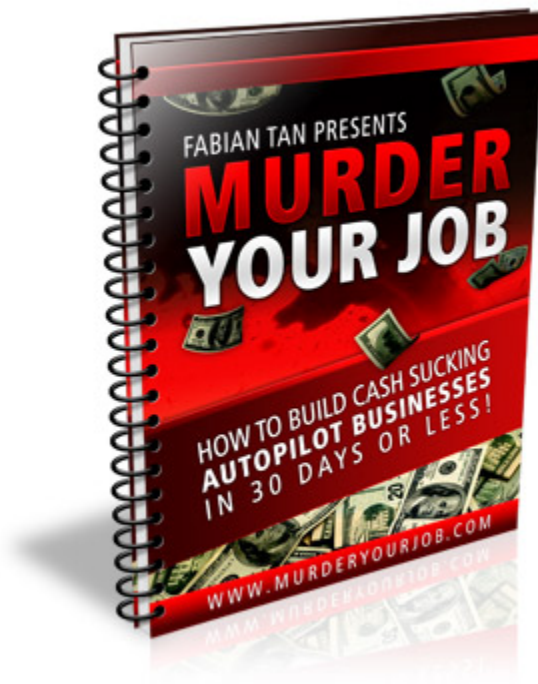


# “Murder Your Job”

2009 Edition



How To Build Cash Sucking Autopilot  
Businesses In 30 Days Or Less!

By: Fabian Tan

[www.MurderYourJob.com](http://www.MurderYourJob.com)

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### Introduction: Purpose And Benefit Of This Report

First of all, I want to thank you for downloading 'Murder Your Job'.

This is your step-by-step **personal blueprint** to generating an honest Internet income for the long-term.

Owning your own Internet business is one of the greatest things in the world...

As you may already know, it does not take a lot of money to start your very own online business. Unlike in the "real world" where starting a business can and usually does require thousands of dollars in start-up money!

More and more people are buying products off the Internet every single day. In fact, hundreds of millions of people all over the world spend billions of dollars buying products off the Internet.

In most cases selling information products on the Internet provides a lucrative passive income. Once your website is set up, you can pretty much put it on autopilot and spend only half an hour a day checking to see how many sales you've got and answer a few emails.

Here's a list of some of the benefits of running an online business:

- Your business is open 24 hours, 7 days a week and 365 days a year.
- You can potentially target a worldwide market, all of more than 1 billion people who are currently online.
- You would not need to hire employees in most instances.
- The cost of overhead is extremely low compared to a brick-and-mortar business.
- In some cases, you do not even need an inventory. Your products can be delivered digitally, giving your products almost infinite distribution.

This report will give you a step-by-step plan you can start with today on a very small budget. I will also show you how to come up with your own great business ideas pretty much any time you want.

The great thing about starting a business on the Internet is that you don't have to spend a ton of money.

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Because if you spend a gazillion dollars starting an online business, you first have to make that money back...before you make any profits.

Almost all of the businesses I have created cost me less than a hundred bucks, and the most I have ever spent on creating an online business is under a thousand.

So where do we begin?

It's hard isn't it? Knowing just where to begin when you're new to the whole online selling game. With so many others already earning money and touting the praises of their methods, where exactly do you begin?

Many "newbies" give up before they've really begun. That's due in part to the unrelenting maze of courses, ebooks, and other assorted sources available as soon as you log in! It's confusing. Who's right? Who's wrong? And who's in it just to make a quick buck from the inexperienced?

This report will point you in the right direction.

## **Getting The Most From This Report**

You are reading this report because you want to learn how to profit from the goldmine that is the Internet. And you don't want to spend a lot of money trying to get things right. With that in mind, I have made this the complete starter course for your online business learning.

To get the most of this report, follow these simple steps:

### **Keep connected to the Internet.**

There are many useful links in here that will help you in building a profitable Internet empire. To take advantage of these resources, stay connected to the Internet.

These resources will save you lots of time and money, allowing you to concentrate on other aspects of your business!

### **Read the course from front to back.**

You don't want to miss any important information in your quest to make money online. Knowledge is power, and that statement applies nowhere more so than the Internet!

One thing you should do is to print out the entire report and devour all the great information.

### **Take action immediately!**

Set goals and act on achieving them! Success is achieved by those who acted on their ideas and had a very focused goal.

Create a plan and then act on it. By having a plan, you will find managing your online business much easier.

With that, let's dive straight in...

## Set Your Income Goals

If you fully intend to achieve your goals, you should perceive goal setting as an extremely powerful process of personal planning! Goal setting should not be taken lightly because your journey to success starts with the goal setting process.

Your goal is yours and yours alone to make!

Set some goals now:

In 3 months, my goal is to be making \$\_\_\_\_\_ a month.

In 6 months, my goal is to be making \$\_\_\_\_\_ a month.

In 12 months, my goal is to be making \$\_\_\_\_\_ a month.

In 2 years, my goal is to be making \$\_\_\_\_\_ a month.

In 5 years, my goal is to be making \$\_\_\_\_\_ a month.

I suggest you don't miss this important step. The very act of typing or writing down your goals is a **very strong affirmative action**. Review your goals from time and time and make adjustments to them based on your progress in your online business.

## **The Secret To Online Success**

There are 5 key areas you need to constantly maintain if you want to succeed online.

Those 5 key areas are

**1) Product or Service**

**2) Lead Generation**

**3) Conversion**

**4) Administration**

**5) Education**

Let's start with **Number 1, Product Or Service.**

You must have some sort of product or service online that a fair amount of people would be interested in to make any money.

You might have a hobby you would like to make money from like, polishing brass, I don't know, but a hobby like that will probably not have a very big market online to sell too.

This product could even be an affiliate program you are promoting. I talk more about affiliate programs in **Step 1.**

Some of the most profitable sites on the Internet are those with one single page of writing. Exactly like the page you got this ebook from!

**Number 2 is Lead Generation.**

Being able to contact prospects and customers anytime you want without spending a fortune in the process is one of the great things about marketing on the Internet.

Once you have those leads, you can contact them again and again for practically nothing. It doesn't even need to take up your own time, you can use autoresponders to do the work for you.

Having an email list full of people who are dying to know about your product or service is like having money in the bank.



### Number 3 is Conversion.

This is one of those things you tweak along the way. If your website or emails are only converting at 1% then that's ok, it's something you can improve on.

For instance, if you get 100 customers to your website and you have a 1% conversion rate, you will only make 1 sale. If you have a conversion rate of 2% you double the amount of sales you get and the amount of money you make without having to get any more traffic or even spending any more money.

Try and get the most out of what you have. It really is the simple things that count and if you do them right, everything else falls into place.

### Number 4 is Administration.

This is something I struggled with. People fail to realize that an Internet business is just like any other business and needs to be run the same way.

There is bookwork, emails, finances, expenses, you name it, and it's there. While this might be mundane, it needs to be done. If you don't want to do it, hire someone to do it for you!

### Number 5 is Education.

I spend thousands every year on books, tapes, seminars.. you name it. You need to be able to keep up with what is going on. Just like a doctor has to read medical journals, you need to keep up to date with the latest marketing techniques and news that will affect you in some way.

No one knows all there is to know about running a business online, that's why testing and tracking are crucial. As much as reading is important, just **doing something** will make all the difference to your business.

## The Power Of Diversification

To earn enough and to create enough security for your income to keep coming through, we do what the stock brokers advise, which is 'diversify'.

**Creating multiple streams of income not only reduces your risk, it gives you a chance to multiply your revenue!**

Diversify your money-making efforts throughout the Internet. Have your hand in all the viable opportunities to make money, which I will discuss throughout this course. If one income stream was to disappear, you still have the others.

By creating a number of income streams, you could be creating a residual income business that pays you for the rest of your life for work done only once. This is especially so when you create a popular ebook or join a network marketing company. You get paid for the rest of your life for work done only once.

Why is residual income important? Well, look at all the rich businessmen! Most, if not all, of their income comes from residual income. By creating assets that bring in residual income, the rich often don't have to spend much time on these assets after a while, because they are bringing in income even without the owner's presence.

What then happens?

With more time, the entrepreneur is then able to create more assets that produce even more residual income, and he repeats the process almost *ad infinitum!*

Now we shall move on to the real business: **exactly** how to make mega wads of cash online!

## Step 1: Leveraging The Power Of Affiliate Marketing – The Quickest And Easiest Way To Start Making Money Online

### What is Affiliate Marketing?

Affiliate businesses are probably the easiest to start.

Have you ever recommended a product to your friends, family members or co-workers? Perhaps the latest gadget, jersey or gardening tool?

If you have, you understand the power of referral marketing. Which is really another name for affiliate marketing.

Now imagine if you get paid for each and every referral. Imagine if you get paid a commission every time your friend buys the service or product you recommend! This is the philosophy behind affiliate marketing.

Affiliate marketing is currently the fastest growing business model on the web. However, it still remains a secret in many quarters. It is an "invisible business" where lots of money is made.

Companies and merchants love this model because their profit margins are extremely high; they do not have to spend any money on advertising. Their affiliates are acting as their sales force.

Now, wouldn't you want to be different from the rest of the population? Wouldn't you want to be paid for your marketing efforts? Rather than helping a big company get rich everyday through your recommendations, you can get a piece of the pie too.

So, what exactly *is* Affiliate Marketing?

To sum it up, **affiliate programs or associate programs are revenue sharing arrangements where companies pay people commission for sending them customers.**

You are paid a commission if the person buys a product or service, (Pay Per Sale - Most Popular Option), clicks on an affiliate link (Pay Per Click - Less popular due to fraud) or simply fills out a form (Pay Per Lead - Also Very Popular).

