

The New Age Work at Home Plan:

“Internet-Based Financial Independence in 10 Simple Steps”

Give Away this Special Report and Earn Money:
<http://www.work-at-home-site.com/freesite.html>

Preface:

This special report was written to shake things up. So I'm gonna lay it on the line right away with the hard truth...

You are being misled.

If you think that the ideal path to financial security looks like this...

Go to school, graduate, get a good job for a good company, save for retirement, retire comfortably, travel and enjoy your golden years...

...you may be in for a big surprise -- a surprise that happens when it's already too late.

The surprise is this.... about 5% of the people following that path ever achieve a comfortable retirement.

Isn't that a shocking number?

A whopping 95% of well-intentioned, hard working people, who worked their fingers to the bone, now rely on social security, inadequate pensions or family assistance.

If you don't believe it, look around at the people you know who are retired or getting close to retirement. How many of them are financially secure? If you *do* know any people who are financially independent, chances are they did it **on their own!**

And unless you are one of the 1 in 180 million people who hits the lottery or inherits a fortune when Uncle Joe checks out, there's just one way **you** will ever become financially independent too..

You have to do it on *your* own.

While that may sound like a monumental task, thanks to technology, it's easier than ever. And this special report will show you a proven plan to accomplish exactly that.

But first I want you to look a little more closely at the old 20th century plan... (This really puts it all in perspective.)

In the 1900's a small percentage of people *did* attain financial independence through a *career* and *life savings*. You know the idea, work a job for 35 years or so, scrimp and save along the way and retire around age 65 with a nice nest egg. Although this was pretty much a universally accepted plan for wealth during the

20th century, there was a **glaringly obvious problem** that most people never discussed. No, I'm not talking about the fact that only 5% of people ever achieved their goal. I'm talking about a little matter called ***life expectancy***.

Even near the *end* of the 20th century, between 1980 and 1998, when the world's average life expectancy *soared*... people were expected to live only to the ripe old age of 67 years. You do the math. That's right, that leaves a whopping **two years** to reap the rewards of all that work and saving.

If you ask me, that's not a good plan. After all...

What good is a life savings if you have so very little *life* left to enjoy it?

Even now, at the start of the 21st century, with life expectancies reaching some 77 years, that gaping hole in the career/savings plan remains in tact. Plus, I don't know about you, but I'd like to enjoy my ***entire*** life. That means doing things on MY terms, instead of slaving away for "the man" five or more days a week, *hoping* I won't be too old or sick to enjoy those last few years at the ***end***.

So a few years before the turn of the century, I decided to do something about it.

I did a little research and decided it was time to try something different. I figured if my plan worked, maybe I could quit my job and spend more of my life doing what *I want*, *when* I want. And if it didn't work, I could always go back to the job/savings plan. (Even though I had quite an average job and absolutely no savings.)

My plan was to try my hand at online business.

I set out to learn as much about the growing soho (small office home office) business as I could. Before long I had uncovered quite a bit, and I decided to share the information. I figured there had to be millions of people in the world wanting out of the rat race. So I put together a plan to help them do just that. And the people I shared my research with simply loved the information I uncovered. It helped many of them start their own business doing exactly what they wanted to do, saving them lots of time and money in the process.

Much to even my own surprise, just months later I was working at home full-time and making more money than I ever made in any job. My plan had worked! And over the years I constantly tweaked my plan, making small adjustments that have enabled me (and all my clients!) to *work less* and *earn more* each year. That's what this special report is about. **The plan**. I like to call it...

"The New Age Work at Home Plan: Internet-Based Financial Independence in 10 Simple Steps"

If there were a way *you* could get rich all by yourself, without a "job", would you want to know about it? Wouldn't becoming job-free and financially independent be a life-changing accomplishment? I mean, you could actually enjoy your life and do what *you* wanted to do with your time.

Sounds too good to be true, doesn't it?

Well, I'm about to show you that it *is* possible. I have not worked a job in more than 10 years. In this special report I will show you the exact steps I took, the same steps anyone can take to become financially independent using the Internet.

If you have doubts, that is normal. In fact, before I get into the 10 Steps to Financial Independence on the Internet, I want you to see some of the doubts people have about this.

You see, in my ten years of online business I've helped literally thousands of people change their lives. So if anyone in the online business arena has a grasp on what's keeping more people from doing this, that person is me. There are many myths residing in nearly every potential business person's head, while they contemplate starting their own Internet income stream.

Before we get to the 10 steps, you need to know the 10 Myths keeping millions more from making money online...

Myth #1: I'm not smart enough to have my own business.

Perhaps. But doubtful. True, online business is NOT for everyone. But I do feel that it IS doable for ALMOST ANYONE, including 99% of the people reading this special report right now.

If you have an average level of intelligence and a desire to learn, you can grow an income stream from the web. You just have to do it the right way, and that means you CANNOT chase business opportunity after business opportunity. You have to build something of YOUR OWN. Something of VALUE. Something that will help other people.

It's all about sharing something with other people. That's the seed that can blossom into profits via affiliate programs, your own products or services, advertising revenue and many other income streams.

Myth #2: I don't have the time it takes to start or grow an income source online.

Working for "the man" can eat up quite a bit of your time. Add in a significant other, maybe a family, a commute and what do you have left? For people working 80+ hours a week to make ends meet, starting a business MAY be impossible.

But for most folks working full time jobs, it IS possible. I worked 40-50 hours a week plus I had a 2 hr. a day commute 10 years ago. I had a significant other and a baby on the way. But I found a couple hours a night to get a business started. I used my commute time to record ideas onto a small cassette recorder. I brain stormed during idle times in the day. If you want something bad enough, there is almost ALWAYS enough time to make it happen. Burn the midnight oil for a few months and see what happens.

Myth #3: I don't have the money it takes for a new business.

That's doubtful. The cost of online business really can be dirt-cheap. Ten years ago it was FAR more expensive to start a business online than it is today. Website design no longer costs thousands of dollars. In fact, you can do it for less than \$50 if you are willing to do the work yourself. Even if you have to hire someone you can have a pre-designed website template modified for a few hundred bucks.

