed to, in random order:

John Delavera's **TurboZine** Newsletter

http://www.turbozine.com

Dave Vallieres' **Little Known Ways To Make Money Online** Newsletter http://www.infoproductlab.com

Mike Mograbi's **I-Predict** Newsletter

http://www.internet-marketing-predictions.com

Bryan Kumar's **About-Secrets** Members Only Newsletter

http://www.about-secrets.com (click on the link under *"Get My Free Special Report"* to access the page where you can subscribe to the newsletter.)

Corey Rudl's **Marketing Tips** Newsletter

http://www.marketingtips.com

Duncan Carver's **Online Marketing Today** Newsletter – http://www.onlinemarketingtoday.com

top

John Taylor, United Kingdom

1. Who are you?

My Name is John Taylor and I live in a small village called Melkinthorpe which is just on the edge of the English Lake District here in the UK. I work from home in a small office that used to be a bedroom and I occasionally get help from my wife and my daughter. I have open views to the countryside from my office window and it really is a great environment in which to earn a living.

I have been working full time online for just over three years and during that time I have built up a portfolio of web sites. I love working online and when I'm not taking my dogs for long walks, fishing or taking photographs, I can usually be found in my "office".

I have made many online friends and I have established great working relationships with many other marketers. I really enjoy the help and support that is available within the online marketing community, especially within some of the popular marketing forums.

2. What made you deal with the online market?

Many people won't remember but the UK was hit very badly by the outbreak of Foot & Mouth disease in 2001. The farming, tourism and related industries were devastated and suffered immense losses.

Having been involved in an outdoor development and

training business for over ten years, looking after a small flock of Herdwick sheep and having a shop that was heavily reliant upon the tourism industry meant that we were part of that devastation.

I decided that the best way forward was to use my business skills and talents to establish a business that could not be influenced by seasonal or external factors that were outside my control. My first step was to find a hosting provider who could provide me with the highest level of support – I just couldn't find a good host so I set up my own: www.Lakeshost.com and my online career started from there!

3. How long did you think earning an online income was impossible and what made you change your mind?

I have never believed in "impossible" and I have never believed in "failure" either. If you are determined enough and you are prepared to put in the time and the effort you will eventually find a solution to just about any business related problem. Without failure you simply do not learn.

To grow a small business you need to have self belief, confidence and be prepared to take risks. I always knew that my online business would be successful and I knew that it would take me at least six months to get established and to generate a return on my investment.

4. What were the first and/or worst difficulties you faced in building your online business?

The greatest challenge that I had to face was my total lack of technical knowledge and ability. Although I had worked with computers for a considerable amount of time and, I had established an online presence for my consultancy

business in 1987, I had very limited experience within the hosting business.

I made it a priority to find someone who could provide me with the right level of technical help and support at data centre level, so that I could provide my customers with a responsive and helpful service. Having that back-up has allowed my hosting business to provide the highest level of reliability and service within my local market.

5. Who inspired you and why?

The people from whom I have learned the most about developing my business online:

When I first got started I was really lucky to **discover Corey Rudl's** Internet Marketing Course and I found that to be the most helpful introduction to online marketing. In fact I still refer to it now; the two volume set of ring binders is on my bookshelf right next to my desk.

I would also have to mention **Marlon Sanders**. Marlon's Amazing Formula is another product that I found to be incredibly valuable and I still use a Lot of Marlon's techniques on a number of my web sites.

And finally I have to thank **Allen Says** who founded the Internet Marketing Warrior Forum Allen is an inspiration to many people and I would highly recommend that you purchase his "Internet Tycoon" eBook and the Money & Power Interview where Bryan Kumar gets Allen to reveal some great tactics.

6. How did you discover what you could sell online?

That's an easy question!

My first web site was established to promote my offline consultancy and, although I didn't make any dales directly from the web site, it did generate a lot of enquiries – but then that was in the days when web sites were new!

My second web site was developed to sell a range of training activities and management development games to other trainers and I made a lot of sales from that web site although I had to process all the credit card details manually and do all the shipping myself too.

7. What products have you created so far?

My first really successful product was my "Testing and Tracking" eBook, it was first published in the summer of 2003 and I have made hundreds of sales.

My most recent product is my "Easy Article Manager" article directory script that I had a programmer develop to my specification. I originally wanted it to manage my own Article portal at www.ClickForContent.com but it ended up being so good I decided to sell it as a standalone script. It seems to be very popular. ☺

8. Please give your suggestions for the following services that you have ALREADY used:

-a domain name registrar

I tend to use www.GoDaddy.com because I have total control of my domains including DNS settings. It is also very easy to transfer domains to other people when, for example, you design and sell web sites.

If you are looking for something new unique and different then check out www.Domain-Names-Plus.com not only do you get domain name registration, you also get three business packs that are capable of making you a significant amount of passive income.

-a hosting service

I would have to recommend my own www.Lakeshost.com probably the only hosting service where you can actually contact the owner for help and advice ;)

And, of course the Host4Profit service that is designed specifically for marketers and comes with membership to the Warrior Forum as a bonus!

9. What are the tools you're using (software and/or services) that you can't live without?

I use a combination of TextPad, Microsoft Word, Adobe Acrobat and Viral PDF to do all my writing. That combination allows me to create and edit articles, create special reports and eBooks and to create and brand my special reports and eBooks.

I would be totally lost without all my Microsoft XL spreadsheets. I record and analyse everything… Advertising campaign results, affiliate sales, PPC campaigns. I also maintain a list of usernames, affiliate ID's, passwords and other business critical information, in an XL spreadsheet that is stored on secure media together with a back up copy away from my computer.

To create, edit and manage my web sites I use Macromedia Dreamweaver and Smart FTP. Depending upon the type of

web site I am working on I have a range of scripts that add functionality.

BIG RECOMMENDATION: I use John Delavera's [Special Offer Manager](#) and [Dynamic Pricing Generator](#) and I'm really looking forward to getting my copy of his new [JV Manager](#) script operational.

10. Name 3 of the BEST products or services you've bought so far.

Firstly, I would have to say **Microsoft® Office™** – simply because I use it every day for communicating, writing, organising and for running my business.

Secondly, I use **Dragon Naturally Speaking**. It saves me literally hours and hours of time because I am able to talk much faster than I can type! I use it mostly for writing articles and eBooks but it is a very flexible programme and I am finding myself using it for even more of my work.

Thirdly, I use a **Sony MiniDisk** to record my thoughts and ideas when I am travelling or working away from my office or to record the key points straight after my meetings. It is much faster than writing notes and I can store the audio files I wish to keep on my PC as MP3 files.

11. What are your thoughts on affiliate marketing? Are you satisfied with your sales as an affiliate?

I don't focus a great deal of my time and attention of generating affiliate income. I do build affiliate links into some of my sites and I enjoy a reasonable amount of "passive" income from my affiliate earnings.

I much prefer to develop my own products or to buy resale rights to products. That allows me to keep 100% of the products or to recruit my own affiliates to promote my products for a share of the profits.

12. Up to this point, what is the best tactic you've used to attract subscribers to your ezine?

By far and the best tactic to attract new subscribers is to participate in Joint Ventures. When another publisher or list owner promotes one of your products to their list you usually get a much better click through rate, subscriber sign up rate and sales conversion rate than you would get through other channels.

One thing that I would strongly recommend to anyone who wants to build up their list is to sell the benefits of signing up to your prospects. If you are prepared to put some time and energy into writing some persuasive copy to "sell" your offer, you will get a much higher sign up rate. There are more and more ezines being published very single day and they are all competing for sign ups, you must do more than everyone else within your market to succeed.

13. Up to this point, what is the best tactic you've used to get the most sales - either as an affiliate or as the owner of a product?

When I first launched my "Testing & Tracking" (http://www.Test-and-Track.com) eBook I promoted it through a couple of Joint Ventures and used my statistics to work on my sales process to increase my conversion rate. Once I knew that my sales letter was converting over 2% of my traffic into sales I was able to negotiate more Joint Ventures.

Now that the website is well established and I have

established a good number of incoming links through the distribution of articles and other Power Linking methods, I usually make a few sales every week simply from search engine and other free traffic.

14. What would you tell new people who want to make money on the Internet?

This is a much more difficult than many people might think. There is one school of thought that says you should create a business around something that you are passionate and enthusiastic about. However, if there isn't a demand for your product there is no point in investing your hard earned cash in creating and marketing a product.

So, my advice would be to first look for a market need that isn't being satisfied or a market need that has either low levels of competition or poor levels of quality or service. Begin by looking in areas where you have some interest, some knowledge or even some expertise.

If you can't find a suitable market in your preferred subjects, look further a field in areas that you are interested in learning more about. It might take longer for you to learn about and develop a product or service but don't let that put you off. Be prepared to invest time in finding some willing and eager buyers and then create a product to satisfy their needs.

15. If you could ask any question to one "Guru," what would it be and who would you ask it to?

To be perfectly frank I don't believe in the "Guru" thing. I have never been able to find anyone who likes being called a "Guru" or who would ever describe themselves as being a "Guru".

I don't believe that there are any real secrets to running a successful online business, in the same way that there are no real secrets about achieving success offline. It's about being prepared to work hard and it's about being capable of working smart.

But if I could ask a "Guru" a question, I would ask Leonardo da Vinci if he's got any great new ideas for the twenty first century! ;)

16. Describe 1 software application for your computer OR a script to use in your server OR an ebook you'd like to read, that you have never found available online.

The ultimate software application for me would be something that used some form of "Artificial Intelligence" to filter out all the SPAM emails before they get anywhere near my in-box.

However, I wouldn't want someone else to programme it using their own preferences or some generic rules. During the installation process I would want to be able to "talk to it", or train it somehow, so that it instinctively knew if an email was wanted by me and it wouldn't bounce even one wanted email by mistake.

Well everyone can dream can't they? ☺

17. Feel free to add your comments for the readers of this ebook.

I've enjoyed responding to these questions, it's good to step back and think about your business from time to time.

Given this opportunity to have a "last word" I would urge everyone reading this book to regularly take such an opportunity. It is very easy to get so involved in working in our businesses, answering questions, creating new products, handling all the every day tasks and duties that we forget to work on our businesses.

You must remember to look at your business strategically as well as tactically. Businesses can very easily become bogged down in the day to day routine. You must be prepared to seek ways of improving your business process to maintain growth and to stay ahead of your competitors.

top

Jojo Alcabao, Philippines

1. Who are you?

My name is Jojo Alcabao and I am currently working as a Senior Sales Engineer and Systems Analyst for an IT company in the Middle East. I graduated college with a Bachelor of Science degree in Electrical Engineering from a reputable university in Manila, Philippines during the time of the "Dictatorship". This was a difficult time for fresh college graduates in terms of job opportunities. The economy was not very good and in my field, available jobs were very scarce. I started out as a Junior Engineer with a Consulting Company on a meager salary. In as much as I wanted to pursue my vocation in the field of electrical engineering, circumstances tells me that I had to find better income opportunities which led me to the field of marketing and sales.

It was my luck that I was able to land a job with the Philippine operations of a Multi National pharmaceutical company based in New York. This opportunity opened new doors for my family and me. I was earning an income above industry standards. I started out with the Nutritional Division of the company as a product sales specialist for Enteral Nutrition products, a highly specialized product field, and I managed to become "rookie of the year" on my first year with the company. The marketing training was excellent. I took advantage of all the training that the company gave and this resulted to my being consistently on the top 10 performers every year. The incentives I have

earned out of my performance exceeded my expectations and I was more or less happy with it.

This went on for a couple of years until one time, the company had to "downsize". The economy was so bad that they had to do it. This downsizing lasted for 3 years and I survived this because of my performance but they still had to cut down on more employees so we were given a bargain (3 months salary for every year of service). I took this voluntarily and ventured into putting up my own business. My wife and I now run a small print shop that gives us good income but we needed more. This is why I opted to accept a working contract outside of my country. We now have 2 income streams, the print shop and my salary from working abroad.

Unfortunately, this setup keeps me away from my family and I didn't want to continue with this situation for a very long time on account of just earning another income stream. I wanted something that would give me a good stream of income but not keep me away from my family, which brings me to my answer to the next question.

2. What made you deal with the online market?

In my search for an extra income stream that I could earn from the comforts of my home, I started investigating the online market. I thought that with the emergence of e-commerce, working form home with an online business is possible. So begins my quest. I searched and devoured every information I could find to verify my beliefs. I found out that it was possible and the income potential was simply astounding!

Armed with this information I started to compare the startup costs I incurred in setting up our "brick and mortar"

print shop compared to that of starting a business online. I could not believe the figures I got. The "exposure" is very low in terms of finances, and this is what most of us don't have, you could practically test your product ideas without burning your pockets, of course this is true IF you know what you're doing.

3. How long did you think earning an online income was impossible and what made you change your mind?

Yes, I'm glad you asked that question. I started in my "get in and learn" activities back in 1999. I wanted to start earlier, around 1997, but the country where I was working did not have access to the Internet at all at those times until 1998. So everybody was happy that Internet services finally arrived but unfortunately all traffic is "monitored" and a lot of sites were practically "blocked" by the government-run Main ISP.

The result of this is that I could not get into websites and programs that I wanted to because the sponsor government's main ISP body blocked them. I said to myself that it was impossible for me because of geographical and cultural reasons. So for a period of 3 years I thought it impossible for me to start an online business from where I am. This went on until year 2001 when most of the sites now were verified and we began accessing sites that we did not have access to before. The availability of improved communications services also led to the introduction of broadband.

So I once again started with my "get in and learn the ropes" trick starting off with a membership to Allen Says' **Warrior Group**. This membership and its famed **Warrior Forum** was responsible for making me decide to go on with my plans of putting up my own online business. This was followed by a membership to the **IAHBE** (International

Association of Home Business Entrepreneurs) that gave me valuable information and tools to run my own home business. As an IAHBE member I had exclusive access to an un-paralleled, one-of-a-kind business-building arsenal of my own…complete with a constant flow of fresh, pertinent information and advice I needed to succeed. The best part is that its all collected, culled, researched, and reviewed for me in one easy-to-access package. (Blatant Ad…you can strike this off if you want John ☺)

4. What were the first and/or worst difficulties you faced in building your online business?

The first difficulty I faced is in actually deciding what I wanted to do online. With all the information available, I found it fairly difficult to "surf" through all the "digital garbage" and find the true gems.

The worst difficulty is with funds. I had to work on a shoestring budget and often times I would have to schedule expenses. This situation delays my progress. I wanted to purchase a few ebooks and software, and there's a lot of good stuff out there, but with my financial situation I really had to decide what to spend money on.

Another difficulty I face is with the Internet access itself from the country I am in now. Some sites block the IP addresses coming from this country so I feel that I am also missing a lot from the internet while working my business from here.

5. Who inspired you and why?

In the offline world, I would say my family because they have endured so much in my quest to give them a better life. I get to see them only once each year but they have

given me all the support that I needed most especially my wife who has stuck with me all this time and who never fails to give me the inspiration that I needed to go on.

In the online world, I could say my fellow Warriors from the **Warrior Group** at the beginning and the very supportive group of **SFIMG** (Strong Future International Marketing Group) who never fails to amaze me with their objective of helping me succeed with my online business endeavors. Members of these groups are very responsive to each and every member's questions and are always there to help you solve your online problems.

Others are: (not in particular order)

- **Shawn Casey** of "Mining Gold On The Internet" fame
- **John Delavera** who created the Best Free Ebook and owner of the Turbozine Newsletter
- **Ken Evoy** of Sitesell.com
- **Ken McCarthy** of The System Seminar
- **Mark Hendricks**
- **Corey Rudl**
- **Michael Green** of the How To Corporation
- and a host of others whom I follow around the Internet since 1998.

6. How did you discover what you could sell online?

First and foremost, by exerting my own due diligence in researching various offers and opportunities that led me to the Warrior Group and it's famed forum. Of course I started affiliating with a few reputable companies on the Internet and took a look at what they had to offer in terms of products, training and marketing support.

I used the major search engines a lot for this; keying in my search terms and taking a look at the different websites that come up the search results. I short listed a few websites and visited them to check what they were offering. You see, I wasn't looking for something to buy at that time nor was I looking for a quick way to earn cash on the Internet. I was researching on how to do business on the Internet and carefully observing how the websites I visited do it.

I kind of favored digital information products because of the mode of production and delivery on the Internet. Instant Gratification for the customer, no inventories to hold for the merchant and they are not too costly to produce. You just have to find out what information people are looking for and are willing to buy, put that information in front of them and you have a good chance of making some money. I know there's a lot more behind this but I guess we all have to do our homework well in order to be successful.

7.   What products have you created so far?

I have a few "in the making" products that I could not discuss at this point for obvious reasons. What I can say is that they will be "Information-Based Products" and Software Packages.

A great part of the inspiration for these products is of course **John Delavera** - maker of The Best Seller Ebook. I do not communicate with John often but I do have 3 email addresses that are subscribed to his Turbozine Newsletter. With all the email filters around I did not want to miss any issue of his Turbozine.

8. Please give your suggestions for the following services that you have ALREADY used:

-a domain name registrar

-a hosting service

I do have a domain name registered and my site is currently hosted with a service but since this is my first time to do this, I am still observing my current hosting provider's performance. I will know only when my site gets live... and that's soon.

9. What are the tools you're using (software and/or services) that you can't live without?

A] **Dreamweaver** – my eldest son actually uses this software for his web projects, he's studying computer science, and he was the one who taught me how to use it. Difficult at first but once you get the hang of it, it's much easier to use interface lets you do a lot of things you thought only geeks can do. The website URL for this program is http://www.macromedia.com . Check it out and if you have the dough and acceptable technical skills, maybe this product would be right for you.

B] **Photoshop** – Now this application used to be limited to our print shop use only but I started studying how to use it so I could make some graphics for my website. Daunting at first but if I could turn up and engineering design with Visio and a sales presentation with Powerpoint, I thought I could learn Photoshop as well. There are a host of simpler solutions but I already have this software so might as well learn how to use it. You can visit this URL for more information:

http://www.adobe.com/products/photoshop/main.html

C] **pdf995** Suite: this is the best FREE alternative to Adobe Acrobat. You could create professional-quality documents in the popular PDF format. You can check it out and download your own free copy at: http://www.pdf995.com/download.html

D] **Microsoft Outlook** – this came pre-loaded with my PC so I use it to collect and organize my admin emails as well as important contacts, tasks and daily schedules.

E] **Clickalyzer** – This is a new service that I am currently testing that allows you to track visitors to your website by just installing two simple lines of code on the web pages you want to track. I am quite impressed with the tracking and reporting features of the service and you could specify what reports you want to see, how to track your visitors, even establish a click trail for your visitors so you would know where they went to after they left your page. Not only that, you could also track your remote campaigns for affiliate sites that you do not own. If you want to check this service out, you can get in for free through this link:

http://www.viralwebmaster.com/go/tryclickalyzer.htm

10. **Name 3 of the BEST products or services you've bought so far.**

A] Warrior Membership – The first investment I made in 1998 and I still benefit from it up to present. The Warrior Forum is tops. You can find almost all answers to your questions and/or online problems here even just by "lurking" around the forum.

B] IAHBE Membership – the material I get from this membership is just excellent. It's pure business ideas and strategies for small businesses online or off! I've used what I learned both in developing my online business as well as improving sales of my existing print shop. Currently

I am doing a business plan for another offline business and guess where I got the idea. The IAHBE of course. Simply one of the best resources any home based entrepreneur should have.

C] [33 Days To Online Profits](#) by Yanik Silver and Jim Edwards – If you want a step-by-step take me by the hand tutorial to show you Exactly what to do to get your online business started, this is the material for you. I purchased the very first ebook version of this tutorial and just recently they have released an enhanced 2-Volume CD-ROM tutorial version where you could actually see the authors doing their thing. All you need to do is pause the CD, minimize it and do exactly what you saw Jim and Yanik do on the Video. It's like having 2 great coaches over your shoulder guiding you every step of the way.

11. What are your thoughts on affiliate marketing? Are you satisfied with your sales as an affiliate?

In my opinion, affiliate marketing is one of the best ways to start if you want to learn how to market and earn money on the Internet. If you are totally new, this is the best way to start, you have a chance to learn and maybe earn in the process. Affiliate marketing also favors those who are still on a 9-5 job because all they will be worried about is promoting their programs after working hours and not worry about other things like websites and all that stuff.

On the other hand, if you do own a website or an ezine, affiliate marketing is a good backend for your main product or service. You are able to offer more quality products related to whatever you are selling online. You could form relationships with the owners and offer better services and products to your customers.

As for sales, I feel I still could do more if I put in more time in it. This is why I decided to put up my own website so that I can at least automate a few things. I know that if I do this right it would mean improved affiliate sales for me.

12. Up to this point, what is the best tactic you've used to attract subscribers to your ezine?

I am still in the process of setting up my website and ezine so I still have to test the tactics that I have learned for attracting subscribers. As they say, here comes the "moment of truth".

13. Up to this point, what is the best tactic you've used to get the most sales - either as an affiliate or as the owner of a product?

My answer to this question will be similar to number 12 above. I am right in the middle of my implementation period and could not recommend the best tactics yet, not until I have tested what others are saying myself.

14. What would you tell new people who want to make money on the Internet?

Just 3 things … or rather they have to answer these 3 Questions:

- "Why would you want to go online?" or if you have an existing business, "Why would you want to take your business online?"

- Where would you get the Traffic?

- How will you convert that Traffic to customers?

In my opinion, answering those 3 questions above will help new people decide if an online business is for them and whether they could become successful in earning their share of profits from the online market.

15. If you could ask any question to one "Guru," what would it be and who would you ask it to?

My question would be for Ken McCarthy of The System Seminar. I'd like to ask Ken if he has plans of releasing a Home Study Version of the live System Seminars he conducts. If so, when and would it be priced less than the actual live System Seminars? Thanks Ken! This would totally eliminate VISA problems. ☺

16. Describe 1 software application for your computer OR a script to use in your server OR an ebook you'd like to read, that you have never found available online.

This would be a script to use on my server that automates everything a web marketer needs to do while working and managing his Internet business. One cool interface or command center where you could do all your Internet business activities at the flick of a button.

17. Feel free to add your comments for the readers of this ebook.

Comment No. 1: The Internet is not a magic wand where all you need to do is put up a website and expect loads of cash coming in the next day or after a week. Most of the successful people on the Internet study, plan, organize, implement and test, study some more, plan some more, organize some more, implement some more and test, test, test and refine UNTIL they find a SYSTEM that WORKS for

them. I call them "trailblazers" and we often follow them around.

How long did it take them? It could be a couple of months or even years before they hit the mother load! These people TAKE ACTION and are RELENTLESS! They treat their Internet business as a real business where they invest time, money and effort. So if you plan to sit around after you've put up your website and expect money to flow in freely, expect a bomb instead. Maybe that would bring you back to your senses!

Comment No. 2: Don't quit easily but know when it's time to stop or change directions.

Comment No. 3: The Internet is the best medium ever conceived by man to bring your "Offer" in front of your target audience conveniently and at very little cost compared to the traditional way. If we learn how to use or master the Internet Tools at our disposal, we could be well on our way to making a ton of money. Not only this, the Internet is the best Direct Marketing Theater I've ever seen. Learning more about Direct Marketing and how to apply it on our Internet Business will, in my opinion, bring us more closely to earning a whole lot of dough.

Thanks for having me John,

Sincerely Yours,

Jojo Alcabao

Webmaster

http://www.viralwebmaster.com

Your Stepping Stone To Online Success

Justin Koh, Singapore

1. Who are you?

My name is Justin Koh. I graduated with a degree in computer science and have set up a website call Internet Mastery Center with my partner Nelson Tan. I strongly believe that the reason for anyone's success in the Internet business lies in oneself, as there are no external factors to blame upon.

2. What made you deal with the online market?

Venturing into the online market has never been my intention. It all began when it crossed my mind that working under someone would never make you financially free in this lifetime. It was then that I started looking really hard enough for a business opportunity to be my own boss. I spend many months hunting for the business that I really had passion in. It was till one day, when I was going to attend a stock career seminar; I saw that there was another internet marketing seminar going around the same time. I attended the internet marketing seminar instead and finally found what I wanted to do. The rest is history! I always believed in this saying "If you find it hard enough, surely you would be able to find it."

3. How long did you think earning an online income was impossible and what made you change your mind?

I did not think that it was impossible considering website like ebay and amazon which has make millions from the web alone. However, I do think that it was difficult due to a lack of the knowledge and the expertise required.

4. What were the first and/or worst difficulties you faced in building your online business?

The worst difficulties that I faced was when the website is finally out after a period of time and I started to realized that better results could have been achieved if proper planning were executed along the way. It was quite a setback for me but I take it as a feedback that I learn from my mistake this time round. I decided to move on rather than dwell on the mistake.

5. Who inspired you and why?

Nobody really inspired me so far. Maybe it's due to the reason that I haven't really established a lot of contacts with the gurus yet. However, it did raise my eyebrow when I knew that Corey Rudl is earning millions from Internet Marketing. I suppose I like to thank my Mastermind partners **Viola Tan** and **Nelson Tan** for keeping me accountable and going during all this time.

6. How did you discover what you could sell online?

I think it really boils down to the fact that you could create something out of nothing plus a lot of hard work and research.

7. What products have you created so far?

Handy Hyperlink Listbook where knowing the right URLs can give you a leg up in Online Profits!

8. Please give your suggestions for the following services that you have ALREADY used:

-a domain name registrar

-a hosting service

Site Build it – Specialize in getting your website ranking up the search engine (I moved from 1.2 million ranking in alexa to 200000 ranking in a matter of 4 months!) plus a lot of value added services provided. Check out the comparison between the various web hosting. A good place to begin with given the value added service and the really useful free ebook, which they give. 51% of SBI! sites fall within the top 6% most popular sites on the Internet.

Thirdspherehosting – A must have for internet marketers. This is due to the automation station, which they provide that really automates the business and free up your role to concentrate on the marketing side. Provide various useful Internet tools, which really enable you to succeed on the web. Tools like 2 tier affiliate program, unlimited autoresponders, shopping carts and SSL that are provided alone is more than worth the price than what the market are selling for a single service.

Covert Affiliate – It not only hides your affiliate link code, but it encrypts it. It also adds security to the web page so folks can't view the source code and edit to replace your affiliate ID with their own. Choice of cloaking through the embedded link or through affiliates cookies. Especially

important with the cookie method as most visitor do not buy when they first visit a website.

9. What are the tools you're using (software and/or services) that you can't live without?

Thirdsphere Hosting

Covert Affiliate

Hover Ad Generator

10. Name 3 of the BEST products or services you've bought so far.

30 Days to Internet Marketing Success

Thirdsphere Hosting

Covert Affiliate

11. What are your thoughts on affiliate marketing? Are you satisfied with your sales as an affiliate?

It will work provided the right strategies are employed. There is still room for improvement.

12. Up to this point, what is the best tactic you've used to attract subscribers to your ezine?

Articles of interest, forum participation.

13. Up to this point, what is the best tactic you've used to get the most sales - either as an affiliate or as the owner of a product?

Customer focused, building deep relationship with clients. Under promised and overdelivered.

14. What would you tell new people who want to make money on the Internet?

It is just another business where the risks are much lower.

15. If you could ask any question to one "Guru," what would it be and who would you ask it to?

Jay Abraham: How did you appear out of nowhere in the Internet marketing scene and became such a big name in such a short time?

16. Describe 1 software application for your computer OR a script to use in your server OR an ebook you'd like to read, that you have never found available online.

