

# **MAKE MONEY ONLINE**

**HOW I CREATED  
A SIX-FIGURE  
INCOME GIVING  
AWAY A DEAD  
GUY'S BOOK**

**VIC JOHNSON**

“Vic Johnson's advice has added tens of thousands of dollars to my business over the past year. In fact, one of his ideas added over \$100,000 revenue in one month. Pay attention to him and his material, you will be glad you did. Vic is one of the best things that ever happened to my business.

—Bob Proctor  
Star of *The Secret* DVD

*Vic is brilliant at Internet marketing.*

—Loral Langemeier  
Best-selling author of *The Millionaire Maker*

*I've watched Vic Johnson come into an industry with no experience and no connections and in just a few years develop one of the most successful personal development sites on the web. He understands and applies the principles of successful Internet marketing as few in this industry do. He's the real deal!*

—Kyle Wilson  
President, Jim Rohn International

*Vic is truly a master. He took an idea, a dream, a vision he had, and methodically built it into a mini-empire. Vic is not only one of the most prolific marketers on the Internet today; from dealing with him personally on numerous occasions, I can also vouch that he's one of the most honest, ethical and downright nicest, as well. It's often been said that 'if you want to find the diamond mine, first get yourself the best possible map.' If your goal is to create a six-figure income via the Internet, then the map – in this case – has an actual name. It's Vic Johnson!*

—Bob Burg  
Best-selling author of *Endless Referrals*

*His first course that I purchased for \$60 got me into the industry. I listened to it and wrote everything down point by point and did as much as I could. I made \$8,000 on one site alone.*

—Roger Gauthier  
CEO, Tri-Vision Global, Inc.

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**2nd Edition**

**MAKE MONEY**  

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**ONLINE:**

**HOW I CREATED  
A SIX-FIGURE  
INCOME GIVING  
AWAY A DEAD  
GUY'S BOOK!**

**Vic Johnson**

No Dream Too Big Publishing  
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a Committee of the American Bar Association and a  
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## Introduction

**B**efore I sat down to write *How I Created a Six-Figure Income Giving Away a Dead Guy's Book*, I realized that some of you might think the title of this book is some kind of joke. You are probably thinking, *Did this self-styled Internet guru, Vic Johnson [if that is his real name], really make money selling the work of the deceased? And if so, how much did he pay for the copyright?* The answer is “Yes, that is my real name. And I did not pay a single penny!”

You might also feel somewhat skeptical about the notion of giving something away for free, and then making loads of money in return as so many people promise on the Internet. I am living proof that this can be accomplished as long as you understand the basic principles of marketing which apply to any type of business, including the one I will introduce you to in this book.



As you may have guessed, this book is all about how I made money on the Internet repackaging information that was in the public domain and giving it away for free. It is also an introduction to a more in-depth home-study course called ***Getting Rich With eBooks 3.0***.

First of all, you need to know that I would never sell a dead (or live) guy's book without first getting permission. Which means many of the works I have used as informational products have expired copyrights that landed them in the public domain, thereby making them available for all to use without permission.

I've also marketed a great deal of materials that have valid copyrights. I pay royalties to the authors on those programs, just as I am paid royalties by others on my work they choose to use.

Failure to respect copyright law is called "plagiarism," which is not what I or my program is about. There are Internet gurus out there who may try to sell you that [unethical] kind of shortcut to making a six-figure income. But I'll warn you, that will almost always lead you down the garden path to poverty. Why? Plagiarized material is often low quality, stale, and badly written. In other words, it is information with next to no value. And the very steep penalties for copyright infringement further make it a pretty stupid decision.

Developing this book and my new ***Getting Rich With eBooks 3.0*** home-study course is a project that has been on the back burner for a long time. Not because I am lazy; but mostly because I have been too busy making money on the Internet to get around to writing and teaching about it.

There are legions of “gurus” who make (and claim to make) money on the Internet from selling information to others about how they too can make money on the Internet. In other words, they’ve never made money from a *real* product or service on the Internet.

And they are not alone. For instance, there are many so-called real estate gurus who have never made money in real estate. Or stock market gurus who have never made money in the market, etc.

There certainly seems to be a plethora of Internet Marketing gurus who have never made an “honest” dime on the Web. Everywhere you turn, on every “virtual corner,” there’s another and another... and another.

Sadly, that’s not my biggest complaint – which is, the actual information they’re selling is by and large a big bunch of Internet poop! And that’s the best of it. The worst is very dangerous as it creates the potential for loss of thousands or tens of thousands of dollars of potential revenue.

After watching this trend escalate in recent years, and after many requests for help from our subscribers, I finally made the time to move this project to the front burner where it has percolated into an information-stuffed, home-study course.

But this is not a typical, formulaic home-study course (more about that later).

This new program of mine is not a puff of dust that promises you a shortcut to making millions. It is a truly **informative solution** for individuals who desire to make a living as Internet

entrepreneurs. It is a direct response to all of the questions I've received from visitors and subscribers who want to know how I've managed to achieve the success I have since I created my first website in 2001.

What kind of success am I talking about as I journey into this shameless [but very modest] self-promotion? I will admit we're not anywhere near achieving the kind of success some entrepreneurs have. But I am very proud of the fact that four of our websites are in the top 5% of all websites in the world as ranked for traffic. And I have managed to create a seven-figure business from those websites, none of which cost me more than \$5,000 to start up.

What started out as a sideline eventually became a retirement plan. Then much more than a retirement plan, it became a lifestyle plan!

With each website I've launched, I've tweaked the same pattern and principles I used on the very first one. So I now have a formula for achieving a six-digit income (or more) with most any Internet venture I start. This recipe for success has been tested on my own websites again and again. And that is the information that is in this book.

Now, let me be frank with you. The information in this book is not for people who are expecting a "take the pill and succeed" solution (you know what I mean). Many people are looking for something so "easy" that with little effort, little investment, and little time they'll find their very own "money tree." Honestly, that's why way too many people are getting burned by rogue Internet gurus.

But the good news is that even though creating a great income is not necessarily “easy” – it is relatively “simple.” (Please don’t confuse those two words as they’re not the same.)

What I teach and apply to my own businesses is *not* rocket science. If it were, I wouldn’t be able to do it. It’s not rocket science at all!

The vast majority of people who are successful on the Internet have simple businesses. They have simple business plans. They practice KISS (Keep It Simple Stupid) by applying sound marketing and industry principles to their business.

Therefore, the purpose of this book is to help you decide where your personal benchmark might be when it comes to achieving Internet success, and of course point you in the right direction. Armed with the information from this book, you should avoid making many of the mistakes that many people new to Internet marketing make when they are trying to establish a business.

Then if you feel you are “inside” the concept enough to understand what becoming a successful entrepreneur entails, you might want to consider augmenting your profit-making potential by utilizing our home-study course: **Getting Rich With eBooks 3.0.**

**(Attention All Eagle Eyes:** We've had a number of people proof this book before we released it to you, but there is a chance you might spot something that was missed. If you find a typo or other obvious error please send it to us. And if you're the first one to report it, we'll send you a free gift! Send to: **corrections@vicjohnson.com.)**

## Why I'm Qualified To Write This Book

**A**s I wrote earlier, there are far too many hucksters selling Internet how-to information who have never used the methods they promote to earn money on the Internet. So I think it's important for me to list a few of my Internet marketing "credentials." At the risk of sounding like I'm tooting my own horn, here's a brief list that by no means is inclusive of all of my credentials:

- ✓ Launched my first website on January 12, 2001 with no prior experience in the personal development industry, or no contacts or connections of any kind.
- ✓ Current monthly website traffic averages more than 100,000 visitors a month (that's more than 1 million visitors per year!!).

- ✓ With no prior experience, I built my first opt-in email list to 35,000 subscribers in 10 months. Since then, I've increased my subscriber base to over 300,000 strong. I recently built a new subscriber list from zero to more than 25,000 in less than 30 days!
- ✓ Have done as much as \$203,381 in one day on the Web, and earn a seven-figure annual revenue.
- ✓ Six successful and profitable websites with four of them ranked in the top 5% in the world for traffic. And in the process I became an internationally known authority in several areas of personal development.

On top of that, I've managed to do most of it with only four employees (who are related to me—I needed to keep in the family 😊), and with the aid of some great vendors and independent contractors.

But above all, my biggest qualification for writing this book is I've actually done what's described in the title of this book. I've made a six-figure income from giving away a dead guy's book, and have done it for a number of years. So if you're interested in finding out how you can apply that to your own personal quest, then read on....

## The Medium Is *Not* The Message

Canadian philosopher, Marshall McLuhan, first came up with “the medium is the message” principle. If you look at what is currently on the Web, it’s easy to see the same principle applies to today’s Internet; which is, the medium of the Internet is what makes a particular business profitable.

But nothing could be further from the truth. The medium is *not* the message. A good message will translate itself well through any medium.

The big dot-com bust showed us that websites with a lot of bells and whistles don’t work, as people rarely visit a website to view the special effects. Bells and whistles no longer constituted a “message” once the novelty of the dot-com world wore off. All they did (i.e., flash animations) was take up bandwidth. Webmasters became less accessible as Web



hosts penalized them for having too many window-shopping visitors.

People nowadays are looking for quality content, and above all – *solutions*. Not plagiarized crap, or rewritten keyword paragraphs with a link that leads to a page with other links. Information that has true value is where it's at!

One aspect of being profitable on today's Web means providing people with websites that are more like informational communities. People want to use the Internet to find information they can't find anywhere else, and as quickly as possible with a minimum of hassle. It needs to be accurate and reliable. And to be successful, it needs to be targeted for your audience.

For a long time, when people would ask what I did for a living I would answer, "I'm in the Internet business." The irony is that unless you're an ISP or Web hosting company, there is really no such thing.

It was probably more correct to say, "I use the Internet to market my business the same way another businesses use a newspaper advertisement to market their wares." The difference is that the tools the Internet can offer marketers are more dynamic, immediate, and interactive than those used by offline marketers. Instead of a phone call away, the product is often just a click away. Also, marketing and promoting yourself on the Internet is a great deal cheaper than trying to market via traditional mediums like print, radio, mail or television.

One of my mentors, direct-marketing guru Dan Kennedy, understands marketing and media as good as anybody on the planet. He's been paid millions of dollars (especially for his direct-mail marketing campaigns), and has sold billions of dollars in products. On a recent recording, he pointed out that the Internet is not a business. It is simply a medium like television, radio and the newspaper.

Before you consider becoming an Internet entrepreneur, it is important to understand that you would not be building an Internet business; you would be building a marketing business on the Internet.

In fact, principles used by the most successful Internet marketers today can be traced back to the early days of marketing when long, detailed advertorials and direct-sales letters (or televised spiels) were used to market every product you can imagine. Those marketing and persuasive ad-writing principles (that largely have to do with emotionally connecting to a reader and holding their interest while you persuade them to investigate your product) still hold true today.

