



Your First \$1000 Online

Published by:

Peter Comeau

<https://thesuccessbusiness.com>

Copyright © Peter Comeau. All rights are reserved. No part of this report may be reproduced or transmitted in any form without the written permission of the author, except for the inclusion of brief quotations in a review.

Disclaimer

The purpose of this report is to educate. The author and publisher does not warrant that the information contained in this report is fully complete and shall not be responsible for any errors or omissions. The author and publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by this report.

In practical advice books, like anything else in life, there are no guarantees of income made. Readers are cautioned to reply on their own judgment about their individual circumstances to act accordingly.

This book is not intended for use as a source of legal, business, accounting or financial advice. All readers are advised to seek services of competent professionals in legal, business, accounting and finance fields.

If you do not wish to be bound by the above, please return this report.

Advisory: Some of the products I mention are made with affiliate links, for which I receive compensation if you make a purchase. In some cases, I may have received a review copy. In no case do those situations either cause you to pay extra for a product purchase, or cause me to give a favorable review or recommendation of a product that I think is crap or fails to deliver on its promises.

Who Am I?

Hi, I'm Peter Comeau and here's how I got started with affiliate and network marketing.

Around 1995 I started marketing online, not really knowing what I was doing but trusting to luck that I'd work it out. Luck didn't help me out and, like a lot of new marketers, I wasted years and spent tens of thousands of dollars before finding a system that worked.

I saw an email that offered one-on-one coaching and training for a strategy to promote a product that everyone needed and the rest, as they say, is history.



When I got into this system I saw that it had the power not only to change my life but also the lives of others that I could bring into my team. I worked hard and diligently followed the coaching with a mentor that helped me out whenever the going got tough. I learned a lot of strategies that I'm now happy to pass on to my followers because I know how well they work.

Today, I work from home running a number of online businesses while looking after my beautiful family. Selling online has allowed me to travel all over the world yet, through the power of online marketing, I can still keep control of my businesses wherever I go.

What you're about to read will show you how I do it and how you can do it too.

Talk soon

Peter Comeau

INTRODUCTION

WHY \$1000?



Without doubt, going from Zero to your first \$1000 online is a breakthrough moment.

Up until the point at which you do this, doubts will set in as to whether you have it made or whether you're just chasing your tail, round and round in ever decreasing circles.

But, once you've hit that first, landmark, \$1000, you've jumped across the divide in one amazing leap...

You have PROVED to yourself that you CAN do it!

Don't underestimate this.

You can dream all you like of earning enough to afford that powerful supercar, or the mansion overlooking the sea, or just taking your loved ones on a travel trip of a lifetime. But, until you actually DO the one sequence of things which actually get you past that first \$1000 barrier, you'll just carry on dreaming.

I won't lie to you. Getting to that first \$1000 online is going to take some work.

But it's not hard, not when you do it the way I'm going to show you.

Depending on how you approach this, it might take time, too. Though, if you throw yourself in the deep end and learn to swim quickly, you can achieve your breakthrough remarkably quickly.

It's up to you. (It's always been up to you - it's just you may not have realised this yet)!

RIGHT AND WRONG



Most new marketers start by going about things the wrong way - they try to launch a huge, complicated, fully fledged business model that just bogs them down and that means they never get anywhere.

I don't blame them. After all this is what the so-called 'guru' marketers teach. It's in all their training, their products and what they insist you should do.

They keep on telling you this because they know that you'll end up frustrated and you'll keep coming back and spending more in the hope that, at last, you'll discover the 'secret' of how they do it.

It's not surprising that people spend all their time 'learning' how to do all this stuff and end up totally overwhelmed and not knowing what to do next.

I once thought like this, too and, after years of banging my head against a brick wall, I began to realise what I was doing wrong and why.

It's human nature to try and replicate what others are (apparently) doing successfully. You see other marketers who are building 7 figure incomes with complex sales funnels and high-level training products and you think 'yeah, that's the way I should do it'.

What you don't realise is that those marketers have spent a lifetime building their reputation, their products and, yes, those complex sales funnels. They have backup teams developing everything for them. They didn't get where they are today by just popping open a website with everything fully formed and ready to go.

It's like as if you were to say you wanted to be a movie star. You wouldn't expect to just walk into a studio and say 'hey, give me a lead in your next movie', would you? You know (or I hope you do) that actors spend years honing their craft, acting small parts until they get the big breakthrough they've been dreaming of all along.

It's the same in marketing. The easiest way to begin your online business is to start small, figure out what works and how it works and then, when you're actually making money, replicate and tweak the system you've got to make it grow.

Like I said, it's not difficult. You just need to lower your sights a little.

Don't think about *building a business to create your dream income*.

Think about reaching your initial target - your first \$1000 online.

How you're going to get there is easier than you think. I'm about to show you how!

HOW TO DO IT?



I know that, by now, you're just hankering to know how to get started, right?

What you might be hoping is that I just give you a link that you can click and get started making money online instantly. Unfortunately, it's not that simple. For a start, I don't know what you're interested in.

Are you a network marketer, wanting to generate leads for your business opportunity? Are you an affiliate marketer, wanting to build an email list so you can promote products or services for which you are an affiliate? Or are you an entrepreneur, excited about a new product or service and wanting to get it to the notice of millions online?

Whatever, the starting point is always the same...

you need a hungry market

WHAT IS A HUNGRY MARKET?

There's a great story about the legendary marketer, Gary Halbert, who posed this question to his students...

"If you and I both owned a hamburger stand and we were in a contest to see who could sell the most hamburgers, what advantages would you most like to have on your side to help you win?"

Their answers came thick and fast from 'superior meat' to 'sesame seed buns', 'a prominent location' to 'lowest prices'.

Gary told them...

"I'll give you every single advantage you have asked for. I, myself, only want one advantage and, if you will give it to me, I will (when it comes to selling burgers) whip the pants off all of you!"

'What advantage do you want?' The students would cry.

"The only advantage I want..."

answered Gary...

...is A Starving Crowd!"

Can you see the point?

Marketers so often get bogged down in whether their product is good enough, whether their sales funnel has the right headlines, the most alluring images, whether the features and benefits are strong. And, sometimes, they fuss over these things for months without ever looking for...



...A Starving Crowd!

The simple fact is that, no matter what area of business you are interested in, unless you go out and find your starving crowd, you're not going to succeed.

I learned everything I know about marketing because of one problem I encountered, time and time again over my career. How to sell products.

I've been designing award winning hi-fi speakers for 45 years. I know my products are great and my customers love them. But I discovered one thing really early on - how do I find enough people who are interested in what I'm selling?

Most marketers start off with the idea that, if they have a killer product, a magnetic sales funnel or outstanding service, the sales are sure to come.

They are deluding themselves.

Unless you have a starving crowd, it doesn't matter how good your product, service or sales funnel is, you won't get sales.

I know first-time marketers who've put together great sales funnels and then hung around waiting for sales to come. And, when they don't, they throw the whole thing in the bin and shout SCAM!

When, actually, all they needed was a starving crowd.

So, my advice to you is don't copy what you see other marketers doing. You may be able to see their products, what they're offering. You may even be able to dissect their sales funnel. What you can't see is what they're keeping hidden from you - what they are doing behind the scenes.

Maybe they've got 5000 Facebook friends and 10,000 Tik-Tok followers and 100,000 YouTube subscribers. And don't tell me that's what you're going to do, too, because, chances are, it took years to build up that big a following.

No. We're not going to copy the famous marketers, the guys at the top of their game. At least, not yet.

What we ARE going to do is keep things simple. Start small. And find our starving crowd.

STARTING FROM SCRATCH



It's absolutely crazy, in fact stark-staring bonkers, that most marketing gurus teach people that, in order to earn, say, \$1000 a month online, they have to create a brand new business from scratch.

Yet this is exactly what the marketing gurus encourage you to do!

You're destined for failure if you try and follow this sort of training. Why? Because you're bound to get bogged down in the techy minutiae of creating a bunch of products, complex sales funnels and so forth and then servicing this whole shebang as you nurse it into launch mode.

It's why so many newbie marketers get left hanging around, totally overwhelmed by the enormity of the structure they are told they must build, and looking for what to do next.

Sure, when you've got the experience of actually generating sales online, you can begin to develop this stuff (at your own, leisurely pace). When you've learned how to create products easily, or have found someone to do it for you, and can manipulate [ClickFunnels](#) without breaking into a sweat, then you can focus on building a complete business.

But don't try and do it when you're starting from scratch. That way lies disaster and disillusionment.

When you're trying to go from Zero to \$1000 online, starting from scratch, it's all about...

hitting that \$1000 target

That's all you should have in your mind - 'how am I going to get from absolutely nowhere to earning my first \$1000 online?' Everything else must take a back seat.

To boil an egg you don't need to know about chicken rearing, incubating chicks, selecting bird feed, avoiding pests and diseases and collecting eggs from under broody hens who just want to peck your fingers off! No, you just need to know how to boil water and how many minutes to put the egg in.

Keep it simple. All the other, more complex stuff, can come later - when, and if, you've a mind to.

How do I know that you should focus on your Income Target and not start building a fully-fledged business from the ground up?

Simply because I've made all these mistakes already. I've tried, multiple times, to build a business from scratch this way and it didn't work. And I've seen countless others try to do the same thing and it didn't work for them either.

But, when I concentrated on generating a target income and nothing else, that's when I started to see success.

I've watched other marketers achieve success the same way. But that's not what they teach their students. Because it doesn't fit in with what they sell.

That's because most people like complex. They find it difficult to believe in simple. For some reason they have trouble believing that simple methods work.

The more complex something appears, the more attractive it seems. It's like, this thing has got so many moving parts, it's bound to work, isn't it?

Whereas the opposite is usually true. Build it simple, make the basic building blocks work, and then, only when it's running smoothly, build up its complexity as and when you need to.

The bicycle started off as two wheels connected together by a bar on which you sat and pedalled with your feet against the ground.



Only later did it get pedals and a chain. And then gears and pneumatic tyres. And then drop-head handlebars and brakes and space frames and all the other high-tech stuff that goes into modern race bikes.

It didn't stop people enjoying those first bicycles - of pushing them along until they gathered speed, feeling the wind in their hair, rushing downhill at speeds faster than a horse could gallop!

That's what attracted people to buying the first bicycles - the experience and the simplicity of achieving that experience.

They didn't need to start off with a high-tech bike with an ultralight frame, all carbon fork, hydraulic disc brakes, electronic 12 speed gears and carbon-fibre aerodynamic wheels equipped with pencil thin tyres for a pocket-stretching \$15,000.

You didn't need a bike like that to learn to ride when you were a kid, did you?

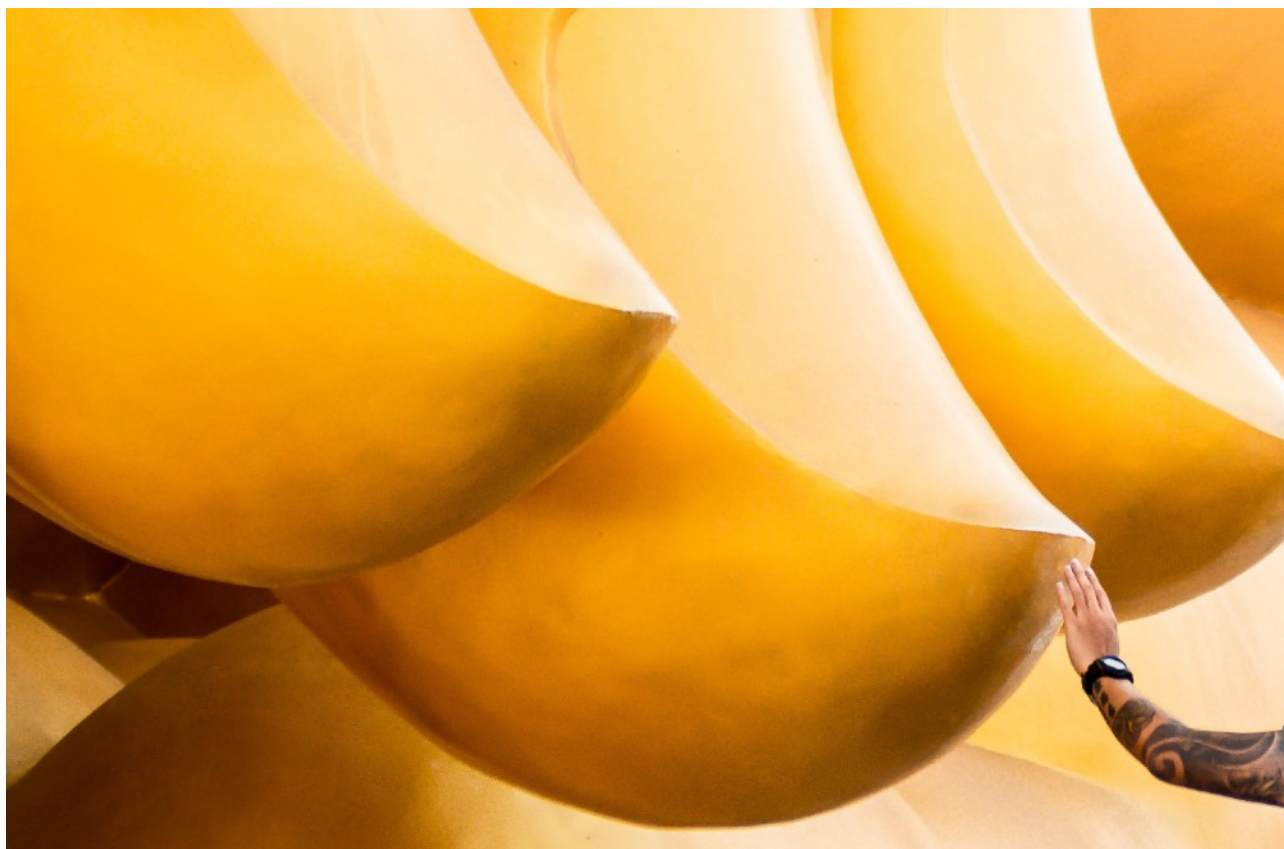
Nope, you started with something that had two wheels, pedals and simple chain drive. All that mattered was to get going and not fall off.