Basically affiliate programs are programs that enable you to sell other people's products for a percentage of the sale. To see a comprehensive list of affiliate

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programs you can join, visit <http://www.associateprograms.com/>. You can virtually sell anything online now thanks to affiliate programs.

Places which list affiliate programs and provide management tools for these programs are called affiliate directories.

Here is a list of some of the most popular directories:

[Commission Junction](#)

[Linkshare](#)

[Clickbank](#) (for digital products only)

[Performics](#)

### How To Select The Best Affiliate Programs To Promote

So you have decided to start promoting an affiliate program. Which ones will bring you the most profit? Which one will give you the best return on your investment?

When I started, I just searched through places like CJ.com and Performics.com without any idea of what kind of program I wanted to promote. This led me to have what they call an "information overload", as I simply could not decide what program would suit me.

Well, to build a house you need a plan, and this is no different. Before you choose an affiliate program, do your market research. What are online buyers buying? What is the current hot trend? Everywhere in the newspapers, magazines and online you will find this information.

Ask questions first before you join an affiliate program. Do a little research about the choices of programs that you intend to join into. Get some answers because they will be the deciding point of what you will be achieving later on.

**Will it cost you anything to join?** Most affiliate programs being offered today are absolutely free of charge. So why settle for those that charge you some dollars before joining...

**When do they issue the commission checks?** Every program is different. Some issue their checks once a month, every quarter, etc. Select the one that is suited to your payment time choice.

Many affiliate programs are setting a minimum earned commission amount that an affiliate must meet or exceed in order for their checks to be issued.

**What is the hit per sale ratio?** This is the average number of hits to a banner or text link it takes to generate a sale based on all affiliate statistics.

This factor is extremely important because this will tell you how much traffic you must generate before you can earn a commission from the sale.

**How are referrals from an affiliate's site tracked and for how long do they remain in the system?** You need to be confident on the program enough to track those people you refer from your site. This is the only way that you can credit for a sale.

The period of time that those people stay in the system is also important. This is because some visitors do not buy initially but may want to return later to make the purchase. Know if you will still get credit for the sale if it is done some months from a certain day.

**What are the kinds of affiliate stats available?** Your choice of affiliate program should be capable of offering detailed stats. They should be available online anytime you decide to check them out.

Constantly checking your individual stats is important to know how many impressions, hits and sales are already generated from your site.

Impressions are the number of times the banner or text link was viewed by a visitor of your site. A hit is the one clicking on the banner or text links.

**Does the affiliate program also pay for the hits and impressions besides the commissions on sales?** It is an added option that impressions and hits are also paid, as this will add to the earnings you get from the sales commission. This is also called Pay Per Click affiliate marketing as mentioned earlier.

This is especially important if the program you are in offers low sales to be able to hit the profit zone.

**Who is the online retailer?** Find out whom you are doing business with to know if it is really a solid company. Know the products they are selling and the average amount they are achieving.

The more you know about the retailer offering you the affiliate program, the easier it will be for you to know if that program is really for you and your site.

Also look at the merchant's sales page. Look at the sales copy, the graphics and the overall ambience. On a scale of 1 to 10, how likely are you to buy?

**Is the affiliate program a one tier or two tier program?** A single tier program pays you only for the business you yourself have generated. A two tier program pays you for the business, plus it also pays you a commission on the sales generated by any affiliate you sponsor in your program.

Some two-tier programs are even paying small fees on each new affiliate you sponsor. More like a recruitment fee.

**Lastly, what is the amount of commission paid?** These can range from 4% for popular products on Amazon to 75% for information products like ebooks, membership sites and software. Anything above 75% means the product is probably not desirable at all and extremely hard to sell.

5% - 20% is the commission paid by most programs. If you find a program that also pays for impressions, the amount paid is not much at all. As you can see from the figures, you will now understand why the average sales amount and hit to sale ratio is important.

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These are just some of the questions that need answering first before you sign up for an affiliate program. You should be familiar with the many vital aspects that your chosen program should have before promoting them into your website.

Try to ask your affiliate program managers these questions. They can help you select the right program for your site.

### Two Ways To Approach Affiliate Programs: The Slow Track And The Fast Track

There are two ways to promote affiliate programs. You can choose the slower track, which is to build a content-rich site that will attract lots of visitors, hence making lots of sales from your affiliate links. (A resource which will help you achieve this is the [Super Affiliate Handbook](#) by Rosalind Gardner) This is a highly effective and proven strategy for generating consistent passive income.

The other way, the fast track, is to promote these programs without even owning a website. How do you do that?

Easy! Simply set up a Google Adwords Pay Per Click account for US\$5 (you will need a credit/debit card for this). Do a search on eBay or Google to get Adwords coupons. Adwords is where you will advertise your affiliate link.

Pay Per Click (PPC) search engine marketing is just what it sounds like. Rather than paying for your ads to be displayed, you pay only when someone clicks on your ad.

**Note:** The amount you pay per click depends on how much you bid per keyword. The higher you bid, the higher your ad appears in the results – and the more you pay each time someone clicks on your ad.

Google AdWords is perhaps the most well-known pay per click search engine, but Yahoo!, MSN and many smaller search engines also offer PPC ads. All of these PPC search engines basically work the same:

The user enters keywords and a list of organic search engine results appear. Alongside those organic results are sponsored ads – those are the PPC ads.

Here's how to create a compelling ad that gets clicks in 3 steps:

#### 1) **CHOOSE good keywords.**

If you do your keyword research (more details on page 25), then you already know what sorts of words your market uses to find you. Now you can take this list of keywords to the PPC search engines like AdWords, plug them in, and get an estimate of how much traffic you can get from these words and how much you'll need to pay for this traffic.

If you're just getting started with pay per click advertising, bid on the lower range of bids. That way you can test your ad, your landing page, and your autoresponder series (backend marketing) without spending a fortune.



**Note:** The more specific your keywords, the better quality of traffic you'll have coming into your site!

**Example:** Someone who's searching for "dog training" could be seeking out any number of topics such as house training, obedience training, hunting dog training, agility training, flyball training, guide dog training... and so on.

If your site teaches hunting dog training and you get people coming in looking for flyball training, you won't have a high conversion rate.

To avoid this, simply bid on very specific keywords.

**Example:** Choose long-tail keywords that reflect your site such as "*how to teach a duck retriever dog.*"

### 2) **CREATE "clickable" ads.**

Your next step is create ads that get attention and get clicks.

That means you need to create headlines and short ads that promise benefits and, ideally, arouse curiosity.

As you create your ads remember that all copywriting rules apply.

But also remember this:

#### **Your ad is to get clicks. Period!**

You see, some ad writers believe that the purpose of your ad is to sell something to the prospect. But because an ad is only three lines long (one line for the headline and two for the ad itself), there simply isn't enough room to properly sell anything to anybody.

Instead you should use your ad for these purposes:

- **The headline is to get attention.** Since you have something free to offer the reader (some freebie or solution to a problem via your newsletter), you may use the trigger word "free" in your headline.

But again, you don't have to sell anything in your headline. Your headline's sole purpose is to attract attention and get the person to read your short ad.

- **The ad's purpose is to elicit a click through.** To do this, your ad should promise a benefit and arouse curiosity.

Here's an example of a short ad that gets attention and gets clicks:

[Lose Weight FREE!](#)

Dieting and exercising suck.

Here's a better way to burn fat!

[www.yourwebsite.com](http://www.yourwebsite.com)

**The headline** gets the attention of everyone seeking to lose weight, plus it promises something for free.

**The second line** is unusual in that it uses the word “suck.” Although words like that shouldn't be overused, throwing them in from time to time can get attention and hold the reader's interest.

Finally, **the third line** promises a benefit (“a better way to burn fat”), but it also arouses curiosity since it doesn't tell the reader any more details. It leaves the reader thinking, “what's a better way to lose weight than diet and exercise?”

And with a “click” the reader is sent to your affiliate link...

Perhaps the biggest advantage of becoming an affiliate is that you do not need your own product! All you need is a way to send traffic to other people's websites and 'boom', you have started your own business!

Here are a few more guides that go into more detail about this method to making money with affiliate programs:

[Google Cash](#)

[Google Profits](#)

[Clickbank Profit Machine](#)

### **The 3 Things You Need To Do To Succeed As An Affiliate Marketer!**

Every affiliate marketer is always looking for the successful market that gives the biggest paycheck. Sometimes they think it is a magic formula that is readily available for them.

Actually, it is more complicated than that. It is just good marketing practices that have been proven over years of hard work and dedication.

There are tactics that have worked before with online marketing and is continuing to work in the online affiliate marketing world of today. With these top three marketing tips, you will be able to make sales and crazily profit from your affiliate marketing business.

What are these three tactics?

**1. Using unique web pages to promote each separate product you are marketing.** Do not lump all of it together just to save some money on web hosting. It is best to have a site focusing on each and every product and nothing more.

Always include product reviews on the website so visitors will have an initial understanding on what the product can do for those who buys them. Also include testimonials from users who have already tried the product.

Be sure that these customers are more than willing to allow you to use their names and photos on the site of the specific product you are marketing.

You can also write articles highlighting the uses of the product and include them on the website as an additional page. Make the pages attractive, compelling and include calls to action to get readers to act!

Each headline should attract the readers to try and read more. Highlight the special points and benefits of the product. This will help your readers to learn what the product is about and will want to learn more.