The lesson in this chapter? Your first step is to realize that the Internet itself is not a business; it is only the means to deliver a message. It is up to you to understand how integral or cheesy your product will be. Also, like any other kind of business, being successful requires coming up with the basics such as a business plan and giving people what they want.

## Riffing On What You Will Sell

“**R**iffing” is another word for “brainstorming” or “coming up with a variation on a theme.”

Let’s imagine you have already chosen the business you want to implement into action. To help you plan the trajectory of your business, you need to develop the habit of asking and answering the following questions:

- What exactly is my product or service?
- Who exactly is my customer?
- Why does my customer buy my product or service?
- What solution(s) are they seeking? (Very few people want just a particular product or service; people are seeking a solution to a need.)

- What does my customer consider to be valuable about my product or service?
- What would I expect if I wanted to buy this product or service?
- What is it that makes my product or service superior to others?
- Why, as a prospective customer, would I *not* buy my own product or service?
- What objections will my customer likely have to buying my product or service? And how do I address these objections?

Once you've asked and answered these questions, the next stage of planning is to set specific target dates to solve the potential problems created by these questions. You must determine the exact people, money, advertising, marketing, distribution, administration, and facilities necessary in order to achieve your goal of obtaining maximum sales and profitability.

The more thoroughly you plan each stage of your business activities at the beginning, the greater the probability that you will succeed when you commence operations.

Remember that although practice makes perfect, a business on the Internet (like any other) is not a medium through which you want to practice too often. *Life is not a dress rehearsal!* Having a firm concept of what you want to sell in the first place is part of the foundation of a successful Internet empire.

## Giving People What They Want

**B**efore you get into any business, you need to decide what you are going to sell (I'll get into that later in a bit more detail), and whether or not it is something people want to buy. I am not talking about the informational product you may use to attract targeted shoppers to your website; but the actual product or service you are pointing them to (what is commonly referred to as the "back end"). You need to ask yourself, "Is anybody else interested in it besides me?"

There is something to be said for "doing what you love and the money will come." But if nobody else loves it but you and your spouse, it's not going to sell. You must do a bit of market research.

(Which, by the way, is not as painful or expensive as it sounds; especially if you stick to the disciplinary measures like we teach in **Getting Rich With eBooks 3.0**. In fact, one theory

we teach is how you can quickly determine if there's really a market for your idea. Imagine how many thousands of dollars people would still have in their accounts if they'd taken this step first!)

Developing a business on the Internet is the same as developing any other type of business. You need a concept that will sell, which of course means asking yourself the above-mentioned penetrating questions and doing your homework.

It also means giving the people what they want, which is “a valuable quality product or service at a good price to them and profitable to you.” That doesn't mean you have to sell your product at the lowest price or on the cheap. In fact, the group that ranks price way down the list in their buying decision is growing faster than any other marketplace. (I am not the only marketer to have the experience of raising my prices and actually increasing the number of buyers.)

Some of the less scrupulous gurus promote marketing systems that virtually hoodwink customers with offers and programs that are long on puffery and short on substance. Their idea is to collect as much money as possible with no consideration of a future relationship with the customer.

Not only does this violate the most basic principle of business, which is about getting and retaining customers. But word will quickly get around that you are a snake oil salesman who must under all circumstances be avoided. And wronged customers will press Delete on any emails you send in the future, as well as spread unfavorable gossip. It is therefore important to walk away when you hear about those “too good to be true” systems that seem to make money way too easily.

## What Can You Sell On the Internet?

**T**he short answer would be I haven't found a lot of products that can't be sold on the Internet. Or if something can't be sold, a powerful ready-to-buy, fully-qualified lead can be had.

There are perhaps tens of thousands (or more) selling products they never see drop-shipped from a manufacturer or distributor. For example, several years ago when I first released my audio program that preceded this book, a listener took information from it and started an online business selling very expensive foie gras.

Her website takes orders that are transmitted automatically to a distributor who ships the foie gras, and bills her for the wholesale price. She then pockets the difference between that cost and her retail selling price (less credit card costs).

It's a seemingly "friction-free" way to do business repeated by people selling everything from coat hangers (he's made millions, by the way) to hand-made chocolates.

I see countless products every day I could easily market and make a fortune with on the Internet (if I could have an extra 24 hours every day ☺). Like many other things, once you've mastered the basics the applications are countless.

Opportunities for selling services on the Web are varied and potentially profitable. While some require the physical presence of the purchaser to deliver the service (i.e., medical, dental, automotive, etc.), the basic selling process can occur in the virtual world.

I have seen some pretty cool examples of novel ideas turned into cash, including a former airline pilot who's made a fortune selling a counseling program to help people with a fear of flying. If you apply the right principles, then the very least you should expect from Web marketing of your services is a continuously growing stream of high-quality, highly qualified leads.

Finally, there is the incredibly wide open world of information marketing (the area on which I've chosen to focus). Even though we are inundated by too much information (from books, eBooks, MP3s, CDs, DVDs, teleseminars, webinars, home-study courses, e-courses, online learning, etc.), we have a seemingly insatiable appetite for more.

For a price you can learn how to do anything from butcher to baker to candlestick-maker. You can get information on getting out of debt, getting into debt, and managing debt.



Learn how to play bridge or Texas Hold ‘em. To me, information marketing seems to be unlimited in its possibilities.

Plus it has some incredible advantages, and here are just a few:

1. The cost of product (the information is the product) is usually low to zero.
2. Inventory (electronic products) may not be required, or may be very low in cost.
3. Start up costs are low (I’ve started information marketing businesses for less than \$1,000, and I know of others who started with less).
4. The business can be run entirely from your PC or laptop. (I finally found my dream of being able to work from anywhere in the world, so I can now travel at will!)
5. People are willing to spend significant money for the right information, thereby making it possible to become extremely wealthy if you can master the basics.

I’ve spent many hours contemplating the information marketing business, and frankly I’ve never found what I considered to be a downside. Most of what I teach in the course **Getting Rich With eBooks 3.0** has an information marketing slant because I think *everybody* can succeed in this arena.

But the bottom line is that you can take all of the information from this book and the **Getting Rich With eBooks 3.0** course, and apply it to a product, service or information marketing-type business.

Once you've decided what you want to sell (goods, services, information, or some kind of dual or triple combination of all three), you are ready for what you might consider the biggest part of the entire process.

## Having A Plan For Living In The Real World

**J**ust because you are contemplating a virtual business doesn't mean your business plan should be "kept in your head." If you haven't as yet written a business plan, your business is still in the imagination stages.

All entrepreneurs face the challenge of starting a new business venture. This can be an innovation (inventing something new or doing something a different way), finding the right opportunity to get into, or buying a franchise. No matter what type of e-business you choose, it is going to fail if you jump into the pool without getting your feet wet first by developing a good business plan.

There is a "Six P" acronym that stands for: "Proper Prior Planning Prevents Poor Performance." Very often, the first 20% of the time you spend developing complete plans will

save you 80% of the time later in achieving the business goals you've set.

One mistake beginning entrepreneurs often make is thinking of Internet business as not being “real business.” A big mistake you can make as a newbie is to not initially figure out how much your business will cost to set up, how much it will cost per day to maintain, how much money you can expect to make in a day. And how you expect to continuously expand the business so that it becomes an “evergreener” website.

(An “evergreener” is a site that keeps making money because it is well set up, functional. And whatever it sells never goes stale in the eyes of the public. It brings you ongoing, ever-increasing amounts of income as time goes on.)

I spent more than six months in Proper Prior Planning and research before I launched my first successful site. What I learned during those six months enabled me to:

1. Go live on the Web in just 19 days from the first day I built the site.
2. Attract more than 35,000 subscribers in year one (approximately 35 times what most sites will ever attract).
3. Achieve a six-figure income in the first year.

I think many people avoid writing a business plan for the same reason students don't do homework. It seems like too much trouble, and the rewards aren't immediate and apparent.

Many would-be entrepreneurs drag their feet when it comes to preparing a written document. They argue that their niche

changes too fast for a business plan to be useful. Or they don't have enough time to create one. Though time may be of the essence, it's a huge mistake to think you can build the foundations of your business without a map or blueprint.

Websites that are popular, functional, and have lots of happy campers sitting on their email lists are not ones that were done in a "fly-by-night" manner. There was some in-depth thought, research, and a great deal of planning that took place before it materialized.

If you're intimidated by the thought of a lengthy and complex process, don't be. It's not that difficult. It's as simple as answering the standard questions of *who, what, when, where, how and why*. Combine those answers with goals and an organized task list for your business, and you've achieved a solid, basic plan.

I've written many business models over the years on an ordinary, yellow legal pad. But what matters is not how good it looks – it's how good it is. And the most important thing is... you've arrived at a plan!

Remember that you are not necessarily creating a business plan to promote yourself to others. You are primarily creating it so you don't lose sight of your personal vision quest. It's like a memo written personally to you, so keep it honest (especially with yourself), and keep it profitable!

## No Business Is Too Tiny To Brand

**T**he principles we use in this book will not embellish a business that was built on some kind of lousy precept; however, if the business has integrity they will work. Integrity leads to good branding, which is simply the accumulation of all the positive experiences and feelings people have when they are exposed to your business.

Not only does branding greatly enhance the profits of a person or product associated with unique content or rare expert information; it is extremely valuable even if their product or service is not unique or everyday. In fact, a case can easily be made that branding an everyday product or service is even more important than branding something rare (the plumber or dry cleaner who understands this concept will make many times the profit than that of their peers).

You might think, *My business is too small to be branded.*

But the truth is branding is not just for big corporations. No business is too small to benefit from the integration of form, function, and purpose that basic branding can offer a business. Just going through the process of branding can help you refine your goals and intentions, as well as help refine the type and image of the message you want to send out to your customers. To put it simply, it helps people remember you. And it helps your business achieve TOMA (Top of Mind Awareness).

Offering a unique informational product (that may have originally belonged to a dead guy but is now in the public domain), and giving it away to the visitors of your site, is a way to establish a solid brand. In a way, it is like appropriating someone else's wisdom or authority to embellish your own.

Now, lest you think this is either “small potatoes” or a “lowly” business model, remember that the Walt Disney Company, one of the world's premier entertainment companies, amassed a fortune from all kinds of public domain works. Ever heard of “Pinocchio”? How about “Snow White”? Or “Sleeping Beauty”? These and many more were public domain works repackaged by Disney that went on to earn a great deal of money.

(How to take public domain works [and there are millions of them] and repackage them into a wide variety of profit-producing information products is covered in comprehensive detail in ***Getting Rich With eBooks 3.0.***)

Choosing the best informational products to support your website can create an invaluable reputation. Especially if you augment it with an informational product that is in the public domain, that is timeless, and that people really like.