There are also monthly services available for the cost of dinner out, that handle all your needs such as web hosting, growing an opt-in list, following up with prospects, accepting orders and even starting an affiliate program. None of these services were available ten years ago. Now they are cheap and more effective than ever.

Myth #4: I'm not an expert at anything.

You don't have to be. I was a phone guy. I decided I wanted to start a business on the Internet and started researching every aspect of it. Before I knew it, I knew more about the subject than everyone I knew. People started asking me questions and it soon dawned on me that I was now an "expert" on Internet business. So I decided to help more people by writing a book. The point is, you can BECOME an expert in almost any topic that interests you.

The World Wide Web contains a WORLD of information and it is all at your fingertips. Take a topic that gets you excited and BECOME an expert. It's fun to enrich your mind and even more fun to enlighten the minds of others!

Myth #5: I have nothing to sell.

You don't need anything to sell right away. You can start by promoting existing products and services in the niche you choose. Chances are you will not be the first person entering that niche. And chances are there are already products or services for sale in that arena. You can promote those existing products or services on a commission basis, via those merchants' affiliate programs. While you're doing that you can be developing something of your own to sell!

Myth #6: Someone is already doing what I want to do so it is useless trying to compete.

This is one of the worst excuses, yet one of the most common I see. Many people think that if an idea is already being implemented online, that they "missed the boat". What they fail to realize is that if their idea is being done, then it may be a successful idea, and something worth pursuing! Remember, there are hundreds and sometimes thousands of sites doing similar things on the web. Heck, if I had this attitude ten years ago I would still be working for the man. After all, I'm not the first guy to come along offering business advice. ;-)

Myth #7: The only people making money are people telling others how to make money.

Another one I hear a lot -- usually from someone too lazy to ever succeed. Sure, there are a lot of so-called web business gurus offering advice on how to make money online. But in the grand scheme of things, these businesses comprise FAR less than 1% of ALL businesses online. Your business online is what YOU want it to be -- always remember that. If you want to be an online business guru, do your research and join the fray. But only do it if that is what you truly want to do, not because it looks like the only way.

Myth #8: I've tried plenty of business opportunities with no success -- it's just not for me.

Maybe it's not. But chances are, your failure is from chasing different business opportunities, instead of building your own business from the ground up. That includes setting up a website of your own, growing your own opt-in list, communicating with and helping people, networking with other businesses in your niche and MAKING it happen!

Myth #9: I'd need a top search engine ranking to get anywhere and that's almost impossible.

I'll agree that it MAY be almost impossible to get a top search engine ranking in some niches. But the fact is, you do NOT need a top search engine ranking in order to succeed on the web. I'll submit right now in writing, that a top search engine ranking can be grossly overrated. In fact, I have a site that has a top ranking in a hotly contested market, with THE top keywords. How much traffic do you think that top ranking brings the site each month? 10,000 visitors? 5,000 visitors? Try 300. Yes, search engine ranking, like ALL marketing strategies online and off, does NOT stand up well on its own. Effective marketing is all about using MULTIPLE strategies, and many strategies work FAR better than search engine positioning.

Myth #10: I'd need a big advertising budget to get any results.

Wrong. The web is a PERFECT medium for implementing grass-roots strategies such as joint ventures, networking, opt-in marketing such as email newsletters and follow-up series', commission-only marketing such as affiliate programs and more. These strategies are dirt-cheap and amazingly effective. In fact, BEFORE the web you could get away with the argument that an advertising budget was needed to get results. The web changed that long ago and it continues to be true today.

There you have it. The top 10 Myths about Web Business that are keeping literally millions of people stuck in that J-O-B (Just Over Broke). If you're not on your way to generating profits online, you may find that you believe one of those myths. Don't fall for it. Don't let a false belief keep you from one of the best opportunities in centuries -- an online business of your OWN.

Of course it *is* perfectly normal to have a few questions before you start. I've found that most people want to know two things before they begin...

- A. How long it will take to make X amount of dollars?**
- B. How much they will have to spend to succeed.**

My answer to both of those questions start with... "it all depends on exactly what you want to do." And I'll get into specifics on that in a moment. For now, consider this...

As far as how long it will take you, what's the difference if it takes you a month, six months or two years. The end result can be something so rewarding it really does not matter how long it takes! If you do it right it will take a fraction of that career/savings plan we talked about earlier. And no matter how long it is going to take you, you must take the first step, and that is what you should be worrying

about -- not the *last* step. The fact of the matter is, there is no last step where you stop and say, "hey, I am a success." When you're doing it right your income will just keep growing and growing. This plan is that powerful. Remember, we're talking about potentially life changing stuff here, if there is anything you should be willing to invest a little **time** in, this is it.

Now, as to how much it will cost you, no, it will *not* be 100% free. When you start any venture there are always some expenses. But online, they can be kept tiny, especially when compared to business ventures in the real world. Again, how much *you* spend depends on exactly what you decide to do, and I'll get right into that in the next section. But just remember this when it comes to spending money on your new venture... how much would it be worth to you if you could be financially independent to the point where you do not have to work for anyone ever again? I doubt you can even put a price tag on it. So if you have to spend a little along the way to get there, make sacrifices and do it. Eat out less. Skip dessert when you do. Clip coupons. Do whatever it takes to fund your dream. Remember, we're talking about potentially life changing stuff here, if there is anything you should be willing to invest a little **money** in, this is it.

OK, I've said all I want to say to prepare you for the plan. Now I want to *show* you my plan. Remember, this is not some half-baked scheme. It is the very plan I used (as well as many of my clients) to gain financial independence and freedom from a job. Pay close attention now and read every word...

And remember, I'm only the messenger. What you **do** with this information is up to you. I cannot make you **take action** on your dreams. I can only show you how I did it. The rest is up to you.

Here's how to get the most out of this plan...

