

Richard Legg's

Succeed In 30 Days

**"How Anyone Can Start Making Money
Online In A Month... Or Less"**



Brought to you by:

Patricia Lewis <http://www.informationonlinecenter.com>

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<http://www.SucceedIn30Days.com/vip/?code=21102>

Introduction

Hi There!

First of all I'd like to take the opportunity to welcome you and thank you for reading this book. It really is one of the most important books you will ever read. I do not want you to think of this as just another eBook – It is a complete step-by-step course for setting up your own online business.

In this book, you'll learn methods that have the potential to make you up to \$5,000 a month or more. These techniques all work. I have used them and proven them myself. Now, I'm not going to guarantee that you'll make XX amount of money, because I cannot. What I can guarantee however, is that these methods work, so if you use them, and use them correctly, there is no reason why you cannot be successful too.

Before we start, I want you to make a commitment, to yourself. Commit that you will use this book and implement the strategies presented in it. There is only one rule in internet marketing and that is You **MUST** take action. All too often, I see people spending \$47, \$97 or even \$297 on products/ebooks to make money, and all they do is read them, put them down and never do anything else with them. What is the point??

These are the same people that turn around and say that these programs are ‘scams’. The truth is, there are people from all over the world, from all walks of life, of all ages, making a living from the internet. It is possible, in fact very possible for You to do the same, you just have to make that commitment to yourself and see it through.

It actually took me several years to make any kind of money online. I don’t have any experience in sales or marketing, I don’t have any special business skills; I’m just an ordinary guy who has, over time, learned the ‘real’ methods to making money.

When I first started my ‘internet marketing dream’ I got burnt, and not just once. I spent hundreds of dollars to join programs that promised to make me thousands a month, and the results.... well there were none.

One of my reasons for giving this book away is that I want to share the information that I have used to build a successful online business. You have to be careful when anyone claims they can make you money. There are far too many scams and scam artists who are willing to take your hard earned cash. Many of them have professional looking sites and prey on people who are desperately searching for the answer to ‘infinite riches’. By giving this information to you at no charge, you can save yourself being ripped off and also examine whether or not you have what it takes to succeed in internet marketing.

If you are looking to get started quickly, we have put together a collection of tools that I believe is one of the best available online, and an amazing value. If you don’t want to spend hundreds of dollars on useless products, then you can get these essential tools in one place, for a heavily reduced price. It is only accessible through the **SucceedIn30Days.com** members’ area, so login and click on the ‘**membership**’ link and follow the instructions there to upgrade to ‘**Platinum**’.

<http://www.SucceedIn30Days.com/vip/login.php>

Getting Started

I'm going to start from the very beginning, so I apologise if any of you read this and feel that I am going too slow. This book is meant to be accessible for everyone who reads it, whether you are an internet newbie or a marketing pro.

What you want to do first is to set up your own email account that you can use for your online business. Even if you have an email address that you use to communicate with friends and family, it is better to have a separate one that you can use just for business purposes. There are plenty of free ones available. I personally use web based email like hotmail or gmail. That way, I can still check my email, even if I am away from my computer on holiday or at a conference etc.

One thing you should do with any email account you use is to put a signature file at the end of it to advertise your business or product. This way you get free advertising with every email you send. If someone gets that email and forwards it to someone else, they too will see your signature file, and soon it can spread virally across the globe. Do you remember when Hotmail first came out? Every email that was sent with Hotmail had a little signature at the end of it that read something like

Get your free email account now

<http://www.Hotmail.com>

The effect of this was that people saw the signature and they wanted to get the free email account. So, they signed up, started sending emails, and even more people saw the signature from their emails. The result was that people were signing up at a faster and faster rate. Pretty soon, Hotmail had millions of users worldwide and became the biggest web based email service at that time. And all they did was add a couple of lines to each email that was sent out. Do you see how powerful this can be?

If you don't have your own product or business yet, you can still use this technique to promote your SucceedIn30Days affiliate link. Remember, you'll get \$50 for every person that joins the site and upgrades. This can be a great way to get started and generate some income. Here is a sample signature you can use in your email starting right now, just add in your affiliate link at the end. An email signature should not try and sell the product, it should just give enough information to wet the appetite of the reader so that they visit the site. Let the sales page do the selling. Take the time to change your signature **right now**, so that it will begin working for you immediately.

Get a Free Internet Marketing Course worth \$197
using this VIP link. (Limited Places available)
<http://www.SucceedIn30Days.com/vip/?code=21102>

Your Own Website

Obviously, if you are going to try and make a living online, you are going to need a website right? But how do you go about getting one?

The first step you need to take is to register a Domain Name. The domain name is what comes after the "**http://www.**" in any internet address. A domain can have lots of different extensions, such as "**.com**", "**.ws**", "**.net**", "**.org**" and so on. When choosing your domain name, I would suggest trying to get one that ends in ".com". After all, a lot of times people will not remember the extension and will just use ".com" as it is the most common one to use. So, if you had www.YourDomain.org, and someone else had www.YourDomain.com, there is a good chance that they could end up typing in the .com address and go to the other site rather than yours. This is NOT good!

If you can't think of a domain to use just yet, try using your name! It is becoming more and more common place for online marketers to have their own site based on

their name. On this site they can have links to all their different sites. So even if someone doesn't know a particular site of yours, but knows your name, they can go to www.YourName.com and read all about you and your products. This is also important for branding and is something I will explain in more detail later on. So where do you register a domain name?

