



## **Perpetual Profits**

How to build your own Internet profit machine for massive success online!

By Brian Campbell

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**In this eBook you will learn closely guarded “secrets” about how YOU can create an INCREDIBLE business online. Whether your goal is to make a lot of money on the Internet or just a few hundred dollars per month, this eBook provides you with the plan for making money online. Many people sell products on electronic information marketing without having the necessary experience. I have personally used these techniques to make over \$1 million on the Internet in a very short time. I have used the exact techniques in this eBook to generate multiple successful websites that generate 5 and 6 figures monthly. Up until now these “secrets” were only known by a handful of “elite” Internet marketers... but now you can be one of them! Take the time to read this life changing eBook now and start making these “secrets” work for you! This eBook is far more valuable than other eBooks selling between \$97 and \$300. As part of my mission, I wanted to give you this content for FREE. Now it is up to you to use these techniques to achieve financial freedom online!**

This amazing life-changing eBook is by Brian Campbell, best selling author of numerous successful eBooks.

*I dedicate this eBook to my friend John Reese. You have taught me that anything is possible online. Thank you for demonstrating that all of this “Internet stuff” really works. I appreciate your honesty and integrity for building massive wealth online. You truly give your best and deserve everything that you have created on the Internet. You have influenced my personal business philosophy a great deal.*

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# Introduction



Finally!!! This book has been tossed around inside my brain, on leftover pizza boxes, napkins, notebooks and conversations for 3 years. I am extremely excited to be finally embarking on one of my greatest passions – Information Marketing Online!

If you only read one chapter of this book, by all means finish the Introduction (the section you're reading right now). I know that by now you're dying to get into the money-making strategies to make your bank account blossom in abundance. Trust me, this book contains the secrets for doing exactly that online. **Before jumping to any other sections of this book (or any others in this package) make sure you finish this introduction.**

I want you to understand a few things about the layout of this book and my personal philosophies on why it was created before you dive into the technical stuff. Of course I expect you to read this entire book (and all of the other courses I've prepared for you).

This book alone gives you a birds-eye view of the entire online marketing process. There are certain basics that you need to know before getting into this extremely lucrative business. It's important

for now not to get hung up on the mechanics of how things work. So when I talk about creating a web page, don't worry about the fact that you don't know how to make one yet. I will show you how to do so when the time is right. I've prepared a complete system for learning all of the technical how-to mechanics of each technique that you will learn. It is important that you understand the entire process of how your business will work and then you can focus on the details of how to do each piece. Making money online is a lot like putting together a puzzle. You first need to see what the completed picture looks like, then you go to work on assembling the pieces. By using a simple formula you can then put the puzzle together (i.e. you look for corners first, then pieces with a flat side for the edges, etc...). I guarantee that if you read this book, you will know the formula for marketing success online.

I also want you to understand that this book gives you the exact principles you need to create a marketing empire. Part of the problem that most people have is that they are sitting on the right ideas, but they just don't believe (or somehow don't know) that they already know the right stuff.

It's amazing that the most effective stuff is usually made up of simple pieces. When you don't know anything it seems complicated, but when you understand that it's just a combination of little pieces it seems simple.

This book alone gives you everything you need to be a wild success online. With a little extra thinking and creativity (don't be scared if you think you're not creative there is an easy secret to becoming creative) you can make millions online just from reading this book. I will also be bluntly honest with you. I have spent

several years of trying businesses that failed, and also achieving success online. If you want to accelerate your learning curve and not have to take months to figure little things out that nobody else teaches, you'll want to get all of my other courses. You will simply not find a better, more comprehensive resource on Internet Marketing.

I also want to explain another feature of this book (and my other courses as well). Although I start this book with a bunch of seemingly philosophical ideas, I usually pepper them in throughout my other courses. While writing, important concepts come into my mind and I'll include them in spots where you may not see the connection. Sometimes you will see a literal connection and other times you won't. I put these important fundamentals in where I feel inspired to do so because I want you to have the full benefit of them. It is critically important for you to realize that these concepts are just as powerful (if not more powerful) than the actual direct money-making ideas.

I also want to be clear on something else from the get-go. The stuff in the courses that I have written for Internet Profit Mentor are actual strategies that I've used to put real money in my pocket. You've probably already read my story about how I turned \$2 into a six-figure a month business in only 17 months. This actually happened (my partner Robert did it in six months – but it took him about \$80 to get started). I have friends who make SEVEN FIGURES MONTHLY (I'm still growing into that level). I've used these strategies to feed my family and live a very rewarding lifestyle. There are two types of info that I absolutely will not expose you to as part of your money-making education:

1. **I will not** teach you strategies that haven't made me money. If I even mention them I will tell you that I've tried it and it didn't make me money.
2. **I will not** teach you strategies that I haven't even tried. I'll at least get someone who I know uses the techniques to make money themselves. There are still things that I haven't done but are making people tons of money.

It is my intention to compile the most complete source of tips, tricks, techniques and strategies for making enormous profits online into one affordable resource (we have already done so). The stuff that I teach in this book (and at [InternetProfitMentor.com](http://InternetProfitMentor.com)) is what actually works for us. There are concepts out there that work and concepts that don't. Don't believe anything you read until you try it yourself. Trust what you read enough to go out and try it for yourself. If it puts money in your pocket, do more of it. If you lose money, stop doing it. Do more of what works and stop doing what doesn't. It's that simple.

It is my true heartfelt wish that you take this information and produce enough results to change your life. I know this stuff works and it would be a shame if you were exposed to the actual secrets of financial freedom and didn't even know it. I live, eat and breathe everyday as a testament to the power of this content. I appreciate you trusting me enough to be reading this book right now and hope to see you soon on the beaches of Hawaii (I'm there everyday).

## **This Stuff Really Works**

I'm not trying to beat a dead horse here. I'm not trying to waste space to make this book longer either (lol). If you don't truly believe that it is possible to make massive amounts of money online it simply won't work for you. If you don't believe something is possible chances are that you won't spend the required effort to make it happen.

You need to get out there and get results. If something puts money in your pocket - it works for you. If something wastes your time (valuable) or your money (also valuable) then it doesn't work for you.

Not everything that you try will work for you. You need to try enough things to find out what works and what doesn't for you. I can only tell you what has worked for me, my partners and other marketing friends. What works for us may not work for you. But when you take the collection of everything that works for me and you try it for yourself you increase the probability of your own success. I've already tried many things that didn't work for me and I've left them out of Internet Profit Mentor. I've cherry-picked the awesomely powerful stuff so you can have the maximum benefit.

I'll ask you to make a commitment right here, right now. I ask that you don't judge anything in a negative way until you try it yourself. If you try it and it doesn't work for you then you can dismiss it. As Bob Dylan said in one of his songs "You can't criticize what you don't understand." There are always people that

say “that idea is stupid” or “that doesn’t work”. You can think what you want, but until you try it yourself you are wrong to judge it as false.

You will try things that won’t work for you, but if you try just a few of these techniques you will see enough results to believe that I am truthful when I say “**This Stuff Really Works**”.

## **Philosophical Underpinnings**

As I explained in the Introduction, there are some pseudo-philosophical ideas in this book. Some of these principles are things I thought of myself, some are things that come from my own experience and some are things that other people taught me.

One of my main philosophies is to be “eclectic”. Eclectic means that you take bits and pieces from everything you learn and you compile them into your own style. Some of these principles I’ve read in books. Some ideas come from seminars I’ve attended. Some ideas came from moments of inspiration. The important thing for you to do is to **absorb** ideas and filter out the ones that seem attractive to you. After you pick out the sexy concepts you need to try them out. We don’t claim to be 100% original, but the combination of the pieces of knowledge we’ve learned is extremely original.

Some of the philosophies we share may sound simple. Don't discount them because they seem easy. It's incredible that people think that making money or being successful requires something complicated. This is usually just a rationalization they make because they are unsuccessful. It makes them feel good to think you have to be lucky, a genius or do something incredibly complicated to be successful. Anything is easy once you know how to do it.

If you feel that parts of this book are too big-picture don't ignore them. These concepts contribute to our success as much as the actual technical mechanics of marketing. When you add the philosophical juice to the mechanics of creating web pages and making money you'll have a tremendous big-bang in your bank account.

## **What do You Really Want?**

I also want to be clear about something. It will take you some time and effort to unleash your passive automated cash machine. Once you learn the process of how to do it, it will seem simple. But there are some crucial things you need to know first.

A big stumbling block for most people to becoming a success is that they don't know what they truly want. Think about it for a minute. What do you really want in life? Think about it some more... Keep Thinking... I know this may actually be hard for you because we are trained not to think about this on a deep level, but try your best.

I'll bet that what you really want falls into this broad category: "You want to have the freedom to do what you want, when you want, and how you want to do it..." You don't want to be forced to do things you don't want to do. Average people usually work at a job so they can have the money to do what they want to when they're off work. In most cases they don't make enough money from working to do everything they want to do, so they settle for less.

This is something I've had to think about a lot lately. I have time freedom to do what I want. I have enough money to do almost anything I want to (I still have bigger goals). I have a different mentality on life. My life decisions are based on desire, not on finances. It's an incredible reality for me!

I'm about to introduce you to a business that gives you complete time & financial freedom. Chances are that you'll reach a level where you're making plenty of money and decide to work less and less so you can enjoy more things in life (spending time with family, on physical health, spirituality, relationships, hobbies, powerful experiences).

## **Get the Big Picture First**

This book gives you the overview of how to create an Internet business. It is not necessary at this point for you to understand how things will work to the smallest degree. It is important that you understand how each cog in the marketing machine works

together to make the entire business work. After you understand how everything works together then you focus on the details of how to make each piece work by itself.

I focused on the structure of what people were doing online in their business first. I didn't know anything about how to make web pages, put up autoresponders, get traffic, or accept payments. I looked to see that other people were successfully using these elements, and then I learned how to do each of these things.

The nice advantage you have is that I've figured out how to do all of these things and I've created Internet Profit Mentor to show you how to do everything that I know how to do. After reading this book you'll have the knowledge necessary to dive into learning the technical pieces of info and you won't be lost. You need to understand the **function** of each of the tools described in this book before understanding how to implement them. Look at what each piece of the puzzle **does** and **not how** to do it yet.

There is a lot to learn to be successful in this business (although it can be learned quickly). The good news is that you can be successful by using only a few basic techniques (we'll get to exactly which ones later in this book). I have a philosophy when it comes to learning about Internet Marketing. Here it goes: **“I will learn one ‘trick’ at a time. Then I’ll implement the new ‘trick’ and see how it works. When the new ‘trick’ becomes old I then learn another ‘trick’.”** When you practice this philosophy over time you learn a lot of cool ‘tricks’ for making money online.

Albert Einstein commented that if you studied anything for 10 minutes every day in 1 year you would be an expert. This is also how I view Internet Marketing. You can start making money and then you realize that this stuff really works and then you get inspired enough to learn more '*tricks*' to make more money, so you get more inspired, etc...

## **Positive Mental Attitude Required**

If you are just getting started in Internet Marketing you need a positive mental attitude. Whenever you try something new you need some time to practice to get good. You didn't drive a car or ride a bicycle perfectly on the first try. It took you many hours of practice to walk and talk. It probably took you at least a few hours to be able to navigate on your computer faster than my grandmother can.

You need to have a "stick with it" attitude. I'm not telling you this so you keep failing and never give up so you can never prove that I'm wrong. I want you to prove to yourself that this stuff really works. Until you honestly prove it to yourself you will need to substitute a positive mental attitude in place of the actual experience of having success online. Once you achieve actual success the positive mental attitude should be a side-effect of your good fortune.

Another thing to be aware of is that with the wrong attitude you will sabotage yourself subconsciously. Even though you may not be aware of it you might program yourself for failure unknowingly. I've heard a bunch of people worrying and saying

things like “Oh No... If I don’t know I’m sabotaging myself than what can I do to know that I’m not sabotaging myself...?” The easy answer is to have an extra positive, good faith, I can do it attitude. Be consciously aware of the fact that you need to have the right attitude and it will make up for the subconscious sabotage. If you consciously re-program your brain for success, the subconscious will get in tune with the new program.

## **Ethical, Honest, Legal & Profitable**

A popular misconception about making tons of money is that you have to do something dishonest, unethical or illegal. Information marketing online is none of these things. Information marketing has been around for hundreds of years. The traditional form of information marketing has been in the book publishing, movie, and recording industries. Each of these industries packages informational content and sells it for a profit. With the power of the Internet and availability of home computers, the average person has the same ability to publish content for a healthy, honest, ethical legal profit.

I can assure you that everything in this book (and my other courses) is completely ethical, honest and legal. Do not mistake this for professional, moral, or legal advice. The bottom line is the techniques I am about to show you are designed to make profits. I don’t see why anyone would object to these techniques, but I encourage you to follow your own conscience and only do the techniques that feel right for you. I make no apologies or judgments about these methods. I think they are awesome because they work extremely well.

When you really think about it... Everything has roots in marketing. Religions use marketing techniques to get new converts (I'm not against it, but it's true). Politicians use marketing to win elections and influence public opinion. All businesses use marketing to promote and sell their products. Marketing is simply a powerful way of promoting a product, service or idea to the public.

Marketing sometimes has a negative connotation. It is true that some products or services are marketed well, but are actually lousy. Most of the time marketing is used for the benefit of the marketer and the marketee (if that's a word). If it weren't for marketing we wouldn't have TV's, cars, computers or microwave ovens. These are all beneficial items (or they can be used beneficially).

## **Take Action for Massive Success**

I'm going to give you a BILLION dollar concept right now. Yep. You read that correctly BILLION.

I've been to seminars that charge thousands of dollars to attend. These seminars teach super-advanced Internet Marketing concepts. Hundreds of people are sitting in a room looking for one idea to add a few percent increase to their already successful businesses.

I've watched speaker after speaker get up on stage and teach their own unique spin on how to be successful online. I've seen tremendous presentations that have given me tons of ideas, which have made me even more money.

Every speaker I have ever seen mentioned this concept in one way shape or form. I've probably mentioned it 20+ different times throughout the Internet Profit Mentor course content. I'll give you the billion dollar idea in one second, but don't miss it because it's simple.

Here it is. Take Action. That's it.

Here are some other common ways of saying it:

- 🕒 Just Do It!
- 🕒 You don't have to get it right, just get it going!
- 🕒 You don't have to get it right, just get it written!
- 🕒 Release Crap, then work on it until it eventually becomes non-crap!
- 🕒 Release your product/site at a C-level. Then worry about getting it to an A level!
- 🕒 Get Results!
- 🕒 Take Action!

I'm sure there are other cliché catch phrases that illustrate this point and hammer it home. Perhaps if I type a full paragraph of Take Action, you'll understand how important this is.

**Take Action** Take Action **Take Action Take** Action. Take Action. **Take Action** *Take Action* Take Action Take Action. **Take Action.** Take Action. **Take Action.** Take Action. Take Action. **Take Action.** Take Action. Take Action. **Take Action.** Take Action. **Just Do It!**

It seems simple but it's powerful. It's not a complicated magic formula. You just need to do stuff to get results. I spent years thinking that things would just happen for me. There's a saying "Thoughts can move mountains, but sometimes you need to bring a shovel."

