



A Simple 4 Step System People Are Using To Generate **Automatic Wealth** On The Internet

This short report is about selling information, software, streaming audio, video seminars, cgi/perl scripts..etc. Products that can be downloaded immediately after the order is placed.

Instant Access - we all love it. Now you not only can sell the prospect, you can also take the credit card order and deliver the product at the same time.

Today we have services we could only hope for just a few years ago. You have services that do it all now. A true plug and play opportunity to sell anything you can come up with.

You **don't have to have** a merchant account. You don't have to know about password protected directories. You don't have to install affiliate scripts yourself. And the list goes on. If you choose, all this can be done very easily for you. All you have to do is acquire your own products to sell.

Once you have them you are going to create a **Direct Response, Self- Advertising Cash Machine** to sell them. A simple system that works even when you don't.

I'm talking about a simple system with huge potential. Anyone from any place in the world can do this. **The product and the web site** are all you need to concentrate on. The rest can be done for you. You are only limited by the limits of your own imagination.

Here are the simple steps:

1. Get A Product.
2. Create A Direct Response Web Site To Sell It.
3. Plug In A Card Processing And Affiliate Tracking Service.
4. Do An E-Zine Blast. (Paid Ads or Commission Based Deals)

And wherever you may get stuck in the process, members are standing by to help you through it in your [forum](#). There is not a single question you can ask about this process that can't be answered.

Here's another awesome bonus I do only for the readers of my book. Once you have your product created contact me and I will include a link to it in one of my newsletters. I have over **90,000** readers as I write this so if you have a hot product this should give you a great start. The only requirement is that it must be a new product created by you or someone you made a deal with.

I'm glad you joined us!
Allen Says

How To Create Your Own **Hot** Products Within Days

Whether it's marketing information, **credit card secrets**, how to build a house, how to start a Corporation and get **\$400,000** in Corporate credit or whatever else that's being sold today, **you** can write **your own** hot book or report about it.

Once you gather up a lot of knowledge - it's your knowledge then - and you can certainly write about it if you so desire. Information products are unlimited to you simply because you can write about **anything** you want to on **any** subject you want to.

It amazes me how many people don't realize what they know. I was talking with a friend just the other day who was complaining that he didn't have a product and couldn't write a report because he didn't know anything to write about.

Furthur into our talk we get on the subject of **credit cards**. All of a sudden he starts...he knew every trick and technique in the book on how to get AAA credit, how to do the multiple bank loan strategy, how to compound loans into millions and on and on. He said he had at least 15 books on the subject. If I needed any help just let him know.

I ask him, "wasn't you just telling me you had nothing to write about?". He looked at me kind of funny for a moment and said, "well, I guess I **could** write a report on all these techniques".

My friend had a killer book in him and never realized it. You probably do too. And if you don't?. **So what**. On the Internet you can become an **expert** on almost anything. When people need information on a certain subject they don't always have the time or desire to go hunting down every great strategy out there. They would much rather buy a step by step manual on the subject. You can easily be the one to hunt down all the secrets and compile them into a great information product that they **will** buy.

You can also bring products from the **past** back to life. Old books the **copyright** has run out on but people **still love to buy and read**.

Here is a place that makes money selling books *photo-copied* from old original books: <http://www.kessinger-publishing.com> ...and they are selling the photo-copied books for **retail prices** too. Check out how **Rebecca Fine** made an old book come to life at: www.scienceofgettingrich.net

What if you don't want to create a product yourself?

Then try to bribe someone you know to. Tell them what you are doing and that they will make easy, residual cash for their work from then on if it is successful. I know someone right now who is doing just that. He is going to sell some of those old books and is having his brother's wife type them from paper to eBooks. All he is doing is putting the site together to sell the eBooks once she's done.

Creating Your 'Digital' Product

This is the easiest of all to do. To create an eBook that people can download all you need is one of the HTML Compilers (eBook Makers) below. These eBook makers create executable files out of web pages.

All you do is create your eBook just like you do a web site. Once your eBook pages are done you open the HTML compiler and tell it what directory your eBook is in. Then give your new eBook a name and click on compile and the eBook will pop out with whatever

name you gave it.

If you named your eBook *killersecrets*, then the file called killersecrets.exe would be created. Then you would upload it to your web space so others could download it after buying.