**2. Offer free reports to your readers.** If possible, position them at the very top of your page so it they simply cannot be missed. Try to create autoresponder messages that will be mailed to those who input their personal information into your sign up box.

According to research, a sale is closed usually on the seventh contact with a prospect.

Only two things can possibly happen with the web page alone: closed sale or the prospect leaving the page and never return again. By placing useful information into their inboxes at certain specified period, you will remind them of the product they thought they want later. Be sure that the content is directed toward specific reasons to buy the product.

Focus on important points like how your product can make life and things easier and more enjoyable. Include compelling subject lines in the email. As much as possible, avoid using the word “free” because there are still older spam filters that dump emails with 'spam trigger' words like those into the junk email folder before anyone even reading them first.

**3. Get the kind of traffic that is targeted to your product.** Just think, if the person who visited your website has no interest whatsoever in what you are offering, they will be among those who click away and never come back.

Write articles for publication in ezines or article directories. This way you can locate publications that are focusing on your target customers and what you have published might just grab readers' interest.

Try to write a minimum of 2 articles per week, with at least 300-600 words in length. By continuously writing and submitting these articles you can generate as many as 100 to 200 targeted readers to your site in a day.

Always remember that only only a small percentage of visitors are likely to buy your product or get your services. If you can generate as much as 1,000 targeted hits for your website in a day, that means you can make 10 sales based on a relatively average conversion rate of 1%, and 20 sales with a conversion rate of 2%.

The tactics given above does not really sound very difficult to do, if you think about it. It just requires a little time and an action plan on your part.

Try to use these tips for several affiliate marketing programs. You can end up maintaining a good source of income online.

Besides, think of the huge paychecks you will be receiving...

### A Glimpse Inside A 1448% Return On Investment Campaign

I know you may be wondering if anybody is making a single cent online from affiliate programs. Well, all I can say is, I'm living proof that there is money exchanged everyday, lots of it.

You are going to get an insider look today into just one of my affiliate marketing campaigns.

First, I will show you my costs of advertising for today, 24th of December 2008 (Eastern Time).

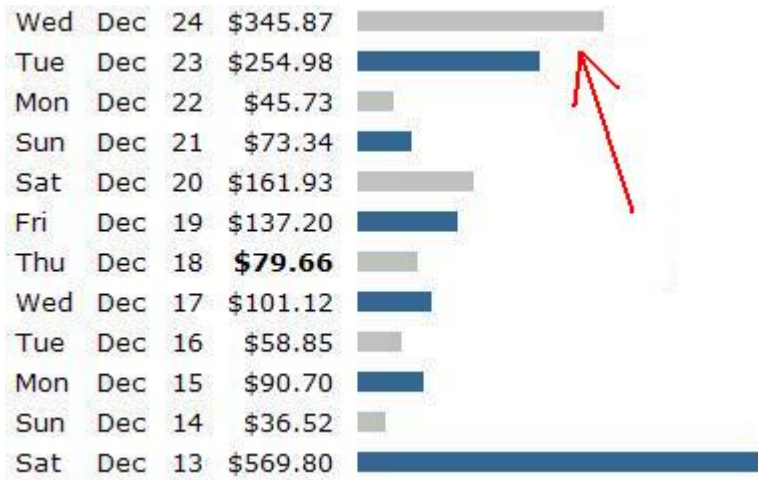
<u>Clicks</u>	<u>Impr.</u> ▼	<u>CTR</u>	<u>Avg. CPC</u>	<u>Cost</u>
46				\$13.68
45				\$10.22
9				\$0.77
35				\$3.05
22				\$6.46
4				\$0.35
0				\$0.00
0				\$0.00
161				\$34.53

Total costs of advertising - \$34.53 in Singapore Dollars. I have erased some of the details to comply with Google's Terms Of Service.

And here are my earnings for December 24<sup>th</sup> from affiliate sales from this one campaign:

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That's in USD. So I used a Currency Converter to convert it to Singapore Dollars.

USD\$345.87 = S\$500.09

Now, let's calculate my ROI for this little campaign I'm running:

ROI=  $500.09/34.53 \times 100\% = 1448.28\%$

**And this is just one of the little suckers I have running on autopilot.** I have 5-10 of these type of campaigns running at any time, more so during the weekend. *Some of them leverage off free advertising, so everything sold in those campaigns are pure profit.*

It's really simple; you duplicate what is successful 10 times over, 100 times over, whatever.

Unlike a job, your income has no limit. You don't get paid by the hour, of which there are only 24 in a day. You get paid by how many smart campaigns you are running, and *you get paid on your ability to leverage.*

A resource I really recommend is Ewen Chia's [Super Affiliates](#) membership. Ewen is the super affiliate who has pulled in millions of dollars in affiliate sales. He is one guy you definitely want to learn from!

## **Step 2: Creating Your Very Own Highly Profitable Information Products**

### **Why Information Products?**

Information is selling like hot cakes today. Wherever you go, people are looking for information. The Internet is all about delivering information, whether in the form of words, audio or video.

Every Internet entrepreneur is selling a piece of the information pie, whether they know it or not! If you develop a content site, you are also "selling" information.

However, if you want to explode your online profits, creating your own products is the way to go. By having your own products, you keep most of the profits.

Is creating information products hard? In the past, the only way one could create an information product was to write a book and then get it published through a publisher. This would cost a lot of money, and the chances of your work being accepted were very slim.

Now, with the Internet, you can create your own information product very fast and you don't need a big budget. You can self-publish your information products and get a Print-On-Demand service to print several copies of your tangible book, for example.

So, why information products?

1. Low cost of production.
2. You can target a worldwide audience.
3. You can reach them 24 hours.
4. No shipping/inventory hassle.
5. Your inventory is virtually unlimited. (Your inventory, your ebook, is only about a few MB in size. You can send this out as many times as you choose to)

### How To Create Your Own Ebook

There are downsides to every business, and the ebook business is no different. The biggest complaint about ebooks are the fact people are either A) buying them and asking for refunds or B) illegally giving away and selling the author's work without their consent.

But even though there are downsides, it is still more than worth it to sell your own ebook. Because the upsides greatly, and I do mean greatly outweigh the downsides.

To start with, it costs virtually nothing to create ebooks. All you need is do to think of a hot subject, do some research and make that research into an ebook.

### Finding Your Hot Niche

When selling a product, a lot of people make the mistake of developing their product first, and then trying to find a market for it. Of course, the process should be reversed.

**Find a market first that spends money, then find out what they want and give it to them.**

It is certainly easier said than done, but there are a lot of places online where you can do your market research for free. They've done most of the work for you already. You just need to know where to go and what to do to connect all the dots.

Here are some goldmines for product ideas:

Google Zeitgeist-

<http://www.google.com/press/zeitgeist.html>

Lycos Top 50 –

<http://50.lycos.com>

Yahoo! Buzz –

<http://buzz.yahoo.com>

eBay Pulse –

<http://pulse.ebay.com>

eBay also puts out a PDF report of their hottest categories each month, available at

<http://pages.ebay.com/sellercentral/hotitems.pdf>

[www.MurderYourJob.com](http://www.MurderYourJob.com)



Amazon - <http://www.amazon.com>

### Time to scope it out a little further.

We want to be as certain as we possibly can that our niche is focused enough but big enough, and that the people in that niche spend money.

So next head over to the Wordtracker's Free Keywords research tool located at <http://www.freekeywords.wordtracker.com/>

Then enter your niche and see how many times that keyword and all related keywords were searched in the previous month.

[Home](#) / Keyword Suggestion Tool

## FREE keyword suggestion tool

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Enter a starting keyword to generate up to 100 related keywords and an [estimate of their daily search volume](#).



The screenshot shows a web form with a light beige background. At the top, the label "Keyword:" is followed by a white text input field. Below this, the label "Adult Filter:" is followed by a dropdown menu currently set to "Remove offensive" and a "Hit Me" button.

I like to see at least 10,000 searches for all keywords combined (although I do have profitable niches that have only a few thousand searches on Wordtracker, but they are the exception rather than the rule).

Ok, the next thing to do is check how many magazines there are on the subject of my chosen niche.

There are two places I go online for that:

Magazines.com - <http://www.magazines.com>

and

Amazon –

<http://www.amazon.com/exec/obidos/tg/browse/-/599858/>

At each site, I search by category to find the magazines in my niche.

### **Obviously the more the better, up to a point.**

There are plenty of sites I use for research in addition to the ones above, but they are usually niche specific. These sites will help you to research practically any niche market effectively. Once you have this process down, you'll be able to do this very quickly.

### **Do Your Research**

Do some online research on the topic of your choice. Use online encyclopedias, search engines, article directories, and forums to do your research. Even better, venture offline and get a book to do some thorough research! If you are an already an expert on the topic, you can skip this part.

### **Writing Your Ebook In 24 Hours Or Less!**

This section will give you fast start tactics to creating your very own mini ebook.

Some of these tactics will literally enable you to do this in 24 hours or less, provided you've already learned how to use the various compilers (If you set aside some time to learn, you'd usually need less than 2 hours to master any compiler).

An ebook should have these characteristics:

- Short and sweet, between 20-100 pages, not more (no problem with that? ☺)

You'd want to hold the attention of your readers, so being too draggy will discourage that. And if they decide to close and read it another time, you can be 90% sure that never happens.

- Tightly themed around the topic you had decided on
- Has built-in viral marketing mechanisms
- Packaged with a great title!

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The title must convey strong emotion, benefits and command instant attention.