- Read it in its entirety.
- Do not quit your job yet - wait until your income surpasses your regular paycheck. (Even then you may want to stay on part-time until you're completely out of debt.)
- Do not tell anyone about your ideas -- save that for when you're making money.
- Once you've read the plan go back to the very beginning and **start your project**.
- **Complete each step one at a time.**
- **Try to have some fun along the way.**

Step 1: Prepare to sell something. Here's exactly how to decide what *your* something should be.

The very first thing you have to do in this plan is become comfortable with the idea of selling something.

I've come across lots of people who want their own high-income business on the web but do not want to get involved with selling. What do I tell these folks? Simple. I tell them to keep their jobs. While you *could* work at home actually working *for* someone, what is the point in that? That's just like a moving your job location.

Remember, you want to make "lazy" money. And in order to attain that, you need a way to **do work once and make money over and over** for years to come.

If you do not like selling, don't worry. I've found that the Internet can make selling completely "hands-off" so you don't have to peddle a thing. I'll get into exactly how, later. In fact, I've been "anti-sales" for as long as I can remember. Still to this day, I've never sold a single thing in person. Actually, I stink at it. That's why the web is the only place my business could survive. (And thrive!) The Internet lets you be a sales "genius" without ever having to pitch a thing in person. Online, the actual act of selling is as simple as setting up a few automated tools and letting them do the work.

If *you* happen to be "anti-sales" like me, here's a tip to put it all in perspective... When you sell something, you are not taking a person's money. Customers are making the conscious decision that what you have to offer is worth a trade for a certain amount of their cash. This is the basis on which capitalism works.

Better yet, I like to think of my selling as helping people make smart, informed decisions. The best salespeople I've seen online adhere to that same policy, and you can too. These online sales "experts" aren't at all like what many people would think they would be like. In most cases they're just regular folks like me!

So now that you know you have to sell something to start moving toward a high income, let's get right to the other part of this question...

Exactly what do you sell?

Once again, I'll level with you completely... Too many online marketers tell you that you should be reselling their products! That's not true. The very best way to make money, either online or off, is to market your own products or services. Not only does this give you complete control, it enables you to maximize your profits by keeping most of the money from every sale.

[Side note: It is possible to make serious money online with existing products or services, but you must start your own business first. (I'll get to this later too!)]

Now perhaps you already have a product or service in mind for your business. If you do, great! You're a step ahead of the pack. But if you have no idea what you could sell to make money online, here are a few ideas...

During my humble beginnings, I learned that the number one seller in the world has always been, and always will be - information. Not just any information, but *specialized* information. I made a decision that I would start my business on this premise. I set out to come up with the best information about Internet marketing I could offer, and to actually help people along their journey. This has always been my business strategy and it will remain the same until it stops working. (Most likely never.)

And I've got news for you... creating your own information products is not hard at all. You just need to **find your niche**. Finding your niche is a very individualized process, so the results will be different for each person.

The easiest and quickest way to discover your ideal niche is to answer this question...

I enjoy talking about or helping people with _____ .

That is your thing. And maybe there is money in it.

If you cannot easily fill in that blank, then try this exercise...

Take a moment right now and reflect on your life experiences. Consider all your favorite hobbies, past work experiences and your interests. Is there knowledge you have gained over the years that might be valuable to a niche market? If so, you may have niche product or service in you.

For example, I have a client who really loved salsa dancing and he was really good at it. Now how can that translate to the web? Well a quick research session (I'll show you how in a minute) showed that there were thousands of people on the web searching for the term salsa dancing. So my client decided to develop a video teaching everything he knew about salsa dancing. He setup a basic site and sold 180 before the video was even completed!

Let's say you have no specialized information in **your** head. Then start thinking about all the people you know. Do they excel at anything in particular? If so, you could interview them about how they became so great at what they do (maybe they opened a restaurant, started a day care center, etc., etc.) and the end result would be a great product that would help others achieve success in that niche. See how the possibilities are unlimited once you open your imagination?

Once you've have considered a few ideas, here's how to do some quick research to see if there may be **money** in your idea...

Go to the keyword research tool at <http://www.work-at-home-site.com/link0.html> and enter a few words related to the ideas you have in mind. The tool will then show with the number of times that keyword was searched on last month, at their giant network of search engines. When entering your keywords, think along the lines of what your target market may be searching for. The tool will also show the number of times related keywords were searched on. This will give you an indication of what your niche market(s) bear for interest.

If you find a decent amount of interest, say a few thousand or more combined monthly searches on keywords directly related to your idea, then you may be in a solid niche.

Next consider what specific information or help those people are looking for, and think of ways you can offer that help. Remember to keep a potential customer's mindset as you go along.

Finally, visit your favorite search engine and search the web using some of those same keywords. Click to the websites that come up and see how others are offering help in that area. What products or services related to your idea are available on the web already? If you see some, that's a good thing! Don't worry so much about competition, the web is huge and there is room for new players in nearly all niches.

Now I'm not saying you should open a store to compete with amazon.com, you need to have a much narrower niche than that. You narrow your niche by carefully considering WHO you will be promoting to. Think hard about the people who might be interested in what you plan to sell. And beware... if the answer is "everyone", that's usually a BAD thing. As an example, let's say you plan to sell books. You'll have 1000 items and your target market could be just about everyone shopping for a book. Sounds fine, right? Wrong.

A major problem rears its ugly head when you start your promotion and advertising. How do you reach ONLY the people who are most likely to buy from you, if you cannot identify them? Unless your books are focused on one niche audience, say, children's books, or something along those lines, you'd have no niche to identify. And identifying a niche market is an important aspect of selling that many entrepreneurs overlook. A tight niche allows you to use the grass-roots marketing strategies I'll share later, and that keeps your cost of acquiring customers to a bare minimum.

Now that you know a little about how to choose a niche, let me explain a little more about the actual process of **filling a need with a product or service...**

Step 2: Where to get your product or service: *creating* or *finding* something that helps people.

Once you've found a niche market in your area of interest, the next step is to create or find a product or service to sell. When deciding what you're going to sell online, you can choose from the following two strategies, or choose both...

- **Creating a Product or Service**
- **Selling Existing Products and Services**

While I feel that choice number one gives most small businesses the best chance at success, it takes a bit longer. But let's break down each of the options above, starting with choice number one...