In the world of making money online you only have to take some action and you keep getting paid over and over and over again. You make money while you sleep, while you're out shopping. It's amazing. I spent 6 months planning to move and actually moving to Hawaii and getting settled in. I did almost nothing for these six months and the money kept rolling in. I make more money in my sleep than most people do at their full time careers. It's insane. I love it.

Through Internet Marketing you can exponentially benefit from doing the work once. For instance, let's say you spend 2 whole days writing a sales letter webpage for a book you are trying to sell. You write the page so it says everything that you want it to say about your book. It tells about how great the book is, it lists 15 benefits the book has for the buyer, it gives 10 testimonials about

how everyone loved the book so much and it tells people to buy it now. You spent 2 days writing the page (which is much longer than you would personally spend trying to convince someone to buy the book). Now you have a solid marketing presentation that gives all of the compelling information to everyone who comes to the website (it could be displayed tens of thousands of times per hour effortlessly). The webpage is not shy or intimidated. It doesn't get tired. It gives a polished marketing presentation to everyone who enters your "*store*." You spent 2 days writing the sales page, but it could be tirelessly selling your product for you for the rest of your life! That's powerful. That's exponentially leveraging your time.

## **Kaizen it**

There is a Japanese philosophy called Kaizen that you can use to make your Internet Marketing results grow over time.

Kaizen is a Japanese word that translates to "continual improvement" or "change for the better."

This philosophy was used by Japanese businesses to dominate international business in the late 80's and early 90's. By applying the Kaizen principle to the automobile & electronics industries, Japanese businesses were able to capture a major market share of these industries.

Kaizen works by improving everything a little bit at a time. If you can make one aspect of something a little bit better, and then make something else just a little more effective and then make another part more efficient, the entire process becomes better and better. Over time you develop something that is far superior as a whole than the original project.

By applying Kaizen to your marketing you simply make small incremental changes over time to improve your website. If you were to make your website only 5% better every week, your website will double every 14 weeks. After a year your site will be almost 13 times as good as it is now.

If your house were to increase 5% in value every week, how long would it take you to become a multi-millionaire? Not long at all. What about traditional investments? Do they grow by 5% a week? Wouldn't it be great if they did?

When you have a business online you can do something every week to increase profits. By learning a new trick every week you can then apply it to your online business and get instant results. It's easy to do. You can learn a new trick to make more money each week (or each day, or each month) and then implement it on your website to make an improvement.

If the change makes your site better (i.e. makes more money or increases some type of conversion) you keep the change. If the change does nothing or hurts your site, you undo the change.

Over time each small change that you implement on your site will add up to an overall big change. By learning new tricks and implementing them you are able to get results (ever heard of “earn as you learn?”).

It may seem overwhelming to be faced with learning everything about a new subject like Internet marketing. You don't have to learn it all overnight. You can learn one thing at a time and as you progress you will also increase the money you make. If you continually improve your site it will grow to a massive empire in no time at all.

## **Think Big**

You may be afraid of sounding too cocky by setting the bar too high for yourself. You may be afraid of setting unrealistic goals. The problem with most people isn't that they set their goals too high and miss, it's that they set their goals too low and hit them.

Thinking big is the first step towards being big. Donald Trump, Bill Gates, Warren Buffet, Martha Stewart and Richard Branson didn't become billionaires by thinking small. They each had a vision and worked on smaller goals to reach their bigger goals. I don't think that any of these famous billionaires are at their final goal yet (I wouldn't be surprised if Donald Trump wanted to be the first Trillionaire ).

You don't have to focus on goals that you don't want, but at least take whatever your main goal is and triple it. This way if you fall short of your goal by 66%, you'll still be in excellent shape. Don't sell yourself short on what you can achieve. Once you start reaching your goals they will tend to move up along with your success anyway.

## **Learn From Everyone**

I am not ashamed to admit that I learn from anyone that I can. I have bought most of the Internet-profit guru stuff and have found a mix of misinformation and gold nuggets. I am not here to badmouth anyone and I think that you can even learn a few lessons from the products that are written by people who aren't making much money (Food for thought: if you are reading a book about Internet Marketing that you bought online you can't say that the author isn't making money online, after all you bought their book).

I keep going back to the same concept, but it also applies here. The only way to tell the cream from the crap is to try it for yourself. If you don't know where to start looking you could waste a tremendous amount of time wading through the junk, but luckily you have this book!

I don't just learn from Internet Marketing people. I pay attention to TV commercials, newspaper ads, direct mail pieces, billboards. Advertising is all around us. Train your brain to look at what techniques ads are using for their headlines. You can learn a lot

almost anywhere you go because we are constantly being marketed to.

You don't have to be a genius or a pioneer. You can simply imitate what other "geniuses" have done and get the same results. You don't have to be original or do anything new. You just have to take what works for other people and do it your own unique way. If you add a slightly unique spin to it you will have the appearance of doing something completely new. You can copycat your way to success. I'll show you the exact techniques to do it so you're not stealing anyone's ideas (that would be unethical).

## **Why Info Products?**

I know what you're thinking now. "At last, he finally gets to the important meat of the book that deals with Internet Marketing." If you feel that way, perhaps you need to re-read this book from the start. Anyway, I want you to know that the stuff prior to this point was not added as filler. I gave you that stuff because it is an important background lesson for what will be covered in the rest of this book.

Ok. Strictly Internet Marketing Stuff Now.

This is the section that shows you how truly amazing this business is. You should be incredibly excited by the end of this chapter. If this is the first time you've heard these things, you're in for a whole new world of possibilities. You're actually one of the first

people to hear about this opportunity that actually have a complete plan for making it happen.

In the next few sections of this chapter I am going to give you just a few of the reasons why selling information products is a fantastic opportunity. Keep in mind that information is extremely valuable. If I told you that I had a map to a secret location that contained a vault that had \$1 Billion dollars inside and I also told you that I had the combination to the vault – would that information be valuable? Would you pay me \$1,000 for that info? Of course you'd buy the info from me. This point illustrates that information can be very valuable.

Some information is valuable to some people but worthless to others. A book on how to pickle eggs would be valuable to people who like eating pickled eggs, but it would be pretty worthless to me (I don't care much for them). I read everything I can about investing, but it's a boring topic for some people out there.

We are also living in the “Information Age.” The Internet exists for the sole purpose of sharing information. If you want to know almost anything you can go to Google.com and find an answer. Sometimes the answer is listed for free in the search results and sometimes you may have to pay to get the info you're looking for (this is a wonderful thing once you are selling information). This book shows you how to be on the selling side of the Internet information sharing exchange.

Don't worry if you don't know what type of information to sell. I've created an entire course on how to determine a market to enter where people will line up and beg you for your information. Check out [Target Market Tactics](#) to learn how to pick a market. The purpose of the book you are reading is to help you see possibilities. Don't worry about what you're going to sell at the moment, just focus on the fact that you can sell red-hot info products and make enormous amounts of money automatically (sounds good, huh?).

### **Free (low cost) to Create**

You can sit in your living room, basement, or kitchen table and create unlimited products for free (with a computer and free to low cost software). You can literally create a product directly from the thoughts in your head and as soon as it is created it is worth something (sometimes **a lot of money**). Once you know how to do this, you can do it over and over again. Once you make your product, you can sell it over and over again. You can sell the product for the rest of your life and keep all of the profits! This is much different than trying to sell stuff that you have to buy at wholesale prices and mark-up the product for a profit.

Robert Kiyosaki (author of the Rich Dad Poor Dad series) talks about some very powerful concepts that separate rich people from poor people (if you haven't read his books I recommend you eventually do so).

One of his concepts talks about owning **ASSETS** (**asset is in bold and caps because it is a word you need to know**). The short definition of an **ASSET** is something that you own that puts money into your pocket. Most people think of **ASSETS** as things that have value, but may just be sitting there. Kiyosaki looks at an **ASSET** as something that puts money into your pocket. I'll explain more about **ASSETS** later. Kiyosaki outlines an amazing way to create wealth fast. Kiyosaki states that truly wealthy people create **ASSETS** without spending any money.

Think about it. Rock Stars create audio content virtually free (they spend some money on studio time, but this is small compared to the value of the songs they record). The Beatles created valuable content that became a huge **ASSET** for them. Elvis Presley and Madonna also created billion dollar empires by creating **ASSETS** virtually for free (once they made money from their first ideas they reinvested and parlayed their songs into billions).

Writers like Stephen King and Tom Clancy create **ASSETS** (called books) by spending time in front of their computer on a word processor. The books they write produce income for them for years after they write them. They probably even forget large portions of what they wrote, but they still keep getting paid.

You don't have to be famous to create your own content. You can market your information to the whole world and make money the same way the rich and famous do. You can parlay your initial earnings to hundreds, thousands and millions of dollars. Of course you'll eventually want to spend money on advertising, but you'll be using earned revenue from your initial success online.

## **Fast & Easy to Create**

Information products are extremely fast and easy to create. The book you are reading now took me about 4 days to write. I stayed up late one night to get the book started. I then worked on it about 2 hours a day for the next 3 days. This entire book took me about 12 hours total to write. As you read this I'm probably either surfing or sleeping. This book is an ASSET that I own, I control and I get the benefit of everything it does for me. It didn't cost me anything to write this book. I sat at my computer and typed it in Microsoft Word.

Once you learn how the process of creating information products works (exactly spelled out for you through future [InternetProfitMentor.com](http://InternetProfitMentor.com)) courses, you'll be able to sit down for a few hours and crank out a product that you can sell forever. I'll let you in on a little secret.

Come Closer.

A little bit closer.

Can I Trust You?

Are You Ready for it?

Ok. Here it is.

Go to [InternetProfitMentor.com](http://InternetProfitMentor.com) and [RapidForex.com](http://RapidForex.com). Look at everything Robert and I are selling. There are thousands of dollars worth of products. We created everything on these sites using our laptops and our brains. We get huge money transfers to our bank accounts every month because we spent some time creating valuable ASSETS. The information we are selling is extremely valuable, but it was free for us to create. That's what you need to be doing!

### **Breakaway Note (True Story):**

I wanted to share something incredible with you here. I just checked the sales status for an email that Robert and I sent out for one of our websites. We sent out one email a week ago with a special offer to our mailing list. It's now been exactly ONE WEEK (to the minute – that's why I just checked). From sending that one email we made **\$67,306**. The sales are still rolling in and we expect to make another \$15,000 to \$25,000 from this one promotion. We're going to do something that will produce similar sales next month, and the month after that. What we just made in ONE WEEK is more than my business Robert partner and I ever made in a year (outside of Internet Marketing). Robert used to be a manager for a high-tech company and never made that much money in a whole year, let alone a week. Keep reading this book (and the other courses at [InternetProfitMentor.com](http://InternetProfitMentor.com) and I'll teach you every technique and philosophy that we used to have a week better than most people's entire year). It's not rocket science and you can do it too.

I threw that story in above as I was writing this book. One of the important factors that contributed to this massive 1 week promotion was that Robert and I had a storehouse of ASSETS that we were able to sell to our email list (this is also a big ASSET). We had stuff we could sell to our list and in one week we made almost \$70,000!!! We started this business without any huge list,

without any ASSETS and were able to take a little of our spare time and create a multi-million dollar company in a matter of months (not years, months).

For most traditional products it takes many months just to create one traditional style product that you can buy in stores. The product needs to be designed, then manufactured, then shipped to the wholesaler, then shipped to a retail store so you can buy it. You can literally create a product in a few hours and market it to the world and have profits in your pocket that you can spend in the same day! Once you learn the process, creating your own products (ASSETS) is free and easy to do. Keep reading to learn more about the process.

## **Unlimited Inventory**

When you create an information product, you have infinite (unlimited) inventory. If your product is a physical information product you can keep making copies every time you sell a copy of your information. If your product is digital (the absolute best way to deliver your product) you literally have an infinite inventory sitting on your computer.

Let's forget about selling physical stuff for a little while (when you get into some of the advanced concepts that I teach you'll see reasons why it can be good to sell a physical product). **You need to forget about selling people products that require the physical transportation of atoms and begin to think about transferring bytes of information digitally and instantaneously.**

I'll remind you here not to worry about "how" to do this; you'll learn that later. Just understand that this is all possible and actually quite easy to do with the right [tools](#).

Once you create a digital information product, you can upload it to the web and it will be instantly available to anyone who submits a payment to you (we'll discuss payments in the next few chapters). When people buy your digital information product they will be able to download unlimited amounts of your product (for a \$20 a month hosting account they'll be able to download thousands of copies. If you need more bandwidth you can increase your hosting account size. I have no problem paying \$20 a month to sell a few thousand copies of something I sell for a few hundred bucks). It's virtually infinite.

**SIDEBAR** There are other hosting accounts out there that cost less than \$20 a month, but you get what you pay for. With dirt cheap hosting you will not get quality hosting. I have used these cheap hosting accounts and have experienced my website going down for 30 minutes per day and the hosting account did not even notify me. I have also had websites be taken down for several days because the cheap hosting company sold more hosting accounts than they had room for on their computer. Although it is tempting to get ultra-cheap hosting (even if you are just getting started), I strongly recommend that you avoid any hosting packages that cost less than \$20 per month. I've found a good hosting package that you can use in the [resources section](#)

There is no other business (besides the selling of informational content) that gives you an unlimited supply of inventory. Anyone who sells a physical commodity (chickens, wood, oil, metals) has to go out and grow or mine for a new supply once they've depleted their inventory. With the selling of digital information products your inventory is literally several billion times greater than the amount of people in the world (if you sold one of your products to each person in the world you'd be doing ok).

## **Automatic Profits**

Let's suppose you had a really great job that paid you \$100 an hour (a really awesome hourly rate by conventional standards). You'd be pretty excited to be making on average \$200,000 per year (based on a 2,000 hour standard full time year). If you wanted to make \$400,000 in a year how much would you have to work to earn it? You would have to work 4,000 hours (80 hours a week for a year). How would you make \$1,000,000? Could you work 10,000 hours in a year? NO YOU CAN'T. There are only 8,760 hours in a year. The most you could make would be \$876,000 (\$878,400 on a leap year) if you worked around the clock without sleeping.

Most people can't work realistically more than 2,500 hours per year (they don't have much of a life outside work if they do). Most people don't even make \$100 per hour (if you do you can still do much, much better).

The reason I mention this concept now is that you have to get out of the "Trading Hours for Dollars" mentality. What if you get

hurt, or just don't show up at your job? Will they still pay you indefinitely? Of course not! When you trade time for money you can only get paid while your working.

How do you think that Donald Trump makes billions of dollars? Does he work 100 million+ hours per year. No way! He doesn't trade time for money. He spends his time building ASSETS that make money for him while he's not working. Trump works a lot, but he also makes more money while he's sleeping than you or I do while we're working.

One of the major benefits of Internet Marketing is that everything is done Automatically. This book is called "Perpetual Profits" because once you set this stuff up you have a money machine that works for you tirelessly, around the clock, 24/7 (even while you sleep). If done properly these money machines can feed themselves and only require minimal maintenance and tweaks. You won't mind doing this because, generally speaking, the more things you do to your business the more money you'll make automatically.

## **Types Of Info Products**

I have listed a few of my favorite info products below. I have listed them generally here and there are different variations. You can combine these products to form multimedia packages or you can sell them individually. **The beauty of the Internet is that you**

**can do whatever you want. There aren't any rules against doing stuff (just don't do what doesn't work). You can have fun, be creative and make money. It also works pretty well even if you have 'crappy marketing' (it will still be better than a lot of your competition).** For a more in depth discussion on the types of info products and how to create them from start to finish, check out upcoming [InternetProfitMentor.com](http://InternetProfitMentor.com) courses.