Here are some sources for eBook makers. Prices range from over \$100 to completely free.

Webcompiler

<http://www.webcompiler.com>

Bersoft

<http://www.bersoft.com>

Free eBook Maker

<http://www.jansfreeware.com/jftools.htm#sbookbuilder>

This eBook maker creates a perfect eBook and is free to use

E-ditor Pro

<http://www.e-ditorial.com/>

eBooks are the **ultimate** product to sell on the Internet. Easy to create. Easy to sell and it never ends. You can always find a hot subject to write about and people will always buy information. Especially when they can get it instantly!

That is a major selling point when it comes to information products on the Internet. There's something about knowing you are going to get a product you are excited about **instantly** that is just irresistible.

Make sure your site makes it clear - Instant Access! - Download it Now! - Be Reading the Secrets Within 3 Minutes!...etc..

How To Create A Site That Makes Money!

Theme Based Domain Name

To add tremendous credibility to your offer, have a domain name the same as your product. It makes your business seem more solid and dedicated. It makes the customer feel that they are not dealing with someone who will vanish after their order is placed.

www.51steps.com is an example of this.

So is Mark Joyner's sites at: <http://www.killertactics.com/> and another example at: <http://www.killercopytactics.com>

Your affiliates will feel they are dealing with someone who is serious and professional. Your offer seems more exclusive and valuable.

Direct Response Web Site

Here's where some shine and the rest just don't get it. For a web site to make the most money it must be a Direct Response Web Site. It must focus on selling one product and get an immediate response in the form of an order or lead. (Preferably order)

Most sites exist as nothing more than portals leading their traffic off in all directions away from their own site. A home page full of links is just that - a home page full of links. It's not a profit machine and never can be.

A web site created out of a hot sales letter and an image of your product will make you **much more** money than a web site full of links ever will. This may be the exact opposite of what you have heard. If it is, then what you heard was wrong.

Even now as I write this there are articles coming out from the big news sites saying that big time dot coms are failing. They are now saying that content and ecommerce mixes about like oil and water mixes. They don't. Excess content only drowns your prospect and takes money out of your pocket.

I've been telling my own clients that for years now. Get to selling immediately. **Excite Them & Sell Them - Period.**

If you begin putting up links to everything under the sun to try and please everyone, you lose starting the moment you start adding those links.

I've had clients be amazed over this. Sites that made nothing began making 3 to 4 sales a day when they took off all the excess links to 20 different affiliate programs and began promoting one product all the way with a true direct response site.

Follow the examples of the sites above. A money making web site is a sales letter. A good looking one hopefully but a sales letter all the same.

Here's [an example](#) of a fast loading direct response site. It took me exactly one night to get this site up and accepting orders. It makes money every day automatically.

What if you have more than one product and it wouldn't make sense to split them up into different sites?

You still use direct response. You still go after the order immediately. Here is a potent example: www.phonecardonsale.com. In only two clicks you can be at an order form on

this site. **Two clicks**. On most sites it would take you a week to find the order form. This site is set up to make money - and it does.

Image of Product

How can you transfer a sense of **solidity** and **realness** about your offer to your customer?

Answer:

By Creating A Professional Image That Represents Your Information Product

Adobe [Imagestyler](#) is great for creating Book Cover images and other graphics of all kinds. I thought I was a professional designer after using this program for a couple days. It really is a great product.

If you don't even want to attempt making your own images - no problem. Do what I did when I first started. Make a friend that does know how and tell them what you need.

Go to forums and find someone that can make you the images you need. Look through the posts and find discussions about graphics. Find an email of someone that looks promising and ask them flat out if they could create an image for you.

If you have money to start with great, if you don't, don't let it worry you or slow you down a bit. There are ways to still get it done. Later when you have some profits from your first system you can begin hiring people to make all the images and everything else you may need.

The designers I use can make some awesome eBook and Software Box covers for you:

[KillerGraphics](#)

Get Set Up To Accept Credit Cards!

Please look at **all your options** before you decide whether to get your own merchant account or use a card processing service.

Many **quick money** boys (and girls) on the Internet will try to tell you how and why you need your own merchant account.