[X] Creating a Product or Service

This is the path I chose to make my own living online. (I later mixed in choice two, but I'll get to that in a minute.)

I prefer the ***creating*** products strategy since it gives me complete control over exactly what I sell and how much profit it yields.

I sell information and services. I create my products and services using my computer and then mold them into many different marketable formats including print books, ebooks, software and consulting and advertising services.

If you have information to share, or have the ability to research and gather information on a niche topic (everyone has that ability!), you can make money using this model. For centuries, people have been making money selling information and related products and services, and this fact will continue forever.

It all boils down to helping people save time and money avoiding learning something the hard way -- through research of their own. Basically, you do the research (or share what you already know) and *sell* the results. The better the information and services, the higher prices you can demand.

With a global audience online, you can create and sell just about anything. If there is a market for it, you can build a business around it.

For example let's say I was really into off-road dirt bikes. If I wanted to make a living in that niche, the first step I would take would be to find out exactly what dirt bike enthusiasts are searching for. I'd use the tool in step one to find that out. Do they want to learn how to do new tricks? Do they want to know the best bike to buy? Maybe they would be interested in a simple video or software program that breaks down how to pull off the newest tricks? How about an ebook on getting

started with dirt-bikes. I think you get the idea. You find a niche that interests you, see what people are searching for and fill the need.

Now let's consider an angle for those of you who do not have the time or inclination to "create and sell"...

[X] Selling Existing Products and Services

It is also possible to earn money online selling existing products and services. There are two ways to do this... by acquiring the rights to a product, and by promoting products and services as an affiliate.

I'll touch briefly on resale rights first. On the Internet you'll see many products, especially in the internet marketing niche, being sold with **resale rights**. While this can be a profitable model, you have to remember that if you go this route, you will be competing against all the other people who also bought those rights. And that can create a problem if there are hundreds of others selling the same thing. I've seen many marketers get caught up in a price war when selling products they bought resale rights to. And when customers realize that they are about to buy a product that is a resale item, they tend to shop the web for the merchant with lowest price. That's a profit killer.

In my opinion, the only time I would choose the resale rights model is if I'm allowed to setup an affiliate program for the product, and pay others to sell it for me. You'll see why later.

For now, just know that while there **are a few** decent resale rights programs and resources available on the Internet, (the best resource I've seen is at <http://www.work-at-home-site.com/link1.html>) I feel that affiliate marketing presents more versatility and profit in the long run. So let's talk more about that...

Affiliate marketing is simply promoting existing products or services on a commission only basis. Every time you make a sale you earn a commission. There are affiliate programs in just about any niche you can imagine. Whatever niche you plan to develop your business around, you'll more than likely be able to find affiliate programs you can join.

I know first-hand how profitable this model can be. You see, in addition to selling my own products and service, I often promote products as an affiliate. In fact, every month I receive checks in the mail totaling thousands of dollars. These affiliate checks are from merchants paying me commissions on sales I made for them.

You'll see exactly how I make the sales as you continue to read this special report. For now, just remember that there are advantages and disadvantages to affiliate marketing.

Advantages:

- You save time and money since all the product creation has already been done by the merchant.
- There is no need to worry about payment processing or order fulfillment since the merchant handles those aspects.

Disadvantages:

- You give up control and profit when using this strategy since you do not own the products.
- You cannot open your own affiliate program and use the massive power of affiliates, since you do not own the product.

If you want to give this business model a try, you can start by entering a few keywords about your niche at: <http://www.work-at-home-site.com/link2.html>

It contains literally thousands of affiliate programs you can browse or search through. Chances are you'll find one in your area of interest.

I also recommend you get some low-cost affiliate training such as the training offered at: <http://www.work-at-home-site.com/link3.html>

Since there are a lot of techniques you'll need to become familiar with in order to succeed as an affiliate marketer. For instance, one thing many people do NOT understand is that if you plan to go the affiliate route, **you still need a website of your own.**

Your website will be the **hub** of your business. The place where you share information about your niche, establish credibility and grow an opt-in list. It is as essential to an affiliate based business as it is to a business selling their own products and services. So let's get into how to put up a site of your own...

Step 3: Put up a website. How to easily get a simple, effective website.

Here's a question I hear over and over...

"Jim, do I really need a site of my own? I got a free one with the last affiliate program I joined. Can't I just use that?"

And my answer is always the same...

No matter what you plan to do online, you absolutely **WILL** need your own custom web site. And don't worry, I'm about to show you how to accomplish this sometimes daunting feat **without** paying big bucks.

The total cost of setting up a superb, custom web site can be less than two hundred bucks and some of your time. Once your site is up, the only ongoing costs are monthly web hosting charges averaging \$25 dollars per month, plus yearly domain fees of \$15 or less. Now that's cheap!

Here's the entire website building process, step-by-step:

Put something down on paper.

Draw out what you want at your website. Don't worry about the actual look right now, just figure out what your basic web pages will be about. A few examples would be a main page containing sales literature of your best product or service (I'll get into sales literature later), a page that describes your company or yourself with contact information and a page that offers free information about your area of expertise.

Put it into your computer.

Once you have a basic idea of what your site will contain, take that info from step one and put it into your computer. There are many ways to do this. You can go out and buy one of those 800 page books on html, the code used to design web pages, or you can go the easy route.

The easy route is to get a free WYSIWYG (stands for What You See Is What You Get) web design program. There are many programs to choose from in today's market. Two top-notch, **FREE** programs that offer the easiest way to design a web site, especially for the first timer are NVU and SoThink. You'll find those sites here...

<http://www.work-at-home-site.com/link4.html>

<http://www.work-at-home-site.com/link5.html>

If you want to put your site together yourself, try one of those programs. But don't start from scratch! Instead...

...Get a professional template!

When designing a new website, I suggest you start with a pre-designed template, rather than designing the site from scratch. A professional-grade website template will save you days, if not weeks of design time.