## **eBooks**

An eBook is an “electronic book.” It’s just like a regular book in its conceptual design except it is completely digital and can be read on your computer. Some marketers (who don’t know what they’re talking about) will say that eBooks are dead. That is completely false. We sold over \$1 million dollars worth of eBooks last year and will probably sell a few more million dollars worth this year. Proof that eBooks are more alive than ever is the fact that the most current versions of Microsoft Windows come pre-loaded with a folder called “My eBooks.” Oh Yes, eBooks are alive and thriving. Have you heard of a PDF document? It’s just one format for creating an eBook! One more thing. You’re reading an eBook now 😊

There are some awesome benefits of eBooks (these benefits also apply to the other info products below). You can publish an eBook in as little as a few hours or easily in a few days. Traditional books take about a year to get from manuscript to press. You could be on the 5<sup>th</sup> revision of your eBook before your original book made it to the press!

When you sell eBooks you get to deliver your content instantly (customers love that, they can buy and be satisfied on an impulse). You also don't have to worry about shipping the book to the customer (they download it themselves). You save money on time, postage, printing cost, and packaging materials.

The buyer of the eBook doesn't have to wait a few business days to start accessing an eBook. They can buy the book and be reading it in a few minutes. They can start reaping the benefits of your product before it would have otherwise come in the mail. When it comes to Internet Marketing, they could literally have made their money back from purchasing the course plus some profit within a day or two.

Selling eBooks is my absolute favorite overall Internet Marketing technique. I have made more money selling eBooks than any other form of content. There are people that will tell you that you can't sell an eBook for more than \$200. I've sold eBook packages for much, much, much more.

There is money to be made selling all types of content. Some people love eBooks, others don't. If your content is valuable enough (we'll work on countless ways to ADD VALUE to your products throughout the Internet Profit Mentor courses) you'll be able to sell plenty of eBooks.

## Audio Products

Audio Products are also great. You can get free software and a cheap microphone (less than \$20) and create your own audio products that people will pay money to listen to. Your audio can be on any topic: How to Make Money, How to Get a Date, How to (Cook?) Sushi, How to Pickle Eggs, How to Pickle Mangoes, How to Pickle Pickles, or How to Pick Your Nose.

Audio content is powerful because people can hear your voice. It is an incredible tool to use because people can close their eyes and listen to your content. They can have the ability (if you want them to) to play your content in the car, on their personal MP3 player, or in their bedroom. There are plenty of people that would pay top dollar for audio content that would help them learn about something they are interested in by listening to an audio product that you can easily create.

I guarantee that you've already purchased audio content. If you've ever bought a Record, Tape or CD, you've purchased audio content. If you never purchased audio content you've probably been asleep (or didn't exist) for the past 100 years.

You can easily create audio content to sell online. You can create audio content that people can listen to online (or download it from you) for a fee. It's completely easy to do and I'll walk you through everything you need to get started. It's no mystery how to sell audio content online you could figure out how to do it yourself. I'll be happy to show you so you don't have to re-invent the wheel.

## Video Products

Selling video on the web is now a piece of cake. You don't need to be a genius to do it. With simple software, you can sell video content online. Don't worry about how to do it right now, just realize it's an option for you to consider.

Sidebar: When it comes to the Internet you do not have to be a super-nerd on the technical stuff. There is software out there that will do amazing stuff for you and you can have sophisticated professional quality 'tricks' done for you online with minimal technical know-how. Most people don't realize that some genius came up with software that does all of the hard work so the non-geniuses can make money with it. There are also usually (not always) two software solutions. When you want to do something online there is usually a free software that will get the job done, or a paid-for software that has extra features and does the best possible job. You have to decide which cases require the free version and which cases require the paid version. The paid-for software is usually pretty affordable, but you can almost always find a free solution to get the job done. This tip is not just for video, it's for every type of thing you want to do online. I'll recommend both free and paid software based on my experience and opinion of quality.

Video products are awesome because they actually teach people as close as possible to a live experience. People can see exactly how your information works and how to use it. The easiest way for most people to learn is to actually see ideas in motion as they are applied in the real world. A video is a tremendous way to help your prospective customer learn what they need to know from you (and pay you for the opportunity to do so).

### **Why You Must Have Your Own UNIQUE Info Product.**

It's not enough to just have a product online. You can see above that I've written the word 'unique' in all CAPS. Don't be scared of this word because you don't know how to be unique (I'll teach you a system for creating uniqueness mechanically). This word should become one of your best friends (it can make you a fortune).

By selling something 'unique' you are creating your own monopoly of information. If someone interested in a topic sees that your product is UNIQUE, they will have to buy it from you if they want that UNIQUE info. When you have something UNIQUE, you have something that nobody else has. You can control it and keep all of the money generated by selling that unique feature.

I didn't invent the concept of selling something unique. It is a standard marketing concept. The actual concept is to have a **U**nique **S**elling **P**roposition (**U.S.P.**). You need to offer something

else that your ‘competition’ doesn’t. By having a U.S.P. people will need to purchase multiple products to get complete information. You lock-in your share of the total market by offering a U.S.P.

I’ve seen many explanations of the U.S.P. concept and have discussed it in my other courses. But one thing I’ve seen that hasn’t been emphasized is that you can also offer multiple U.S.P.’s. By definition you could consider that the entire U.S.P. is made up of smaller unique ideas. I simply want to point out that if you have more unique selling points, you’ll have a stronger grasp of the U.S.P. concept.

You can get away with selling information that is standard for the market, but you can use the U.S.P. concept in your marketing. It shouldn’t be hard for you to **differentiate** (remember that word) your product from others by looking what they have to offer and just doing it a little bit better.

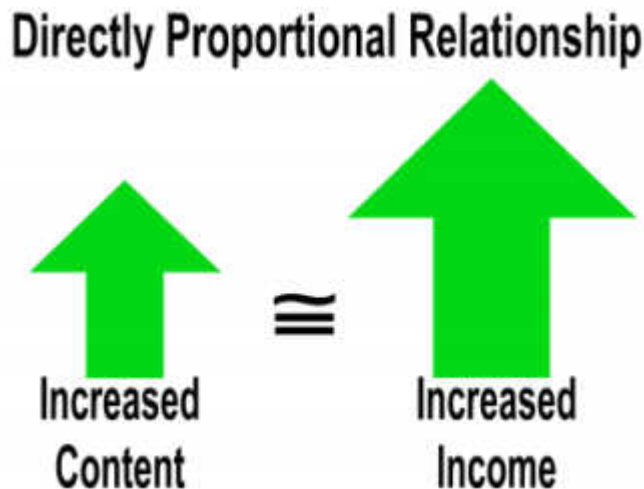
## **How Content Relates to Your Income**

I am going to give you a general ‘rule of thumb’ based on my experience. The general rule is that as you create more content, you will usually see increased sales.

Whenever I write a new book or develop a new course there is an increase in my income as a direct result from creating the new content. Content takes on many forms. Content could be product content (something to sell) or promotional content (something that sells the stuff you sell).

If you create new sales materials or create a new product, you should increase your income if you do it properly. As long as your new content is good (it should enhance everything you've done so far – not subtract from it) more content is a valuable thing to have.

Look at the diagram below:



You can see that every time I increased the content (remember that's an ASSET too) my income increased by a greater number. I used the " $\cong$ " sign to reinforce the fact that this is a general principle and not an iron-clad rule. Sometimes you will create content that doesn't add any new income for you. Sometimes you may even create content that works badly for you (this is a possibility). You need to pay attention when this happens and stop using the worthless or bad content.

The spirit of the rule outlined above is that you keep creating new content, then get rid of the content that doesn't produce positive results, and you're likely to see very positive results overall over time. As you add new content that works for you, you are increasing the amount of ASSETS you control (the things that put money in your pocket).

**Are you starting to see a glimpse of the big picture yet?**

**Keep Reading.**

**Why You Must Have a Website.**

I am about to expose one of the biggest sources of misinformation about Internet Marketing in existence. I'll expose the source and then I'll tell you why this downright lie is perpetuated across the Internet (unfortunately leading thousands of freedom seekers down the wrong path).

## One of the Biggest Pieces of Non-Sense Online is that You Don't Need a Website to Market Online!

Let me say that again so I sinks in. **Some people out there claim that you don't need a website to make money online!**

This is total F@#\$%^&B^!!\$%\*&. In other words it's crap.

If you want to make tons of money online, you are going to need a website (unless you want to trade foreign currencies online like I teach at [RapidForex.com](http://RapidForex.com) – shameless plug, I know. I'm a compulsive marketer at heart). If you plan to be an Internet marketer it would be **absolutely insane** not to have a website. If you are trying to market online without a website it would be like trying to build a house without a hammer (it could be done, but probably wouldn't be done properly or effectively).

It's true that there are a few techniques that don't require that you have a website on the surface. Selling goods on eBay is one example of a way to make money online without your own personal website. Most of the people making serious money on eBay are doing so by combining it with their own website and Internet Marketing techniques.

There are also some other systems out there where you can make money online selling products without your own website. All of these techniques use combinations of websites to allow you to sell online. You would think it would be common sense that you need a website of your own to be selling online. I am assuming that you already understand this point, but I am including this section of the

book because I want to make sure you understand this completely because I have seen a lot of websites promoting marketing programs with marketing phrases like “make money without a website”, or “creating a website is too hard.” The truth is that anyone can easily create a website if they know how to do it. It’s easy to learn if you know where to look (you already found it. You’ll learn all of the basics in the [Website Creation Toolbox](#), which came inside this package).

I believe this misinformation is being spread for a few reasons. The first reason is that some people selling products on how to make money through the Internet have had very little experience doing so (I waited until I was consistently making six figures a month before feeling comfortable that I was an ‘expert’ in this field).

Saying something like “No Website Required” is also a sexy marketing phrase (even though it would be in the readers best interest to have a website). Phrases like this are not complete lies, but they are definitely half-truths. There are some techniques that don’t **require** a website, but what the author fails to tell you is that if you have a website the techniques work a lot better. I make it a mandatory requirement that each of my students get their own website (**this is why I give away the skills required to create a website in the free package from [InternetProfitMentor.com](#), it’s that important that you learn this concept now**).

I have nothing against marketing ploys (I use them all of the time), but I want you to know that even though there are some creative ways of selling online without your own website, you must have a website to maximize the amount of money you’ll make as an

Internet marketer. After all, don't you want to maximize the money you make?

I want you to have the right information so you can do the right things to be a true success online. By the way, I also teach the same strategies that others claim "doesn't require a website", but I combine the ideas with websites for maximum results. It's all at [InternetProfitMentor.com](http://InternetProfitMentor.com).

## **Virtual Estate Concept**

I need you to think about something for a minute. I want you to go to your dream location of where you would like to live (or own a vacation home). For me it's Hawaii. Imagine the ideal spot where you would like to have your dream home.

Now imagine that you can insert a fresh-new piece of land right in between where all of the other pieces of land currently are. Imagine you had the power to create new land right in the middle of the area you would like to move to.

Let's assume that it cost you nothing to create this new land. You are able to create this land for free. Don't worry about how or why you have the ability to create new land exactly where you want it, just understand that you can do it. The only catch is that it takes you a month of full-time effort to create ½ acre of land. You can create as much as you want to for free, but you can only create ½ acre per month of full time effort.

What if the government would send in an army of contractors to build a brand new house built to your exact specifications at no charge whatsoever in exchange for you 'creating' them 2 acres of land. So you could build the government two acres of land for free and then they'd build you anything you wanted on your first ½ acre for free.

Let's just suppose the government would also agree to pay you all of the taxes that they collect for the land that you created for them in addition to building you the house on your land. As long as they were collecting taxes, they would turn around and give you the money they collected. So as long as they owned the land you created for them, they would pay you the royalties they earned as property taxes.

So it would take you a few months to get your dream home built in the spot that you wanted it, but it would cost you nothing. After you had your home built you could either live off of the property taxes, or start another project for the government and do the same deal over again.

**Forget about the reality of this. Wouldn't this be an awesome deal for you? You'd be crazy not to take advantage of this deal. If you could create new land in the middle of existing land, you would be the richest, most famous person in human history!**

If you think this is impossible, you are dead wrong! This is exactly what I do every day!

The above illustration sounds ridiculous (although extremely incredible), but the reality of it is insane. Instead of being able to create actual Real Estate (land in the illustration above), we are able to easily create Virtual Estate (web pages, intellectual property, etc...). Some people call Internet property 'Virtual Real Estate', but that's an oxymoron (it doesn't make logical sense) the true term should be 'Virtual Estate.' Virtual Estate has a value just like Real Estate has a value. If you owned [rapidforex.com](http://rapidforex.com), you would have a multi-million dollar piece of Virtual Estate. That site is ours as long as we want to keep it. We could sell it for a huge price (multi-multi millions) and use the money to buy several houses in exotic locations.

I also have recurring income from [www.rapidforex.com](http://www.rapidforex.com), [www.manifestlife.com](http://www.manifestlife.com), [www.InternetProfitMentor.com](http://www.InternetProfitMentor.com), and several of my other smaller Internet websites. I spent about 6 months transitioning from Philadelphia to Hawaii and did ZERO productive work. The only thing I did was transfer money and open new bank accounts. I kept getting paid because I owned the Virtual Estate (exactly like in the analogy above).

When you hear the analogy above you think that Brian Campbell is completely bonkers. But when I tell you the actual reality of how I create Virtual Estate it sounds pretty simple.

There's another parallel from the Real Estate analogy. Do you see it? I'm not going to make you think too hard here, so I'll tell you

now. Virtual Estate can be created for free! If you possess the right [tools](#), you can create a multi-million dollar piece of Virtual Estate at an extremely low cost (from \$0 to a few hundred bucks max to get started). Of course once you start making profits you will want to re-invest to speed up the process. You can even pay people to create the Virtual Estate for you.

**The analogy between ‘Real Estate’ and Virtual Estate is good because when you create a website it can be as valuable as a piece of land (sometimes far more valuable).**

There are a few other parallels in the Real Estate analogy above, but I’ll leave them for a discussion with my super-advanced students in the ocean on Maui someday.

When you consider the lifetime value that a webpage, website, or information product will bring you in revenue, you have an amazing ability to create tons of Virtual Estate sitting at your kitchen table for free. As soon as you create it, it has a value! So why not create a lot of valuable stuff?

Note: My goal is to try to get you to think big in this book. Don’t be intimidated by words like millions, billions (or even thousands). If your goal is to earn an extra few hundred bucks a month, Internet Marketing is a great way to do that. If you just want to make a little website to pay your mortgage, go ahead and do it, you’ll be glad you did. Want to create another site that pays your car payment – go for it! Why don’t you set up another site that will pay your monthly food costs? If you create a few sites & products to support your lifestyle, you won’t have to punch a clock

at a job you hate anymore. Even if you choose to stay at your job, you won't be doing it because you have to. I think big and get big results. I've also done some small things too. .

## **You Have an Asset**

Spend a little time creating some of your own 'Virtual Estate'

And you'll have an extremely valuable ASSET.

"Did he just say ASSET again?"