So neither do you need a complex sales funnel to learn about marketing.

Successful marketers don't start off with refined business models. They start, fresh out of the blocks, with something simple that they think might work, kick it around until it does work and then build on that firm foundation.

Only when they're actually earning sensible money do they start to figure out their own take on the business model that everybody else will envy them having.

THE BOUNDARIES OF BELIEF



If you've never (yet) earned a dime online then it is difficult to believe that you actually CAN do it!

Especially if you've already tried and encountered failure after failure. I know that's disheartening but look at it this way - we learn from our failures and now is the time to get you back on the right track.

When you DO accomplish your first \$1000 online, and you WILL do it if you follow the strategy I'm going to show you, you will then see for yourself that it actually IS doable.

It's an incredible feeling...

...one that will give you the strength and conviction to rinse and repeat. Then refine and improve.

***So that your first \$1000 online becomes \$1000
each and every month!***

Just by achieving your initial target you'll lock up your doubts where they won't trouble you again. You'll also unlock your true earning potential and, at the same time, you'll *know* you can earn online and that means you *will* - trust me, you won't look back.

Once you've crossed the boundary of earning \$1000, you've made a breakthrough in more ways than one.

One is that you've got a grand burning a hole in your pocket, and that has got to feel good, right?

A thousand dollars that you, yes you, have generated out of thin air just by using some internet tools that anyone can use plus a bit of resourcefulness.

Not everyone who uses those tools makes any money at all - the sad statistic is that 95% of people who try to make money online don't make a dime.

Which means that you're about to enter a very exclusive club - the 5% who do!

That's really important.

Because it's a question of attitude.

The reason 95% of wannabe marketers don't make a dime, even given the best software tools and strategies on the market today, is because they're focussing on the method, instead of the result.

An arc welder is a pretty powerful tool. But it's absolutely no use to me because I don't know how to use it. I could go on an expensive training course and learn how, but I'd probably still be pretty bad at welding stuff. Ask me to make a metal chair and I'd botch it up, at least until I'd had plenty of practice.

Which, in all likelihood, would take years.

However, if someone said to me ‘get me a metal chair and I’ll show you how to make \$1000’ I would definitely know what to do. I’d go out and buy one. It would probably cost, what, \$100, maybe \$200 but, so what? That’s a good investment for a grand in return.

See, don’t focus on the method, think about the end result. Then follow the trail backwards so that you know how to get to it. That might seem topsy-turvy at the moment but you’ll soon see what I mean.

All I’m asking is for you to believe in yourself and use your resourcefulness and commitment to make things happen.

YOU NEED TO GRASP THIS OPPORTUNITY



You are about to see some magic happen, right in front of your eyes.

The magic is YOUR ability to make money out of absolutely nothing - to turn from zero online income to earning your first \$1000.

And it doesn't stop there. Because, once you've hit that first \$1000 target, you know exactly how to do the same thing over and over again.

*Which means that a first target of \$1000 becomes a goal of
\$1000 a month.*

All you have to do is rinse and repeat, as they say.

In medieval times, primitive scientists toiled long and hard, often their entire lives, in search of the alchemy that would turn lead into gold. They never found it, of course.

But, today, being able to boot up your PC or laptop and make \$1000 on command is the 21st century equivalent of alchemy. OK, it's not chemistry. At its essence what you'll be actually doing is manipulating 1s and 0s, though you won't be aware of that (I'm not suggesting you become a computer programmer or, God forgive me, a hacker)!

Instead you're going to become an apprentice, learning your craft at the feet of a magician who can show you how to go from zero to \$1000, all in the space of a month.

I'm not kidding you. If you decide to put the necessary work in and follow what I show you, that goal is entirely possible. You may decide to relax a little and take it a bit slower. It's up to you the pace at which you usually work. No pressure, I want you to enjoy your apprenticeship.

Like I mentioned earlier, most training that shows you how to make money online requires you to set up what is, essentially, a brand new, fully fledged business.

That involves an almost impossible to-do list of tasks including things like finding a profitable niche, designing a web page and sales funnel, building a list, branding yourself, starting a YouTube channel, harnessing social media, together with all the complexities of learning the software necessary to create all these things.

Now I'm not saying that an online business like this doesn't work, it's just that, at the outset, it is complete overkill.

Look, you're trying to bring in your first easy \$1000, not recreate IBM!

That's the best way to think of it. Your first \$1000 is going to be easy. The hard stuff can come later and then only if you've a mind to.

So, we're going to concentrate on two ways of getting started:

- 1. *Make that first \$1000 easy (so you can do it again and again - even while you're asleep)!***
- 2. *Make the primary focus the numbers, NOT the business infrastructure.***

We are going to be building a working Money Machine where we make all the numbers stack up to reach that magic \$1000 from scratch.

Here's the difference...

***...we are focusing on the money,
not the method that brings it into your account.***

Yes, of course you *will* need a funnel and something to sell and an audience to sell it to as that's all part of the Money Machine. But we're going to make the whole thing as easy as possible for you by setting it up in advance.

Rest assured you won't have to do any of this in person. We're going to automate the whole thing as much as possible so you can have it working while you sleep.

What you need to be concentrating on is plugging any holes, extracting as much from each lead as possible while helping them get what *they* need, and optimising the way our simple Money Machine works.

It's not going to be hard to do!

You just have to be methodical, carry out a few daily tasks that help you see what is going on and fine-tune your Money Machine processes, and use the tools provided so you can understand exactly where the money is coming from.

This is important.

It's the one thing that is missed out by most internet marketing training.

Yet, it is the *vital* part of earning online that, if ignored, means you'll end up spending more than you make. Which is, of course, the route to failure (and why so many new marketers give up).

Once you focus on the exact sources of where the money is coming from, you can concentrate on only those aspects of your business and, so, cut out the loss making parts.

It's easy, once you understand the numbers as I'll show you how to do.

HOW I EARN SIX FIGURES USING MY LAPTOP IN JUST 2 HOURS A DAY

To give you an idea of how a simple online business works, here are the easy, daily tasks that I do to earn a six figure income using my laptop. It takes me less than 2 hours a day!

- ***I wake early and take a swim or brisk walk before enjoying breakfast and then settle down immediately to write an email to send out to my subscribers which normally includes a link to the product I'm promoting (which brings in affiliate commissions).***
- ***I use an easy method to add more subscribers to my email list.***
- ***I scour other people's content to find inspiration for my next email or a video.***
- ***Occasionally I will shoot a video (just using my iPhone) and then post it to Facebook and YouTube.***
- ***Only when I've finished these items do I check my email and log on to the system to see how much money I've made while I've been sleeping!***

If you're worried at all by making videos, don't be as that's just what ***I*** feel comfortable doing. There are loads of ways of attracting a starving crowd and you can just pick the one that suits you best.

All I really want to point out is that I don't do what most marketers tell you to do. I don't waste my time doing the techy, time-consuming website stuff. Posting a video to Facebook or YouTube is about as technical as I'll get.

Everyone has their own way of working and there's no one, fixed formula which works for all. The most important part of the process is communicating with your subscribers in a friendly way.

You might think, at this stage, that you don't know how to even begin writing an email but, if you think about it, that's rubbish! I bet you write loads of emails each day to work colleagues, business contacts, friends and family and so on. You just have to do something similar, keeping it friendly and chatty, to send to your subscriber list. I will show you how to automate this, too.

Remember, people buy from people. If people see you as someone who is friendly towards them, they're more likely to buy from you. Especially if you're doing your best to help them, which is *exactly* what you're going to be doing.

THE BASICS

Like I said earlier, most methods taught by the so-called guru marketers involve starting what is essentially a fully formed, small business.

Hold your hand up if you've been told to learn any of these - how to find a profitable niche, create your own products, develop a brand strategy, design a web site, start a Tik-Tok channel, build a Facebook and Twitter following, hack the competition's funnels or even fart the national anthem.

That's not to say all the above won't work (especially the farting bit) but, let's face it, it's just all too much to cram into your head.

Especially when you're just starting out.

Always keep in the front of your mind that you're just trying to earn an easy \$1000.

That's just how you should think of your first \$1000 - *easy money* that is simple to achieve.

So, we're going to start out getting your first \$1000 two ways:

- 1) ***As easy as possible using a Done For You system***
- 2) ***Concentrating on the numbers, NOT the business infrastructure***

We're going to be giving our starving crowd as many ways as we possibly can with which they can give you money.

We're going to provide multiple opportunities for your prospects to get their wallets out, along with honest-to-goodness valid reasons why they should do so.

The average newbie marketer who sets out to make money online leaves 10x more money on the table than the paltry amount they're trying to make, simply because they miss multiple chances to sell to the people who are seeing their offer.

They're not optimising the prospects they have so they either work harder at getting more leads or give up in disgust.

You see how we're always focusing on our target - your first \$1000 - not the business setup, the branding, the videos and all the other stuff that can be done AFTER you have the money in the bank.

(It's not that all this other stuff isn't worth doing - it IS - but you need only decide to do it later when you want to scale up your business with what you've already got working).

For now, we'll concentrate on plugging holes, getting leads, turning them into prospects and optimising how our simple process actually works.

None of this is hard to do.

Most of it is methodical and you can use a setup which is already done for you. Yes, there's a bit of work but it's nothing hard or difficult.

Most wannabe marketers who are attempting to start an online business are too busy focussing on what their profile pic looks like on the Facebook page or what font looks best on their opt-in form.

Even worse, a lot of them worry more about the software and tools they should be using than actually DOING the things which would bring them in an income.

It's crazy when you think about it, but it's hardly surprising when this is the stuff that you're continually told is what matters!

After all, when you're just starting out, or you've never made a dime online before, you have ZERO experience, right?

So it's tempting to follow the herd because it looks like what they're doing is actually working.

But the real problem is that, if you follow the herd, you get the same results as the herd.

And the herd is the 95% of wannabe marketers who are broke and unsuccessful.

Which is where I step in.

Because I'm going to show you what actually works...

...not what you *think* you should be doing.

So let's get started...

1

GET A STARVING CROWD YOU CAN CONTACT FOR FREE



Now don't panic!

This bit, gathering together your starving crowd, is easier than you think.

The first rule I learned in marketing was ***never lose a prospect***. There's absolutely no point in sending someone to a sales page without gathering their contact details.

You may have heard the saying "*the money is in the list*"...

...building an email list must be your primary focus.

Basically your starving crowd consists of three types of individuals...

- 1. Opportunists - people who buy immediately they see a good thing or a bargain**
- 2. Thinkers - people who want to think things over before getting out their credit card**
- 3. Procrastinators - people who put the buying decision off for another day**

Oh, yes, and one more that I forgot (and who you should forget too), that I call 'bottom feeders' - those who want everything for nothing and never buy.

Now the Opportunists might, just might, buy something when you send them to a sales page. But even that is unlikely if they don't trust what you're trying to sell to them.

The others are definitely not going to buy first time - they will need some extra exposure to your offer first.

So, how do we go about that?

You need to gather your starving crowd in such a way that you can contact them on an ongoing basis, anytime you want, for free.

That means building an email list by offering them some kind of bribe (a free gift, usually called a **lead magnet**) that they want badly enough that they will give you their name and email address in exchange.

You want to make it clear that you have their permission to send them emails from time to time. Don't be afraid about this, I'll show you how you can ask for that permission without scaring them off.

Most people are scared of SPAM (unwanted email) landing in their inbox. We're not talking about SPAMMING people. We're actually going to entice them to want to read your emails - actually to look forward to receiving them.

I'll show you how to do this too.

Now, you *could* build up a following on Facebook or YouTube or Instagram or TikTok - whatever takes your fancy. Even LinkedIn if you think you can build a tribe of followers there!

A lot of the problem with social media, however, is that followers are difficult to contact on a regular basis. Which is why I prefer building an email list.

When I email my list I make money every time.

Every single time.

That's why I'm all in favour of building an email list.

And, once my followers are on my list, I can contact this starving crowd on an ongoing basis for FREE, which means every sale I make further down the line is pure profit.

I'm not saying it's a perfect method - there are flaws (getting rid of those pesky bottom feeders for one), but it's the best way I've found to date of turning prospects into customers.

If you don't gather the contact details of your starving crowd it means that you end up paying for every single visitor to your offer or product sales page over and over again. Those numbers just don't make sense in today's highly competitive online business market.

It's a bit like the old days of direct mail marketing where you'd have to spend \$500 for each ad in a newspaper or magazine and then, maybe, \$5000 sending out your sales letters without ever knowing whether you'd make a sale.

Imagine forking out more than five grand before you even think about making a sale, let alone a profit! It doesn't bear thinking about.