It all sounds good - until you actually get one. Do you get to keep more money? Yes. But you also get all the headaches that come with operating your merchant account. Chargebacks, gateways to process your cards..etc. You will take care of all that.

Using a service you do not. And in most cases they have value added services like an affiliate system or membership management system like clickbank.com and instabill.com.

If you do want to get your own merchant account I can tell you where I got mine quick. I think they had me set up in less than a week. It's at: <http://www.commerceconsulting.com>

Other sources are:

<http://www.cardservice.com>

<http://www.totalmerchantservices.com>

If the extra money you will make is not worth the hassle of having your own merchant account read on...

ClickBank.com

Use [ClickBank.com](http://www.clickbank.com) and you are instantly accepting credit cards for your product AND accepting affiliates to sell your product for you.

With ClickBank you are set up with the ability to track affiliate sales and commissions. ClickBank pays your affiliates for you so even if you are on vacation your affiliates get paid and your business keeps growing by accepting more affiliates.

Paul Hancox of www.51steps.com uses ClickBank.com. Paul's site is a great example of a money machine in action.

- * He has his eBook and a nice picture of it.
- * He has a domain name fitting the eBook - *gives the site a theme*
- * He has a very good salesletter.
- * He has his links to accept credit card orders through clickbank.
- * He has the link to recruit affiliates to sell his book for him.

Paul can make thousands of dollars a month with this site virtually hands off. Letting it run on its own. As his current affiliates send people to his site some of them also sign up as affiliates. His network of affiliates and the hits to his site continue to expand on their own.

- * ClickBank processes the credit card orders.
- * The customers are given instant access to the product.
- * Affiliates can sign up to his site automatically.
- * ClickBank pays his affiliates for him.

All Paul has to do is wonder what he's going to come up with next.

You can have a setup like that within days. Action is all it takes. Get a product. Use the

sources I'm going to give you and get it up and running. It *really is* as simple as that.

Here are more ClickBank users as examples of what is being done, the good, the bad, and the ugly....

(some of these may have totally changed by the time you read this - which could be 10 minutes later - things happen fast on the net)

<http://www.senze.com/>

<http://www.themagicbox.org/email/strategies/index1.html>

<http://www.yourinvestigation.com/>

<http://www.reidenterprise.com/spy.htm>

<http://www.ldpublishing.com/>

<http://www.mrmarketer.com/>

<http://www.wso.net/lukasink/tools.html>

<http://www.smart-web-promotion.com/idiots.htm>

<http://www.succeed4u.com/inner-room.pl>

Dr. Kevin Nunley also uses clickbank... <http://drnunley.com/web/>

<http://www.successideas.com/>

<http://smarthomebusiness.com/dimes2dollars.htm>

<http://tuffley.interspeed.net/knowledge/>

<http://www.mervo.com/fasttrack/>

<http://www.gosprings.com/>

<http://www.a1handicapping.com/>

<http://www.talewins.com/landigest.htm>

<http://www.about-secrets.com/secrets/>

<http://www.rverscorner.com/dummyltr.html>

http://www.ebooksforyou.com/Writing_and_Publishing/

More Card Processing Services

Here are 5 sources that can get you set up accepting cards without any fees. They take a percentage of your sales but it is definitely worth it if you want to avoid the expense and liability that comes with getting your own merchant account.

www.lbill.com

www.ccnw.com

www.online-billing.com

<http://web-charge.com>

<http://www.globill-systems.com>

A lot can be said for using these type services for processing credit card orders. For one, you can test your new idea before committing yourself to getting your own merchant account. Test your idea using their merchant account first and save yourself any expense if it bombs.

Instabill.com

[Instabill](#) has a great service. Besides just charging a flat 10% fee to process your card orders, you get a free "Private Site Management" system so you can offer instant passwords to your product when someone orders.

If you live outside the US that's no problem. Anyone in any country can accept credit cards and they will send your checks directly to you or even wire it to you in any country.

Scripts & Sources That Will Allow You To Accept Affiliates To Sell Your Product

Affiliate Tracking Services:

<http://www.myaffiliateprogram.com/>

The MyAffiliateprogram.com people have a very powerful follow-up e-mail marketing system. It isn't cheap to get set up here but it is certainly worth the price once you have some money to spend. If you already have money to invest look at this place first.