## **The Genius of Gates, Buffet, and Every Other Mega-Success**

**I**t is a fool who thinks they can run a business in complete isolation as people are always needed in some capacity. The larger a business grows, the more people are needed. In the beginning you might try to do it all (i.e., design and/or monitor your website, customer service and follow-up, develop and ship products, etc.) But chances are that before your business begins to earn a significant income, you'll need other helping hands.

The genius behind Bill Gates, Warren Buffett and every other mega-success was their ability to work through other people to achieve their grand vision. It shouldn't come as a surprise that thousands of people involved with Gates and Buffett have become millionaires (some even billionaires), as they are masters at getting people to work toward a common goal while achieving their personal goals.



The more I have learned to “let go” and delegate tasks and responsibilities, the faster and profitable my success has become. Now that I am at the point where I’ve seen how massively beneficial this can be, I spend a large portion of every day researching additional tools to move people along. It is crucial to learn how to delegate work to servers and helpful software, and the right task to the right person or function to prevent burnout.

The great news about the Internet is you don’t have to have any prior experience, because there is always someone available who can provide the services you need. You don’t have to have technical skills to build your website as there are freelancers at websites such as [rentacoder.com](http://rentacoder.com), [guru.com](http://guru.com) and [elance.com](http://elance.com) who would love to construct a website for a very low price. You don’t have to have marketing experience as there are marketing consultants who can improve your rankings in search engines, or buy pay-per-click advertising.

Don’t be afraid to take advantage of these professionals as they can compensate for your lack of knowledge and save you reams of time. Just because it’s on the Internet doesn’t mean what you create has to be free, cheap, or shoddy in any way.

You can get a great site going for minimal cost. You should expect some kind of investment (compared to start-up costs of most brick-and-mortar businesses, launching an online business is pocket change!).

But you first have to make the decision that you’re going to do it. As with all things, the decision and commitment come first. On that note, let’s get started with the story of [How I Created A Six-Figure Income Giving Away A Dead Guy’s Book.](#)

## **“If At First You Don’t Succeed...” An Underachiever’s Tale**

**B**efore I tell you about my successes on the Internet, I’d like to share some of my failures. I didn’t realize I was a failure until several years after I had begun to enjoy some success. In fact, my first Internet business never made it off of the ground! Despite the fact that it was a dismal failure, the lessons I learned were so critical to my future success, that I consider that experience from my underachievement to be a success in and of itself.

Like all great stories, the story of my first failure began with a great idea for a profitable venture on the Internet. Of course, great ideas are also the last refuge of the desperate. At that point in life my finances were upside down, and I was in a pretty sad position. I found someone who promised to provide me with funding, and help actualize it if I would put the business plan and prototype together. Then once they had my plan, they would introduce me to the right people and

help make my million-dollar idea come to life.

I was very excited because I knew my website idea had the potential to produce a tremendous amount of income. I convinced a programmer that we needed to put our lives on hold, and pour our hearts and souls into this project for the next 30 days. So that's what we did!

It seemed like a worthy investment of time since I had been promised by the investor that the project would be presented to a VIP who could put us in front of a paying audience of more than several hundred thousand people. Which meant we would have started off profitable from the beginning in a huge way.

Driven by that possibility, my programmer John and I worked around-the-clock to ready the prototype for our new website. In fact, we didn't sleep during the last 36 hours before our presentation. So you can imagine the sleep deprivation we were experiencing when it came time to present our "million-dollar baby" as we had been working for 30 straight days.

So what happened? Hyped up on pure adrenalin we presented our project, and were greeted with cold shoulders.

Not receiving the kind of response we were promised, John and I packed our stuff and drove off. While trying to figure out what the next step was going to be, we realized there would be no next step. This project was dead in the water.

(Here's something interesting: Before that project began I didn't know anything about HTML coding or programming a website. I didn't know how to integrate audio into a website.

I didn't know a thing about building an Internet business. I was a complete technological neophyte!)

During the month we were developing the product, John taught me basics on how information was communicated through Internet coding, which gave me a rudimentary understanding of how the pieces of a Web business should fit together. Two years later, that knowledge enabled me to achieve an astonishingly fast start in launching my *successful* website.

Why am I telling you this? To stress the point that there are no failures in life, only lessons. *(If you feel you're up against a potential failure... stop, look, figure out what the lesson is, and move on!)*

Therefore, the moral of my story is never let fear of failure keep you from acting on your dream. Even if you fail, you'll be left with something of immense value. I have made millions of dollars that might never have occurred without that first painful – and invaluable – failure.

During that first project I was in such dire straits financially that I desperately needed something big to happen in my life (my “saving grace” if you will). Life at that time would have been much better if I had realized how valuable those lessons would eventually be.

If you put together a marketing site on the Internet, you're going to have days where you fail. Until you get the hang of Internet marketing, you may fail more than you succeed. Even today, I still have days when I fail in a big way. I bank roll advertising campaigns with a significant amount of money, and occasionally meet with failure. When that happens, I

follow the advice in spiritual guru James Allen's book I give away free (more on that later), and find the lesson in the failure.

It's the lessons I learned from those failed campaigns that have enabled me to enjoy huge victories on the Internet. Lessons that have provided me the means to make \$20,000 or more a day... days when I've earned more money than I earned in the entire year of 1997. I've had days where I earned more than \$200,000 *in a single day!* (I have no doubt that \$1 million in a single day is just around the corner J).

In fact, I am currently working on a project that has the potential to produce \$20-\$50 million in the first year. I could still be pouting about my first failure and I'd still be broke. Instead, I got excited about the possibility of...

## Milking Multiple Streams of Income From One Site

I credit marketing guru Bob Proctor (one of my many mentors who taught me the value of failure) with being directly responsible for the launch of my first successful website.

Sometime in late 1999 or early 2000, I was a member of Bob's mentoring program which included a book-of-the-month. One month, the featured book was by Robert Allen called *Multiple Streams of Income* (who subsequently wrote another bestseller called *Multiple Streams of Internet Income*, which I've never read).

However, I did read *Multiple Streams of Income*. I believe so much in that book that I've told thousands of people about it. (And always with this disclaimer: "My opinion is that half of the book is pure hype. But the other half will make you filthy rich," and that's exactly what I found!)

As I read *Multiple Streams of Income*, I came across a chapter about creating Internet income (the theory behind Allen's book is that you should have multiple streams of income. If something happens to one stream, others continue to flow.) Therefore, "the more streams of income you have, the more secure you will be" (a concept I fully embraced).

Allen's books are not about making a million dollars overnight by practicing sleazy shortcuts or spamming techniques to create a six or seven-figure income; but that you could create a modest stream of additional income. And by combining many modest streams, you could produce a significant income.

To substantiate what he wrote in *Multiple Streams of Income*, Allen cited many business models that suggest how you could create \$10,000, \$15,000 or \$20,000 streams of income by doing minimal front-end work. Then sitting back and collecting modest amounts of income far into the future.

You can't help but admire the simplicity, practicality and integrity of Robert Allen's ideas which include six major ways of generating income using only one Internet site.

## The Six Big Income Generators

**I**n my opinion there are six main ways of generating multiple streams of income no matter what your site is about.

### **1. Using Incentives (My Favorite Way)**

Being the guy who made a lot of money giving away a free eBook written by a long-dead Englishman, I am a big fan of giving away incentives to tempt potential patrons. However, there are many kinds of enticements to turn all those people eyeing your website into membership conversions or paying customers.

An almost foolproof way to make your product attractive to prospective purchasers is to offer a discount or free perk, along with the purchase of the product. These are called “incentives” or “bonuses” (incentives can tip the scales in



your favor when a customer is trying to decide whether or not to purchase your product).

I've had customers who made a purchase, not for the product I was selling but for the bonus that came with it. *Hmmm*. Now do you think this might be important?

During their first visit to your website, experts say that on average visitors use three mouse clicks trying to figure out what you are about before moving on to another site. Which is why your Home page has to be very persuasive and concise, as well as providing access to your free product (all for the mere price of their email address. More on why that is so critical later on in this book.)

The types of incentives you can offer potential customers include:

- Gift certificates or gift cards
- Discount coupons
- Frequent-flyer miles
- Free reports such as "Insider Tips" or "Industry Secrets"
- Fun stuff such as jokes, games or cartoons
- A free classified ad on your site
- Free eBook, audio, video or e-course download
- A free personal consultation with you on the phone or via Skype
- Electronic or physical products that are also sold on your site or elsewhere
- And many more creative things

Is giving away free stuff a way to lose profits? The answer is

no. Remember that every penny and minute you invest in a customer's loyalty is an investment in your long-term wealth!

## **2. Join Affiliate Programs**

The Web is teeming with affiliate programs that are a great way to make residual income. If you have surfed the Web lately, you've probably noticed that there are millions of big and small companies utilizing Amazon.com's method of allowing smaller companies to place a banner or a link on their sites that lead them back to Amazon. If your customer clicks on the link and buys your product, you will receive a commission or residual income.

There are two ways of making affiliate income on your site:

1. Become an affiliate that sells other products.
2. Develop your own affiliate program.

If you are just starting out, your best trajectory may be to become an affiliate with as many quality sites in your niche as you can find. This will ensure that you will receive multiple streams of income from *just one* of your income-generating methods.

One of the early keys to my success was putting 1,000 websites into my affiliate program in the first 90 days after introducing the program. But it's also important to note that I'd been in business about ten months before rolling my program out. I already had some success under my belt, and most importantly success methods I could share with my new affiliates.

### **3. Open Your Information Center**

Information sells! Which is why it is so important for you to create a profit center on your site exclusively dedicated to selling both published and online tools. The ultimate purpose of these products is to educate your clients about your main product, and the products and services you offer as an affiliate.

Information also helps sell you! Each email, newsletter or ezine you send out to your database of customers will become part of the virtual library on your site. As part of your expertise, every question you answer by email becomes part of the FAQ (Frequently Asked Questions) section of your website. Eventually, the content of your FAQ sheets and newsletters can be farmed out to a writer to create an eBook or mini-course you can sell or offer to your customers as a free perk for purchasing your main product.

This is called “repurposing product,” and it’s amazing how many ways you can repurpose one piece of information. (This book is a prime example of repurposing. This message started out as an audio product I recorded using an outline as a guide. I then had the recording transcribed, and sent it to a book editor who adapted it to a book format. She returned it to me, I added some personal touches to it, and voila! A new product to market!)

These are examples of products you could offer in your information center (which could be a bookstore, audio store, video store or all three):

- Special reports or studies authored by you (or a ghostwriter) that are for direct purchase.

- Books authored by you (or a ghostwriter) that are for direct purchase.
- Books or informational products in the public domain (such as that book I gave away that was written by a dead guy! I've also sold many other books he wrote.)
- Resource materials offered by partners you're linked to as an affiliate.
- A selection of books for sale that you have reviewed and recommend; and that you are linked to as an affiliate.
- Downloadable audio and video interviews, or instructional Camtasia videos.
- Reviews of recommended audios or videos you're linked to as an affiliate.