Yes, of course, even building an email list doesn't come without cost. I prefer to use solo ads, directed at a starving crowd in the Make Money Online niche, that I know will respond to my bribe and give up their email address in return.

Once I have those names and emails, I know I can turn them into customers using the Know, Like and Trust technique that I incorporate in my emails to them.

It's all a question of making the numbers stack. Once you've worked out the statistics, you'll begin to see how profitable this system is.

STEP ONE: COLLECT A STARVING CROWD YOU CAN CONTACT OVER AND OVER FOR FREE

I'm guessing you have no existing traffic source, social media group or any list of email contacts that are responding to your messages. In which case the easiest and simplest way is just buy some solo ads.

I use udimi.net because all the vendors are rated and reviewed on their performance. You can even see how many sales they have brought to their solo ad buyers.

Q. Why are we even talking about getting a starving crowd before you have anything to feed to them?

A. Simply because (and I hate to labour the point, but it is so vital) without a starving crowd you don't have any income - it's as simple as that.

Remember, we're focussing on what brings the money in BEFORE any other considerations.

With an email list you can start sending messages that promote affiliate offers, even if you don't have any products of your own.

And this is the easiest way to get started. It's how I reached my first \$1000 online and it's what I recommend you to do.

The starving crowd is vital.

You can always improve a product or find affiliate offers which convert better, and a lead magnet that doesn't convert so well can always be improved.

But that is NOT your primary focus in this instance (leave all this stuff to the 95% of wannabe marketers who worry so much about it that they never get started). Your FOCUS is your starving crowd because they are about to bring you in four figures a month.

I'm guessing that you've either never built an email list, or you have one and let it grow cold?

Don't worry about that, I can show you how to sort that out soon enough.

So...

...**Step One** is to work out (in your own mind for now) where you're going to get your starving crowd (Solo Ads, Facebook Ads, Instagram or TikTok followers or whatever) and we'll move on to what you're going to do with them.

2

GET YOUR STARVING CROWD INTO YOUR SPHERE OF INFLUENCE



For me, getting my starving crowd into my sphere of influence simply means getting them on my email list.

You may prefer to do it another way, for example by building a Facebook Group.

Personally I teach and recommend the email list method because I know I can build a personal relationship using the Know, Like and Trust strategy using a series of email messages that are sent out automatically once someone has opted in.

As I said earlier, I get them to opt in to my email list by offering an interesting free report or video from my squeeze page. The squeeze page is a very simple form where they give me their name and email address and allow me to contact them on a regular basis.

Here's an example of one of the squeeze pages that I use:

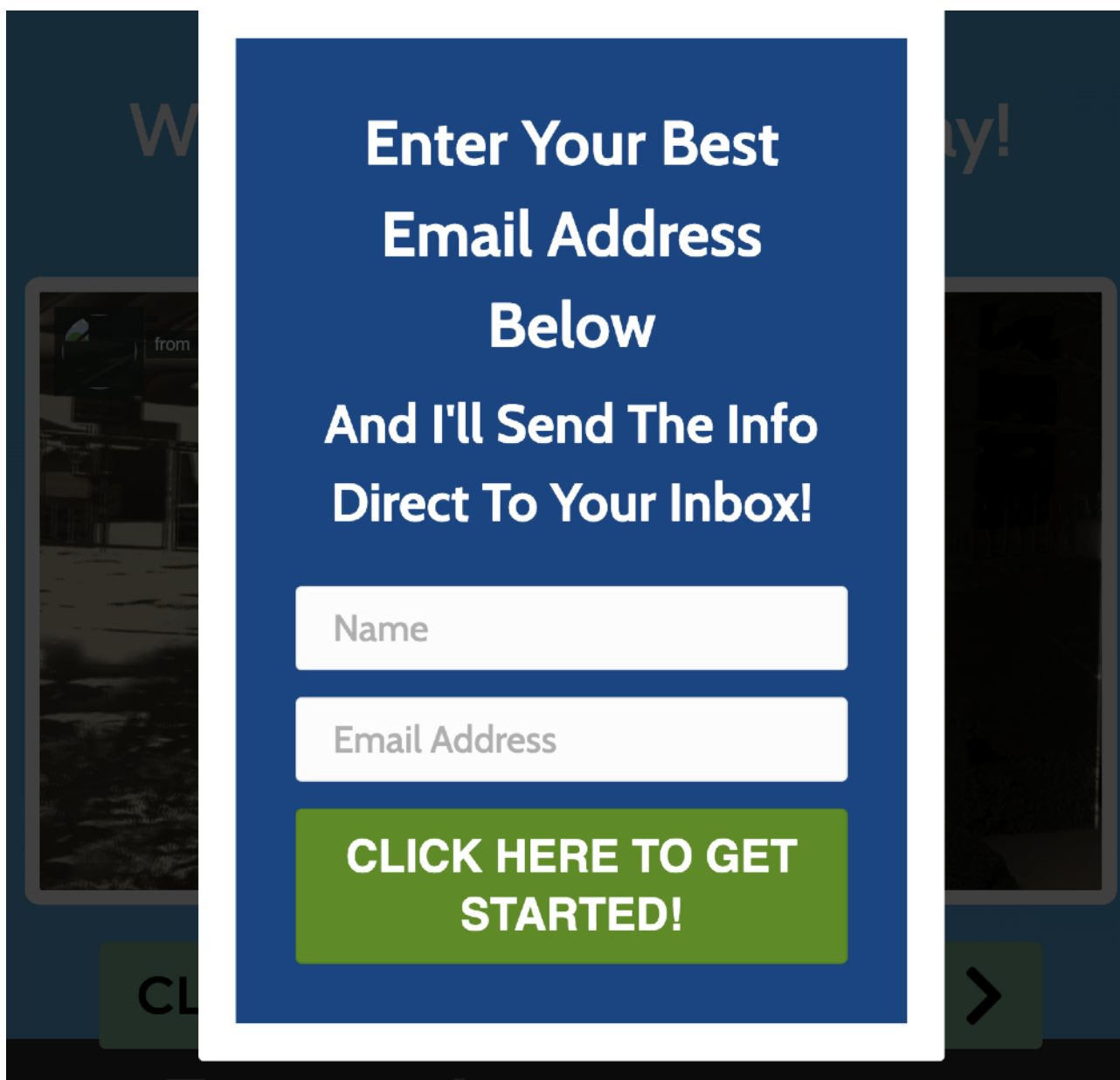


The image shows a screenshot of a website's squeeze page. The background is a solid blue color. At the top, the text reads "How To Earn 6 Figures With Your Laptop... Working Just 2 Hours A Day!" in white, bold font. Below this, it says "Find Out *Exactly* How - 100% FREE" in a smaller white font. In the center, there is a video player showing an older man with white hair and glasses, wearing a dark sweater over a white collared shirt. A play button icon is overlaid on the video. Below the video is a green button with white text that says "CLICK HERE TO GET STARTED" followed by a white arrow pointing to the right. At the bottom of the page, there is a dark grey footer with three icons and text: a shield icon for "100% Secure", a ribbon icon for "Satisfaction Guaranteed", and a lock icon for "Privacy Protected".

Note that there's no form to collect a name or email address here. That's not some stupid mistake of mine!

It is simply to make the initial web page look less threatening. It's not so obvious that this is an opt-in form.

However, when the prospect clicks the button or the video, this pops up...



Now, you might feel that this pop-up is a bit sneaky and intrusive, but it's based on psychological principles.

You see, the original page looks inviting and, if the prospect is interested enough to click the Get Started button OR the video, they have already committed themselves by taking action. They've made a decision, moved some muscles and clicked!

As a result my tests have shown that this outperforms the standard opt-in page which just asks directly for the name and email.

Here's a typical example of what the default opt-in form looks like...

Attention: Anyone Looking To Make Big Money Online...

Free Video! Discover The Brand NEW Secret System To Quickly Generate A Recession-Proof Online Income... Starting Today!

(Zero online experience or tech skills required)

Enter Your **BEST EMAIL ADDRESS** below for instant access!

GET INSTANT ACCESS ▶

You see this style of form all the time. Usually it just asks for an email, (people are loth to give out their names when directly asked like this), with no reason given as to *why* it is needed.

As a result, these types of forms often receive fake or made up email addresses. After all, why should someone put in their real email just to ‘Get Instant Access’?

The psychology is all wrong, in my humble opinion (and I’m no psychologist).

You’ve got to be open and honest with people and tell them WHY they should give you their name and email.

So, on my pop-up form, I tell them...

***‘Enter Your Best Email Address Below and
I’ll Send The Info Direct To Your Inbox’***

That way my prospects know that, unless they enter their real email, they won't get the 'Info' delivered.

Even after that, some will get pissed off with me and unsubscribe, but that's only to be expected. Most of the early unsubscribers are the bottom feeders that never buy anything anyway.

Here's the nitty gritty...

Building an email list is the most successful way I know to earn a six figure income.

Basically, it doesn't matter how you do this just as long as you figure a way to keep in regular contact with your starving crowd. For now, just get it clear in your head how you're going to do this.

You'll need to be thinking about what your crowd is starving for. Their area of need is what we call a niche.

You may already have a good idea of the niche you want to work in but, if not, here are the subject areas that are the most profitable...

Health

Wealth

Relationships

Now, unless you're actually going to start creating products about something you're intensely enthusiastic about, don't get hung up about choosing a niche in one of these subject areas. It is simply a topic you are going to be using to get to your first \$1000 online.

You don't have to keep to the niche you've chosen. You're just going to use it to generate some initial income. If you find something you think is more profitable later on, you can change in an instant, it's no big deal.

The *niche* is NOT you or your business. Your business is making an income.

Here's a quick example from one of the ways I got started...

One of the earliest income-generating niches I went into was all about how to find out if your spouse/partner was cheating on you.

This was and, I guess, still is a hot topic in the Relationships subject area.

I bought a done-for-you website and tweaked it a bit with copy that sympathised with those who suspected their partner was cheating on them but wanted to know for sure.

My bait, on this website, was a lead magnet (a short report) that laid out the hints that might give a clue that your partner might be cheating on you. The visitor had to opt in with their name and email to get the short report, which put them on my email list.

This report ended with a recommendation for a Clickbank product that provided everything from how to find clues of the cheating through to surveillance techniques.

I then wrote a series of articles for EzineArticles (this was a simple method of broadcasting on niche websites at the time) that linked to my website.

In all honesty the subject bored me to tears but it was enough to provide a steady flow of visitors, month in, month out, and a few sales commissions followed.

I didn't make my fortune with this system, but it was enough to indicate that such a simple system could work, and work really well with just a little bit of effort.

In other words it showed me that I could earn an income online and gave me the confidence to build other sites with more profitable products.

Of course, nowadays, EzineArticles isn't as popular as it once was, but you could do much the same thing today using social media posts, memes and videos, I suspect.

Anyway, to recap:

Find a way to interest your starving crowd and get their contact details so you can contact them on a regular basis for free.

Look around for a niche (a topic or problem that you see a strong need for a solution) that you see other marketers cashing in on, or that you have content or experience in.

Don't freak out about these steps - there's nothing difficult about them and I'll go into more detail later on.

This is exactly where most wannabe marketers start over-analysing things and this leads to analysis paralysis!

Don't make it complicated - you are simply grabbing people's attention who have a problem they want to solve to listen to your advice or want to get your help via a free report or similar.

That's all there is to it!

Most likely you're interested in the Wealth subject area because you wouldn't be reading this if you weren't interested in making money online.

If so, you're not alone. Every day tens of thousands of people look for ways of making money online. A lot of these are 'bottom feeders' - the people who have zero available cash or credit and can't afford to buy anything and want it all for free.

But, amongst them, are many people like you and me who probably just want to replace their JOB or make a living through their online business or perhaps

looking for something to make their retirement more comfortable (or even retire early).

That's the starving crowd I feel comfortable working with and would be my first recommendation for a niche but that, of course, is your choice.

So, don't overthink any of this, just get it fixed in your head which starving crowd you are going to help and get on with it.

Whether you're going to use solo ads from udimi.net (perfect for the Make Money Online niche) or you're going to build a Facebook following or whatever, just do it.

By all means give it some thought, but don't get all anal-retentive about it!

Here's the one statistic you need:

Your bait, your lead magnet, needs to convert at least 30%.

That means that, out of every 100 visitors to your opt in page, 30 or more will give you their contact details.

That 30% is vital (and pretty EASY as it turns out).

Any less than that makes it harder for you to make the numbers stack in your favour and, remember, it's all about the numbers.

It doesn't matter how interesting, pretty, or amazing your lead magnet is.

It also doesn't matter WHAT it is - a short report, a check list, a list of resources, where to buy the strongest nipple clamps, whatever...

It DOES NOT MATTER as long as people opt-in to your starving crowd and you can contact them on an ongoing basis for free.

Getting you to \$1000 is easy if you focus on the RIGHT things.

And that 30% (and higher) conversion rate is what matters.

So aim to create your lead magnet in one day. Don't mull over it, just get it done.

If you're really stuck, look at what other marketers are doing and find something that is easy for you to do.

It might be shooting a short video on your phone. It might be modifying a PLR document to make a short report. (PLR or Private Label Rights are docs you buy or download from PLR sources like the one I use here. You can then edit them to make them your own).

Whatever it is, just do it.

It usually takes me a couple of hours to shoot a video on my iPhone and then edit it and upload it to my opt-in page. Sure, I make mistakes when shooting my video, we all do, but I just keep going with take after take until I'm looking confident and speaking naturally like I would if I was talking enthusiastically to a friend.