With that said, here's a guideline to get you started in creating your first ebook:

- 1. Create a template**
- 2. Get content fast**
- 3. Inserting important links**
- 4. Compile your ebook**

Now let's look at each individual steps.

### **1. Create A Template**

The easiest way to begin is by creating an outline, or standard template, which you can use for unlimited ebooks.

Begin your outline with an 'Introduction'. It's the best opportunity to introduce yourself and inform readers exactly what they can get out of the ebook. Think of it as a summary of the entire ebook.

The next step will be to either create a Table of Contents.

Make sure your chapter titles are descriptive and 'attention grabbing' too. This is a good way to ensure your ebooks get READ!

Finally, include a 'final word' or conclusion.

You can also add a 'recommended resource' section if you want (should be used to summarize benefits of affiliate product)

Here's a simple format based on the above you can model on:

<p style="text-align: center;"><b>Introduction</b></p> <p style="text-align: center;"><b>Table Of Contents</b></p> <p style="text-align: center;"><b>Chapter One</b></p> <p style="text-align: center;"><b>Chapter Two</b></p> <p style="text-align: center;"><b>Chapter Three</b></p>
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### Conclusion

### Recommended Resources

## 2. Get Content Fast

This is the most tedious and for many, scary part. But don't worry you'll be filling your ebook with content in no time flat ☺.

The challenge would be to create or get relevant content fast.

*Question* : Ask yourself: "How do I get content related to what my market wants quickly?"

*Answer* : This may shock you : *By using what's already available!*

The following are 6 of the most powerful techniques in generating instant ebook content:

- **Writing Personal Endorsements and Reviews**

This is the most direct way of creating ebooks.

It's essentially reviewing a product and talking about it. Have you ever described something in excitement to a friend? Or have you used 'word-of-mouth' before?

It's the same thing, just that now you're writing it down!

This is another reason why you should have used the affiliate product you're promoting. It gives you motivation and drive to tell the world (being that it's an excellent product of course).

Write your endorsement as if you're talking to your friend. List down benefits and results (you can list the various individual benefits as the individual chapters).

Do it in a coherent structured style and you'll have your content!

- **Compiling Relevant Articles**

The Internet is full of quality free information, which you can use right away - the best examples being articles!

Create your ebook by compiling 5-10 articles addressing the topic you've targeted. For example, a series of articles on 'autoresponders'.

This is perhaps the fastest way ever to create content for your ebook immediately. And if you're an article writer yourself, simply 'recycle' and compile your own articles (topic related please)!

All article writers would be happy to let you use their articles, but you must keep their resource boxes intact. Under no circumstances should you cut and paste articles without giving proper credits to the authors.

The easiest way to get these articles is through article directories.

I've included the major ones below for your use:

### **Popular Article Directories –**

<http://www.ezinearticles.com>  
<http://www.goarticles.com>  
<http://www.ideamarketers.com>  
<http://www.articlesbase.com>  
<http://www.isnare.com>

The idea here is to scan and select themed quality articles. You can also try writing reviews of these articles in the 'introduction' section of your ebook as a prelude.

- **Using Existing Affiliate Tools**

Another surefire simple way of creating ebooks! Make full usage of the various content-driven affiliate tools *good* affiliate programs provide.

I'm referring to articles (yes!), ecourses etc. that you can use to compile as an ebook (you should get permission from affiliate owners beforehand of course)

For instance, compile ecourses into an ebook instead. Some people do prefer reading from an ebook as opposed to waiting for an ecourse day after day (though ecourses were created based on their strength as an email marketing tool).

What can you do with the original ecourse? Still use them by plugging it into your autoresponder as the follow up!

This is just an example of how you can take what's available and do something different.

- **Compiling Offline News**

Write a quick report or commentary on important issues related to your market that you've read offline.

For example, a piece on search engine news in the tech section of your local newspaper, or a good magazine write-up in 'Entrepreneur'.

I'm NOT advocating 'copying' content; instead use them as a guide or framework for a commentary in your own words.

A quick way to use this method: Look at various recent magazines of the same niche and grab ideas off them. Try doing this at your local library where it's quiet and relaxing.

To do something of this nature online, you can visit news site of your targeted market. I love <http://www.internetnews.com> for such research.

How about writing on your experiences with the world around, this require some analysis and thinking but it's original. For instance, something related to your job that is useful to share.

Or analyze how retail stores market their products effectively when you go shopping ☺

- **Outsourcing**

Another way to create content is simply to outsource it, be it free or paid.

A popular method to create products used by many 'writers' would be to engage 'ghostwriters'. Ghostwriters are behind-the-scenes writers who will create a product (book, article, etc.) for you for a fee.

The advantage is you retain the copyright and get to put your name on the finished product as if it's your own – becoming an instant writer in this way.

While I'm not sure you'd want to use this approach for ebooks, it's an option you can consider.

The following two websites offer databases of quality 'ghostwriters':

<http://www.elance.com>

<http://www.getafreelancer.com>

A much 'cheaper' method of outsourcing your writing is by *Joint Ventures*.

- Friends and contacts

Get your friends knowledgeable in your target market to write part of the ebook for you. Make certain you retain the rights to edit their contributions beforehand, as you'd want it to be coherent to your finished ebook.

- Experts in your targeted markets

This is a commonly used approach to creating ebooks on the fly. Send a polite email to experts asking for help and contribution. This can be in the forms of short interviews with these experts.

Or co-author with an expert and give them a cut of the profits. This will need some ironing out but the advantages are obvious, especially if the people you approach are famous. You get an instant boost to your business and name.

Not all will reply and help you out, but sincere efforts will be rewarded.

- Forums

This resource is a fast way of getting contributing writers for your ebook. Post a request in your favorite forums.

You'll be surprised at the positive responses received. The response rate will increase if the forums are active and highly participated.

Some important points to remember when using the above techniques:

→ Give a deadline to the project, and

→ Offer people an attractive incentive to help you. This could be anything from a link to their website or valuable bonus (products, resale packages, free ads, etc.).

- **Public Domain Information**

Public domain information can be classified as copyright-free works that is available for the public to grab and use. This includes text, books, images, music, etc.

They may fall into either of these categories:

- Information and figures from the government and it's agencies
- Publicly available materials donated by writers and contributors, or
- Works which becomes public information due to loss of copyrights

In general works that are created before 1923 is in the public domain now. Those created between 1924 and 1963 is in the public domain unless the copyright was renewed (and mostly they're not renewed).

How can you create ebooks using the public domain?

You can simply modify and re-compile them into your own! Some creativity and planning may be required here, but anything you modify from the public domain automatically gives you a copyright on the modified version, lasting 50 years after your death.

Public domain also include anything created by the Federal Government or its employees in the course of their duties. As you paid for them (taxes), this gives you access to them.

All these mean public domain represent a virtual goldmine for you to compile and create ebooks very quickly.

The easiest way to find public domain information is to type in '*public domain*' or '*government*' as search terms into any search engine.

Or try "Project Gutenberg" which is an amazing archive of over **3,000** public domain books you can grab instantly:

<http://www.gutenberg.org>

### 3. Inserting Important Links

There are 3 basic types of links you should include within your ebook. Let's look at each of them now:



- **Affiliate Link**

The first would obviously be your own unique affiliate URL for the product you're recommending. Plant this in the opening section and every chapter of the ebook by 'introducing' it as a highly recommended resource (relevant to the topic at hand).

- **Refer-A-Friend Link**

You should also get your readers to promote for you.

Do not forget that your ebook may have been passed around to many others who had not download direct from you. You'll want to enlist their help to spread your ebook even further through the *simplest* viral marketing technique.

This can be done by linking to the recommendation page or by literally inserting a 'refer-a-friend' box in the ebook itself (for HTML format only). Such scripts can be downloaded from:

<http://www.scriptz.com>  
<http://www.hotscripts.com>

Offer an irresistible incentive for their help, it's always a 'what's in it for me?' kind of mentality. For instance you could give them a related ebook package with high perceived value free. Redirect them to the download page or send the download instructions to them after they have referred their friends.

Easy instructions to do this are available with each different script, so don't worry. This is a very basic strategy which works well.

- **Main Website/Ezine Link**

It's almost imperative to provide a link back to your main website or ezine subscription page (if you're publishing one) on every page of your ebook, preferably at the top.

Simply have a line that goes "Visit [www.yourwebsite.com](http://www.yourwebsite.com) for more great quality ebooks" for example.

Or a "Subscribe here" link to your autoresponder or subscription page would also be advisable to build your other lists.

### 4. Compile Your Ebook!

After you are done writing your ebook, you need to convert it to a format where it's easily readable and non editable. I recommend using the pdf format as it is more secure than the exe format. The exe format also can't run on Mac computers.

You can go to [createpdf.adobe.com](http://createpdf.adobe.com) to convert your word file into pdf format for free. Alternatively, you can also use Open Office, which you can download over at <http://www.openoffice.org/>

Congratulations then! You should have your first ebook ready if you just follow these simple steps.

Always remember though to create a *killer title* for your ebook. This will capture prospects' attention and interest, leading to more download.

A title that says "Find A Perfect Lover" *will not* attract as much attention as compared to one that screams...

**"Heart Thumping Secrets To Finding Your Perfect Lover By Tonight!"**

You've got to capture emotions, benefits and excitement with your title!

### **A Foolproof '12-Step Sales Letter Template System' You Can Use To Create Killer Sales Copy Fast**

Rather than reinvent the wheel here, I've got my friend David to reveal his proven template system to you here. Make sure you follow it to a 'T'.