A self-servicing testimonial script to collect and display testimonials on your site. There is one downloadable for free, but it can be better if testimonial statements, names, URLs of the owners and photos can be displayed within enclosed boxes in fixed positions.

17. Feel free to add your comments for the readers of this ebook.

Enjoy the journey. The roads are bumpy but the rewards are great!

To Your Virtual Success!

Justin Koh and Nelson Tan

Internet Mastery Center

top

Kenth "The Designer" Nasstrom, Sweden

1. Who are you?

My name is Kenth Nasstrom.

If you have seen any of my programs or one of my posts online you recognize me as Kenth "The Designer" Nasstrom. The nickname was born from my love of solving the problems of others (designing a solution for them).

The problem is that while I fix the problems of others, I often neglect my own. But you probably have been there yourself, haven't you?

This is also how The Designed Software Series was born. The Designed Software Series, software created to solve your problem, is the slogan.

I live in a town called Soraker (400Km north from Stockholm, Sweden) and work as a full time network technician at Mid Sweden University. My work there is primarily focused on networks, and includes things like dns, firewalls, security, routing and other fun things!

I also have my own small business called KN Dataservice and I have been running it since 1989. During this time have I been selling home built computers, games, consoles like Nintendo and Atari, home made software and consulting.

I have been interested in software and coding even before I started and actually created and sold my first programs while living in Costa Rica in 1986.

I also got married in Costa Rica with a lady called Luz and we now have three sons (all into computing!).

2. What made you deal with the online market?

Working at the Mid Sweden University when "Internet" was born, I started the surfing very early. I remember back then when we used Mosaic v 0.3 beta to surf to all the 6 different web servers there was on Internet!

When I say internet I mean the network interconnecting different countries here in Europe. At this time, the US networks had not been connected to Europe in a way allowing everyone to use it.

As the years passed by, I used internet as a research tool for my work and news reading.

However, one day did I come upon a page telling me I could actually earn money online!

Imagine that, one had to actually look hard to find websites selling money opportunities. I can't remember what it was, but it all seemed too good to be true!

Then a couple of years passed by and I got more and more tired on having people calling me 24/7, all days of the year asking for support and help, without paying. Therefore, I

decided to close down a big part of my offline selling and try to focus on the few sales actually creating income.

The profit gradually decreased between 1996-2000 due to changes in the pricing of computers and services from the big companies. Leaving a little guy like me with no other option then to change what I was doing. I then decided that my new hunting grounds were to become "The Internet".

3. How long did you think earning an online income was impossible and what made you change your mind?

I was quite sure it could be done even before trying. I think that one of the first real "sell online" sites I visited and read over and over again was one of the oldest Corey Rudl sites. He was showing of big profits, high income and even said anyone could do it!

What really kept my mind from accepting the notion of an internet income was that everybody was earning so much. I come from a working family and money is measured in hours of work normally, and here you have people telling you that put a site up, add a nice product and see thousand of dollar roll in every month.

It just sounded too good to be true.

What really changed my mind was when I had been poking around different online clubs, online msg boards and bought a nice amount of products. I started to actually ask some of the authors, things related to their products and online selling. And believe it or not, they are a normal human being, just like you and me. And once I got to "know" some of them a little bit, the answers they gave me showed that it was indeed possible to find success online

And You too can earn money online!

4. What were the first and/or worst difficulties you faced in building your online business?

My biggest problem has always been that I have a hard time believing anyone could be interested in something I've made or have to say.

Part of this is most likely from my Swedish mentality. Sweden and the people are famous for their "just enough" approach. You are not supposed to be best or tell the world how to do things. You are supposed to help people when they need and not tell them how to do, but rather suggest a possible way to do it. Actually quite silly but true.

All of this has really been holding me back. In addition, the fact that I absolutely hate things that doesn't work exactly the way I won't it to do, makes things stand still. Almost every software I have created has been grounded due to having some bug, some color, some menu alternative, or lack of function I could not accept.

I have a total of 300+ software projects in different stages on my hard drive, sitting there due to my inability to accept their quality.

Recently have I begun working with another mental approach thanks to a statement from Mike Littman, "It doesn't have to be perfect, just get it going". I also like much of what Tony Robbins teaches as it really is about you and what you choose to do.

To be completely honest with you, should I have been a millionaire for several years already if I had listened to what those who knows had to say. But I didn't, so here I am trying to change it.

I have all the computer knowledge one could ever need, I have computers, I have software, interest and really would like to make an income online, and some day live from it (from a sunny beach in a tropical paradise of course).

The main thing missing to really make it big, is the urge, the drive, the big need for income. I'm having problems focusing on getting things rolling.

This is where much of the mental training comes into play. To make me hunger for success!

5. Who inspired you and why?

There have not been anyone special inspiring me. I would say that all the famous people in online marketing from 1998 and forward has little by little pushed me deeper and deeper into the world of the online marketing.

6. How did you discover what you could sell online?

I like most people started out selling products belonging to others. I had no products of my own and really did not even think about creating something (once again, who would really want something I've made).

Needless to say, the success really never came and the sales was as many as penguins in the dessert (well, not that bad, but not camels either). Now I know better and believe that anything can be sold online.

It is a combination of need/demand and supply. Find the customers with a need and fill it. Actually, it is so easy to understand that most people never realize that it is very hard to follow and you get stuck in technicalities on the way. The proof is all those silly ebooks and programs you find that really does almost nothing but sell. They are focused and filling a need.

7.   What products have you created so far?

My first online product (freeware) was a software called **ownerfix** (can still be found at <http://www.kndata.com>). A small, free software allowing the user to change/correct the registered name/company for their windows operating system. This small program has probably been download a total of over half a million times since I put it online.

Other products I have released are **Cryptic** (File encryption software), **DSSTFTP** (An tftp server), **MFXR** (multiple file renamer), **Aolizer** (create AOL syntax for ezine/newsletters), **Foldey** (fix the problem with the program or program files folder opening each time windows start), **The Scout** (does the same as ownerfix and a lot more …).

A while back, I released an virus ebook with Melanie Kozik. It can be found at

<http://www.computer-virus-information.com>

Finally the two most known products,

Zipey Pro, a program that can unpack zip, arj, rar, ace and many other formats directly after installing it. No extra downloads or configuration. It can also create industry standard zip files and it can create sfx files (Self unpacking

zip files) you can give to others, completely royalty free! You can even use Zipey Pro to make a basic promotion package of your sfx file as it can runs external programs (including starting up a webpage) on extraction.

Use this to make your own product branding by showing your own homepage or opening up a local html file with an offer for the person unpacking.

Zipey Pro has it own website at http://www.zipey.com

Ziney, this easy to use text editor written for people writing newsletters and ezines. When Ziney was first released this was actually to my knowledge the first software, specifically created for this use. A lot of copies and new products followed. I have to admit that I let this one slip out of my hands. A new version called Ziney pro was under making for years and some have a version of it. However, I never got to the point I started to sell it.

This will soon change as a completely new version of Ziney Pro is almost ready, and it will be even more focused on the needs of the newsletter and ezine owners. No extra filling, just functions needed to save time and make a good job.

More information regarding Ziney can be found at

http://www.kndata.com/ziney.shtml

8. Please give your suggestions for the following services that you have ALREADY used:

-a domain name registrar

I've been using many different domain handling companies during my years online. At this moment do I have my domains in 2 different places. www.mydomain.com and

www.godaddy.com. I think godaddy.com has the upper hand at this moment.

A word of caution here. Stay away from the strange, small and new companies online handling domain names. Both mydomain.com and godaddy.com are under $10/year for the normal domains, and it isn't worth the problem, to save $1-3 per domain and year, ending up not being able to access your own domains because the company holding them won't answer your emails, or you login stopped working.

-a hosting service

Hosting is even more complex. There are thousands of hosting companies to choose from. And to be honest with you, most of them offer good enough hardware, transfers and extras on the server. I have learned the hard way, going for a little bit more expensive hosting to be sure it will handle the load, the scripts and the people backing it up knows what they are doing is an investment, not an extra cost.

I like many other recommend Host4profit as a good choice.

They have a huge selection of successful on liners hosting with them and you receive some bonuses that are worth more then the cost for the hosting itself.

Just the membership with the warrior group will give you access to knowledge, products and ongoing special deals saving you hundreds, even thousands of $ each year!

Read more about Host4profit and what they can offer you here,

http://www.host4profit.com/cgi-bin/home.cgi?5678

You really need a hosting company you can trust and one that has been on the market for a while. There is nothing worse then giving out urls to prospects, clients, and future customers and in ezine or online ads, to a domain that suddenly goes up in smoke.

9. What are the tools you're using (software and/or services) that you can't live without?

As I really like computing and have the heart of a nerd do I use all to many products, just for the fun of it! But a couple of things that will enhance your everyday computing and online marketing are,

- **Windows Update**. Many forget this easy to use and "must use" tool. Click the start button down left and choose Windows Update and Microsoft will let you update your windows operating system for free. They even show you what you need! Do it, no less then weekly and if possible daily. The never windows version can also be configured to make these updates automatically. See your helpfile.

- **Zonealarm firewall**. Get a firewall NOW! And keep intruders out. Zonealarms free version will do the trick. There are other free versions also you can use.

- **Antivirus**. Go for a free version like http://www.grisoft.com (they have a free version and a paid version). Or buy almost any of the known antivirus programs for good protection

- If you can afford it, get a hardware firewall also. **Netgear** and D-link has very cheap, easy to setup versions that requires no maintainance at all.

- Get at least one **computer game** you like. It can be cars, adventure games, puzzle games or something as easy as chess or similar. Play it to get your mind onto a completely new path when stuck.

- Download your **12 step antivirus walkthrough** for free here:

  http://www.kndata.com/download/12saw.pdf

- I use **Zipey Pro** all the time (but I'm probably somewhat biased on this software).

- And for online marketing and keywords. Nothing beats this software: **http://www.goodkeywords.com** - it's free and it works very well.

10. Name 3 of the BEST products or services you've bought so far.

1. **http://www.Gold-Affiliate-Programs.com** . This site by itself is a work of art. Stone Evans is the creator of it, but it is more then a website. The synergy effect of setting it up, the tools received with it and the connect the dots newsletter one can subscribe to, really makes it not only a great resource, but a unique starting ground for other projects. There are so many products and services one has access to when setting this site up. Its almost no limit to what you can do with it.

2. **Sitesell.com** from Ken Evoy.

   Go to http://buildit.sitesell.com/dss.html and see why there is such a buzz about this product. People who couldn't even spell "html" are setting up high traffic sites that not only attract customers, but they sell as well. In addition, they do this with only the tools included in the sitesell package. Do note that when saying, "With only the tools include" am I

not saying there are no tools. Rather the opposite! There are more tools and of higher quality then I've seen in any other site before. And as they are provided directly by the sitesell team, they come tuned up for success and made to work together!

3. [Madinsondynamics](). They are still quite unknown but that will change fast enough. They have some very unique products members not only can resell but use by themselves when creating an online presence. Tools like the Icon communicator, a voice over ip (talk over internet) that allows members to have conference calls without using the telephone! Members can also use it for their own conference calls. Ipro Talk, you have seen it, now you can do it! Recorded voice on your website and in your email! Members get all the tools needed and the voice files are stored and streamed from their server (saving you the space and bandwidth). Ipro Builder, easy to use tool to build websites and then of course, [Madisondynamics]() themselves, they offer a membership structure and training that is very well adjusted for the modern online marketing community.

11. What are your thoughts on affiliate marketing? Are you satisfied with your sales as an affiliate?

I'm not even close to being satisfied! I have a long way to go before I even get close to reaching my full potential. The day you sit down, enjoying the belief that everything has become perfect, is the day things will start going wrong. So get up and get going!

12. Up to this point, what is the best tactic you've used to attract subscribers to your ezine?

For someone that writes quality articles will sending them to ezines be a good way, but I've been buying opt in subscribers from lead generation service companies like

http://www.list-builder.biz/idevaffiliate/idevaffiliate.php?id=173

They offer double opt in leads for a low price and have delivered the leads I have bought fast and without any problems. The quality has been good with less then 1% undeliverable.

And for a state of an art autoresponder with more tricks up it sleeves than Merlin the Magician, visit:

http://www.GetResponse.com/index/sellportal

13. Up to this point, what is the best tactic you've used to get the most sales - either as an affiliate or as the owner of a product?

That is without any doubt mailing to my list.

14. What would you tell new people who want to make money on the Internet?

Be prepared to put in at least 6 month of trying each project. Be pro-active and really work with the project. If it is a member site, a product or your own website doesn't matter. Work on it on a daily basis. And unless you are planning on using plain luck to make a fortune, be prepared to invest some money during the startup period.

Watch out, as it is sooo easy to start one thing and before having it up and rolling, start next project. When people give the advice to have multiple streams of income, are they not talking about signing up for 5 different sites or products, and putting 5 links on the same webpage. That will not sell. Just look what **John Delavera** has done, http://www.biztips.biz/1/jdv.html. Jump among his products and sites and you'll see what multiple streams of income are really about!

15. If you could ask any question to one "Guru," what would it be and who would you ask it to?

I'd like to ask **John Delavera**, is it after staying up for like 24-48 hours without sleep you dream up all new and profitable ideas? Seriously John, do you have a recipe for getting this ideas and pushing them to a finished product?

John Delavera ANSWERED this question!!!

It's online at www.Together-Project.com

16. Describe 1 software application for your computer OR a script to use in your server OR an ebook you'd like to read, that you have never found available online.

I really would like to have "a something" that is a combination of a human assistant and the computer they have in the spaceships in Star Trek. There are no problems finding where to host, buying domain names, finding ezines to read or advertise in, products to sell or resell, sites to join, offers to check out and so on. However, it grows more impossible by the day to keep track of it all. When do what, where to put this, how to login to this site, did I pay that domain, subscription ends soon (but when), credit cards

expire and online automatic payments fails, someone expecting an answer by email, new products to be posted online no later then xx/09 ...

You get the picture.

There are products that do parts of this, but when you have to use several of them, you trip over the problem, in what program or calendar did I put what information.

The closest I have come to a solution that works is to buy a quality course in how to organize your life and plan it every step (and I would read it if I only could find my calendar to see where I stored the ebook in the first place!).

17. Feel free to add your comments for the readers of this ebook.

Be careful when starting up your online presence. It is so easy to be blinded with all fantastic courses on how to make your site attract traffic, killing headlines, ezine magic, conversion techniques, opt-in miracles, auto responder whoa and so on.

However, what almost never is spelled out is that you actually have to work for it. You, you, you will have to commit to doing things. Therefore, I really think that a motivation course is a nice tool in your future success.

The closest you can get are all the how to or get in XX days courses and e-books. They tell you to do things every day. On the other hand, people tend to treat online success like dieting or training (not today, I'll cheat a bit only today, tomorrow will I commit). The results will be the same (quite bad). I know it as I have the same problem and I'd say that all the 98% or so that are not earning anything or very

little online are the "not today" group. **John Delavera**, **Marlon Sanders**, **Allen Says**, **Stone Evans**, **Ken Evoy** and many with them are the "I'll do it today AND if I finish early, then I'll do another!"

My best wishes for your online success!

Kenth "The Designer" Nasstrom

http://www.kndata.com

http://www.free-newslettertemplates.com

http://www.zipey.com

http://www.gold-affiliate-programs.com

http://www.links-4-u.com

top

Laura Childs, Canada

1. Who are you?

My name is Laura Childs and I have been working from home since 1994.

Pre-internet career: Communications Officer for the Corporation of the City of Toronto (City Hall). A glorified term for Desktop Publisher with Management responsibilities.

I also ran a small business doing layouts for grass-roots magazines, flyers and business card design. All contracts were word-of-mouth.

In 1994 I had my first child and didn't want to return to the hectic pace of a demanding, high-profile job. As a single mom I frantically searched for a new career that would only take me away from the home and my daughter 2-3 days per week. I became a software trainer – working 2 days per week – which closely matched my previous salary working 5-6 days/week.

2. What made you deal with the online market?

1994-1995: The internet was just starting to heat up then...

One of the other trainers in the group offered to teach me HTML code. I jumped.

The owner of the training facility asked me to create tutorials that could be delivered via the internet. I jumped.

Business contacts, once they saw the quality of the tutorials, starting asking me to create websites for them. I jumped.

Sadly for me, I stopped jumping for about 8 years. I just kept creating more websites for more customers (all word of mouth). Some clients went on to make a lot of online cash – I continued to trade my hours for dollars. Something I hope to stop doing soon!

3. How long did you think earning an online income was impossible and what made you change your mind?

Well, I was earning a living online, and so very content at it! I was making a decent dollar per hour rate, from home, working in my pyjamas, at whatever hours were agreeable and conducive to raising a child alone. It was perfect, except of course if anything should ever happen to me.

I started wondering: *"What would happen to me if I got sick? If I had to be hospitalized? If my fingers somehow got broken?"* I knew the answer! I'd be broke, destitute - I'd lose my house, and my small daughter and I would be out on the streets!

I knew that I had built many tutorial websites for clients on a variety of subjects and those clients were making money, getting traffic to their sites, and building brand awareness based on my their knowledge and my ability. But, those

clients had supplied the content – I had no content of my own and no confidence that I had any knowledge people would want to buy.

This went on for 8 years. Until my design business started to wane I had no thoughts or time to exist in any other way than to carry on doing what I had been doing. As my $-for-hour income started slipping I had more time to investigate other sources of online income. It was need-based (I had to get more money for our household) and desire-based (I had seen others doing very well with their online ventures). It was my turn!

4. What were the first and/or worst difficulties you faced in building your online business?

In order of their restrictive power, namely (1) self-confidence, (2) cash flow, and (3) time.

5. Who inspired you and why?

My daughter inspired me. But it took her years to do it! One of the first phrases she learned to speak was *"Mommy, busy."* Here she was growing up right under my nose and too often I was too busy trying to make a living for us that I didn't have the time to spend with her! For years after that was the worry *"If something happened to me, what would happen to her?"*

Two years ago I met a wonderful man and married him within 6 months of dating! He also inspired me because he had belief in me. He gave me the confidence – that I had experience and talent and knowledge that other people would pay for. Without adults like that around you, it is very hard to believe that you have any value to anyone but the mouth you are trying to feed and the child you are

trying to raise. My hat goes off to every single mom out there! It is rewarding, but very demanding and self-sacrificing!

6.   How did you discover what you could sell online?

I had this little hobby site that I would play on at random and update whenever I had spare time (not too often). It was being hosted for free so I had no idea how much traffic it received. The hosting service went out of business and I had to find another host – at first I thought I'd just let the site die, but there was something about my little hobby site that I truly enjoyed… I just wanted to keep it alive, so I decided it would have to pay for itself. I found a cheap hosting service, (that also didn't offer stats so I was still sailing blind), but it was all I could afford.

I started out by offering hand made items for sale on the site and I found that the site could pay for itself! After a while, creating those items, packaging, mailing, etc. seemed like a lot of work and I didn't always have time to make more items. I had referred a few books via Amazon on the site so I started looking for other affiliate income venues for the site. Which is when I discovered Commission Junction, BeFree, etc.

You know right around this time I started getting really excited about Internet Marketing. I'd check my stats every morning…sometimes I'd made $10 while I was sleeping! Sometimes I'd have orders in my inbox waiting to be fulfilled. Hey, I know this is peanuts – but it is very exciting when they are your first peanuts!

So I started paying attention to some of those emails…"Make money online" "Learn Internet Marketing" "Guru Tells All…" and so on. I read everything I could for free (I don't suggest this for anyone! People need to value

their time more than I did back then. Put a dollar value on your hours in a day and you'll understand that nothing is really free.)

Then I happened upon this awesome pair of marketers... I didn't like them at first, I thought they were arrogant and to be honest I stayed on their list hoping to catch them slipping up just so I could discredit them (only to myself mind you, I wasn't planning on blasting the sails on their boat to the entire world).

These guys create product after product, make people addicts of everything they endorse by giving free seminars of top notch quality. Every product I've seen of theirs is pure gold – information, processes and systems to trust. http://www.smartzville.com/free-seminars.htm

7.   What products have you created so far?

From one of those free seminars I learned about info product niche marketing. My head started spinning with niche market ideas! I wrote one little book (on raising chickens), advertised on google and had a sale in an hour. I was hooked!

So I wrote another niche market info book (this one on raising goats!!) The sales for both kept coming in.

That's when I decided to give something back. Many people over the years had written from my hobby site asking if I could teach them to do what I do: live in the country and make enough money to survive working from home. Remember though that most of my online experience was in website design and they weren't really interested in that. After I'd had a good taste of what niche market ebooks

could do though, I wrote my readers a product, and offered it as a free download

http://www.goodbyecitylife.com/back-road-riches.htm

The product later became part of my second website

http://www.smartzville.com

Now that money was coming in with minimal time on my part I was able to spend some time playing around online. I was looking for interesting, fresh and innovative ways to achieve highly targeted traffic - without having to pay for each click (after all I was still only making peanuts).

Which is when I discovered RSS Feeds. It took some time to get my artistic brain around the coding and geek speak on the forums, but eventually I made my first RSS Feed and began promoting it.

Sure enough, visitors started showing up in droves and ordered items on my site, subscribed to my list, and downloading my free ebook. (This brought on a series of complications as I wasn't prepared and am still catching up to this day!)

If anyone is interested in seeing the case study of how my readership increased by 629% **drop me an email and I'll send you the pdf** with exterior links to back up the data. It is true, no hype here, 629%. To prove to you that I'm not blowing it out of proportion **I'll send you the case study** in pdf format just for asking. (just introduce yourself to me by email with your request to me at rss@smartzville.com The case study previously has only been made available by subscription to The Stampede Secret.

Which brings me to my most recent product.

When I discovered what a boom an RSS Feed could mean to a website in regards to traffic and subscribers, I completely stopped working on my hobby site and wrote a report about RSS Feeds. Knowing that the report lacked panache and 'how to get the click-through' content I approached my favourite copywriter and marketer, **Joe Vitale**.

(This was a little scary at first - but how do you know unless you try? Don' t ever let your fears stop you! The worst that can happen is that you'll get a "No".)

Joe read the report and said "show me on my site." So I set up a feed for Joe on www.mrfire.com and he experienced better results than I imagined. He was hooked.

Joe took my raw report, added his style and "how to get the click-through" content and we launched the product in early September 2004. (See www.stampedesecret.com)

What I'm doing now is supporting our customers who desire further collaboration and communication via email. Joe and I are now waiting on more success stories of people who bought the product, have set up a feed and have measured the results. I'm toying with the idea now of creating a site that is simply RSS Feed success stories - which will contain more tricks, tips and promotion ideas for people who are ready for the next level of information on feeds.

For most site owners this is a new technology and until a feed is drawing traffic and well promoted, the entire process can be terribly confusing. We try to walk people through the start-up and promotion as gently as possible. After they see the incredible results the learning becomes much easier somehow! (wink).

8. Please give your suggestions for the following services that you have ALREADY used:

-a domain name registrar

-a hosting service

I highly value time - both mine and my client's time. I like the ease of use, full feature package that allows me to register and renew domains and set up a hosting account for a low annual fee. $90 pays the whole shot and the tools that are provided are top notch!

http://www.smartzville.com/create-a-website.htm

That $90 includes a $50 pay per click credit at Overture, which means piles of free targeted clicks! Newbies simply can't go wrong and seasoned professionals get all they need as well.

9. What are the tools you're using (software and/or services) that you can't live without?

I'm a FrontPage user. It helps keep me organized site-wide. But I tell newcomers to download a free template for their mini-site – this keeps them on track for all the other important new knowledge they have to obtain about niche marketing mini sites for info products.

An autoresponder is a necessity as well – my favorite is here: http://www.smartzville.com/auto-responder.htm.

Keyword Tool (Good Keywords)– easy to use, opens up the possibilities of traffic generation and keywords to target. Get your free copy here:

http://www.goodkeywords.com/

10. Name 3 of the BEST products or services you've bought so far.

Write or Publish Your Own Ebook In As Little As Seven Days http://www.smartzville.com/7-days.htm

Using the **Clickbank** processing system – has brought me many affiliates and offers ease of use for selling info products. http://www.smartzville.com/clickbank.htm

Becoming a member of this awesome **traffic ideas** site – see more here: http://www.smartzville.com/traffic.htm

11. What are your thoughts on affiliate marketing? Are you satisfied with your sales as an affiliate?

Affiliate marketing is a great first step into making money online and is a valuable tool for selling the back end to your own customers. Affiliate marketing works only as well as you make it work – it is not autopilot, it requires promotion of some sort – as with anything online.

12. Up to this point, what is the best tactic you've used to attract subscribers to your ezine?

For months it has been the pop-up subscribe. (I had to rewrite the script though due to the pop-up blockers.) Since I added the RSS Feed however, I get a pile more pre-qualified subscribers. They don't subscribe via the RSS Feed, but they do find and visit my site via the RSS Feed, which is where they subscribe.

13. Up to this point, what is the best tactic you've used to get the most sales - either as an affiliate or as the owner of a product?

Setting up a free ecourse delivered via autoresponder. People still love free and if you've got something really valuable or 'new' to teach, you'll get the email address every time! Sign up for a free course on how to make more sales with an autoresponder at this link http://www.smartzville.com/auto-responder.htm

14. What would you tell new people who want to make money on the Internet?

Money is attracted to action. Money loves speed. You've got to do something to make something. You've got to get on the horse while the thought strikes you.

Be passionate about what you do. Good grief don't ever give up! Every success was preceded by a failure (sometimes many failures!) – understand that if you didn't 'make it' today, you might tomorrow. Keep plugging, stay away from the couch and TV. Stay up and work the night through if you have to…just do it.

15. If you could ask any question to one "Guru," what would it be and who would you ask it to?

Craig Perrine of affiliatebootcamp.com wrote this last week…

"Fact is, whether someone likes what you have to say or not has a lot less to do with you than it does with them…which is neither good nor bad…it's just the way human preferences and tastes work."

Which just really helped me put it in perspective when I launched my latest big product. I had been hemming and hawing over whether people would like it, whether people would use it, whether it was good value for the cost, etc. After I read Craig's words I didn't lose a moment's sleep over those questions.

A few paragraphs later Craig says this *"If you make mistakes or put your foot in your mouth, great. That's called risk taking and you need to do it for any level of success beyond couch potato. "*

If I could ask Craig a question I'd ask him, "Who inspires you? Who pushes you forward to keep learning, trying and growing as a marketer?"

Craig Perrine ANSWERED this question!!!

Click here to read the answer!

16. Describe 1 software application for your computer OR a script to use in your server OR an ebook you'd like to read, that you have never found available online.

I have just begun delving in a large scale way, into using RSS Feeds to attract traffic and for promotion. As I'm part artist, I'm not the most organized person, I'd love a software application that kept track of my feeds, shortcut listed them all in windows, and managed the submission process automatically somehow.

17. Feel free to add your comments for the readers of this ebook.

Take two minutes before you read the next set of Questions and Answers and re-read my response to item #14 and think about it. Let it become a part of you, let the desire sink in deep. You'll never regret it!

"Do, or do not. There is no 'try'."

-- Yoda ('The Empire Strikes Back')

*Photo
Not
Available*

Lewis Leake, Jr, USA

1. Who are you?

My name is Lewis Leake, Jr.; I live in the United States and work in the information services industry. I am married - 38 years - and have a daughter who lives with her husband just up the road from us in the old house that I grew up in.

I have 2 websites - http://www.emailcash.com and http://www.grownetprofits.com - plus I am working on 3 more.