"Yes I did. I'm glad you're paying attention. Can you see why rich people want to own a bunch of ASSETS?"

If you are going to have your own website (which I'm sure you realize is a must by now), you'll have to study the [Website Creation Toolbox](#) course, which is included [here](#) for free. I've separated the important things you need to do and have made them as easy as possible for you to learn. Inside that course you'll learn all of the fundamentals you need to be able to make your own website and information products a success online. I don't know of a course that teaches these tools as thoroughly, but I am certain it's not being given away for FREE. I hope you enjoy using it – it will be extremely valuable education for you.

## **The Successful Affiliate**

The last two chapters of this book told you that you need to have your own products and your own website to make massive amounts of money online.

**But what about Affiliate Programs? Can you make money by promoting them? Are they a waste of time to get involved in?**

Good questions. I'll answer them shortly. Let me explain what affiliate programs are for any newbies reading this book.

An affiliate program works like this.

1. You sign up for an account.
2. You get an affiliate link.
3. You get people to click on your affiliate link.
4. The people who clicked on your link are redirected to the website that you are promoting.
5. If the people who clicked on your link make a purchase from the website you are promoting you get a commission (anywhere from 1% to 100%, usually somewhere in between). Even if the people who clicked on your link make a purchase months after clicking on your link, the software will track it and you'll get your commission!

You can make excellent money with affiliate programs if you do them right. If you go to <http://www.clickbank.com/> you will see thousands of products that you can promote as an affiliate (read [Target Market Tactics](#) for more info on ways to use clickbank). I suggest that you make a website (or at least a webpage) geared towards the market of the affiliate program you plan to promote.

You the use the website to collect emails of potential prospects for the affiliate program you wish to promote. After capturing the email address, you can then try to sell the affiliate product to your newly built email list (this is an application of the “1<sup>st</sup> commandment of marketing online” below).

The reason for capturing the email of the potential prospect is that you can send them repeated emails over time promoting different affiliate programs. If you build a list of emails targeted to a specific market you will have an ASSET that you can use again and again.

**You need to have your own website, even if you only plan to promote affiliate programs.**

I have several affiliates that promote RapidForex.com that don't have their own products. They have their own websites that capture emails and then provide recommendations for other products (through their affiliate link). I have a lot of affiliates that just promote other people's products. They have a website that collects emails and then they promote different offers to the email list from different related websites.

## **Advantages of Affiliate Programs**

Affiliate programs have some awesome advantages. If you join the right affiliate program you will be able to get started making money pretty fast.

When you join an affiliate program all you have to worry about is making sales. The website you are promoting will handle all of the customer support emails, payment processing, product delivery, and refunds. You just get a bunch of people to go to their website, and once sales are made you just wait for your check. It's an awesome deal.

If you join an affiliate program that pays 50% commissions on sales you will actually make more money on each sale you generate than the website you are an affiliate for. The website you are promoting will have to pay between 2% to 8% to process a sale. They will also have to pay for any refunds generated (sometimes after they've already paid you). The website you promote has to handle all of the support, payment processing, refunds and product delivery and they only get about 40% of the sale (if they pay you 50% commission). For each sale you bring them you'll probably make more money than they do! That's a good deal for you.

When you become an affiliate you don't have to develop a product. It's already done for you. You can be promoting a product in a new market without having any expertise at all. You

don't have to be that knowledgeable about the market because an expert in that niche has already developed the product. If want to start making money online tomorrow, you can do it by joining an affiliate program.

You can pick an excellent product with good marketing and you know the product will sell good to people in that market. The website has already developed and tested all of their marketing to produce massive sales. Once you learn what good marketing is (the [InternetProfitMentor.com](http://InternetProfitMentor.com) training course will teach you this) you will know how to pick winning affiliate programs.

If you join a good affiliate program (they don't all have this available) you will have all of the marketing materials that you need. The good affiliate programs will provide you with pre-written emails, banners, text links, and free eBooks that you can use to promote them. The really good affiliate programs will also have training on techniques that show you how to promote the affiliate program.

If you want to see how a good affiliate program is structured, go to our [Affiliate Programs](#) section (inside the IPM portal) and join the affiliate programs. You'll see what to look for in an affiliate program & these programs are ones that still provide an excellent opportunity for you to make extra money with as an online affiliate.

When you join an affiliate program all you need to do is worry about the marketing. The site that manages the affiliate program handles everything else for you.

## **The Downside**

There are some challenges to promoting affiliate programs. I don't want to mislead you and tell you that affiliate programs are the best way to make money online. There is a great profit opportunity available for anyone that wants to focus on promoting affiliate programs. I don't want you to get a bad taste for affiliate programs because they are a great way to make money.

One big disadvantage to affiliate programs is that you are competing with other affiliates to get sales. If the niche market is highly targeted you are competing with other people trying to sell the same product. You can make up for this by being a creative marketer, but it may require more work.

Another disadvantage of affiliate programs is that some of them may not be honest. They could fail to pay you and keep all of the money that you generate. This would be extremely stupid on their part because affiliates will stop promoting them and they'll also be committing fraud. My experience is that most affiliate programs are reputable, but there are sharks out there that will burn you. You should do some searches online to see if you can find any complaints about the affiliate program not paying anyone. You can also protect yourself by promoting a few affiliate programs simultaneously.

Do some promotional activity to send a few sales to each program you're thinking about promoting. You can ramp up your promotions when they actually pay you. Do your own due-diligence and research before promoting someone. I personally just trust people that I promote and if they don't pay I stop promoting them. I don't get upset, it's just the cost of doing business when someone is dishonest. People will stop promoting them and they'll get what they deserve.

Another disadvantage of being an affiliate is that you can't have your own affiliates. When you have your own products you can have your own affiliates promoting you. When you are just an affiliate you're usually promoting it by yourself.

Promoting affiliate programs is a great opportunity but you have to be aware of the challenges associated with promoting affiliate programs. Affiliate programs are especially nice if you already have a large email mailing list (don't worry if you don't currently have one - you are going to build one). If you already have a targeted list you can sign up for an affiliate program and send an endorsement email out and generate tons of sales in just a few minutes. Once you develop a list you are going to want to do this.

Promoting affiliate programs is also a great way to break into a new market.

Keep Reading to find out about this awesome technique.

## **Become an Affiliate to Enter a New Market**

You can use affiliate programs to test your ideas for entering new markets. Suppose you had five ideas for a new website you want to develop. Let's assume your ideas were:

1. A weight loss product
2. A baby product
3. A money making product
4. A personal finance product
5. A self-help product

You could pick one of these ideas and spend anywhere from a few weeks to a few months developing one of these projects and then releasing it. You will then start to promote it and eventually find out if it was a successful idea or a dud.

You could also spend a few days and join an affiliate program for each topic mentioned above. You can set up a one-page website that collects emails in an autoresponder & promotes the different affiliate programs. You can then work to promote all 5 ideas and patiently wait to see what happens.

Hopefully you'll be making money on some of these sites (as you drive traffic to them you should be earning commissions from the affiliate programs you promote). You will be able to see which of these targeted websites are making money and which ones aren't. If you notice one that is particularly easy to get traffic to and make money in, you will probably focus on beefing the affiliate site up a bit. You'll also know which projects that you want to abandon (or put on the back burner for awhile).

When you notice that one of your ideas starts to take off, you can then spend the necessary time to create a more comprehensive website around it. Your goal should be to eventually create your own product. When you do this you'll have the emails of plenty of potential customers already on your list. This is an excellent way to test ideas and cherry-pick the best ones. You'll feel more satisfied because you got a chance to try all of your ideas. You might have wondered if an idea was good or not, but promoting affiliate programs to test a market out allows you to see which markets are hot.

**Comment:** If you try to promote an affiliate program and don't have success, it does not mean that the market isn't a good one. It simply means that you were unsuccessful promoting that product. If you promote an affiliate program and don't make money, consider joining another affiliate program in that niche.

There are a lot of ways to make money with affiliate programs (too much to fit into this book). This topic is so huge that I've created an entire course on how to make money with affiliate programs.

## The Sales Process

One of the most common questions I get when I tell people I am an Internet Marketer is “What do you do?” When you understand the sales process you will understand exactly what I do (it will be nice to show people this book instead of me having to explain it to them. They can be reading my explanation when I’m off to the beach instead of explaining it to them for hours).



The rectangles in the diagram above represent web pages. The arrows represent visitors. The top arrow is purple because it contains a mix of red (customers) and blue (people who will leave the site without buying anything). When the customers make a

purchase they are automatically redirected to a page where they can download your information product. You have to create the download page, but nobody can get to it without first paying money because you are going to have it in a secret location.

The sales process in the picture above is the most basic version of the sales process. I will show you other variations to enhance this process later.

## **Payment Processing**

If you want to sell online you will have to accept payment online. You will need a payment processor to accept credit cards and electronic checks for you. There are easy solutions that only require that you cut and paste code onto your website to begin accepting orders. Payments can be directly deposited into your bank account as soon as the payments are cleared.

There are 3 options below that allow you to get started accepting payments on your website easily and quickly.

1. **Paypal** – Signup for free at [paypal.com](http://paypal.com) and generate sales buttons to begin accepting payments on your website. You can generate sales buttons from inside your paypal account. You will want to go through the verification process as soon as possible so you can link your bank account to paypal.

Once you sign up for a paypal account you will be able to accept payment by credit card, paypal balance, and eChecks. Paypal also has low merchant fees (slightly above 2%).

2. **2checkout** – Signup for a \$49 one time setup fee at [2checkout.com](http://2checkout.com) and generate sales buttons to begin accepting payments on your website. You can generate sales buttons from inside your 2checkout account. You will be able to start accepting payment within an hour after signing up. Once you sign up for a 2checkout account you will be able to accept payment by credit cards and eChecks. 2checkout processing fees are \$0.45 plus 5.5% of the sale price.
  
3. **Clickbank** – Signup for a \$49.95 one time setup fee at [clickbank.com](http://clickbank.com) and generate sales buttons to begin accepting payments on your website. You can generate sales links from inside your clickbank account. You need to submit a product approval request (it's easy and completely outlined on their website) before selling any products. Once you sign up for a clickbank account you will be able to accept payment by credit card, paypal balance, and eChecks. Clickbank.com processing fees are \$1.00 plus 7.5% of the sale price. You will also have the added benefit of being listed in the clickbank marketplace. You will be able to offer a commission for other clickbank affiliates to sell your products (I recommend hosting your own affiliate program, but you can go this route if you choose too).

You can also accept payments online by applying for a merchant account. This is a little trickier and requires more technical knowledge to integrate the payment gateway into your website. I have used all 3 payment processors above and they all have their advantages and disadvantages. If you're just getting started I suggest using paypal or 2checkout first. I prefer 2checkout because they are easier to deal with than paypal and you can get started selling with them sooner.

## **Having the Right Tools is Crucial**

You probably already understand this, but I have to be completely sure. Just as trying to market online without your own website would be absolutely insane, so would trying to have a website without knowing how to make a webpage, or do other basic stuff. You need to know how autoresponders work (explained in a few sections). You need to know how to send traffic to your site. Once you know these fundamental tools, you will be able to function as a web business owner. It's not hard to learn, you just have to do it.

When I mention that you have to have the right tools, I mean a few things. Having the right tools means knowing how to create web pages, using software to create products, knowing how to do all of the little mechanical steps to implement your ideas online, and knowing strategies to make your product a success. If you don't have a combination of at least some of each of these categories you are destined for failure online. You can have master strategy, but

if you don't understand how webpages are made, you're going to be lost.

It is true that you may eventually choose to have someone else do some of the technical work for you. I believe that as a business owner you have to know how to do everything yourself. If there are aspects of your business that you don't understand, what happens if someone quits or dies on you? You'd be screwed. You at least need to know how to do everything yourself, then you can delegate.

I started my first web business over 3 years ago. I didn't know a fraction of what I know now, but I didn't have the money to hire anyone. I did everything myself. I had to figure out how to do everything. It was crucial for me to at least learn how to do everything (now I pay other people to do a lot of the little tasks and I focus on the most lucrative stuff – creating new ASSETS). It's crucial for you to learn everything as well. You need to have the experience of making webpages and doing things like customer support. I haven't done customer support in a long time. I have employees do it. I did customer support long enough to understand how it works and to design a system that I could turn over to an employee. My goal for you is to do the same.

## **Only Two Ways to Increase Your Profits**

Whether you have zero monthly profits right now, or make \$50,000 a month there are only 2 ways to increase your profits. Everything taught at [InternetProfitMentor.com](http://InternetProfitMentor.com) is meant to increase one of these two things. The only way to make more money is to either:

1. **Get more visitors** to your site
2. **Increase the sales per visitor rate (SPV)** – increase the value of a visitor that comes to your site.

**Remember this diagram?**



When you try to **get more visitors** you are trying to make the **purple arrow** bigger. When you try to **increase the SPV** you are trying to make the **red arrow** bigger. Both things will make you more money.

That's all you have to focus on to make money. If nobody is already coming to your site, you have to focus on getting visitors first. If you already have some people coming to your site you can work on improving item number 2. You can scientifically test these elements and know exactly how to pick 'things' that are working to increase both ways of increasing your profits. This is the essence of what Internet Marketing is. Everything we do is designed to increase the two ways to increase profits.

To maximize the amount of money you make, you must work on getting more visitors AND increasing the SPV. You will need to work on increasing the number of visitors to your site, and then increasing the SPV. Then you need to alternate back and forth on increasing both categories over time.

## **Get More Visitors**

Getting more visitors to your website should be one of your biggest goals. Once you have a website that is producing sales, if you increase the number of people coming to the site you will increase the number of sales you make.

**Sales = Profits!!!**

Getting more visitors to come to your site is the best thing you can do to make more money (because when you get more visitors to your site you are also going to try to increase the sales per visitor rate thus increasing your sales even more).

**You can get more visitors to come to your website in a variety of ways. I'm going to tell you a lot of them right here:**

- ✓ You can buy targeted hits for your website
  
- ✓ You can send an email to your opt-in mailing list
  
- ✓ You pay someone else a flat fee to send an email to their own opt-in mailing list.
  
- ✓ You pay someone else a commission on sales generated by having them send an email to their own opt-in mailing list. This is called a **Joint Venture or **JV**.**
  
- ✓ You can pay a flat fee to put a banner, ad or link on another website that people can click on and go to your site.
  
- ✓ You can pay someone a commission on sales generated to put a banner, ad or link on their website.

- ✓ You can submit links to your website to search engines
  
- ✓ You can exchange links with other websites.
  
- ✓ You can release a free report that contains links to your website and allow other websites in your niche market to give it away for free causing it to spread like a virus. This is called **viral marketing**.
  
- ✓ You can produce tremendous value and have your visitors tell other people about your website through word of mouth or through a referral (affiliate) program.

There you have it. I just told you how to get tons of visitors to your site. You could literally take those tips and use them to create millions of dollars in income online. **When I got into Internet Marketing I read a list like that and thought “That sounds great! But... how do I actually do each of these steps...?”**

I had to go out and try different methods for doing the steps above. I spent tens of thousands of dollars on courses, thousands of hours of brainstorming and countless hours of trial and error to find exact methods for doing the steps outlined above. You don't have to go through the learning curve that I did because I'll teach you exactly how to do ALL of these things (and more).