A fast way to stock your bookstore is to become an affiliate with a major distributor such as Amazon.com. These products should directly be related to your niche market.

Another option is to search for content by self-published authors who write about your niche market and sell their written products online. I've done this since the third month I was in business. Not only has it been extremely profitable, but I created some outstanding relationships with other authors who also earned additional profits.

The most profitable option is to create your own books and downloadable audio and video reports, and sell them as "expert content." Some expert authors charge a great deal of money for this; however, before you get to the level where you can charge hundreds or thousands of dollars for a course, you need to be established as an expert.

As Earl Nightingale said many years ago in his original work *Lead the Field*, you can become a nationally recognized expert on anything in about five years. In fact, when I started in 2001, I was an unknown in the world of personal development. But in the span of three years, I achieved international recognition as an expert in several areas of personal development. I believe the Internet has greatly reduced the time Earl was talking about. And knowing what I know now, I feel I could achieve national recognition as an expert in just about any field in one year (if not sooner).

If you create your own unique content, you can use it to generate excitement about your website by using it as an advertising tool. Short reports and excerpts of eBooks can be submitted as articles to article directories, offline and online newspapers, and blogs to be reprinted for the purpose of luring even more business to your site.

#### **4. Generate Advertising Revenues**

Wherever there is Internet traffic, there is the potential to rent that traffic out to other sites. Of course, the downside can be that the businesses borrowing the traffic from your site actually steals your business. Which is why it is important to use good judgment to make sure the business you are renting your traffic to is not treading on your main page product; yet is close enough to still interest your niche market.

The five main ways of generating advertising revenue are:

1. AdSense by Google
2. Selling, renting or trading banners with other businesses on your website

3. Selling, renting or trading classified ad space on your website
4. Selling, renting or trading links from your site to another site
5. Selling, renting or trading advertising links and messages in your newsletters, reports and periodicals you send to clients via email.

I'm not, however, a big fan of this method of generating income, though I know of some people who have generated six-figure incomes utilizing this technique. Why would I want to go to all that effort to get someone to my website just to send them somewhere else? I may be missing a significant amount of revenue, but I'm happy to let it go if it means the prospect stays on my site.

## **5. Selling Internet Services and Tools**

According to Robert Allen, one way to make profits on your site is to sell what are called "picks and shovels" to e-business newbies. Services and tools that are part of the Internet infrastructure are called "picks and shovels" in honor of the individuals who made a fortune selling those tools to gold miners (who didn't always make a fortune!) during the Gold Rush.

It's not that difficult to incorporate the following business-to-business services into your site:

- Web-hosting services
- Website design
- Free clip art or graphics
- Web content such as interactive games
- Marketing advice

- Email addresses (though anti-spamming regulations have made this less attractive)
- Education and training
- Consulting services
- Advertising services
- Your affiliate program(s)
- Computer software
- Email services
- Credit card services

Since e-business is a constantly evolving model, there is always new information to sell, especially to those who require a site just like the one you built for yourself!

## **6. Set Up An Auction**

An online auction is one way to get millions of people who would never consider visiting your site to access your URL simply because they searched for an item that might be featured for sale.

Once you have bought or designed an auction program, you can invite your online database of customers to use it as a platform to advertise things they have for sale. This is also a great way for you to dispose of excess inventory, as well as attract more people than you ever thought possible to your website.

(Please realize that I briefly touched upon these subjects in these past few pages. This is to help you conceptualize your business so you can do the best job possible when it comes to the next step: Getting down to the brass tacks of deploying your plan for e-world domination!)

## **It's Harder To Sell What You Would Never Buy**

**I**t's time to backtrack to the idea of what you're going to sell on your website as I continue my tale of how I generated a six-figure income making money on the Internet.

It's important to note that at that point in time I had no idea what my first successful website would be about. I had no idea what I was going to market. And I had no idea how I was going to do it. All I had was my commitment and passion to pursuing the path of being an Internet entrepreneur.

I spent hours and hours surfing the Internet, not for fun but in the name of market research. I examined all types of Internet sites, industries and interests that seemed to be making others money. As I began to learn more about what different people were doing on the Internet, I looked at my own interests and how what I was observing could be applied to my own budding Internet business.



Why does following your own interests work so well when it comes to setting up a profitable website? For one reason, selling takes passion. Being an enthusiast gives you the strength to get past obstacles and challenges. My personal experience, and in working with many other people, is that if you don't have that passion or belief in yourself, it's easy to ditch it all and walk away. But if you passionately believe in what you're doing, and have a strong urge to excel in that particular area, I believe that alone can propel you over a difficult learning curve.

In my case, I had a long-time passion for personal growth and development. As a man in my early 20's, the first personal development book I read was called *The Magic of Thinking Big*, by Dr. David Schwartz. That very powerful book eventually led me to a deeper interest in personal development.

I then purchased my first audio program, the "Psychology of Winning" by Dr. Denis Waitley. From there it was a natural progression of my passion to investigating the works of Earl Nightingale, Zig Ziglar and many, many other inspirational and motivational authors.

For about a decade I spent hours each week reading, learning and growing. And then for some strange reason, I departed from the study of personal growth for a period of approximately 10 to 12 years.

By the time I resumed my study, my life had headed into a downward spin that would see us evicted from our home, see us lose the last automobile we owned (for more than a year my family's only transportation was a 12-year-old automobile I borrowed from a friend). I didn't have a checking account,

and was so broke I qualified for the Earned Income Tax Credit. And I was buried in a pitiful cascade of personal defeats.

It was a miserable time and a miserable life. Fortunately I had the foresight to realize I had been living by the wrong principles. And that I needed to adopt the principles I had heard Waitley, Nightingale, Ziglar, Rohn, Proctor and others talk about all those years. It was one thing to be aware of their teachings; but putting them into practice with passion was a whole other endeavor.

In more ways than one, the personal development material I absorbed gave me hope and direction. And I believe it literally saved my life. Which leads me to share with you a very important principle about how to decide what you are going to sell and market on the Internet.

Very simply, if you don't know what to sell on the Internet or don't have the faintest clue of what you would like to do, I suggest taking an inventory of your passions. Determine those things you've been excited about or you've dreamed about. Make a list of your hobbies. What do you like to do for fun? What did you love to do as a child or teenager? Meditating on these matters will sooner or later put you back in touch with the things that make you tick!

Once you have found your passion, you will be tempted to stray from it. The energy on the Internet will seem very exciting. You will run across all kinds of sites that promise ways to make huge money by working in topic areas of no interest to you, which may tempt you to ignore your passion and instead "go for the money."

Based on personal experience, I'd like to encourage you to resist that temptation. I believe you significantly increase your odds for success if you can find a niche that truly reflects your passion. Not that you can't make money in things you're not passionate about; I just don't think you would enjoy it as much.

*(By the way, it's 1:15 a.m. as I write this, and I'm not tired. This is not work to me – it's who I am. It's much easier than if this were just a way to earn a living. I've had businesses I didn't have a passion for. And it would have been dreadful trying to find the enthusiasm to work on them at 1:15 in the morning!)*

At that point in my life two things happened. First, I made the decision that I was going to create Internet income. Remember, I had read Robert Allen's book, and my initial goal was to make an income on the Internet that was somewhere in the range of \$10,000 to \$15,000 per year.

And second, I made a decision that I would be working in the personal development area (as that was what I most passionate about). Coming off of a number of years of financial famine, that goal greatly appealed to me. The idea of having a number of streams of income, even though one by itself may not be very large, by putting the streams together I could create a substantial ongoing income.

## “As a Man Thinketh” ...

This next part of my tale describes how I came up with the idea to make money by giving away a book by a dead guy (I just love this idea!).

As I began to analyze successful websites, I realized that a lot of them gave away a free eBook or report. I also realized that was a wonderful way to attract a person to my website and what I was offering.

Today the Internet is awash in all types of eBooks and special reports. Although they don't have the same uniqueness they had in those early days, if you have quality information that people want, you can still use that technique to create interest about your website.

(In fact, a special part of **Getting Rich With eBooks 3.0** program is devoted to some updated methods I've used with eBooks to generate as many as 25,000 new subscribers

in less than 30 days. And earned income of more than \$200,000 in one day!!)

Several months into my research I was driving down the road, and a book that had a great influence in my life popped into my mind: *As A Man Thinketh*, by James Allen.

I had attended a business seminar in 1994, and Charlie “Tremendous” Jones – a favorite guy of mine – was a speaker that day. Charlie said, “You are the same today as you will be in five years except for two things: the books you read and the people you associate with.” Charlie was one of the biggest advocates of reading I’d ever met. And that day he walked the talk by selling a huge bag of 30 to 40 bargain books.

I remember looking at that swollen bag, and saw four or five books I really wanted to read. I figured I could justify the price just for those particular books, and everything else would be a bargain. So I bought the entire bag and took it home. I grabbed the books I wanted to read, and stuck the rest on my library shelf.

Several years later, and now in my 40’s, I pulled a tiny book called *As A Man Thinketh* off of that shelf. I was familiar with the saying “As a man thinketh in his heart, so is he” had come from Proverbs 27:19 in the Bible. But had never bothered to actually read the book.

As I began to read Allen’s book, it captured me in a way like no other has to this day. Since it’s very small, I stayed up all night and read it in one sitting. I would re-read that amazing little, and very powerful, book three times in the first week as it opened truths I’d never been exposed to. It radically altered

my thinking, and it radically altered my life.

While thinking about the precepts of *As A Man Thinketh*, I recalled seeing some websites giving away older books. The year was 2000, and I had become somewhat familiar with public domain work. I knew that any book copyrighted prior to 1923 belonged to the public; and once it went into the public domain it was no longer subject to paying royalties. Which meant that *As A Man Thinketh* belonged in the public domain since the author, James Allen, had first published it in 1902.

I excitedly formulated the idea that I would use *As A Man Thinketh* as a give-away to get people interested in my website and what I was doing.

When I got home, I rushed to my computer to check to see if the domain name “AsAManThinketh.com” was available. When I saw that name had been taken I was momentarily crushed, thinking my great idea had gone up in smoke.

*(Remember what I said earlier about the power of passion? Inspiration from that passion can keep you going through challenges and obstacles when you might otherwise quit.)* In this case I had passion for *As A Man Thinketh*. So I started to dig farther, and found that although AsAManThinketh.com had already been taken, it was no longer an active domain name.

The name had been purchased and reserved to “park”, as have many other popular domain names which have never been used. Someone bought it with the hopes of reselling it at a later point. In fact, during the big dot-com days of expansion that was happening in many cases where someone

would make a nice profit by selling a domain name that was very much in demand.

At this point, I had to take a modest gamble. I had to decide if I should contact the owner of AsAManthinketh.com, and offer to purchase the domain from them. It would have been at what I considered a hefty price since I was not on sound financial footing. Plus, I didn't know what their intentions were for the use of the domain name. So I thought if I contacted them I might be tipping my hand, and began to look at options.