2. What made you deal with the online market?

I started online marketing as a way to make some additional money and to provide a hedge in the event that my job gets downsized.

3. How long did you think earning an online income was impossible and what made you change your mind?

I never thought that earning money on the Internet was impossible. It has taken me somewhat longer than I anticipated and much longer than most of the "guru's" tell you it will.

4. What were the first and/or worst difficulties you faced in building your online business?

The first difficulties were just getting through all of the "noise" and false claims. Then there were all of the new things that I needed to learn. Right now my most difficult problem is getting more traffic to my websites.

5. Who inspired you and why?

Dr. Ken Evoy of Site Build It! is the person that has inspired me the most. He has been here for a long time and keeps giving me the information that I need to succeed, even though I don't always follow his advice. Now after the "light finally came on," and I started adding content to my sites as he has been saying all along, the traffic and the sales are starting to happen.

6. How did you discover what you could sell online?

Again through Dr. Evoy's newsletters - http://affiliates.sitesell.com/emailcash.html. He breaks everything down to a very basic level that I can understand and makes it easy.

7. What products have you created so far?

I am currently working on 3 niche products that came with my membership to Nicheology. They each include an ebook and a sales page. I am in the process of editing and adding to the ebook and sales page as well as creating the graphics, setting up the website and adding articles. They will each be a content site but will probably also have affiliate sales pages.

8. Please give your suggestions for the following services that you have ALREADY used:

-a domain name registrar

I use GoDaddy – http://www.godaddy.com - They have really good prices and are easy to deal with.

-a hosting service

I actually use 3:

- Site Build It! - all around the best of the three, especially if you don't know HTML
- Host4Profit - reliable, access to the Warrior Forum
- ThirdSphere - has a lot of good "plug-ins" that you can use to make money.

9. What are the tools you're using (software and/or services) that you can't live without?

Add2it Mailman (free) - keeps up with my newsletter subscribers

ZipBrander - adds another viral component to Free ebooks

The Warrior Forum - - part of my Host4Profit package. Everything from Joint Ventures, marketing advice, articles, latest scams, to just friendly give and take.

10. Name 3 of the BEST products or services you've bought so far.

Site Build It! - http://www.grownetprofits.com/BuildIt
Nicheology - http://www.grownetprofits.com/Niche
Make Your Site SELL! -
http://myss.sitesell.com/emailcash.html

11. What are your thoughts on affiliate marketing? Are you satisfied with your sales as an affiliate?

I like the affiliate marketing concept. However, quite often the owners of the affiliate sites make it very difficult to make a sale.

Some of them have pop-ups on the sales page. Some have other distractions such as newspaper sign-up, affiliate info and other information that hinders the sales process. I usually don't bother promoting affiliate sites that use these tactics.

I am not satisfied with my affiliate sales, though they are steadily getting better.

12. Up to this point, what is the best tactic you've used to attract subscribers to your ezine?

Swapping newsletter ads with other newsletters, signature file, newsletter sign-up forms on every website page, writing articles, viral ebooks, ecourses, giving away free software

13. Up to this point, what is the best tactic you've used to get the most sales - either as an affiliate or as the owner of a product?

Placing ads in my newsletter. Swapping ads with other ezines. Posting to forums. Overture and FindWhat pay-per-click campaigns.

14. What would you tell new people who want to make money on the Internet?

It takes longer than you think and much longer than most "guru's" tell you it will. Be persistent. Find something that you like to do or are interested in and create a website to promote it. Do something every day to promote your website. Write articles. Combine your articles into viral reports, ecourses and ebooks.

15. If you could ask any question to one "Guru," what would it be and who would you ask it to?

I would like to have a talk with Willie Crawford. I "know" Willie through the Warrior Forum. He always seems to have time to give advice and help whenever asked and asks nothing in return. One of those all around good guys that you do find on the Internet. I would probably want to know how to get beyond affiliate marketing.

Willie Crawford ANSWERED this question!!!

Click here to read the answer!

16. Describe 1 software application for your computer OR a script to use in your server OR an ebook you'd like to read, that you have never found available online.

I can't think of anything really. Probably an affiliate program that would make it easy for someone without a lot of money or Internet skills to get started making money. Maybe a modular concept that would allow them to join one or two inexpensive programs. They would then promote those programs until they were making a profit then join another.

I have seen this done a couple of times but in most cases the programs were very expensive and of questionable value.

17. Feel free to add your comments for the readers of this ebook.

John, thanks for the opportunity to get involved in your project. You're always in the forefront of Internet Marketing.

top

Michel A. Di Iorio, Canada

4. Who are you?

My name is Michel A. Di Iorio and I am a copywriter/translator turned infopreneur and publisher – at least, I'm headed in that direction. That's not to say who I am but rather, what I do that sets me apart from fellow colleagues. Who I am is a little more complex than what I do for a living.

Though much of my professional career has been spent in the business world, my USP or 'unique selling position' has always been communication, specifically - writing. Once that fact became abundantly clear, my career path led me to positions that encouraged the use of my writing skills for the greater benefit of those I've represented, including several successful political personalities.

I've since arrived at an important crossroad in my life and wish to use my time and skills more effectively. That's why I founded Les Mots Justes and The Write Words, both dedicated to the written word and its proper use in both business oriented copy as well as personal expression (the former site was developed in French while the latter is in English).

2. What made you deal with the online market?

In the traditional brick and mortar world, my communication skills were sought after as a result of my growing reputation and experience as a contributing freelancer in various publications. Mandates arrived through

my continued association with various organizations, business and professional associations, political candidates and small to mid-sized business concerns.

As a writer, the Internet was nothing less to me than tomorrow's paper, T.V. show, telephone or letter mail. I even went back to school to learn the intricacies of this new medium and eventually set out to conquer the virtual world.

The WWW offered me an audience that was continuously subjected to an onslaught of promotional campaigns from competing Websites. The situation required a novel approach if I was to distinguish my offers from those of my fellow colleagues and competitors.

I'd been projected into a medium where multi-tasking was legend; I first needed to adapt my skill set to the reality of online business. To the delight of my growing client base, I supplemented my traditional service offer with a full range of interdependent Web-related services, but, many sleepless nights ensued...

While moderately successful, my chosen path remained labor and service intensive; leaving little time for the pursuit of my various activities.

3. How long did you think earning an online income was impossible and what made you change your mind?

The Web has been paying my bills now for the last four years. I always imagined that the Web could provide what the brick and mortar world could not – namely, global reach for small business, just like for the big boys! I was under the impression that the playing field was available to everyone equally, but it wasn't really!

What differentiated the players in both cases was the available funding to drive an effective promotional campaign through the storm of incredulity and distrust of the virtual marketplace. Between them, I found the Web to be both more inviting and considerably less demanding on my wallet.

I'd read many books on traditional marketing and sales techniques but none prepared me for the virtual reality of their online counterparts. There were striking similarities between them, but some fundamental differences as well.

Generally speaking, I found that where success in the brick and mortar world required 'multiplication of self' within a specific market niche, success on the Web depended on the establishment of 'multiple streams of income'. This is much easier to accomplish on the Web due to 'automation', the online equivalent of 'multiplication of self'.

In both cases, however, the same basic requirement needed to be addressed: both required a trusting relationship between client and merchant. The traditional world offered real opportunities to establish this relationship whereas its virtual counterpart lacked an elusive ingredient. I needed to find the key!

4. What were the first and/or worst difficulties you faced in building your online business?

I had to chuckle at the sound of this question, you see; I was and still am, to a large extent, my own worst nightmare. Why, if I had to work for a boss like me, I'd likely quit before the week was out!

Seriously though, establishing a trusting relationship is undoubtedly the biggest hurdle to overcome. Credibility is somewhat difficult to establish on the Web due to the unfortunate proliferation of scam artists, spam e-mail and the absence of physical being.

Where a friendly handshake can reveal someone's true nature in the physical world, the virtual world offers little more than a static photograph and a printed message on a [Website](#) somewhere (unless including audio/video). I came to understand that clients preferred to do business with an established and well known personality rather than an unknown maker of virtual promises.

I surmised that improved visibility and perceived value were 2 essential ingredients needed to bolster my credibility and promote my USP, which is really what I wanted to sell in the first place.

I was having a real 'hmmm…' moment there until I opened my e-mail one morning…

5.   Who inspired you and why?

To be honest, I owe thanks to a growing list of people but several of them stand out from the rest for various reasons. I fired up my e-mail program one morning to find messages from **John Delavera**, **George Katsoudas**, **Bogdan Ravaru**, **Jimmy D. Brown** and **Terry Dean** – all well known Internet marketers of info products.

Both **Jimmy D. Brown** and **John Delavera** inspired me through their overwhelming presence and influence in the virtual marketplace, as my research showed. The advice offered by these men, in my considered opinion, is solid, proven and effective in this business; their ongoing success being a living testament to that fact.

As for **George Katsoudas** and **Bogdan Ravaru**, the tone of their messages struck a different chord… they were both friendly and their messages were tinged with personality. This gained my attention and complicity. After a while, I found myself reading their e-mails as I would those of a friend.

Terry Dean left me pondering over the startling fact that I had chosen an Internet business that was pushing me away from my ultimate goal rather than bringing it within my grasp. I needed more time for my writing projects. Sadly, the more I worked, the less 'time' I had. Success can be a variable yardstick!

I've always believed that one's most valuable asset is only too often what one sells for the least amount... and that, dear friends and colleagues, is one's time. In fact, time is the most valuable commodity we possess since none of us really know how much we've actually got left.

Since I was, for all intents and purposes, involved in a service intensive business, the light at the end of my proverbial tunnel seemed to be growing dimmer for me rather than brighter.

These people and others helped me to realize that credibility in the physical world stems from numerous factors, the equivalent of which can not only be found in a virtual environment, but the Web seemingly lends itself quite well to these principles. Amongst them:

- a continued and recognized presence in the marketplace;
- a solid product offer with added value;
- enviable customer service and satisfaction through automation;
- a friendly and genuinely helpful attitude;
- personalized communication.

All contribute to the establishment of credibility and trust – both necessary ingredients to the successful marketing formula.

6.   How did you discover what you could sell online?

Being an avid reader, I've always known that I have been blessed with a fluid pen and a generous vocabulary. Since

my writing skills were consistently used throughout most of my professional career, it was a no-brainer; at least to those closest to me. A virtual environment was the logical 'next step' to make good use of them.

After some friendly prodding from my family, I founded Les Mots Justes and The Write Words. These 2 Websites became the foundation for a 'virtual empire...' but I still had some very valuable lessons to learn.

7. What products have you created so far?

Aside from various literary endeavors and the addition of my "turnkey Websites", I've branded a quantity of info products, thanks to Russell Brunson. These convinced me to add a new section, known as the "Black Label Club", to my main Website. The "club" offers limited access to an impressive library of marketing e-books and a well-stuffed software vault to my growing list of Web hosting clients.

Access to the "Black Label Club" is also offered to non-hosted clients under a membership plan. The club offers thousands of useful Web tools and marketing e-books for both the new and experienced netrepreneur.

Of course, this is only the tip of my marketing iceberg as I am keeping my 'ears to the ground' in search of new software ideas to include in the "Black Label Club". I will have my programmer create special wizards and other useful pieces of software for Webmasters as well as the inexperienced user.

I've finally decided to take the plunge into the e-zine arena and launch my own e-zines. They will address two completely different market niches with articles by yours truly, in addition to some contributions by members and authors.

One of these e-zines will address the needs and whims of budding and hopeful writers in various fields; offering tips,

tricks, tutorials, contests, freebies, access to a multi-subject library, a membership-based specialty bookstore and a complete range of publishing services.

The second e-zine will address the software needs of Webmasters and newbies, including the next generation of marketing tools.

8. Please give your suggestions for the following services that you have ALREADY used:

-a domain name registrar

-a hosting service

Les Mots Justes and The Write Words are providers of one-stop Web hosting solutions for both newbie and intermediate alike. We offer Web hosting packages and domain name registration services, either individually, or in combination with regular and turnkey Web hosting packages.

Heck, I'll even create a custom hosting package for clients whose needs outweigh the benefits and limits of my existing packages. As the song goes, "I'm easy..."

9. What are the tools you're using (software and/or services) that you can't live without?

There are numerous tools and services that I just couldn't live without. Apart from my HTML editor, graphics programs, e-mail, numerous service utilities, anti-spy ware, firewall, anti-virus, servers and such, they include:

- Karen's PT Replicator - a user-friendly file back-up solution that I find very useful for providing no-brainer, unmanned file backups

- [ZipBrander](#) - a rebranding tool that allows one to include a recurring ad page to any downloaded file or product
- the library of e-books and software that I've purchased and accumulated over time constitute a treasure chest of information
- and numerous other worthy candidates.

To be perfectly frank, there are just too many to list here. Of course, most of these info-products and packages are available from our "[Black Label Club](#)".

10. Name 3 of the BEST products or services you've bought so far.

Three of the best products or services I've purchased recently are:

[Zip Brander](#) – a rebranding tool that allows one to include a recurring ad page to any downloaded file or product;

Membership with [Software4Profit.com](#) by John Delavera. This resource was very useful as an eye opener and complemented the collection of info-products I'd already acquired. This type of product/membership can be instrumental in providing you with a quick start;

I mustn't forget to mention [SpamNet](#), the little e-mail add-on that's saved me countless hours of wading through my spam infested inbox. This little gem is available on a monthly membership program and is worth its weight in gold.

Of course, these are but three of, what I consider to be, the best products I've acquired in recent months but, many more are available right now!

11. What are your thoughts on affiliate marketing? Are you satisfied with your sales as an affiliate?

Affiliate marketing constitutes what I consider to be the 'boot camp' of Web marketing education. By adhering to one or several well known affiliate programs, either directly through the originator of the program or through intermediaries such as ClickBank, one gains experience and learns the advantages and pitfalls of affiliate marketing; and how best to avoid the pitfalls.
Once boot camp is over, the survivors are on their way to becoming seasoned veterans at the game of affiliate marketing. Please don't get me wrong here; I am a strong believer in affiliate marketing, as long as the payout is proportional to the effort invested by the warrior.

Traditionally, a handsome commission is offered to participating affiliates for client referrals or sales made through their affiliate links.

12. Up to this point, what is the best tactic you've used to attract subscribers to your ezine?

In my case, I am preparing myself for the upcoming launch of my first e-zine. Aside from my existing client list, I will use a variety of methods to grow my list. Among others, I intend to make use of:

- Safelists, a collection of safe lists by Hazel Burd
- Mr.Zine by John Delavera, a tool to advertise your e-zine to your colleagues and clients
- I will automate the sign-up process on my Websites with a script that captures the e-mail address, using a giveaway as an incentive
- Freebies offered on a regular basis to subscribers
- Links to useful outside resources (many of these on my other Websites)
- Contests
- I will advertise on Websites that allow me that privilege

- Word of mouth

There are many Websites, newsletters and partners that will advertise and offer my e-zine to potential subscribers by offering them a free utility or service.

13. Up to this point, what is the best tactic you've used to get the most sales - either as an affiliate or as the owner of a product?

Though I have an easy pen, I am, without a doubt, my own worst example. Up until now, I have relied mainly on the use of search engines and on word of mouth to drive traffic to my Websites. My own sales tactics have lacked the sparkle I've been talking about to my clients; having been limited to dry explanations of my various services.

Since having been exposed to the influence of people like those mentioned at the beginning of this expose, my attitude has changed drastically. I am planning to incorporate many of the new sales techniques I've learned, including the use of targeted, sales-oriented mini-sites, dynamic sales copy and personalized follow-up through the strategic use of autoresponders.

14. What would you tell new people who want to make money on the Internet?

The first thing I would suggest is to grab a hot cup of java and to prepare to learn. The Web is new territory. Though most of the same principles apply to both worlds, a few are radically different.

I'd suggest searching for a mentor or two... successful people I respect and admire, and who I'd like to emulate. I would learn as much as I could from these people and I would do as they did! That's the secret to online or offline success in the business world of the new millennium; find a winning formula - and copy it!

The difference, if any, will be in the offering. In time, I'll develop my own products and repeat the winning formula. That's a lesson learned!

15. If you could ask any question to one "Guru," what would it be and who would you ask it to?

Without hesitation, I would ask for a one on one with Dr. **Ken Evoy**.

20 years ago, I had the opportunity to work with Dr. Evoy in the pre-hospital care arena in Montreal, Quebec. Though I didn't get to know him personally, his professional reputation was that of a perfectionist – as his position required. He commanded respect! That's the kind of man he was, and still is.

Today, he has a very successful online venture, widely known as [Site Sell](). Among his peers, he is regarded as a visionary. A renowned author and recognized Internet marketing guru, he is credited for authoring what marketers worldwide have come to recognize as the 'Internet Bible'.

If I had the opportunity to ask him a single question, it would be an all-inclusive one; I would ask him to share his story of how he went from being an emergency physician to a marketing guru, leaving nothing out. In other words, I would like to hear or read a step by step revelation of how he rose to his present level of Internet success – not the hype that is available on the Net, but a personal and detailed version. I believe it would be more than worth the read!

16. Describe 1 software application for your computer OR a script to use in your server OR an ebook you'd like to read, that you have never found available online.

I would wish for an all-inclusive bit of software that effectively combined all of my online business ventures into one, easy to use graphic interface. This interface would allow me to administer all ventures, upload product and sales copy; submit to search engines, ad sites and potential affiliates through an automatically updated marketing list. It would allow me to oversee all promotions, create and compile a mailing list based on a double opt-in program, create new promos, etc.

In other words – a single program that could replace a dozen others…

17. Feel free to add your comments for the readers of this ebook.

Finally, I offer you a few words of wisdom, a simple statement of fact, actually. This fact, sadly overlooked by most, is probably the most important advice one could ever receive in business. The true secret to success in the business world is, as it always has been – no changes, no new faces and no real surprises… it is simply called, "**perseverance**".

The tools, the courses and all of the useful advice in the world will get you nowhere fast, unless you learn this most valuable principle. When combined with the proper combination of tools, training, and advice; sooner or later, "perseverance" will get you where you want to be.

As a special 'thank you' for taking a moment to visit our Website, the following link will get you a free subscription to our periodic newsletter (I promise not to 'bore' you more than once or twice a month), and our branded copy of ' Webmaster Tools III - Black Label Edition'.

Happy trails...

Michel A. Di Iorio,
info@les-mots-justes.net
info@the-write-words.net

*"The Write Words to state your message...
           the World Wide Web to convey it!"*

top

Family Photo
Follows...   **Paul Kleinmeulman, Australia**

1. Who are you?

When first asked to participate in this project I said "Why would anybody want to know about me or listen to me?" But I've had experiences I've learnt some stuff that will save you time and money that's why I've decided to be a part of this project. But before I spill my guts the least you could do is know me personally…. intimately ; -)

G'day (if you know me personally you'll know that I love that word, Aussie personified) my name is Paul Kleinmeulman from sunny Queensland, Australia. I am currently studying my PhD in Pesticide Application with some of the most advanced technology in the world. You can't believe how stressful it is some times; give me an online business any day.

I grew up on a farm and didn't move, until I went to university for 4 years when I studied a Bachelor in Applied Science, Horticultural Technology. Met my wife, Marcelle in first year and now we have two gorgeous daughters Hannah and Jessie. My family is fantastically supportive of whatever I do.

Me and my Fantastic Family!

My biggest goal is to retire and spend more time with my family everyday.

2.   What made you deal with the online market?

I've always had a dream to retire young, as I never liked working for somebody else especially after I started reading those you can become a millionaire books. I tried a number of different options. For example I went into online share trading but I got totally ripped off by some charlatan who disappeared. Boy did that hurt!

I also tried starting an EBay business, my wife was quite successful at it, I knew it wasn't my calling (still only got 12 for my positive feedback ;-).

I finally started an offline computer business at the same time as my online business but I just hated having to stock actual products. I love digital products it makes so much sense that once I started I couldn't stop. I've always been a

technology junkie and now I can finally shine in my chosen field.

3. How long did you think earning an online income was impossible and what made you change your mind?

I never thought it was impossible in fact I knew there was money to be made out there but I had to go out there and get it. The hardest part was to find out who was telling the truth and who was trying to rip me off.

But boy did it ever feel good when I was actually making money, though. After the first payments started to come in I said to myself boy this is easy ANYBODY can do this.

4. What were the first and/or worst difficulties you faced in building your online business?

My first and worst difficulty was getting over my desire NOT to spend money. After I had wasted and lost a LOT of money I was very reluctant to spend any more. One of my original mentors gave me the advice "Not to spend money until you made it," I set out to do everything for free. It never happened it, it was taking me forever and I was spinning my wheels. It was not until I overcame this frigidness of spending money that the money started pouring in.

Other difficulties were overcoming the steep learning curve of marketing and web site design I started as an online newbie.

5. Who inspired you and why?

I've had many mentors and many inspirators but I believe it was the first chapter of the book "Think and Grow Rich" by Napoleon Hill (I still haven't read the second chapter yet) which really inspired me to set some super high and mega advanced goals. I had no goals so I wasn't going in any direction. I was trying to be a professional at everything and it wasn't working.

Other inspiration was the wonderful people at the Warrior Forum. I've never met such wonderful and generous people. They were practising what the were preaching and they were setting higher goals than I ever thought possible.

6. How did you discover what you could sell online?

Why, going out there and doing it, of course. I have tried different methods of making money online but is only when I made my own products that the money really started coming in.

I DISCOVERED BY DOING!

7. What products have you created so far?

Boy am I glad you asked because if I can do this than anybody can.

After reading "Think and Grow Rich" (First chapter only) I set some massive goals. Get 5 products online and being sold automatically, on their prospective websites by My Birthday (31st of May hint … hint ; -). So I went to work creating a whole gaggle of products simultaneously (boy

was that a bad idea in most ways but I'm sure glad I did it).

For my first website, I was in the process of creating "101 Ways to Spoil Your Dog for Under $10" when I thought to myself I need a some bonuses to go with it. I'll create some recipes so I can give them a way for free. Well the recipes was completed professionally 2 months before the "101 Ways to Spoil Your Dog for Under $10" did. It was so professional and so fantastic that I knew it would sell well and it has been the best one yet.

http://www.DogNatural.com

– The Dog Lover's Essentials Mega Pack

http://www.Recipes.DogNatural.com

– 180 Gourmet Dog Recipes

http://www.Instinct.DogNatural.com

– Instinct Vs Man – Audio-Visual Pack

http://www.Spoilt.DogNatural.com

– 101 Ways to Spoil Your Dog for Under $10

http://www.Health.DogNatural.com

– Secrets to Healthy and Happy Pooch

As you can see I've added a lot of products to that website which I sell individually and as a pack.

My next product that was completed was a software application. I loved putting it together and beta testing and constantly making it better. But since I hit some financial difficulties I sold it to Floyd Fisher (an all-round great guy ;-) he's upgrading it even more.

Here is the site: http://www.ImageFreeze.com – The Most Powerful Image Protection Software Ever Coded! (You can thank me later Floyd ;-)

Next was my health products

http://www.VisibleHealth.com

– 101 Healthy Heart Recipes

Here are some more books that I am currently working. The first lawn book I went through 4 different ghost-writers to get it done.

http://www.DreamLawn.com

– Loving Your Lawn Care E-Book

This used to be my wife's site but since it got too much for her, with looking after me and the kids, so I took it over and made a book to sell via autopilot.

http://www.JustCraft.com

– Making Your Favourite Craft Affordable

I decided I loved software, so I'm currently making even more tools to help any webmaster get the most from their site.

http://www.SWFAudio.com

– Add Audio to Your Website in Less than 30 Seconds.

This is my latest creation, finally an internet marketing product selling the Private Labelling Resell Rights of some of my previous creations. I have never imagined that my

Private Label Resell Rights Megapack Health Niche would sell so well.

http://www.PrivateRights.com

But here is an example where you don't even need a product. I partnered with Matt Fulger, to bring together a whole gaggle of products that we don't even own or have the rights to.

http://www.JVFire.com

8. Please give your suggestions for the following services that you have ALREADY used:

-a domain name registrar

http://www.NameCheap.com – this is the only one I have used. I have found them to be very professional and very affordable. I just love it when they have their special offers. (I wish they had an affiliate program)

But that's not the problem I find finding a domain name the hardest. It normally takes **_2 days_** for me to find **_one domain_** because I only like 2 word .com domains.

These sites are essential

http://www.DeletedDomains.com

http://www.NameBoy.com and
http://www.BetterWhois.com

-a hosting service

Just recently my favourite hosting service which I had been using for many months said that I should cease using their most powerful service addition due to unreliability. Since then I have to find another host and add the services I need through powerful scripts etc.

After doing a lot of research at

http://www.webhostingtalk.com

I highly recommend a quality "reseller" hosting account such as: http://www.espired.com/hosting.html

With a service like this you can:

- add unlimited domains,
- you choose the size and bandwidth required for each domain,
- you install whatever scripts you want,
- YOU have FULL control of all your accounts.

It's true I'm a control freak, I found all my previous hosts had too many limitations and cost way too much. Reseller hosting accounts are the best way to go but you will need some experience.

9. What are the tools you're using (software and/or services) that you can't live without?

I previously thought that take away my previous webhost and my whole business would crumble. Well my webhost let me down so I had to do a whole business restructure.

With any online business you need:

- A complete auto-responder service,
- A complete mass mailing service,
- A complete affiliate system,

And the best way so YOU have full control is on your own server with your own webhost.

I strongly recommend http://www.espired.com/uam.html

It does all of the above and more for a very affordable price.

I have tons of other services that I can't live without, but Rentacoder is the last one I want to mention as it is the best and safest place to find decent and reliable coders.

10. Name 3 of the BEST products or services you've bought so far.

It is rare that I have ever bought any other software for my business but **Affiliate Cloner** is another program that I love. This is the only program that will cloak Clickbank Links. That's why I use it and that's why I love it. Check it out here it's a bargain

http://www.espired.com/AffiliateCloner.php

Here is another product which I have bought myself and now consider essential. After signing up with Clickbank, I wanted to sell multiple products, via their own website. **EasyClickMate** was the only software to do this. I couldn't recommend anything else to get your Clickbank affiliates and products organised.

www.espired.com/EasyClickMate.php

You can live without the previous tools but without an auto-responder, mass mailing system and affiliate manager you marketing with both arms behind your back so I strongly recommend http://www.espired.com/uam.html

11. What are your thoughts on affiliate marketing? Are you satisfied with your sales as an affiliate?

I love the thought of affiliate marketing and although my first sale online was via an affiliate product it took months and it was only $8.27 worth, nothing to write home about ;-) but I did say with a smirk on my face, see wife it is possible to make money using Ebay's About Me Page. Check out the following page for more information.

http://www.espired.com/SilentSalesMachine.html

I have had no success trying affiliate marketing mainly because I don't have the time to sell other peoples products when I am too busy selling my own, but I am interested in becoming the top affiliate marketer in the world, just wait and see ;-).

Extremely Recent Update:

I spent many, many months creating my latest product at http://www.PrivateRights.com

It cost me a small fortune creating this Megapack and many long nights with lack of sleep. Boy it was a major headache sometimes.

Affiliates have it WAY too EASY. Super Affiliates that is!

After sending an email to 2 super affiliates they agreed to promote http://www.PrivateRights.com and the results were phenomenal. It took less than 30 minutes for them to create their promotions and they got a very generous % of the each sale. One received 11 sales and the other 8 sales.

That equals over $1727 and $1256 for the other. FOR 30 MINS WORK.