One of the cheapest places to register your domain is www.NameCheap.com and their domains start at about \$8 per year, or even cheaper if you register them for a longer period of time.

Side Note: This brings me on to something that is very important. If you want a successful online business, you *are* going to have to invest some money. Just like any business, there has to be some outlay at the start for 'raw materials'. The advantage with an online business is that the start-up costs can be very small compared to starting up your own business in the real world. So if you have any illusions that internet marketing will make you lots of money, without you ever spending a penny, then maybe you should go away and rethink things. If you can accept that what you are making is an investment, and are happy with that, then you have the right mindset to be successful.

I will try to provide you with free services wherever possible, although there will be mandatory services you need to pay for like web hosting. In these cases, I will recommend the products that I use personally, or ones that give YOU the best value.

Obviously it's up to you which ones you go for, but I'd recommend you go for the ones I suggest if you want to have similar results as me.

I hope that this does not put you off. The truth is, if you want to have a real business, you have to treat it like a real business. If you treat it like a hobby, then that is all you will ever make ... hobby money.

Once you have your domain name, you need to 'Host' it somewhere. A hosting account is basically like paying rent for your website. You probably don't have a server to host a website, so you have to rent that server space from a company. There are lots of different hosting companies on the web, some are free, some are cheap (about \$9.95 per month) but have very limited features, and there are very expensive ones, right up to dedicated servers where you have a whole machine dedicated to running your site. These cost up to \$200 a month or more.

If you are starting out, you definitely don't need a dedicated server, but you shouldn't go for the cheapest one either. One of the best hosts I have found online is [HostGator](#).

More than just regular hosting, they actually give you an incredible number of tools for you to use, as well as a dedicated and easy to use control panel. I personally use this hosting company and have never had any problems with them.

With just their "Baby" hosting package, you can host an unlimited number of domains for only \$9.95 per month. That means you could have 1,000 websites and only pay \$9.95 per month for all of them. My advice would be to sign up with them straight away. If you sign up [HERE](#) you can register a domain at the same time.

PLUS, right now, if you enter the coupon code **hgc25** you can get your first month for only \$0.01. The great thing about them is that they don't have a minimum contract so you only pay monthly, and using the coupon above, you will only have to pay 1c for your first month so that you can try it out.

Success Tip:

Even if you already have your own website set up, I would still recommend visiting [HostGator](#) to see if they could save you money and to check out all the scripts, tools and features you'll get.

With 1c first month, you have nothing to lose.

Your First Site

The first thing I would recommend is getting some practice in designing a webpage. To do this you are going to need a HTML editor. HTML stands for Hyper Text Markup Language and is the code that the internet page is written in.

There is a great free editor that you can download from www.NVU.com and is a WYSIWYG editor. This basically stands for What You See Is What You Get, meaning that you can design the page as you want it to look, and the code is generated automatically. If you've ever added coloured text or images to your email in Outlook, then you have used a WYSIWYG editor, and the NVU editor is just as easy to use as that. Click [HERE](#) for the direct download link.

If you open up the NVU editor, you should see a blank page which you can design your webpage on. At the bottom of the page there are four tabs:

“Normal”, “HTML tags”, “Source”, “Preview”

If you click the “Source” tag, you will see all the HTML code that makes up the webpage.

There are several ways that you can make money using your first webpage. One way is by promoting your SucceedIn30Days affiliate link. In the members area we have provided you with the HTML code to different promotional images and banners.

For a practice site, open up a new page and type a bit about yourself. Tell people who you are and what you do. Then, at the end you can add a link to your affiliate page. Once you have finished the text, click the “source” tab, you can then paste in the HTML code we give you. If you click back to “normal” you will see the page as it will look on the web. All you need to do now is save it. If it is going to be your main page, I would recommend saving it as **index.html**

With your first page ready, you are going to need to upload the page to your site so that the millions of people around the world can see it.

Uploading to the Web

To upload files to the web, you need an FTP program. FTP stands for File Transfer Protocol. Another great free tool you can get is at www.SmartFTP.com I use their software and it is incredibly easy to use.

You will need the website address and your FTP user name and password (you get this with your Hosting account). In the bars across the top of the screen, you type in those details and click the green arrow to ‘go’. The software will then connect to your site. Transferring files is as simple as copying and pasting, just like with normal files on your computer. You can even create folders, move files etc. If you put the **index.html** in the main folder, then to get people to go to your site, you would use the address: <http://www.YourSite.com> . You don’t need to add the index.html to the end of it, since the browser automatically looks for the index file. However, if you had a file called **products.html** the address would be www.YourSite.com/products.html

As I mentioned before, you can also create folders. When in the FTP program, if you right click in the main folder, you will see an option for ‘New’‘Folder’. One that I use personally is the ‘Recommends’ folder. I use this when promoting new products. Instead of promoting long affiliate links, I create a folder called ‘Recommends’, then a new folder for the program e.g. ‘Product’ so that the address looks like this at the end.

www.MySite.com/Recommends/Product

If you have your own name as your website name, this is a very good way of promoting. People are more likely to click on a link that looks like a genuine recommendation, rather than an ugly affiliate link that looks like:

<http://www.Website.com/affiliates/cgi-bin/?aff=89732&?product=1>

And the more clicks you get, means the more money you make 😊

We've also included a set of website templates for you to use free of charge:

<http://www.succeedin30days.com/templates.zip>

Selling on your website

The next thing you need to do is to have something to sell on your website. When I first started, I didn't have my own website, I didn't have my own products and I was simply trying to get people to buy other people's products for a small commission. Unfortunately that didn't get me very far, and it wasn't until I realised that I needed to have my own site, selling my own products that I started to make any money.