Here's a **website template site** offering top quality templates and low cost customization if you're not up for putting your site together yourself:

<http://www.work-at-home-site.com/link6.html>

That's where I got the template for the site where you found this special report. I just grabbed a free template (you'll see my template when you get there!) and inserted my own information. I know the owner of that site personally and he's giving away ten free templates, just for readers of this special report. As you'll see when you get there, he really knows how to design professional looking sites.

(He also knows how to do all the things to a site that makes it **SELL**. So if you need someone to insert all your information into your template, take advantage of his special customization offer there.)

When I think of the time that templates would have saved me years ago while building my sites, it gives me a chill. But website templates were practically non-existent back in 1996. Today I can't imagine building a site any other way.

Get a domain name.

As your site is being designed, you'll need to decide on a domain name for your site. Registering your own domain name means that web surfers will be able to connect to your web site by entering www.whateveryouchoose.com.

Try to choose a domain name that is easy to remember and has something to do with your business. Also be sure to include a couple of your best keywords in your domain. For example, look at my [work-at-home-site.com](http://www.work-at-home-site.com) domain. A keyword-rich domain name not only tells surfers something about the site, it can help you get better search engine ranking. That's because when other sites link to your domain, their link contains your best keywords automatically. This factor grows your link "reputation" for the very words you want your site to rank well for.

If you need help coming up with an idea for a domain name, try my domain name wizard at: <http://www.work-at-home-site.com/link7.html>

Just enter a few keywords describing your niche and let it go to work. If you like the domains it suggests, you can register them right there for just \$15 a year. Or you can use any domain registry on the web.

Select a company to host your web site.

Once your website is coming together and you have a domain name picked out, you'll need a company to host your site. Many people wonder if this is something they can do themselves and the answer is no. In order to do it yourself you would need lots of special software, a T-1 or T-3 connection (which can cost more than a thousand bucks a month) and a way to monitor it 24 hours a day. Therefore, hiring a web host who already has everything set up is a much more cost-effective solution for small businesses.

Since your web host will maintain your 24hr connection to the web, making sure surfers can connect to your site at all times, it's important to hire the right company. My past experiences with web hosting have been quite eventful (as well as painful). Before choosing a web host you may want to read the special report I posted at:

<http://www.work-at-home-site.com/link8.html>

Set your domain name DNS.

Many people cannot understand how their site will load when someone enters their domain name in their browser. It's simple. You simply log into the site where you purchased your domain name and then enter the "DNS" (stands for Domain Name Server) information that your web host gives you. It looks something like this...

NS1.hostname.com

Once it is entered in, your domain will go "live" to your website in 24 hours or so.

Upload your website.

This is another step that many newbies have problems with. Basically, this means transferring your newly designed web pages from your own computer, or from your designers computer, to the computer at your web hosting company.

Although some WYSIWYG web design programs come with a "web publishing" interface, many of them are clumsy and slow. Rather than using the web publishing interface in my design program, I prefer to use FTP to upload my pages. "FTP" (stands for File Transfer Protocol) and there are lots of these programs available on the web. Here's a free FTP program that make uploading your site to your host as simple as drag-and-drop at:

<http://www.work-at-home-site.com/link9.html>

That's it! You now have each step laid out in an easy to follow checklist. Get started now by grabbing a free website template from that site above and see how great your site can look!

Step 4: Get website traffic without paying for it.

Now the real fun begins. Getting visitors to your site so they can give you money!

As a marketer who spends very little on advertising, I pride myself on utilizing only the most effective low-cost and no-cost traffic sources available online, just as I've done since 1996 when I got started online. I'm happy to share those traffic sources with you so you can try them yourself. They all work very well and cost very little if anything...

- **Search Engines such as Google, Yahoo and MSN**

The search engine Google.com, the web's top search engine delivers a high quantity of *high-quality* traffic to my sites. There are no big tricks to top ranking either, at least not any that will work in the long term, and that is what should be most important to you.

That said, you CAN get some great ranking if you follow Google's recommendations at: <http://www.work-at-home-site.com/link10.html>

Then make sure your site is properly optimized with the right keywords for your niche. The rest happens by getting a high number of quality links to your site from other sites. The more quality links you attain, the better the ranking your site receives. It's that simple.

Yahoo.com also delivers quite a bit of traffic to my websites. But search has changed quite a bit recently at Yahoo, and with those changes comes cost to webmasters. If you have the budget, consider using their SiteMatch service. Or at the very least, use the FREE URL Submission Yahoo now offers:

<http://www.work-at-home-site.com/link11.html>

MSN.com is also finally making a dent in the search engine market, and they are making a concerted effort to expand in that area. In fact, I've already seen traffic to my sites from search.msn.com grow steadily, especially recently. If you have not added your URL to their search engine, take a minute and submit your site for free at:

<http://www.work-at-home-site.com/link12.html>

One note about search engine traffic... too many people put all their eggs in this basket as far as website traffic goes. Do not make the mistake of thinking that you must have top search engine ranking to succeed online. **That is far from the truth.** Conversely, a top ranking does *not* mean automatic success. Many businesses are surprised when they get a top ranking and it does not amount to

a windfall of traffic and sales. **The most successful businesses on the web reply on a combination of traffic sources, so read on.**

- **Affiliates**

If you are coming up with at least one product or service of your own, then this is a strategy you **MUST** use. My number one traffic source year in and year out is my affiliates. In fact, my affiliates send thousands of visitors a day to my sites and generate thousand of dollars in sales every week.

But again, to start an affiliate program you need at least one product or service of your own. It can be a product you created or something you purchased resell rights to. Although there are some costs involved with starting your own affiliate program, it is well worth it. Justify the expense by telling yourself that you are hiring thousands of sales people and paying them only when they sell. A web based affiliate program is just that.

A few secrets to success with my affiliate programs include paying decent commission rates (30% - 40%), paying on time every month and offering lots of tools and tips for my affiliates. I also actively seek out potential super-affiliates on a regular basis. Like with any marketing strategy, a pro-active approach works best!

I'll go into more detail on this in step seven below, for now just know that once you have your website set up, you should start an affiliate program.

- **Links/Content**

Getting lots of incoming links to your site is important. Not only will traffic arrive via those links, but a site with lots of incoming links does better in search engines than sites with few links.