- NO HEADACHES
- NO LACK OF SLEEP
- NO DEALING WITH GHOSTWRITERS
- NO NOTHING!
- YOU GOT THE LIST YOU CAN WRITE YOUR OWN MONEY!

Talk about EASY! Talk about effective marketing.

My goal is to be a super affiliate! How about you?

12. Up to this point, what is the best tactic you've used to attract subscribers to your ezine?

The best tactic is to give away a sample of your real product free. For an example see at

http://recipes.dognatural.com/

I give away 13 dog recipes taken straight from the recipe book for free.

13. Up to this point, what is the best tactic you've used to get the most sales - either as an affiliate or as the owner of a product?

I have gotten the most sales promoting http://Recipes.DogNatural.com via Google Adwords.

I have gotten the quickest sales for higher valued products at forums. I sold just less than $1,000 (4 sales) overnight using one forum.

Extremely Recent Update:

Super Affiliates are the way to go. If you get a super affiliate at the right time (very important) with the right product (even more important) then you have got a recipe for making some serious money.

My recommendation is to make some friends with some powerful marketers, when you are friends with top marketers it makes it a whole lot easier ;-).

14. What would you tell new people who want to make money on the Internet?

Stop mucking around! Find somebody who is making money on the internet and is willing to mentor with you. Then use their experience to find a hungry market such as a problem to fix or an information gap or anything and then fill it with your own product, you don't necessarily have to write it. NEVER make a product FIRST and then find a market for it, it's slow and painful.

Treat everything you do online, like a business be professional and be prepared to spend money to make money, it really is the only way to get serious about your business.

15. If you could ask any question to one "Guru," what would it be and who would you ask it to?

Hmmm that's a toughie, I no longer consider people to be "Guru's" but friends. Anyway so if I was to ask any friend a question.

I would ask them about List Building and Email Marketing. I want to know everything, the real deal on how they built a successful list of millions of hungry subscribers. I want to

find somebody who has done it all started from scratch multiple times in any market or area.

I would probably ask John Reese, but Paul Barrs had to delete his entire list he said he was building it back up to 30 subscribers per day, that's not much but I like the consistency, I can't even imagine that as yet. But I've learnt that you have got to expand your mind so you always reach for bigger goals.

Paul Barrs ANSWERED this question!!!

Click here to read the answer!

16. **Describe 1 software application for your computer OR a script to use in your server OR an ebook you'd like to read, that you have never found available online.**

Everything that I need, I create if it's not available. The one tool that I would love is a complete list building and email solution. A program that I can upload to my server and it will do absolutely everything. List management, mass mailing, unlimited auto responders, complete personalisation, connects with outlook, email tracking. I'm talking everything. I once got a quote to program it and it was over $2500 maybe one day I'll get it done, but not now.

17. **Feel free to add your comments for the readers of this ebook.**

If ever you want to contact me to talk about anything or come up with a joint product ;-). Just shoot me an email at kleinmeulman@gmail.com or chat online with me via msn messenger kleinmeulman@hotmail.com or yahoo messenger espiredmarketing@yahoo.com

I've only got one thing more to say:

What ever you want to do.
Just do it. But do it now!

Paul T Cowen, UK

1. Who are you?

My name is Paul T Cowen, I'm 28 years old and live in Bishops Stortford, United Kingdom. At University I studied Software Engineering Management (Computing and Management studies) and my first major job was with an investment bank called UBS Warburg. The actual company I worked for was Perot Systems (Perot as in Ross Perot) who provided IT Support to the bank I started off as 1st line technical support and worked my way up to 2nd/3rd line technical support specialist. I am MCSE, MCSA and MCDBA qualified.

While working on secondment in Japan I met my now wife and we have a beautiful daughter called Wendy. Also while in Japan I fell ill with pylonephritis (bacterial growth within the kidney resulting in High fever and pain on urination).

On returning from Japan early I was given a biopsy where they discovered I had IgA nephropathy (http://www.igan.ca/id45.htm is a good site detailing the disease). Mine was a particularly virulent form which affects around 5% of sufferers and instead of the usual 10 or 20 years to get to End Stage Renal Disease but in my case it took less than a year and I had to start on dialysis. This meant being connected to a machine (called an automated peritoneal dialysis machine) 9 hours a night every night.

I received a new kidney on 26th April 2004 and am currently enjoying the new found freedom.

2. What made you deal with the online market?

The reason I mention my disease is that it leads on to this question because I could no longer work in the city getting up early and standing on the train... and I didn't want to just live off benefits so I started looking at ways to make money from home. Internet Marketing was not the first avenue I looked at. I got involved in shares and trading – attending seminars, reading books, buying audios, attending events. I got involved in property – again learning all about it. I don't do any trading at the moment but I still am involved in property but it is not my main focus (although is main source of income until I get my breakthrough in my online business).

One reason why I decided to focus my attention on Internet Marketing is the amazing potential behind it. Some people may think $100,000 is a lot of money – but if you think about it – it is only getting 1000 people to spend $100 or 2000 people to spend $50. When you consider there are billions of people online it doesn't seem an impossible goal.

Let's also take a look at an example Internet transaction – you have a small ezine of 1000 people – you sign up for an affiliate program for a product that sells for $100 and pays 50% - you prepare an email and send it out and 1% of your list decided to buy – you've made 10 sales at $50 - $500.

Time to prepare and send email: 1 hour

Money it cost you: Let's say your autoresponder costs $15 a month so for arguments sake let's say it cost you 50 cents to send that mail

Return on Investment: 99900%

Where else can you get that sort of return on investment?

I have been interested in computers from a young age and am good at various aspects associated with the Internet – Dreamweaver, Photoshop, Camtasia, Audio. I also enjoy helping people out and it is great to have nice feedback from people on my ezine list.

I have also spent a lot of money and time learning various aspects of the industry – particularly what makes people buy and how to write compelling sales copy. I love to continue to learn and regularly attend two or more seminars each year.

Another reason is that I love it – I am passionate about marketing and passionate about helping others so it is great to have a job you can enjoy.

3. How long did you think earning an online income was impossible and what made you change your mind?

Well I never did think it was impossible to make money online – to me it makes no sense to think that way because other people are earning an income online so it must be possible – in NLP if you do the same actions as somebody else then you will get the same results.

I do think that quite often people think that making money on the Internet is easy – and often it is portrayed as such but it's a business like any other and the fact of the matter is that just as with offline businesses the majority of people fail at it.

I believe that to succeed you need to have perseverance and be able to overcome obstacles, have to be willing to continually learn new things and probably most importantly is be different and unique – don't do what everybody else is trying to do.

4. What were the first and/or worst difficulties you faced in building your online business?

Well it is my belief that if you are not getting the results that you are after then typically the reason for that is yourself. Here are a few of the difficulties which have affected me and I'm sure are not unique:

Becoming Overwhelmed: There is such an abundance of ways you can make money online and various aspects of Internet Marketing it is easy to try and do too many things and not do anything that well. It can also be difficult to know where you should focus your attention and which order you should tackle things.

Idea Avalanche – I took this concept from Mike Litman - The 'idea avalanche' is defined as: The mental condition whereby ideas come to you in such abundance that you have trouble keeping up with all of them. It can become a vicious circle where you have a million dollar idea and you begin working on that but while doing it you get another million dollar idea and you start that instead – one of these ideas may actually have been a great one but you'll never know as none of them ever get finished.

Taking Action – I'm sure I'm not the only one who has read a book or ebook and not actually taken any action on the things within the book. Say it is a book on fitness and it tells you to get down on the floor and do as many pressups as you can and record it – many people will not do the exercise and carry on reading – knowledge is good

but without action backing it up it is pretty useless (well if you want to make money that is (or in the example above get fit))

Sometimes the action is actually reading the book – again I am sure I'm not the only one who has bought an ebook and either not read it or only read a small part of it. With the Internet you can become a bit of an information junkie always trying to read about the new new thing – I believe that education is very important but it requires a balance of education with concerted action.

Perfectionism – Many people get crippled by trying to get something perfect and the sad fact is that they never get the product out there. It's better to get the product out there even if not perfect and then improve it incrementally based on customer feedback

Trying to do everything yourself – You can hire people from all over the world to do all manner of things – programming, writing content for your ebooks/articles, creating graphics. I still struggle with this sometimes and find myself doing things that are laborious/easy and would be better off being given to somebody else to do. Don't worry though I didn't offload this to somebody on Elance – it is all my own writing ☺

5.   Who inspired you and why?

Well I'm a Christian so my biggest inspiration is Jesus – I believe the Bible is the single most important book about leading a successful life around and many of the success principles in the secular arena can be traced back to the Bible. I have just started reading positive confessions on various topics such as abundance, accomplishment, prosperity and reward which are based on the bible. I believe God has given me the skills that allow me to work and through him I am blessed and highly favoured.

In the Internet Marketing realm I would probably have to say John Reese – he is regarded by many as the best Internet Marketer around and for good reason. I first met him when I attended Shawn Casey's Customer Appreciation conference in Florida. I went to lunch with him and a couple of the Nitro guys (Kevin and Craig) and he shared some marketing wisdom. We checked out his swish Porsche which is seriously fast. He is a lovely guy and everybody raves about his event he held in Florida. He cuts through the BS and tells it like it is and he knows from experience – he is willing to put in the hard work through testing and tracking to not just guess but know what works and what doesn't. His email and blog both come highly recommended
http://www.marketingsecrets.com/index.html

Another who has inspired me greatly is T Harv Eker and I try and live by his Warrior mentality – "Under, Over, Around or Through Whatever It Takes I'll Do". I listened to his Millionaire Mind Intensive while in hospital after my transplant operation and they really inspired me and helped me develop a millionaire mindset. I urge you to visit http://www.millionairemind.com/a/churchmoneyliteracy?page=/wow/ and attend a free teleseminar or evening.

6. How did you discover what you could sell online?

Well it never ceases to amaze me what people are actually selling online and sometimes making some very good money from too. You can check out the The Weird eBay Auctions Warehouse at

http://www.whattheheck.com/ebay/index.html

I love marketing and learning all about it – I am usually on two or three teleseminars a week and try and spend an hour training every night – as such I know quite a bit about

various people in the industry and what products are good and what products aren't. The other areas of interest are Christian Business Principles, Self Development and the Science of Success. Because I have an interest in these areas I feel I can sell them better than somebody who doesn't have such an interest.

I think that learning the art of copywriting is one of the most powerful skills you can learn and if you get really good at it you should be able to sell pretty much anything. You have to gain an understanding of human behaviour – it doesn't change. If you want to learn the art of copywriting I believe you can learn a great deal from Bryan Keith Voles. Some of the readers may not have heard of him but he writes copy for some big names – Yanik Silver, Frank Kern and many more. His site is really great because you can watch him writing copy in real time via videos – like watching over the shoulder of a master copywriter. View his site at

http://www.briankeithkillercopyclinic.com/index.php?mid=1 0

7.   What products have you created so far?

I am currently in the final stages of completing a niche product. The subject is under wraps at the moment because don't want others jumping on the idea like a pack of starving dogs ☺

I have rights to many - many resale rights products and also rights to a few home study courses and marketing audios.

As I alluded to earlier with the "idea avalanche" I have a number of products which I have begun but not complete and a catalogue of million dollar ideas which may someday see the light of day.

I have various reports which I create which I use to generate leads and as to presell affiliate sales e.g. via Google Adwords.

One sales page I recently completed is for my Ezine Success Pack at

http://ezinesuccesspack.onestopnettraffic.com

8. Please give your suggestions for the following services that you have ALREADY used:

-a domain name registrar

I recommend 123-reg as a domain name registrar - http://www.123-reg.co.uk/affiliate.cgi?id=AF169338

-a hosting service

I recommend One and One for hosting where you can get three months three hosting and the prices are reasonable and you get useful software when you host with them too. I have also used them as a domain name registrar when I am hosting with them but use the above service where I have other hosting accounts.

http://www.1and1.co.uk/?k_id=6159693

They also have a site in the US at

http://www.oneandone.com

9. What are the tools you're using (software and/or services) that you can't live without?

Web Design: I love Macromedia Dreamweaver for web design – it has lots of flexibility. One of the main things I love about it is if I want to make a change to multiple sites at once I can do that using find and replace across all folders in a site or folder. You can download a Free Trial at http://www.macromedia.com/go/trydreamweaver

Productivity and Note Taking: I am a big fan of Tony Buzan and his creation Mind Maps (you may know them as spider diagrams) – I use a program called MindManager which is excellent – you can go get a free trial of the 2002 edition at

http://www.mindjet.com/uk/products/mindmanager_2002/index.php?s=6

Automation: If I can do a regular task quicker then even though it may take more time initially to automate the task it saves me so much time over the long haul that it is well worth it. I personally use a program called Internet Macros. Download a 30 Day trial at

http://www.iopus.com/iim.htm

Also worthy of note is Iolo Macro Magic – Download a 30 Day trial from http://www.iolo.com/mm/index.cfm

Autoresponder: I recommend Proautoresponder – it supports single and double opt in, you can send in dual format – HTML and Plain Text and can send sequential and broadcast message and will deliver the appropriate message dependent on email client of receiver. It has a large amount of custom fields you can use. You can share campaigns. For all HTML messages sent you can track how many were read and also it has a technology which can keep track of how many people click on links within your

email. There are good tutorials that explain how to use it and it all runs simply and is a reasonable price – you can check it out at http://cowenpa.ProAutoResponder.com

Shopping Cart: I use the Shopping Cart that many of the top Internet names use called 1ShoppingCart – it supports various merchant gateways, has a built in affiliate program and has an intelligent autoresponder system – so for example if you want you can have it so that when a person on your prospects list buys a product they automatically get added to your customer list and get removed from your prospect list. You can check it out at

http://www.frontpagecart.com/app?pr=40&id=51882

Testing and Tracking: If you listen to some of the Internet Marketing experts who have been trading online since BBS times you will soon understand that testing and tracking is a major factor in their success – people like Paul Myers and John Reese. I use a piece of software which was recommended by Stephen Pierce called Proanalyzer – you install it on your server so no monthly fees (and it is a very reasonable price) and it is a breeze to use.

You can do tracking and split testing. Split testing means you can send 50% of your visitors to page x and 50% to page y and then see which one has the best response – then keep that one as your control piece and try and beat that – have fun playing the "beat the control" game and best of all it's a game that pays you money. http://www.proanalyzer.com/cgi-bin/affiliates/clickthru.cgi/cowenpa

Spam: I don't know about you but I'm not a big fan of wading through reams of Spam in my mailbox each day. I have investigated a few options and my number one choice is Spam Inspector. It does a great job of moving spam to the Spam Inspector folder and it learns the more you use it

so now I just have to select the occasional spam from my mailbox and it rarely moves non-spam messages to the folder – if it does it is just a matter of selecting that message and selecting Not Spam. It can make it appear that your account is not valid and also has build in reporting facilities which allow you to report the spammers to the appropriate people.   Try a free download at https://www.giantcompany.com/(vqaz1ryr4ddwniu40f23gyvo)/download.aspx

10. Name 3 of the BEST products or services you've bought so far.

Allan Wilson's Reprint Rights Club – there have been many imitators but I think that Allan still has one of the best resale rights clubs around – he's a great ethical Christian guy – all the Christian Ebooks in the site he writes himself.   When I've found something online with resale rights which isn't a part of the club I drop him a mail and he contacts the author and if it can be added he adds it. You also get great training resources and access to David Vallieres InfoProduct Lab.   Take a look at http://EasyAutoPro.com/a.cgi?adminid=7&id=994&pid=270

Google Cash – It isn't many books that really grab my attention but I finished Google Cash in one session and really got me first interested in making money from Google Adwords. Since reading that book I have studied the topic in depth – attending teleseminars, listening to audios and doing research on the forums. The fact that you can now get the teleseminar with Perry Marshall included in the price and an updated report for 2004 makes it a fantastic bargain and will give you a great headstart in understanding how to make money from Google Adwords.   Check out http://www.affiliatejackpot.com/index2.htm?hop=cowenpa

The Top 101 Experts – As well as marketing I love to read about self improvement and this was a fantastic deal

that I couldn't turn down – for just $27 you get bonuses worth over $200 including the absolutely excellent Conversation with Millionaires audios from Mike Litman. The main ebook itself condenses wisdom from 101 of the foremost experts in Self Improvement. Take a look at http://www.selfgrowth.com/topexperts.html?hop=cowenpa before David Riklan comes to his senses and takes down some of the bonuses.

11. What are your thoughts on affiliate marketing? Are you satisfied with your sales as an affiliate?

What's great about affiliate marketing – can you imagine going into a shop in your high street – let's take as an example a furniture shop and going up to Manager and saying my friend is looking for a sofa – if I bring him in here and he buys one of your sofas will you give me 50%? He would probably look at you as if you are a raging lunatic but that's exactly what happens online.

You can sign up for free, you don't need any product, you don't need to provide any support, you can be advertising that product the same day to your ezine or through Pay Per Click or in Ezine Paid Ads and you can often get 50% or higher so you are making the same amount as the person who created the product and you didn't have to lift a finger.

Most of the money I have made online has come from affiliate sales. I have a lot of knowledge of Google Adwords but find it time consuming to do – that is why my next project will be working on automating much of the process (I already have some scripts and macros which I have created).

There are difficulties associated with affiliate programs too.

1. To be successful as an affiliate I feel you have to be unique. You will see below in point 13 that I didn't just send out the promotional email which is provided but used that as a basis for my own message. I will also often include my own bonuses or incentives to buy from my link. I believe the Nitro guys are some of the best at affiliate marketing – and I highly recommend their book Powerful Offers which you can get at http://www.PowerfulOffers.com/g.o/cowenpa

2. I am based in UK and most affiliate programs send affiliate payment by cheque – my bank charges me between £5 and £8 per time so say the product sells for $50 and pays 50% then that means I get $25 (but once I subtract my bank charges that leaves me with $15 or less perhaps) – what you can do with many programs is wait until you reach a certain amount before they send you a cheque.

3. Make sure that you choose a reliable program – you don't want to put in the effort and then find you don't get paid

4. If you are going to go to the effort of being unique and creating a good offer for people then you may as well go for a more expensive product because it takes the same amount of time – if you promote a $50 product you have to sell twice as many to make the same amount as if you sell a $100 product

I am not currently satisfied with my level of income from affiliate programs because I believe and know that I can make more. I am currently training somebody to start doing Google Adwords for me full time and I am also working at automating quite a lot of the process – which I hope to package into a product called "Google Adwords Automation Mastery". I am also looking at ways to bring streams of subscribers to my ezine on auto pilot. I am sure that as the ezine grows that my affiliate commissions will grow commensurately too.

12. Up to this point, what is the best tactic you've used to attract subscribers to your ezine?

A JV which was put together by Mark Hendricks called the 12 Days of Christmas – this bought in over 1000 subscribers in less than 1 month. You can see my themed page for the campaign at

http://www.cwsoftwares.com/12days

I have just completed a new signup page for my ezine which I hope will attract subscribers like bees to honey – it offers access to many hours of audios and transcripts as an ethical bribe for people to signup and is in the format of a sales letter – using testimonials and explaining what the ezine is about and why they should sign up. You can view this at http://ezine-signup.onestopnettraffic.com

13. Up to this point, what is the best tactic you've used to get the most sales - either as an affiliate or as the owner of a product?

The most profitable campaign that I have had so far online was promoting a NitroMarketing call with Joe Vitale. You can see the ezine which I sent to my list at http://www.e-m-t.co.uk/Joe_Vitale/index.htm - the Subject Line was It won't make you Moo Like a COW or Strut Like a HEN…. by the way. You can still get access to this great call at and I highly recommend the Hypnotic Library package being sold – I bought a copy and I use it regularly – just head on over to http://www.HypnoticLibrary.com/g.o/cowenpa

14. What would you tell new people who want to make money on the Internet?

Before you start ask yourself these questions:

1. What am I good at? (not what are you best at but what are you good at) – come up with a list. Think about hobbies, what you like to read about, what you what you like talking about, …

2. Ask you friend, family, workmates… what they think you are good at

3. Hopefully you will find a few things that agree between 1 and 2 – you think you are good at it and people you know think you are good at it too

4. Ask yourself the question – can I make money from this? If necessary do research – take a look at http://inventory.overture.com and see if people are searching for it online and whether people are willing to pay for that information (are there other advertisers/products in that field)

5. Think about How can I make the most money from this?

6. Why would somebody want to buy what you are offering? – what is unique about your offering?

Then take ACTION – and focus on that product – get it out there and selling, then improve things slowly by testing and tracking – small increments in many areas add up to big amounts overall.

15. If you could ask any question to one "Guru," what would it be and who would you ask it to?

I'd probably ask Jay Abrahams or Dan Kennedy (either would do) if he would mind connecting up to some machine so he can brain dump all his knowledge into my head. Both of these guys are geniuses and generated billions of dollars. I am a Dan Kennedy BS Marketing Letter Gold Member and a big fan of Jay Abrahams also.

16. Describe 1 software application for your computer OR a script to use in your server OR an ebook you'd like to read, that you have never found available online.

I love automating things – taking something that would take lots of laborious time and making it a joy and a breeze to perform. I have various macros which I use to perform various tasks and they save me a great deal of time.

For my product I am creating I wanted to take information from a text file and put it into a table which was created by Adobe Photoshop with images on the left and a space on the right for the text to go in accompanying that picture. I could not find any way to do it automatically (which probably could have mean I could have done complete task in under an hour) so it took my brother 2 days to do all the pages – just copying and pasting each block of text into each cell.

I looked all over the place and tried various innovative ideas to find a way to do it but couldn't find a solution. Ideally it would be good to have a much better and more flexible macro module within Dreamweaver to enable you to automate various website design tasks.

17. Feel free to add your comments for the readers of this ebook.

You can make money online – for most people it doesn't happen overnight – it's a business work at it – have a vision and find something you are passionate about then try and help as many people as you can in that field. Money will come as a natural consequence of this.

"You can have everything in life you want if you will just help enough other people get what they want." --Zig Ziglar

For more inspirational quotes you could check out http://www.bestinspirationalquotes.com/

To your continued Success!

Paul T Cowen

Peg Bastin, USA

1. Who are you?

My name is Peg Bastin. I am 60 years old and live in Smyrna, DE. I graduated from Bowling Green Jr. College, in Bowling Green, KY with an Associate of Science degree in Administrative Medical Assisting. I work for a Urology clinic as a Medical Assistant. I've been working for 15 years in this field.

I am Nana to 7 year old twins, Kyle and Elizabeth, and 13 year old Danielle. I have 3 sons, ages 42, 40, and 34. I live with my special friend Ron, publisher of The Christian Marketer, and a mixed terrier named Taylor, who looks like a little 'dust mop.' My hobbies are ceramics, gardening, and reading, especially mysteries.

My goal is to have a successful online business, get out of debt, and be able to earn a living at home.

2. What made you deal with the online market?

Mainly the fact that the offline job security is not secure, with downsizing or elimination of jobs altogether. In my field of Medical Assisting, there will always be jobs available because there will always be health problems.

However, I would prefer to build a successful business online and not have to work for someone else. I dislike

getting up early and driving to work in traffic and all kinds of weather. I like that you can build your own website, have your own products, and be your own boss, for a very small amount of money compared to an offline business. Plus, you can run your website in your spare time and still keep your job until you're ready to go out on your own.

3. How long did you think earning an online income was impossible and what made you change your mind?

I figured it would take me a couple of months to get an income from a website. Little did I know that it would take me about 6 months to get my website built and online. I had absolutely no experience with computers and the mechanics of putting a website together.

I subscribed to a lot of ezines looking for the help I needed and found that ezine publishers were some of the most knowledgeable and helpful people. When I ran into a problem all I did was to email my favorite publishers with the question and I soon had my answer!

After I had my website up I began to learn about how to market. Since money was tight, I used free ads for my advertising, and I downloaded free ebooks to start and joined affiliate programs.

My website was born in 2001 and I am still learning and have not made a living from it yet. It's been almost 3 years and I've been disappointed in my success, but will not give up. I've been working on branding my name and have had some success in this area due to my articles.

I am working on changing my mindset to achieve my goals. I've recently become affiliated with NitroMarketing.com

http://www.affiliateassistant.com/g.o/pegb and am amazed at the amount of help and information that is available here.

4.   What were the first and/or worst difficulties you faced in building your online business?

Mainly the lack of money to market my business. Second, information overload really slowed me down. There was so much hype and no idea who to believe. Plus the fact that the Internet changed so rapidly, it was difficult to make a decision what to do next.

5.   Who inspired you and why?

I'd have to say a number of ezine publishers who took the time to answer my questions and point me in the right direction, and The Newbie Club http://www.newbieclub.com/?can_do showed me it could be done.

Jane Fulton, of Janes-Place.com who talked to me on the phone and told me what to avoid and what to do to start my business. I have Joint Ventured on some of her ebooks.

Seqkat, publisher of Village of Tidbits ezine, helped me by encouraging me to keep trying whenever I became frustrated. Margo Waletzko, of AplusBiz.com who stood up for me when I got my first 'hate' email.

Lately, it's Joe Vitale, Matt Gill, Kevin Wilke of NitroMarketing.com and Robert Anthony teaching me how to believe in myself and become successful.

6. How did you discover what you could sell online?

In the ezines I read that you could purchase ebooks and have resell rights. So I bought a couple to start my business. As a Newbie Club affiliate I was able to offer a great many products to folks as new as I was.

I was interested in helping other Newbies and marketers just starting online. So I looked for that type of product. Since this market is pretty saturated now, I'm looking for another avenue to pursue.

7. What products have you created so far?

I have not created any products yet.

8. Please give your suggestions for the following services that you have ALREADY used:

-a domain name registrar

My domain name bastinmarket.com is registered with http://www.newbieclub.com/domains.php I have never had a problem in the 3 years I have used them.

-a hosting service

The Newbie Club had a hosting service at one time but has since closed this service due to abuse of its services. I now use http://AQualityHost.com and am very happy with their service.

9. What are the tools you're using (software and/or services) that you can't live without?

AVG Antivirus Software - free from http://www.grisoft.com

Ad-Aware - free from http://www.lavasoft.de

This will remove adware and spyware from your computer.

NoteTab Light - free from http://notetab.com

This is a great html editor. I do all my webpage updates, article and ad writing with this software. Easy to use and has many useful features.

ChoiceMailFree - free from http://www.digiportal.com

This is a great spam blocker once you get your filters set up correctly. I get over 2000 spam emails daily and ChoiceMailFree keeps them out of my inbox. I get to view and delete before they are downloaded to my computer, thus avoiding viruses.

10. Name 3 of the BEST products or services you've bought so far.

378 Internet Marketing Predictions by Mike Mograbi http://bastinmarket.com/rd/predictions.html   Two volumes loaded with common sense predictions based on facts to help you prepare for the future.

"RAPID MANIFESTATION": The Ultimate Secret to Getting What You Want NOW!" by Robert Anthony http://tinyurl.com/ywt4f Learn how to use pure, positive, FOCUSED energy to create whatever you desire now! Learn how and why the process works.

[Instant Sales Letters](#) by Yanik Silver. Easily create sales letters in minutes using these sales letter templates.

11. What are your thoughts on affiliate marketing? Are you satisfied with your sales as an affiliate?

Affiliate marketing is a great way to get started online when you don't have your own products. You get a free website, sales letter, promotion tools, and learn how to market to customers and earn while you learn.

My affiliate sales are disappointing. Only one every couple of months. I'd like to make several sales a week at least from the 8 affiliate products I'm associated with now.