Today there are many different types of domains available. At that particular point of time it was .com, .net or .org. I knew that .net was not as widely accepted as .com; but from my research it appeared that Web surfers would accept it with some credibility. Most importantly, once I found out that AsAManThinketh.net was available I jumped up and down, and immediately purchased the .net domain as well as .org.

So by June of 2000, I had made these definitive steps: I had identified and targeted the area I was going to work in on the Internet. I had a domain name. And I knew I was going to use an eBook version of a classic book to attract interest and visitors to my website. I had some semblance of a business plan!

## How I Became a Student of Success

**A**t that point most people would think they're ready to launch a website. And frankly, that is why a lot of mom-and-pop websites fail.

Number one, they do not have a plan for how they're going to create income from their website. And number two, they don't have a plan as to how they are going to drive traffic to their site.

In my opinion, the reason for the dot-com bust was that you had websites with bells and whistles in which people invested huge sums of money. But they didn't understand that their number one responsibility was to get people to their website to look at what they had. And that all they had to do was build a better mousetrap and the world would beat a path to their door. Well, that's not going to happen.



Mom-and-pop websites fail for the same reason. They think that because they have good content, a good idea or a great looking site, the world is going to come knocking. (It's no different from the real world when, for example, you open a doughnut shop. If you don't do some type of marketing to drive customers to you, you're going to be throwing away a lot of "stale doughnuts.")

My past business experience helped me realize that I needed to spend quality time developing a plan to create income and traffic, and that's what I did for the next six months.

So back I went to my research and surfed the Web for websites in the personal development area. Now that I had chosen the area I was going to focus on, I wanted to learn as much as I could about the different kinds of people who were operating in that niche.

I subscribed to every single newsletter I could find by anybody who was producing or publishing, as I knew it was a tool people used to stay in touch with subscribers and prospects. And that it was an important part of the communications channel. I also knew by studying other people's styles and presentations that it would help to develop my own (which is a very important point. You can develop a large Internet income without having to be a rocket scientist because it's the same model in the offline world. It's merely finding someone who has already been successful, and copying what they do.)

There are specific copyright laws you have to adhere to. You can't rip off somebody's copy and use it for your own purposes. However, you can duplicate their methods and techniques (which is how successful people become successful – by

modeling other successful people).

I am amazed at the number of people who turn their back on a tried-and-true method. And instead try to take some wild idea and hope they can hit a homerun with it. It's a lot safer, a lot more predictable, and a whole lot easier to take something that's been proven to work, and modify it to your personality and purpose.

To put it succinctly, imitation is a great deal more than flattery... it is economical and powerful!

My big "secret" (which is really no secret) is that I've never done anything original on the Internet. Everything I've done has come from studying someone else who has done something successful on the Internet. So if you want to succeed, become a student of great success!

## How To Get Targeted Traffic

**F**rom the time I secured my domain name until I eventually launched my site six months later, I was involved in a period of research where I had two primary goals: First, I had to determine how I was going to get traffic to my website, and how was I going to attract people to see I was offering the free eBook of *As A Man Thinketh*.

Goal number two was to determine how I was going to create income from my website.

There are four primary online ways to get people to your website. Although there are many ways offline, people are discovering that you can use many different methods offline to drive people to online.

You may see someone's website promoted on television, on radio or in newspapers. Direct mail (which I also use) is also

an effective tool to bring people to a website. Putting your website on your business card or the vehicle you use in your business -- anything like that is a cheap, easy way to drive people to your website.

I primarily focused on four online methods, and did a pretty good job with three of them. Here are the four primary methods I utilized for driving people to your website:

## **1. Getting Listed in Search Engines:**

Method one is organic search engines where your site is indexed by a search engine like Google, Yahoo, or BING. When someone enters a keyword, people will see your listing and will click through to your website.

You can't pay Google, Yahoo or BING to improve your ranking in organic search. You can't buy ranking, but you can adopt various techniques and strategies to improve your ranking.

Wikipedia defines Search Engine Optimization (SEO) as "The process of improving the volume and quality of traffic to a web site from search engines via 'natural' (organic or algorithmic) search results for targeted keywords. Usually, the earlier a site is presented in the search results, or the higher it 'ranks' the more searchers will visit that site." A website that is not properly search engine optimized is simply floating in cyberspace like an abandoned spaceship.

A search engine friendly website appeals to tiny robots called "spiders" that comb the World Wide Web (www.), constantly looking for new or updated information.

Talking to robots is not as hard as it sounds. It means knowing a bit about HTML (HyperText Markup Language) and keyword optimization. It entails knowing how to phrase things so that computers understand the language of what you are trying to convey or sell when you submit your site to the search engines.

SEO is not as technical as it sounds. To some extent it involves using your intuition or a solid system to anticipate what your prospects might be looking for every time they use an engine such as Google or Yahoo to search for a product.

The reason it is so important for you to know how to “talk” to robots is because it’s an aspect of website and e-commerce marketing vital to the branding and marketing of your product or service. By doing a few simple things, you can give your website an edge over the competition’s by making your business recognizable to both spiders and potential visitors alike.

If done correctly, a properly optimized site will result in high rankings which can bring tons and tons and tons of traffic to your website. And the traffic is FREE!

One of our students (the founder of enjoyfoiegras.com I previously mentioned) sent me this glowing email:

"I wanted to give you an update on EnjoyFoieGras.com. It's now been a year and four months since we launched the site. As of this week, we now have first-page placement on our most important keyword, 'foie gras', on Google, MSN and Yahoo!

I want to thank you again for the inspiration and ideas you provided that made this whole adventure possible. Not only do we have an (almost) passive stream of income, but we have had a lot of fun learning."

There are a passel of so-called SEO experts waiting to take your hard-earned money on the premise that they can get you a number one ranking. Most are full of bull (or worse), but a few actually know what they're doing. Before you write the check, talk to some real people who have used them to get real results.

(Note: I've spent tens of thousands of dollars on SEO coaching and other SEO strategies. I was one of the very first students of the Internet guru who many acknowledged as a master of SEO. I can tell you what works, what probably won't, and what most definitely won't.

This is one of the critical teachings in our ***Getting Rich With eBooks 3.0 course***. In fact, I'd go so far as to say that this one teaching alone is easily worth many times the cost of the course for what it will save and make you in the long run.)

## **2. Pay-Per-Click Strategy**

The second way that can get traffic to your website is pretty self-explanatory as it's called "Pay Per Click" (for these purposes, "PPC"). Imagine that you can't buy your way into Google, Yahoo or BING organic searches. However, those search engines allow you to set up another program off to the side, top and/or bottom of their existing organic listings. These listings drive people to your website on a performance basis.

I'm sure you've seen these ads a million times on Google. Those little ads that run up the right side of the page rankings (and sometimes on top) are titled on the page as "Sponsored Links" (paid advertisements). People bid on those spots so they can appear high in the PPC listings.

What's attractive about PPC advertising is that you are only paying for advertising and marketing whenever you get a result, which means only whenever someone clicks on your listing and comes to your site. Once they come to your site, it's up to you to convert that prospect into a customer.

The advantage with PPC is you now have a way to measure on a per-visitor, per-unit basis exactly how much it costs to get someone to your website. Then based on how well you do to convert them, you can also assign a cost of conversion. In order to make a profit with PPC, you have to always be testing and evaluating (i.e., "How much did I have to invest in order to earn a dollar from a customer?").

Pay-per-click has to be part of your strategy if you are going to be successful on the Internet, especially early on. It takes six

months to a year or more to “earn” your way into the organic search rankings. With PPC you can receive traffic within minutes of setting up your account. That’s right — within minutes!!

Stop and consider the power behind PPC. First, you have a concrete organic search engine strategy. Either you or a professional have determined what primary keywords are used by people looking for the products/services on your site. You have optimized your site for those keywords so that when someone enters those keywords, you’re going to show up on that first page of Google, Yahoo, or BING.

Now, imagine at the same time you’ve got a solid PPC strategy which has helped you become a top pay-per-click listing. This means that when somebody goes to that page with those keywords, you’re at the top of the organic search and you’re at the top in pay-per-click.

If you’ve done a good job with your descriptions on both your organic search and PPC ad, there’s a great chance they’re going to click through to you. It’s part of a solid search engine strategy. And is going to be a big key to the success of your website if you can master this talent or hire the talent to get it done for you!

### **3. Referral Strategies**

The third strategy for driving people to your website is what I call the “Referral Strategy” (there are many different types of Internet marketing that fall under this category).

Two particular types of referral strategy are to use an affiliate



or a customer referral program. Another key element is known as a “joint venture” (JV) or “partner program.”

Let me explain those three as they’re the primary techniques for a solid referral program:

## **1. Affiliate Programs**

Simply put, an *affiliate program* is “a website agreeing to pay a commission to another website, person, company or whatever for referring customers to them.”

The referrals are generally tracked by some technical methods that may involve a cookie (information your Internet browser remembers to make it easier for you to shop online by remembering the information you type and filling it in automatically next time). Or it may involve a special URL, email address or tag of some kind. The idea is that your I.D. is tracked so that you receive a commission for directing someone to a product or a service on another site.

In its most basic form, an affiliate program is a pay-per-performance (PPP) program where the affiliate is rewarded with a commission for good performance.

Some websites may pay for leads, especially if they have a high-ticket item, as they would prefer quality qualified leads. They may pay an affiliate \$5, \$10 or \$20 for every lead they send to their website. But it always revolves around performance, or you will not get paid.

You can create a legion of your own affiliates from people who are promoting email lists, blogs and/or popular sites (in

essence salespeople who help drive traffic to your site).

(Acquiring an affiliate “army” was one of the key strategies that allowed me to produce a six-figure income from my first website since I was able to put together approximately 1,000 affiliates in less than 120 days. When those affiliates started sending their traffic over to our site to check out our offerings, our sales exploded!)

I’d like to repeat what I said earlier about assistance being available. If you’re feeling overwhelmed, if you’re feeling like there’s too much to learn or you don’t know how you’ll put it all together, there are people that can help you build affiliate programs. And that’s all they do.

You can hire people to manage your affiliate program and recruit affiliates for you. They are generally independent contractors who provide the same services to other websites.

There are all types of strategies you can use. And as with both PPC and organic search engines, it’s important to include a strong affiliate program as a key part of your marketing strategy.

## **2. Customer Referrals**

A second means of referral marketing is through customer referrals. We give our subscribers at [AsAManThinketh.net](http://AsAManThinketh.net) a reward if they send other subscribers to us. These subscribers are people who downloaded the free eBook of *As A Man Thinketh*, and may or may not have bought anything from us.

But they’re on our lists to get our other communications, so

we say to them, “Okay, you’ve enjoyed *As A Man Thinketh*. Now we’d love to send another classic eBook – *Acres of Diamonds*, a phenomenal book written 150+ years ago – to you absolutely free if you’ll refer a few of your friends.”