If I'm writing a short report and am short of ideas I might spend a couple of hours downloading some PLR books on the subject and cherry picking bits out of the most promising of them to compile into a new document.

Either way, I don't fuss about it. The main thing is to compose something and then get it out there and see how it performs.

As long as you hit that 30% or higher target conversion rate, you're GOLDEN.

Perfecting the ideal lead magnet is *not* where *my* focus is. My focus is on plugging the gaps *after* people have opted in to my contact list and making sure they buy.

The end result is a steady online income, working just two hours a day.

But, enough about me, your brand new \$1000 a month is waiting for you, so maybe look at how other marketers in your niche are getting their starving crowd and come up with an idea that suits you.

Obviously personal success stories, like the gurus who proudly show off their new house and supercars (*Q: how do you know they're not rented just for the video?*), are out of the question.

But there are lots of things you can be doing such as checklists or lists of resources or interviews with people with success stories or using PLR to create short reports or swipe files.

As I said before, don't get hung up about the technical side of things. This is where wannabe marketers end up wasting all their time and it is the main reason why they never make a dime.

These days things are much easier.

All you need is an online platform - a system that makes it easy for you to do what you need to do, for example setting up your opt-in page and thank you (download) page. Plus an autoresponder service that is home to your email list.

These systems don't have to be the best, they just have to be something you feel comfortable working with and that are within your budget.

No one cares or sees what platform you use.

No one notices what platform *I* use.

Actually I use three systems (one of them practically done-for-you) for the different niches I promote. The most ubiquitous is [Clickfunnels](#) which allows me to quickly put together a short sales funnel and house my sales pages and thank you pages.

A simpler one is [systeme.io](#) where you can get everything you need - opt-in pages, funnels, blogs, simple autoresponder etc.

What matters to me is that, whatever resource I depend on, it has to be easy to use and shouldn't need any outside technical involvement, all of which is worth its weight in gold.

[Clickfunnels](#) has lots of advanced features, but I don't use them or even know HOW to use them.

The essence is simplicity and speed of creation.

Getting things done is what really matters.

Choose a platform that allows you to build what you need quickly and easily and don't overthink it.

Now, let's get into the meat and bones of the first two steps towards generating your first \$1000 online...

STEP 1

A SINGLE POINT OF ENTRY



When setting up our business, we must focus on the metrics - making the numbers stack.

Remember, we talked about a better than 30% conversion rate?

To evaluate that we need to concentrate on A Single Point Of Entry - one, and only one, doorway through which your starving crowd will enter.

There should be only one door - one way in.

If you concentrate on just this one way in, you can easily monitor it, tweak it and improve it over time.

It is the First Step towards Automation.

Having a single point of entry, that gets your starving crowd onto your email list, eliminates all the traditional ball-aching effort of phone calls, postcard delivery, cold calling and all the palaver that we used to have to go through in the early days of direct marketing.

Your lead magnet and opt-in page are going to carry on working wherever you are, whatever you are doing, even while you're sleeping.

Being able to 'set and forget' this process that gets people on to your email list means all you have to do is to chuck some solo ad traffic to your opt-in page and, as long as you're achieving better than 30% conversion rate, you'll know you're in business.

This automation allows *you* to work *less*.

It allows you to concentrate on the strategy of making your first \$1000 online and then scaling it upwards.

A single point of entry allows you to set up quickly, make changes fast and stay in control.

You need only check your conversion rates to see how your business is doing.

But, for now, you'll need bait - a lead magnet - to attract your starving crowd on to your email list.

STEP 2

YOUR LEAD MAGNET



Have you started thinking about your lead magnet yet?

You're going to need one, but I stress that you don't need to OVERTHINK this step.

Just look through examples in the niche you've chosen. You don't have to be an expert - far from it.

Yes, you're going to have to give it some thought and come up with an idea. That's the whole point of being a marketer.

Even a simple checklist is something that works well (I've never really understood why checklists are so attractive but then I'm not in the habit of overanalysing this stuff).

Here's an example...

...if I was going to make an opt-in page for this publication you're reading right now, it would be something like...

How To Make Your First \$1000 Online in 30 Days

That would reflect the problem facing the person I was aiming at getting on my email list. It would resonate in the minds of my target starving crowd.

It outlines a problem that they have (how to make \$1000 a month) and indicates that I can provide the solution.

It's highly likely they haven't made any money online and are hungry to do so.

My lead magnet would provide or outline a partial solution and then point them towards something that would solve their problem for them.

Something that indicates that I can get them out of their current situation.

I would cut down this publication into something shorter that gives them the outline of what to do without revealing all the details.

Once they're on my email list I'll send messages that will bolster the fact that I have a complete solution and invite them to visit the sales page where they can see a description of what is inside the full publication.

Do you get the idea?

If my niche was how to create and launch a digital product, my lead magnet would be...

How To Create Your First, Highly Desirable Product In Just 24 Hours

I'd then Google this phrase and I'd almost certainly find enough information on blogs and forums to put a good quality lead magnet together:

Google

how to create your first product fast

Videos Images Online For free Shopping News Books Maps Flights

About 5,920,000,000 results (0.53 seconds)

Small Biz Resources
<https://smallbiz-resources.com> › 10-steps-to-creating-y...
10 Steps to Creating your First Product
 Dec 3, 2021 — Identify your competition by reviewing features, price, competitor size, distribution and design. If you find a product that is similar, maybe ...
 Missing: feat | Must include: fast

Others want to know

How do I create my first product? ▾

What are the 7 steps to create a product? ▾


How can I make my product development faster? ▾

How long does it take to invent a new product? ▾

Feedback

wikiHow
<https://www.wikihow.com> › ... › Inventions
How to Develop a Product: 15 Steps (with Pictures)
 15 steps
 1. Identify a consumer need. The difference between failed products and hot-sellers is need. A...
 2. Collaborate with designers. Coming up with the concept of the hoverboard is great and all, ...
 3. Come up with multiple options. A good innovator comes up with a great product to fulfill a c...

PersonalBrand.com
<https://personalbrand.com> › 7-tips-creating-first-product
7 Tips For Creating Your First Product
 May 23, 2018 — We'll cover many do's, don'ts and concepts that will help you generate revenue quickly and create a solid product based on current industry ...

YouTube
<https://www.youtube.com> › watch
Create & Sell Your First Digital Product FAST [Free Software]

 Copy this proven strategy to quickly create and sell digital products - Watch before you start creating so you make offers that actually ...
 YouTube · Jason Whaling · Sep 7, 2022
 9 key moments in this video ▾

theproductguy.co
<https://theproductguy.co> › creating-your-first-product-...
Creating Your First Product: A Complete Step by Step
 Aug 10, 2021 — Start your product adventure and discover the next best product in the market.

Shopify
<https://www.shopify.com> › Shopify Blog
Learn the 7 Steps of Product Development for 2023
 Nov 25, 2022 — The best place to begin planning is with a hand-drawn sketch of what your product will look like. The sketch should be as detailed as possible, ...
 1. Idea Generation · 2. Market Research · 3. Planning

Podia
<https://www.podia.com> › articles › how-to-launch-an-...
Create your first product prototype in 5 steps
 Oct 8, 2021 — 5 steps to create your first prototype · Step #1: Define the problem your product will solve · Step #2: Conduct customer research · Step #3: ...


Or, if I was feeling lazy, I would go to [DownloadPLRProducts](#) and search there for PLR Rights:

Welcome To Download PLR Products

Use The Search Feature To Find Your Products Fast

PLR Rights
Master Reseller Rights
Master Reseller / Giveaway Rights
Sales Page Only

Matching Searches : 5 - Page 1 of 1



The Easy Way to Create Products Fast

"PLR Audio On How I can create a \$97 product in one afternoon, and a \$997 product in 3 days - and so can you. This easy method will make is super-easy for you!"


Tags: [make money online](#)

Category: Make Money Online, PLR Misc

Date Added: 2013-05-13

Includes: PLR Rights!

Download Now!



How To Create And Launch New Products Every Month

"Learn How To Create And Launch New Products Every Month!"


Tags: [Internet Marketing](#), [make money online](#), [Product Creation](#), [Product Launch](#), [Video Tutorial](#)

Category: Make Money Online, Product Launch

Date Added: 2017-06-09

Includes: PLR Rights!

Download Now!



CLICK HERE FOR ACCESS

Monthly Archive

- [May \(2023\)](#)
- [April \(2023\)](#)
- [March \(2023\)](#)
- [February \(2023\)](#)

This throws up an audio and a set of videos - I'd be tempted to extract what I need from listening to that audio and watching those videos myself, and then compiling the info into a short report.

(BTW look at the ad - see what I mean about Checklists!).

Anyway, the point is not to overthink it.

Just get started.

Just do it!

I know this will be difficult for you if you're used to things being perfect and well thought through and like to take your time over decisions...

...but that thinking is not congruent with making money online.

Successful marketers are rarely careful, considered people

They move fast, cut corners and think on the run.

Honestly, if putting a lead magnet together like this is proving difficult for you, then you're going to struggle with marketing altogether.

I'm here to show you how to put the strategies together that will get you to your first \$1000. With the best will in the world, I can't tell you what your lead magnet should be - that's your job!

There is more than enough free content, or PLR material, out there to create thousands of lead magnets. And certainly enough to kickstart a six figure business - I know because I've done it and still do it.

If you're really struggling for ideas I encourage you to check out other marketers in your niche and see what they're doing. Then come up with something similar that is your own take on things.

Another way is to look for a product to promote as an affiliate, study the sales page and then base your lead magnet on that.

For example, if there is a video on the sales page you can take the info out of that, write it in your own words, and either make your own video or turn it into a short report.

Similarly there's usually enough info on the sales page to help you to put together a short report, perhaps with snippets taken from other info that you can find for free in Google or from PLR.

Don't worry about creating something that is close to what is outlined on the sales page or its video. That's exactly what you want - something that resonates in the prospect's mind so that, when you do direct them to the sales page, they're familiar with what they are buying into.

Here's another example to illustrate the point:

Searching Clickbank's top offers I found this product:

Quietum

Quietum Plus is on the Top Offers list for the second time in a row! This all-natural supplement supports hearing health and relieves tinnitus. With a cart value of up to \$700, Quietum Plus is excelling with email *and* Facebook, YouTube, and native ads.

With eight plant extracts (including ashwagandha and sarsaparilla), this supplement gets to the source of tinnitus and heals without any stimulants.

Upsell opportunities and high AOV make this an excellent offer in the “over-40” niche as well as aging and hearing. Find more information in the ClickBank marketplace or check out their landing page to learn more.

This product claims to relieve tinnitus which is a painful problem affecting millions of people as they get older. Do you think they'd pay anything to relieve them of this problem? Sure they would.

Does this actually work? I couldn't tell you but, as it only consists of natural products, it is unlikely to do any harm and there *are* testimonials on the sales page from relieved sufferers.

I think you could recommend it with confidence. I would.

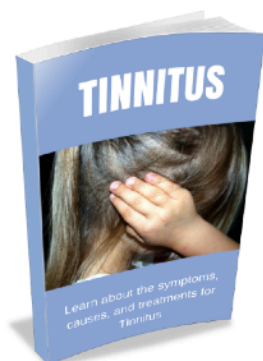
So, how to promote this?

A quick search on [DownloadPLRProducts](#) turned up this:

Use The Search Feature To Find Your Products Fast

PLR Rights
 Master Reseller Rights
 Master Reseller / Giveaway Rights
 Sales Page Only

Matching Searches : 2 - Page 1 of 1



Tinnitus

“Learn about the symptoms, causes, and treatments available for Tinnitus!”

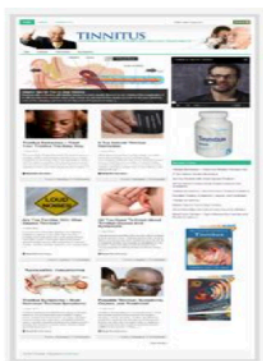
Tags: [Guide](#), [Health](#), [Hearing](#), [PLR Misc](#), [Tinnitus](#), [Wellness](#)

Category: PLR Misc

Date Added: 2018-11-21

Includes: Master Reseller Rights!

Download Now!



Tinnitus Niche Blog

“New Premium Health Niche Blog - Make Money With Blogging, AdSense, Advertising, Or By Flipping It!”

Tags: [Tinnitus Niche Blog](#)

Category: Graphics, PLR Misc

Date Added: 2013-12-14

Includes: PLR Rights!

Download Now!

The ebook isn't PLR but no matter, you can read it and extract what you need to make your own short report.

As for the niche blog, I don't recommend you go to all the trouble of setting up a domain and blog especially for this (too much like hard work) but you CAN extract info from the blog to use in your report or follow up emails.

Where can you find more info for your follow up emails?

Simple.

Turning to Articles in [DownloadPLRProducts](#) revealed this:

PLR Article Database

🔍 tinnitus

Matching Searches : 1 - Page 1 of 1

Tinnitus: Don't Feed the Trolls

Is worrying a possible cause for Tinnitus?

"Don't feed the trolls" is a common synonym for someone who likes to create havoc on the internet. Trolls normally use chat rooms, posting boards or Forums to provoke and intimidate people by sending confrontational messages. People who feel harassed and provoked and find the time to argue with these people are "Feeding the Trolls".