There are a few approaches you can use here. One is to create your own products, another is to sell other peoples products, and a third is to get private label licenses to products so that you can brand them and put your own name on them (this is the most profitable, but generally it is the most expensive)

Creating your own products

If you have any programming experience, you may be able to create your own products. Chances are though, you're not a programming whiz (neither am I). In this case, there are also places online where you can pay to have products created for you. Sites like <http://scriptlance.com/> and <http://elance.com/> are sites where programmers bid to create your product. The basic idea is that you submit a project, and then different programmers will give you their price to complete it for you. Sometimes the cheapest bid is not always the best, so you should check out each potential bidders' CVs to see some of their other work before committing to it. However, these sites are

great places for getting software applications developed very cheaply, which is ideal if you are on a limited budget.

Software is not the only thing you can sell online. You can also write an eBook about anything. As long as people are interested in a certain field, then you can create a product. If there is something that you are particularly interested in then you can write an ebook about that. The great thing about ebooks is that there is no physical shipping involved. All you do is send buyers to a secure download area after they pay you and they can download it instantly. You can take sales 24 hours a day, 7 days a week when you have your own website and product set up. Many online marketers start by creating their own product like this, just by writing about something they are interested in. It's true that if you are passionate about something, and know a great deal about a certain topic, then you can create a high quality, fast selling product.

Selling other peoples products

Obviously, a lot of people online can't create a product or two every week or so, its just not possible. One of the keys to my success in internet marketing was selling products that I had acquired resale licenses to.

A resale license allows a person to take someone else's product and sell it on their own website, keeping 100% of the profits. Generally resale licences cost 2-3 times the cost of a product. So if someone has a product selling for \$97, you may be able to buy a resale license for \$197-\$297 and this usually comes with a ready made website for you to use. This may seem like a lot, but you have to consider that this is a one time fee and you get to keep 100% of every sale you make. So you only need to make 3 sales of the product to break even. Every sale after that is \$97 pure profit and you keep every penny. Pretty neat huh? ☺

This was how I started out making a significant amount of money online. I bought a bunch of resale rights products, uploaded the ready made websites, and started promoting. Pretty soon I was making \$400-\$500 a week, and I still hadn't had to create my own product! When the sales started coming in, I would take some of my

profits and reinvest it back into my business (this is ESSENTIAL in my opinion) to buy more products. This helped me grow my business, my reputation online, and most importantly...my bank balance!

You have to know what kinds of products to buy though. It's no good buying products that people don't want, or that are overpriced. The way I judge is this: I ask myself "Would I buy it if I saw the site?". Put yourself in the buyer's shoes. If you get excited about a certain product, then chances are that other people will too, and you're likely to be able to sell it on your site successfully.

Success Tip:

If you don't know where to look for resale rights products, or don't know which ones are good ones to sell, we have put together a huge package of over 300 quality products, with ready made sites at a very low price. This price is only available to members.

All you need to do is login to the members area, click on 'membership' and upgrade to 'Gold' or 'Platinum'

This is a One Time Price and the products are yours to keep and sell forever.

<http://www.SucceedIn30Days.com/vip/login.php>

If you have no experience in product creation, or simply don't have the time, resale rights products are the ideal products to get your online business off the ground. If time is an important factor, and you want to establish your business quickly, then this method takes all the time, expense and headaches away from trying to create your own products.

Once again, I would recommend that with any money you make, you should reinvest anywhere from 25%-50% BACK into your business. This is essential in my opinion and will help you grow your business quicker. You have to keep moving forward in business. Look at Coca Cola or MacDonalDs. Their companies are huge, everyone knows about them, but they still constantly come out with new flavour drinks, or different Happy Meal Toys. This is key to their success and is just one of the reasons for their market domination.

Private Label Products

The final type of products I am going to talk about are ones where you receive Private Label licenses. So what is a private label license?

Essentially it is a resale license but with HUGE advantages. A simple resale license means that you can only sell the product in it's original form, with the original developer still retaining all the copyright etc. A private label license means that YOU get full rights to the product. You can put your name on it, you can customize it, you can change the name of the product, practically anything you want. Essentially this is the best type of license you can obtain, but because of that it is also the most expensive. Whereas resale rights licenses could cost up to \$297 for a \$97 product, a private label license could cost anywhere from \$497 up to \$997!

So why is it worth getting private label products?

That's a good question, but it is better answered when you realise that the sales process isn't just restricted to the product website. Here are a few things you can do when you have a private label license to a product:

- Put Your name on the product: Increase your reputation and get people to know who you are.
- Sell the product as it is on your own website.
- Add links to your other products, within the main product. For example, if you have a private label ebook, you can edit the book and add in links for all your other products, thus making you more money.

- Sell licenses to other people. You could start selling resale licenses to other people for big \$\$\$\$. That way, they promote your product, but even though they keep the sale, you can still have your links embedded in the products – so you get those sales.
- Sell customized versions to people. You can sell them a private label version with their name and company info etc. You can charge hundreds of dollars for each private label version.

Do you see all the different ways that you can be making money with a private label product? Even after the first sale is made, there are still lots of ways you can make even bigger sales afterwards.