<http://www.affiliatetracking.com/> - These people will also track your affiliates sales and send out checks to your affiliates for you. Low cost setup.

<http://www.clickbank.com/> - ClickBank can also run your affiliate program for you.

<http://www.globill-systems.com/> - GloBill now allows you to track and pay affiliates as well as accepting credit cards.

Using The **Affiliate Master Script**:

If you want more control over the process you can use the Affiliate Master script that came as a bonus when you ordered this book. It is a basic script but it still does the job perfectly.



Remember, once you have your product and the copy and graphics for your web page, the hosting contacts I will give you in a moment can set this script up for you and plug it right into your site with no problem.

You don't really have to know anything about the script other than what it basically does. You do not need any technical knowledge to do this.

Your only job is to get a product and get your site up. Other people and services can do the rest.

Once your hosting contact has the script plugged in your site will sign up new affiliates **automatically**.

Another source for a great script is Ultimate Affiliate 2000 created by Steve Miles at: <http://www.groundbreak.com/>

E-Zines - Start Your New Site With A Blast!

There are two main ways to get a new money machine cranked up and running on its own.

They are:

1. Placing ads in targeted e-zines.
2. Making deals with e-zine owners.

Now - here is something important to understand about why it is so valuable to run your own affiliate program....when you have a hot offer that will sell...

Even Ads That Lose Money End Up Profitable

I have never placed a batch of e-zine ads and lost money. Friends look at me with a wary eye when I say that, until I explain why.

The reason is very simple - I don't advertise anything that does not multiply on its own in some way. Whether it is an affiliate program or an eBook that other people can sell or give away.

When I place a batch of e-zine ads it is usually to get affiliates. And the affiliates I get always make me much more money than the batch of ads cost me.

When you are ready to launch your Money Machine you want to invest in as many ads as you can. Your main goal is to attract as many affiliates as possible as fast as possible. You want to get a minimum of 100 signed up fast.

Private Mailings

Here's where we can make some awesome money without putting up a thin dime. I've had massive success doing this. The good thing is it is very easy to do and can bring in huge amounts of money and affiliates fast.

All you have to do is approach e-zine owners directly. Two things you need to know right now - they are not gods and many of them are greedy. Don't be afraid of making an offer.

In other words, if your offer looks hot, and you offer them a nice cut of the profits, you will find many that will send out a letter to their entire list about your site.

This is a good thing because the e-zine owner is sending out the message by itself - no other ads competing with you. If you make a killer hit and an e-zine owner with 50,000 readers sends out your ad you will make some sales and most importantly you will get a load of affiliates working for you instantly.

First, get your list of e-zine owners email addresses and their names when possible. Go to their site or subscribe to their e-zine if you have to but get their first name.

Then compile a list like this below with their email address and their first name:

super@e-zines2.com Bob
greg@myezine.com Greg
power@money-zine.com Susan

And so on.

Then create your letter that you will send to each of them. In your email program you should have a feature where you can create stationary - a letter that you can just click on and it pops up ready for an email address.

When you get ready to email all your names just click on your stationary, enter the email address and enter their first name at the top of your letter like....

Hi Bob,

Then just click send. The email program [Eudora](#) is great for this. Do this with all the names on your list. E-Mail each one separately. It is very important that you email them one on one and not from some email blaster.

When the ezine owners start taking you up on your offer get ready to watch your new Money Machine come alive and begin to grow.

Here are some e-zine sources:

<http://www.e-zinez.com/>

<http://www.liszt.com/>

<http://www.meer.net/~john/e-zine-list/index.html>

<http://www.bestnewsletters.com/best/index.shtml>

<http://www.homeincome.com/search-it/ezine/ezine-add.html>

<http://www.ezinestoday.com/>

<http://www.listsnet.com/cmwelcome.html>

<http://Ezine-Universe.com/>

Compile all those you can find in your target market. If you are going to be selling a book about better sex you will need all the sex related e-zines.

If it's about money you need all the e-zines dealing with money and so on.

The Letter

Since I have three large e-zines let's pretend you have created a product called "Making Money With PVC Furniture" and you want to email me an offer to send a note out to my lists about your new book.

What do you write?

First and most vital of all you have to go straight to the point in a clear, direct and readable manner. Something like this...