It's just a theory, but it can be said that once the mind is infected by worry, you are opening the doors for the trolls. Learning how to come to terms with worry is like having to learn to fly a jet. You have to be a pilot to fly it. To be a pilot you have to learn. Sounds kind of immature to comment that anyone can learn to fly a jet if they are really set on doing so. It's just a matter of being educated.

You may disagree with me on this matter but I am certain you could learn to fly a jet if you really had to. It may take

Exercise and Hypertension

It seems as though many Americans are living a life that leads to high blood pressure or hypertension. As people age, the situation gets worse. Nearly half of all older Americans have hypertension. This disease makes people five times more prone to strokes, three times more likely to have a heart attack, and two to three times more likely to experience a heart failure.

The problem with this disease is that nearly one third of the folks who have hypertension do not know it because they never feel any direct pain. But overtime the force of that pressure damages the inside surface of your blood vessels.

However, according to experts, hypertension is not predestined. Reducing salt intake, adopting a desirable dietary pattern losing weight and exercising can all help prevent hypertension.

Obviously, quitting bad habits and eating a low fat diet will help, but the most significant part that you can do is to

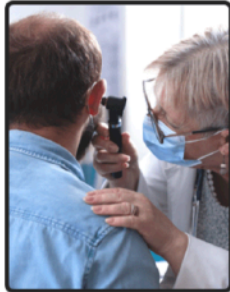
Break these apart and write some emails based on your own interpretation of the text plus anything you can find by Googling about Tinnitus.

You may ask, why don't Tinnitus sufferers do this research themselves?

The answer is most people are too busy, or just too darned lazy, to do ANY research like this.

Thankfully, we live in an age where people just want things done for them!

And, for the icing on the cake, why not use the info on the Quietum website?



May 2023 - New Scientific Discovery

Scientists Discover The Real Root Cause Of Ear Ringing

If you have been struggling for months or years with buzzing, clicking and hissing sounds in your ears... Trying hearing aids and OTC pills with no real results... While the sounds are getting progressively louder...

You should know that all those "remedies" are not actually addressing the real cause. According to the latest research, tinnitus goes much deeper than your ears: inside your brain. It's all linked to a "wire" that carries electrical signals and sounds from your ear cells to your brain networks.

Ear ringing and whooshing happen when this wire gets damaged and messes up sounds. The solution is to feed, regenerate and rebuild it so it will be in perfect harmony with your brain and carry sounds perfectly.

There's even a list of ingredients that you could incorporate in a series of emails:

Inside every capsule of "Quietum Plus" you'll find:

A bespoke proprietary formula that includes 18 special high-quality plant extracts that are specially created to support a healthy hearing.



Mucuna Pruriens & Maca Root

- ✔ Help with inflammation
- ✔ Soothe the nervous system
- ✔ Help repair neuron damage



Epimedium & Tribulus Terrestris

- ✔ Help regulate neuroinflammation
- ✔ Protect against free radicals
- ✔ Strong antidepressant effects



Dong Quai

- ✔ Superior ear tonic
- ✔ Supports brain cell health
- ✔ Helps sharpen the hearing



It all couldn't be simpler!

The point is, there's no reason to get hung up about creating your lead magnet - just go to it and don't worry about it.

From here on in you'll be gathering the primary things you need to start your business - a starving crowd, a lead magnet, related affiliate products (or your own product), and then put them together in the system I'm about to show you.

STEP 3

SOMETHING TO SELL



So far we've concentrated on the nuts and bolts of attracting your starving crowd. Now we're going to look at what you need to make your first \$1000 online.

Obviously, you need something to sell.

This will either be a product or service.

You're not going to make an income if you just have tons of followers and Likes on Facebook.

Nor are you going to get any money if you build a list of subscribers and *never* contact them to sell them anything.

Remember, you've started off by offering to solve their problem(s).

So, now, you're going to need a good value product or service that does exactly that.

This could be a product, a PDF or video course or a coaching program that you create by yourself, either by writing or shooting videos or by editing PLR.

But, by far the easiest way to start, is to choose an established product for which you can be an affiliate.

My earliest income streams came from creating a free report and then recommended an affiliate product as an upsell and in follow-up emails.

I still do this.

For example I have a free video series which shows frustrated network marketers what they're doing wrong in trying to find leads for their business.

Those videos lead to Digital Mentors high level training and coaching program, specifically aimed at showing how to get leads and set up an opt-in funnel, that brings me in a steady affiliate income monthly.

I have another mini-funnel with a short report on how to use PLR to create your own products, that links to the [DownloadPLRProducts](#) site I've already mentioned, and I get monthly affiliate income from that.

So, if you blanch at the idea of creating your own products to sell, use the power of someone else's hard work and get started straight away as an affiliate.

It's what I would do if I was starting over, because I've proved it works.

Affiliate products are a great way to get started

A great way to learn your trade and cut your teeth on marketing without having to do any of the hard work.

I know marketers who make four figures in commissions from every affiliate sale they make. *It's all about selecting the right program.*

When you're choosing a product to promote, make sure it is evergreen and pays out decent commissions.

A recurring income from monthly subscriptions is ideal for cash flow but you should also look out for big commission products.

And try your hand at creating and promoting some of your own products too.

The more offers you can put in front of your starving crowd, the more money you will make!

Also look at tools and systems that people in your niche will likely need when they start their businesses. They'll be buying them anyway so you might as well get the commission.

I'm thinking platforms such as [Aweber](#) and [GetResponse](#), [ClickFunnels](#), [Namecheap](#), [DownloadPLRProducts](#), Shopify, [systeme.io](#), [ClickMagick](#) and so on.

Think about adding a coaching option.

It's not as difficult as you might think.

For a start, don't think that you need to be an expert in your field.

Even if you just know the basics of something, you probably know more than the guy who is looking to solve a problem.

Coaching isn't about showing somebody how to do something, it's all about helping them to get from where they are now to where they want to be. It's more about prodding them to go in the right direction rather than running around in circles.

I often add a coaching option to my promotions because it's an easy way to generate high ticket sales and I have the bonus of knowing that I'm helping someone out of a hole they've got themselves into.

Adding a coaching or consulting option is no more difficult than providing a payment button on your sales page and it can easily add a few hundred dollars a month to your income.

Add a Done-For-You option

Most people are clueless when it comes to making even the simplest of systems work, usually simply because they are frightened of making a mistake and balling it up.

Don't let that be you, by the way. Most of these simple systems we use in marketing require little in the way of configuration, tweaking and maintenance and they rarely allow you to cock things up totally.

So, if you're not afraid of experimenting until you get things working, or you have specific knowledge already of a service you can provide for people, give them the option of DFY.

I've found that people will happily pay a large amount of money if you show them that you have something they can use out of the blocks. Even better if you can install it for them.

For example [Clickfunnels](#) and [systeme.io](#) allow you to share ready made funnels for building a list or selling a product or even a complete membership site. If you've put together something like this yourself, or are willing to have a go at doing it, then you'll find plenty of clients who will jump at the opportunity not to have to do it themselves.

I'm not suggesting that you share something that is unique to you. What you should do is duplicate something that you've got working and strip out all the personal stuff so that it is a basic system that can easily be modified to suit the client.

For example you could share a squeeze page funnel that is ready to accept your client's video promotion. You could even modify some PLR to create a giveaway for this funnel too.

Again, DFY services like these can easily add hundreds of dollars to your monthly income.

Get together multiple offers

Are you getting the idea now?

By putting together multiple offers you're adding bonus income on top of the products you're selling or promoting. Don't think about each sale as the end of the game. Make more money from each customer by providing them with the extras they might need.

Some will jump at the opportunity, others won't. It doesn't matter. The point is that if you don't offer them these helpful additions then others will. It might as well be you that gets the bonus income.

And don't make things difficult for yourself. You don't have to do everything. Much of what people need can be sourced as a ready-made resource that you can sell as an affiliate.

Don't spend decades on the research!

If you're rejected, for some reason, to be an affiliate for one program or another, just give it the finger and move on.

Move fast and keep up the momentum, there's no need to be PERFECT.

By the way, it's your responsibility to check out whatever offer, program or service you are recommending as an affiliate.

You might think this is more than a little controversial, especially if you've been in the Make Money Online niche for any length of time and seen unscrupulous marketers promoting anything and everything.

These shady marketers (I hesitate to call them the latter) are promising the earth to their subscribers simply because they're locked into 'owing' the product vendor a mailing simply because he or she has promoted their products in the past.

It's part of the product launch merry-go-round that affiliates get sucked in to.

These so-called marketers lose droves of subscribers every day because their readers soon realise that there's nothing behind the BS and hype in their emails and so quickly unsubscribe.

It's a failed business model because these marketers have to keep topping up their lists all the time in order to drive traffic to all these new product launches.

But you can take heart from this because their loss is your gain. By being an honest affiliate you can rise above the herd and gain the trust of your subscribers.

If, for some reason, you can't check a product or service, then say so. Use a phrase like...

"I don't use this myself but you might want to check it out to see what you think"

That covers you against any complaints. You're basically telling people to do their own due diligence.

So, find as many products, programs and services that you think will help your subscribers that you can promote as an affiliate.

Here's how your basic business model might look...

FRONT END

Lead Magnet

EBook or Short Video Course \$27

The Front End is what your starving crowd will see first when they come to your website.

This is where you present them with your free bribe (Lead Magnet) to attract them to give you their name and best email address.

Once they have opted in it is good practice to offer them an eBook or short video course that provides further training as the perfect accompaniment to the Lead Magnet.

Price this to make it easily affordable, for example \$27. Probably only 1 in 50 people who sign up will buy, but even that will help you recover most of your costs in getting your starving crowd to your site.

BACK END

Affiliate Product commissions:

Clickbank or JVZoo products in your niche - 50% each sale

Training Courses in your niche - \$48.50 - \$63.50 commission

Affiliate Marketing training/resources membership - \$25 - \$60 monthly

[Aweber](#) or [GetResponse](#) autoresponder - 30% per signup

[Clickfunnels](#)/[systeme.io](#) Sales Funnel Builder - 30 - 50% per signup

[Udimi](#) traffic resource - 15% commission

Your own High Ticket Products:

One on One Coaching option: \$197 - \$2997

DFY resources - \$197 - \$997

The **Back End** is equivalent to your bank. It's where the real income comes from.

Nobody gets to see this side of your business. What they do see is that you're offering products, training and resources that are going to help your subscribers solve their problem(s). This is where your follow-up emails come in.

The Back End is ALL important. Most newbie marketers never make a dime because all they think about is the Front End.

They concentrate on refining their squeeze page and initial offer page hoping and hoping that it's going to net them a profit.

Whereas, right under their noses, you're stealing the money from under them simply by concentrating on those Back End training and resources.

It goes without saying that ALL of the Back End training and resources have to be something that offers huge value to the starving crowd who are now on your list.

This is where the newbie marketers fail again. Having made a loss on their Front End (or, at best, broken even), they panic and scatter-gun attack their subscribers with scabbled together (cut and paste) emails that promote everything they can lay their hands on as affiliates.

And, guess what, their subscribers quickly get fed up and unsubscribe in droves.

You're not going to be like those newbie marketers. You're going to cherry-pick products, training and resources that are intimately linked to the bribe product your starving crowd signed up for.

The training and resources I've listed above in the Back End are largely aimed at the Make Money Online (MMO) or Network Marketing niches. They're just examples of what to look for.

If you're working in another niche, simply search for similar products, training and resources - ideally that offer monthly commissions.

For example, in the Health niche, you want to look for training or educational products linked to your subscriber's problems. Then follow that up with physical products that they can consume or that offer them the treatment they need on a monthly basis - remember the Tinnitus product I showed you in Step 2?

So, go out and find products to promote.

Obviously many of these will only be occasional sales.

That doesn't matter. Even these occasional sales mount up and add to your bottom line.

Can you now understand how easy it is to earn \$1K a month?

Where most wannabe marketers go wrong is trying to 'force' an income out of just one product, one sales page and therefore one income stream.

That is incredibly hard to make work.

It doesn't matter how much you improve and perfect that product, or how much time you put into optimising the sales page, just one income stream is NEVER enough to help you reach your target \$1000 a month.

Ideally...

...you want to look for around TEN products that you can promote to your starving crowd.

That's not difficult if 8 of them are affiliate offers. Just make sure they resonate with the problems you are helping people solve. Then you can point out to your starving crowd the benefits of shelling out their hard-earned cash on these things.

Give them an explanation of WHY they should buy something, how it will help them achieve their goal or get rid of their problem.

I'll spend more time on this later but, for now, let's look at the nuts and bolts of making \$1K a month.

STEP 4

HOW TO EARN YOUR FIRST \$1K (AND DO IT OVER AND OVER AGAIN)



Your strategy is going to be simple.

You're going to plug all the holes, fill all the gaps, where your starving crowd might leave without you presenting them with an offer.

Every single person that comes into your squeeze page/sales funnel is going to be exposed to as many offers as possible even **BEFORE** they receive your first email.

Now if you think this is sleazy, if it strikes you as some churn and burn method where you *bombard* people with offers until they're sick of seeing them, that's not the way we're going to swing.

You are NOT going to be building one of those annoying sales funnels where they buy one ridiculously low cost offer just to be presented with a seemingly never-ending series of increasing cost upsells that drives them crazy.

As you'll see, it's all about the way you present the offers you have chosen and, don't forget, they *will* be of interest to your new subscribers simply because you will have made sure that they are congruent with your lead magnet and are there to help solve their problems.

If this still strikes you as over-the-top, remember, you are building a SELLING system here.