The unfortunate thing is, the only way that you can have this type of leverage with a product is if:

- a) You create it yourself. This can cost thousands when you consider paying a programmer, web designer and graphic designer.
- b) You purchase a Private Label license for the product, but as I said before, you could pay up to a thousand dollars for just one license. Even though it is easy to make the money back, it is still a lot to have pay upfront.

Fortunately, there is a way that the average person can get private label products without spending thousands of dollars. The site below is one that is not largely advertised online. Not a lot of people know about it. But nevertheless, it is a GREAT resource. The following link is **exclusively** for members of SucceedIn30Days, so *please* do not share this link. I cannot emphasise that enough.

If you are interested in learning more about how to leverage thousands of dollars from private label rights, visit this page. <http://www.SourceCodeClub.com/30days.html>

Most other products recommended in this book were compiled into the upgraded membership, so that you can get everything in one place, at one low price, but this one is too exclusive that it couldn't be added.

My advice is to get this one if you can. If you do, you'll have a huge head start with a whole suite of products and your own instant online empire.

Growing your business: Promotion, advertising, and more.

Congratulations on making it this far. By now you should have your own website set up and something to sell on it. With all this in place, we need to discuss how you are going to get people to come and see your site. Even with the best pulling sales letter in the world, if you don't have visitors, you won't make any sales.

The list of various techniques for traffic generation is almost endless, so much so, that I could write an entire series of books and still not come close. What I will do, is to discuss the techniques that I use personally, and that I know to work well.

But first, do you know how many times the average visitor has to see your site before he/she buys? One, maybe two? The answer may surprise you.

The average buyer needs to see your site a total of **SEVEN** times before they'll buy from you! I know, it sounds incredible, but think about it... How many times have you tried to get people to join a site you've been promoting? How many times have you got visitors that visit, never join, and never see it again?

When I first started online, I put all my effort into getting visitors who only happened to see my site once. They didn't buy, and with the internet being such a fast paced world, they moved on to another site and forgot all about mine. As you can guess, I didn't make much money until I figured this out. Once I understood what to do, my income literally tripled within weeks.

This next tool that I am going to share with you is the most important tool to me, second only to my website itself. What is it? An Auto-responder.

For those of you that are unfamiliar with the term, an Auto-responder is an automated email system. If you can get someone to enter their name and email on your site, you can use the auto-responder to send a series of prewritten emails to that person. The benefit of this is that you can continue to tell them about the benefits of your site, get them to come back over and over, and hopefully they will eventually join or purchase.

Remember, it takes several visits for a person to buy from you, only about 10% of people who join will do so on the first visit. Without an auto-responder, you could be losing up to 90% of sales! Stop for a minute and let that sink in. You could make up to ten times more money by using an auto-responder!

There are several providers online such as Aweber.com and EmailAces.com, but the one that I personally use is [GetResponse](#) and as well as being feature packed, they also have the option of a free account. You can sign up free today and set up your first auto-responder. Just click [HERE](#) (Alternatively, the [Third-Sphere](#) hosting package comes with it's own autoresponder)

They have easy to use tools that enable you to create a simple Opt-In form on your website. You just paste the HTML into your site and get people to visit. If you give them a free gift to enter their email, you will find that a lot of people will soon be joining your list.

This is also an important factor in internet marketing – You need to have a list. You may have heard this before, but many experts say that you can expect to make about \$1 per person on your list every month. So, if you have a list of 1,000 people, you should be able to make about \$1,000 per month, just by promoting to those existing people. If you have 10,000 people on your list, you could generate \$10,000 every month! If your list is one hundred thousand... well you get the idea ☺

These are not guaranteed figures, and your results will vary on how well you build a relationship with your prospects and what products you promote etc. But it does go to show you how important it is to build a list, and an auto-responder is essential for this purpose.

Another great thing about auto-responders is that they are not only completely automated, but you can personalise them as well. Imagine if you had a list of 10,000 and had to send a personalised email to all of them! With an auto-responder, you just put in a tag like {First_Name} and the software automatically inserts that persons name in the email message. It may seem simple, but personalising a message can

have a dramatic effect on whether or not people will open and read your email. If they don't open, they're not going to visit your site!

Free Advertising Methods

I don't want to spend too much time on free advertising methods. To be honest, by their very nature, most free methods attract people who are not willing to pay for advertising. And if they're not willing to pay to advertise their own business, do you really think they're going to be interested in buying anything from you??

There are literally millions of sites online that promise you "Advertise to millions" and "Get your site on 250 Million websites – Instantly!". They sound very appealing, but they don't work. The problem is, that thousands and thousands of other people have seen them and had the same idea about putting an ad for their site up. Eventually, it just becomes a sea of useless ads, with people trying to peddle "the next big thing".

I recently had some guy send me a very angry email telling me "Your program sucks!! I haven't made one sale! I'm never listening to a word you say again!!!" and then there were some expletives in there too, that I'm not going to repeat here. When I tried to find out what he actually did, he told me that he placed over 2,500,000 (that's two and a half million!) FREE ads. Of course, he didn't go to two and a half million sites and place ads, he just used one of those free for all submitters. What really got me though, is that in the members area, I advised him that free ads don't work, and also gave him a big long list of where you could place paid ads for very cheap. He simply didn't take any notice of what I had said, and then got *really* angry when all those free ads didn't work...just like I said they wouldn't! This goes back to what I was saying at the start of this book, about making a commitment to yourself to implement the strategies here that *do* work. Otherwise, you could spend forever trying to use free ads and never make a penny. In contrast, there were other people in the above program who took my advice, placed some very cheap paid ads, and were able to turn a \$20 ad into \$200 in sales. That's a 10 fold return on your investment. In any business that is an amazing figure!