#### **"12-Step Foolproof Sales Letter Template"**

by David Frey

You don't have to be an award-winning copywriter to create effective sales letters. In fact, writing great sales letters is more of a science than an art. Even the pros use proven "templates" to create sales letters that get results. The following is a 12-step template for writing foolproof sales letters.

### Overcoming the Hurdles Leading to Buying Resistance

Every person has some form of buying resistance. The objective of your sales letter should be to overcome your reader's buying resistance while persuading them to take action.

I liken writing a sales letter to running a steeplechase foot race. The first one to the finish line who has jumped over all the hurdles is the winner, or in this case, gets the sale.

Whether you're giving a sales presentation in person or on paper, the process of overcoming the hurdles leading to buying resistance are much the same. These hurdles are manifested in many spoken and unspoken customer comments such as:

1. "You don't understand my problem"
2. "How do I know you're qualified?"
3. "I don't believe you"
4. "I don't need it right now"
5. "It won't work for me"
6. "What happens if I don't like it?"
7. "I can't afford it"

Results-oriented sales letters will need to address some or all of these objections to be effective.

The 12-step sales letter template is designed to overcome each of these objections in a careful, methodical series of copywriting tactics.

The 12 steps are:

- 1. Get attention**
- 2. Identify the problem**
- 3. Provide the solution**
- 4. Present your credentials**
- 5. Show the benefits**
- 6. Give social proof**
- 7. Make your offer**
- 8. Inject scarcity**
- 9. Give a guarantee**
- 10. Call to action**
- 11. Give a warning**
- 12. Close with a reminder**

Each of these 12 steps add to reader's emotions while calming their fears.

### Motivation Is An Emotional Thing

It's important to remember that people are motivated to buy based on their emotions and justify their purchase based on logic only after the sale.

This means that each step in the sales letter process must build on the reader's emotions to a point where they are motivated to take action.

That being true - - there are only two things that truly motivate people and they are the promise of gain or the fear of loss. Of the two, the fear of loss is the stronger motivator.

Think about it.

Would you rather buy a \$50 course on "How to Improve Your Marriage" or "How to Stop Your Divorce or Lover's Rejection?" I have empirical data that proves that the second title outsells the first 5 to 1. Why? Because it addresses the fear of loss.

Underlying the promise of gain and the fear of loss are seven "universal motivations" to which everyone responds.

Whatever product or service you are selling you need to position it so that its benefits provide one or more of these universal motivations.

1. To be wealthy
2. To be good looking
3. To be healthy
4. To be popular
5. To have security
6. To achieve inner peace
7. To have free time
8. To have fun

Ultimate motivations are what people "really" want. The product or service is just a vehicle to providing these benefits so make sure your sales letter focuses on these motivational factors.

### The 12-Step Sales Letter System

Now that we know what impedes a person to buy and what motivates a person to action let's review the 12 elements of a winning sales letter.

#### 1. Get Attention

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Assuming the reader has opened your envelope, the next step is to get their attention.

The opening headline is the first thing that your reader will look at. If it doesn't catch their attention you can kiss your letter goodbye.

People have a very short attention span and usually sort their mail over the wastebasket. If the headline doesn't call out to them and pique their interest, they will just stop and throw your letter away.

The following are three headline generating templates that are proven to get attention.

“HOW TO \_\_\_\_\_”

People love to know how to do things. When combined with a powerful benefit the “How to” headline always gets people's attention. In fact, they're probably the two most powerful words you can use in a headline.

“SECRETS OF \_\_\_\_\_ REVEALED!”

People always want to know “insider secrets.” We love to know things that other people aren't privy to. Knowledge is power and those who have it feel powerful. Besides that, most of us enjoy a good mystery, especially in the end when the “secret” is revealed.

WARNING: DON'T EVEN THINK OF \_\_\_\_\_ UNTIL YOU \_\_\_\_\_.

Remember that people are motivated by fear of loss more than the promise of gain? Well, the “warning” headline screams fear. The word “warning” demands attention and combined with something of interest to the reader, is a very powerful headline.

### **2. Identify the Problem**

Now that you have your reader's attention you need to gain their interest by spelling out their problem and how it feels to have that problem.

The reader should say to himself, “Yeah, that's exactly how I feel” when they read your copy. In fact, you shouldn't stop there. Pretend that it's an open wound that you're rubbing salt into.

This technique is called, “problem – agitate.”

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You present the problem then agitate it so that they really feel the pain and agony of their situation. People are such strong creatures of habit that we rarely change our ways unless we feel great amounts of pain.

In fact, companies are no different. Most businesses trudge along doing the same old thing until things get so bad that they have to make a change.

For example, if you were selling garage door openers you might agitate the problem by telling a short story about what happens when it doesn't work.

“There's nothing worse than getting home in the evening and not having your garage door open. It's dark outside and after tripping on the porch step you search for your front door key.

Finally, you find it only to scratch your new front door up trying to find the keyhole. Exhausted, you get inside and plop down on the couch just when you remember your car is still running in your driveway....”

In this scenario the problem was a faulty garage door opener and the agitation is all the terrible things that happen because of the faulty garage door opener.

### **3. Provide the Solution**

Now that you've built your readers interest by making them feel the pain it's time to provide the solution.

This is the part of the sales letter where you boldly stake your claim that you can solve the reader's problem.

In this section you will introduce yourself, your product and/or your service. Relieve the reader's mind by telling them that they there's no need to struggle through all their problems because your product or service will solve it for them.

### **4. Present your Credentials**

In most cases, after you have introduced yourself and your product or service your reader is thinking, “Yeah, sure he can fix my problem. That's what they all say.” So now it's important to hit them right away with the reason why you can be trusted.

List your credentials including any one of the following:

1. Successful case studies.
2. Prestigious companies (or people) you have done business with.
3. The length of time you've been in your field of expertise
4. Conferences where you have spoken

### 5. Important awards or recognitions

Your reader should get the impression after reading this section that “you’ve been there and done that” with great success and that the reader can expect the same results.

### **5. Show the Benefits**

Now it’s time to tell the reader how they will personally benefit from your product or service. Don’t make the common mistake of telling all about the features of your product without talking about the benefits.

As I already stated, people are interested, not so much in you, or even your product or service, but what it will do for them.

Get a piece of paper and draw a line down the center of the paper. Now write all the features of your product or service on the left. Think about the obvious benefits and not-so-obvious benefits of the each feature and write them down on the right side of the paper.

Most of the time your product will have hidden benefits that people won’t naturally think of.

For example, a hot tub not only soothes and relaxes your muscles but it also gives you an opportunity to talk to your spouse without interruptions. The hidden benefit is greater communication with your spouse and ultimately a better marriage!

Bullet point each benefit to make it easier to read. Think about every possible benefit your reader may derive from your product or service. In many cases, people will buy a product or service based on only one of the benefits you list.

### **6. Give Social Proof**

After you’ve presented all your benefits the reader will again begin to doubt you, even though they secretly want all your claimed benefits to be true. To build your credibility and believability present your reader with testimonials from satisfied customers.

Testimonials are powerful selling tools that prove your claims to be true. To make your testimonial even more powerful include pictures of your customers with their names and addresses (at least the city and state).

You might even ask if you can use their phone number. Most readers won’t call but it is a powerful statement to include their complete contact information. It demonstrates that you are real and so are the testimonials.

### 7. Make Your Offer

Your offer is the most important part of your sales letter. A great offer can overcome mediocre copy but great copy cannot overcome a mediocre offer. Your offer should be irresistible. You want your reader to say to themselves, "I'd be stupid not to take advantage of this deal."

Your offer can come in many different formats. The best offers are usually an attractive combination of price, terms, and free gifts. For example, if you were selling a car your offer might be a discounted retail price, low interest rate, and a free year of gas.

**Hint:** When developing your offer you should always try to raise the value of your offer by adding on products or services rather than lowering your price. Include vivid explanations of the benefits of the additional products or services you are offering in order to raise the perceived value of your offer.

### 8. Give a Guarantee

To make your offer even more irresistible you need to take all the risk out of the purchase. Remember, that people have a built-in fear that they are going to get ripped off. How many times have you purchased a product and got stuck with it because the merchant wouldn't give your money back?

Give the absolute strongest guarantee you are able to give. If you aren't confident enough in your product or service to give a strong guarantee you should think twice about offering it to the public.

In reality, almost all small businesses already have a very strong guarantee, but don't realize it!

If you had an irate customer that wanted their money back would you just say, "No, I'm sorry. I will not give your money back?" Probably not. If they insist on getting their money back, in most cases you'll give it back to them.

You see, most businesses already have a strong guarantee and don't hold it up and trumpet it for fear that a lot of people would take them up on it. That's simply doesn't happen. When was the last time you asked for a full refund on something? If you're like me, it's been a while.

Here is an example of a guarantee that I give for one of my products:

**"100%, No Questions Asked, Take-It-To-The-Bank Guarantee"**

I personally guarantee if you make a diligent effort to use just a few of the techniques in this course, you'll produce at least \$4,490 profit in the next 12



months. That's right, \$4,490 extra profit you never would have seen without this course. If you don't, I'll refund the entire cost of the course to you.

Actually, you get double protection. Here's how. At any time during the 12 months, if you sincerely feel I fell short in any way on delivering everything I promised, I'll be happy to give you a complete refund. Even if it's on the last day of the twelfth month!

This guarantee extends for an entire year and that they will receive specific benefits (in this case it's money). If they don't get what they expect, they get their money back with no questions asked. This virtually eliminates all the risk for the buyer.