Hi Allen,

I'm writing to see if we might be able to strike up a deal. I've just published my new eBook called "Making Money With PVC Furniture" and it is already getting a great response.

I have provided a link below allowing you to preview the eBook so you can see the value and quality of it. If you would be willing to announce the eBook I can give you \$15 per eBook sold.

If you are interested please let me know and I will have a link set up immediately that will

identify orders coming from you.

You may download the eBook here:
<http://www.yourdomain.com/ebook.exe>

Thank you,
Your Name
<http://www.yourdomain.com>

That's it. Nothing more to it than that. With letters just this simple I have made deals that pulled in thousands of dollars and hundreds of affiliates in a single day. And you can do it too.

Special Interest Sites And Compatible Affiliate Programs = Money

Here's a way to make serious money without having to do much at all. The idea is to create a site dealing with a subject that gets a lot of interest on the Internet.

Like: Travel, Automobiles, Famous People, Credit Repair...etc..

Let's take the subject of Travel for example. You could create a site all about travel. Go around the Internet and find all the exciting things you can find about travel and create a site out of it.

Then join affiliate programs associated with travel and place the links on the site. Simple as that. Get your new site listed in all the search engines and travel places on the net and start drawing checks from your affiliate programs.

Sound too simple?

Read about it from a person actually doing it. I got Todd Sumrall to write a short article on what he does and how he does it.....

The Big Wide Web & Affiliate Programs

I read somewhere that Travel related stuff was one of the most searched for things on the net. Because I have a business of my own that consumes all my time, I wanted an affiliate program that I didn't have to work very much at to make money. I figure it is a numbers game to getting commission from affiliate programs, so if I create a site for something that is searched a lot, I would get some of the search engine traffic and hopefully some sales. So I created a Travel site. It consists of every bit of one page. I joined a few travel affiliate programs. Commission Junction for three of them, <http://merchant-solution.com/tk.cgi?cj> and Linkshare for the others, <http://merchant-solution.com/tk.cgi?linkshare>.

I decided to be a cheapee on this one and stuck the site on a free server, because I am too cheap to buy a domain name for an affiliate site. This site draws around 160 visitors a day and does about \$20,000+ in sales for the merchants I'm affiliated with per month. Not very high traffic nor very much in sales, but it is steady, month after month. That is not too bad I guess. I get paid a commission on those sales anywhere from 1% to 33% depending on which program the customer ordered from.

These monthly checks make really nice spending money and I usually get something unique with the checks. I don't look to affiliate programs to make a living, but I like getting the extra money! I will say the plane tickets by far get more sales than anything else, but also pay the lowest commission of 1% to 3%. I even bought one for myself to travel from Pensacola Florida to Long Island New York, round trip over Memorial weekend a month ago and was able to get the tickets for an even \$300. Compare that to the phone quotes I was getting starting at \$775, and you know, that was a good deal!

I guess I broke all the rules when it comes to affiliate programs with this website. But, I get a few nice checks every month from it and use a little sales copy on it but nothing really fancy. Like I said, I capitalized on the searches and got something that is searched for a lot. If you would like to see the site, and get an airplane ticket, reserve a hotel, rent a

car or get a travel magazine just go here <http://travelcheap.hypermart.net/tk.cgi?travel>

Sincerely,
Todd Sumrall

<http://merchant-solution.com>

<http://canada-merchant-accounts.com>

See how simple it is?

And Todd even admits he's put hardly no effort into it at all. What if you did put some serious effort into it?

The goal here is to create a "Portal Site" for a specific interest. Todd's portal site is about travel. Anyone going there is an obvious potential customer for anything to do with travel...so you point them to places where they can buy something related to travel.

Here are some ideas for portals you could create...

Automotive Portal?

Auction Portal?

Sex Portal?.....nah....

Sewing Portal?....yuck....

Fishermans Portal?

Treasure Hunters Portal?

Comic Book Collectors Portal?

Electronic Book Portal?

Best Web Hosts Portal?

Monster Truck Portal?

Best Roads For Bicycle Freaks Portal?....*hey who knows, stop laughing;*)....

Self Help Portal?

The ideas are actually just as unlimited as human interests are unlimited. You could create a site that becomes hugely popular with thousands of hits per month. You could make some **serious money** leading those hits to places where they can buy something related to their interests.