With that said, there are some very effective free traffic generators that I have come across and still use daily myself. The key to using them is not try and sell to visitors, but direct them to a page where they enter their name and email into your auto-responder first. ***This is CRUCIAL*** Remember, 90% will *not* buy on the first visit.

One of the best tools I have come across is [InstantBuzz](#). This is a simple little toolbar that you install and works to generate traffic for you. There are no popups, and unlike traffic exchanges you don't have to view other people's pages in order to get credits. It works simply when you use the internet as normal. With every page you visit, you get one credit, and for every credit, your ad gets shown to somebody else. The great thing about this site is that you also get traffic based on the people who join up below you. Just using this simple little tool, my ads have been shown over 250,000 times. That's over a quarter of a million people that have seen my ad using a free tool! And all I had to do was use my computer as normal! I highly recommend you join up for free by clicking [HERE](#). We've also given you some sample ads to use in the SucceedIn30Days members area.

Another free tool that I would recommend is [TrafficSwarm](#) With this tool, you simply set your start page on your browser to your traffic swarm page, and you get credits every time you open a browser, click one of the ads, or use the search engine. In return, your ads also get shown on other people's browsers. Again, this one is an absolute must join. Make sure you sign up for this one [HERE](#) as well as InstantBuzz. TrafficSwarm also has a Pro option which is well worth the extra if you can afford it. You can also get paid with this program for recruiting others, five levels deep. This means you can actually make money from other peoples efforts, and this is paid to you monthly, rather than just once. There's nothing better than easy residual income in my opinion ☺ Again, there are sample ads in the members area for this one.

Article Submission

Are you any good at writing? If so, you can generate a whole heap of traffic by writing and submitting articles to different places online. There are many article

submission sites online that want to receive your articles, not to mention thousands of ezine publishers who will happily print your article if it provides good content.

You can write an article on any topic you like. Normally about 400-600 words long, the article should be informative and provide value for the reader. In return for the site or publisher using your article, you can include a small signature or 'Bio Box' (bio is short for biography) at the end of the article. Like email signatures, this should link to your sales page or opt in page.

For examples of different article sites, visit the ones below:

www.ezinearticles.com

www.goarticles.com

www.article-dir.com

www.ezinehub.com

www.ezineplug.com

<http://www.submityourarticle.com/indexi.php>

Articles can be a huge traffic generator. As someone reads your article they get to know you and what you do, thus giving you instant credibility. If you then follow the article with a bio box offering a free gift, you can direct most readers to your opt in page and grow your list.

This also provides you with a lot of residual traffic. Many ezine publishers search through the article directories on a daily basis looking for content for their newsletter. Your article can get picked up by multiple publishers, even months after you write it. If each one sends it out to their subscribers, that could be millions of people all reading your article and seeing the link to your site.

Another by-product of this is higher search engine positions. If you put a link to your site in the article, and the article gets posted on the directory website, that equals another incoming link to your site. Search engines put a lot of focus on a site's number of incoming links (at time of writing anyway) when determining the position to index you. If you can get 20-30 sites all displaying your article, you can shoot up the search engines in a matter of weeks!

By the way, if you have already upgraded to the 'platinum' membership in the members area, you will find a tool called 'Article Submitter'. This tool will allow you to automatically submit your articles to over 160 different sites! Imagine the amount of traffic you can get if 160 sites are displaying your link. Not only will it get you a ton of direct traffic, but your search engine positions will skyrocket. This piece of software is worth the price of upgrading alone. If you still haven't upgraded, now is the time to do it. Login and click the 'membership' link to upgrade .

<http://www.SucceedIn30Days.com/vip/login.php>

Forums

Forums are also a great way to get people to see your site, but I must emphasise that you should definitely NOT advertise blatantly here. Forums are places with similar interests get together to share ideas and experiences. They are a great place for getting to know people in your chosen field, as well as build relationships with experts too. You should try and actively participate in forums, to get more experience if nothing else. Most forums will allow you to add a small signature to all of your posts, just like an email signature. Again, the signature should just be a 'teaser' to wet their appetite and get them to visit your site. This particular method of advertising can result in a lot of traffic if used wisely. I must repeat that you should **NOT** spam the forums. Not only will this get you banned, but people will come to dislike you and it will definitely turn off any potential visitors to your site. Instead, try to make good quality posts and contribute to the forum. This way, you can build up credibility among people. Once you have done that, they will be much more receptive to any offer that you have.

Below I have included a list of some marketing forums. If your particular niche is not in marketing, then you can find suitable forums by googling them.

I apologise if any of the links are out of date. All forums were active at the time of writing.

Here is an Ad you can use (replace the affiliate code with yours):

STOP!! Do NOT pay \$197 for this product!
Get it FREE using this VIP link. First 50 People Only.
<http://www.SucceedIn30Days.com/vip/?code=21102>

Home Business Forums & Discussion Forum

URL :: <http://www.homebusinessonline.com/community/forum>

Mike Filsaime's Marketing Forum

URL :: <http://www.1sitemanager.com/forum>

Dr. Mani's Your Niche Marketing Guide Forum

URL :: <http://www.reach-n-relate.com/ask-niche/index.php>

Liz Folger's Bizy Moms Message Center

URL :: <http://www.bizymoms.com/discus/>

David Callan's AKA Marketing Webmaster Forums.