That system works simply because it does MORE than your competitors ever think of doing when it comes to optimising the number of times you sell to each and every new lead who comes into your business.

You'll have worked hard (and spent money) on every lead who is now part of your starving crowd so it makes no sense to let them wander off into the sunset without taking out their wallet.

And...

...you're going to make this completely automated, so this system will work 24 hours a day. We might as well have this system selling for you while you sleep, right?

Let's see how...

YOUR TWO STEP STRATEGY

Your selling system is going to have two basic steps:

#1 *Your squeeze page funnel*

#2 *Your follow up sequence*

Normally I like to keep to the simplest business model where I gather people's email, they get shown an offer on the thank you page and then I send out my follow-up sequence of emails with further offers.

But, in this case, we're going to go all out to maximise the opportunity of making sales to get you as fast as possible to your \$1K a month goal, alright?

So your initial funnel is going to have a few offers tagged on to it that will be presented in a casual, non-hard-sell way (I'll show you how).

After that your follow-up sequence of emails will take over, doing all the work for you. (Well, not quite, you need to spend a bit of time each day crafting these emails, but that's not difficult).

If you think you're going to get away without doing any work at all, forget it.

There is a modicum of work involved but none of it is difficult.

And it shouldn't take you more than a couple of hours each day, right? That's all that I do and that was my promise when you started on this adventure.

#1 YOUR OPT-IN SQUEEZE PAGE FUNNEL



We're going to tweak the standard opt-in 'squeeze' funnel sequence.

For a start it's going to be **DOUBLE OPT-IN**

That means that your new subscriber is going to receive a quick email asking them to **CONFIRM** that they want to receive emails from you.

Now I know that, if you've been around the MakeMoneyOnline niche for any length of time, Double Opt-In is normally frowned upon because you lose a small percentage of your subscribers. Don't worry yourself sick about this.


Another way of looking at this is if your new subscriber can't be arsed to click a link in your first email to them, then they'll probably ignore all your emails anyway!

And the MAIN REASON I'm recommending that you use Double Opt-In is that it gives you TWO more chances to put an offer in front of each lead.

How does this work?

Here's the usual sequence using the default pages from an autoresponder service like [Aweber](#) or [GetResponse](#):

Your prospect enters their name and email address on a squeeze page and gets sent to a page that says something like this...



**You're Almost Done.
Activate Your Subscription!**

We've just sent you an email with a **confirm link**.

In order to activate your subscription, check your email and click on the link in that email. You will not receive your subscription until you **click that link to activate it**.

If you don't see that email in your inbox within 12 hours, please reach out to the owner of the mailing list for more information.

The default email sent out will look like this...

Please click the link below to confirm that you'd like to receive email from me.

[Confirm my subscription](#)

Thank you!

Peter Comeau

And, when they click on the link (button) in the email, they'll get to this...

You're subscribed!

Thank you for signing up! You're on the list and will get emails from us soon.

[Return to the last page](#)

I'm sure you'll agree that every step of that sequence is very uninspiring and, if you were to just use the default settings, of course you'd probably lose a lot of leads.

So, we're going to tweak the whole sequence in a quite unique way.

Most wannabe marketers don't know that these pages can be customised (or they can't be arsed to modify them).

There's an easy option to make them YOUR OWN PAGES.

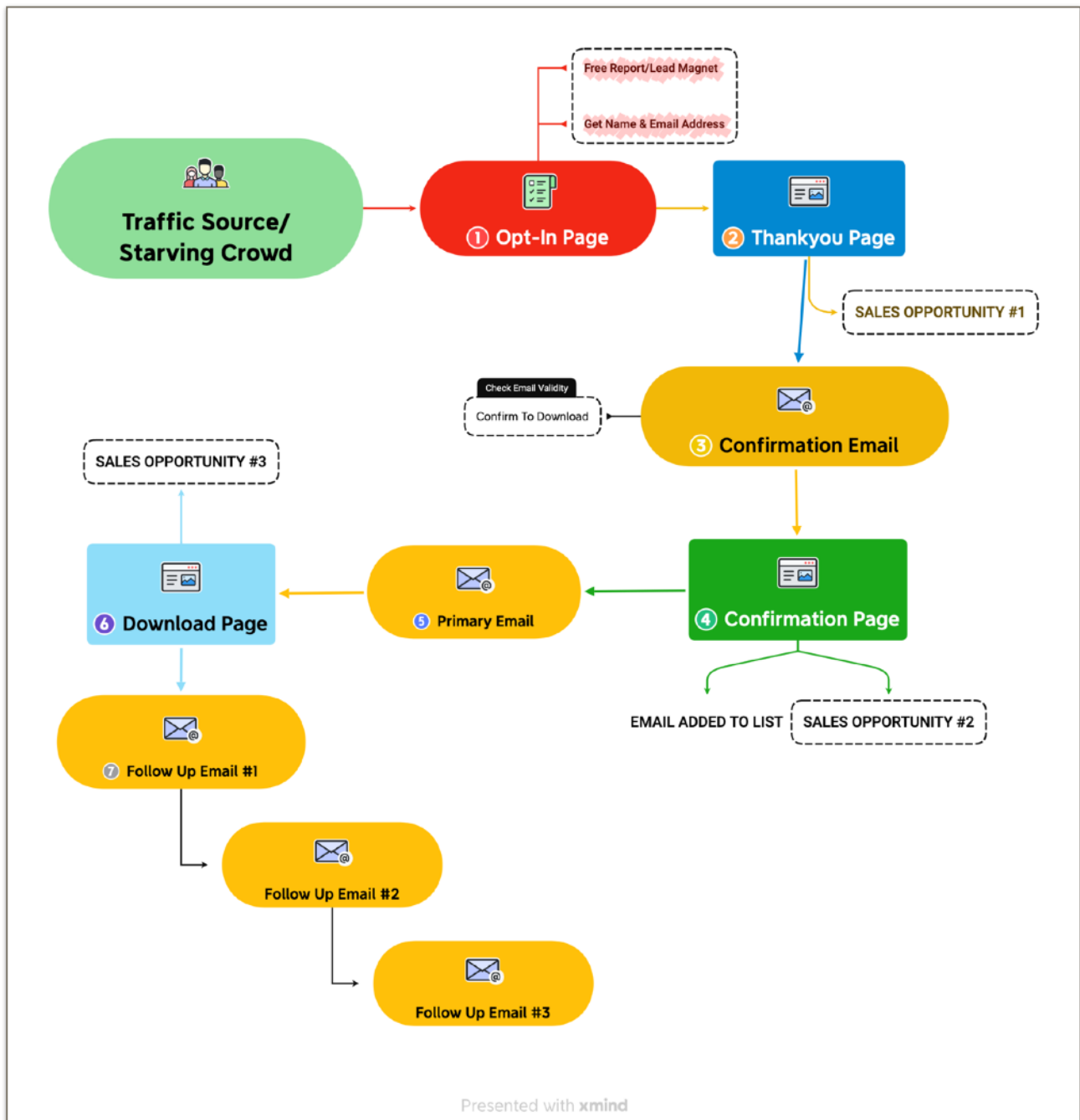
And it's worth doing so because, quite frankly, those pages are an IDEAL opportunity to place offers in front of those just joining your list...

...in an utterly friendly and non-hard-selling way.

You might already know about this - but knowing it and actually DOING it are two different things.

Plus, you're probably wincing at putting anything sales-wise in front of your new leads BEFORE they've even received your first email!

Here's the Flow Chart of the Opt-In Funnel sequence we're going to map out...



So you can see it more clearly, I've attached a copy for you to download with this document.

It's actually simpler than it looks because it is just one straight flow from finding your starving crowd to getting them on your list.

Your prospects first encounter your Opt-In Page where you offer them your Lead Magnet in exchange for their Name and Email Address.

That takes them straight to a Thankyou Page where you place your first OFFER.

Meanwhile, in their Inbox, they receive a ‘Confirm Email’ which prompts them to click the confirmation link in order to receive the Lead Magnet.

Now they’re on your list and in your Sphere of Influence!

That confirmation link takes them to a Confirmation Page where you have a second opportunity to make them another OFFER.

Your Primary ‘*on-subscribe*’ Email asks them to click a link to take them to the Download Page.

Where, guess what, you make them yet ANOTHER OFFER!

Now, if you think all those offers are completely over-the-top and smack too much of sleazy selling, get that idea out of your head immediately.

Keep your eye on the prize - ***Your First \$1000*** - and remember that I said I’m going to show you how to present all these offers in a completely friendly and non-threatening way.

As you can see, I’ve labeled them SALES OPPORTUNITY #1, 2 and 3. They are ***opportunities*** for your new subscribers to get something of value that will help them.

This isn’t like some horrible multi-layered sales funnel with its forced upsells and downsells. Your subscriber is completely at liberty to peruse these offers and ignore them or explore them further.

It’s their choice. No pressure.

Here’s an example of how I do it on the Thankyou Page that shows immediately after they’ve entered their name and email...

THANKS! Almost There...

I've Sent An Important Email To You

Click The Link In That Email To Confirm Your Subscription
And Receive The Download You Requested



It might take up to 10 minutes to arrive, but it's safely
headed to your Inbox...

So While You're Waiting Why Not Grab Yourself This FREE AI Training On How To Rake In Targeted Traffic



Unlock the Unfair Advantage to Limitless Traffic

FREE On-Demand 'AI DEMO' Reveals How
to *Create Amazing Lead Magnets that*
Rake In Targeted Leads for ANY
Business... Even If You've Never Used AI!

Click Here for Instant Access

YES, I want to leverage AI to 4x My Productivity

If you have any problems or need anything just email me personally at
support@thesuccessbusiness.com

As you can see, it points out what is going to happen in regards to the confirmation email and why they should confirm (I find it really helps to show people what is going to happen in advance of it happening).

Obviously, as they're not on your list yet and don't really know you, any hard sell is likely to go down like a lead balloon. So a free offer here is not going to be perceived as risky.

It's another step towards your \$1000 a month because you'll start receiving commissions if and when they decide to enter into the paid membership.

Once they've received your Confirm email, when they click the link it will take them to your confirmation page.

**Congratulations, you're subscribed -
look out for my emails containing valuable training and tips
I've just sent you an email with the download link
to the training you asked for, but...**

WAIT!

I Have A Special One-Time Offer For You



Get Access To 'Your First \$1000 Online' Training For ~~\$97~~ \$37



**"If You Thought It Was Impossible To Earn Six Figures
A Year Working Just Two Hours A Day Then I
Challenge You To Take My 3-Module Workshop!"**

**"You Don't Need Even HALF Of What You're Told To Set Up A
Low-Time, High Income Lifestyle Business From Home!"**

BEST PART: It doesn't matter what niche you're in, what education you have or where you live. You can use the strategies I'm sharing here (for the first time) to create your own lifestyle balance business in a matter of weeks!

Introducing...



Your First \$1000 Online!

***"It's Time To Finally Cut The Crap And Start
Earning From Your Own Online Business!"***

The confirmation page is where most marketers put the download link. As you can see, that's not what we're doing here.

We're not cheating - we've clearly told our new subscriber what is happening, that they should look out for emails from us and that the first email they receive will contain the download they signed up for.

So, why not also make a special offer for them?

This is one of my confirmation pages, so I've made a One Time Offer (OTO) for one of my products - this very one, in fact.

What I find works best is to feature part of the sales page. So that, if they click through to find out more about the offer, they're not surprised to see the page and it will seem somehow familiar to them.

Now, you can do this just as well with an affiliate offer. Just as you can on the download page.

Remember, we're aiming fairly and squarely at your first \$1000. Now is not the time to be squeamish about putting offers in front of your new subscribers.

It's OK to do this...

...as long as you are honest, above board and transparent about it.


The underhand tactics of most marketers, who bombard their subscribers with OTOs that lead to countless upsells and downsells are NOT what we're about here.

I'll show you what I mean on the download page, which is where your new subscriber will be directed from the first email in your follow-up series of emails (more about those later).

This is where you're going to put the link to download the lead magnet they requested. But you don't have to stop there as you can see...

Thanks


Download Your Free Report Below



Just click the button below to download your free report
If you have any problems or need anything at all just email me at:
support@thesuccessbusiness.com

↓ Download Your Free Report HERE
36.1MB File

**Want Unlimited Leads And Sales
Using Your Own Automated Business?**




Ordinary Business Owners 'Crack the Code' to **Automated Unlimited Leads & Sales For Any Business**

Discover the Simple 'Secret' to **Get Prospects To Buy Your Stuff...Even if You Don't Know Where to Start!**


The MLSP Leadflow Quickstart

What's Inside Your 14 Day Trial:



5-Step Quick Start to Get Leads in 24 Hours

- ✅ 5-Step Quick-Start to **get your 1st lead funnel live!**
- ✅ Leverage 'Done For You' assets to market like your industry leaders, and **get leads in the next 24 hours**



Click HERE For More Details

Again this is the ideal opportunity to introduce your new subscriber to something that will help them.

Possibly this is something they've been looking for but haven't yet found.

Which makes it more desirable because you're still in the 'I'm helping you solve your problem' part of the funnel.

Plus, their trust in you is beginning to take shape simply because they've

a) *entrusted you with their name and email address*

b) *clicked a link in your first email to them*

Don't underestimate either of these.

The first opt-in action, on its own, is just the beginning of the story. The likelihood is that they've joined any number of lists in the past (and probably not gotten much of value in return).