## Increase Sales Per Visitor Rate (SPV)

In addition to increasing the number of visitors to your website it is also important to increase the amount of money each visitor spends. Not all visitors will make a purchase. There is no website in existence that gets 100% of the people to buy. Statistically a certain percentage of the people who come to your website will make a purchase. This is referred to as the **conversion rate**. So if 100 people come to your website and 5 people make a purchase, the conversion rate is  $5/100 = 0.05 = 5\%$  (5 purchases divided by 100 visitors, which equals 5% conversion).

Based on statistics, if you don't touch your website and 15,000 visitors come to your website this month, and another 15,000 visitors come next month you will make roughly the same amount of money and roughly the same percentage of people will buy your product. The numbers will not be exactly the same, but they should be relatively close. If you don't change your website you can pretty much rely on a constant (unchanging) conversion rate. This is only a general rule and there are exceptions. Trends can change, your product could become obsolete (or more in demand), but generally your conversion rate will stay the same if you do nothing else.

This is amazing because you can predict with uncanny accuracy how much money you'll make if you get visitors to your site.

A good conversion rate is anywhere from 1% to 10% (if you have a targeted product, good marketing, and have used the methods that I teach). There are sites with 0.0003% conversion (they aren't making any money and will soon go out of business). There are some sites with higher than 10% sales conversions, but they are also rare (you have to have very well polished marketing to achieve this).

It's important to know the **sales conversion rate** is the percentage of visitors who buy. Another useful number is the **signup conversion rate**. This is the percentage of visitors that come to your site and give you their email address (this is how you make big \$\$\$, I'll explain more about this later). The **signup conversion rate** is just like the **sales conversion rate** except one number deals with sales and one number deals with signups. A typical signup conversion rate for a site with good marketing is 10% to 33%. Anything less than 10% needs improvement and anything over 33% is spectacular.

The important calculation to focus on for now is the **sales per visitor rate SPV**. It's really easy to calculate.

SPV - Take the amount of sales you made on your website for a given time period and DIVIDE it by the number of visitors who came to your site **during the same time period**.

**SPV example 1** – You had \$500 in sales last week and 200 people came to your website last week. Your  $SPV = \$500/200 = \$2.50$  per visitor (500 dollars divided by 200 visitors equals 2.5 dollars

per visitor). **This means that you made \$2.50 for each visitor that came to your website last week.**

**SPV example 2** – Yesterday you had \$2800 in sales and had 700 visitors. Your  $SPV = \$2800/700 = \$4.00$  per visitor (2800 dollars divided by 700 visitors equals 4 dollars per visitor). **This means that you made \$4 for each visitor that came to your website yesterday.**

**SPV example 3** – During the last 12 months you had \$801,001.00 in sales. During the same 12 months you also see that you had a total of 1,001,001 visitors. Your  $SPV = \$801,001.00 / 1,001,001 = \$0.80$  per visitor (801,001 dollars divided by 1,001,001 visitors equals 80 cents per visitor). **This means that you made \$0.80 for each visitor that came to your website last year.**

The SPV is an important number to know. What's more important is how to increase it. If you look at example #3 above and notice that your website made \$0.80 per visitor, you should think about how to increase it. Suppose that in the next 12 months you were going to get the same 1,001,001 visitors. If you increase the SPV from \$0.80 to \$0.90, you'll make an extra \$100,000! If you increase the SPV from \$0.80 to \$1.60, you'll make an extra \$800,000 with the same amount of traffic coming to your site!

So if you increase the SPV, you are going to increase your income! Although the SPV is interesting to know, the main reason you should figure it out is so you can INCREASE IT!

Don't think that I'm going to leave you out in the dust without telling you how to increase the SPV. I'll tell you a few simple ways right now:

- ✓ Add webpages to your website
- ✓ Add new products to your website
- ✓ Test different versions of the same webpage and pick the best version to replace the current version you have
- ✓ Add audio to your website
- ✓ Add testimonials to your website
- ✓ Tweak Existing Content on Your Site
- ✓ Add paragraphs to existing sales letters
- ✓ Add more content to your business!

Everything mentioned above is easily done. It is important that you don't just add stuff to your website without knowing if it makes a positive or a negative impact. You can use software to know exactly how to see if the stuff that you add makes you more money & increases conversions, or if your changes take away sales and conversions.

If you aren't monitoring the results of your new changes you can just assume that done tastefully (in the spirit of your site and generally better than what you had before) the more words, webpages, free gifts, and products for sale the better.

## **Have a Sequel in Mind**

Chances are that when you release your first website you aren't going to have 35 unique products, 200 webpages, 10 giveaway reports, and 100 articles to promote to your niche market. You don't need all of this stuff initially. The key is to release something so you can start making money. After you start making money you work to expand everything and grow it to new levels.

You are probably going to launch your first website with a simple one-page sales letter website and an eBook that you wrote that's anywhere from 30 to 100 pages. You may have a free report that's 10 pages that promotes the eBook you are selling on your site. You'll also have some email messages that will be automatically sent to anyone who subscribes to your free newsletter or requests your free report. That will be it. You'll be in business. You need

to start with that so you can get your business going and start making money.

From the beginning you can have a larger vision. You should have a sequel in mind when you make your first product. In your first product you can even talk about the “soon-to-be-released” new product that will enhance and expand on the first product. After you promote the first product and build a list of loyal customers and fans, you can send an email to your list and sell the sequel to everyone at once! You will have a nice big-bang release of your second product and it will all happen at once.

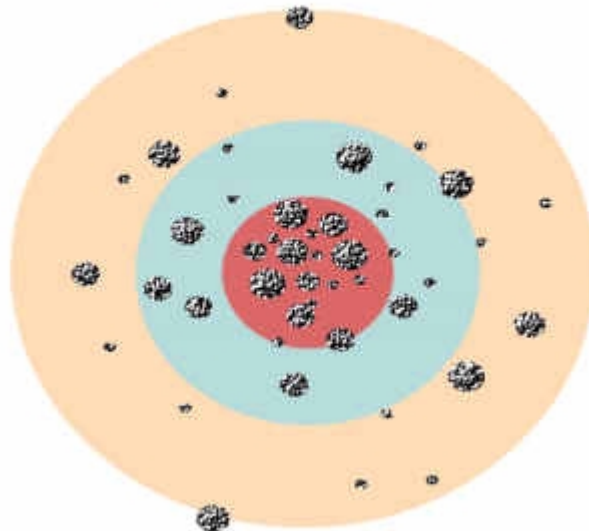
If you want to grow your site into an empire, you need to see the bigger picture. You should at least have a rough idea of what your second book will be about (you can have 10 future products planned from the beginning as well). It’s best to plan ahead when you unleash your first website so you know what to do next to make even more money. Always have an idea for a sequel to your product in mind, if your first product sells well you will definitely want to release a second product that gives more information on the same topic. If the first product doesn’t sell you may not want to release the sequel but instead work on creating another product in a different market.

## Widen the Shotgun Splatter to Create an Empire

When you fire a shotgun at a target you will hit different points all over the target because a shotgun fires many tiny pellets at once. If you aim properly you will get a nice cluster right in the center of the bull's eye and the concentration of pellets will be less dense as you go farther away from the center. It is impossible to hit only one precise point when firing a shotgun, instead you will make a splatter of small hits in the general area you aim for.

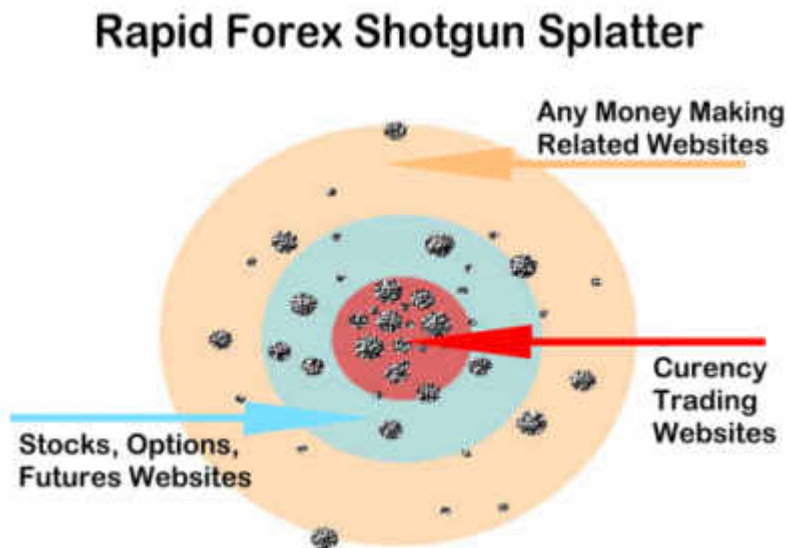
Look at the picture below to see what the splatter of a shotgun looks like. In the red section of the shotgun splatter you will see the highest concentration of hits. In the aqua section you see fewer hits, and the tan section has the smallest concentration of hits.

### Shotgun Splatter



When you look to get into a new market online it is just like firing a shotgun. The red section represents all of the people in your niche market that will want to be interested in your website. The aqua section represents people interested in other niches, but contain people who have interests similar to the market you are targeting. The tan area contains people less targeted to your site, but would possibly enjoy your product. There are actually many more refined areas of the shotgun splatter analogy for Internet Marketing, but you get the idea from the picture. When you hear the phrase “Targeted Traffic” think of the shotgun splatter. The further away from the center of the target, the less targeted (i.e. less potentially interested) the prospect will be. The white area outside the target is totally un-targeted traffic. You may get an occasional hit in this area, but it usually doesn’t produce profitable results.

Let’s use Rapid Forex as an example. Here’s what the picture looks like:



At RapidForex.com our most targeted source of potential prospects come from people already on currency trading websites. We can convert them into sales more easily because they are already looking for Forex (**Forex = currency trading**) information (we sell awesome courses on this topic). We don't have to convince them that the Forex provides an incredible opportunity because they already know it.

Another fairly targeted pool of prospects comes from other financial trading websites. People who trade stocks, options & futures will probably be interested in the Forex (even if they haven't heard of it yet). We have to do a little more work to convince these people that the Forex is for them because they may not know enough about the Forex to want to learn more about it. We have to educate them about the Forex. Once they see the advantages of the Forex then they'll check out our courses.

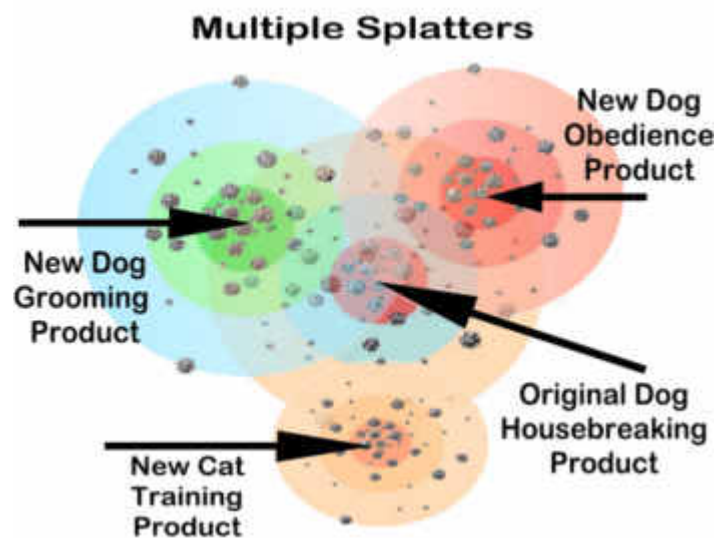
Although it's less targeted traffic, anyone who wants to make money has a good chance of wanting to learn more about the Forex (and ultimately buying our courses). Some Internet Marketers would be interested in the Forex because it is just another way of making money. Since these general areas of "making money" are less targeted, a lower percentage of people on these websites will be interested in Forex than in the other more targeted areas.

The white area outside the target would include people who aren't interested in making money. These people will probably not want to learn about Forex (a way to make money). Although we may get lucky and make a sale in this area, we don't want to spend too

much time promoting our products to people outside of the shotgun splatter.

In the last chapter I told you to have a sequel in mind. Do as many sequels from inside the center of the shotgun splatter as you can. If you run out of ideas (or want to do something new) you should create a new product inside your shotgun splatter to create an empire.

Suppose you have a website that teaches people how to housebreak a dog. You have built a list of 10,000 subscribers and want to widen your shotgun splatter (you want to have more products that appeal to a wider range of people). Here is a picture of some of the products you will release by widening the shotgun splatter:

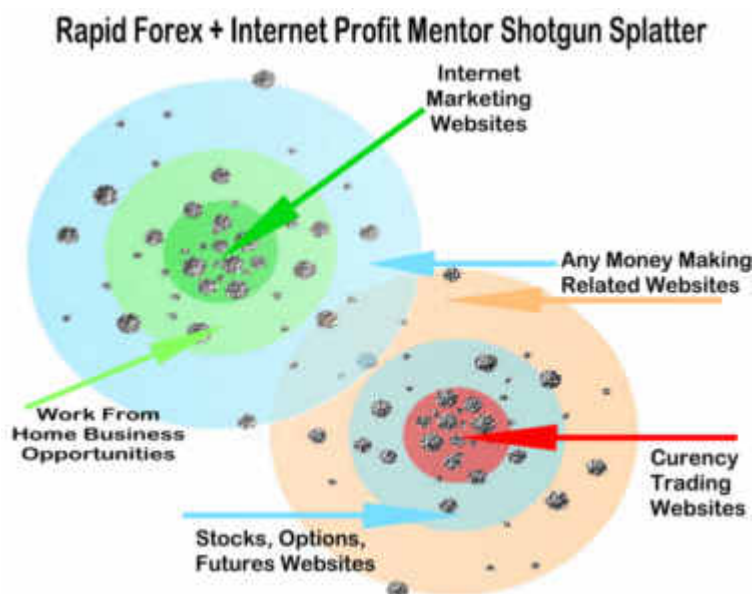


As you can see in the picture above, by adding new products you are increasing the size of the shotgun splatter. This means that you have a larger audience of potential buyers for your products. You can also see a lot of overlapping sections in the picture below. When shotgun splatters overlap you can cross-promote your products. So someone who bought the dog housebreaking product may also be interested in the dog grooming, dog obedience, and cat training products.

By introducing new products that are similar to the original product (but not exactly the same) you can increase the size of your market. This means that you have more potential customers for your products. By cross-promoting your different products you will take the new people that were previously outside of your original shotgun splatter and draw them into your sales web.

Widening your shotgun splatter by producing products that are similar to your existing products will help you to build an empire. Once you have a sizable list you should always look to release new projects that will appeal to your current list and also widen your shotgun splatter (so new people will be attracted to you).

Remember the Rapid Forex shogun splatter picture above? Well that was only part of the picture. Once we launch [InternetProfitMentor.com](http://InternetProfitMentor.com), the shogun splatter will be widened to look like this:



I am showing you this picture so you understand that Robert and I actually apply the concept of “widening the shotgun splatter” to grow our empire online (we have a much bigger plan to widen the splatter even further). We chose Internet Marketing as our next major project because we felt that it would appeal to our existing Forex clients (because of the money making opportunity). We also chose Internet marketing because it helped us to widen our shotgun splatter. Another huge reason we chose to develop a complete Internet Marketing site was because we knew that we could deliver tremendous value to people in this market (for less than 1/200<sup>th</sup> of what we make in a month, you can learn all of our strategies to make as much money as you want). Keep reading to see why adding value is one of the most important things you can do to be successful online.