URL :: <http://www.akamarketing.com/webmaster-forums/forums.php>

WebProWorld Marketing Forum

URL :: <http://www.webproworld.com/forum.php?c=2>

John Reese's MarketingSecrets.com Discussion Forum

URL :: <http://forum.marketingsecrets.com>

Timothy L. Drobick Sr.'s IMF - Internet Marketing Forum

URL :: <http://internet-marketing-forum.com/forum>

Alice Seba's Internet Based Moms Work at Home Moms Message Boards

URL :: <http://www.internetbasedmoms.com/bb>

Mike Merz's The IM4Newbies Internet Marketing Forums

URL :: <http://www.im4newbies.com/forum/index.php>

Lynn Terry's SSWT(Self-Starters Weekly Tips) E-Biz Discussion Forum

URL :: <http://www.selfstartersweeklytips.com/forum/>

Willie Crawford's Discussion Corner

URL :: <http://www.williecrawford.com/cgi-bin/index.cgi>

Robert Kiyosaki's Rich Dad Forums

URL :: <http://forum.richdad.com/forums>

Steve MacLellan's Home Business Web Sites Forum

URL :: <http://homebusiness-websites.com/cgi-bin/index.cgi>

Other resources I use personally and have a lot of success with are [ListDotCom](#) and [JV-Network](#). [ListDotCom](#) is a great list building tool that is totally free to join, and [JV-Network](#) is another free to join site that lets you post ads to ten thousand of the top marketers on the internet and allows you to find hundreds of JV marketers to promote your product for you!

Paid Advertising

There are almost unlimited options when it comes to paid advertising; some are more expensive than others, and some are more effective than others. I'm going to outline some of the methods I have used that have brought me reasonable success and better.

When I first started out online, one of the principal methods of advertising I used was through ezines. In case you're not familiar with ezines, they are basically like electronic newsletters that are sent out weekly or every few days to subscribers via email. There are thousands of ezine publishers all over the net, in any kind of topic you can think about. To find a list of ezines related to your chosen field, you can try [ezinelocater](#).

Ezines usually sell advertising space, just like a normal newspaper would. There are various types of ads, with different prices, depending on their position in the ezine.

Top Sponsor: These ads are usually a 4-6 line ad that is placed right at the top of the newsletter. This is the first thing that readers see. These ads are typically the most expensive, but are by far the most effective too. When I say they are expensive, it

means they can range from about \$10 to \$50 depending on how many subscribers the ezine has.

Middle Sponsor: These ads go in the middle of the ezine, usually after a feature or article etc. Since their position is not as good as top sponsor ads, they are generally a lot cheaper.

Bottom Sponsor: As you can guess, these ones come right at the very bottom of the ezine and are the cheapest you can get. In my experience, these ads don't pull very well and it is usually much better to spend a little more for a top sponsor ad.

Solo Ads: Solo ads are slightly different. These are ads that are sent out all on their own to the whole list of subscribers. They can usually be up to 50 lines of text and are very effective. Since there is nothing else but your ad, these can have a really high click through rate with lots more visitors than a normal ezine ad. If you can afford it, I would always go with a solo ad, and if not, a top sponsor ad.

One thing to be careful of though is to try and see an example of an ezine before you place an ad with it. Sometimes, you get publishers whose sole purpose is to sell ads and they don't even bother with content for the ezine. Then, all the readers see is 10-15 ads, nothing else. As you can guess, if people see a bunch of ads, they are not going to read through and click every one, they're more likely to delete the entire email. What you want to do is look for an ezine that has a maximum of 5 ads in the whole email. Maybe 1 top sponsor, 1 middle ad and a couple of bottom ads. Anything more than this and your ad is likely to get lost and never be seen, let alone clicked on. There's nothing worse than wasted advertising!

Another thing to consider with advertising is how many readers it has, but more importantly, how many active readers. Sometimes, publishers list their subscriber rates that are not quite accurate. Maybe they don't update it regularly, or maybe they don't delete emails that are inactive. Again, if all they send out in an issue is an 'Ad Sheet' with no content, 9 out of 10 subscribers won't even bother opening it. Obviously, that is not good for you as an advertiser.

Now, I'm not trying to put you off ezine advertising. In fact, I have found it to be one of the most effective ways of advertising, and most cost efficient. By pointing out these problems, I am just trying to educate you so that you don't end up wasting money finding out the hard way like I had to.

If you're really not sure about comparing ezine publishers and subscriber counts, there is a company that will provide you with all the benefits of a top sponsor ad, without all the hassle. And they can do it very cheaply. [MBP Advertising](#) offer a top sponsor ad service that starts out at just \$10 for 100,000 email impressions. This is by FAR the cheapest option I have come across online. The great thing about this service is that the 100,000 emails are not just emails sent, but they are actually emails opened, which means you are guaranteed that people see them. With other advertising options, you just pay to have your message sent to the list of subscribers. For example, if a publisher has 100,000 subscribers, they will place your ad (for a lot, lot more than \$10 too!) and then send out the email. But, they cannot guarantee that everyone will open it and read it. So you could end up paying lots more, for less people viewing your ad. With MBP they guarantee that if you order a certain amount of email ads, then that amount of people will see your ad. I personally use this service again and again, and it **consistently** gives me great results. If you go to their site [here](#) you'll see a link at the bottom left for 'top sponsor ads'. You'll see that for 100,000 emails its only \$10, and for 1 million guaranteed emails, it's only \$100. Now \$100 may seem a lot to you I know, but consider this: If you have a product that sells for \$47 and you get just a 0.1% click through to your site from a million ads, that's still 1,000 people visiting your site. If you only have a 3% conversion rate for your product, that's 30 sales. If you do the math, **30 x \$47 = \$1,410** and that's assuming that only 1 in every 1000 people click your ad. If that goes up to 1 in every 100 people, your sales go up to \$14,100, leaving you \$14,100 - \$100 = \$14,000 profit. Of course, I can't guarantee that you'll make a certain amount of sales, but this shows you how powerful this type of advertising can be, and it doesn't have to cost a fortune.