**Hint:** Your offer may be so good that people won't believe it. You've heard the old axiom, "If it's too good to be true, it probably is." To avoid this thinking, give the reason why you can give such a great offer. For example, you might have goofed when ordering inventory and now you're overstocked and that's why you can offer such a great price. When people read the reason why, it will help them reconcile your irresistible offer in their mind and make it more believable.

### 9. Inject Scarcity

Most people take their time responding to offers, even when they are irresistible. There are many reasons why people procrastinate on investing in a solution. The following are just a few:

- They don't feel enough pain to make a change
- They are too busy and just forget
- They don't feel that the perceived value outweighs your asking price
- They are just plain lazy

To motivate people to take action they usually need an extra incentive.

Remember when I said that people are more motivated to act by the fear of loss rather than gain? That's exactly what you are doing when you inject scarcity into your letter.

When people think there is a scarce supply of something they need they usually rush to

get some of it. You can create a feeling of scarcity by telling your reader that either the quantity is in limited supply or that your offer is valid for only a limited time period.

Your offer could sound something like this:

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“If you purchase by (future date) you will get the entire set of free bonuses”  
Or

“Our supply is limited to only 50 (product or service) and will be sent to you on a ‘first come, first served’ basis. After they are gone there won’t be any more available.”

Or

“This offer is only good until (future date) after which the (product or service) will return to its original price.”

One word of caution: If you make an offer you need to live up to it. If you go back on your word after the deadline date you will begin to erode the trust and confidence your customers have come to expect from you.

### 10. Call to action

Do not assume that your reader knows what to do to receive the benefits from your offer.

You must spell out how to make the order in a very clear and concise language. Whether its picking up the phone and making the call, filling out an order form, faxing the order form to your office etc.... you must tell them exactly how to order from you.

Your call to action must be “action-oriented.” You can do this using words like ‘Pick Up the Phone and Call Now!’ or “Tear Off the Order Form and Send It In Today!” or “Come to Our Store by Friday and ...” Be explicit and succinct in your instructions.

Plant your call to action throughout your letter. If you are asking the reader to call your free information line then perhaps some of the testimonials might say, “When I called their free information line” or in your offer you might say, “When you call our free information line...” Then when you give the call to action at the end of the letter, people won’t be surprised or confused. It will be consistent with what you said all throughout your letter.

### 11. Give a Warning

A good sales letter will continue to build emotion, right up to the very end. In fact, your letter should continue to build emotion even after your call to action.

Using the “risk of loss” strategy, tell the reader what would happen if they didn’t take advantage of your offer. Perhaps they would continue to:

- Struggle day to day to make ends meet

- Work too hard just to get a few customers
- Lose the opportunity to receive all your valuable bonuses
- Keep getting what they've always got
- Watch other companies get all the business
- Etc.

Try to paint a graphic picture in the mind of the reader about the consequences of not taking action now. Remind them just how terrible their current state is and that it just doesn't have to be that way.

### 12. Close with a Reminder

Always include a postscript (P.S.). Believe it or not, your P.S. is the third most read element of your sales letter. I've seen good copywriters use not just one postscript, but many (P.P.S).

In your postscript you want to remind them of your irresistible offer. If you've used scarcity in your sales letter, include your call to action then remind them of the limited time (or quantity) offer. It sounds like a simple step but postscripts get noticed.

Voila! You now have a powerful sales letter. Using this 12-step formula anyone can write an effective sales letter that sells. The following are a few extra tips to help you write an even better sales letter:

**Tip #1:** Write the Features/Benefits – The biggest hurdle to writing a great sales letter is just getting started. Many people have a fear of writing. One way to get your letter started and develop a helpful guide for your letter is to write a feature/benefit list.

Take a set of 3 x 5 cards and write all the features you know about on one side of the cards. Then turn the cards over and write a benefit for each feature. You'll have started your letter and produced a list of benefits you can use to write it.

**Tip #2:** Once you have completed the letter, let it sit for a day or so. This will allow you to be more objective when you edit your letter. If you've just spent the last few hours working on it you will find it hard to catch the mistakes or edits in the letter because you're just too close to it.

**Tip #3:** Develop a "swipe file" to help get your creative juices flowing. When you see a great ad or receive a particularly effective letter in the mail, keep it in a file that you can refer back to again and again. Companies pay thousands of dollars to develop their marketing materials; you might as well take advantage of that by using it as a model for your own work.

**Tip #4:** Before you start writing your sales letter, develop a customer profile sheet by documenting every thing you know about your target customer. Some great copywriters put a picture of a typical customer in front of them as they write to help them remember to whom they are writing the letter.

**Tip #5:** I often get the question, “How long should my sales letter be?” and my answer is, “As long as it needs to be.” Each part of your sales letter should be building your case. If it takes ½ page to build your case then that’s how long your letter should be; however, I use a 24-page sales letter to successfully sell one of my products.

Most anyone can write a powerful sales letter by just following this simple 12-step process. Make sure that you include each of the steps because each step builds your case in a unique way and adds to the reader’s emotions.

David Frey is President of Marketing Best Practices Inc., a small business marketing consulting firm and the editor of the Marketing Best Practices Newsletter. [www.BusinessKnowHow.com](http://www.BusinessKnowHow.com)

### **How To Get Your Ebook Downloaded By The Thousands!**

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Here is the most powerful way to reach a wide audience **fast**:

#### **Building Your List!**

Before, no one ever dared to use opt-in lists thinking that it will not do any good for their business. Most entrepreneurs think that building an opt-in list is just a waste of time and money. What they do not know is that, according to the “golden rule of the Internet,” ***the money is in the list!***

It has probably been mentioned before, and is worth mentioning again, the money is really in the list.

Why? Because with opt-in lists, you get to keep your readers on the hook by providing them with information, offers, and other campaigns.

Basically, opt-in lists are lists of email addresses of customers or subscribers with their consent. This means that after the customer had closed the transaction in a particular web site, there is an option on whether or not they wish to subscribe to the mailing list of the online business for any future promotions, newsletters, or campaigns that they would like to be informed of.

And because it is an option, the customers are not compelled to provide their email addresses to the web site. Plus, the web site owners will not be accused of spamming because emails that will be sent to the customers have the consent of the customer.

Creating an opt-in list can be very beneficial to your site. In fact, it has been proven that in the two-step concept of selling, follow-ups are important to sustain the interest of the consumers. The other step is to obtain the interest of the buyer.

Hence, in order to sustain the interest of your customers, it is best to create an opt-in list so that you can always give your buyers the chance to remember your products, your business, and your services, in which they have been satisfied with.

To know more of the advantages of creating an opt-in list for your business; here is a list that would tell you the reasons why it is beneficial.

### **1. Opt-in lists are the most valuable assets of your business**

If you were to ask the owners of a successful online business about their most valuable asset, they will tell you that it is their opt-in list. This is because opt-in lists are customers' lists that can provide more sales in a more consistent manner. Because with opt-in lists, all you have to do is to follow up orders or sales through promotions and ad campaigns.

### **2. It is always available**

The best thing about an opt-in list is that it never grows old. As long as your customer needs something to survive, your contact with them will never grow old. This means that you can always have a fresh, new transaction with them every time you inform them that you have new products or services. Every transaction is a new way of increasing your sales. Simply put, no opt-in list = lesser sales.

### **3. Bigger opt-in list would mean bigger profits**

The more customer's names and email addresses you have on your list, the more chances you have in increasing your online sales. Every name, every email address can be worth a hundred dollars that can be accumulated with each transaction.

Hence, the bigger your list, the more money you will have!

Opt-in lists are not just ordinary mailing lists. It is the very core of an online business' existence and survival. That is why for people who value most their

businesses, they extend the same value they give to their opt-in list. No wonder most people regard it as the best partnership available online.

A proven method for building and managing an opt-in list begins with a good autoresponder service. The autoresponder service lets you generate an opt-in form code to put on your website and it allows a subscriber to fill it in sign up for your mailing list. The information is then processed and included in a database file.

After that, the autoresponder can send a personalized reply to the subscriber to thank them for their subscription to the site.

Here's the top autoresponder service that is used by many professional marketers to build their mailing lists:

[Aweber](#)

### **How To Build A Colossal Opt-In List Fast**

There is no doubt that a follow-up system, or a mailing list, or an opt-in list, whatever you want to call it, would be very important for your success in the online field.

But the question is: how do you build the list?

I will not sugarcoat any answers. A lot of Internet marketers are struggling to acquire subscribers for their mailing lists. They may have been in the business for a couple of years already, yet their mailing lists are composed of only a dozen or so subscribers.

If we are to peg an average, the conversion rate of your mailing list would hover around the range of 1% to 3.5%. Hence, the success of your mailing list would greatly depend on the number of users who would decide to subscribe to the same. If you only have 10, 15 or 20 subscribers, you won't be able to make the most out of this system.

So again, how do you build your mailing list?

By having an incentive!

Your visitors should be given a reason to sign up with your mailing list. You cannot just expect them to leave their email addresses without receiving anything in return, right? If you were in their shoes, would you even bother to give out your contact details without deriving something from it?

The mistake that most Internet marketers make is that they expect people to sign up by simply promising future updates. This isn't enough incentive. People need something more than that, something valuable, something that is very much worth their time. If you will be able to give them such in exchange for their subscription, you'd be able to boost your number of subscribers really fast.