Find Products People Don't Know How To Promote And Make A Deal So **You** Can

Here's an example of making a deal on the net...

Bill is out clicking around on the net and comes upon a site created by an obvious programming genius. The owner of the site is a 22 year old who simply loves to create different software programs. He's not really interested in trying to sell what he creates, he just loves creating new things.

Bill sees an opportunity. He contacts the young man and convinces him to create a custom software program that will create professional web sites automatically by simply answering the questions the software asks. Perfect for newbies worldwide!

As soon as they agree on a per copy price, Bill immediately begins creating his direct response web site to sell the product. A Buy, Bookmark or Leave site.

To accept credit card orders, give instant access to his product, accept affiliates to sell his product, and have affiliate checks sent out all automatically, Bill chooses a combination of...www.digibuy.com and www.affiliatetracking.net

Once the software is done, Bill uploads it and he's ready to sell.

Bill then contacts e-zine owners in an attempt to make a deal. He offers the e-zine owners a large percentage of the profit if they will make an announcement about the offer. Bill contacts a total of 138 e-zine owners. 23 bite on the offer. Bill's in the money.

Over the next 3 weeks Bill sells **400** copies of his software and acquires 227 affiliates who will promote his product for him. After the e-zine runs cooled down Bill averages **\$2,400** a month in sales and growing. As more people visit Bill's site he signs up more and more affiliates to sell for him..all automatically.

Now this may seem like small numbers to you but realize that Bill has a whole world of products available to him. He also has 23 e-zine owners that already know him and will more than likely deal with him again.

Bill can duplicate this system **100** times if he wants to with 100 different products. More than this, Bill can go to the Bahamas (or wherever;) any time he chooses without having to worry about much at all. His money machines are on autopilot. Everything is done for him.

This is not fantasy talk. It's happening right now. One of my own clients uses the service www.clickbank.com to sell over **\$11,000** a **month** worth of one of his offers.

Deals like this can be made every day. Over the last 5 years I've been offered **many** products to sell that were already created. The owners had no idea how to sell them so they ask me if I could. You can find these deals all over the Internet and off-line as well.

There are books, probably some in **your own** library, that can be redone into digital format and sold online. Many authors would love to hear you call them up and say: "I want to take your book and turn it into a digital format for the Internet and try to make a million selling it. Would you be interested in making a deal?"

You can find some that will **jump** at the chance. I'm doing it now. The authors you are after are self publishers because their books are not tied up in some contract with a big

publishing firm. I just made a deal with a fellow who is selling a credit secrets book through classified ads. I'm going to make this offer so hot people with good credit will buy the book. I'll probably make at least another \$5,000 or more a month from this deal right off the bat. AND I get to use his ad copy. Copy he has already proven and is making over \$10,000 a month with right now off-line.

It's much easier than you might believe to find these deals. The only thing these people know about the Internet is that they want a piece of the profits that are being made from it. With you knowing how to bring it to the Internet and get **hundreds** of people selling it, these people will sit up and listen to what you have to say.

Look in the search engines, look in the magazines, look in **your own** bookshelf. The products are there waiting to be discovered by a promoter. You can be that promoter they need.

Create An **Instant** Affiliate Program By Contracting Others To Actually Provide The Service

"I ain't got no product"

I hear that so much it's starting to sound like blues song;)

If you find yourself without a product and find it nearly impossible to create one, don't worry, this is the Internet. You can contract with others to **fulfill** a service while you **market** it.

What do I mean?

Let's take the [graphic service](#) I now promote as an example. All I did was contact the person that actually creates the graphics and made a deal to get them at a **wholesale** price.

The site was done in a **single night**. I take the orders, send him his wholesale price and he creates and delivers the artwork to the customer.

If I make the sales myself I clear \$40 per sale. If an affiliate of mine makes the sale they make \$20 and I make \$20.

I love the way the Internet works because you are totally unlimited. The person that creates the images for me lives in **Spain**. A world away from me and yet we do business like we're next door.

I see **huge opportunities** doing this in the area of graphics, web design and web hosting services. Once you have a deal made, all you need is a domain, a powerful site to sell the service, and some affiliate software.

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