If only that angry guy I mentioned earlier had listened to me instead of sticking with his free ads. He could have been sending me a much nicer email ☺

The truth is, I've tested various types of advertising. I know what works and what doesn't. If you want to waste your time and money on stuff that doesn't work, then I wish you the best of luck with it, I truly do. Perhaps you'll find something that works better. But if you don't have a huge advertising budget, then why not stick to what works?

Here is a 4 line ad you can use at [MPB](#) today, replace the affiliate code with yours.

STOP! Do *NOT* buy this product for \$297 or even \$197.
Get this Brand New Marketing Course at NO-COST today
when you click this VIP link. Limited Copies – Visit Now!
<http://www.SucceedIn30Days.com/vip/?code=21102>

Pay Per Click

For those who aren't familiar with Pay Per Click advertising, just go to Google and do a search for anything you like. Do you see those ads along the right hand side? They are all paid ads. Basically, every time someone clicks on that ad, the advertiser pays google a certain fixed amount for that 'click', hence the name – pay per click.

The advertisers choose keywords relating to their product and then they bid on the amount they want to pay for each visitor. The person with the highest bid gets the top spot on google, and the second highest gets the next spot and so on. The great thing about pay per click advertising is that it brings super targeted traffic to your site. These are not casual browsers who have stumbled across it, they are real people that have seen your ad and were compelled to your site because they are interested in what they saw!

With pay per click advertising you can get a lot of traffic very fast. But you have to make sure you have all your margins and sales percentages worked out. Let's say if you bid \$0.10 per click, then that means 10 visitors is going to cost you one dollar. If your conversion rate for your product is one sale for every 40 visitors (2.5%

conversion) then that means one sale is going to cost you roughly \$4 in pay per click fees. If you have a \$47 product, then that means you make \$43 profit. Not bad 😊

Obviously, when directing traffic to your site this way, you should use the technique of getting them to sign up to your autoresponder first. That way, if they don't buy from you initially, you can follow up with them later, and the money you spent getting them there is not wasted. Alternatively, they may get there and find your product was not what they were looking for. If you have their email, you can follow up with a different product they might like, and could maybe get a sale that way. You have to remember, that the sales process doesn't begin and end at a single sales page. Get them onto your list and you will see how much more your profits will grow.

There are several pay per click providers online. The main ones are

[Yahoo](#)

[Google](#)

[Searchfeed](#)

[Miva](#)

www.Snap.com also offer a Pay Per Action service, where instead of just paying for a visitor, you can pay only when someone visits AND opts in to your list, or you can even pay when someone visits AND buys your product.

If you want to get a head start with Pay Per Click, a marketing colleague has written the "5 Days to Success with Google Adwords" course and there's no charge for it. You can get it [here](#). He explains it in much better detail than I ever could, especially in the scope of this book.

There is also a great free tool for generating keyword suggestions for your site. You just type in what keywords you think match your site, and it will tell you how many people searched for that term in the past month, and will also list a whole load of variations for you that you may never have even thought of. Try it out free [here](#).

Finally, I have put together a page of more advertising and promotion tips for you to use. It covers all the areas below and you can get it [here](#).

- [> 1. [Bounce Back Email
- [> 2. [Newsgroups
- [> 3. [Free Classifieds
- [> 4. [Signature Files
- [> 5. [Banner Ads
- [> 6. [Search Engines
- [> 7. [Chat Rooms
- [> 8. [Affiliate Programs
- [> 9. [Opt-In Email
- [> 10. [Free Reports
- [> 11. [Newsletters

Affiliate Marketing

Another way that you can build your business very rapidly is by having an affiliate program. This is where you pay people a certain commission for promoting your product for you. Now, some of you may not like the idea of giving people money when they sell YOUR product, but if you don't have an affiliate program, you are leaving a ton of money behind.

Think about this for a second...

Would you rather have just yourself promoting your product, and making one sale a day at \$97, or...

Would you prefer to have a hundred or even a thousand people promoting your product for you, making one sale a day, but keeping 50%?

If you chose the first one then you'd make \$97 a day. Not bad. But, if you had a hundred people working for you, making a total of 100 sales a day, that works out to \$9700 a day. You pay the affiliates 50% and you keep \$4850. That's better ☺

Even half of that is still good right? And the great thing is, once you have an army of hungry affiliates, you don't need to advertise anymore. Whereas before, some of your profits went back into advertising, now you can stop and let your affiliates advertise for you. Of course, you *can* advertise if you want to. But in this case, I would focus on advertising to recruit more affiliates. They will be the one making you money in the long run!