12. Up to this point, what is the best tactic you've used to attract subscribers to your ezine?

Writing articles! I write articles that guide the new marketer in advertising and promoting their business. I also have a series of tax articles on my website that have been very successful.

13. Up to this point, what is the best tactic you've used to get the most sales - either as an affiliate or as the owner of a product?

I use my resource box at the end of my articles to advertise my affiliate programs or website. I also have a sig file at the end of every email.

14. What would you tell new people who want to make money on the Internet?

Decide what you'd like to do and what you know about, and GET STARTED! You'll never get perfect, but you'll never get anywhere if you don't start at all. Keep learning and tweaking and don't give up!

15. If you could ask any question to one "Guru," what would it be and who would you ask it to?

I would ask Joe Vitale.

How could I be sure I was getting my money's worth from a seminar? I'd hate to think I spent more than a thousand dollars and the motivation only lasted a day or so. Are there any criteria to help determine this beforehand?

Joe Vitale ANSWERED this question!!!

Click here to read the answer!

16. Describe 1 software application for your computer OR a script to use in your server OR an ebook you'd like to read, that you have never found available online.

I'd like to find out how to trace spammers who are using false headers and email addresses and put them out of business.

17. Feel free to add your comments for the readers of this ebook.

I can't wait to read the stories of others! There will be so much good information and ideas here.

To our Success!

Peg Bastin

http://bastinmarket.com

Rob Vanandel, The Netherlands

1. Who are you?

Hi! I am Rob Vanandel. I am a Dutchman, living in The Netherlands and living from the Internet for about 50%. I still have a daytime job, but I hope to be able to change that into a part-time job soon.

2. What made you deal with the online market?

I love playing board games and am totally hooked to the Settlers of Catan board game. Some day I discovered an online version and before I knew it, I created a site about playing the game online.

This site (www.wannagame.com) currently ranks 80,000 on Alexa and offers a free messenger to meet opponents and free ranking services to compare your strength.

When I discovered that I was able to link to the FunAgain online shop and make money by doing that... I shifted interest from playing online games to earning online money.

3. How long did you think earning an online income was impossible and what made you change your mind?

I always knew it was possible - I just didn't care much because I thought it wasn't worth the effort! When I found I could sell up to $25 a month in board games… by just linking to some company… that really woke me up!

4. What were the first and/or worst difficulties you faced in building your online business?

The first difficulty was changing my mindset from a user to a salesman. It meant that I had to change the words I was using, I had change the structures of my stories - it really meant changing myself upside down in order to become commercial (and quite frankly - that's still one of my weakest qualities… :)

The worst difficulty was getting paid. Credit cards are not very widely used within The Netherlands. Therefore it's almost impossible to collect online payments: everybody has to order their bank to transfer the money into my account.

Think of that: the average Dutchman (1) surfs the Dutch web, (2) runs into something he likes, and (3) decides to buy it (almost a miracle: my Dutch language sites had conversion rates of 0.20%, where my English language sites managed 2%+… 10 times better)!

Back to the average Dutchman… :)

He (4) writes down the bank account number, (5) fills in a paper form on which he orders the bank to pay a certain amount to my bank account, and (6) promises himself to

post that form the very next day. When he does, the bank will process the payment and I can email my customer his product.

This means that every customer has at least 24 hours to judge his buying decision… that alone kills about 50% of my sales, because this way all impulse purchases go down the drain! They just postpone bringing that form to their bank and the urge vanishes…

I still haven't really solved this problem, although my bank recently allowed me to use emails as an authorization to process payments. I hope this will help me out…

5. Who inspired you and why?

Jimmy D. Brown, without any doubts whatsoever. He has written extremely many e-Books and every one of these e-Books is very inspiring. I still read them through sometimes, and I still get new ideas and insights that really help me out. That man is a pure Internet Marketing genius.

I am currently compiling a special Jimmy Brown e-Books package with what I consider to be his best e-Books and products. You can check that out on How To Profit From The Internet With Jimmy D. Brown. If you use the code JVJD when ordering, **I'll give you a whopping 50% discount** - just because you're reading this e-Book!

6. How did you discover what you could sell online?

By trial and error.

Selling board games worked out fine, but placing banners on my site didn't. It took me three years of trial and error

before I managed to consistently sell a Dutch product: a diet program with an e-Book and 13 weekly newsletters. My wife is selling it online for 10 Euros (about $12) on [Verantwoord en snel afvallen](#) (you'll only understand it when you're Dutch! :)

7.   What products have you created so far?

I wrote about 15 Dutch e-Books, but only two are selling well. I own a few online gaming sites that make me some money through advertising income (mainly through Google's AdSense, a program I learned to master after I read [The Definitive Guide To Google's AdSense](#) from William Charlwood), and it's only since a few months that I started selling English language products.

This month my associate Daan Vankampen and I will launch our [ShowMyAds software](#), that will show your (affiliate) banners and links EVEN THOUGH your visitors use adblocking software like Norton Internet Security. As a free service, you can use our site to check which percentage of YOUR visitors doesn't see your ads!

8. Please give your suggestions for the following services that you have ALREADY used:

-a domain name registrar

I am very pleased with the registration services of [NameBargain.com](#). They're the same company as register.com but only charge you $8.88 (and have no affiliate program… :).

-a hosting service

I've had a few very bad hosting experiences, mainly because I insisted on hosting for pennies yet wanted something really good anyway. Last year I bought my own managed server and created my own hosting company - just to get it exactly the way I wanted it myself, without having to pay too much. The basic hosting package includes unlimited subdomains, unlimited POP3 boxes, unlimited MySQL databases, unlimited autoresponders and forwarders and all that - yet a 1Gb bandwidth account with 200 Mb diskspace only costs from $1 upwards! Therefore I host with CheapChum.com.

9. What are the tools you're using (software and/or services) that you can't live without?

I create e-Books with Dave McGregor's Easy Ebook PRO -- and without it I wouldn't write e-Books. It's the easiest and has all options included.

I use Total Uninstall (freeware) to make sure that I can get rid of whatever software I install that has no uninstall option itself.

I use AVG Antivirus (freeware) to stay free from viruses.

I use ZoneAlarm's freeware package as a firewall.

I use the Nicheology site from Jimmy D. Brown (whose else) to find niches and products related to certain niches.

10. Name 3 of the BEST products or services you've bought so far.

I'd already mentioned them:

Dave McGregor's Easy Ebook PRO

Whichever Jimmy D. Brown product

[The Definitive Guide To Google's AdSense](#)

11. What are your thoughts on affiliate marketing? Are you satisfied with your sales as an affiliate?

I'm not much of an affiliate marketer myself - I prefer developing my own products and getting my affiliates to sell it for me (I may know my stuff - but I'm a lousy salesman)

12. Up to this point, what is the best tactic you've used to attract subscribers to your ezine?

Attracting subscribers is the easy part: **keeping subscribers** is what devides the men from the boys! I am selling an e-Book [How To Create A Newsletter](#), that explains the whole process:

1. **Prepare**: you have to decide on many things before you can actually start to create a newsletter. Think topics, target markets, goals, etc. Many would-be publishers skip this step and just start publishing. Ever wondered why so many would-be newsletter publishers fail?

2. **Write**: knowing what to write about is difficult enough as it is. However, you can't think content until you know WHO you're writing it for, why YOU are writing it, and why THEY are reading it. Even though everybody says that content is king… if you can't answer these questions, you really have no way of telling whether your content is suitable or not. It's ALL about relevant content.

3. **Design**: most newsletters are designed while they were being written. If you read a few newsletters, you can easily recognize them. They are the ones where you have to search for what you were actually looking for.

In order to be effective, your newsletter should be carefully designed, with structured patterns that support the goals you had in mind when you decided to create a newsletter.

4. **Publish**: get your newsletter out in time. Schedule it and and stick to your schedule no matter what. Put your money where your mouth is: your committment to publish is an asset and will be judged as such.

5. **Harvest**: relevant content is not the only thing it's about, is it? It depends on your perspective as well. You publish to earn, or to get your cost covered, or even to make it look like you earn, because that adds to your credibility. The best way of earning money is making your readers profit as well. You still need to add value.

6. **Grow**: most newsletters grow slowly. That's mainly because word of mouth works slowly as well. Use the marketing arsenal that is readily available - most of it is free! And then: be prepared. Sometimes you really can't see it coming but you wouldn't be the first newsletter publisher that drowns in "success". Make choices that are valid whether you have a list of 100 or 10,000.

7. **Manage**: it's vital to be on top of it all. Be there, stay there and make sure everything is running as smoothly as possible. Never take anything for granted. Automate what can be automated and make it clear that you're a pro. Who wants to get an advice from someone that can't even manage his own newsletter?

Again, if you use code **JVJD** when ordering, **I'll give you a whopping 50% discount** - just because you're reading this story!

13. Up to this point, what is the best tactic you've used to get the most sales - either as an affiliate or as the owner of a product?

Over delivering does it every time again. It doesn't matter what the product is, but if you're able to make the perceived value of your product exceed the price by far, you're more than halfway to get the sale!

14. What would you tell new people who want to make money on the Internet?

A surefire recipe (well, for me it was… :):

1. Go and read some Jimmy Brown books,

2. Make yourself an e-Book to give away for free and an e-Book to sell,

3. Offer the whole lot on your own .com domain,

4. Market it on all possible locations (forums, email signatures, offline business cards),

5. Give everyone that's willing to sell it 50% commission (use Clickbank.com), and

6. Seek actively for webmasters that might be willing to tell their visitors/members about it (in exchange for 50% of the profits).

PLUS a word of warning: whatever special deals you run into, don't get tempted to bite off more than you can chew yourself! Don't do any Joint Ventures (JV's) in which you depend on someone else. Or, more specific: wait with whatever JV until you're experienced enough to do it all yourself. That way, JV's will save you a lot of time but you won't depend on them.

15. If you could ask any question to one "Guru," what would it be and who would you ask it to?

I would like to know from Jimmy D. Brown what percentage of his profits he makes from backend sales (the affiliate links in his e-Books).

Jimmy D. Brown ANSWERED this question!!!

Click here to read the answer!

16. Describe 1 software application for your computer OR a script to use in your server OR an ebook you'd like to read, that you have never found available online.

It would be nice to have a tool that could convert any text format to any other text format, template driven, and able to handle .doc, .html, .pdf, and .txt. There are some partial solutions around but all far from being perfect.

17. Feel free to add your comments for the readers of this ebook.

I didn't mention an AutoResponder package, because the one I'm using isn't available anymore. But there's no way you can do business without one. I run over 30 sites, maintaining most of them on AutoPilot **thanks to AutoResponders**. Glenn Gordon made a great comparison of all Autoresponders available: you can check that out at AllAboutAautoresponders.com.

I think this document will tell you many tales: some of them will be of no value to you… others may very well contain the gold nugget information you were waiting for.

I sincerely hope that my story will do you good! If you have any question or would like something explained: just send me an e-Mail!

Rob Vanandel

CheapChum.com: cheap, quality hosting

LearnHow.To: find free 'How To' information

ShowMyAds.com: how to make sure your ads are seen

Verantwoord-En-Snel-Afvallen.nl: a Dutch language diet

Wannagame.com: play online Settlers of Catan for free

top

Robert Stead, UK

1. Who are you?

As director of Dasein Solutions I facilitate our life coaching and training activities. I have always had a passion for helping others achieve their full potential. I began my career as a nurse after completing a degree in chemistry. I worked in health and social care for eighteen years, and for much of that time as a senior manager. I have also worked as a senior officer within the Local Authority and held joint posts. I feel a real sense of achievement when I help support someone realise their goals. I particularly recall a student whom I coached in achieving her goals. She found it very challenging but gained new insight into what she was really capable of. Her confidence increased and she went on to become a manager. As a Professional Life Coach and Organisational Development consultant I help people and organisations achieve the results they want.

2. What made you deal with the online market?

I wanted to expand my business opportunities and meet a wider group of people who I could learn from

3. How long did you think earning an online income was impossible and what made you change your mind?

I always thought it was possible, but I am now in the last few months beginning to realise that real income can be made!

4. What were the first and/or worst difficulties you faced in building your online business?

Finding a hosting provider, but then how to collect prospects email addresses for following up.

5. Who inspired you and why?

I have a passion for helping people, and the online market place provided a vehicle for my business. I believe in my products and services.

6. How did you discover what you could sell online?

By learning from others and signing up to several marketing newsletters and courses. By seeking out the best of the best in my business and seeking out my competition. I found my niche!

7. What products have you created so far?

A free four week e-course and manual on how to manage change in your life, entitled - "Phyisis: Towards Aliveness. Also Reflections on Change in a Chaotic World, a four week e-course delivered by email.

8. Please give your suggestions for the following services that you have ALREADY used:

-a domain name registrar

http://www.1and1.co.uk/?k_id=7102199

-a hosting service

http://www.1and1.co.uk/?k_id=7102199

9. What are the tools you're using (software and/or services) that you can't live without?

Paypal, FrontPage, ecover Generator, autoresponder, newsletter, ebook generator, email, Free Goals Report!, affiliates such as Turboziner and Makeyourownsoftware

10. Name 3 of the BEST products or services you've bought so far.

BestFreeEbook

ecover Generator

Autohits Machine

11. What are your thoughts on affiliate marketing? Are you satisfied with your sales as an affiliate?

It's hard to get the right affiliates, that has taken me some time, but yes I am satisfied. Here's one of my most recent: DirectoryGenerator

12. Up to this point, what is the best tactic you've used to attract subscribers to your ezine?

Free ebooks! and a free course, plus advertisingknowhow

13. Up to this point, what is the best tactic you've used to get the most sales - either as an affiliate or as the owner of a product?

Providing information by following up with an autoresponder.

14. What would you tell new people who want to make money on the Internet?

Just do it, sign up for as many free sources as you can, be wary of buying anything until you are sure it will make you money.

15. If you could ask any question to one "Guru," what would it be and who would you ask it to?

How do I turn free subscribers into paying customers?

16. Describe 1 software application for your computer OR a script to use in your server OR an ebook you'd like to read, that you have never found available online.

Software that allows me to create quizzes and multiple choice feedback forms that I can then place on my website as forms to fill in and send

17. Feel free to add your comments for the readers of this ebook.

Create a great website, with quality information and form joint ventures with people who are closely linked to your product, don't try to sell everything, but inform people, create a vision....

Best of success

Robert Stead

Dasein Solutions Ltd

http://www.daseinsolutions.com

Robin Roelofsen, The Netherlands

1.   Who are you?

My name is Robin Roelofsen and I am 38 years old right now (2004). I live in Oostzaan, a village near Amsterdam in the Netherlands, together with my girlfriend Annemarie and our nine year old son Bart.

Right now I am working as a Reporting Specialist with the Dutch subsidiary of American IT company Unisys, which in practice means I spend my days designing and running productivity reports for my internal and external customers. I have been in the IT business for about twenty years now, starting out with the old Commodore 64.

Next to my day job, I make a little money working evenings as a personal fitness trainer for my own company GIANT! Personal Training, besides going through my own bodybuilding training sessions three to four days a week. I also dabble a bit in web design for my other company, Giant! Web Design. Besides all of that, I am working on getting myself established as an online marketer.

Both my companies – both one-man companies – have their own websites, which need to be maintained as well. The personal training website takes up the most time, with content that needs to be written and my monthly ezine that goes out to my list.

On top of that, I created an e-book on headaches that I am selling now at HeadacheSolver.com, and I am busy developing a marketing website called

MarketingStarter.com.

My days and nights are rather crammed!

2. What made you deal with the online market?

I started out surfing the Internet back in 1995, when the Web was still young. Unfortunately, I considered the Web to be some sort of playground and a nice place to find information. I never envisioned the effect the Internet would have on our way of living, let alone enable me to make any kind of money off of it! If only I had known then what I know now...

About two years ago I decided to start my own personal training business. I set up a rudimentary website, which did not contain much more than my contact details and some information on personal training. Since the personal training business in the Netherlands is not as evolved as it is in the United States, it turned out to be very hard to attract customers. The Dutch feel that personal training services are too expensive and they feel they are able to do it on their own... Mostly, they are not.

I started looking around on the Internet and came across all the large American fitness sites with all the information they had on there. I discovered I liked writing articles, so I started putting more information on my site. This has evolved into quite a large site – I think the largest Dutch fitness site – with between 200 and 300 unique visitors daily. On the site I advertise some affiliate programs, but they never made me money worth mentioning.

When I started looking around a bit more on the Net, I came across information regarding online marketing, and I became more and more interested. My ultimate goal right

now is to make at least enough money online to 'fire my boss' and become fully self-employed! I am not much of a corporate animal, and I always knew I wanted to have my future in my own hands. Internet marketing definitely looks like a way out of corporate life and towards a better lifestyle for my family and me.

3. How long did you think earning an online income was impossible and what made you change your mind?

When I started promoting a few fitness-related affiliate programs on my website, I had high hopes of making money of them. I was wrong…

I had no idea how to properly pre-sell products, which is also part of the Dutch mentality of not pushing somebody to buy something. The Dutch are not used to hard-selling like the Americans are; in fact, we have quite a giggle looking at those efforts!

The person that taught me otherwise was Ken Evoy of [SiteSell](). I came across his site in 2003 via [Dr. Mani]()'s ezine marketing website and was impressed with the extremely good sales copy he had on there. After visiting a couple of times, I decided to go for it and purchased my first infoproduct: [Make Your Site SELL!]().

I devoured the book! MYSS! 2002 taught me a lot about setting up a site in the proper way to make your visitors buy what you have to sell. Apparently, there is a way to make money online if you know what you are doing!

Within two months, I bought and read almost all of Ken Evoy's infoproducts, and I can recommend these to everybody who is interested in making money on the

Internet. Along the way I found a lot of other good marketers, including Willie Crawford, Yanik Silver and Patric Chan.

This year I 'ran into' **John Delavera**, who impressed me a lot with his enthusiasm and his vast knowledge. His weekly **TurboZine** is not just a two or three page email... no, it **is a 18 to 20 page PDF e-BOOK with a myriad of information**. I purchased John's TurboCDs and am still busy working through all the great stuff he put on those.

Just recently I added Google AdSense to my fitness site, and am already seeing a little bit of income coming my way. Looks like it can be done after all!

4. What were the first and/or worst difficulties you faced in building your online business?

The major difficulty I experienced in building my online business was the information overload on the Internet! For a newbie, it is very hard to sift through everything that is available and pick out the cherries.

If you are new and impressionable, you have to keep an eye on your credit card account if you do not want to end up poor before you even begin making money... I am neither poor nor rich, so I had to make choices as well. Luckily, when you find the well-known marketers, you can learn a lot from their recommendations. I have not been sorry about buying anything up until now.

The next thing is going through all the books and reports you can download and that you receive when you are on someone's opt-in list. There is so much information that it is overwhelming at times. My normal procedure for this is to scan my mails quickly and print off the ones that peak

my interest. I take those mails and files home or I read them during my coffee break at work. When the content is truly great, I file the information in a folder at home and keep an electronic copy as well. My marketing 'library' is quite extensive now...

Another major obstacle to selling online is being able to create a profit-pulling sales letter. As a non-American, it is very hard finding the right tone of voice in my copy to convince people to buy my product. Also the balance between benefits, testimonials and all other parts of a sales letter is hard to do right in one go. I am learning, though!

5. Who inspired you and why?

My inspiration in relation to online marketing has been Ken Evoy from the start. His writings have greatly influenced my way of thinking with regards to selling on the Internet.

Other marketers that have inspired me a lot and are still inspiring me include:

Willie Crawford for his overall knowledge and inspiration

Yanik Silver for his writing style (e.g. see his 33 Days to Online Profits book)

Dan Kennedy and **Mark Hendricks** for their advice on copywriting

Jimmy D. Brown and **Ryan Deiss** for starting Nicheology

John Delavera for his great enthusiasm and overdelivering on what he promises.

Of course there are many more that I learn from, but these marketers are my mainstay.

6. How did you discover what you could sell online?

This has been a big problem for quite some time. I knew I needed my own products to really start making money online, but I had no idea what to do (I guess that is a problem that plagues many startups).

I started promoting fitness-related products when I came across the affiliation concept. Up until now, I have not really cashed in on these products, mainly because I am only publishing my training site in Dutch, which severely limits the market for online sales. I have been considering writing my own fitness e-book in Dutch, but decided against it because of the small market for a Dutch book. I did not want to waste my time writing something people would not buy in the end.

When Nicheology was started by Jimmy D. Brown and Ryan Deiss, I did not immediately join because I had no idea what to expect. I was used to getting material for free on the Internet, and this was a members site. After a short while, though, I was convinced by the many recommendations I received on a daily basis and was able to join as one of the first 1,500 members before they closed the door.

I took one of the products-in-the-rough and made it my own by developing it further and putting in my own experiences. I am now the proud owner of my first book!

Even though Willie Crawford warns people not to start a marketing-related site (he calls this the 'newbie syndrome'), I started developing MarketingStarter.com as a marketing affiliate site, aimed at people who are in the same situation when I started out and are overwhelmed by all the information they come across. I hope Willie's

predictions do not come true. If so, I will have learned a lot by developing the site anyway!

7. What products have you created so far?

I created an e-book based on a Nicheology rough product, called **How To Prevent And Relieve Headaches Naturally**. This book explains how you can fight your headaches, whether you have tension headaches, migraines or any other type. The book is sold on http://www.headachesolver.com

I am looking into writing more e-books, but my lack of time is hindering that at present...

8. Please give your suggestions for the following services that you have ALREADY used:

-a domain name registrar

I have been using several services, but I can definitely recommend GoDaddy as your main domain name registrar. Their prices are unbelievably low and their user interface is terrific. The price for registering a domain name is so low that it is very cost-effective registering several if you need to. I registered marketingstarter.com and marketing-starter.com to avoid other people using the name, and GoDaddy makes it very affordable to do so.

-a hosting service

I recently switched to Host4Profit as my main hosting service. The reason I chose this hosting company was the fact that it is owned by one of the all-time great marketers, Allen Says. These people know what marketing is all about, and their services show this. Besides that, their pricing is

very competitive when you see what is being offered. Two thumbs up!

9. What are the tools you're using (software and/or services) that you can't live without?

As a web designer and marketer, I am using several products and services related to this. The following products and services form the mainstay of my online existence:

Macromedia Dreamweaver: Dreamweaver is my website design tool of choice. I started out using Microsoft FrontPage, but that program crashed on me, so I had to look for something else. I came across Dreamweaver and was hooked from the start. The possibilities are endless, and the integration of tools like Macromedia Fireworks is a big plus!

IrfanView: IrfanView is a little freeware graphics tool with great possibilities. It allows you to read just about any graphic format and convert it into any other graphic format. I use it all the time for resizing and enhancing my graphics.

SiteSell's infoproducts: As I mentioned before, I purchased almost all of SiteSell's infoproducts. My bookshelf is filled with them, and I use the ideas and recommendations on site design and copywriting on a daily basis.

John Delavera's **TurboCDs**: John Delavera has put together two CDs with just about everything an online marketer might need! The information is overwhelming, and – even though I am still going through the huge amount of information – I can already state that this is the best buy I could have made online.

ProfitAutomation and **GetResponse**: Where would an online entrepreneur be without autoresponder services! I am currently using two, and they both have qualities the other does not have. I can recommend anybody to try several and pick out the one that caters best for your needs. For me, ProfitAutomation is my autoresponder of choice for my fitness website, and I started using GetResponse for my marketing endeavors. I still have to make my mind up if I will continue using both or if I will go with one...

10. Name 3 of the BEST products or services you've bought so far.

Make Your Site SELL! 2002 by SiteSell. This book has changed my whole outlook on effective website development.

TurboCD by John Delavera. The information overload on these CDs makes it a product every online marketer should have

The Ultimate Sales Letter by Dan Kennedy. If you need to write effective sales letters, this is the book to buy!

11. What are your thoughts on affiliate marketing? Are you satisfied with your sales as an affiliate?

In my opinion, affiliate marketing is a great way of making money online when you do not have your own product. There are so many products you can be an affiliate for, that there is always a couple that you can use in your own niche. You just have to be careful you select products you would buy yourself as well, so the quality is good. If not, the bad press will rub off on you!

My own affiliate sales have been disappointing to this point in time. I am still learning how to pre-sell products, but I am sure I can make a living using affiliate marketing as one of my income streams.

12. Up to this point, what is the best tactic you've used to attract subscribers to your ezine?

I create a monthly fitness and bodybuilding-related ezine called BodyPerfect. My best tactic to attract new subscribers has been putting up a subscribe box on every page of my website.

I think word of mouth is a great second; since my site is becoming quite well-known in the Netherlands, I am getting new subscribers on a daily basis.

13. Up to this point, what is the best tactic you've used to get the most sales - either as an affiliate or as the owner of a product?

I have made the most sales as an affiliate by sending out a recommendation for fitness e-books to my opt-in list. It made some sales within a day, and that is something I had not seen before.

I want to be careful not to overuse this tactic, since my subscribers expect information, not blatant advertising. I will only use it when I have something really good to tell them about.

14. What would you tell new people who want to make money on the Internet?

Find your own niche and become the expert! From what I have seen, read and experienced, that is the way to go if you want to make serious money on the Internet.

Make sure you become proficient in writing sales copy, as that is the deciding factor in making people buy your product(s).

Read everything you come across, take what sounds right to you and make your own plan. Do not blindly follow someone else's plan! If it sounds too good to be true, it usually is!

15. If you could ask any question to one "Guru," what would it be and who would you ask it to?

Wow, that is a hard one! There are so many top marketers out there, and I have to make a choice…

Okay, this one is for John Delavera:

How do you fit all those different projects you get involved in when you get immersed in online marketing into a day? It seems like you never have any time left when you have a fulltime job next to starting up an online business. I guess you did not start doing this fulltime either, so how did you do it yourself?

John Delavera ANSWERED this question!!!

It's online at www.Together-Project.com

16. Describe 1 software application for your computer OR a script to use in your server OR an ebook you'd like to read, that you have never found available online.

And another difficult question... There is so much out there I have not read, tried or used yet, I am quite sure my wishes have already been captured in a product.

My main wish would be an easier to implement integration between website, autoresponder, shopping cart and follow-up mail capture. I have been lucky to have had a fellow Warrior create a mail address capture program on my website to capture the mail address PayPal uses when a sale is made. You would not believe how much hassle that can be when you are not a programmer of that allure! Luckily, she did a very good job at this project.

17. Feel free to add your comments for the readers of this ebook.

If there is one lesson I have learned online, it is this one:

Do NOT Give Up!

This business is all about hanging in. Learn everything you can, read all reports and books you can get your hands on, go through all the courses the top marketers send out, absorb all the information and do what YOU think is best!

You need to find a niche that you are comfortable in and that you really like. If it is fitness, go for it and make the best fitness site you are capable of. If it is cross-stitch, go for it! If you are going to put a lot of time into your online business – and believe me, you will! – you can better do something you love.

Listen carefully to all the top marketers, but find your own way. Your future is in your own hands!

Robin H.J. Roelofsen

Marketing Starter: http://www.marketingstarter.com/

Headache Solver: http://www.headachesolver.com/

GIANT! Personal Training (Dutch):
http://www.giantpt.com/

S. Kumar, India

1. Who are you?

I am S. Kumar, raised in a small remote village in the state of Kerala, India. I went to the local school by walking for 3 Kilometers without slippers and with worn out clothes. But my mother made sure that I went to school every day in clean and tidy clothes …though worn out!

I lived a typical boy's life who is born in a third world country. I was fortunate enough to eat 3 times a day and my father's dreams about me was just that – I should be able to eat 3 times in a day when I grow up!