## **Add Value in Everything You Do**

A surefire way to be successful online (or in anything you do) is to add tremendous value to the market you are selling information to. You need to provide valuable information that helps to solve a problem or produces beneficial results. If people will get ten times the value out of your product than what you are charging for it, you'll be flooded with orders each time you release a new product.

If your product is truly valuable your customers will tell other people they know that you have an awesome product. You will receive awesome testimonials (which you can put on your website to help generate more sales). Word will spread about your product and you'll have plenty of visitors and sales if you create value with what you do.

Look at the [Internet Profit Mentor](#) website. As soon as it's released you can turn around and use these same principles to makes tens, hundreds, and even thousands of times your time investment in our course and keep all of the profits for the rest of your life. This is why you see the testimonials on our website and why we are making a lot of money online.

Another example can be found at [RapidForex.com](#). This site teaches you the absolute sexiest ways to make money by trading foreign currencies (you can go there and get a free course that blows away almost every other paid training on this topic). There are tons of traders out there who can use these techniques to make

big profits. If you can pay a few hundred dollars and be able to make a few thousand dollars a month, is that a wise investment? Of course it is.

[ManifestLife.com](http://ManifestLife.com) is another one of my projects that has done very well. This website helps people to consciously create their own realities and get exactly what they want out of life. This site enhances people's lives in profound ways (go get the free book and you'll understand what I'm talking about). If you could learn how to get more out of all of your life experiences and squeeze more pleasure and joy out of life, would that interest you? Would you pay a little bit of money for massive results? You'd be insane not to!

The three examples above are used to show you how I create value in the markets that I enter. These are websites that I've created with the principles taught at [InternetProfitMentor.com](http://InternetProfitMentor.com). If you simply go to this site & see how I've put the principles I teach into action, it will definitely benefit you. I don't need to make up 'fake' examples of how businesses need to look like, I can tell you to check out a real live website that makes 5 or 6 figures a month! Go to these sites and get the free stuff. You can also see what types of emails are sent. You can learn something by reading this stuff and seeing how I am marketing to everyone else.

In the courses found at [InternetProfitMentor.com](http://InternetProfitMentor.com), I show you ways to add value to your products. You don't have to be Leonardo-Davinci-ish when it comes to creativity. I'll show you how to reverse engineer everything so you 'appear creative' when you were just following simple paint-by-the-numbers techniques.

## **Under-Promise and Over-Deliver**

Here's a way to add value. Whenever you tell someone you are going to give them something, give them a little more as a surprise. IF you give them a lot more it's an even better thing to do. This applies to the free stuff that you give away, and the stuff you sell.

Let's suppose you sell an eBook on how to Pickle Eggs. People come to your website and see all of the examples of supremely pickled eggs. They see the testimonials of people who have made great pickled eggs with your book. They see a picture of the eBook and you tell them how great it would be for them to have your eBook. You then tell them that they are going to be extremely satisfied with all of your original egg-pickling techniques. You eventually get them to whip out their credit card and order a copy of your eBook for \$29.95.

When the sales process is complete they arrive on the download page to download the eBook they just bought. They might be a little nervous at this point because they don't know if you're a legitimate business or not so they are hoping that you have good information in your eBook. They go to download their Egg-Pickling eBook and they are absolutely impressed!

**They see the following message displayed on the download page at the very top:** "Thank you for your purchase. To show you my appreciation for trying out my pickled egg eBook I am

giving you this free unadvertised gift. [CLICK HERE](#) to download a free report on ‘how to pickle beets, carrots and mangoes using the same techniques taught in my best-selling pickled egg eBook’. This is your gift for free that I am giving you now as an unadvertised bonus! [CLICK HERE](#) to download my best selling egg pickling eBook.”

The customer has gone from not knowing if they can trust you to thinking you are the best value-adding business person they have ever dealt with. People like getting extra stuff for free. What the customer may not have known was that the free report ‘how to pickle beets, carrots and mangoes using the same techniques taught in my best-selling pickled egg eBook’ was originally a chapter in your best-selling pickled egg eBook, but you pulled it out and relabeled it a free bonus report as a way of over delivering.

A benefit of over-delivering is that the next time you sell something, the customer will expect something else for free as part of the package you’re selling. They’ll be happy to buy with the expectation of getting something else for free. They will remember that you always give more than what you tell them to in order to get the sale.

There are other ways of under-promising and over-delivering but you need to understand a critical point. There is a fine balance between this and between writing effective sales copy for your website. If you over-deliver too much, it means you aren’t mentioning all of the benefits you are offering your customer. You want to mention as many benefits as possible on the website so people will want your product. If half of your product is un-advertised it means that only your customers know about it. You

want to make sure you let your prospects know about 90-95% of the benefits you have to offer right on your website. The unadvertised bonuses could be the thing the web visitor is looking for, but they leave your site because you don't mention it.

## **Look for Non-Existent Information?**

Every time I get involved in a new topic of interest and start buying courses, books, tapes and attending seminars I always see holes in information that nobody is sharing. I start to see patterns of unanswered questions that are either reserved for an elite few, or just aren't being divulged.

When you look to market a unique product it would be ideal to get the answers to a few questions nobody else is answering. You can interview an expert to find out this 'secret info', or you can devise a way of achieving an outcome that nobody else is sharing.

If you can figure out what nobody else is teaching and deliver it to your market, you have got an awesome U.S.P.! It's not hard to find these areas when you are researching a new market. When I first started 4xtrend.com (which later became [RapidForex.com](http://RapidForex.com)) I noticed that nobody was teaching exact entry and exit methods for trading foreign currencies. All the other methods were completely subjective. I devised a few strategies that gave people an exact price to enter a trade, and an exact price to exit a currency trade. When my first Forex book hit the market it sold like hotcakes (so my partner Robert & I continued to release several sequels which revealed even more confidential information).

I also noticed that nobody had a complete Internet Marketing package from beginner to advanced that someone would be able to learn enough to begin Internet Marketing from scratch with no previous knowledge required but a seasoned expert would also be able to use to make more profits.

Look for information that would be of interest to your target market (remember, I teach you how to pick the right market in the [Target Market Tactics](#), which is in this eBook package) and then you can work to create a solution that contains the previously non-existent information.

**When you look for non-existent information,  
it doesn't mean that it doesn't exist.**

My definition of non-existent information is information that nobody is sharing (or is otherwise unavailable) within a specific price range.

The information may be taught at seminars costing \$2,000 or more and you may notice that it's not being taught in the \$200 price range. You can develop a course with the same principles and sell it as a home study course or eBook for \$100 to \$500. You'll be giving people valuable information at a fraction of the price. This is one technique for building tremendous value.

## **What's in it for Them?**

When you are trying to create and promote a product you have to understand what the people want in that specific niche market. If you happen to already be knowledgeable in that area of expertise you probably already know what the people want.

If you can appeal to the benefits that your product has (or will have) you will be much more effective at getting subscribers and sales. Don't you buy products because they are going to provide you with some type of benefit? Of course you do. It would be crazy to buy a product that didn't do anything for you at all (even giving money away does something for you).

People won't buy stuff unless they consider it to be more valuable than the money they have to pay for it. I know this is common sense, but you have to think about what they want when you are trying to market to them.

When developing a product or marketing plan, think about what you would want in that product and then build it in. The beauty of information products is that you can always add extra material to your products (then you re-release them as the 2<sup>nd</sup> edition and make even more money). A lot of time you will get comments from customers asking you to add new info, or answer certain questions in your next revision. When I came out with the second revision of my first eBook, all of the extra material was based on questions and comments from people who bought the first version. I then sold revision number two to the same people and they loved it! I gave them what they wanted (more content) and they gave me

what I wanted (cash). I also took these comments and worked them into my sales letter as benefits. The sales letter got more sales for me on a continual basis than the first version of it.

When you release new products you have to anticipate as best as you can to see what's in it for them. By adding the stuff that they want in your product you are adding value to the market and are increasing your probability of success in that market.

## **The First Commandment of Marketing Online**

If you are going to be making money online there is one commandment that you must follow. Other people will tell you this is optional or suggest that you do so, but I am telling you right now that it's an absolute requirement for your success. There is no doubt that with this principle you will make several times more money if you follow this commandment and will make significantly less if you ignore it. Ignoring this commandment is one of the most insane foolish things that you can do.

**The 1<sup>st</sup> Internet Marketing Commandment – “You can't promote anything online without first capturing the email address of your website visitors.”**

You shouldn't attempt to get even one visitor to your website without having a mechanism in place to capture the name and email address of the website visitors that come to your website.

Why would I make this a commandment?

Most people that come to your website the first time will not buy your product. They are just casually surfing the web looking for information and somehow they end up on your site. They haven't heard of you before and don't have any intentions of buying anything from you (of course some people will love your site and buy without flinching on impulse). Research has shown that it takes an average of 7 communications with a potential customer before they buy from your website.

If you capture their name and email address you can send them carefully planned marketing campaigns that ultimately lead them to purchase your products.

How do you collect email addresses?

The magic tool for this purpose is called an autoresponder. An autoresponder is an account that you subscribe to that manages your database of potential customers (people who submitted their email address when they were on your website). When you log into your autoresponder account there is a section where you can generate a signup form, you then place it on your website and people are now able to submit their email address to you, the autoresponder account records the name and email so that you can email to them any time you wish to.

That's not all the autoresponder does. You can preprogram messages in the autoresponder so that if someone gives you their email you can send them an instant message, one the next day, one 2 days later, one 5 days after that, one 30 days later, and so on... You can have 10 years worth of emails automatically programmed into your autoresponder account! When someone subscribes to your autoresponder they will automatically receive a 'sequence' of preprogrammed messages that you have set up in the autoresponder. Everything happens automatically and it's all managed from your autoresponder account. This is amazingly powerful.

You can also send a 'broadcast email' to your entire list any time you want (like when you release a new product – this is why I want you to plan for a sequel). Let's suppose you get 200 visitors coming to your website every day (an easy goal to achieve). Let's say that 20 of them subscribe (your site should at least get 10% signup conversion rate). After 1 year you will have 7300 email addresses in your autoresponder. At this point you can release your second book and send a 'broadcast email' to your 7300 prospects with a special offer. Let's say that 3% of these people are interested in your offer, that's 219 customers. Let's say that your new product sells for \$197, but you give them a 48 hour special price (for being valued subscribers) of only \$97. At the end of the blast you'll make  $219 * \$97 = \mathbf{\$21,243!}$  That's a nice weekend for most people!

It's even better than you think from the example above. The 7300 subscribers are still in your autoresponder. Just because you sold to them when you released your second product, doesn't mean you can't sell to them again. You can market to them again and again and keep making more and more money from these names. You

would see diminished results if you emailed a promotion to them every day (most people would stop reading your emails), but done tastefully you can keep selling to these people every few weeks.

There are some autoresponder scripts that you can get and upload to your website, but I am warning you to stay away from them completely. It is best to use an online-based account that lives on a third party server. For the autoresponder I use, [click here](#). This autoresponder is the best that I have found (I've tried several). It will cost you about \$16 a month, but it is the best investment you can make.

Why would someone give you their email address?

People really don't want to give their email address out at first. You have to give them an amazing incentive to give you their email address. The main way to get someone's email is to create a super-duper over-the-top free product that you give away in exchange for their email address .

You can also get someone to subscribe to your autoresponder by offering them a mini course of valuable information relating to your product or service. A mini-course can be anywhere from a 2-10 part series of emails that give people valuable tips, articles, or info nuggets that get people excited about the topic on your website (these messages also creatively sell your product).

The mini-course and free report can also be combined. Everything can be delivered by autoresponder immediately after the prospect signs up from your website. They'll be happy to get 'instant gratification' when they get awesome free stuff just by submitting their email. If the free stuff is worth reading, they'll also read your other emails (you want them to so they can see your marketing messages).

## **Three Main Ways to Get Instant Traffic**

You could have the best website online and if no one ever comes to it you won't make a cent. You will be competing with thousands of websites for the coveted prize – fresh, responsive, ready to buy visitors.

Don't be discouraged, there are plenty of ways to get traffic. There are basically three main categories. You can pay for traffic, send an email to your list to create traffic, or do a joint venture with another website owner in exchange for them sending traffic (you both split the profits from the sales generated by doing this).

If you're wondering which methods you should use, the answer is all three!!!

You should get traffic to your site any way that you can as long as it produce profits (I teach other ways to get traffic in the future [Internet Profit Mentor](#) courses).

## Buy Traffic

You can pay to have people show up at your website. Not only can you get people to your website, you can get people who are already interested in what you're selling.

If you are selling tennis shoes, you can have people who are searching for tennis shoes come right to your site. You can place ads to get these people on related sites or you can get the people searching for the exact things you are selling right from the search engine.

There are many places to buy traffic (too much to discuss in this book), but one important thing to mention here is google adwords. Go to [google.com](http://google.com) and search for something, anything. After you submit your search, you'll see the search results displayed on the left of the page. These are the results that google has logged in it's database from searching through all webpages they can find and determining relevance for what you're looking for.

On the right hand side of the page you will see a bunch of tiny ads under a category called "sponsored links". **Anyone can buy an ad there. That's right, anyone can buy an ad there.** Not only can you have your ad placed there (for any keywords that you use), but

you only pay when someone clicks on it. You pay \$0.05 and up for each click. Pricing is determined by bidding on the keywords you want to have your ads displayed on.

You can have traffic coming to your website 5 minutes after setting up an account at <https://adwords.google.com/>. There are other search engines that allow you to pay per click as well. They are grouped into the generic term **Pay-Per-Click** (PPC) advertising. There will be a lot of strategies for making a lot of money with this at [Internet Profit Mentor](#).

When you purchase traffic you need to track results. It's easy to spend a lot of money without knowing what's producing results. What would you do if you tried 3 different advertising sources and paid \$33.33 for each. You find that you were paying \$99.99 in advertising to make \$125. This would be 25% profit! You would be pretty happy. If you didn't track to see where sales were coming from, you would have to keep using all three sources. What if you were able to look closely and see these results:

- You paid \$33.33 for advertising source #1, which produced zero dollars in sales.
- You paid \$33.33 for advertising source #2, which produced \$58.34 dollars in sales.
- You paid \$33.33 for advertising source #3, which produced zero dollars in sales.

If you got rid of advertising sources 1 & 3 you would make \$58.34 from \$33.33, this is a 75% profit! You can now spend more money on this advertising source to make even more profits (I personally would spend a few thousand dollars on advertising through source #2).

If you couldn't look at where your sales were coming from you'd be forced to keep wasting your money on sources 1 & 3.

Through the use of software you can know exactly where your profits are coming from. You can abandon the advertising sources that you lose money and expand the profitable ones. The Internet allows you to track all of your results with laser precision. Every type of advertising you do should include some type of tracking and testing .

## **Email to Your List**

If you follow the 1<sup>st</sup> commandment of Internet Marketing your email mailing list will become your greatest ASSET over time. If you cultivate your own list you will have a source of cash on demand that you can tap into anytime you want to. You don't have to ask anyone's permission, you won't have to pay money for advertising when you send an email blast. It's your list and you can do whatever you want with it.

Emailing to your list will send a flood of visitors to your website whenever you want to. Having a huge email list is not the only thing you can do to bring traffic, but it certainly is the best way to get a lot of people to your site for a huge bang of sales.

Of course you won't be focusing on mailing to your list as your only source of traffic (if you don't get traffic to your site first, you won't have a list anyway). You want to use your list on a regular basis to capitalize on the recycling effect of traffic it has on your site.

Remember the sales process diagram? Here's how your email mailing list feeds the machine:



Notice that once you capture emails, they get recycled back to your website again. When they come back to the website they have another chance to either buy or leave. Since they've come back there is a better chance that they'll buy. If they leave, you can send them another email to get them to come back again. You can make them keep coming back until they eventually buy.

The biggest question I here when it comes to building a list is this:

**“How often should I send a promotional offer to my list?”**

This is a very good question. Thanks for asking it.

Everyone wants a short and simple answer to this question and there is no perfect answer that is 100% true all of the time. It really depends on a lot of different factors. It depends on the market you are in, what type of product you have, how much your product sells for, the average income of your prospect, and a lot of other nerdy stuff. I want you to understand that you need to experiment a little bit to see for yourself (as with everything in Internet Marketing).

I hate it when people give me open ended seemingly vague answers to questions like “it depends on a bunch of other factors.” I am going to give you the rule of thumb, but understand there are more things that you can also consider for more powerful results.

So do you want to know how often to promote to your list? By promote I am mean that you send them an email asking them to buy something.

There are two parts to my rule of thumb:

1. You can send a promotional email to your list as often as twice a month. I think that once a month is ideal to send people offers and for the markets I am in twice a month does not work for me. You want to send out some type of offer at least once a month, but not more than twice a month. If you want to send offers to your list twice a month (every 2 weeks) follow part 2 below.
2. In between sending promotional emails, send valuable content for free. This conditions people to read your emails because they realize that if they don't check their email, they will miss good stuff. There are plenty of reasons why you should send free content to your list (this should be a long discussion, but I'll give you the shortened version here). Sending content for free to your list builds trust. They trust you because they know you're giving them good stuff for free. Giving content away for free also helps people to get more interested in the topic of your website. If they are able to get more deeply into the concept of what your product does, they'll probably be more interested in taking it to the next level by buying your product. The biggest reason to send free content to your list in between promotions is that people get sick of messages that only try to sell them. Very few people would watch TV if it were purely commercials all of the time. The TV stations provide valuable content for

free (unique programming) so they can make money by showing the commercials.

I know there will be Internet marketers that will read this and say “I send promotional emails to my list 3 times a day and never send free content and I make six figures a month.” I wouldn’t argue with you. In most cases my rule of thumb given above will work well if you follow it. I follow the rule above myself. I know people who have different experiences. Until you get your own experience, trust my rules of thumb. If your experience tells you something different, then go do it that way.

You definitely don’t want to burn your list out. You want to maintain a nice relationship with them for maximum benefit over time. You can do some sneaky things to cash in dishonorably right now, but it would cost you a much bigger benefit than if you marketed to your list tactfully (but certainly don’t be afraid to market to them).

I’ll make another general statement. Again this is a rule of thumb and doesn’t apply to exactly every market. This is a rough estimate based on my experience.

If you build a list of 10,000 people who have been to your website and signed up for your list from your site and you treat them right, you’ll never have to work a traditional job again.

There are lists out there that you can buy. Someone out there will sell you so-called opt-in leads. When I talk about legitimate prospects, I am referring to people who found their way to your website and signed up from a signup form, pop-up, or other way of entering their email address to request more information. If they didn't signup from your website (or a website in the same targeted niche) they aren't a legitimate prospect. This doesn't mean these people won't buy from you, but you need to build the 10,000 people from driving traffic to your site.

Build the 10,000 people onto your list the right way and treat them right and you'll never have to work a regular job again. I was making \$150,000 a year off of a list of 4,000 people. If my list never grew beyond that point I could have made a decent income (by most peoples standards) off that list alone. Once you get to the 10,000 people mark, I don't think you'll ever go back to a traditional job (unless you actually want to). The bottom line is you'll be able to make choices based on what you want to do, not based on finances.

Now that I've got you convinced to build your own list, why don't you promote your stuff to other people's lists? This is called a joint venture.

## Joint Venture

Would it be nice to get other websites to send out emails to their lists endorsing your products and place valuable strategic links and banners on their website and you wouldn't have to pay a dime until they produced sales for you? Would that be nice?

When you do a joint venture you are doing exactly that. You contact other websites in markets related to the products you are selling and make a proposal to have them promote your products. You will offer to pay a commission (pay as much as you can, 50% is the best because you are splitting the sale with them).

You also have to make it as easy as possible for them to participate in the joint venture. They are probably very busy and might not have the time to do much work themselves. You need to prepare emails that they can send to their list, affiliate links for them to put on their site, and other promotional materials that they can use. You want to make it as easy as possible for them to make money fast (you'll also make money too).

You have to think about what your potential JV partner will be thinking about when you approach them (they want to make money, that's why they are in business). You need to make the deal as lucrative as possible so they say yes. The more money you can offer them (as a % commission) the better. They already have the mailing list and they really don't need you to make money. You have to convince them that they'll make even more money by promoting your product.

JV deals are awesome! I met my partner Robert through setting up a JV deal with him. I have done countless other JV deals and have made multiple six-figures doing so. JV deals really work, you just need to know how to do them.

If you are just starting out online, you can use JV deals to go from zero to hero in a very short time. Don't worry about not having any subscribers on your list yet. You can build a site and use JV deals to build your list (every time a JV partner sends people to your site you need to follow the 1<sup>st</sup> commandment of marketing online and capture the emails).

When you look for a new market to develop a product for you need to see the potential JV partners that you can use to break into the market. You can use JV deals to dominate any market you choose to enter (you'll receive JV endorsements from all of the established 'experts' in that market if you approach them correctly).

**The existence of JV deals is also why I teach that “there is no competition.” If you are in a market where there a plenty of people building mailing lists by using all of the traffic strategies known to man, that is not a bad thing. You simply offer to let them sell your product to their list and you split the profits. It's a perfect zero-risk ultra-high-reward deal for both of you. It's free for them to email their list and you only pay a percentage of the sales that are generated. The worst thing that can happen is no sales. You and your JV partner can also make a ton of money by sending out a simple email.**

JV deals are probably the fastest and most lucrative ways to send traffic to your site. There are specific strategies on how to get people to partner up with you and promote your site even if you are a complete nobody in that market.

## **Idea Overflow**

When I talk to people who are getting into Internet Marketing this theme always pops up. People always want to know “**Where can I get ideas for a website, target market, product, etc...**” In this chapter I’ll briefly explain why this is normal and how to deal with this.

I want you to succeed with Internet Marketing. I know that may sound cliché, but it is my hope for you to be supremely successful with everything I’ve prepared for you. I’ve poured my heart and soul into this website to give you actual stuff that has changed my life (and my bank account). I want you to succeed so much that I’ve also made a full course called [Target Market Tactics](#) to give you plenty of creative flowing ideas. Because I want you to succeed I have given you this course for free inside the package you are reading now (I seriously considered selling it, but I want you to have a real chance at success).

Read this chapter before reading [Target Market Tactics](#). Here are a few things you need to know:

One of the reasons why people getting into Internet Marketing don't know what type of market to get into (i.e. what subject matter to sell) is because they don't yet have a grasp on what Internet Marketing is. You need to understand the whole process from an eagle eye view to be able to determine what market to enter. The book you are reading now (**Perpetual Profits**) gives you this eagle eye view. Until you know how the whole process works, it's difficult to analyze what a good market is.

Another thing to keep in mind is that you don't need to be naturally creative. There are mechanical ways for imitating creativity. If you can implement a system that mimics creativity, you get the same benefit as if you are creative naturally. Research has shown that the only difference between people who are creative and people who aren't is that the people who are creative think they are creative. The people who aren't creative think that they aren't creative. Research has also shown that if non-creative people change their mind and decide to believe that they are creative, they will be creative.

If you want to be creative you just have to believe that you are creative. That's the secret!

Creativity is necessary in Internet Marketing, but you can become creative if you believe you are creative. I have developed ways for you to imitate creativity so you get the benefits of creative thinking. You need to be creative when creating your USP and developing your website and products.

Here is the most important concept for you to grasp to create an overflowing stream of ideas. You need to start implementing this concept today. You need to live your daily life thinking about Internet Marketing and what markets to explore. This will become much easier once you watch the [Target Market Tactics](#) videos. After watching these videos you now know about the basic Internet Marketing process. As you go shopping, to work, meeting with friends and family you will see new opportunities because now you have a way to market the information that you come across.

As you go through life you will begin to see things from a new perspective. You'll watch an infomercial and say to yourself "that would make a great website." You'll be at the bookstore and look at a book and say "that could be a whole website." You will start to get ideas flowing in abundance as you go through life.

You will get so many ideas that you will not have enough time to do all of them. My suggestion is that once this happens you should write them all down and then prioritize them according to how much money they will make you.

Once you understand how to create a profitable website and are constantly looking for new ideas you will have more ideas than you know what to do with. I call this idea overflow. It takes a little bit of effort to train your brain to see new opportunities. It requires effort to start spotting ideas for websites at first, but soon it becomes automatic and you'll get ideas from everything you see, read, hear or think about.

## Ideas are Cheap

Everyone has many ideas. I don't think that I'm going out on a limb to say that everyone probably has at least one good idea. There are even millions of people with tons of good ideas. Ideas are floating around and being shared through conversations, TV, web content and other forms of information transmission.

Ideas are everywhere. Ideas without action are a dime a dozen. I have over 10 notebooks completely filled with ideas. 90% of them will never be put into action. While these ideas aren't completely worthless, they aren't going to make me much money either (if I don't use them).

Most people do not act on their good ideas. I say they are cheap because there are plenty of "million dollar ideas" that aren't ever going to be used. Since they aren't going to be used they don't have the value that they could if they were only implemented.

Remember when I said that you have to "Take Action?" I put that theme in this book because it comes up again and again in life.

This theme comes up anytime you are faced with doing something. If something needs to be done you can either **do it** or **not do it**. If you don't do it, you don't get the benefit. If you do it you get a chance to get a benefit. Even if you try and fail you get a result. Results tell you **what not to do (the stuff that fails)** in the future and **what to do more of (the stuff that works)**.

Ideas are cheap and plentiful. One of your biggest responsibilities is to pick which ideas are the ones you need to act on and which ones aren't worth your time. There are only so many hours in a day so you need to pick the ideas that have the best potential to spend your time on. Through some simple research you can even test your ideas before you spend too much time on them.

## **Picking the Right Market is Crucial**

You need to make sure you are entering the right market. You could spend 6 months developing the perfect product for a market that doesn't exist. It would be an uphill battle to try and create a market for something new (computer manufacturers did this when home computers were first introduced). It is possible to create a new market, but this takes more time, money and risk than tapping into an existing market. This way you can ride the wave of a market that has already proven to be a success!

The easiest way to insure success is to jump into an already hot market. If there are already several people selling information to a specific market then you have a high chance of being able to do the same as long as you have a valuable product.

When you enter an established market you have the benefit of seeing everything that everyone else in that market has done. If you can make something different (or better) you'll have an awesome chance of getting a nice piece of that market's business (maybe most of it?).

Nothing is guaranteed. You could always pick a good market and do everything right and your product could fail. If you pick the right market you have the best chance of success. If you don't pick the right market you will almost certainly fail.

The nice thing about the Internet is that you can fail one day and you can try again the next day. You can put together a website in a short amount of time. You may have to try a few websites before you find your perfect "niche." The reward of having a profitable website is so intense that it is worth trying until you succeed. Winston Churchill said something worth mentioning here "Never give up, never give up, never give up, never give up..." This allowed England to defend themselves against the Nazis in World War II when almost any other country would have surrendered. Failure should not be an option for you. Keep trying until you have success.

## **You Must Have Passion**

To be successful you have to love what you do. Donald Trump even said so. It is not just enough to do something to make money because eventually you will get used to the money and will dislike what you are doing. You need to be passionate to be a real success.

Passion is also something that is attractive to other people. When you have passion for a certain topic it will naturally come out in your copywriting and in the products you sell.

Think about the topics you are already passionate about. Is there something that you already have passion for that could be developed into a business?

If you are already passionate about something then it will be easier for you to promote products in that market. You can take your existing passion and knowledge and get paid to share it with other people that share your passion.

**When you have passion it doesn't seem like work to build your business, you get paid for enjoying your passion!**

There is a success principle that says “**Do what you love and money will follow.**” With the power of the Internet you can let the whole world see that you're doing something you love (and you can charge people to access it). Most famous musicians, actors, artists and scientists were only doing what they loved. The money naturally flows to you when you are creating value. When you are doing what you love out of passion it is more likely that you are creating value that other people will want to get their hands on. When you show passion for something other people with that same passion will be magnetically attracted to anything you do.

What if you don't have a passion?

I think that you're probably passionate about something. If you can't figure out what your passion is, then find something to be passionate about. Maybe you're passionate about making money. I'm convinced that you can put together a product that shares that passion. If you don't have a passion that you think will make you money you can cultivate a new passion that will make you money. Most people are passionate about several things.

You can read this section about passion and think "this isn't important." The truth is that you can be somewhat successful without passion. Having a true passion will make you more effective, successful and happy with every website you create (and in all areas of life).

I have plenty of passions in life. Some are ones that I can directly use to make money, other ones are things that I just enjoy. Without thinking too hard, here is a list of my main passions

1. My wife (I better put this one first)
2. Learning of all types
  - Seminars
  - Home-Study courses
  - eBooks & regular books
  - CD's & MP3's

- Magazines
3. Making Money in General
    - Internet Marketing
    - Foreign Currency Trading
    - Other Investments
  4. Mathematics (I'm a math nerd. I do Calculus problems for fun sometimes.)
  5. Music (I love to listen to my favorite bands)
  6. Spending time with friends and family
  7. Going to the beach

I typed this list in about 3 minutes. As you can see not all of these passions center around making money. Some of my passions would be difficult to make an online business from, so I've developed passion for things that do make me money (see item #'s 2 & 3). Since I have a passion for learning I am constantly adding new things to my ability to make money online because I am exposing myself to new information constantly. Since I sell information for a living, it is vitally important for me to constantly digest new content.

## Stay Focused

I can guarantee that you will get into the middle of a project and will suddenly become sidetracked by something else. Life happens sometimes and can throw you off track. You need to keep working on a project until it is finished.

One of the reasons I mentioned the quote “You don’t have to get it right, you just have to get it going” is that you need to get a project out of your head, onto a piece of paper, and then onto the web as soon as possible before you lose focus and do something else. Once your project is on the web you will start to get results. Results will tend to keep you focused on the project. Money being transferred to your bank account will remind you about the project. When you see positive results you will be automatically encouraged to stay focused.

If you get some undesirable results (results that don’t make money) you will need to try harder to stay focused. Thomas Edison tried over 1,000 different times before inventing a light bulb. When asked why he kept trying every time he failed he stated “I just learned one more way not to invent the light bulb.” I don’t know if that’s the exact quote or not, but I like Edison’s attitude.

Another thing that will dilute your focus is idea overflow. You will probably get a really good idea for a completely new project when you are right in the middle of the first project. It may be tempting to drop the current project you are on and start on this

new “great idea.” My best advice would be to complete the project you are working on and get it out there so it can start getting results. In the meantime you can right down your new idea and spend a little bit of time developing the new idea. Once the first project is out there getting results, you can then begin the second idea.

New ideas excite me the most. Every time I work on a project I am tempted to drop it and begin a new one. My personal policy now is to write down all of my ideas all of the time. When I’m ready to do a new project I look through my idea database and I carefully select the one that I think has the greatest chance of success that I feel excited about working on. Usually the ideas I like the most are the ones that I believe will be the most successful. I am in this business to be free (free to work, eat, sleep, goof-off and do whatever, whenever I want to) so I only work on projects that excite me.

## **Your Own Million Dollar Idea Archive**

You will have good ideas that you’ll forget. I’ve had tremendous ideas that I thought I would never forget and I only remembered them for about 5 hours. You won’t have enough time to pursue all of your ideas and you will forget most of them over time.

You need to write your ideas down in an idea journal (nothing fancy a simple notebook will do). When you write down your ideas

you can then forget about them and be reminded about them whenever you want. Moments of inspiration will come to you where you will be writing as fast as you can and ideas will pour out of you.

I recommend buying a cheap notebook and keeping it within reach of you throughout your day. I work at home so I just leave my current idea journal on my desk in my home office. There are many times when I'll have a good idea while doing something else and I'll write it down in a notebook.

Over time you'll develop many new ideas. When you are stumped for ideas you can open your journal and have plenty of original thoughts at your disposal. Since you are constantly learning new things you will even be able to go back to your old ideas and refine them by adding your newfound knowledge to the vague idea you scribbled down.

I began using an idea journal when I first got into Internet Marketing over 3 years ago. I wrote down some vague concepts such as “complete Internet Marketing course” & “everything from beginner to advanced for Internet Marketing.” I had these ideas because I couldn't find a complete course (so I had to create it – see the application of finding non-existent info and creating it). When I originally started Internet Marketing I didn't consider myself an expert at it. I had to make over \$1 million dollars in sales in a year to finally feel like I was creating value by teaching what I know about Internet Marketing. So over the past few years of being an Internet marketer I would write down ideas that I had for the Internet Marketing course. All of those notes really helped me to create the entire course here, and at [Internet Profit Mentor](#).

Since I've gotten into the habit of opening a notebook when I had a rush of ideas. I can now open a notebook and the ideas will naturally flow because I've trained myself that when the notebook is open I become inspired. I write many things on paper first and then transfer them to a webpage (sometimes it's easier for me to use a pencil).

You can also record your ideas in a file on your computer. Microsoft Word and Notepad are great places for jotting down ideas. I use Notepad to record most of my ideas while I'm on my computer. When my computer is turned off I find it's easier just to grab a notebook.

Do whatever works best for you, but write your ideas down so you can have them forever.

By keeping your ideas together in a journal you will be building your very own Million Dollar Idea Archive. It will come in handy any time you need a new idea to get a project started, or to help a friend. You will have ideas worth many millions over time if you develop the habit of writing down all of your ideas now.

## **Ultimate Viral Marketing**

You've probably heard this before (to the point of it sounding cliché) but it is a very effective technique.

Give away something for free that people are allowed to, in turn, give away to anyone they want to for free, who can then pass it on to another friend for free, and so on...

This concept is called viral marketing because if it is done properly your 'free piece of info' can spread like a virus.

Why would it be a good thing if this happened?

If your free info were to "go viral" you'd have free advertising on thousands of websites and computers all enticing people to buy your product or service.

When I first heard of this concept about 4 years ago, I thought "This sounds good, but it's probably too good to be true. After all, who is going to actually pass something they got for free around to several people so that my 'viral info' can be spread around the Internet?"

I was skeptical of everything because I only trusted things that produced results. If it didn't put money in MY pocket, for me I was convinced it didn't work.

It was good for me to have a skeptical attitude because it forced me to prove that these Internet Marketing things worked. Don't get me wrong when I say that I was skeptical. I believed that all of this stuff was possible, but I needed to see the results for myself (the only proof is when you can go to the bank and withdraw your results).

After a year of sitting on the viral marketing idea, I decided to try it and see if it worked. I wrote a report called "Insider Secrets of Online Currency Trading." The report promoted my website by giving some valuable tips. This gave people a chance to preview what I had to offer, as well as promote me to other people if they enjoyed the report.

Through this viral report I met my business partner Robert Borowski. Robert was a competitor of mine (back then I believed that competition was a bad thing) at the time. He had a similar website selling similar stuff (we were actually quite different but we were in the same market so that's why we were similar). Robert had a resource section for his clients to download extra valuable reports and content that he made available. This was how Robert added value to his already awesome products.

Robert came across my free report and put it inside of his resource section as a free download for his customers. He didn't pay much attention to it at the time because I was his competitor. When one of his clients became interested in my website, he started asking Robert about me. This is when Robert introduced himself to me and we started talking.

We instantly hit it off and decided to do a joint venture. I wanted to sell his course to my customers. I had a list of about 5,000 people at the time (including prospects as well). I sent an email to my list and in about a week we made \$20,000 together. We decided to meet face to face because we were so excited about making so much money together so quickly. We met in upstate New York (we lived almost a thousand miles apart, so we met in between).

During that meeting we registered the name [RapidForex.com](http://RapidForex.com) and the rest is history. We realized that by combining our ASSETS we had a much stronger position in the Forex education industry. We're now partners instead of competitors. We now spend a few months together in Hawaii each year as we work to create new products and do bigger promotions.

This is how I know that viral marketing works. Not only did my free report go viral in the Forex world and make a ton of sales for me, it also introduced me to a JV deal, and the most lucrative partnership I have ever enjoyed.

The point is that viral marketing works extremely well if you do it right.

## Give Away Killer Free Stuff

The whole point of viral marketing is that people give your free stuff away because they think it's awesome.

You can't just write a 10 page crappy report and send it out and expect it to go viral. You need to release something valuable for free. Maybe you release a course that contains as much info as another course selling for \$100. This would be valuable content that could go viral. The bottom line is that people have to think your free stuff is completely amazing for them to pass it on to their friends.

The report doesn't have to be extremely long, it just has to be good. If it's long and good it's even better. People will perceive a longer report or course to be more valuable because it is longer. If you expand an idea that you could fit on a page into a 100 page eBook, it is certainly more valuable because it thoroughly explains your concept.

At [RapidForex.com](http://RapidForex.com) we give away the "Insight Trader Package." [If you want to check it out you can get it [here](#)]. On the Rapid Forex site our main headline for this package is "Thousands of dollars of FOREX training for you **ABSOLUTELY FREE!**" This course really lives up to the tagline. It contains several hundred pages and teaches stuff that was previously only available to people who attended seminars costing between \$2,000 to \$5000. This package is far better than anything else being offered in the price range of a few hundred dollars and we GIVE IT AWAY FOR

FREE!!! We do this because we understand that if we give, we get. We didn't start out with a free package as good as this. We started with small free reports and we kept adding to it until we had a free package. We'll keep growing and adding to it until it becomes even bigger.

## **Make it Brandable**

Write a free report or develop a free course. Make sure it's completely awesome. Then allow your competitors to brand the book with their affiliate links. You can have them give away a free copy of your viral stuff and if anyone clicks on a link inside the book your competitor will get a commission.

Why would you want to do this?

Think about what the competitor gets from giving your book away for free. If they couldn't earn a commission they would be giving you free advertising. This could happen if your report was absolutely the best free report ever written. Usually your competitors will not want to promote you for free.

If you allow your competitors to distribute copies of your free report embedded with their affiliate links for your product, not only will they distribute your free report, but they will also make sure their customers and prospects download and read your viral

material (so they can become interested in your website and become your customer).

## **There is no Competition!**

By offering your \*competitors\* an opportunity to earn money by promoting your product in addition to theirs, they have a chance to make more money by promoting you than if they didn't.

Once you start to work with some of your \*competitors\* you'll find that you can make a lot more money by working to promote each other than if you both try to do everything alone.

### **Instead of having \*competitors\*, you have partners!**

It's a fact that your customers will buy from other people too. Have you ever bought multiple products that provided the same (or similar) solutions? Of course you have. Information marketing is no different.

Instead of badmouthing your so called \*competitors\* (this only makes you look bad when your \*competitors\* products are actually good) you can earn money by saying "If you loved my book on dogs, be sure to check out Jim's book on cats." You earn money by promoting Jim's book, and he earns you money by promoting your book. By working with Jim, you now have 2 extra income streams. First you make money as a commission by promoting his product, and second you make money by him

promoting your product. Jim's happy to do that because he now makes two new income streams.

From this point on there is no need to refer to \*competitors\* (I put the \* before & after the word because I really don't like it at all), instead I think of them as \*potential partners\*. Go back through this book and replace the word 'competitors' with 'potential partners', it's a more profit-conducive way to think about these people.

Not every one will work with you like this. Some people won't promote another product under any circumstance (I can understand this mentality, there is more money in selling your own exclusive products). Some people won't promote you because they don't like your product, or because it's too similar to theirs. This is ok. You can find people to work with if you approach them right.

A big word for doing JV deals and setting up cross promotions is reciprocity. A potential JV partner will be more excited to hear your plans for promoting them than in earning a commission by promoting your product. If you do something to promote them in return for them promoting you, you'll have a better chance at getting them onboard with the promotion.

To keep your reputation good, you shouldn't promote someone else's product just for the commission. Make sure their product is good before giving it your endorsement. I will let anyone promote me, but I'll only promote products that I believe add value to the customer.

## **Exaggerate What Works for Others**

Here's a big concept that can make you a lot of money online:

### **EXAGGERATION**

This principle is simple. If you see someone doing something successful in a market that you want to dominate, just exaggerate what they're doing.

Here's what I mean:

[RapidForex.com](http://RapidForex.com) is arguably the best foreign currency (Forex) trading course in existence. We teach more unique techniques than any other course and we also teach all of the stuff that everyone else teaches. We didn't accidentally become the best in the world. We followed the principle of exaggeration.

We noticed that other Forex websites were offering a 5-10 part mini course on Forex trading for free on their website to get people to give them their email, we exaggerated this and developed a 20 part eCourse. We also noticed that people were giving away a free 10-30 page report that taught people about the Forex. We

exaggerated and developed our free course to be several hundred pages and better than most courses selling for \$200-\$500! While other people in the Forex education market were selling one strategy as a complete system, we included 30+ in a package of complete training.

We noticed what other people in our market were doing successfully and then we just did it on a bigger scale by exaggerating what they did. The principle at play here is that if someone is doing something with success online and you do it twice as good, you'll make at least twice the money they do (often you will see an exponential difference).

Through competitive research you'll see what other people are doing in the market you wish to conquer. If you do it better than anyone else in that market, you have a high probability of having massive success in that market. Most people selling products in that market will not do the work to take back the crown of being the best in the market (it's easy to rest on your past success in the Internet world). If you put in the extra effort required to have bigger, better and more exaggerated content than the rest of your market, you'll clean house.

## Understand the Backend

An introductory lesson on Internet marketing would not be complete without convincing you that the backend is where you'll make the most money online. **The backend refers to the money you make off of people who have already purchased your initial product by selling to them over and over again.**

Did you think that all you were trying to do was to get one sale? No, no, no... Once someone buys from you they are more likely to buy from you in the future. Getting the first sale is the hard part, once you have a small army of loyal customers you can sell to them over and over again. If you do it right, they'll beg you to sell them more stuff (because you'll be adding value to their lives).

The backend is beautiful. A lot of marketers are willing to break even (or even lose money) to get the initial sale. This is because they understand that they'll make even more money on the backend once that initial person becomes one of their customers. When you understand the backend, you'll understand that if you break even on getting the initial sales (in other words it costs you the same money to make a sale as the sale brings you in revenue) you're actually still making a lot of money.

When the front-end pays all of your bills and still makes you a nice profit, the backend just becomes gravy money. You can email to your previous customers any time you want. When you launch a new product there will be an instant explosion of sales.

Let's say you sell a \$97 product on your website. Let's also assume that 5 people buy your product each week (I'm being conservative here it is possible to do much more). After 6 months you'll make \$12,610 because you made 130 sales. You then decide to launch another product that you quickly produce. You sell the new product to your old customers for \$149 for 2 days only. Let's assume that 20% of your customers buy the new product (you treated them well and gave them a good product the first time). So you sell 26 new products in only 2 days. This would result in \$2,522 in only 2 days! That's over 5 weeks of your normal sales all in just 2 days (do you see why I told you to have a sequel in mind?).

That's not all, now you can pre-program a special offer into your autoresponder for everyone who buys your first book. You can set it up so that a few days after they buy your first book an email will be sent with a special offer to buy the second book. When you do this you will now have an automatic backend upselling system that will increase your SPV, which puts more money in your pocket!

You'll love the backend once you are in a position to take advantage of it. If you're just starting out you will need to focus on the front end at first, but it won't be too long until the backend will make you some serious money.

## **This Information is Priceless, Do Nothing and It's Worthless**

I hope you aren't one of those people who reads the last section of the book first, because you missed some good stuff that I really wanted you to get a grasp on before embarking on your Internet Marketing endeavors. If you haven't read every word of this book, please do so right now.

If you've already read every word of this book I want to give you a 'Virtual Pat-on-the-Back.' Good for you. I'm excited for you because I haven't just given you useless theory. I've put you on the path to actually do everything I've talked about in this book.

**This Information in this book is truly Priceless, Do Nothing and It's Completely Worthless.**

I didn't write any words in this book to waste time. I wasn't exaggerating about the value of taking action. Success will only come through your own deliberate action. You will not just magically become successful. Do the things this book talks about and you'll be ahead of 99.999% of everyone else trying to make money online.

I'm also glad to be able to have a complete Internet Marketing course in place for you to take the next step. I've looked high and low and haven't found a course that teaches from beginner to

advanced Internet Marketing concepts. Most courses are either too beginnerly and don't have enough meat for success, and other courses assume you already know tons of stuff in order to apply the concepts. It is usually up to a sophisticated few who either build the bridge in their mind between super-basic concepts and ultra-sophisticated growth strategies.

I have always wondered what the success rate would be of someone who went to a search engine and typed in "Make Money Online", like I did 4 years ago. Knowing what was out there prior to the release of [Internet Profit Mentor](#), I know it was bleak.

Back then I wanted an [Internet Profit Mentor](#) type site to accelerate my results like a nuclear reactor. Now you have full access to multi-million dollar strategies that I have learned and used myself for massive profits.

Your next step is simple, read [Target Market Tactics](#). This book will show you exactly how to find the right market where there are plenty of people starving for information. People that will anxiously await your next product release. People that will pay thousands of dollars over their lifetime consuming your information products. These people will praise you and love everything you will do. Would this be a good prospect base to have? I'll show you tons of techniques for finding the right market to create information products in. I'll show you how to stack the odds in your favor so you have an increased chance of dominating the niche. You'll be able to pick the right market so you can widen your shotgun splatter until you build a vast Internet empire.

After you finish [Target Market Tactics](#), just work your way down the list of courses found inside of your package. If something looks especially appealing, you can peak ahead. Although most topics are easily understood alone, the courses are designed assuming you will follow them in order (for the most part).

I wish you good luck and look forward to interacting with you in [Target Market Tactics](#)!

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