If you want to set up your own affiliate program, I would recommend [Clickbank](#). They have a built in affiliate program and handle all of the hard work, such as calculating commissions, keeping track of sales and mailing out checks to your affiliates. All you have to do is provide your download pages and an email address for support. They do require a \$49 initial setup fee, but once you have your affiliate army promoting for you, this is really nothing at all.

Of course, you are going to need products to sell, and if you want some high quality products ready made with websites, then the [SourceCodeClub](#) could be your answer.



Ok folks,

That about wraps it up for now. In this book you have a step by step guide to starting up your own business. As I said before, it is not going to be something that you can start up without spending a penny, but if you are willing to invest a small amount now, then you will greatly increase your chances of success.

I've been doing this now for over four years (including the few years I was doing it part time and learning my way). It's taken me a lot of time, *and* money to compile all of this knowledge and information. I know what works and what doesn't. I've given you everything you need to get started.

The rest now is up to you. Will you read this ebook and let it sit on your hard drive, or will you take action and start on your own path to financial freedom. Like I mentioned in the beginning, you have to make a commitment to yourself. Even if you don't have much spare time, set aside just one hour a day if you can and stick to it. It's like anything in life, if you don't stick with it, you won't see any results. How many of you have made new years resolutions to exercise more, or something similar. I know myself I'd do it for a few days, then I'd miss a day, and before long I forgot I ever had that damn treadmill in the corner 😊

If you're passionate about your work then it doesn't have to be a chore. There were times that I told myself I was going to give up, because nothing was working. But I didn't. I knew it *was* possible to make money online, I just had to figure out how to do it for myself. You have that knowledge now, and that is half the battle. It's much easier to do something that works, rather than try and keep faith in something that you don't even know is going to pay off.

I wish you all the best in your efforts.

To your continued success,

Richard Legg

P.S. If you like this eBook and want to send in a testimonial, it would be very welcome. If you send in a short testimonial and include your name, your website, and a small picture of yourself, you may find yourself on the sales page. You could even get some free traffic that way as I will list your website under your photo. Please be aware that I can't feature everyone, but if you want to submit one, you can do so via email. Just send all the info to succeedin30days@gmail.com

Upgrading

Before you go, I'd also like to explain to you a bit more about the upgrade options we have available in the member's area. You may not have had time to read the page when you joined up, or perhaps you didn't have the money at the time. In any case, the upgrade packages we have put together are an incredible value and well worth taking a look at.

These products were all hand picked and I use them myself everyday in my marketing efforts. I had to pay hundreds and hundreds for these products. If I'm honest, I've spent thousands over the past 4 years, and a lot of it was junk. So, by upgrading your membership, you'll not only be getting a huge range of products at a ridiculously low price, but you can rest easy, knowing that each one is a quality and essential product.

Of course, you're welcome to go about it yourself, and try and find a better deal. But after you've spent \$2,000 or \$3,000 on inferior products, I can guarantee you'll wish you took this offer in the first place.

Gold Package

This package includes a rebrandable version of this ebook and the Total Resale Package all for a one time payment of only \$47.

With the rebrandable ebook, you'll be able to put YOUR affiliate links in place of mine for programs like InstantBuzz, TrafficSwarm, JV-Network and ListDotCom, as well as your SucceedIn30Days affiliate ID, your name, and your website.

With the branded version, you can give it away to people and make money several ways.

- 1) Through upgrades on the SucceedIn30Days website. The first thing someone reads when they join is that they can start earning \$50 commissions for referring people. But to do so, they have to join....through your link. If they take advantage of the One Time Offer there, you get \$50. If you get ten people to do the same, you get \$500, and so on....
- 2) You get to put your name and website in the book. That gets people to visit your site and you can make even more sales on your own site.
- 3) All of the above programs will pay you to refer people. InstantBuzz and ListDotCom will pay you \$98.50 per sale. TrafficSwarm will pay you monthly commissions 5 levels deep, and JV-Network will also pay you.

As well as the brandable ebook, you'll also get the Total Resale Package.

This contains **over 300** products with resale rights. You can sell each one with the ready made sites for however much you like. Imagine, with 300 different products, how many sales could you make???

This whole package is just \$47. (The total value is well over \$2000 – there are over 300 products!!) If you want to upgrade and get started now, just login to the site and click the 'membership' link and upgrade to 'Gold'

<http://www.SucceedIn30Days.com/vip/login.php>

Platinum Package

Alternatively, you can upgrade to 'Platinum' which is our highest level membership. With Platinum status, you get everything listed above PLUS you get all of this below

Targeted Visitor (Value \$197)

Affiliate Sales Booster (Value \$47)

Viral Article Toolkit (Value \$47)

Article Submitter (Value \$147)

Affiliate Marketers Toolkit (Value \$147)

Desktop AdSense Cash Machine (Value \$197)

AdSense Empire (Value \$97)

Ultimate Website Videos Package (Value \$427)

That's a total value of over \$2000 for the Gold, plus an additional \$1306 for the additional software, making a total of over \$3,300. All you pay is a one time \$147. And remember, this is *everything* you will ever need to succeed online. Why not get it now, in one place, at one low price? There are only 500 of these packages available. If you miss out, you may be forced to pay full price for everything here.

Believe me, the Targeted Visitor software is worth the price of this package alone. That software can help you generate up to 200,000 potential customers every month from search engine traffic! Imagine the sales you could make.

Simply login and upgrade to 'Platinum' now.

<http://www.SucceedIn30Days.com/vip/login.php>