Later on life took me to various parts of India and abroad in my job as a marketing professional.

2. What made you deal with the online market?

After working for 8 years, suddenly I lost my job for a silly reason. Then a burning desire to go on my own began to develop in my mind and I became obsessed with it. Finally, I ended up buying a PC in October-2000.

I did not know typing when I bought my first PC on loan! I have even asked a friend of mine 'What is the cost of Internet?' :-)

But when I was introduced to Internet in late 1999, the potential of the Internet became very evident to me. I have always believed that,

Information is Power!

And Power is Money & Perks.

Internet is a medium where people throngs for Information and if I can impart quality Information from my website …then there is money in it.

3. How long did you think earning an online income was impossible and what made you change your mind?

Not even for a moment! I never thought earning an online income was impossible!

Though I did not know the head and tail of computers then, the power of Internet as a business tool could not be mistaken and stared at my face …the only thing I needed was the 'know-how' of this technology and the patience to learn it!

But certainly I had my share of failures!

Before I started my own website at http://www.learnhomebusiness.com, I tried my hand in every big promise! Joined for about 50 MLM schemes, get-paid-to-read emails …and failed in each of them.

But I just knew that there got to be a way to make money on the Internet.

The first lesson I learned about Internet marketing is:

-Learn today

-Unlearn tomorrow

-Then re-learn day after tomorrow!

4. What were the first and/or worst difficulties you faced in building your online business?

I started http://www.learnhomebusiness.com from a remote corner in India, from my village. Problems were plenty in that, most people from developed countries won't even believe such low conditions exists in this world.

The dial-up connection (forget about cable and broadband!) on which I was 'learning and working' was the slowest you could ever imagine (about 500 bytes on an average) and it used to get disconnected every 30 minutes.

The state controlled telephone used in dial-up used to be expensive. About $400 averaging a month! …and to top it all, the telephone used to simply go dead at the slightest sign of a drizzle and will not be restored for days by authorities.

The power situation was even worse! One rain and the power go off for days and will only be restored when the electricity board authorities feel like it! The voltage was (and still is) about 120V even during day time and in the evenings it used to be as low as 90V. Some times, I wonder how my computer withstood all this during that harrowing time!

My earlier Internet Marketing Environment was like this.

"When Internet connection is on, the telephone lines will be out of order! When both are working, power will be off!!"

Yes! One of the greatest difficulties was to get these three essential components of an online business, i.e., the Internet connection, the telephone line and the power working together.

But it taught me great lessons in patience and perseverance …which ultimately lead me to earn online and could afford to shift to a posh area of the city. Now I have uninterrupted power supply and 24 hour broad band connection …Enough to run my little dot com smoothly.

5. Who inspired you and why?

Necessity! My degree from the University of Hard-Knocks was the definite guiding force and inspiration came from the hopeful faces of my little son, my dreamy wife and my mother -- that one day I will be able to provide them a comfortable life.

6. How did you discover what you could sell online?

Earlier I was a direct sales executive for about 7 years making cold calls, convincing customers to buy and the like. Later on, I got into the management cadre were I was exposed to marketing functions like strategizing, resource management, product development and advertising.

The perceptions and experience I gained from these job experiences helped me to stand in good stead when I went for an online business.

7. What products have you created so far?

- Become a Global Home Business Pro was introduced in 2002.
  http://www.learnhomebusiness.com/upgradeglobal.htm

- My latest product is the Sales Doubler - a free tool that can be instrumental in boosting the sales up to 300% from your lists.

  http://www.learnhomebusiness.com/web_page_personalization.htm

8. Please give your suggestions for the following services that you have ALREADY used:

-a hosting service

Thirdpherehosting.com is undoubtedly way ahead of others when it comes to providing web hosting solutions for an online marketer. And Miguel Alvarez, the owner, is the first person from whom I bought my first Internet Product, E-ditor 2 eBook compiler to compile my first eBook!

You can register a domain as well as host it on:

http://2424242442.thirdsphereplus.com

I find these people to be affordable as well as very co-operative and was of immense help to run my business. And remember, if you are into Internet Marketing, the best way is to find a hosting service like the above who understand the nuances of Internet Marketing deeply.

9. What are the tools you're using (software and/or services) that you can't live without?

Zone Alarm Firewall: This free tool lets me sleep in peace from the secure knowledge that my PC is protected from hackers.

http://www.zonealarm.com

Spybot: A free tool that can detect and remove spyware of different kinds from your computer. Spyware is a relatively new kind of threat that common anti-virus applications do not yet cover.

http://www.spybot.info/en/index.html

Web CEO: Web CEO gives you 10 full-featured free tools. They help you promote your Web site to search engines, maintain it, and analyze your visitors. The tools are organized into three logical modules: promotion, maintenance and traffic analysis.

http://www.webceo.com/freeware/

10. Name 3 of the BEST products or services you've bought so far.

- **Henry Gold's RSS**
  http://kumar.resale-rights-solution.com):

- **Stealth Affiliate**
  http://www.stealthaffiliate.com/go/lhb

- **Float-In-Window Generator** for creating sliding Pop Ups
  http://www.learnhomebusiness.com/wbtbx/float/index.htm

11. What are your thoughts on affiliate marketing? Are you satisfied with your sales as an affiliate?

For an average guy in online business, affiliate marketing should be second priority!

The first priority should always be either your own products or others products with 100% resale rights that you can sell for 100% profits.

Essentially, you need *five components* to make money on the Internet!

1. Your own products
2. Others products that lets you keep 100% of the profit
3. Your own Professional Web Site to sell them
4. Professional Web building Tools
5. Professional Marketing Tools to Market your products

12. Up to this point, what is the best tactic you've used to attract subscribers to your ezine?

The best tactic is to use a sliding popup for signing up for the newsletter with an enticing bonus! You will find that most of the pages at http://www.learnhomebusiness.com is geared and ready to subscribe more and more people.

13. Up to this point, what is the best tactic you've used to get the most sales - either as an affiliate or as the owner of a product?

90% of my sales come from my subscribers and existing customers.

Here's a simple strategy that adopt at my site.

a)   Subscriber joins for my eZine and he is in for a surprise! He gets many free stuff for the first 3 mails. Not a word about sales.

b)   From the 6th mail onwards I start pushing products and free gifts intermittently. By this time, the customer begins to trust me because I am over-delivering on an under-promise!

c)   I also use a nifty script on my sales pages that lets me call my subscribers by their name even from the web pages! I have been able to clock up to 300 more sales with just this script. You can download it free here: http://www.learnhomebusiness.com/web_page_perso nalization.htm

d)   Never ever neglect an existing customer. About 50% of my customers keep buying from me every now and then. I have a special autoresponder created only for them and I keep supplying free gifts and relevant information to help them succeed.

14. What would you tell new people who want to make money on the Internet?

First and foremost, realize that Internet is NOT an Instant-Money making tool. Start from the premises that it is an Information tool and begin imparting quality content from your website, through your newsletter etc. Content is still king and good content gains trust and loyalty.

Second, go for your own products. Take a dig at creating your own products. It's a learning experience as well as a lucrative proposition.

Third, get others products with resale rights. And don't just put up the sales page and the product alone like everyone

else! Add your own 'relevant bonuses' that are hard to find or others not offering!

Fourth, Internet is a fast changing medium! The changes are so fast that sometimes it can become a bit too much to handle. Keep learning every day. Watch for new trends in marketing and technology up gradations.

Fifth, the faster you fail…the sooner you will begin to make money : -)

15. If you could ask any question to one "Guru," what would it be and who would you ask it to?

I would ask Mark Joyner. What was the real reason for him to leave the Internet Marketing scene when he was going great guns? I am not fully convinced of the explanations that he and others have given. Or was it a ploy to sell 2000 copies of his parting CD at the rate of $1000 a piece?

Mark Joyner ANSWERED this question!!!

Click here to read the answer!

16. Describe 1 software application for your computer OR a script to use in your server OR an ebook you'd like to read, that you have never found available online.

Sky is the limit by Dr. Wayne W. Dyer. This would be an eye opener for many stressed out individuals if there was an eBook version available. For that matter, any books by Wayne W. Dyer will help in experiencing life with a new richness.

17. Feel free to add your comments for the readers of this ebook.

Here is a special gift for all the readers. Sales Doubler.

Sales Doubler is an amazing free sales tool with new technology that personalizes your web page, calls your subscriber by his name and makes him feel good when he reaches your web page! You can make his name appear wherever you want on the entire web page with this new sales technique. My sales have increased up to 300% just by using this simple technique.

Please download it here for free:

http://www.learnhomebusiness.com/web_page_personalization.htm

top

Sherif Osman, USA

1. Who are you?

My name is Sherif Osman of Business Software, Inc.

2. What made you deal with the online market?

I saw an opportunity in comparing online marketing to offline marketing and what was involved in both. I saw that offline marketing required me to invest quite a bit of money up front each time I wanted to do a marketing campaign.

I saw that offline marketing required quite a bit of a time commitment for product order fulfillment, customer service and follow up-- as none of those things could be automated offline. I saw that there was quite a bit more risk in offline marketing in comparison to online marketing.

With Internet marketing I could create and sell digital products that could be downloaded, eliminating the need for product order fulfillment. That alone would save me quite a bit of time, risk and money.

Instead of having to spend money for mailing envelopes, postage, packaging, shipping and handling, I saw that I could take advantage of email marketing, which is free. I saw many such benefits when comparing online marketing to offline marketing, and since I knew that I didn't want another neurotic boss to work for, I looked to the Internet.

3. How long did you think earning an online income was impossible and what made you change your mind?

I began to think that earning an income on the Internet would be difficult when I thought of all of the competing Websites out there and when I thought of all the Internet businesses that have already layed their foundation.

What made me change my mind is when I began to come up with product idea after product idea and when I was able to create my own software products faster than I ever imagined possible. I ended up creating 12 software products in under 12 months, while also producing a new 30 minute video DVD for a TV series that I had on Oahu's community television station.

So I averaged creating a new product every two weeks—a new software product followed by a new 30 minute video DVD. It was after doing this that I began to gain confidence in my ability to succeed on the Internet.

4. What were the first and/or worst difficulties you faced in building your online business?

My first difficulties in building my Internet business was in learning all the technologies, the Web design, the multi-media and everything else that I needed to learn to be able to run my own Internet business. It was in the overwhelm of it all.

My next biggest challenge was when I flew out to San Antonio Texas to meet with and video tape Joel Christopher. Dean Hartman, Joyce Binegar, Jack Hughes and Ron Hughes also were there. It was great to meet all those people. Everything was going well until I said something that I thought was quite insignificant, but that upset Joel Christopher. The next day when I was supposed

to video tape him, he didn't show up and didn't answer his cell phone.

I was devastated. We supposedly had three multi-media ebook joint ventures that we were to do together, and I flew all the way to Texas to video tape Joel as per his request, and it all fell apart. When I got home I had been thinking things over and thought of how long this joint venture proposal had been dragging on and everything that happened, and decided that I was better off finding another joint venture partner for my three ebooks. So I sent Joel an email in this regard. Now I had to start all over when I thought that everything was said and done for quite some time.

5. Who inspired you and why?

The really big success stories inspired me initially, because they caused me to see what was possible. People like Corey Rudl, Armand Morin, Yanik Silver, Terry Dean, Rosalind Gardner and others. A person who also inspired me initially was Joel Christopher, as he gave me confidence in myself. We were communicating by email and on the telephone often for quite some time, and he called me at my home many times also.

Who has inspired me very much also is Jack Hughes and Mark Hendricks, as they interviewed me for an hour on The Joint Venture Power Circle. And because Jack Hughes has stated to me that we can do a joint venture on my USP Creator pro software. I've spoken with Jack on the phone a few times and have met him and his brother Ron in Texas, they're both real gentlemen and are great guys.

Ryan Deiss inspired me by being accessible and friendly by email. Another name marketer who has inspired me is Jason Mangrum. He inspired me when he subscribed to my

ezine, "Automated Marketing Machine" at http://4u-business-software.com/cgi-bin/signup.cgi

It really surprised me when Jason subscribed to my ezine and I was thrilled. But I blew it by not contacting him afterwards. I had become so busy with so many projects, that I kept putting it off. Then when I started working closely with Joel Christopher, he had me working around the clock to redo videos and to add things to my ebooks and so on, and that was taking up all my time. So I put off contacting Jason further.

Hopefully I'll be able to build a business relationship with Jason some day in the future.

Another world renown marketer who has inspired me is Brian Keith Voiles. He surprised me when he purchased my "Niche Selector pro" software. I emailed him and he surprised me further by answering my emails. He seems to be a real gentleman and a great guy. I hope to do business with him also.

John Delavera also inspired me by showing me that he is a forgiving, good guy. When I was at the highest point of my online frustrations when dealing with Websites that wouldn't work on my Web host, and in dealing with a programmer who kept delaying my affiliate program installation, I unsubscribed from John's TurboZine. When John emailed asking me what was wrong, I took my frustrations out on John in my email. He was a real gentleman by forgiving my bitching.

Many marketers have inspired me, but the only ones who have inspired me are the marketers who are sincere in wanting to help newbies and other such Internet business owners.

6. How did you discover what you could sell online?

I had no idea that I could create software until I got a hold of Benjamin Prater's software ebook. Even then, I didn't know what would be involved until I started getting demos back from the programmer that I hired. Once I saw how it worked, I put every software product idea that came to me down on paper and created a blueprint for my best software product ideas. I ended up with 12 software apps.

Then once I mastered creating video DVD's, I then also new that this is something else that I can sell online, but I wasn't sure if I wanted to deal with the product order fulfillment.

7. What products have you created so far?

I've created 12 marketing automation software programs which include:

"Compare Online Services pro," "Compare Affiliate Programs pro," "Marketing Partner pro," "Niche Selector pro," "USP Creator pro" and quite a few others.

All of these software programs can be found at: http://4u-software-downloads.com

I've written three ebooks which are:

- *"Video Email Secrets Revealed,"*
- *"Internet Follow Up Secrets Revealed,"* and
- *"The 14 Step Newbie System for Instant Internet Success"*

These ebooks can be found at the following URLs:

- http://4u-video-email.com/ves/video-email-secrets.htm

- http://4u-business-software.com/follow-up-secrets/fus.htm
- http://4u-business-software.com/newbie-system/newbies.html

I also have over 100 article Web pages that I've created at:

http://4u-recommended-resources.com/55-articles/index.html

http://4u-recommended.4u-business-software.com/50more/

I've created over six hours of video on DVD for "*Video Email Secrets Revealed*" and over three hours of video on DVD for "*Internet Follow Up Secrets Revealed.*" I still have yet to start on and complete the videos for "*The 14 Step Newbie System for Instant Internet Success.*"

8. Please give your suggestions for the following services that you have ALREADY used:

-a domain name registrar

http://www.godaddy.com

-a hosting service

http://www.thirdspherehosting.com

9. What are the tools you're using (software and/or services) that you can't live without?

MailWasher, Dreamweaver MX, WS FTP pro, Eudora, Adobe Acrobat, Microsoft Word, ClickLocker, ZoneAlarm, Norton Anti-virus, Spysweeper, System Mechanic, Microsoft Excel,

Ecover Generator, AutoWebLaw, Internet Tax Helper pro, NoteTab pro, Winzip

10. **Name 3 of the BEST products or services you've bought so far.**

Act!, Dreamweaver MX, ClickLocker, Mailloop 6.0

11. **What are your thoughts on affiliate marketing? Are you satisfied with your sales as an affiliate?**

I actually haven't done much affiliate marketing or any marketing other than search engine optimization and a little bit of joint venture marketing up to this point. I've created my marketing system based on studying the greatest marketing minds of all time, but I've been in product creation mode. I'll be launching my marketing campaign very soon.

12. **Up to this point, what is the best tactic you've used to attract subscribers to your ezine?**

Viral marketing. I give away two marketing automation software programs to each subscriber at:

http://4u-software-downloads.com

13. **Up to this point, what is the best tactic you've used to get the most sales - either as an affiliate or as the owner of a product?**

Search engine optimization.

14. What would you tell new people who want to make money on the Internet?

You're probably better off to select niche products outside of the Internet marketing arena. My experience has been that it is very, very competitive and the market quite saturated.

15. If you could ask any question to one "Guru," what would it be and who would you ask it to?

Corey Rudl, how are you able to create over six million dollars a year? What do you do hour by hour, day by day each week? C'mon Corey, you can tell me.

16. Describe 1 software application for your computer OR a script to use in your server OR an ebook you'd like to read, that you have never found available online.

I'd like a software program or script that will work with Aweber and take each subscriber to my ezine there and convert them all into a quote comma delimited text file each day and email these new files to me, automatically for me.

17. Feel free to add your comments for the readers of this ebook.

Internet marketing sometimes isn't easy, in fact it can be downright hard. But guess what, working for an idiot boss, being treated without respect and being broke or in poverty is also downright hard.

If you have a character that is deserving of success, then success will come to you, if you work at it hard enough and long enough. If instead you're an idiot or a person who is not deserving of success, then the only success you can possibly see will be temporary success.

Give what you'd like to get back. Be as you'd like to be treated. Others will say and do what they'll say and do and you can't control that. The only control that you have is over what you say and do and the person who you are. And the person who you are determines what you'll get in life, over time.

top

*Photo
Not
Available*

Steve Boutelle, USA

1. Who are you?

My name is Steve Boutelle and I am happily married to my wonderful wife, Melissa and have two children, a boy and a girl. I currently reside in Jamestown, Tennessee where I've lived and worked since 1993. Since that time I've worked part and full-time at WCLC Christian Radio as a DJ, news director, reporter and even hosted the morning show for over two years. Concurrently I've also been employed as an administrative assistant at Quality Home Healthcare, until I was hired full-time nearly two years ago. I love to learn new things, meet new people and enjoy most team sports, the great Outdoors, astronomy, reading . . . And I've been a student of Marketing since 1987 and of Online Marketing since 1999. (Marketing IS my Passion!)

2. What made you deal with the online market?

I'd heard about the Internet since 1995, but being in such a remote place like Jamestown meant that the arrival of such technology was very slow. We got local ISP dial-up service at Quality in 1999 and I got a free e-mail account or two and started some online searching about Marketing- that's when I discovered that Online Marketing not only existed but was growing by leaps and bounds. Since that discovery, I determined to begin learning all I could about Online Marketing exclusively.

3. How long did you think earning an online income was impossible and what made you change your mind?

At first, like most people, I thought such a thing was impossible. I mean, the 'Net was still fairly new and most people were "offline" and "online purchasing" was understood as being 'scary' at best. So how could you make money that way? Besides, I had a full-time job, no computer access except at work, and no clue about how to make it happen.

Until I discovered **Ken Evoy** and Make Your Site Sell (the Ebook). I read and re-read his site on my lunch hour at work . . . "Could this really be true . . . Could I really make money online by using what Ken teaches in his book?" At such a paltry price (compared to those $200-$300 Courses that were way out of my league) I decided to go for it, and Voila! That ebook was the first online purchase I ever made! (I still have the printout of the e-mail, dated 12/27/2000!)

4. What were the first and/or worst difficulties you faced in building your online business?

There were several. The very first was trying to determine a theme for my site. From what Ken teaches, you must pre-sell your products- especially as an affiliate. Now I know that "how-to-make-money" sites are way too prevalent, and I didn't want to be another copycat or clone site, so I thought and thought and thought about what approach I wanted to take with this. After trying several searches with wealth-related keywords, I hit upon an interesting name-the very same one that became my domain name, *prosperityunleashed*.

The next hurdle was this: what do I put on the site and what do I market from the site? Well, I continued my research, which included signing up for every marketing-related e-course and ezine as well as grabbing every marketing-related free e-book I could find (my hard drive is still loaded with them - and yes, I have read many of them!)

Three things happened that helped me solve this dilemma. First, in the fall of 2002 I had the incredible opportunity to attend my first ever Internet Marketing Conference, **Ted Ciuba's "How to Get Rich on the Internet Boot Camp**" (which is now known as "**The World Internet Summit, USA**") at the Opryland Hotel in Nashville, TN. It was there that I began to understand that I had to brand myself and my website and that I must have a way to collect visitor contact information- indeed, according to **Terry Dean**, this is the main purpose of a website. It was at that event that I coined the phrase and dubbed myself "*The Internet's Premiere Info-Strategist*" which has since been modified to "*Premiere Online Info-Strategist*" (TM).

Next, I had also discovered **Bryan Winters'** Resell Rights Cooperative in 2002. I was totally amazed at the opportunity to grab Master Resell Rights to hot online products, which I could in turn resell from my site. What to sell was finally solved. A year later I joined his newly formed membership site, PushButtonPublishing.com which included RRC.

Third, I discovered **Stone Evans'** Free **Plug-In Profits Site** and had one created for me and I promptly made it my site index page. I worked hard to customize it myself, but after putting in tens of hours of work on it, I realized that it was still not my own site- and that led me back to the fact that I <u>must</u> differentiate my site and everything about it. This is a fact, a truth, a maxim repeated often by my friend **John Delavera**. How I 'met' him will be covered in the next segment.

5. Who inspired you and why?

There are several people who have inspired me, and I list them in the order that they came into my life.

1. **The Lord Jesus Christ** – I owe everything I have and am to Him. He is the reason why I even got into marketing. You see, God is *always* doing something new. When I became a Christian at the age of eight God began a new life in me through faith in His Son. Many have called Jesus Christ the Original Network Marketer because He chose just twelve men to perpetuate His Message and personally mentored three of them. Because of Christ I have meaning and purpose in my life. And I want to be used by Him to do something new and helpful for others in the online marketing arena - which is my passion. My company's name **Eph5 Communications** is taken from Ephesians 5:16: "Redeeming the time, because the days are evil" or to put it another way: "*Making the most of every opportunity*" (I thank you Lord for that pivotal day when I received that remarkable offer as part of the "income opportunity" info. I had ordered by mail. I would never have been the marketing zealot that I am today without it.)

2. **Ken Evoy** – you already know about how I got started with his ebook. I also learned an incredible amount from his **Affiliate Masters Course** (Free) which at the time was in email form. I printed out and worked through its many pages. Because of Ken and his material, I learned that I really could make a site that would sell.

3. **Joel Christopher**– I was a subscriber to his ezine long before he became the Master List Builder. He was so good at giving Top Ten lists of helpful ideas, suggestions and tools to help you succeed online. He

was also very open about what he was doing and was always willing to go the extra mile for his list. When he started tripling his list and began to become 'known,' I realized that what he said could be true for me as well: "If a naturalized Filipino who was a 'touchy-feely' physical therapist using English as a second language can succeed online, then anybody can!" Of course he shared candidly that the secret that launched his success was attending (and learning from) nearly 16 live seminars in just over a year. It was through Joel that I discovered Ted Ciuba's event - Joel was scheduled to be a speaker there, but couldn't make it because of his daughter Simone's birth! (Joel, thank you for the incredible personal attention you've given your list, for allowing us to be a part of and to participate in your success as "The Master List Builder", and for your friendship.)

4. **George Callens** – I discovered him through Joel because he was one of his early protégés. Joel would offer paid multi-week courses for his subscribers (12 or so people maximum) in which he would mentor them in ezine building and other specialized aspects of marketing. They became good friends and as a result of a joke Joel pulled on George, I became one of his subscribers. As a member of George's list I was invited to try his free E-course about 'how to milk live conferences for all their worth'- 31 Lessons in all. I learned so much from them - and I printed out every one! I've taken them to each of the three live seminars I've attended, including Ted's, where I met George in person. When I met him I told him that he should make the E-Course into an e-book, and then asked him if I could have a copy when it was done. He said that he was working on it at the time, and when it was finished, he sent me a link to get a copy. (Thank you, George!) The things that he teaches in that E-course helped to get me noticed by top marketers at the event, including Ted himself and a fellow promoter, Michael Penland. George taught me to break out of the box and to be

pro-active at live events, as well as techniques for retaining and acting upon what I've learned after the event. (Thank you George, for your example and for sharing your personal experience via your 31 Lessons!)

5. **Ted Ciuba** – "*America's Foremost Internet Marketing Consultant.*" Thanks to what George taught me and the interviewing skills I learned as a radio newsman and reporter, I interviewed several top marketers, including Ted. Suddenly I had at my disposal the makings of several audio products, thanks to special arrangements with the marketers that George taught me in his E-course. Ted's an incredibly intelligent, resourceful and caring guy who kept telling us "Yes, you can!" – (that's what he wrote when he autographed the free copy he gave us of his book "Mail Order in the Internet Age.") He was so impressed with my desire to learn and my zeal for marketing that he wanted me to join his Protégé Program (Thank you for your encouragement, friendship and kindness, Ted. One day I will be a member of your Protégé Program!)

6. **Michael Penland** – "*Legendary Mail Order Marketer, Joint Venture Marketing Specialist, and the P.T. Barnum of Maverick Internet Marketing!*" He was one of the speakers at Ted's event. After just five minutes or so talking to him after his presentation on Joint Venturing- something so new and amazing to me- as well as observing me as I hustled another brief interview, he wanted to know more about me. Wanting to keep on learning everything about online marketing, I subscribed to most of the speakers' ezines – including Michael's after the event. No one told me to do this, but it has paid off for me immensely! Since that time Michael and I have become good friends, and I've been to the last two **Internet Marketing Joint Venture SuperConferences** he's hosted. Since then I've refocused my marketing passion to learning about and successfully creating JV's. Michael has taught me that

it is possible to get the things you need and want through the creation of unique, valuable win/win JV's. (Michael, you've gone *beyond* the extra mile to show how much you believe in me, and I am eternally grateful to you for your many kindnesses.)

7. **John Delavera** – It's been about a year and a half since I first discovered *Turbozine* and signed on for what has become the most-awaited ezine e-mail message in my e-box. Don't believe me? Check out the **Two** Testimonials (#20 & #39--both unsolicited) that I gave John for *Turbozine* ; I've **never** done that for any other ezine or product. Why? Because John has made that much of an impact on me and on my thoughts about marketing. I've watched and even participated (along with his many subscribers) as he rocketed from relative obscurity to Web-wide fame during the short time I've been a Turbo subscriber. John is real, he's approachable, he's visionary, and he's not afraid to tell it like it is - good or bad. He's taught me that I need to systematize and differentiate everything I do online – *"automate and differentiate".* Furthermore we have developed a great online friendship that came about all because John dares to ask questions and to get feedback from his subscribers continually. I started responding, and since then I've helped him with ideas for a few of his products and we regularly share ideas, suggestions or brainstorms (we call 'em Turbo Ideas) via e-mail. John gives above and beyond what most people could ever imagine, of himself, in his ezine and in his products, and because of that he is successful beyond what most people could ever imagine. (And thanks to his Turbo Contests, I've won nearly every product he's created!) (John, your friendship, candor, generosity and genuine-ness are greatly appreciated!)