Once the referral form has been processed, it bounces them over to a page where they can download *Acres of Diamonds*. The system then sends an email from the subscriber to their friends recommending that they download the free eBook of *As A Man Thinketh* (this is called “viral marketing”).

Here’s an interesting statistic: Historically, 33% of all new subscribers at AsAManThinketh.net have come from referrals from existing subscribers!

This type of viral marketing didn’t cost us a dime. And since it was totally automated, it didn’t cost us any time after we set the program up. Yet, one out of every three new subscribers is now coming to us as a result of a referral from an existing subscriber.

That sounds like a pretty powerful strategy (and before you start thinking I must be a pretty smart guy, you should know I pilfered that idea from some other successful people), but it’s not anything original. I might have applied a couple of different techniques other people weren’t using. Frankly, referral programs have been around offline and online for a long time.

It’s just taking proven principles and techniques, and implementing them in an Internet environment. Again, it works both offline and online.

### **3. Joint Venture or Partnership Referral**

The final key element of a successful referral strategy is a joint venture or partnership strategy. The word “joint venture” (or JV) is kind of an Internet buzzword. You’ll hear it used a lot, and it can describe many different situations.

A joint venture might be a one-time occurrence, or an ongoing relationship. There are no hard and fast rules for a joint venture, which is basically whatever the two or more parties agree to for either a short or long period of time.

A joint venture has some similarities to an affiliate program. But in most cases, joint ventures reward the partners much more than you might expect from an affiliate relationship.

Let me give you an example of two ways I use joint ventures. I may have come across or created a hot product that has generated a lot of response from my subscribers. I then go to websites with a similar subscriber base I have a relationship with, and offer them the opportunity to make that product or service available to their list in return for a certain percentage of the profits.

We may agree to provide certain services. Or we may agree to provide the product, and they take care of the actual fulfillment of the product.

Depending on the relationship you have and what you’re trying to achieve, each joint venture is customized. I also do it in the reverse way where I may offer to my list a product or service that someone else provides. And we again determine in advance what our share of the profits will be.

Joint ventures can be created in any number of ways. It's all up to the creativity of the partners; however, good joint ventures rely on sound, solid relationships. Integrity is very, very important in a joint venture – you must do what you say you're going to do.

I have joint ventures with people I've been dealing with almost since I started on the Internet. And we continue to experience great relationships. In fact, some of my best joint venture relationships have come from websites I researched before I even launched my own site.

When you're in the research phase, take notice of those people who have websites and businesses you're attracted to. Eventually you're going to want to contact those people, introduce yourself, and offer the opportunity to create a joint venture.

The more success you have and the more well-known you become, the more joint venture partners will come out of the woodwork.

I have more offers today than I can possibly accept, so I get to choose from the very best. And you will have the same experience when you have a solid plan to create good joint ventures as part of your referral strategy.

#### **4. Social Media Helps Make Information Viral**

When I was first starting out, the fourth and final primary method of driving people to your website became my number one strategy: Grasping the concept that information is viral is

what got my website off the ground.

*(I saved this last point for last, even though it is an absolutely crucial component.)*

The crux of this strategy is that giving away free information encourages others to distribute that information *for* you. There is not one single piece of information you own or have rights to that should not be exploited in some way. This means giving away free eBooks, audios and videos, teleseminars, and showing off parts of your book in ezines, etc.

eBooks are a fabulous viral piece of information. Here are 21 different ways to use your free eBooks:

1. People love to get free stuff, so a free eBook is perfect as it is substantial enough to seem like a real deal! Being offered a free eBook is the ultimate incentive so long as the content is real and valuable. I have seen people throw together awful eBooks which reflects badly on the medium.
2. Give away the full version of your eBook in exchange for testimonials from customers you can post on your website. They can be used as a persuasive tool to validate your expertise.
3. When you write and give away a free eBook, you will become known as an expert. This in turn gains the trust of your customers.
4. Publish your website in eBook format. Put the eBook on a disk or CD ROM; then include it with your direct-

mail packages. This can increase the number of people who buy your products or services.

5. Offer your eBook online as a free bonus for buying one of your main products or services.
6. Allow people to download your eBook for free if they provide the email addresses of three to five friends or associates who would be interested in your eBook. This is one of those ethical “bribes” that can quickly build your email list, and the customer referral strategy I noted earlier.
7. Create a directory of websites in eBook form. List people’s websites in the directory who will agree to advertise the eBook on their website or ezine. This will give them an incentive to give away or advertise your eBook.
8. Allow other people to give away your free eBook. This will increase the number of people that will see your ad in the eBook. You could also include a mini-catalog of the products or services you offer in the eBook.
9. Use the eBook as a gift for those who participate in your market research surveys.
10. Make money selling advertising space in your eBook. You could charge for full-page color ads, classified ads or banner ads. You could also trade advertising space in your eBook for other forms of advertising.
11. Give away the eBook as a gift to your current customers

as a way of letting them know you appreciate their business. Place an ad in the eBook for a new back-end product you're offering.

12. Get free advertising by submitting your eBook to freebie and freeware/shareware websites. This will increase the number of people who will download your eBook and see your ad.
13. Make money by selling the reprint rights to people who would like to sell the eBook. You could also make even more money by selling the master rights, which would allow other people to then sell the reprint rights.
14. Hold a contest on your website so people can win your eBook. You'll get free advertising by submitting your ad to free contest or sweepstakes directories.
15. You will gain valuable referrals from people telling others about your eBook. Word-of-mouth advertising can be very effective.
16. Make money cross-promoting your eBook with other people's products or services. This technique will double your marketing effort without spending more time and money on your part.
17. Increase your e-zine subscribers by giving away your eBook as an incentive to people who subscribe to your e-zine. Allow your e-zine subscribers to also give it away to multiply your subscriber list.
18. Give away the eBook to people who join your affiliate



program. This will increase the number of people that sign up. You could also create an eBook for them to use that will help them promote your product or service.

19. Give away the eBook in exchange for people leaving their contact information. This will help you follow-up with prospects who buy your main product or service.
20. Offer a free eBook that contains a few sample chapters. If they like it, give them the option of ordering the full version which would work just like a software demo or shareware.
21. Divide your eBook and distribute it on a blog or as individual articles. Let other bloggers and ezine publishers use these “articles,” by always including promotion for your site/eBook in the credits section of the article.

The right eBook and strategy can literally create a fortune for you. In fact, in our **Getting Rich With eBooks 3.0** course I give students a nuts-and-bolts look (including the actual emails, Web pages, etc.) at each step of how I created a simple 33-page eBook I used to generate more than \$500,000 in just 60 days.

That’s about \$42 for each word in the eBook (and many of the words were already written for me!). Needless to say, this strategy and complete blueprint of how I used it is worth many times your investment.

## Providing Expert Content

**T**here are a lot of websites on the Internet that are nothing more than article libraries where you can post your articles. Then ezine owners and other interested parties can visit and pull down articles they're interested in.

This has been a well-publicized strategy for raising your search engine page rankings, and for drawing targeted traffic to your site. However, for this to work your content has to be precise. Again, it goes back to sowing what you reap. *If you're willing to put some professional effort into this, then you will reap incredible benefits.*

Here's an important point I want to make: The biggest reason that people are coming to a website... the reason that they'll come to *your* website... the reason they'll come to the site with your articles on it... is because *they're looking for a solution.*

They have a challenge, a problem, a need in their life, and they're looking for a solution. And if you can provide these solutions, you will be successful. If your articles provide real answers, then your articles are going to be in great demand.

The question then becomes, "Vic, I don't know how to write." Or, "Vic, what topic am I going to write about?" Well, if you go back earlier in this book where I talked about why you should choose a topic for a website you were passionate about, this is one great reason to illustrate the importance of that.

If you're passionate about a topic you're probably going to know something about it, you're probably already involved, and you're probably already a student of that topic – whatever it may be.

As I wrote earlier, you can become an expert on a subject in a relatively short period of time. In 12 to 24 months you can become a widely-known expert. In three to four years you can easily become a nationally known expert. And in five to six years an internationally known expert on just about any topic.

(This is one time when I can definitely say I walk my talk. When I started out I was completely unknown in the personal development field. Within three years I was sharing the stage with icons of personal development like Jim Rohn, Bob Proctor, Brian Tracy and Denis Waitley.

Within five years I had a television program on goal-setting being broadcast around the world, and a coaching program with members as far away as Cape Town and Melbourne, Australia. When I look back, I'm amazed at how simple it was. Sure wish I had known that in 1996 when the judge was

throwing us out of our house!)

If you start naturally with a topic you're already passionate about, it's going to be easy for you to jump in and get the information on a topic on which you can become an expert.

Now, what do you do in the meantime? Again there are people on the Web who have experience in writing articles who can research and write articles of great content and quality on your behalf. You'll be amazed at how little they charge for writing professional articles.

One thing I find helpful is to put myself in the shoes of my subscribers or website visitors, and think of some projects I've needed help with. And some challenges and obstacles I've had both in the past and present.

Chances are, there are people who need help with those same challenges and obstacles as well. It's all about being relatable to your audience. The more relatable you can be, the more comfortable your visitors and your subscribers are going to be with your information and your website.

## **A Great Resource: Social Networks**

**T**o the Internet entrepreneur who is in the process of choosing a topic they're passionate about, while gathering people with similar interests and hiring professionals some note should be made of sites like LinkedIn.com, Facebook.com, Twitter.com. And the many social bookmarking sites like Digg, StumbleUpon and many others.

Establishing a presence on these sites is as simple as providing an email and creating a password, yet the benefits can be great. Keep in mind that these days movies, successful or aspiring bands, celebrities, churches, and many potential customers create pages on these sites.

By adding your presence, you are creating an opportunity for your customer to meet you. And it's an opportunity to potentially contract with writers, videographers, and Web designers or whomever your business may require.

In addition, it's FREE! Social networking sites help you connect with people in your field and those with similar interests. These same people or their connections are potential niche customers.

What do you have to do?

- Create a profile
- Update your profile regularly
- Enlarge your network (each time you add a new contact on these sites, your network expands to include all of their contacts).

Keep your profile updated. People visiting your page might need your services or expertise, or are interested in your product. As you become more proficient in your field, include your special skills and accomplishments and refer people to your website. This page can be the actual "site" you choose to use. However, this might be limiting to you as it will probably serve you better as a part of a larger marketing plan.

Spend time on the site. Learn how it works and what it can or cannot do for you and your business. Schedule a time each week to make new connections, update your profile, pictures, and whatever you've placed on your page. Networking sites are user-friendly which makes your page easy to manage.

Facebook is the BIG DOG of social-networking sites with almost one billion members! Or to put it another way, one in seven people walking the planet will be Facebookers. Entire books have been written about this site, so we can do it justice with some important statistics. Suffice it to say, some part of your strategy should include Facebook and other social media sites like Twitter, LinkedIn, etc.