The second action is a biggie. It's a physical click where they've made the decision to put their trust in you and it has immediately taken them to another page where they have to click again to get their download.

These physical actions are just that = ACTIONS. It's often said that actions speak louder than words, and with good cause.

In this case they've gone immediately from passive lead to active subscriber.

And, as a result, they're open to suggestion.

Also, these pages have a secondary function...

...they *introduce* offers you're going to make again.

You'll be recommending these offers, and more, in your follow-up emails so it helps if they've already seen them and perhaps thought about it.

There's a whole host of marketing evidence that the average person needs to be exposed to an offer between 5 and 7 times before they make the buying decision.

It's a rule that the whole of the advertising industry relies on.

So, the more exposure you can give to your offers, at this early stage in the relationship to your new subscriber, the better.

Are you beginning to understand that this route to \$1000 a month is all about the numbers?

Getting as many offers in front of the eyes of your starving crowd as often as possible.

Let's say you build an initial list of 200 subscribers. Expose them to 1 offer and that's a maximum of 200 buying opportunities.

But, if you show them 3 offers, that's **600** possible buying opportunities.

Take that up to 10 offers (over a 30 day sequence of follow-up emails) and you've multiplied that to **2000** possible buying opportunities.

What's more, if you make these affiliate offers, there's very little work involved other than finding the offers and building the offer pages.

You want to source offers that have a discount, or some form of scarcity, built into them if at all possible. There's no point in making a 'special offer' on these pages if your subscribers feel that they can put off making a buying decision until later.

You might think this is all totally, bloody obvious but you'd be surprised how many wannabe marketers miss this common-sense strategy.

I can't stress enough the importance of looking at the numbers in your business.

#2 YOUR FOLLOW-UP EMAILS



Having got the idea about your squeeze page, ‘almost there’, confirmation and download pages, now is the time to turn your attention to the follow-up email sequence.

Naturally your follow-up sequence begins with the first email you send.

In most autoresponders this is sent immediately your subscriber clicks the confirmation link in the double-opt-in email.

Your primary email includes the link to download the lead magnet, the free gift they opted-in for. As I’ve shown, the best strategy is to make that link take them to a Download Page where you’ll show them another offer.

Don’t do what most wannabe marketers do and just send them a direct download link in your email - this just wastes another opportunity to present one of your offers.

Now, you might think the stream of offers ends there - it doesn’t.

Put a link in your free gift too!

Place it at the end of your free report PDF or as a button underneath the last video in your training, and make sure it has a strong call to action.

There's absolutely nothing wrong with putting an offer in your free gift, as long as it follows along naturally with what you are showing them, something like this...

Like I said, the rest of the day is mine to spend how I like. I earn enough, just working on my online business, that I don't need to do anything else. Though I love my design consultancy so much I keep it going (and will do so until I don't love doing it any more).

And that's it. Yes, it really is that simple.

What I've shown you above IS my online business in a nutshell. It basically all centres around writing entertaining, often quirky, emails to my list so that they get to know me and will follow my recommendations.

If that level of personal time and freedom appeals to you, I'm certain I can help you.

Here's your starting point where I'm going to take you by the hand and push you to earn your first \$1000 online...

...even if you've never made a dime online before!

"If You Thought It Was Impossible To Earn Six Figures A Year Working Just Two Hours A Day Then I Challenge You To Take My 3-Module Workshop!"

"You Don't Need Even HALF Of What You're Told To Set Up A Low-Time, High Income Lifestyle Business From Home!"

BEST PART: It doesn't matter what niche you're in, what education you have or where you live. You can use the strategies I'm sharing here (for the first time) to create your own lifestyle balance business in a matter of weeks!

Introducing...



Your First \$1000 Online!

"It's Time To Finally Cut The Crap And Start Earning From Your Own Online Business!"

Remember, to get to your first \$1000 online, you need to put as many offers in front of your starving crowd as possible. So, *always* put an offer at the end of everything you send them.

It should seem like a natural continuation of the training you are providing so that they know where to go to next. If it's for one of your products, then they know they just have to click to get more of your great training.

If it's for an affiliate offer then it should seem like the *next step* in what they need to do to solve their problem.

You'll see something similar when you finish a novel you're reading. Along with a bio of the author will be a list of books he or she has written. So you can buy the next in the series, of course.

You don't think the publisher is going to pass up a chance to sell you another book, do you?

It's as simple as that!

Now, let's talk about the ongoing follow-up sequence of emails.

The point of your follow-up emails is to put yourself and your products or offers in front of your subscribers as often as possible.

That means every day.

If your starving crowd is also subscribed to your YouTube channel or TikTok or whatever, then you should be making frequent videos. Or if they're in your Facebook Group, you'll be needing to make regular posts.

I can't stress enough how important this regular contact is.

I also like to entertain my subscribers in whatever I do, emails, videos and posts. I find it helps with my relationship with them.

Because people buy from people. And people buy more willingly from people they know, like and trust.

But you don't *have* to do this.

There are plenty of successful marketers who send out emails only promoting their products or offers. They format them as ‘training’ messages, showing what benefits the subscriber will receive from the product and adding a link to where they can find more information.

That’s it, that’s all they do. And it works (sort of).

You’ve probably received emails like these in the form of product reviews, opinions on marketing and comments on what other marketers are ready to launch.

Personally I like to mix these types of emails up with story emails, but that’s just me. It works for me because it fits my personality.

You need to figure out what suits you best. That doesn’t mean sending out *only* affiliate offer emails because you’re too lazy to write anything else. It means understanding who you are and how your starving crowd see you.

I talk more about this in my ‘One Email A Day’ training where I also show you where I find the content to put in my story emails.

Most wannabe marketers can’t be arsed to put the work in. They are either lazy or think all they have to do is tell people to buy the latest product launch offer and their subscribers will click and get out their wallets.

That’s why they go broke quickly and call the whole marketing thing a ‘scam’.

Usually their follow-up messages are too short and the sequence is no longer than 7 days.

They just copy and paste the promo messages that marketers give them into broadcast emails and wonder why their subscribers leave their list in droves.

Every new product launch has a series of emails on the JV page that every affiliate can copy and paste, like this example...

Email Swipes

Warm Swipes

SUBJECT:

Siphon Profit From 70 Billion Traffic Source
Tap into this 70 BILLION dollar traffic source for FREE?
Get a piece of this 70 billion dollar traffic juggernaught?

Hi,

What if you could tap into the worlds largest FREE traffic source on earth, and put YOUR ADS in front of it?

How much traffic would you want?

SUBJECT:

Make OTHER PEOPLE drives you thousands of vistors for FREE
Leverage OTHER PEOPLE and GO VIRAL
Siphon Unlimited Viral Traffic From OTHER PEOPLE

Hi,

If you're a true entrepreneur, you'll know that leveraging other people's efforts if the key to success and achieving massive wealth.

Ice Cold Swipes

SUBJECTS

Click, Copy, Paste & PROFIT!
Duplicate My Profits & Go VIRAL!
Copy, paste & PROFIT!

Hi,

We have secured access to a new software system that allows your easy copy and paste profits, without a catch!

I know it sounds too good to be true, but I

CONFIDENTIAL: To my closest associates only (keep private)

Hi,

It's is very important that I share this brand new development with you. We have been testing a revolutionary new system.

It has been getting INSANE results for newbies.

It has been getting INSANE results for the pros.

And now. I need your help to expand mv user base.

Don't the newbie affiliates realise that every other marketer is using these same promo messages? Can't they envisage that people are going to get fed up with seeing the same crappy email content over and over again and immediately hit the unsubscribe link?

Your starving crowd has subscribed to your list for two reasons. The first is they want your bribe, your lead magnet. The other is that they're hoping you're going to be *the one* leading them to salvation.

So, they want to know more about you, about how you're going to solve their problems, about how you're going to enrich their lives.

In amongst those messages you're going to be making offers for those things they need to buy to solve their problems. Be helpful and they'll love you for it.

Are you beginning to see how this all works?

You've now planned an opt-in funnel that already has multiple offers involved. Your follow-up sequence is your method of putting more offers, and/or the same offers, in front of your starving crowd on a daily basis.

This is way more than most wannabe marketers ever get round to, and is the fastest way you're going to reach your \$1000 target.

Welcome to the world of internet marketing. You've just learned the secret to unlocking a job replacing income.

What we have been doing is plugging gaps, making multiple offers and, now, ensuring we make those offers on a consistent and repetitive basis.

To handle all this, automatically, you're going to need an autoresponder service.

Now, don't for a moment think you can just send out emails to a list of addresses from your private email. It just won't work.

SPAM filters are only too aware of how this sort of thing works, will report this to your email service and your email address will get shut down in a matter of hours.

Try doing this with GMAIL and Google will block you immediately.

The advantages of a good autoresponder service are legion, so much so that EVERY respectable marketer uses one.

In case you don't know why, here are the advantages:

- 1. You can plan and write your follow-up email sequence in advance***
- 2. Your follow-up emails will be sent out automatically at the intervals you choose***
- 3. The very best autoresponder services are so well respected that the deliverability success of your messages is extremely good***
- 4. Every email has an Unsubscribe option that works automatically without you having to do anything to remove that subscriber***
- 5. It's easy to 'clean your list' of subscribers who don't open or read your emails***
- 6. You can automatically divert subscribers from one email sequence to another (for example, as soon as they buy from you)***
- 7. It makes the whole aspect of communicating with your starving crowd absolutely painless***

I can't stress the last aspect enough. Using an autoresponders service is like lifting a heavy load from your shoulders.

It takes the pain out of keeping in regular touch with your starving crowd.

And, best of all, it does ALL YOUR SELLING FOR YOU!

Now, which autoresponder service you choose doesn't matter (as long as it is one of the more respected ones that practically guarantee your emails will land in your subscriber's Inbox).

I use [Aweber](#) and [GetResponse](#), but you could also use the autoresponder service in [systeme.io](#) if you prefer to use an all-in-one solution. Sign up for a free trial for any of these.

Here's how my new subscriber follow-up email sequence looks...

The screenshot displays a vertical sequence of 16 steps in an email campaign builder. Each step is numbered in a green circle on the left. The steps alternate between 'Send Message' and 'Wait' actions. The 'Send Message' steps include an envelope icon and a subject line. The 'Wait' steps include a clock icon and a duration of '1 day'. Each step has 'Copy' and 'Remove' buttons on the right, along with a three-dot menu icon. A 'Replace Trigger' button is located in the top right corner of the first step.

Step	Action	Content	Buttons
1	Start Campaign	On Subscribe	Replace Trigger
2	Trigger	Trigger campaign for New subscribers	
3	Send Message	Here's Your Free Report (Important information inside)	Copy Remove
4	Wait	1 day before performing the next action	Copy Remove
5	Send Message	Do you have the mindset for Easy Money?	Copy Remove
6	Wait	1 day before performing the next action	Copy Remove
7	Send Message	Did anyone ever teach you this?	Copy Remove
8	Wait	1 day before performing the next action	Copy Remove
9	Send Message	Bollox, I'm not doing that!	Copy Remove
10	Wait	1 day before performing the next action	Copy Remove
11	Send Message	Law of Attraction - How Does It Really Work?	Copy Remove
12	Wait	1 day before performing the next action	Copy Remove
13	Send Message	How brave are you feeling? Take this test...	Copy Remove
14	Wait	1 day before performing the next action	Copy Remove
15	Send Message	Car salesman (a rant)	Copy Remove
16	Wait	1 day before performing the next action	Copy Remove
17	Send Message	Three Reasons why you haven't made a dime online - yet!	Copy Remove

As you can see, it's pre-scheduled. These emails are saved into my autoresponder which sends them out on a daily basis. Automatically.

Here's a secret about consistency...

...I add an email a day to this sequence. If you do this you'll quickly build up a week's schedule, then a month, then 3 months, 6 months and, before long, you'll have 365 days of emails making you income on automatic.

That leaves you free to concentrate on refining your marketing, researching more offers or creating your own products, and plugging the gaps.

Along with that pre-scheduled sequence, I will also intersperse them with what are called 'broadcast' messages.

These are emails that give news about new products or offers and are just sent out from my autoresponder service without being scheduled.

You should be doing this to keep your starving crowd up to date with what is happening in your sphere of influence and informing them of the latest updates in products that can help them.

Q. What happens if I don't email daily?

A. Your list will grow cold and you'll lose contact with your starving crowd.

I know that, for some people, it seems uncomfortable to be continually sending offers on a daily basis. But look at it another way.

On the occasions where I've missed sending out a daily email I immediately get a raft of messages from my subscribers asking whether I'm OK and what's happened to me.

The obvious conclusion is that my starving crowd enjoy hearing from me every day and get nervous when my emails DON'T land in their inbox.

It's a bit like having a friend with who you are in constant contact by phone, message, Facebook or whatever. If they stop emailing or phoning or messaging you then you begin to wonder what's gone wrong.

So, don't be afraid of daily emails. If you get your message content right, your subscribers won't feel they are being besieged by offers at all.

Start planning your follow-up sequence now. Get it clear in your head.

Otherwise you'll fall into the wannabe marketer trap of having a Front End that gathers subscribers but no follow-up in place. Remember, your subscribers will get cold very quickly and forget you if you don't contact them on a daily basis.

You don't have to write an entire autoresponder sequence to get up and running. You only have to stay a few days ahead of where your subscribers have got to in that sequence.

One email a day will do it.

Generally I find it best to promote one product for two or three days in a row. This works better than sending out a new offer each day.