8. **Marc Goldman** – JV Master and Internet Marketer Extraordinaire. I first 'met' Marc via email, thanks to a

tip George Callens taught me about contacting the speakers prior to the event and an article that Marc wrote. The article was, coincidentally, about making the most of live seminar events. Some of his suggestions were similar to George's, but there were some other ones as well. Marc mentioned Ted's event and made a special offer to those who signed up with his link. You guessed it - I signed up for Ted's event via Marc's link. When I contacted him to verify it to get his special offer he informed me that he wouldn't be able to make it, however he would still make good on the special offer for signing up via his link. Who would have guessed that nearly a year later I would again connect with Marc? (Yes, I stayed on his list). In November of 2003, he offered a brand new teleconference on JV brokering. Being a JV enthusiast, I hit the link and thanks to an unexpected gift of money, I was able to order the call without affecting the household budget. That call set the stage for my current marketing endeavors, gave me an exponential increase in my understanding of JV's and JV brokering, and infused in me a new passion for not just JV's but for brokering them. As a result of what I've learned from that call, I have become bolder in my JV approaches and larger in scope. Since then I've created several successful smaller JV's, incorporating what I've learned about brokering with my own "info-strategies," resulting in new alliances, products and services that *never* would have occurred aside from what I learned from that call. I'm even putting together a JV broker deal with Marc. How did *that* happen? Well, I've learned that a great way to get someone's attention is to give them an honest to goodness, no-hype, and straight-from-the-heart testimonial for their product or service. (Having said that, once you're in the door, you're on your own.) That testimonial got Marc's attention and after a few e-mail exchanges, we began setting up a brokered JV. Marc is very open and energetic, and even though he is a top marketer, he has time and appreciation for "little guys" like me. I've learned from him that you **can**

approach and be heard by "the big fish", and that no JV deal is too small or too big to be done – if done right. (Marc, thanks so much for your willingness to believe in and work with someone you've never heard of before.)

6. How did you discover what you could sell online?

I discovered what I could sell online through a combination of what I learned from **Ken Evoy's** ebook and from what I learned at **Ted Ciuba's** event. At first I thought only about digital products. But Ted's event helped me realize that you can sell virtually anything, even big ticket items like his $3,000 event, online with the right copy, the right site design, the right targeted audience, the right offer, the right e-commerce system and the right follow-up system. I proved I could sell online when I made my first sale to an attendee at his event. I became an affiliate for the Videos of Ted's Boot Camp and sent her an e-mail about it and my affiliate link. She bought the Videos and I made nearly $70 – my very first online sale!

7. What products have you created so far?

I have created a few products of my own, but have not marketed them yet, as they are not quite ready. Of course there are the nearly a dozen or so live interviews I've conducted with top marketers at both **Ted Ciuba**'s and **Michael Penland's** events. Then there's my own product that I created based upon my personal search to get out of the 'rat race', which is under revision. There's also an ebook idea or two that I'm considering. At the moment I am working on a product idea or two with **John Delavera**, and have written the sales page copy for his site BikiniSites.com and for the Together Project.

8. Please give your suggestions for the following services that you have ALREADY used:

-a domain name registrar

For the money and for the service (IMHO) you can't beat GoDaddy. - http://www.godaddy.com Only $8.95 for one year! Yes, that's where my site,

http://www.prosperityunleashed.com is registered.

-a hosting service

When it comes to finding everything you need for online success, including hosting, PushButtonPublishing.com - can't be beat. Thanks to hosting provided through Bryan's membership site, my site has a consistent online presence 24/7.

9. What are the tools you're using (software and/or services) that you can't live without?

PushbuttonPublishing.com - PushButtonPublishing.com (service). This membership site has everything I need and want for online success: Master and Resale Rights to the latest software and ebooks, unlimited autoresponders, a killer affiliate program, exclusive brandible ebooks, superb web hosting package, a great forum, and several "members only" extras to boot. Without PBP, I'd be dead in the water.

AvatarSoft 's Zip Utility (software). I absolutely love this simple (Free!) quick zip utility which was a gift to the subscribers of (Who else?) **John Delavera** . . . thanks John!

Incredimail – Incredimail.com (software). Move over best-known brand-name e-mail clients: Incredimail has got your number! This is (IMHO) the best and most versatile e-mail client available – and I'm only using the Free version!

Dreamweaver (software) Hands down the best HTML creation and editing software period! Yes, it's what I used to create http://www.prosperityunleashed.com With recommendations for it from top marketers like **Fred Gleeck**, you can't go wrong! Click here for a free 30-Day trial.

10. **Name 3 of the BEST products or services you've bought so far.**

I've got to pick **Ken Evoy's** "Make Your Site Sell 2002" ebook as one of the best products I've bought so far because it really is that good. He explains what it takes to truly "Make Your Site Sell" in clear, easily understood terms- and best of all, he speaks from personal experience. No theory or "pie-in-the-sky" here: just proven, powerful and doable information that really works when applied. This ought to be required reading for anyone who wants to market successfully online.

Of course I cannot leave out the teleconference that gave me a whole new understanding that catapulted my web success efforts and strategies to a whole new level. I'm referring to JVbroker.com where I purchased the call and got the three CD's of Marc Goldman's unparalleled explanation and understanding of this amazing subject that was revealed on that call. If JV's are your 'thing,' then this is a 'gottahavit' item.

I may sound like a broken record at this point, but I owe so much to Bryan Winters' site PushButtonPublishing.com

Thanks to Bryan I not only can get the latest e-products at his site, I can also request him to purchase those I find that meet his criteria (several of the products he has are from requests like mine). What's more, he keeps adding new member 'perks' all the time!

11. What are your thoughts on affiliate marketing?

I think that affiliate marketing is the hottest way to break into e-biz, but not necessarily the easiest. To be an effective affiliate, first of all you must **own the product(s).** If you don't own it, how can you tell others how effective it is- from your own experience? Furthermore, as **Ken Evoy** teaches, you must set up a themed site that pre-sells your affiliate product. This is part of my own philosophy at
http://www.prosperityunleashed.com

Finally, you must have a lead generation product (free report related to the affiliate product) to gather visitor's contact info. After all, if you send 'em straight to the product's sales page via your affiliate link, how can you expect to add them to your list? Here's a great tip: Study Super Affiliate's sites and how they work (yes, that means what you think it does: get on their list, watch and learn!)

Are you satisfied with your sales as an affiliate?

No, I'm not. I need to be more focused and strive to further differentiate what I do to generate leads and sales for affiliate products.

12. Up to this point, what is the best tactic you've used to attract subscribers to your ezine?

I've just begun publishing "**ProsperityUnleashed!** *The No-Nonsense Source for Your Success*" and am still

experimenting with different ways to attract subscribers to it.

Visit http://www.prosperityunleashed.com for subscription details.

13. Up to this point, what is the best tactic you've used to get the most sales - either as an affiliate or as the owner of a product?

Up to this point the only sales I've gotten are as an affiliate of a product. The first sale, which I mentioned previously, was through e-mail contact with someone that I met at a live seminar who purchased the Video package of that seminar from my affiliate link. The other sales I've gotten were from my affiliate link through one of my "info-strategy" Joint Ventures. These are my best tactics to date.

14. What would you tell new people who want to make money on the Internet?

I think I would ask them the same questions that my friend **John Delavera** asks in his excellent article for beginners titled "Who are you and what do YOU want?" It's one of several articles he's written that have left a lasting impression on me. If they are able to successfully answer questions like:

-Who are you?
-What do you want to do in life?
-What's YOUR passion?
-What do YOU know better than others?
-How do you THINK you can make a difference and make a profit from the Net?
-What's YOUR profit-plan?

… and they are willing to use their **T.R.E.E.** (Time, Resources, Energy & Experience) to learn and master this thing called "Internet Marketing" then maybe, just maybe, they will be able to join the 5% of online business people who are making money - good money - on the Internet. Be willing to learn, to try, to fail - and most importantly - be willing to learn from your failures. This is one of the surest keys to real success, whether online or off.

15. If you could ask any question to one "Guru," what would it be and who would you ask it to?

This is a very hard question due to the fact that I know several top Marketing Professionals that I would like to question, and I've already questioned several of them in person. As **Jo Han Mok**, **John Delavera** and many others have said, "Your *mindset* is the key to your success." The tools, knowledge and your own abilities are important assets in the quest for success, but your mindset – your principles or belief system - will ultimately determine how effectively you will use those assets. With that in mind, and being a passionate student of Joint Ventures and [Joint Venture Brokering](#) in particular, I would like to pose my question to the JV King, **Jay Abraham**. I would ask him to describe in minute detail, from his own experience, the mindset that he uses as he goes through the process of creating a brokered JV.

16. Describe 1 software application for your computer OR a script to use in your server OR an ebook you'd like to read, that you have never found available online.

I would like to find software created by some super programming genius (like **John Delavera** :-)) that would

completely eliminate the need to use up and down scrolling to read information on-screen.

17. Feel free to add your comments for the readers of this ebook.

It is my intent to encourage you in your quest to understand, implement and master the art and science of "Internet Marketing." Realize that you do not, and cannot "know it all." I attribute the progress I've made to these key factors:

My approach to this subject and to life itself is to realize that it is "A Continual Education." Life is a learning process, and if you enjoy learning like I do (and seek to apply what you've learned!) then you're already well on your way to lasting success.

My goal for my business is to market products or services that will genuinely help people in my target market and give them good, pertinent and useful content in order to establish Credibility upon which I can create an ongoing Relationship with them that's based on Trust. Only by "giving first to prove your worth" can I demonstrate to my targeted subscribers that what I have is a valuable asset that they would be willing to trade Cash, one of their valuable assets, for.

And above all I would urge you to practice the foundational principle for true lasting success that was taught and practiced by the Lord Jesus Christ, and that I strive to follow. Most people call it "The Golden Rule." Here it is in Jesus' own words:

Matthew 7:12

"Therefore whatsoever things ye would that men should do to you, do ye also to them: for this is the law and the prophets."

That is why the words "Seeking *YOUR* Success" are a part of my sig.

top

Steve Richards, United Kingdom

1. Who are you?

I'm Steve Richards owner of http://www.e-readit.co.uk

A trained and qualified IT Support Engineer who grew up in North Wales and left home at the tender age of 16 to become a Radar Engineer in the Royal Air force.

2. What made you deal with the online market?

Just a couple of years ago I decided to deal with an area of my expertise that had been suffering, I realised that my knowledge of the internet was good but my knowledge of HTML, ASP (or PHP), Java and JavaScript needed updating.

To make sure I knew what I was doing I followed up my reading with a great deal of practical work, in my humble opinion the real way to learn something is to do it. I chose to create a working shop and created a simple Bookshop.

The original bookshop was good but I soon discovered that shopping carts have lots of potential problem and that security is essential. Eventually I managed to solve most of the problems but I would never have made that Bookstore live.

In my research I had come across several extremely good store solutions and as an avid reader of Positive Mental Attitude books I decided to create a real store and sell that

sort of book to others – surely if I read this sort of book there must be others who read them.

3. How long did you think earning an online income was impossible and what made you change your mind?

Having created what I believed to be an average but purposely amateur looking store (I believed at the time that highly professional looking stores put people off) I sat back and waited for the sales to role in.

Yes, I knew that until I had been picked up by Google, Yahoo, MSN and the other big Search Engines, then nothing would happen. I was also confident that a few solo emails would generate sales. One month after I appeared on Google (just a month after I put my site live) I was still waiting for my first sale. In my second month I added twenty eBooks, and still the money stayed away by the bucket load!

By the time I got to the end of my second month the traffic was good but the sales were not, by now I was starting to get despondent. I went back to my PMA books and re-read a couple. As if by magic, I made a sale, three months online and I had made enough money to nearly cover a months hosting! Laugh I could hardly stop laughing. When was this business going to start paying it's way?

Then I remembered something I had read – "If you treat your business like a hobby then don't be surprised if it costs you money. All hobbies cost money but a business will make money when you treat it as a business." At that moment I knew I could make money with this thing.

4. What were the first and/or worst difficulties you faced in building your online business?

The first major problem I had was driving traffic to my site. I already knew that the quickest and cheapest way was by getting a good position on Google. I also knew that in my chosen industry of books and ebooks there was a lot of competition.

So I did what any other sensible business person would do, I went back to basics and checked out the competition. Using what I learnt from them I attacked my site submission theory and brutally pulled it apart. The following month and for the three months after that I climbed up the rankings. It's still not over though. Search engines keep changing their scoring and at the start of this year a change dropped my position by over 1000 places! I have had to battle to get myself back up the tables and it's still not over, I don't think it ever will be.

5. Who inspired you and why?

I was most inspired by a man who never personally used the Internet to market his product. This man grew his business taking minimal salary for himself often paying the cleaners more than he took for himself. He fought legal battles for the right to trade in the way he had originally specified in his business agreement and he never, ever, ever gave up hope. Ray Crock, the man who took the MacDonald brothers basic business and turned it into the phenomenal franchise that exists today believed in himself above everything else.

6. How did you discover what you could sell online?

It was more than just an accident that led me to believe that I could sell books and ebooks online. I realised that I knew a great deal about a small area of the book trade. I have always enjoyed reading. It's not unusual for me to be reading 3 or 4 books at the same time. I usually read at least one technical book and a PMA book and a novel.

The technical books help me stay on top of my thirst for knowledge, the PMA books help me in every part of my life, be it health, hobbies, personal life or business and the novels are a way of escaping and relaxing.

7. What products have you created so far?

Personally I have only just started to venture into the realm of ebook author. I was having trouble coming to terms with the fact that unless I could write about a topic that interests people then who would want to read it?

Eventually I realised that in my thirst for ebooks I had learnt an amazing amount about MLM and Affiliate programs, I had seen the best and some of the worst and lived to tell the tale. So I put what I had learnt into an ebook that is available from http://www.e-readit.co.uk from the link on the left. I modify the ebook frequently keeping it up to date and still consider it a work in progress.

8. Please give your suggestions for the following services that you have ALREADY used:

-a domain name registrar
-a hosting service

Domain Name Registrar and Host are combined for me, Affordable and reliable hosting? Click here! The tools are excellent and you can get an amazing CD of high value third party software for the price of postage.

9. What are the tools you're using (software and/or services) that you can't live without?

I use **AceHTML Pro** and it's partner AceFTP pro every single day, without them I would struggle to maintain my site. These incredibly low cost tools are superb, there are free versions that you can just download, they lack only a few of the top end tools and I used them for my first year online before deciding to upgrade.

The other tool I really can't manage without is **Pay Lock Generator**. I offer payment through PayPal and I know that I lost sales in my first year because I slipped up on security on two pages. When I realised, I could have kicked myself. Pay Lock Generator is a quick and easy to use tool for creating encoded links to PayPal and includes auction and subscription options as well.

Just take a look for yourself :

http://bookseller.e-readit.co.uk/products/PaylockGen/index.php?ref=sgjr

10. Name 3 of the BEST products or services you've bought so far.

This is tough, the best three products or services I have bought – wow! I would definitely put eprofit in the number one slot, I bought it having tried it and that's one of the best things about this product. Being able to try before you buy is a rare thing on the internet but the eprofit training course has some of the best material from some of the internets best known names.

http://eprofit.e-readit.co.uk/

Second, well Marlon Sanders is one of the people I really respect online and his ebook "How I Sell Thousands of Products" is one of those books that teaches you more each time you read it. First time it's entertaining and educational but every time I have read it after that has taught me something through analysis.

Last but by no means least this one product by the great Michael Nicholas tools Order Button Triggers is fantastic and best of all customers a zero cost favourite.

http://www.e-readit.co.uk/en-gb/OBT/Originals/special-report.htm

This product has helped me so much giving me a true insight into making sales.

11. What are your thoughts on affiliate marketing? Are you satisfied with your sales as an affiliate?

The subject of Affiliate Marketing has been buzzing around my head for the last year. I have made quite a study of

some of the very best and in the search for the best I have found some of the worst. My FREE Ebook "[Affiliate Programs vs MLM Marketing - Get the Low Down](#)" may not be the catchy title of the century but it is what the book is about.

Looking at Affiliate programs has prompted me to create my own. As I write this it is about to go into pre-release testing and some lucky people are going to get a totally free lifetime membership. I'm not certain if I am going to have to charge for membership later but the accountant says that managing this beast of a program may force the issue.

http://bookseller.e-readit.co.uk/

Is where you will find the promotion site, the product list is still small but growing. After the testing phase I will have a better pricing strategy.

So does that tell you what I think of Affiliate Programs? Well it should! The one program that has inspired me the most is SFI:

http://www.e-readit.co.uk/MiniSites/SFI/index.html

The great Shawn Casey introduced me to this when I signed up for his Mining Gold program at:

http://www.ipcgold.com/ad/100/CD1618

I figured that if Shawn said it was good then it was probably fantastic, I was right.

So affiliate programs – I love them.

12. Up to this point, what is the best tactic you've used to attract subscribers to your ezine?

Attracting ezine subscribers is the grail in many ways. Once you have that list of subscribers at your finger tips, repeat sales come much easier. Initially thought this would be easy, I also had the belief that people would want to sign up. Not so. You have to encourage them to sign up.

I have used a combination of techniques to "grow the list" I hate to say it but I use pop-ups (which I actually hate) but it allows me to tell people that I give them free ebooks and software with each issue.

The other amazing tools that have helped me build this list are:-

"eProfit" http://eprofit.e-readit.co.uk/

and

Order Button Triggers http://www.e-readit.co.uk/en-gb/OBT/Originals/special-report.htm

As both of these programs encourage prospects to supply their email address to obtain the information, this allows me to follow up and offer them the Newsletter.

13. Up to this point, what is the best tactic you've used to get the most sales - either as an affiliate or as the owner of a product?

One of the great things that the eprofit course taught me before I bought it was to get people to trust you. The best way to do this is to offer customers something valuable for nothing. Lets face it if people don't trust you then they will never buy from you.

It's a great principle – I bet you have seen it before – "You have to give to receive" or "The more you give the more you will receive"

It works for sales in the same way it works else where in life. It is one of the reasons that people sign up for my Newsletter, it's why they visit my site and it's how I make sales.

14. What would you tell new people who want to make money on the Internet?

To make money on the Internet is achievable. To make it an everyday occurrence is also achievable. To start from scratch and do it overnight? Think again. Running a website for business is hard work, it's another job if you already work during the day. But the potential rewards are incredible. Not just in a monetary sense, either, you will make partnerships and friends that will last you a life time. So what would I say to new people who want to make money on the internet? I would say go do it – NOW!

15. If you could ask any question to one "Guru," what would it be and who would you ask it to?

I would ask the great Marlon Sanders "What mistakes did you make in your first year online?" If I could avoid the

mistakes that Marlon made during year one then I honestly believe that I could make a million in the next year.

There are two ways we learn in this world, the first is to go out there and make a mistake, lets say you learn that falling over hurts. You could have learnt that the second way, you could have watched someone else fall over, see their reaction, learn that they got hurt and then you know not to fall over.

I would love to learn from seeing where Marlon fell rather than falling myself (ouch - sorry Marlon!).

16. Describe 1 software application for your computer OR a script to use in your server OR an ebook you'd like to read, that you have never found available online.

The tool I would most like to find would have to meet some very tough specifications. What I need the most is a tool that would analyse search engine bots or spiders as they went though my site, what I need to know is exactly where I fared better or worse than the last time and why. Now I know there are ranking tools out there that can do this, the problem is that most of them require you to pay a very large fee for updates and they don't tell you EXACTLY what the search engines are scoring you on. They suggest that you remove some words this to the description or add words to the keywords, they can't tell you why Google think you should do that and why Yahoo don't.

What I really want to know is what the SEO's won't tell us I guess. Oh well.

17. Feel free to add your comments for the readers of this ebook.

I can only imagine the eBook that will result from hundreds of people like myself completing their contribution. This eBook will be a Bible for new and existing web marketing entrepreneurs for years to come.

If you are reading this as a new web entrepreneur then I would say to you "Be willing to learn and work every day to realise your dreams." If you are an old hand I would say "Stay focused on your dreams." I would also say that I believe the internet will always allow the honest, hard working, generous website owner to become wealthy beyond their dreams and I'll see YOU on the beaches.

top

Steve Yakim, USA

1. Who are you?

My name is Steve Yakim and I have a Bachelor Degree in Micro Computer Network Management and have a MCSE certificate. (I am a Microsoft Engineer.) I am 53 years old and have had several professions. I imagine the one that was the most fun was being a professional magician and traveling all over the USA. I'm also an ASE certified master mechanic. That is not all; I am a licensed cosmetologist in the State of Indiana. My wife and I owned and operated a beauty shop, mini health spa, tanning salon, and a gourmet coffee shop.

2. What made you deal with the online market?

All of the above came to a crashing end when I suffered a heart attack. I decided to start and Internet business while in the hospital. As I was recovering from heart surgery and still in the hospital, I used my laptop to start writing web pages for my new Internet business. This was the beginning of ...

⇨ http://www.EZasMagic.com.

The hospital electrical engineer had to inspect my laptop before they would let me use it. They wanted to make sure it would not cause any electrical problems that would knock out the life support systems in my room or start any kind of fire with all the oxygen being used in the room.

I decided to start an Internet business for security. The only thing I have to exert is my mind and my fingers. The Internet is still in its infancy and I love all the challenges it presents.

3. How long did you think earning an online income was impossible and what made you change your mind?

I never thought earning an online income was impossible. I knew that I had to overcome all the barriers that kept getting in my way. It was the knowledge that I gained getting around all these barriers that gave the knowledge I needed to succeed.

The very first barrier that every single person has to surmount is the decision to start. Even if you do not know what you are doing, you have to decide to start and then take some kind of action. Good intentions never accomplish anything.

Most of my products are created to solve a problem I was having. I figure that if I am having a problem doing something, there are probably other people having the same or similar problems.

You will never make any money on the Internet if you never get started.

4. What were the first and/or worst difficulties you faced in building your online business?

The very first difficulty that I faced was what to sell online because I did have a product of my own. I found and affiliate program that I like and I started to promote it. I sent emails to all kinds of Internet marketers trying to find out how to build a list while promoting affiliate programs.

None of the people I contacted could or would give me the answer to this question. I believe it was Shawn Casey that suggested a redirection page. I didn't even know what a redirection page was. I created a code that solved this problem for me. That solution worked so well that it is the core of one of my newest products.

⇨ http://www.TheAffiliateAdvantage.com

That solution worked so well that it caused an entirely new problem I never dreamed about. My list grew so fast that it became almost impossible to manage. The problem I ran into was my list became so large that when I sent emails to my list it would take 10 to 14 hours to send to everyone. I was using 3 computers to manage the list.

One computer would do all the responding and the other 2 computers would do the sending. This caused me to get into trouble with my host because I was slowing their server down too much. I thought I was going to have to get a dedicated server. But that is why I started my own hosting company.

⇨ http://www.YourAdvantageHosting.com

As you can see a solution to another problem has resulted in a new product for me. You just can't be afraid of problems because they will happen. Sometimes I think Murphy of Murphy's Law is my best friend sometimes. I do my best to out fox Murphy and 9 times out of 10 I am able to turn a negative situation into a positive.

I should bite my tongue when I talk about Murphy's Law because he just raised his ugly head again. I am writing this during a huge thunderstorm and all the electrical power went out. I'm really glad I hit the "Save" button just about 30 seconds before the computer and all the lights went out.

5. Who inspired you and why?

The very first ebook I purchased was from Shawn Casey. This ebook was entitled "Mining Gold on the Internet" and you can read about it at...

⇨ http://www.ezas123webmarketing.com/gold.htm

You might say I owe Shawn a special thank you for getting me started in the right direction.

The first membership site I joined and really liked was the Profits Vault Monthly by Jimmy Brown because I got a new product every month and it came with resell rights. Jimmy Brown has since changed it to a new membership site called "Nicheology".

When you are a member of "Nicheology", you get private label resell rights to completed, <u>Instantly Profitable</u> niche products. This is a limited membership but you can get on the waiting list at...

⇨ http://www.nicheology.com/x.cgi?adminid=442&id=7668

I am on the Internet every day trying to build relationships. I really have to say that everyone I build a meaningful business relationship with is my true inspiration. This is what I enjoy the most about my Internet business.

6. How did you discover what you could sell online?

When I started out, like everyone else, I did not have my own products to sell. Plus I did not have the knowledge to market on the Internet without purchasing information products that taught me the things I needed to know.

If the product worked for me or gave the information I was looking for, I emailed the owner of the product and asked if

there was an affiliate program for the product. I have found that it is a lot easier for me to sell something that I used myself.

So I sold the products that I used when I got started. Now I sell products that will help my subscribers get started with their Internet business or will help them solve some of the problems they may be having.

7. What products have you created so far?

I have several products and services that I have created.

"Get The Affiliate Advantage" - which is a manual that teaches affiliates how to build a solid business foundation and how to stop making affiliate's biggest mistake that costs them thousands of dollars in profits. Unfortunately, 98% of all affiliates are making this huge mistake.

To find out if you are making affiliate's biggest mistake, you need to go to…

⇨ http://www.TheAffiliateAdvantage.com

"The Affiliate Advantage Toolbox" — which is comprised of 6 software tools when used properly will help affiliates build a whole new sales method to market their affiliate products.

EZ - Capture Form Page Generator -- Without this software, you are probably in the 98% group that is destined to fail. This one program is the key to your success with affiliate programs. The webpage created by the EZ - Capture Form Page Generator is called a capture page.

This capture page does just what its name implies. It captures the visitor's name and email address and sends it

to your autoresponder before sending the visitor or lead on to the affiliate program owner's sales letter.

EZ - Exit Page Generator -- This is not a Popup Generator! This is a universal page generator that can help you take advantage of another powerful strategy built into the EZ - Capture Form Page Generator. When you use the pages generated by both of these generators, you can double or triple the benefits of each advertising dollar.

EZ - Form Generator Lite -- Sophisticated interactive forms can be very complicated if you do not work with them all the time. Most affiliate marketers are intimidated by forms and do not attempt to use them. **Does this happen to you?**

EZ - Form Generator Lite makes it possible for anyone to add a form element to any webpage you want just by filling in at least 2 fields. This lets you take advantage of every opportunity to collect your visitor's information.

EZ - Intermediate Order Page Generator -- The page that is created with this generator contains an element, which is based on a $200,000.00 scientific study, that has proven it can increase your sales by as much as 32%.

EZ - Customer Capture Page Generator -- In less than 5 minutes you can use this software tool to build a very powerful and coveted customer list. It has been proven by the same scientific study that up to 42% of the that have purchased from you before will make additional purchases.

EZ - Download Page Generator -- The download pages created by this generator will minimize download problems and save tons of time. It also creates ClickBank compatible download pages.

You can get more info at...

⇨ http://www.TheAffiliateAdvantage.com

"The Magic Money Machine Ezine" — With a circulation 80,000 plus and dedicated to revealing the truth about Internet marketing. If it helps to grow my business…   I'll tell you about it - **FREE!** You'll get **FREE** "Insider" tips, techniques, and strategies for squeezing the maximum profits from your online business.

You can subscribe for **FREE** at…

⇨ http://www.EZasMagic.com/NewsLetter

"Your Advantage Hosting" — Where subscribers to "The Magic Money Machine Ezine" can get 200 MEG of server space and a commercial type autoresponder, which is and essential tool you need to automate your Internet business.

⇨ http://YourAdvantageHosting.com

"EZasMagic.com" — This is my current project. A revamp of my very first website. This site contains all kinds of Webmaster resources, most of which are **FREE!** This will also be the home of my "No Cost Advertising and Traffic System".

This system is scheduled for release sometime in December. I will also be testing a whole new marketing system from this website.

Also coming in December on this website will be a new one of a kind members only program designed to teach the members how they can do Joint Ventures with affiliate programs. This members only program is called "Joint Venture Co-op".

To receive more information about either one of these new programs or to use some of the **FREE** resources, go to…

⇨ http://www.EZasMagic.com

"Yard Sale Secrets Revealed" – This is a niche ebook I wrote to teach how to conduct a highly profitable yard sale or garage sale. You can get more information at...

⇨ http://www.Ezas123WebMarketing.com/yardsale/

"EZ-Match-Maker.com" – This is a test in search engine optimization. I have a dating service, which offers a Free Online Dating Manual to gather list information and to drive traffic to my dating service.

This is also using a seldom-used linking strategy. I do not expect this test to end for several months. The results of this test will be posted in my newsletter, "The Magic Money Machine Ezine". You can subscribe for **FREE** at...

⇨ http://www.EZasMagic.com/NewsLetter

If interested, you can pick up a FREE copy of the Online Dating Manual at...

⇨ http://www.EZ-Match-Maker.com/manual.htm

"Immediate Success Sweepstakes" - One of my most successful list building projects was called, "Immediate Success Sweepstakes". This project only ran for a little over a month. You can see the sales letter at...

⇨ http://www.EZasMagic.com/sweeps

This page has been deactivated so you can no longer sign up for the sweepstakes. But you can see how it was constructed. This took only a couple of days of hard work to setup.

The winner of the Immediate Success Sweepstakes was a preacher from Pennsylvania. His name is Rev. Hal Humphries. You may be hearing a lot from Hal because I also hired him as my Joint Venture manager.

So if you receive an email from Hal, it will probably be about something that can make you a lot of money.

"Tip of the Day" - "Tip of the Day" is a **Free** script that you can paste into your website to give your website some link popularity. It also gives your visitor a different Internet marketing tip every day they come to your website.

When you sign up to receive "Tip of the Day", you also receive the ebook "Linking Matters", which explains linking and how it drives targeted traffic to your website. You can get your "Tip of the Day" script at...

⇨ http://www.EZasMagic.com/linking.htm

"One Minute Survey" – This started out as a Statistics project for my wife's Statistics class. But gave me a great opportunity to find out what people needed in their Internet business. This survey asked 7 questions that could be answered in about 1 minute.

For letting me have a minute of their time, I gave them the following Special Bonus Offer and the best part is that it was FREE! This Bonus is worth over $400.00. This Bonus contains most of the tools you need to start your own Internet business. You can take this survey at...

http://www.EZasMagic.com/NewsLetter/Survey2.htm

8. Please give your suggestions for the following services that you have ALREADY used:

-a domain name registrar

The domain name registrar that I use is GoDaddy.com. They are always having specials and you can possible register a domain name for as little as $4.95 and no more than $8.95. They also make it easy to direct their DNS server to your host server.

-a hosting service

The only hosting service I use is YourAdvantageHosting.com. Wouldn't you know it, that's my hosting service. You can check it out at...

⇨ http://www.YourAdvantageHosting.com

9.   What are the tools you're using (software and/or services) that you can't live without?

I would not be in the Internet business without my autoresponder. The autoresponder that I use is Network Responder (NR). NR is a client side autoresponder and it just works great with my cable connection.

One of the advantages of NR is that it handles all the bounces and either archives or deletes the bounced email address from my list automatically. It is constantly cleaning the list.

Another advantage NR has is that it can send from all my domains so that I do not get any complaints from the host for slowing the server down.

Another advantage of NR is it only costs $97.00 and it is mine. No more monthly fees. At the current rate, the price of NR would only give me 5 months of usage with an autoresponder service. I do not want to keep going on about this autoresponder when you can get all the information that I have left out at...

⇨ http://www.ezas123webmarketing.com/AR.htm

10. Name 3 of the BEST products or services you've bought so far.

"Dyna Tracker" – is one of the best ad trackers available. You have to track your ads so you will know just how effective each ad is. You don't want to keep spending good money on a bad ineffective ad. You can check it out at…

⇨ http://www.ezasmagic.com/tracker/t/14/

"Network Responder" – Again I would not be in business without my auto responder. It really frees my time up so I can do other things to improve my business. I also find it much easier to use than other autoresponders. I am getting it ready to add a survey to my autoresponder because it allows me to add any additional fields, as I want. ⇨ http://www.ezas123webmarketing.com/AR.htm

"Microsoft FrontPage" – The first year I was in this Internet business I did not have any money to spend on an HTML editor so I wrote all my web pages in notepad. Because of this I did get really good with HTML, but using FrontPage has really been a time saver.

"Affiliate Toolbox" – This is a bunch of software tools that I created for myself to save time. I love tools that save time. Time is really valuable to me. I have now made these same tools that I use for my own business at…

⇨ http://www.TheAffiliateAdvantage.com

11. What are your thoughts on affiliate marketing? Are you satisfied with your sales as an affiliate?

Affiliate marketing is a great way for new comers to Internet marketing a great way to start their ebusiness with a very low overhead. This is the way I started out. Affiliate marketing is a marketing strategy that you will always use no matter how many products you create on your own.

To tell you the truth, I am never satisfied with my affiliate marketing strategies because I am always looking for methods to improve my results. Again most of the products that I have created have to do with affiliate marketing. That is because I do a lot of affiliate marketing and my products solve my problems so they can solve yours too.

Affiliate marketers can be very successful as long as they do not make affiliate's biggest mistake. This one mistake can cost you thousands of dollars in profits. It's hard to be successful when you are throwing this much money away.

You can get a **FREE** Special Report to find out if you are making this fatal mistake at…

⇨ http://www.TheAffiliateAdvantage.com/bigmistake.htm

12. Up to this point, what is the best tactic you've used to attract subscribers to your ezine?

I use Joint Ventures to drive traffic to my web sites. This is all very highly targeted traffic that gives me a much larger conversion rate than classified ads or solo ads. The best part about Joint Ventures is that it does not cost me any money.

The strategy behind Joint Ventures is to find a Joint Venture partner that has assets that you want or need to be successful with your Joint Venture. By combining your assets and your partner's assets you can create a winning combination.

So if you need or want more subscribers to your newsletter, you have to go to where the subscribers are. They are on other people's lists so you have to create Joint Ventures that can get you these subscribers.

One of the most successful Joint Ventures was my "Immediate Success Sweepstakes" mentioned above.

13. Up to this point, what is the best tactic you've used to get the most sales - either as an affiliate or as the owner of a product?

Again Joint Ventures have been the best tactic I have used to get the most sales and to get visitors to sign up for my newsletter. After people have signed up for my newsletter I advertise my affiliate programs in my newsletter keeping my advertising cost down.

I make more money on backend sales than I do with any other method.

14. What would you tell new people who want to make money on the Internet?

If you want to make money on the Internet you need to start with a solid business foundation. That solid foundation is in the form of a newsletter. Being a newsletter publisher opens so many additional doors and strategies that save tons of money and produce even more profits.

Starting a newsletter was the best strategy and tactic I ever did.

15. If you could ask any question to one "Guru," what would it be and who would you ask it to?

Kirt Christensen is a person I would really enjoy asking a few questions. Kirt took an Internet business with a couple of old Macintosh computers and $35,000.00 in credit with only $350.00 in sales per week into a complete success.

In just 2 months he was able to increase sales to over $7500.00 a week in sales with a new lead generation strategy and closing system. Even better yet, 3 years later he sold this business for 11 million dollars.

I would like to know what kind of Internet business this was and exactly what strategies helped to make this business worth 11 million dollars?

16. Describe 1 software application for your computer OR a script to use in your server OR an ebook you'd like to read, that you have never found available online.

I would like to know where I could get the software to do teleconferences through ones computer instead of over the telephone. I have been on two of these types of teleconferences so far. Two different companies did these teleconferences. One company was Nitrostats.

This is something I would love to use with my new membership site coming in December.

17. Feel free to add your comments for the readers of this ebook.

The very first decision you have to make is to get started. It doesn't matter if you do every thing wrong in the beginning because you will discover what works and what does not work. When you do find something that works, keep doing it over and over again.

Be sure to build your business on a solid foundation. That solid foundation in an online business is a newsletter. Building relationships in the online world is the very best way to succeed with an Internet business.

You may find it slow going at first, but once the ball gets rolling, you will find yourself struggling to keep up and your business will start to expand. Use as many tools as you can to automate your business and save time because time is your most expensive asset.

Most of all you need to be persistent. It is similar to doubling a penny every day for a month. After the first week of doubling a penny every day you will have less than a dollar. But if you quit here, all you will end up with at the end of the week is 64 cents.

But if you continue to double that penny until the end of a month, you will end up with over 5 million dollars.

Try to see the whole picture and set your goals. Then do what ever is necessary to achieve these goals. Once you have achieved your goals set new higher goals and begin the process all over again. This is the true formula for success.

It may take some people longer to obtain success, but being persistent with solid business practices will eventually get you to the level of success you desire.

Wishing you much online success,

Steve Yakim

top

*Photo
Not
Available*

Tali Sarnetzky, Israel

1. Who are you?

My name is Tali, a blind Israeli student. I became blind at the age of three due to cancer. I received a BA degree in English Literature from the Hebrew University in Jerusalem in 2000 and proceeded to study reflexology for a year. I thought it would provide me with a good secondary income, especially since my plans were to finish a doctorate in English Lit and then teach on an academic level. This dream still stands, but it is taking me longer than I hoped it would because of the expenses.

I come from a small family which is what we call middle-lower class. Sadly, I have realized that I have no future in my home country, because disabled people are not given an equal opportunity here.

2. What made you deal with the online market?

After attending an American university for a year in an attempt to get a Masters degree in English Lit and finding no accommodations for blind students, I had to return home. I have tried to find work here in Israel, but have not succeeded yet. Finding patients to treat with reflexology is difficult as well.

About nine months ago I began pondering the possibilities of earning my living online.

It seemed wonderful to me that I have this tool at my fingertips called the internet and I may be able to turn it into my primary income source.

My most prominent dream is to be able to live without Social Security. I want to be financially independent, to be able to contribute to society, to take care of my parents for a change, to be able to enjoy life.

Some day I hope to have children as well and I want to be able to afford anything they might need.

3. How long did you think earning an online income was impossible and what made you change your mind?

I thought about it for the longest time and never got to really study the topic of internet marketing.

Then, around the end of 2003, when I had time on my hands, I came across the 12 Days Of Crhistmas special deal of Mark Hendricks. It seemed like a great opportunity to learn New things. I began to think that if so many people seem to talk about it and learn about it, There must be some truth to the idea.

4. What were the first and/or worst difficulties you faced in building your online business?

Living on the meager income offered by Social Security, I have had to sort carefully my purchases of books about the subject.

It is hard to resist the different courses and Ebooks, because you feel pressured and afraid that you might miss an important piece of information.

The overload of information is amazing as well. I still feel somewhat overwhelmed by it all. There came a point, not too long ago, when I said to myself: I have books on different topics, that should be enough for now.

Another problem is finding services and software which are not too graphic. I use a screen-reading software which reads out loud everything I type and everything that

appears on the screen. If a program or a site is too graphic, I might not be able to use it at all.

I once signed up with a hosting service and had to terminate my account because the auto responders were too graphic.

5. Who inspired you and why?

Well, in every day life, my parents and my mentor have inspired me greatly. My parents taught me to be strong and stick to my guns.

My mentor, **Anthony Hopkins**, (yes, the actor), helped me accept my blindness when I was a teenager dealing with too many issues of being different.

He has magnificent vocal qualities and I felt as if this visual field of art had been opened for me to enjoy through my own capabilities.

I have learned strength from him as well. In 2000, I flew to Italy to meet him in person and thank him. This experience taught me I can fulfill any dream I have.

In the Internet marketing world, I get inspiration from several people. There are some gurus who seem to speak in a plain and forward language.

I like their ideas and their messages and have come to rely on them. To mention some names: **Ewen Chia**, who I call the guardian angel of the newby marketers; **John Delavera**, who writes in a great clear style and has brilliant ideas; **Michael Green**, who summarizes important points in a very easy-to-follow manner and has produced some great toolkits; **Patrick Chan**, who has given me some golden advice and also expresses himself in a great way; and **Ian Trainer**, who knows how to maximize every product and make it excellent.

6. How did you discover what you could sell online?

At first, I thought of going the affiliate route. But something inside me held back. I felt, and still feel to some extent, that it is not too easy to market something many other people are marketing as well. My own circle of friends is not ripe enough for this field, so I cannot turn to them with products.

Since I feel my best bet is to create products of my own, I try to focus on special angles. I try to think what is missing in the markets and niches I know personally and love. That's how I came up with my first project, which will go online some time next month.

For this reason, I join reprint rights groups and clubs, but prefer to wait until my own ideas are established well and I have an ezine or two out there before I start marketing the products I get there myself.

7. What products have you created so far?

My first project is a series of books of cooking and cleaning tips. It will go online next month. I am also developing an e-course and an ebook about organizing the Internet business.

I am still working on some other ideas, but they are too rough at the moment to mention.

8. Please give your suggestions for the following services that you have ALREADY used:
-a domain name registrar
-a hosting service

One option which is a little steep in price but is worth it is
Internet-Marketers-Resources.Com
P.O. Box 11
Richwood, Ohio, 43344
United States
PH: (740) 943-3735

Hrs: M-F 10am-4pm EST

The guy in charge is extremely helpful. You will get your own special graphics prepared for you and the quality of work is excellent. Also, you will get a hosting account with excellent features. I recommend them wholeheartedly!

For registering a domain name, I can recommend http://domainorb.com - They charge $10 per name. Not too expensive.

I always suggest careful shopping before deciding on a hosting service.

9. What are the tools you're using (software and/or services) that you can't live without?

The **AVG** anti virus program.
A great membership site which is worth every penny! Many traffic ideas, tips, tutorials, excellent advice, etc.
http://organizer.freewebpage.org/a.html

And a neat tool which I plan to use named Traffic Hurricane
www.TrafficHurricane.com

10. Name 3 of the BEST products or services you've bought so far.

The **Trafficology** website is definitely one of my favourite sites: http://organizer.freewebpage.org/a.html

The **SiteSell** resources, Ebook, etc, plus the 5 pillar club: http://organizer.freewebpage.org/c.html - An excellent resource for learning and making money. The quality can promise good profits, Even for someone as skeptic and careful about affiliate programs as myself.

And a new book about affiliate marketing which is a great tool, even for cautious souls like myself:
http://organizer.freewebpage.org

11. What are your thoughts on affiliate marketing? Are you satisfied with your sales as an affiliate?

So far, I haven't done too greatly with affiliate marketing. I feel that producing a product of some uniqueness is the best way to go about it.

But as we all know, some people make it great with affiliate programs.

And the new book I purchased has given me a lot of food for thought and great tools!
http://organizer.freewebpage.org

12. Up to this point, what is the best tactic you've used to attract subscribers to your ezine?

I haven't launched my ezine yet, but since my niches are well defined, I plan to start by posting messages in different mailing lists with a source box at the bottom of the message.

13. Up to this point, what is the best tactic you've used to get the most sales - either as an affiliate or as the owner of a product?

Again, I haven't gotten my feet wet yet, but I think it is a matter of common sense.

The phrase I hear often is: underpromise, over deliver. It sounds very logical to me.

I make sure my products are up to a high standard, simple to use and understand and user-friendly to all types of screen resolutions, computers, etc.

I also believe that a good ad copy is essential. Learn about the different styles of ad copy, stick to the one that is most comfortable for you and go from there.

14. What would you tell new people who want to make money on the Internet?

First of all, set yourself a budget. Keep in mind that getting broke, or too broke, right away will not help. TO avoid overload of information, try to stick to a couple of resources on each topic. Realise that you are not going to know everything there is to know immediately, and mostly likely, never.

Write down your own notes and summaries of the books you buy.

Make sure to keep everything organize. Save all receipts in a separate folder.

Try to select a couple of experts who make sense to you and speak in simple, clear language. Stick to their products and don't hesitate to ask them questions.

Follow your intuition, it applies even here. Trust your own instincts, don't just go for any idea out there.

And remember: like a good friend of mine says, no one learns anything by doing things right.

15. If you could ask any question to one "Guru," what would it be and who would you ask it to?

I am not sure exactly what I would ask and who, but I keep on thinking about several issues. I guess I may ask something like: "How can a guru keep an edge of unique quality in this crowded field."

16. Describe 1 software application for your computer OR a script to use in your server OR an ebook you'd like to read, that you have never found available online.

I would like to find a good ebook about different frauds you should avoid in this field, with specific details. Also, one good book of advice for newbie marketers.

17. Feel free to add your comments for the readers of this ebook.

I guess doing what you love in this business should go without saying. But also, have patience and create tangible goals for yourself.

Don't be afraid to dream, ever!

top

Viola Tan, Singapore

1. Who are you?

Before I start...

Studies have shown that only 10% of the people persevere to completion of projects and inadvertantly, they are the successes.

YOU made it all the way to the end (nearly there) of this ebook! Congratulations! You have shown yourself to be part of that special breed of successes. As a pat on your back, get your free 'Online Plan to Quick Money in your Pocket' report at

http://homebusinesswealthcomes.com/OnlineMillion/OnlineMillion.html to start making quick profits from your online business now!

Now on to the success strategies...

I am Viola Tan, a follower of Christ, a Singaporean, a daughter and a Wealth Seminars Coordinator. I have been described either as friendly, approachable and having an unconventional sense of humour or being overly-principled (stubborn!), introspective and analyzing (Analysis Paralysis happens to me.)

Having 15% of my seminars with 50% closing rates averaging 25% closing rates – a phenomenal percentage

where the industry closing rate is 5-15%, one of my current ongoing projects is finding the difference between the seminars which sell and those that don't for the winning 'Stand Up and Sell' formula. Do you have lessons learned in marketing or selling you will like to share? Come here:

http://homebusinesswealthcomes.com/SeminarSuggestions/Contact.html

2.   What made you deal with the online market?

I have always felt pained when I read about children who had gone wrong due to negligence by their parents who are too busy working. Looking at the crazy 12-hours a day, 6/7 days a week working lifestyle of my peers, I believe the situation will get very much worse and I resolved either not to have children or to be there through their growing up years after my future marriage.

A solution opened up when I hear about pipelined income streams – to have time and wealth. In my final year in university I decided to take the quest of creating automatic pipelines of income.

I got nearer my goal when, late in the year 2003, I heard about a Singaporean young boy who compiled a valuable resource of 61 successful internet marketing figures and their 30 day plans to create successful online businesses with little or no money and resources down. You can read more about it at

http://homebusinesswealthcomes.com/30Days-2-Internet-Profits.html

He was able to create monthly revenue streams of 4-5 figures every month with this one phenomenal product! The success story of this one uneducated, inexperienced young boy opened my eyes to the possibilities of the

internet; automated income streams for the ordinary person using affordable tools online from the comfort of our home!

I was further delighted when I realized that there are many **FREE** internet marketing tools, including a free Microsoft Office alternative. BINGO! You can get the same list of free internet marketing tools available at http://homebusinesswealthcomes.com/FreeSoftware/FreeSoftware.html

3. How long did you think earning an online income was impossible and what made you change your mind?

I was attracted to the Internet Industry from a success story so impossible is **not an alternative**. Like any other businesses it is a matter of:

- Defining the right niche

- Focusing on creating a product that fits the niche

- Planning and **defining the business process** to fulfill your market. You can go to

  http://homebusinesswealthcomes.com/OnlineMillion/OnlineMillion.html for a **FREE** write-up for 1 quick money process

- Getting your marketing efforts right for an increasing number of customers.

- Automating the process.

This thinking is reinforced and fleshed out after reading '30 days to Internet Profits' and further strengthened after I have made my first few sales within a month of acquiring resale rights to a product without a proper web-site and system of fulfilling orders in place!

4. What were the first and/or worst difficulties you faced in building your online business?

My biggest challenge is in focusing on **building 1 niche at a time** and **time management**

http://homebusinesswealthcomes.com/ManageTime.html

I also tend to sleep too much!

The Chinese has a saying 一寸光音一寸金 'An inch of time is an inch of gold'. Time (and relationships), unlike money, once lost cannot be replaced. Thus my propensity to waste time is a grievous loss. With more time, we can then choose to learn and act more to create more money. Unfortunate is the person with no time and money!

I've found the book, **'How to Manage your Time'** http://homebusinesswealthcomes.com/ManageTime.html

by Michael Green helpful for increasing my control of time and prayerfully making the best use of every minute that I am blessed with. At the point of writing this section, the book is **STILL FREE** to download by the author. I'm not sure if it's still free to download later!

To increase the quality of sleep and thus have more waking hours, I have found that **'Powerful Sleep'**

http://homebusinesswealthcomes.com/PowerfulSleep.html useful.

A lot of people believe that money is a challenge but if we truly grasp the principle that **'Money is an Idea'** and focus our thoughts from 'It's too expensive, I can't afford it.' to 'How can I afford it? What can I give and contribute for something else I desire?' money shouldn't be a stumbling block towards getting the education and tools we need for a successful online business.

5. Who inspired you and why?

Amongst many, **Dr Mani** had inspired me the most, for his selfless work with children with congenital heart diseases using the internet to spread the word. You can read more here http://www.chdinfo.com/chdaware/.

His work opened up my possibility of providing opportunities for the underprivileged through my online businesses. Funnily, within a week of hearing Dr Mani's work, a lunchtime chat led to a possibility to create an online business that will provide employment for the physically disabled. We are currently still in the exploration stage. If you would like to be kept updated about the progress as well as of other money making opportunities, send an e-mail to our **FREE** make money **FAST!** ideas ezine by coming here

http://homebusinesswealthcomes.com/FreeSoftware/FreeSoftware.html

6. How did you discover what you could sell online?

One of my first initiatives began as support for my current offline business activities. I was further encouraged when my research shows a good demand-to-supply ratio for niche markets already being served by my offline business. This encourages me to start a product in the same niche area that will be suitable for a worldwide market rather than my current localized clientele.

7. What products have you created so far?

Most of the products I've created are offline face-to-face Wealth seminars that I feel may not be of interest to you. However, I have had improved on several products and tools. Come to

http://homebusinesswealthcomes.com/SiteMap.html for a full listing.

8. Please give your suggestions for the following services that you have ALREADY used:

-a domain name registrar

I'm using **mydomains.com** http://mydomains.com/, the cheapest 1 year domain registration that I can find at $8.50/year with no major complaints.

-a hosting service

I'm currently using **Kiosk** manned by one of the most friendly and helpful staff and community imagined. What I like best about their service is their friendly customer support staff who till today had given me detailed and specific help for all my hosting and support challenges and issues raised to them.

Another hosting company that is recommended is **Third Sphere**. Providing the best value per dollar value, its total integrated automated backend and their inbuilt 2 tier affiliate system for merchants to provide their own affiliate programme make it a cost effective hosting solution.

9. What are the tools you're using (software and/or services) that you can't live without?

I will not be able to live without access to the best internet market forum online

http://homebusinesswealthcomes.com/Internet-Tycoon.html;

To network with the greatest minds in internet marketing; to be ahead of your online competition with the latest news, tools and technology once they become available (at discounts from retail!)

The savings and know-how just by searching through the archives of this invaluable resource far outweighs the price I had paid to be a legitimate member of this forum.

From this link, you **get** not one but **TWO** of the recommended resources written by the extraordinary founder, Mr Allen Says, for **ONE LOW PRICE**, I personally paid 35% more for getting both resources ('Money and Power' and 'Internet Tycoon') separately and was surprised to find both materials cheaper in this 1 package. My loss and new finding is your gain. Visit **Internet Tycoon**

http://homebusinesswealthcomes.com/Internet-Tycoon.html on joining this wonderful internet forum by getting both resources.

10. **Name 3 of the BEST products or services you've bought so far.**

- Michael Green's "**How to Start a Forum**" http://homebusinesswealthcomes.com/Howto-Forum.html

   He is also the owner of the largest internet marketing forum, http://www.howtocorp.com/forum You may also like to start with his **FREE 3 part mini course** on starting a forum here

   http://homebusinesswealthcomes.com/Forum-MiniCourse.html.

   Not only does Michael's book give me strategies for managing my current yahoo group, it helps me focus on distinctions and areas of concern I should be

looking into as I planned my new, improved forum. The material is also remarkably clear and well-presented, helping me to take quicker action with the knowledge learned.

- John Delavera's **"Dynamic Pricing Generator"** http://homebusinesswealthcomes.com/DynamicPricing.html. I have used the sales principle behind this application in the selling of my seminars so I know it works.

  Plus, I have had taken action to buy when other merchants use this nifty tool in their web pages. To help your customers to buy now, you just can't miss this nifty tool.

- Michael Rasmussen's "**Paid Membership Site"** http://homebusinesswealthcomes.com/StartMembership.html Resource. An information packed resource on building profitable paid Membership Sites. What I delight in is the ability to apply the knowledge into effective theme-based sites with a little creativity.

11. What are your thoughts on affiliate marketing? Are you satisfied with your sales as an affiliate?

I think that affiliate marketing is a wonderful idea in providing win-win JVs between merchants and affiliates. As an affiliate, it will be great to consider how we can provide additional value to our referred customers aside from that already offered by the merchant.

The textbook for affiliate marketing can be obtained here at

http://homebusinesswealthcomes.com/Super-Affiliate.html

12. Up to this point, what is the best tactic you've used to attract subscribers to your ezine?

The best strategy I've employed is writing value adding articles with hyperlinked invitation for readers to join my e-zine if they are interested. Also, I would do my best to add in free bonuses relating to the reader's interest group.

Another system, created by **John Reese**, best-selling creator of the **'Traffic Secrets' Course**, the '**Million Dollar a Day**' guy and **used and endorsed** by **Dr Mani** and **Ewen Chia** (a recognized super affiliate marketer) is in Dr Mani's words, "so elegantly simple, yet powerfully effective. Best of all, it is **FREE!** One marketer used it to build a list of 30,000 subscribers in just 3 months!"

I've only recently started using it and had not tested it, but hey, who can argue with **John Reese, Dr Mani and Ewen Chia?** You can get more details of how to build a list with just **2 people** and **0 hours** promoting it with this **FREE** list-building system at

http://homebusinesswealthcomes.com/BulletBuildList

13. Up to this point, what is the best tactic you've used to get the most sales - either as an affiliate or as the owner of a product?

The most profitable strategy is a joint venture with person with contacts and/or access to people in my products' target market and a time-sensitive, exclusive opportunity for them.

The opportunity should be of extraordinary value that the target market really desire that will have them thanking my partner and not to be or seen as another sales pitch.

14. What would you tell new people who want to make money on the Internet?

- **Work** on this at least **as excellently as** you're working on **your job** (unless you are skiving!)

- **Set** your **specific goals in multiples** and not in linear fashion.

  For example rather than setting your goals as 'Income of $10,000/month by Oct 2004', set it as 'I'm going to earn an income from this of $100/month by (put your dateline within 1 month) Sept 2004 and to have 10% monthly increment after'. In 24 months, you would have $1,000/month and in 48 months, you would have reached a goal of $10,000/month with more fun! Having a goal that forces me to stretch every month gives me opportunity to celebrate and the motivation to go on.

  Of course if you'd want to begin with a big linear goal, it is an alternative, you may be the genius with the fantastic solution that people have been holding their breath for. I'd feel it's less fun too.

15. If you could ask any question to one "Guru," what would it be and who would you ask it to?

What do I do to be in a position to attract profitable joint ventures? Also what series of steps to take/questions to ask in order to know what my potential partner/customer desire?

Question to ask either of Mark Hendricks or Jay Abraham.

> **Mark Hendricks ANSWERED this question!!!**
>
> **Click here to read the answer!**

16. **Describe 1 software application for your computer OR a script to use in your server OR an ebook you'd like to read, that you have never found available online.**

I have everything I need.

17. **Feel free to add your comments for the readers of this ebook.**

Looking forward to hearing from you and if I can be of service to you. Come to

http://homebusinesswealthcomes.com/Query.html if you'd like your home business questions answered.

God bless you and have a profitable business!

Yours Warmly

Viola Tan

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