The best strategy I've used to get links, starts with **content**. You write articles based on your niche, post the content at your site AND share the content with other webmasters. You can do this "on-the-fly" by including a short footer after your content that tells webmasters they have permission to reprint your article at their website or in their newsletter. Be sure to let them know that they need to include a live link to your site. You may even want to tell them exactly how to link to your site. (Preferably with a short description of your site and a hyper linked keyword or two. This will help search engines determine that the sites are related and give the link more relevance.)

There are lots of websites in need of decent content. Supply it and you can benefit greatly - your links will grow continually with no effort on your part. And

the beauty of this strategy is that only sites in your niche will use your content. This means your links will be high quality links from sites in the right 'neighborhood.' This goes a long way with the search engines.

If you would like to see this content-sharing link growing strategy in action, visit my marketing articles archive at: <http://www.work-at-home-site.com/link13.html>

There are lots of other ways to get links into your site, and you need to use your imagination. You'll discover the pro-active version of this strategy, when you get to number 10 below.

- **Article Submissions**

I highly recommend this no-cost strategy to other grass-roots web marketers. The traffic you get from this strategy is immediate as well as long-term. And it can go a long way in establishing your expertise on your topic of choice.

If you are not using this strategy, try it! Visit an article directory and submit your best, current articles. Make sure the article is helpful and includes a small footer at the end, about the author.

Here's a short list of article directories:

<http://www.ezinearticles.com>
<http://www.ideamarketers.com>
<http://www.goarticles.com>
<http://www.netterweb.com>

You can and *should* also submit your articles to ezine editors in your niche. This can expand your reach exponentially.

- **Repeat Visitors**

A perennial, top traffic generator for me is "repeat visitors." You know, people coming to my site who have already been there before.

The importance of getting repeat visitors is something you used to hear marketing experts talk about a lot. Lately, it seems that the value of repeat visitors has been overlooked. Yet repeat visitors are usually the people who end up making purchases at your site. And there are lots of ways to get these valuable repeat visitors.

I get many from my follow-up autoresponders in my WebBusinessWizard Shopping Cart at <http://www.work-at-home-site.com/link14.html> and through my

free ebooks and my email newsletter called BizWeb eGazette. I suggest you look at these strategies closely and try similar techniques if you are not already getting lots of repeat visitors.

You can and *should* also submit your articles to ezine editors in your niche. This can expand your reach exponentially.

- **Traffic “Networks”**

A traffic network is basically a traffic exchange system. You earn website traffic simply by telling people about the traffic network.

There are lots of traffic networks to choose from on the web. One network in particular is responsible for delivering an average of 500 highly targeted visitors a day to my sites. Again, I simply send some traffic to their network site and get traffic in exchange. As you can see, this is pretty much a self-propelled traffic generator.

For a full review of the traffic network I use, visit the following web page:
<http://www.work-at-home-site.com/link19.html>

You just discovered six free and easy ways to get website traffic. You'll discover more as you continue reading this special report. I recommend you try all the strategies shared in this report, because the **best** traffic building strategy is to use *many* strategies!

Step 5: Use auto-pilot relationship building. How to grow and "get to know" your email list of prospects, eager to give you their money.

This step will teach you not only how to quickly build an email list, but how to make money with the list. The secret is to grow relationships with people by way of **opt-in "series" email marketing**. Opt-in series email marketing is a secret weapon many big name marketers prefer not to talk about much. Bet they all use it.

This is easier than most people think. It starts with a freebie. You simply GIVE AWAY something at your website. For example, this special report you are reading right now. It was free. It helps you reach your goals. And it helps me get to know more people. People who may someday buy one of my products.

Here's exactly how it works... You put together an attractive and irresistible freebie and offer it to everyone who visits your site. When your visitors claim their freebie, they are required to enter their first name and email address. They then are subscribed to your series of personalized, scheduled email messages that you have pre-written. The best type of series is one that offers free valuable help and information about the subject they were looking for help on in the first place.

A well-written email series will form relationships with your best prospects, something that holds more value than most online businesses realize. Perhaps the best part of this strategy is that once you do the setup work, everything is completely automated and personalized. That's right, the email messages sent to your prospects, address them by first name and many people really think you are sending them a personal message. It's quite a powerful idea and it's no wonder it works so well.

The technology behind this is called a follow-up email autoresponder service. I use my WebBusinessWizard Service for my own follow ups but there are tons of services available such as Aweber, Getresponse and more. When used properly, and with a bit of originality and flare, this email marketing strategy can be one of your top sales producers. And it's all done on auto-pilot.

My ezWebBusinessBuilder software (<http://www.ezWebBusinessBuilder.com>) shows my customers the exact messages I use in my own autoresponder series - a powerful series of messages that build relationships by contacting prospects at set intervals over a period of three months. Whether you get that software or not, the bottom line is this... if you want to make money online, you MUST take advantage of technology that can automate and empower your relationship building.

Step 6: Embrace the secret that only super-successful business owners know -- *persuasive sales literature* makes the difference between success or failure.

If you have yet to experience success in business, chances are, you have no idea how important a good sales letter is. In fact, even with my early success, I didn't know the true potential of sales literature for years -- until I worked with an expert and *actually experienced the rush of sales* a well-crafted letter can bring. In fact, if I had to rank the importance of each component in this plan, I would rank sales literature on top. It's that important.

So how does one craft an effective sales letter? Well, it takes practice. But there are proven formulas that you can use to get started. Of course you *could* hire a professional copywriter if your budget allows. But I'll assume that is not the case, and share some of the more important aspects of writing sales literature that closes the deal.

The first thing you need to understand is that even a perfect sales letter web page might only close one sale out of every 50 or even 100 website visitors. That's just the nature of the web. There are tons of people who almost never buy anything. They only want free information. And that's OK. Because there are people who will invest their money in you or your product, ***IF*** you can convince them that you can help them save time, save money or *make* more money.

So not only do you need a solid product or service, you need a way to convey that message to them. And well-crafted sales literature does exactly that. Here are the strategies I use which work very well. Many of them I have learned along the way and many I developed or tweaked into my own formula...