Here are some incentives that are guaranteed to work:

- **Ezines or newsletters.** Information is always a valuable commodity on the World Wide Web. If you could commit to create and deliver a regular ezine or newsletter for them, you'd be able to win their subscription and eventually their trust. Just make sure that your ezine or newsletter would be of premium quality.
- **Freebies.** Who would say no to something that is offered for free, right? It may be an ebook, a special report, a PLR product, a software program or another kind of digital item that your prospects could download in exchange for their subscription.
- **Contests.** You could offer a valuable digital product as a prize for a contest, with your prospects' subscriptions serving as their raffle entries.

Any of the suggestions above are sure to make your prospects take notice. And as such, you'd have greater chances of bagging their subscription and building your mailing list to enormously profitable levels.

Here is the simple 3-step formula for building a massive opt-in list fast:

1. Create an awesome incentive
2. Create an appealing one-page site
3. Drive targeted traffic to your website

### 5 Quick And Easy Ways To Build A Huge, Responsive List

One of the problems facing list builders is list growth rate. If you want to get numbers of 50-100 subscribers per day to your list (yes, it can be done!), then here are 5 easy ways to boost your list size with responsive subscribers:

1. Promote your opt-in page on forums. No, I don't mean spamming the forums with messages promoting your offer! Nobody likes that. You'd want to be subtle about it. Most forums allow promotional messages in the signature files, so you can add a link to your squeeze page there. Post short, but informative replies to threads and you'll start seeing a flow of signups if you do that daily.

2. Swap ads with other list owners. This means you will promote their newsletter to your list and vice-versa. This is a great method to get a quick boost of subscribers.
3. Submit articles to article directories and load your resource box with your opt-in page link. Articles are great traffic generators especially when you have tons of them on the web.
4. Sign up at Commission Junction and offer signups as a Cost-Per-Action offer. This means you will reward affiliates who promote your squeeze page and you will pay them a set amount (decided by you) for each subscriber generated.
5. Set up your own affiliate program at Clickbank and reward affiliates for sales on your Thank You page or for your One-Time offer. This gives affiliates an incentive to promote your opt-in page and build your list.

### **How To Create Your Own High-End Information Product**

By now you should know the importance of digital delivery. Being able to deliver your products digitally would allow you to be free from the worries of shipping charges and storage space. Additionally, your customers would feel more reassured as they would get what they will pay for as soon as they pay for them.

Other than ebooks, there are other kinds of information products which may require a little more skills to create but would prove very rewarding nonetheless!

Let's take a look at other information products which you could create:

#### **Video Products**

Since a good number of your prospective customers are people who connect to the Internet using broadband, delivering bigger files has become less of an issue these days compared to how they were two or three years ago. Only a few Internet marketers offer video products these days, so there is a sizable market for you to exploit.

Video products may come in the form of tutorials, web documentaries, or even entertainment. You could use the conventional way of filming your subjects via a digital camcorder and editing the same to be presentable enough for sale via a variety of video editing software available in the market today. Or if you're planning on presenting web tutorials, you could simply download any screen capture device and use your mouse cursor as a pointer to guide your viewers through the subject of the course. In which case, you could also download any sound recording device to complement such a video with audio lessons.



There is that chance that your customers could only access the Internet through a 56k modem. You could choose to divide the video file into smaller files, and label them appropriately, so that your customers could download them in manageable batches.

Create Stunning Video Presentations Over At : <http://www.camtasia.com/>

### **Audio Products**

Audio products are quite easy to prepare. There are a lot of audio recording devices available for download, some better than others. What you really need is a clear script of the things you want to say. A lot of crucial content may get lost in audio form, so it is very vital that your script would incorporate everything that you want to say, in a manner that would be clear to understand.

Also, the format you wish to make available is an essential concern as well. Try to aim for an mp3 file format to make the recording more compressed for easy download. Better yet, using RSS 2.0 technology, you could create what they call a podcast, that is, downloadable audio for iPods and some RSS readers. This is an amazing file format, as you could record hours upon hours of audio without worrying about file size.

Podcasting would also allow your visitors to download the audio files you have prepared, so that they could listen to them later on. With the growing popularity of portable media devices like the Apple iPod and other mp3 players, downloading podcasts have likewise become popular. People would want to listen to something while they're stuck in traffic or while they're waiting for their flight. This is the "opening" you need to target a specific need.

Download A Great Audio Recording Software At: <http://audacity.sourceforge.net/>

If you want to discover more about creating information products fast and selling them well, here are some resources from top marketer Jim Edwards that I have used myself and highly recommend:

[7 Day Ebook](#)

[Ebook Secrets Exposed](#)

## **Step 3: Designing A Membership Site That Will Bring You Massive Residual Profits**

Membership sites are very popular right now. This is because instead of selling something once to a person, with a membership site you get that one person to buy from you every single month.

Membership sites are sites where you pay a certain amount (usually each month) to get access to information or services.

Here are a few examples of membership websites:

Information membership sites - [Bmyers.com](http://Bmyers.com) - [Swepa.com](http://Swepa.com)

Services - [Aweber.com](http://Aweber.com) - [Host4profit.com](http://Host4profit.com)

Selling online content via a password protected website has become big business. Not only is it fast to set up (with the right tools), but the start-up and running costs are minimal. Work from home entrepreneurs and big businesses alike are lapping up this new found revenue source.

People are willing to pay for online content. In fact, the "Online Publishers Association" revealed that pay-for content is emerging as a hot revenue model. Business content, personals/match making, and entertainment are the hottest niches. But even smaller niches, like DVD authoring, sports coaching, marketing services, and dieting are producing profits.

### **Internet users spend \$300 Million in 4 Months for Online Content**

U.S. consumer spending for online content in the first 4 months of 2002 was \$300 million, a growth of 155% over the first quarter of 2001 (and that's post-September 11th). It's apparent that online users will pay for content on their passion or profession.

Subscribers are paying anywhere from \$9.95 a month to \$19.95, and in some cases up to \$200 a month! – depending on the nature of the content. Annual subscription renewals hold a solid 72%, giving site owners an impressive recurring residual income. Renewals accounted for nearly half of paid content sales in 2001.

### **A Rapidly Growing Market**

Less than 9% of online users currently pay for online content. This means the market is wide open for the savvy entrepreneur. Paying for content in 2002 was

more than 5 times what it was in 2001. **That's a massive 500% growth!** Those who capture the market first in their niche will have the obvious advantage. It's an international market, so anyone can play.

### Starting Your Own Membership Site

There are 4 key elements to starting a subscription based membership site, according to Ansel Gough, Editor of MembershipSiteAdvisor.com – an Australian based membership site, teaching others how to start and run membership sites.

**Target the right market:** Find a market that is passionate about a subject, and then build your membership site around it. There are so many topics to choose from. Doing a keyword search on Wordtracker will reveal what people are searching for online. You can know before you even launch a membership site if there's a big enough market.

**Make it unique:** Ideally, potential subscribers shouldn't be able to find the same information elsewhere for free online. Your job is to search online (and in some case offline) for content, and provide it in a convenient manner for your subscribers. Being unique could just mean having exclusive interviews with experts in your field.

If you've done the interview, then that's unique. Finding experts (and even famous people) to interview is not hard. In fact, as your site grows in popularity they are likely to contact you. This situation gives you a two-fold advantage. It gives you credibility or an endorsement, and it gives you exclusive content. Of course your exclusive content may be from your own specialized knowledge!

**Finding Subscribers:** If you've started off targeting the right market, then finding traffic and subscribers aren't as difficult as some people believe.

The best methods for generating quality traffic to your website include: Search engine positioning (including Pay Per Click), Internet Joint Venture Marketing, ezines (online newsletters), affiliate programs, and viral marketing (accelerated word-of-mouth marketing).

**Add tools or services:** To enhance your membership site, try including simple software, tools, ebooks, resources, etc. as a giveaway. These can usually be found for free or at a very low cost online.

Giving people a reason to return to your members' only area is critical – tools, resources, discussion forums and quality content will do that!

Starting and running a membership site can be a lot of fun and very fulfilling, however you need to know what's involved in setting one up, and then managing

it effectively.

Planning and allowing for autoresponders, automated sign-ups, credit card processing, automated cancellations, etc is all part of a successful membership website.

As complex as this seems, many companies offer a low cost, easy-to-use software solution. A few companies, like MembershipSiteAdvisor.com offer a free software membership management tool to subscribers, allowing them to manage all of these routine tasks. This makes it possible for almost anyone to start and market a membership site for next to nothing!

### Choosing A Profitable Membership Site Theme

When you are deciding on the theme for your membership site, it is best if you can choose a theme that concerns something you are really interested in...even passionate about. Remember that you will be spending a lot of time keeping your subscribers informed, keeping your website interesting and keeping relevant and timely content on your website and in your ezine that you send out regularly.

If you choose to start a membership site about...say...dogs. Just **dogs** in general won't attract many members. You will need to choose a specific breed and possibly even narrow it down further. Instead of Poodles, your theme should be; Tiny Toy Poodles, Miniature Poodles, or Standard Poodles, for example. Millions of people are dog lovers and the theme of a specific breed of dog should do well.

If you are really into video or computer games, start a membership site devoted to one specific game...not just video games or computer games in general. People all over the world and from every walk of life get really involved with a specific video or computer game and love to talk to others about the game and give each other hints.

There are thousands, maybe millions of people who love certain crafts and hobbies. However, those who love to quilt aren't interested in wood working so your membership site should be about a specific craft or hobby.

Professionals like to talk to other professionals in the same field. Each professional field speaks their own language and find the same things to be interesting, informative or funny. So if you start a membership site for professionals, you should get a good response.

A membership website with the theme, 'Resell Rights', should do well, also. This kind of site will need to be kept updated on a regular basis.

### The Main Focus Of Your Membership Site

Whatever the theme of your membership website is, it should always be your main focus. Every piece of written content, audio content or video content should be about the main theme of your membership website. Little side trips into very closely related fields are alright but even very closely related subjects should never detract from the main focus of your site.

When you chose the theme for your membership website, you chose it because it was something that you knew a lot about and/or were (and hopefully still are) passionate about.

I saw a sign in a convenience store not long ago that said something like this: we strive to always be kind, considerate and helpful. However, it is hard to remember that the main objective is to drain the swamp when you are up to your ears (cleaned up) in alligators. That is true for owners of membership websites. It really is hard to stay focused on your objectives when you have so many things to distract you from doing what you need to do to keep your website focused on the main theme.

No matter how many distractions you have, you must still keep **new, fresh, relevant and timely content** on your website that pertains to the theme of your site.

Your ezines and newsletters need to be filled with helpful and useful information. Be sure to continually check for new free products that would be helpful to your membership. New products come out daily and you don't want to fall behind.

You need to make full use of your autoresponder to keep your members informed and to keep them focused on the objective, as well.

Here is a script for creating membership sites easily:

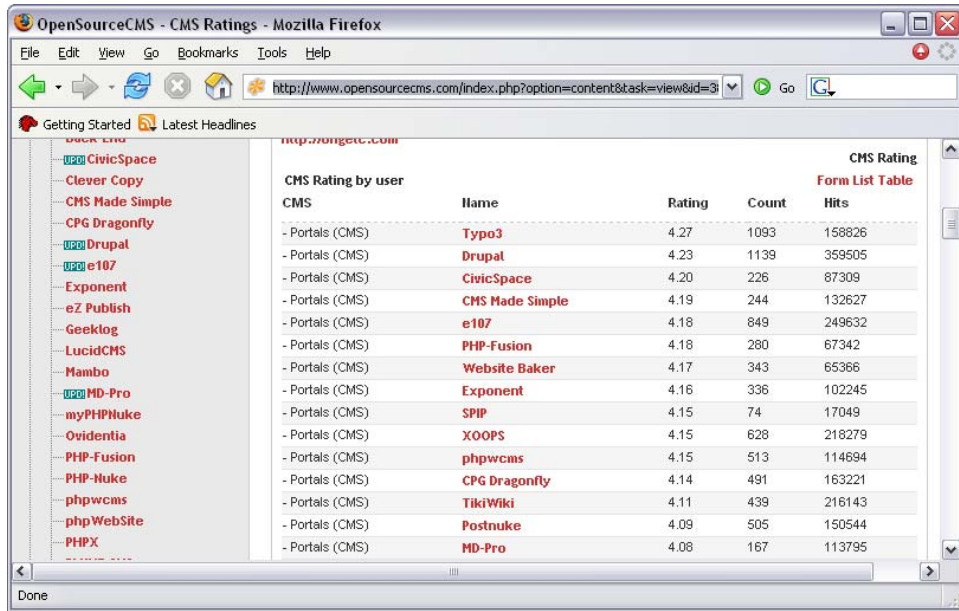
[Easy Member Pro](#)

Alternatively, there are tons of high quality open source CMS solutions.

Go to:

<http://www.opensourcecms.com/index.php?option=content&task=view&id=388&Itemid=143>

# Murder Your Job



CMS	Name	Rating	Count	Hits
- Portals (CMS)	<b>Typo3</b>	4.27	1093	158826
- Portals (CMS)	<b>Drupal</b>	4.23	1139	359505
- Portals (CMS)	<b>CivicSpace</b>	4.20	226	87309
- Portals (CMS)	<b>CMS Made Simple</b>	4.19	244	132627
- Portals (CMS)	<b>e107</b>	4.18	849	249632
- Portals (CMS)	<b>PHP-Fusion</b>	4.18	280	67342
- Portals (CMS)	<b>Website Baker</b>	4.17	343	65366
- Portals (CMS)	<b>Exponent</b>	4.16	336	102245
- Portals (CMS)	<b>SPIP</b>	4.15	74	17049
- Portals (CMS)	<b>XOOPS</b>	4.15	628	218279
- Portals (CMS)	<b>phpwcms</b>	4.15	513	114684
- Portals (CMS)	<b>CPG Dragonfly</b>	4.14	491	163221
- Portals (CMS)	<b>TikiWiki</b>	4.11	439	216143
- Portals (CMS)	<b>Postnuke</b>	4.09	505	150544
- Portals (CMS)	<b>MD-Pro</b>	4.08	167	113795

If you want more information on starting a highly-profitable membership site, here is an excellent resource:

[Membership Riches](#)

## **Where From Here?**

I hope you have enjoyed and benefited from this report on how to make money online, all by just working at home.

This blueprint covers the ways you can make money with your own online business, and the next step for you is to follow each step along the process, and build multiple streams of income, forming your own online empire.

Concentrate on one business at a time. Focus is power!

I am sure you now realize the potential that is before you. So why not **get started on it right away?**

In fact, you should get started right away! Because if you do, you won't waste any time and will finally get around to making loads of cash on the Internet and living the lifestyle you want.

The fact of the matter is – YOU can!

But what ever you decide to do right now, just know that the potential to make money with the steps outlined in this guide is truly great. The money is out there, all you have to do is go get it...

Good luck!

All the best,



Fabian Tan

P.S. If you found this report useful, feel free to let your friends know about it! They can get their own copy at <http://www.MurderYourJob.com>

Or grab your affiliate link from here:

<http://www.MurderYourJob.com/affiliates.html>

## **Recommended Resources**

This book is full of great resources, so I have collected the best ones all in one place for easy reference, including a few additional useful ones. (Look out for the only "guru" courses that really work!)

### **Keyword Research Tools**

[Nichebotclassic.com](http://Nichebotclassic.com) – a great keyword research tool that utilizes several different search engines.

[Freekeywords.wordtracker.com](http://Freekeywords.wordtracker.com) – probably one of the best free resources around.

### **Advanced Keyword Research**

[Keyword Elite](#) – probably the number one keyword research tool out there now.

[Adword Analyzer](#) – another great software for uncovering keywords.

### **SEO Optimization**

[SEO Elite](#) – this is the only software I would recommend if you want to rank high in the search engines.

### **Payment Processors**

[2checkout.com](http://2checkout.com) - start accepting credit card payments from customers from several parts of the world!

[Paypal.com](http://Paypal.com) – it's still free of charge, and its ease of convenience is unbeatable.

[Clickbank.com](http://Clickbank.com) – leverage Clickbank's army of affiliates.

### **Domain Name Coupons (Get Domain Names On The Cheap!)**

[DNCoupons](#) – a coupon site for various big name registrars. If you are buying many domain names, you won't want to miss this.



### **Web Hosting**

[Third Sphere Hosting](#) – this is the best hosting available for Internet entrepreneurs. Their service is second to none!

### **Autoresponder**

[Aweber](#) – most of the big guns use this service. Their deliverability rate is unmatched.

### **Creating Videos**

[Camtasia](#) – probably the best video recording software on the market now.

### **Creating Audio**

[Sourceforge](#) – a free download that allows you to make audio recordings on your PC easily.

### **Getting 1000 Visitors In 24 Hours**

[1000Visitors.com](#) – this report shows you how to take advantage of the Web 2.0 revolution to get lots of traffic in a short time.

### **Affiliate Marketing**

[Secret Affiliate Weapon](#) – from the super affiliate Ewen Chia himself. What more can I say?

[Super Affiliates](#) – a great membership site from my friend Ewen again. He really gives away all his secrets here.

[Google Cash](#) – Chris Carpenter outlines his revolutionary method to cash in with affiliate programs.

[High Performance Affiliate Marketing](#) – a great resource on Affiliate Marketing, it is concise and no fluff.

[Dominating CB](#) – these step-by-step videos show you to milk every profit out from Clickbank.

[Clickbank Profit Machine](#) – an amazing money-making product by one of my online colleagues Dylan that will show you how to profit like crazy using Clickbank!

### **Information Marketing**

[7 Day Ebook](#) – Jim Edwards and Joe Vitale pull out the stops here. Everything you need to know about information publishing online is in here in one digestible format.

[Ebook Secrets Exposed](#) – the advanced tactics from the same marketers on how to create and sell an ebook.

[7 Dollar Reports](#) – find out how to create 7 dollar reports that sell like crazy in this popular report by Jonathan Leger.

### **Creating Membership Sites**

[Easy Member Pro](#) – powerful solution for creating membership sites on the fly.

[Membership Riches](#) – this is a product by Jason James. Discover how to get rich from residual income membership sites.

[Membership Surge](#) – this report is quite revealing. It shows how an Internet marketer got 1296 active members to a brand new Membership Site in 44 Days.

### **Free Traffic**

[Traffic Pods](#) – a free ad exchange, tap into free traffic in just minutes!

[Your Lucky List](#) – this is a great way to build a list of thousands fast. Use this report as your incentive and you'll be adding subscribers to your list like crazy.

[Traffic Swarm](#) – similar to Traffic Pods, use both for double the traffic!

## WARNING!!!

The secrets you have just discovered are just *samples* of the killer information hidden within The Day Job Annihilation Membership. You'd want to get in fast before your competitors do and get the edge!

## "The Day Job Annihilation Membership!"



[www.DayJobAnnihilation.com](http://www.DayJobAnnihilation.com)