Here are some amazing statistics:

**Facebook:**

- More than 500 million active users
- 50% of active users log on to the site in any given day
- People spend over 700 billion minutes per month on Facebook
- More than 35 million users update their status each day
- More than 60 million status updates posted each day
- More than 3 billion photos uploaded on the site each month
- There are over 900 million objects people interact with (pages, groups, events and community pages)
- More than 30 billion pieces of content (Web links, news stories, blog posts, notes, photo albums, etc.) shared each month
- More than 3 million active pages
- More than 1.5 million local businesses have active pages
- More than 20 million people become fans of pages each day
- More than 5.3 billion fans are created with pages
- Average user has 130 friends
- Average user sends 8 friend requests per month
- Average user spends 55 minutes on Facebook
- Average user clicks the Like button on 9 pieces of content each month
- Average user writes 25 comments on Facebook content each month
- Average user becomes a fan of 4 pages each month
- Average user is invited to 3 events per month

- Average user is a member of 13 groups
- More than 70 translations available on the site
- Top countries using Facebook are the US, the UK, Indonesia, Turkey, France, Italy, Canada, Philippines and Mexico
- More than 100 million active users currently access Facebook through their mobile phones

## **Twitter:**

- More than 175 million accounts
- Number of Twitter users increases at 300,000 everyday
- 3 Billion requests each day generated by 180 million unique visitors
- 95 million tweets per day; that gives around 640 tweets per second
- Twitter's search engine gets 600 million queries every day
- Thursday and Friday are the most active days on Twitter
- 10 to 11 p.m. is the most active hour on Twitter
- Top languages used are English, Portuguese, Japanese and Spanish
- Top countries using twitter are the US, India, Japan, Germany, the UK, Brazil, Canada, Indonesia, Australia and Spain
- More than 70,000 applications have been created using Twitter API
- More than 67% of Twitter messages are in the form of user's current status, private conversation, and links to news and blog articles



## Blogging For Profit

**T**wo of the most exciting ways of providing quality content are in the areas of RSS feeds (known as “Rich Site Summary” or for fun “Really Simple Syndication”) and creating your own blog. I know from the experience that I and many others have had that it can greatly increase your traffic, because it tremendously increases your exposure on the Web.

When blogs first started to appear on the Internet, nobody was really aware of their potential to not only shape and form the nature of the way news is delivered, but also as an effective advertising tool.

Nowadays the blog is more than just an online soapbox for disgruntled cranks, or an Internet diary for lovesick 16-year-olds. It has become one of the most useful, inexpensive advertising tools available to affiliate marketers, niche marketers, and other types of entrepreneurs.

A blog is basically another persuasive marketing tool, just like a Web page, newsletter or a press release. However, unlike old-fashioned Web pages that can require fiddling with a lot of HTML or graphics, you can upload your message quickly to a blog and have it be searchable the same day. This is because blogs are created on templates that are quickly refreshed and indexed by search engines.

The fact that blogs can be easily updated and indexed quickly by search engine spiders allows you to post the “latest” news about your products, services or news stories relating to your business. This shows that you take a personal interest in your business or industry. Plus gives you added credibility as well as serving as a constant reminder to your readers that you are always open for business.

Another advantage is that blogs are inexpensive to set up. In fact, many of them are available for free. MySpace and Facebook offer blogging. I personally use a WordPress blog that can be easily downloaded and installed from [www.WordPress.org](http://www.WordPress.org) for free.

*(If you want professional help setting yours up with some very nice features, contact my friend Brian Groce at [WatershedStudio.com](http://WatershedStudio.com) who has been immensely helpful to me.)*

There is probably no cheaper way to get your advertising message out to an audience than through a blog. They are most valuable for small Internet businesses that can't afford other forms of advertising.

Perhaps the simplest definition of a blog is that of a journal or

serial newsletter that provides fresh content for the reading on a timely basis.

However, what most people don't realize is that a blog is not just a place to put your thoughts or the latest news about your products or services. It is also a journal that can "talk back" as there are usually spaces for individuals to respond to what you have to say and offer feedback. Obviously as a forum, the blog offers more intimate contact with your readers. And is less formal than a press release or the usual tedious customer feedback forms you find on larger sites.

The beauty of writing a blog is that you don't need to own a website to make money writing one. On most blogging sites each entry or post is supplied with its own unique URL, which means that search engines can easily spider and index individual posts. This of course greatly increases your visibility in the search engine indexes. And if your blogs are also linked to your site, it can increase the number of sales.

A blog comes in all kinds of contemporary mutations. They can be served up to the search engines for indexing, or you can attach a password so that only a few chosen individuals can read it. In terms of business, affiliate markets use blogs to share links with potential customers so they can make a commission. Some companies use a blog as a way of introducing new products or offering assistance to customers.

Another essential component of blog content is that it must be up-to-date, just as any news article is. This is also what marketing and advertising experts call "hot content." Cutting and pasting articles from other sites simply won't work because the search engine sites will ignore it. Or you will get

a complaint if the page is indexed in the search engines and the content belongs to someone else. *When it comes to hot content, originality is key!*

Another crucial reason why content must be original and fresh is because on the blogging page, content is arranged in reverse chronological order. The most recent content is presented at the top of the visible page, and provides immediate access to timely topics (the blogs you have just written.)

Another great thing about a blog is that it can be distributed for free through an RSS, Atom, or XML feed that allow readers to subscribe to your entries just like they would a magazine or newsletter. This means that users can subscribe to blog content, which will in turn bring repeat business to your site and increase your chances of the affiliate links inside your blogs of being recreated.

While I'm not going to go into them here, I would suggest that part of your plan must be to get up to speed on blogging.

In our **Getting Rich With eBooks 3.0** course, I extensively cover the simple software methods you can use to set up a simple website from which you can blog and market your eBook or information product. Even the "big guys" have come to regard these software solutions as a powerful marketing tool. If you want to increase your odds for success from the Internet, then make sure you have a solid plan for all of the major methods for driving traffic to your site.

## The Origins of My eBook Empire

While doing my research before I launched AsAManThinketh.net, I had to face a few realities. The first was I didn't have any content, or any product other than *As a Man Thinketh*, which was in the public domain. I wasn't sure that I wanted to take the time to create any content. Remember, my initial goal here was to create \$10,000 or \$15,000 per year as an additional stream of income.

My plan was to create a great selling structure, then put the entire thing on automatic pilot. While I thought there would be a lot of work involved in getting the site off the ground and getting the initial traffic there, I didn't want to heap on the work of creating content and selling products I might have to inventory. I definitely did not want to do that.

As I began to look around on the Internet, it appeared that the best option was to drive traffic to my site to get the free

eBook of *As a Man Thinketh*. Next, I would market products and services offered by various affiliate programs (i.e., the oldest and probably the largest affiliate program on the Web today is Amazon.com).

I thought it would be fairly simple to have some information there about Amazon, and list some books I had read in the personal growth and development areas that I had purchased from Amazon. I also decided to become an affiliate of some other great websites in the personal growth and development areas.

Had I stuck to my initial goal of \$10,000 or \$15,000 per year, then this affiliate program strategy probably would have been a sound strategy. There are in fact people today who earn six-figure incomes, whose sole sources of income are the commissions they receive from various affiliate programs they belong to.

Believe me, this is the exception to the rule. Most people who are depending solely on affiliate commissions receive far, far less. I'll give you an example: I have on average nearly 100,000 visitors coming to my various websites each month. That's a healthy dose of traffic. But if you look at my annual earnings from the Amazon.com affiliate program, they are less than \$2,000 per year. Less than \$2,000 per year!

Given that I don't promote the Amazon program very much because the commission structure is low, there are other affiliate programs I belong to that I promote more heavily. I may earn five to six times more from them in a year than what I earn from Amazon. (And regardless of how little I earn from the Amazon affiliate program, my attorneys would probably

want me to disclaim that I am also an Amazon stockholder 😊)

My point is this: If you're going to create an affiliate commission worth your while, you're going to have to have a decent amount of traffic. It's almost impossible to generate good affiliate commissions on a small amount of traffic simply because the big players pay so low.

Another important point I want to make: There are a lot of people on the Web who have the strategy of simply driving traffic to the affiliate programs they belong to. And that is a good strategy as I've just discussed. However, you have to understand that you still have to provide something of value to your Web visitors.

If you don't offer affiliates anything, if you don't have solutions, if you're not interested in their welfare, what they stand for and in helping them, all you're doing is getting them to an affiliate program's page. And if there is nothing more than a page for them to go to between you and the affiliate, then I can almost assure you that you're going to meet with failure. There are maybe hundreds of thousands of websites that fit in that category, and they are all lying dead cyberspace.

So, if I had started out with a plan to create my income from affiliate commissions, how did I morph into the income model I have today? Before I explain that to you, let me give you another good principle.

*Commitments are made in concrete. Plans are made in sand.* In other words, don't change your commitment; but you may need to change your plan at some point in time. *And*

*to be a successful entrepreneur you need to see opportunity in chaos.*

Very early on, that's exactly what happened to me. A couple of things came together that convinced me to go in a different direction. I had phenomenal success in my first 30 days. And during that period of time I had approximately 10,000 visitors to my website. (In the first 30 days of a newly-launched site, that's a lot of visitors.)

Because I currently have existing sites, I can launch a new site and get 10,000 or more visitors the first month. I can drive traffic from other sites, as well as understanding better how to turn pay-per-click into quick traffic, etc., etc.

But for a new site, a new person starting out on the Web, 10,000 visitors in the first month was pretty healthy. So that was one thing that happened.

At the same time, I had 4,000 people download our eBook and become subscribers in that first month, so I started crunching the numbers. That would mean 50,000 the first year and 100,000 after two years. I realized that in the first 30 days my idea was pretty popular, my idea was something that was accepted, and my idea had something of value that had marketplace appeal.

The second thing that happened was I had people who had downloaded the eBook who emailed and asked if there was other information like *As a Man Thinketh*. Were there other books by James Allen? Were there other materials I could



provide them with so they could further investigate this type of inspirational literature they loved so much?

Well, of course at that time, *As a Man Thinketh* was the only product I had. But that led me on a search for some other material. And I came to realize as I observed the marketplace (which is an important principle) that there were other products I could provide that audience.

After the first 30 days, I took a look at my commission earnings from the various affiliate programs I belonged to. And realized that I would most likely meet my goal of \$10,000 to \$15,000 dollars in that first year just from an affiliate program income.

However, I also realized there was a lot more income to be made if I could provide my curious customers with other eBooks or products. So I developed an entire strategy to market eBooks to the same audience that had downloaded my *As a Man Thinketh*.

Which brings me to my next topic...

## Using Email Lists to Create Long-Term Income

**A**fter the early success of *As A Man Thinketh*, I knew that as a beginning, though successful Internet marketer, my number one business goal was to build long-term income from the Web.