Like I said, most people need repeated exposure to an offer before they'll buy. And some people just miss, or don't read, every email.

So there's no harm in reminding them. Just keep it low key and avoid being pushy. Make it feel like it's up to them to make the decision to click your link.

It's because of this need for repeated exposure that most wannabe marketers give up so quickly. They expect to make sales immediately.

Don't get disheartened if, with a new list, you don't get sales straight off the bat. Just keep at it and, I promise you, the sales *will* come.

Consistency pays off - always.

That's why it helps to have a prescheduled range of autoresponder emails ready to send as soon as someone subscribes. It allows you to concentrate on other aspects of marketing without giving a thought to the daily email schedule.

And, when sales do happen, it seems like magic - money out of thin air.

Being successful is all about not giving up, especially when times are hard and things don't seem to be going right.

Being successful as a marketer is about having automatic systems in place that carry on doing the selling for you, allowing you to concentrate on getting your marketing together.

If you just put everything in place to optimise your chances of making a sale, sales *will* happen.

It's a simple equation...

You will sell more if you present more offers to your starving crowd. That's why your Opt-in funnel ***does just that.***

You'll sell more if your follow-up emails present more chances of buying those offers AND give them more options to buy other products that can help them. Your autoresponder sequence ***does just that.***

If, however, you think 'oh, I'll just send out a few emails and see what happens' then sales will NOT come. And you'll throw the whole thing out of the window and waste your money on the next bright, shiny 'biz-op' that comes your way.

Trust me, I know how this works because I've done just that. And it was a hard, and very expensive, lesson to find out where I was going wrong.

If you rely on your motivation alone, your consistency, your growth as a marketer, will falter simply because, as adult humans, we are programmed by society to fail.

The self-belief that we had in ourselves as children is drummed out of us as we get older in order that we conform to the role that society expects of us.

Unless you're a maverick entrepreneur, the best way to avoid failure is to put *systems* in place that stop you failing when you are most downhearted.

Put simply, your adult human nature will get in the way of you achieving your target of \$1000 a month unless you set a system up NOW.

So, use the technology to set everything up to ensure success.

That's what it's for. The technology behind these systems is designed to automate the repetitive work so that you don't have to. Just set it up and let the system get on with the job.

Ever wonder how sports personalities reach the top of their class?

Repetitive workouts. If it means getting up every day at 5am to start working out, whether the weather is unbearably hot, or snowing, they will do it.

And you can bet your bottom dollar that their coach will make sure they do!

Well, this is the **SECRET** to becoming successful (and making it as a marketer), and it is the same with **MAKING MONEY**.

The marketers who build six and seven figure incomes are the ones who are consistent in gathering together their starving crowd and putting offers in front of them.

And they build that consistency by using systems that do the repetitive work for them.



I'm sorry to keep going on about this, but I really have to drum it into you...

...the reason wannabe marketers give up so quickly is that they are after *instant gratification*.

They buy a product or training program or process, try it for a few days and, when it doesn't bring instant sales, they give it up.

And then waste more money buying the next bright, shiny product that's put in front of them.

Hell, you may have already done this. I have!

It's a hard lesson to learn but there's no other **SECRET** to making money online than what I've already shown you.

You show me any successful marketer and I'll show you their system which works **EXACTLY** how I've laid it out here.

Yes, of course there will be variations in the way different marketers go about things in other niches, but the basics are always the same...

...find your starving crowd, get them into your sphere of influence, and make them offers they find difficult to ignore.

This is your opportunity to go the extra mile.

Because most wannabe marketers give up so easily, you can succeed on the back of other's failures.

Because you're willing to put just a little extra effort in to making sure you have the optimum **Front End** and **Back End** and **Follow Up Sequence** fully automated, so you are consistently putting offers in front of your starving crowd, you're business is already off to a running start.

Compared to setting up a bricks and mortar, high street or industrial business, this whole process (creating an online business) is SO EASY.

I mean, you can do all this and more sitting in front of your laptop sipping a glass of wine. I challenge you to show me another business that is that easy to start.

All I'm asking is that you put in a little bit of work to set up the systems that will ensure your success.

There's got to be some WORK involved, but that is why YOU are going to stand out from the other wannabe marketers and why YOU are going to reach your target of \$1000 a month.

TAKE CONSISTENT ACTION



Most people won't and don't take consistent action in their business.

They flit about, like butterflies, from one shiny object to another, buying everything on the pretence that they are 'learning' internet marketing by watching videos about how to make money.

But they never DO anything.

Or, if they do, they give it up when it doesn't give them the instant gratification of an immediate payout. They never put a consistent **strategy**, a **system**, into working for them.

I'm not blaming them. I'm not blaming you, if you've been there and done something similar. Because I was once like this too!

And that is exactly why I push myself to put **systems** into place that compensate for my weaknesses and take over when I (briefly) lose my motivation and commitment to take action to achieve my goals.

I'll tell you something else, too.

*Every single time I've had a breakthrough in achieving goals in my business, it is because I have put a **strategy** in place and then followed it through with a **system** to automate it.*

I never achieved anything by starting a project, getting distracted or disillusioned part way through or getting bored and abandoning it.

I've done the 'start something then give it up' type of projects more times than I care to remember. I'm only human after all. Usually it's because I lacked the belief that it would work and became disillusioned with it half way through.

Whereas, in reality, I could see it working for other marketers and it was just my lack of belief that **I could make it work** that was the problem.

I have never made a dime from a project that I only put together half-heartedly and didn't give it my **whole commitment**.

I'm asking you to honestly look at what you've done to make money online or from your business so far.

If you haven't committed to your strategy and put a system in place to do all the heavy lifting for you, and you're not hitting the income goal you want, these are probably the reasons.

So, now you know what is holding you back, are you ready and willing to change your life and the way you do things?

THE CRUNCH POINT



So, here's the crunch point...

...how can you get started, right now, building your own Money Machine?

It's simple (as in all the things I've been showing you how).

I've shown you how to set up an opt-in funnel with Front End and Back End offers in place.

I've persuaded you that you should have a follow-up sequence that shows repeated offers to your starving crowd.

I've suggested that the reason you haven't reached your income goals from any online business so far is because you don't have a strategy planned out together with a system to automate it.

I've even given you examples of what would work as well as the system I have set up in my own business.

Let's go back to that Tinnitus example we looked at earlier...



Quietum

Quietum Plus is on the Top Offers list for the second time in a row! This all-natural supplement supports hearing health and relieves tinnitus. With a cart value of up to \$700, Quietum Plus is excelling with email *and* Facebook, YouTube, and native ads.

With eight plant extracts (including ashwagandha and sarsaparilla), this supplement gets to the source of tinnitus and heals without any stimulants.

Upsell opportunities and high AOV make this an excellent offer in the "over-40" niche as well as aging and hearing. Find more information in the ClickBank marketplace or check out their landing page to learn more.

Offering CPA = Ask them about it.

EPC = \$1.36

APV = \$124.61

Hop Conversion Rate = 1.09%

Here's the nitty gritty...

Look at the figures in bold at the bottom and you'll see EPC (Earnings Per Click) of \$1.36 and an APV (Average Payout Value) of \$124.61. That gives you an idea of how much profit you can make.

For example, if it costs you \$0.85 to send someone who has problems with tinnitus to this page then you're likely to turn a profit from an automated system that follows up with your prospect.

With an average payout per buyer of \$124.61 this would be a good product to promote.

All you have to do is to set up an opt-in page in the simple funnel I've shown you how to put together, get your Tinnitus starving crowd onto your list and start promoting Quietum Plus - it's as simple as that!

Feel free to choose whatever product you fancy in whatever niche you prefer - you can join me in the Make Money Online business if you so wish.

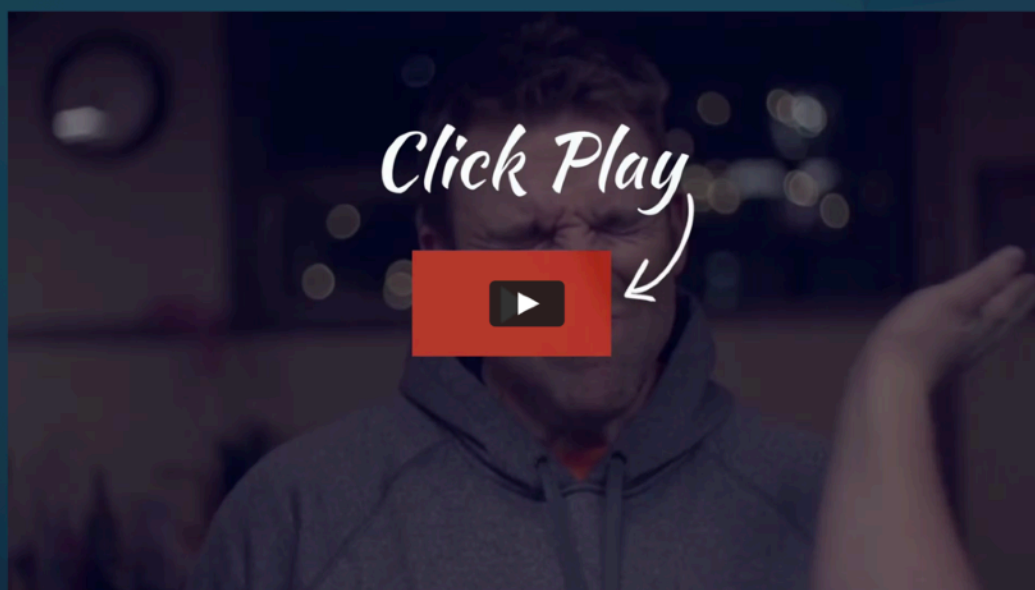
If you haven't got a product yet, it doesn't matter.

Don't let that hold you back because, as I've shown, the fastest way to your first \$1000 online is as an affiliate promoting other people's products...

...watch [this video](#) to see how you can get started today using the system I use

Revealed! The Simple Blueprint To Launch An Online Business That Earns **High-Ticket Commissions** Selling *Other Peoples Products!*

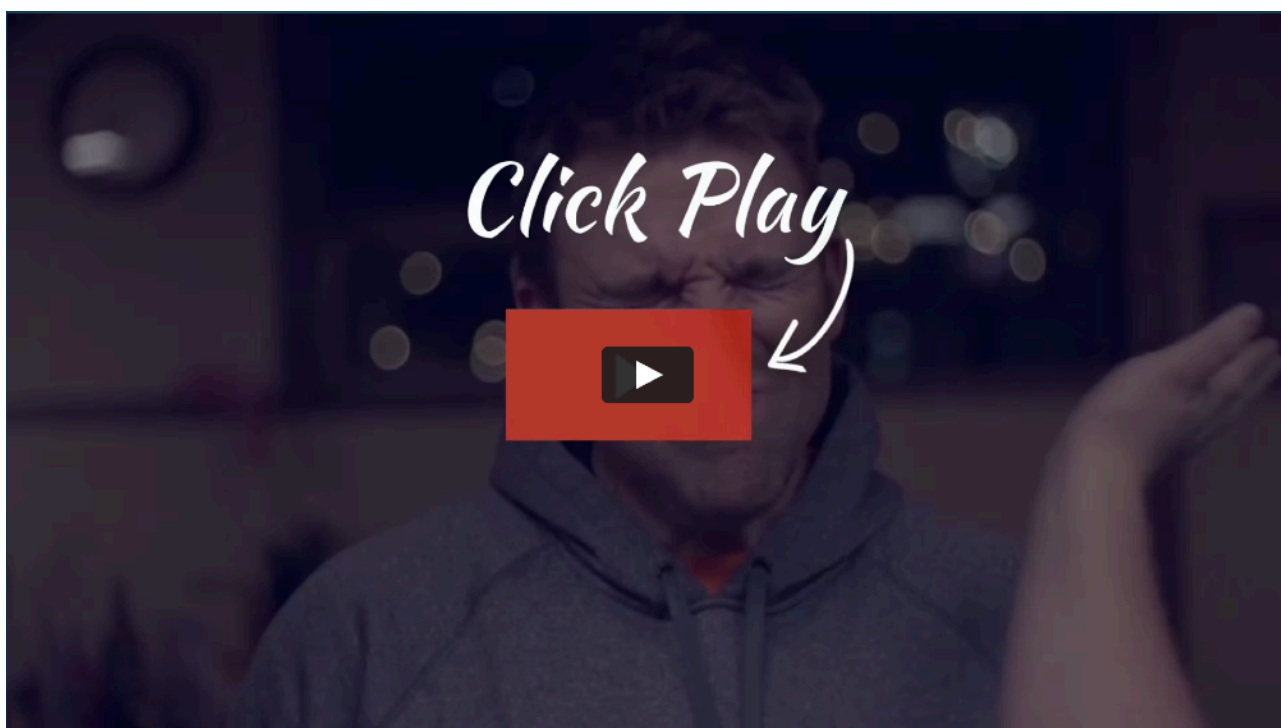
This works even if you have zero sales or tech experience!



Did you skip it?

If all you've done is skip quickly through this guide to get a flavour of what is in it, please go back, start from the beginning, and read it through carefully.

Then watch [this video](#) from my mentor, Misha Wilson...



It explains how you can get going as an affiliate marketer starting today with DFY sales funnels and products. As your coach and sponsor I'll help you get going and set everything up with a ready-to-use opt-in funnel and the tools and resources you need to succeed.

Talk soon

Peter Comeau

support@thesuccessbusiness.com