- **Write like you speak.** You know, just like I am doing right here. People are more comfortable when they read something and get the feeling that you are chatting with them. This means your grammar and sentence formation may not always be proper. But who cares! If you can make them feel comfortable you've cleared a major hurdle.
- **Use a powerful headline** that literally forces them to continue reading. The headline is your best shot at keeping them around. Make it bold and bright and keep out the hype. Think of what would make you stick around and read more then take it notch higher.
- **Appeal to their emotions!** Rather than tell them what your product or service ***is***, tell them what it will ***do*** for them. For example, if you are selling information about how to grow perfect roses, your sales literature should

not read... how to grow beautiful, healthy roses. It should read... when your neighbors see your huge, perfect, silky red roses they'll be begging you to share exactly how you do it. That's the difference between telling about a product and appealing to emotions. Emotions are what make people act. A few of the most common emotions you can appeal to are frustration, the desire for money, the need to be accepted, the need to feel beautiful, and well, you get the idea. Every good product or service solves a problem for the potential customer, and that problem can be tied to an emotion.

I could go on and on here, but I won't. Instead I'll direct you back to the main page of <http://www.work-at-home-site.com> site. It got you this far after all, so it must have had some appeal. Study that letter and use it as your example when you start writing your sales literature. It has many key components that can be applied to virtually any business. All you have to do is change the headline, copy and emotions to match your product or service. You'll get the hang of it fast.

You'll also find an excellent book on writing copy for the web, in my Do-It-Yourself Internet Based Wealth Building Kit.

Step 7: Give your customers and subscribers a way to make money and they will do virtually all your selling for you.

People love a good opportunity to make money. It's human nature. The sooner you recognize this fact and tie an opportunity into your business, the sooner you'll see your profits soar. Online, this is as simple as opening an affiliate program.

All you need to open an affiliate program is a website and a product or service of your own. This is one of the main reasons I encourage even marketers who focus marketing others' products, to come up with at least one product or service of their own. Having at least one product or service enables you to open an affiliate program, enabling your website visitors, subscribers and customers to make money from you, and ultimately **for you**.

Although there are some costs involved with starting your own affiliate program, it is well worth it. Justify the expense by telling yourself that you are hiring thousands of sales people and paying them only when they sell. A web based affiliate program is just that.

Setting up an affiliate program is pretty simple these days. I use my WebBusinessWizard account to handle my own affiliate program but you can find dozens of low cost solutions by searching google.com for affiliate management solutions. The key is to choose a simple solution that you can get working in a day or two.

A few secrets to success with my affiliate programs include paying decent commission rates (30% - 40%), paying on time every month and offering lots of tools and tips for my affiliates. Also make sure your system follows up with them regularly to assist them in their efforts.

But the real key to success with an affiliate program is to **actively seek out potential super-affiliates** on a regular basis.

I'll say that again because it is very important... The real key is to be proactive with your affiliate program and recruit potential super-affiliates.

Every day you should contact at least 3 or 4 owners of websites in niches similar to yours. Spend a little time at their site and if you like their product or service, tell them you want to promote it for them.

That's right! Tell them you want to promote THEIR product?
It's called Synergy.

Dictionary.com defines "synergy" as: "The interaction of two or more

agents or forces so that their combined effect is greater than the sum of their individual effects"

And that says it all, really.

You see, you should not be out there "pitching" potential super-affiliates with this tired old bit... "I have a new product and I'll give you X% of the profits if you'll promote it." Frankly, webmasters are tiring of those pitches. In fact, I receive literally dozens of them every week now. I don't have time to even look at all those offers.

HOWEVER... (And this is the real twist that makes it effective)

When someone comes to me and says, "Hey Jim, I think I can sell lots of copies of *your* product..." then I sit up and take notice. And that folks, is the #1 job of any joint venture offer. So that's what you should be doing in your own efforts.

Of course, at the same time you offer to sell someone's product, you will also "introduce" a product of yours that would fit in well with *their* niche.

Here's a sample letter you can use to make the first contact...

Subject: I'd like to promote your site

Hi {NAME},

My name is {NAME} and I own {WEBSITE}. I just found your site today and I believe many of my website visitors would find your {PRODUCT NAME} quite useful. Would you be interested in a little cross-promoting?

I'm confident I could bring you lots of fresh sales, and I'll pay you handsomely for any sales you generate of my product. Of course I'd be happy to send my product to you so that you can review it first. Just say the word and I'll get it right out.

Sincerely,
{YOUR NAME}

What you will find resulting time and time again is a JV-JV, or double joint venture, where you promote their product and they promote yours. Synergy. Increased sales. Call it what you want, it is very effective and profitable for both parties involved.

Here are a few tips to consider before you start using this strategy.

Tip: Make sure you have a top-notch product, service or opportunity to present BEFORE you start using this strategy. You'll need testimonials in place and you should also be willing to offer a complimentary review of your product or service.

Tip: Contact only businesses that are NOT directly competing with you, but whose offerings are in the same niche. For example, if your site offers discount search engine submissions, don't try to hook up with another search engine submission site. Instead, try domain name registrars, web hosting companies, or similar sites.

Tip: Try to find other businesses whose traffic and subscriber lists are comparable to yours. A handy tool for determining this can be found at Alexa:
<http://www.work-at-home-site.com/link15.html>

Remember, you'll want to show that you can make a comparable number of sales for them, and then back up that claim. So don't aim too high, but don't aim too low.

Again, this is a strategy that will work forever. It is not subject to being blocked by technology or becoming less effective over time, like many strategies. So if you are not yet using an affiliate program at your site, and **actively** seeking out potential partners on a regular basis, I suggest you start today.

Special Resource: If you'd like a blueprint to a proven JV Formula for the web, here's the site you need to see:

<http://www.work-at-home-site.com/jvformula.html>

Step 8: Generate cash on demand. An easy way to "spike" your income any time you need instant cash... endorsing related products and services to your opt-in list.