To build long-term income you must build an email list. (I am known for my business mantra of “He [or she] who has the biggest list, wins!”) It was all about how many people I could put on my subscriber list; then move as many of those as I could to my customer list.

When people began to download my eBook, I asked them for their first name and email address. *In fact, nobody should ever leave your site without you first getting their email address.*

If you have something of value, people are willing to give you

their email address. However, as spam has become such a problem, people are a lot more reluctant to share that. But they will do it in a heartbeat if you have something worthy to offer.

Let's stop and consider for a moment why it's so important to build a list. We know you're going to do a good job using the four primary methods we discussed earlier to drive traffic to your website. And let's say that that develops into 10,000 unique visitors a month to your website. Now, although 10,000 visitors may seem rather modest, quite honestly that's far more visitors than most websites will ever see. In fact, many websites won't see 10,000 in a year.

If you don't have a solid list-building strategy, here's what usually happens: Most of those 10,000 visitors will not buy on their first visit to your website, regardless of what you're offering, or regardless of how good a deal it is. You may be offering them a product they're already familiar with. But it's not a question of whether or not they trust the product – it's a matter of whether or not they trust the website.

See, they're not sure that you even exist. You may be some fraudulent scheme thrown up to collect their money or credit card information. There are unfortunately a lot of scams on the Internet. So before most people are going to buy, they have to have trust in you and what you're doing. Which is why it's so important to provide them with valuable content, and that's one of the first ways you begin to establish a relationship with them.

If they come to your website and don't buy on the first trip, and there's nothing to bring them back at a later date, you'll never see them again. Whatever money and effort you spent

to get them there is, in my opinion, wasted. By collecting their name and email address, you can place them on a list so that you can communicate with them further and begin to nurture the relationship.

*Developing your own list of targeted potential customers is the most important marketing strategy you can use.* If you're not collecting the email addresses of your potential customers, you're literally guaranteeing your failure as an entrepreneur.

Opt-in lists provide you with the ability to create a targeted list of potential customers to which you can advertise on a continual basis. You will have a direct pipeline of communication to your customers, which of course is also your direct pipeline to profits!

Remember Zig Ziglar's quote: "You can get anything in life you want, if you help enough other people get what they want"? If you have that attitude toward your list and the people you'll serve, you'll be amazed at the results.

If you have a website that does not have some kind of method to collect names and email addresses, and you simply rely on the traffic that shows up at your site, you'll have no means to reach out to those visitors. And in my humble opinion, you have committed an Internet mortal sin.

The financial bottom line is this: If I had to rely solely on the traffic that comes to my website on a daily basis, I would be leaving seven-figures in sales every year on the table. As far as I know, every other Internet success would attest to the very same principle. How have I done more than \$200,000 in a day? Well, it wouldn't have happened without a LIST!

There are several obvious ways I could use my list once I've begun to build it. First, I can send potential customers special offers that I come across or create. Or I can use the list to send joint venture offers that will drive them to someone else's offer, where I'm going to share in the profits.

But because I'm kind of a lazy person at heart, I decided to use my list in another way by automating the offers to my list. In other words, when someone downloads my eBook, they're instantly going to get a return email from an auto-responder I set up.

Today there are very sophisticated autoresponders or "autosponders" available. You can program them in a number of ways, you can measure responses, and there are many types of tracking you can do.

I created a list of messages. Even better, each of those messages is a marketing message selling a different product or service. Over time I also tested different response times, mailing times, subject lines, body copy and all types of other variables. (It's important to understand that one of the *key things* in any type of marketing is you must continually test, measure the results, take the best, and then test again).

For instance, on day three of my *As A Man Thinketh* autosponder, subscribers received a message promoting our "James Allen Trilogy." On day 7, our "Goals" program; day 12, the *Attitude is Everything* eBook; day 20, our new *As A Man Thinketh* study program. And so on.

I created and tested these messages, and put them in the autosponder. It's been five years or more since I've touched

some of those messages as they keep working for me. *If it ain't broke...*

Since that time they've been served up 24/7, 365 days a year, as people come onto our list. They get served up while I'm sleeping; they get served up while I'm playing. They get served up whether I'm or out of town, in or out of the country.

I remember a number of years ago when I was driving through Oklahoma and Texas and saw these funny-looking machines – sometimes literally sitting in people's yards – and noticed they were rotating pump arms. At first I couldn't figure out what they were.

After seeing them repeatedly, I ascertained that they were pumping oil, and wondered how many people had become wealthy because of them. How many college educations had been paid for? How many people had retired early? How many dreams were actualized because of those constantly pumping mechanical arms?

I made a vow to myself that one day I was going to find a source of income that made money for me 24/7 regardless of whether I did anything or not. I finally found my oil wells in a great list and autosponders!

There are many powerful ways to build your subscriber base. However, we'll only focus on a few of the best:

1. Place your subscription information in your signature.
2. Place a sign-up box on every page of your website.
3. Offer a free gift just for subscribing.

4. Write articles and include your subscription information within your bylines.
5. Create and distribute free eBooks with your subscription form on each page.
6. Provide a free service, and require those using your service to agree to receive your publication.
7. Create a subscribers-only site with special resources, content, or downloads.
8. Create and submit a contest to all of the free giveaway sites. Place your subscription information on your contest page.

If you're not collecting your visitor's email addresses, don't wait another day to start. *Opt-in lists are the most powerful marketing tool on the Internet.*

When you finish the **Getting Rich With eBooks 3.0** program you're going to be armed with an opt-in marketing strategy where can earn you six-figures, seven-figures, and believe it or not even more every year. I know of one marketer who does more than \$100 million a year primarily through email marketing.

Which is the biggest reason you should reserve your own copy of **Getting Rich With eBooks 3.0!**

## Success Unexpected In Uncommon Hours

If you're a novice at Internet marketing, then you should expect to do your due diligence (which applies to any field you're in). You have to become more knowledgeable and educated.

As I pointed out in previous chapters, you don't have to have all the skills necessary to build a profitable website. Because you can purchase all the skills you'll need by using the services of others.

However, as the CEO of your company, you're going to have to have a basic understanding of the business you're involved in. And of course, the more work you do for yourself, the more important your advanced knowledge base becomes.

Either way, you need to become a lifetime learner. Commit



now to do that. Commit to invest the time and the money it takes to become a master Internet marketer.

Let me repeat an important caution I noted in the beginning of this book. The Web is overrun with people selling information on how to make money on the Internet. In the vast majority of cases, people who are selling the information have never sold anything except information on how to make money on the Internet.

If you find a course or a program you're interested in, check out the author. Would you take legal advice from someone who wrote a book about the law based on time spent watching lawyers on CourtTV? Of course not. As the expression goes, "Show me the money!" What is their experience selling real products and services?

The final and single-most important point I want to make has to do with success – whether it be online, offline, in relationships or whatever you do. And is in my opinion the most important point I can make about success in life in general.

To make my point, I want to use an excerpt from a presentation I frequently make to live audiences:

*"You can't be a dream maker until you stop the dream takers. You have to change your attitude toward failure.*

*In 1966, Maxcy Filer took the California bar exam when he was 36 years old and he failed.*

*He took it again and he failed. He took it again*

*and again and again and again, and he failed.*

*He took it in Los Angeles, he went to Riverside, he took it in San Diego, he took it in San Francisco. He took it everywhere in California where they offered it, and he failed.*

*He took it when his kids were still at home. And as each one of his sons took the bar exam he took it with them. And he failed.*

*One of his sons became an attorney. Maxcy went to work for him as a law clerk, took the bar exam and failed.*

*At an age when most people are thinking about retirement, Maxcy Filer was still taking the California bar exam.*

*After 25 years, more than \$50,000 in testing fees and 144 hours spent in testing rooms, Maxcy Filer took the California bar for the 48th time, and he passed! He was 61 years old then, and he's now an attorney in California.*

*You have to change your attitude toward failure.*

*Maxcy Filer never saw a single one of those setbacks as the end of the dream. It was just a lesson to be learned, it was just another step. How many of you would have quit at the fifth time, the tenth time? How many people take the bar three or four times, don't make it and quit?*

*You have to change your attitude toward failure. It is perhaps the single biggest dream taker outside of what's going on in your brain. John Maxwell has an outstanding book; I encourage you to get it if you haven't read it, Failing Forward. This is a phenomenal book about failure and how to handle failure."*

So there you have it. I began describing my Web experience by describing my very first experience, which was a failure. And I'll end it by telling you the importance of persisting, despite failure.

I would like to offer to you my life's work, the incredible success that has come of all my lessons as a budding Internet entrepreneur. My **Getting Rich With eBooks 3.0** can save you more than a few stumbles and falls on your way up the mountain to supreme Internet success.

The first thing to understand is this is not a typical home-study course. If you think about boot camp, you'll think about a drill instructor. And that's what my purpose is for the course (though I promise not to be demeaning and nasty like some D.I.'s have a reputation for). I do promise, though, that when you finish the course you're going to have a very different view of what you can accomplish with Internet marketing.

I also promise to pull the curtains back, so to speak, and let you see inside my business model. In fact, Christopher Guerriero, who is a phenomenally successful Internet marketer and attended the event where one of our home study courses was recorded, was stunned by how much we were willing to reveal: "I've been on stages around the world with all the top

internet marketers, and I've never heard any of them share as much about their businesses as Vic did."

I believe that when you see how simple it is (remember I said "simple", not "easy"), you'll understand why anybody can duplicate this model. You'll expand your thinking and vision by looking directly inside my business model and seeing exactly what I'm talking about.

So stop and think about this comparison: Several years ago my fiancée (now my lovely wife, Lisa Leguenec) sent me an old family recipe for oatmeal pancakes. I love pancakes and I love oatmeal. And these oatmeal pancakes are incredible -- I've made them many, many times.

Now, if I allow you watch me make oatmeal pancakes in my kitchen, I'd let you take as many notes as you wanted, and ask questions as we went along. Then on top of that, if I gave you a copy of the recipe I used, do you think you could make great-tasting oatmeal pancakes, even if you've never even been able to boil water before?

Well, I think you know the answer to that. And that's exactly what I've designed the **Getting Rich With eBooks 3.0** to be: Time with us in the "kitchen" where we take you behind the "closed doors" of our websites to show you what we do.

I hope you've enjoyed this behind-the-scenes inside look at how simple it is to create a six-figure income from the Internet. And I really hope that I'll hear from you in the future, and you'll keep me posted on your progress.

**You CAN do this — I know you can!**

I want to leave you with one of my favorite expressions that my life has mirrored from Henry David Thoreau (another dead guy): “If one advances confidently in the direction of his dreams, and endeavors to live the life which he has imagined, he will meet with a success unexpected in common hours.”

**I wish for you success unexpected in common hours. I wish that you too will live your dreams. And I wish for you the very best in all you do!**

# Get your **FREE DVD** that shows you the six simple steps to creating a passive eBook income

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