Once your website is up and your opt-in list is beginning to grow, it is time to start **endorsing** products. This is the real secret to high powered affiliate marketing. While you should not overdo it, endorsing a product once a month or once every couple months, can really increase your income.

A few years back I generated \$20,000 in commissions from a single endorsement of a new product to my opt-in list. That's how powerful this strategy can be. Since then I've had many months where I've cashed in excess of \$10,000 in affiliate commission checks. Remember, this is income above and beyond my regular income.

What makes endorsement-based affiliate marketing so powerful is that if you've taken the steps I've described so far, you've cultivated *relationships* with your opt-in list members. Relationships are based on trust -- trust that you've earned since each visitor wandered into your site and asked for more information. Now that you've tried a product and can vouch for its effectiveness, you can share your opinion with your readers and tell them exactly why you think it would be wise for them to consider the product you are endorsing.

If you've matched the product with your audience well, and it helps them with something you know they need help with, the sales will pile in. And it's a blast when you see a "you've earned another commission" email come in every 5-10 minutes for 3 days straight!

Here are a few tips that will help you earn more money with this strategy...

Tip: Be sure to personalize your message so that you address each recipient by first name. Personal messages work far better than "dear subscriber" messages.

Tip: Rather than sending the entire message in the body of an email, consider sending just a short teaser email that brings to a web page where you share all the details. This creates intrigue and curiosity and can get more people to respond. Also, shorter messages usually have less of a chance of getting gobbled up for email filters before reaching the recipient.

Tip: Don't overdo it with endorsements. If you start recommending a new product or service every week or even every month, your messages will lose their effectiveness.

Tip: Make sure you actually try the product or service FIRST before endorsing it. Only endorse high quality products.

Tip: Try to negotiate a special deal for your subscribers, even if it means parting with some commission. Subscribers appreciate this and respond more favorably when they are getting preferential treatment.

Step 9: Multiply your income and secure your financial future by putting one aspect on auto-pilot... investing.

As soon as your web business starts earning, you need to focus on the financial aspects of wealth building. I'm no expert on the topic of investing, so this section will be brief. But I *have* learned a couple **extremely** important facets of investing over the years, and I want to share them with you now.

First, in order to accumulate real wealth, you must form a plan to **eliminate your debts**. In most cases you'll pay far more interest on your debts such as credit cards and loans, than you'll earn on any investment strategy, so wiping out your debt should be a top priority.

The other important financial lesson I learned is that you absolutely, unequivocally, **must** invest a portion of your income every single month. And yes, you need to start today, even if you still have debt.

But here is the real secret to super-wealth...

Whether you choose stocks, mutual funds, real-estate, CD's or bonds, there is one aspect too many people overlook -- you absolutely must **automate your investing and saving process!**

Take 10 minutes and call whomever your investments are with and setup an automatic monthly withdrawal from your checking account. If you do not have an investment account, get one today. You can do it online with any of the discount brokers. Then setup the automatic withdrawals!

I wish I had done this years ago and when I did I saw my investments compound at a rate even I could not believe.

This may sound like a simple technique but you would be amazed at how many people never do it! I strongly urge you to do it today, with whatever extra income you can afford. As your online income grows you can increase your automatic investments accordingly.

If you need help with fast, ethical debt-reduction, here's an expert that has helped me: <http://www.work-at-home-site.com/link16.html>

Step 10: Get lazy. The secret to taking off all the time you want while the work still gets done -- outsourcing.

If you follow all the steps in this special report, you'll start noticing your bank account growing fat. That's a great feeling.

Unfortunately, you may also see your workload growing along with your success. And that's not such a great thing. After all, you started this venture to become free, right? Free to do whatever you want when you want. So the last thing you want to do is become slave to you business. If you let that happen it might feel like you're working a job -- and we wouldn't want that now would we?

Don't worry, there's a simple solution to this dilemma. It's called outsourcing. It's something you must learn to implement if you truly want to own your time. Every well-to-do company owner has someone doing at least some, if not all of their dirty work, and so should you.

The first things you should outsource are the things you don't like to do, as well as the most time consuming tasks. A few examples include website design, answering email and order fulfillment. These are things you can pay other people or companies to do for you, so if you do not want to spend time doing them, don't!

Again, the whole idea of this plan is to become independent, and that includes both financial independence and personal freedom as well.

Start outsourcing early in your business and you'll see the added benefit of rapid business growth. That's because you'll be free to concentrate your time on marketing your business and developing new product or service ideas.

When you're ready to start getting lazier, here's a website that can connect you with outsource contacts in just about any area...

<http://www.work-at-home-site.com/link17.html>

Let's wrap this whole plan up...

OK, there you have it. A 10-Step Plan to Financial and Personal Freedom.

It's a proven plan that can work for anyone. But you have to act. That is the step far too many people never take. Don't fall into the trap of complacency. Life is too damn short to spend it doing things you don't want to do.

Why not let your mind wander a little right now and dream of what it would be like to not have to go to work every day. In this new age that dream is already becoming a reality for more people than you can imagine. Why not become one of the "lucky" ones.

You have the plan. Now get to it!

To your success,
Jim Daniels
JDD Publishing Co.

P.S. If you wish to offer this special report to your prospects, customers, subscribers, friends and family you can do so by getting a free affiliate site at:
<http://www.work-at-home-site.com/freesite.html>

You'll be helping them get the straight scoop on becoming financially independent using the Internet, and you may just generate some healthy commissions in the process.

Recommended Resources:

Private Label Content:

<http://www.work-at-home-site.com/link18.html>

TrafficSwarm Free Traffic Network

<http://www.work-at-home-site.com/link19.html>

Free Classified Advertising:

<http://www.work-at-home-site.com/link20.html>

Ebook Cover Design:

<http://www.work-at-home-site.com/link22.html>

Internet Law Compliance:

<http://www.work-at-home-site.com/link23.html>

How To Rollout a New Product:

<http://www.work-at-home-site.com/link24.html>

JV Formula:

<http://www.work-at-home-site.com/jvformula.html>

Early To Rise Newsletter:

<http://www.work-at-home-site.com/link25.html>

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Notes:

