

The Mini Money Machine Maker

This product is intended as a guide to new marketers on how to make money quickly

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Introduction:

The Mini Money Machine Maker series

Extreme Fiverr Edition

Hey there!

I'd like to first welcome you to this incredible guide. The idea is for a simple concept that can easily be implemented unlike many of today's **Get Rich Quick Schemes** that sell for a fortune, are very difficult to set up and have dubious (if any) results.

The bottom line is COMMON SENSE plus years of good marketing strategies. I know that you want answers on how to make money and want them quickly.

I believe **The Mini Money Machine Maker** is the answer that you've been looking for and will realistically solve your cash flow problems because it takes on an approach that ensures you are maximizing your return, leveraging time and offering powerful solutions that people need immediately and at a fair price.

The reason why this guide was put together was because over the years I have seen lots different ways people have tried to make money.

Many of these concepts are difficult, hard to understand, require a programming or html background or a large sum of money start.

Well I have a system for you that will work. If you are a brand new marketer and need a workable system, here it is!

THERE IS NO Mystery here. Just SOUND marketing.

I am here to say you DON'T need to spend more than a few dollars to start making money IF you leverage things correctly.

I know this because I have been an internet marketer for years and I do this full time for a living.

The concept is sound and works IF you act on it. Please take action and you WILL make money!

Solve Business Issues And Make A Fortune



During the Klondike gold rush thousands of people headed to Alaska looking for their fortune in gold. Did many people get rich?

No. A majority came up empty handed and some risked their life's savings and spent years toiling to end up empty handed.

So who did benefit the most?

People watching the trend and providing SERVICES to MINERS!

What actually happened was that anyone that owned a local business actually made THEIR fortunes HELPING other people who were looking for supplies, picks, shovels, pack animals, food, gambling, entertainment and mining supplies.

The moral of the story (and one of the first lessons most marketers learn) is to sell SERVICES to people looking for gold and if you do so you will always have an income stream.



Last month, using this concept, I made a \$2,298.00 passively and I did almost NOTHING yet the money kept flowing in because I used a system I now call "**The Mini Money Machine Maker**" to automate direct cash to me.

What you are going to be doing is setting up your own Mini Money Machines and do the exact same thing! Each Machine will make you money and the more you set up the greater your income will grow.

When you are done you will be able to outsource all of the heavy lifting and spend a few minutes a day ensuring your CLIENTS get the help they need.

What you are creating will require less than an hour a day of your time but has the potential to earn you a full-time income.

I will guarantee you that if you systematically use this system you have the opportunity to earn consistent money by leveraging other people's time.

WARNING: FOLLOW THE STEPS IN THIS GUIDE! Do NOT Reinvent the wheel. Just Do What I Show You.

After a few days the money will begin to flow and if you keep working on your machines you will grow more and more money.

The entire process can be set up in a few hours and you just need to REPLICATE IT and the more that you outsource the easier this will be. In fact, when you see this concept you literally kick yourself at HOW SIMPLE it is.

Laying A Foundation For Real Internet Success

Here is the program in a nutshell:

You will be leveraging other people's work at low-cost and reselling this work for a much higher amount of money.

You will be doing this to **business owners** who desperately need your services. THEY will find YOU because of this system and you may never need to even speak to them, just deliver the service.

When you are done you will set this all up to run on autopilot and will hardly need to do anything except forward orders to them.

It is just that simple. DO NOT overcomplicate this process!

Thousands of businesses rely on the simple principle for earning large sums of money and so will you.



Your target niche will be small businesses and the related services they need to operate every day.

Since small businesses are EVERYWHERE this is a powerful starting place and an EVERGREEN recession proof niche.

Our first step is to understand WHAT EVERY BUSINESS NEEDS AND WANTS and how we will position ourselves easily to offer these fantastic services.

What Every Business Needs Is YOUR Business Now

This simple list was compiled using places like the SBA, IAB, and other online small business research firms. Thousands of small businesses responded and we compiled a powerful but simple list (of the top SOLVABLE problems from your perspective) with consideration of this guide. Here is what these businesses said they NEEDED almost daily but had trouble getting:

- 1. Easy advice on how to grow their business quickly
- 2. Technology products that simplify their lives
- 3. Website help of all kind; tweaks, images, coding etc.
- 4. Simple and affordable marketing strategies that work
- 5. Social media management, help with social media
- 6. Video, testimonial and product production help
- 7. Affordable help from coaches, assistants and workers
- 8. Search engine, local search and local marketing help

The list is not flashy but if you understand the first rule of good marketing – give the market what IT wants NOT what you want to sell it . . . you will be on your way to lasting income.

Additional Concerns As Reported By Small Business

Greatest Consensus	Standard	Deviation	Problem
	Deviation	Rank	Rank
Exporting My Products/Services	1. 4 9		75
Cost of Health Insurance	1.50	2	I
Getting Useful Business Information	1.65	3	61
Projecting Future Sales Changes	1.68	4	20
Keeping Up on Business and Market Developments Telephone Costs and Service	1.69 1.70	5	44 24 49
Handling Business Growth Electricity Costs (Rates) Cost of Natural Gas, Propane, Gasoline, Diesel,	1.70 1.72	<mark>6</mark> 8	9
Fuel Oil	1.72	8	2
Cost of Supplies/Inventories	1.72	8	8

There are dozens of related reports like the one above that are part of national surveys that show many new businesses have additional issues using keeping up with technology, marketing needs and many other kinds of local promotions.

The trends are here to see. Keeping up on new business developments is also very important for any small business.

The other concern is that small businesses in general FEAR social

Most small businesses are so busy in day to day operations they simply do NOT have time to keep up with trends, project future sales, handle business growth or related issues.

media and the internet from a marketing standpoint.

This is where YOU come in.

Sell SERVICES To People LOOKING For Gold

Below is our power list of some of the biggest concerns, fears and issues businesses need solved. Pick one and use the system we will show you how to set up and start making money:

Product Reviews Video Expert – The best marketing is only as good as a product or service review. Bad reviews can ruin a business. Good reviews can negate the few negative. You can do online reviews for books, products and services.

Search Engine Optimization – There are dozens of related services you can offer to assist, review, build and grow a company's search engine presence. It is easy to build a loyal following or recurring payments for this kind of work.

✓ Video Creation Expert –If you know your way around YouTube and have any understanding how to put videos together, you are already leaps and bounds ahead of the typical business owner. Simply creating a good video and placing the video under popular related videos could double even triple traffic to their site(s). YOU become the hero overnight. There are even programs that can do this for you e.g. (http://www.webfire.com/corp/).

Of course we will discuss how to outsource cheaply.

✓ Face book Help – Many businesses need help with Facebook. This can be as simple as doing a post daily to driving visitors, likes and other kinds of related services. All of this can be outsourced as we will explain.

Article Writing – This is a staple of most businesses online. The best part is that you do not need to do a single article. Thousands of people offer this service for pennies on the dollar.

Blogging – The same holds true of blogging. Some marketers make a full time income just blogging. Again this is a no brainer for outsourcing.

Social Bookmarking – Anyone who publishes content online eventually wants to syndicate it. Having a good content management system (e.g. <u>http://hootsuite.com/</u>) can allow you to take on clients and automate this as a service and charge much more than what the service fee requires and pocket the rest. Of course you can also job out specific runs of services.

Backlinking – This service if done correctly allows increasing rankings in the search engines for people's websites and content.

It is an ever evolving skill that if you master is invaluable to businesses. This is a good service to job out with firms that handle this on your behalf.

Social Media Management – As mentioned above (e.g. <u>http://hootsuite.com/</u>) you can run entire campaigns for businesses. It is not a difficult as this sounds and you can create a marketing template that you can follow to ensure the service has a high end perceived value. Social Media Managers are reporting salaries as high as \$100,000.00 a year

✓ Help With Twitter – There are many businesses that could use twitter to immediately increase business. For example a mobile Ice Cream / Catering truck can Tweet its members to let them know they are parked outside the building for the next 2 hours and there is a discount for the first 25 people. You could manage the entire account for them and do so virtually.

✓ **Customer Service** – There are literally hundreds of ways you could create customer service tools for any business. Since most small businesses do not have a lot of time, fortunes are being made by marketers who are providing service platforms that solve this issue for the business in a semi automated or fully automated way.

You could affiliate yourself with one of these service platforms or even create your own. Of course all of this can be jobbed out if you are clever.

Product Demonstration Videos – This is something almost anyone can do and you could hire or job this out easily and every business needs this. ✓ **Testimonials** –Again here is a concept EVERY business needs. You could specialize in providing businesses with dozens of positive testimonials from different sources, audio testimonials, video testimonials etc. Package deals could net you hundreds of dollars for outsourcing costs of 30-50 bucks.

✓ Graphic Image Creation – These are easy to sell using the method we will discuss and easy to outsource with large profit margins.

Flyer Distribution – Companies will pay for this. You can get locals to distribute flyers to local events as well.

✓ Graphic Ads & Marketing Services – Businesses are constantly looking for these kinds of services as they are vital for their success. If you offer colorful images, banners, ebook covers etc. you have an in demand product already.

✓ Website Management – Business owners are busy people. Most would gladly delegate "complicated" tasks like adding content, images, pages, forms etc to their website. If you are a savvy person with this kind of skill or are ready to outsource simple tasks, you just need to manage and direct this process.

Website Creation- There are a lot of players in this arena. One way to ensure clients are happy is to get specific designs from a client and offer it at lower costs and then job it out to contractors while pocketing the difference. We will show you where you can get thousand dollar killer website designs for under \$200.00 including all the bells, whistles and tweaks.

Virtual Assistant – In the internet marketing arena I constantly hear from marketers that their VA is single handedly responsible for the smooth running of multiple businesses. I will show you some of the best places to advertise (for under 20.00 or



free) and offer this service. If you specialize in a specific skill set all the better. VA's are well liked, get lots of perks, bonuses and are usually well paid.

The list on the pages above will give you some of the top services ALL businesses require in order to remain competitive. The services mentioned are absolutely essential for the functioning of any successful business.

I'm sure you're beginning to see where we are going here.

There are more niches you can always research but why re-invent the wheel? Use these. Since these all cover a wide range of possibilities, there must be something that either interests you or that you have some expertise in.

These are in demand, needed and **all of these niches have people willing to do them for pennies** while you charge fist full of dollars.

The idea is to keep everything essential, necessary, and something that can be outsourced easily.

Here's How The Mini Money Machine Maker Works:

Nini Noncy Machine Make

Step one-

Choose one of the proven niches you have just looked over.

Step two-

Choose SEVERAL SERVICE PROVIDERS from Either SEO MALL or Fiverr and try the service out to ensure it works well (SEO MALL is a sure thing for SEO services, at least this has been my experience)

Step three-

Create, or purchase your website using the low cost methods described. You need a method to take payments and we suggest PayPal but any third party payment processor works.

Step four -

Advertise The Mini Money Machine EXACTLY as I show you (its free or very low cost) and begin to make money

Step Five -Create MORE Machines! Rinse Lather & Repeat! It is important that you follow these steps. Again do not reinvent the wheel, do exactly what we describe.

What The Heck Is A Mini Money Machine?

					Ca	ll Us! (561)444-8	3542
НОМЕ	CRAIGSLIST OFFER	F.A.Q.'S FACEBOOK FAN	s twitter	YOU TUBE VIEWS	GET TRAFFIC NOW	GOOGLE+	
your s -Drive -Get se -Get tr	ocial Croc is the ocial media nee likes, fans and vic eriously social wit affic, subscribers igslist Offer	leo views h REAL people	LVE	Q		Use Ty Social Crocl	
ý	Social Croc FAQ's Check out how Social for you here Learn More	Media works		ook Fanpage Like just a beginning! Ar the easy way!	ta You	ou Tube Views Here ou Tube Views can start a v eaction and add credibility to y deos. Get You Tube views now! earn More	your

http://mysocialcroc.com/

Targeted Niche:

Social Media Management /Business owners who need help.

The above website I built in less than a day in my spare time. You can also have a site created cheaply (will discuss later) for you.

I simply JOB out ALL of the services offered on the site. I make three to six times what I charge for services and the two service providers I use deliver in less than 48 hours.

The only work I do is to order the service once someone has made a purchase and make the service delivery. I also job out the advertising which costs me about 30 bucks a week but you can do this free as well if you do the advertising. Let's discuss the two best and affordable outsource locations.

The Service Outsourcers #1



http://seomall.net

Here is the first of your outsourcers. SEO MALL handles all kinds of great services and for UNDER \$5.00 (unbelievable but true). What I really like about SEO MALL, is the level of service that they provide. If you're going to do any form of SEO as a service, or anything related to social media marketing, I highly suggest using this fantastic company.



This is just a PARTIAL list of services they provide. You can have SEO MALL create websites, provide social media services, content writing, web design graphics and many other great in demand things EVERY business owner needs and DIRT CHEAP.

This is the key to our machine working. By cheap sell higher.

If you have shopped around for any kind of these services you will be stunned at the affordability from SEO Mall.

I have used these services myself and for many of my clients and have never had an issue for delivery of service or poor quality which, comparable to Fiverr, is a superior choice in the SEO /Social Media and SEO arena.

They have always delivered in 1-3 days.

Several of my top ranking sites are because of these products and I will be the first to admit I have spent a FORTUNE for SEO prior to discovering SEO MALL and not had as good of results.

They adapt with the changes in the search engines so that is not a concern at least I have not seen any SERP drops on sites I promote.

They also provide quotes for additional services and again if you do spend over 5 bucks for most of these services it will be for a complete site that they construct for you as a reseller like this one below (under \$200.00)

http://closerangeseo.com/

If you have a few dollars this is a good way to get into the arena quickly. You can of course get site creation done a lot cheaper and I will show you how soon.

As a sidebar - I have sold dozens of the blogger websites from SEO MALL (under websites for sale in SEO MALL) **for hundreds of dollars** over and over, directly to former clients who do not have the time or desire to create them but want to stay on the cutting edge of their niche and provide information to their clients so they look like bigshots. This works best IF you know these people or do regular work for them – so this is a great BONUS money maker:

It was as simple as buying a domain very similar to their existing domain, spending 5 bucks for the site purchase, upload the new site to your server (or a new one you can give to the client and charge extra money for each month as a host reseller) and offering it to them for a few hundred dollars.

Here is a live demo of a recent blog I sold.

There are different kinds of blogs, from fashion to fitness, etc.

http://insurance.autoblogsdemo.info/

Subje	ect	An insurance information website
		Attach a file Insert: Invitation
В	I	
Dea	r loc	o.
		e, across this site for sale. It seemed like a really good buy for you and I wanted to add this to your portfolio if you are
		ed. Typically a fully functional blogger site like this can sell for big bucks. If you like I can sell it to you pretty much at cost. I
		this all up for you including hosting for just \$497.00. That should cover my time and allow me to break even and get you
		azing site that will really be well liked by your clients! Have a look and let me know your thoughts. If you decide to pass on
		ne know as I already have another bidder for a few more dollars but I wanted to give this to you first!
Here	e is t	the site -
Noti	ce it	almost matches your domain? I would HIGHLY suggest you
		this before someone else does!
· ·		
Rea	ards	S.

The Service Outsourcers #2

Fiverr.Com

Fiverr is well known in the internet marketing world but outside of this, few people understand its power.

Fiverr is an incredible resource that you can get people from all walks of life to do just about anything you can imagine for 5 bucks.

Because you can hold people accountable with your review of their service, most people on Fiverr who do gigs will try their best to preform well.

I want you to see Fiverr as more than just a silly place to get people to do silly or funny things or way to blow five dollars.

Fiverr Is Big Business

Fiverr is big business and most people don't even realize it.

What I DO want you to concentrate on are the gigs that you see from an aspect of solving a problem to a business.

There are gigs on Fiverr that offer services that many businesses NEED and YOUR goal is to get these people to do YOUR WORK for you. Let me give you an example:

If you type search engine optimization or SEO, you will see hundreds of gigs that sell optimization, backlinking and other related services. In the main stream, SEO services go for sometimes HUNDREDS of dollars or more a month. You could offer similar or even the exact kind of services for less than most overpriced SEO companies charge and still make lots of money and NOT have to do ANY of the SEO work.

This will give you several strategic advantages:

- 1. You can compete easily on price
- 2. You can leverage other people's time
- 3. You can create a sustainable business model

Many of the people on Fiverr that provide these services are skilled professionals and will do a really wonderful job because they know the repeat business and up sells are always a strong possibility, which is where the REAL money on Fiverr is (that and building a list of buyers which is why most of these people are there).

Since 99% of local small business owners have no knowledge of Fiverr or how to use it and are used to paying full retail prices for services, it is be a simple matter for you to advertise yourself in a specific niche or service that business requires.

You can then job out the actual work and pocket the difference in

money you receive the service on behalf of your client and make 95% of the money.

So Now You Need To Choose A Service

Now that you have had a look at both SEO MALL & Fiverr,



your next step is to decide on a service you want to sell. There are many reasons why you might choose a specific service to promote but the main reason should be that you have a good working understanding about it so you can discuss it if need be with your future clients.

The above service you could be charging \$30.00 for each of these and just pocket \$25.00 for every sale. This would still be cheaper than hiring a graphic artist (in most cases) and is a service businesses need all the time. You can also see this service is an in demand service because the person doing this is a top rated seller.

Once you have the service chosen give it a try. Then find a backup (second) related gig. Ensure that each has an "express" service so you can expedite the service in an emergency if one of the service providers falls though.

How To Create A Super Cheap Website That Rocks

The next step is to set up a website to accept payments for this service and build out this process so people who see your service can order it immediately. Here's how to do this dirt cheap!



Fiverr to the rescue!

There are many programmers that will set up a WordPress site for you for five dollars.

This can include several tabs, some basic content and all that you need and then to do is add a few PayPal buttons to accept payments and create a good compelling offer as a pre sell.

Your website should have the following attributes:

- 1. A terms of service, privacy statement, and general disclaimer that shows you care about client's privacy
- 2. A homepage that fully details the service you will provide
- 3. A short YouTube video on the main page that explains your service (can be done cheap for you at Fiverr)
- 4. A way clients can contact you and even join your mailing list for future offers (Opt in and get a FREE BONUS Widget here!)
- An image of you (or video) and a brief explanation of why people should do business with you and trust you

Remember all of the above can be achieved very easily. I have created entire websites with videos for under 25 bucks.

There are copies of privacy statements and general disclaimers and even terms of service that you can copy directly from the internet and just add a tab with them so they are on your site.

It is important to have all of these elements on a site because people will take you seriously and be willing to offer their personal information more readily if they believe you will observe their privacy.

The website should appear as you have been in business for some time so add some commentary, articles and recent dates.

You should have compelling reviews somewhere on the site (you can get these from Fiverr).

Remember that you can get graphics, videos, even people to set up the entire website for you from Fiverr.

You can always pay a few extra dollars for the website programmer that you hire from Fiverr to add extra features.



Additional Cheap Website Creation Techniques

Of course you can create your sites for yourself just using Wordpress if you have even the most basic wordpress skills.

Here is a link where you can get thirty stunning Wordpress themes for under ten dollars so you have your PICK of design features and of course have access to these as you need.



http://wordpress-offer.venusrizing.com/

Don't Forget This Incredible Site!

જ Fl	ippa	Buy and sell webs 4,508 buyers and sel					social med	Login Sign Up ia websites Search Advanced Search	
Featured	New Listings	Most Active	Ending Soon	Just Sold	Price Range ♥	Browse ~	Deals	Sell Your Website	
Specify-Fanaccom International International X1 Social Marketing Solution.	Fa	ake \$1,000/ ans Reseller eedy-fans.com	Site - NO Ex		edia & Social	\$	\$20 or more.)	1 bid Place Bid	
et local Holdeng Holden Riteres to Speedy-Fare.com		blic Auction has ting closes in 17	-	the reserve p	price	\$199		Buy It Now	
		are 🔰 🖪				Seller do	es not accept E	Escrow payment. 👔	
Site Visibility			Domain			SEMRush State	S		
Google PageRa	nk	0	Registration Date		5th Aug, 2012	SEMRush Rank		-	
			0						

Flippa.com

Here are folks who sell these kinds of sites you can just buy and be done with it. Many are very affordable and under \$200.00.

If you shop around (and remember you don't need an expensive site and I will show you how to generate traffic), you can get a fully functional site on the cheap.

℅Flippa	Buy and sell websites. 4,493 buyers and sellers online right now	use your niche keyword here	Pro Definite) Login Sign of social media Search Advanced Search
The #1 I	Marketplace fo	r Buying and So	elling Websites
	Buy Websit	es Sell Websites	

In under a minute I found dozens of these kinds of sites that are PREBUILT and ready to go – a fabulous deal:



I picked this one:

- FULLY OUT: socialmedia6in1	NDLY SOCIAL MEDIA 6 IN 1 BUSIN SOURCE - 2.6K BONUSES .com	IESS	\$6 \$	2 bids Place Bid	
Listing closes in 1			Seller does not accept Escro		
Site Visibility	Domain	SEM	Rush Stats		
Google PageRank (Registration Date 24th Aug, 2012	SEM	IRush Rank		
Alexa Rank 9,113,594	Compete Stats	Keyw	ywords in Google		
Links in Google (Compete Ranking -	Site	e Content		
MajesticSEO Inbound Links (Compete Uniques -	Poss	Possible Copies Found 42 (v		
	View extended due diligence data for this listing				
Description			Claimed Site Age		
Dear Friends! Thank you for your interests with r	ny site auction!		Site Established	24th Aug, 2012	
			Claimed Traffic		
Before proceed on, you may Add Me to your wat	ch list for immediate updates on my future new listin	igs	Pageviews (3 month avg)		
			Uniques (3 month avg)	(
For this site, I have added 6 SPECIAL bonuses money online!! What are those? Read on to find	Worth \$2,600 to help you started immediately in ma out!	aking	Claimed Financials		

http://www.socialmedia6in1.com/



Using Flippa and their powerful search engine allowed me to find dozens of social media sites that were for sale, many of which were under \$200 and were completely set up and ready to go.

In less than 24 hours you can have this business running, and using the traffic strategies that I will reveal to you will be able to start making money within a very short time.

Many of these sites also will help you to get traffic.

For a few more dollars the person that you buy the site from will be glad to set up everything for you including all of your PayPal payment keys, transfer the site entirely to a new web host, push the domain to you and ensure that everything works well.

To me this is the best couple hundred dollars you could ever spend. A complete business model entirely set up for you and ready to go in a few days!

Odesk & Elance

You can get some extreme talent when you sign up to either <u>Odesk</u> or <u>Elance</u>, and it's free to do so.

There are literally thousands of highly skilled professionals that will work for pennies and create you an awesome site and do all kinds of related services. They can handle everything and all you have to do is watch it happen and pay a few dollars.

Why struggle? Simply outsource and let the pros handle it:



Your Traffic Source For Thousands Of Businesses

craigslist

US Canada Europe Asia/Pacific/Middle East Oceania Latin America Africa

If you haven't heard of craigslist you must be living under a rock.

Craigslist is an online community and is essentially responsible for the explosion of classified advertising and unfortunately, many newspapers going out of business (adapt or die, right?).

Originally, craigslist was an e-mail distribution of local events page. It quickly grew and today there are over 700 local craigslist sites in dozens of countries.

Craigslist is accessed worldwide and very heavily from the United States. Craigslist is the undisputed champion when it comes to traffic; there are more than 30 billion page views per month, with Craigslist users posting more than 15 million new classified ads each and every month.

The incredible thing about Craigslist is your one stop shopping for almost all of your traffic needs.

One Of The Best Traffic Sources On The Planet

Craigslist is highly localized when it comes to targeting ads. In most cases, free Craigslist ads will outperform PAID ads if you know how to use it.

The blogging community is also huge and a limitless source of traffic if you do not abuse the platform and contribute.

Craigslist gets the lion share of local searches and is taken the place of many local papers. This means this is a cornucopia if you are looking for people who are looking for your services.

Local business professionals are very much active on craigslist as this saves them hundreds of dollars a month in advertising fees; money they will gladly spend to develop their business if you offer good prices and prove yourself to them.

Once you have developed the concept or have an idea for the kind of business you want to promote and service that you will resell from Fiverr or SEO MALL, you can then advertise on craigslist and target a specific city region or area and promote your services for free using the method in this guide.

Of course you can advertise all over the world if you want.

You can always learn a variety of ways to advertise effectively on craigslist; the REAL SECRET is hiring a professional Craigslist poster which can be hired at either Elance or Odesk.



For a small fee, you could have between 10 and 30 active posts PER WEBSITE in on or around the areas that you want to promote your business to and CRUSH IT for traffic as the posters you hire will keep them active.

This technique WORKS to promote just about anything.

Let me say this again and really let it sink in – THIS METHOD WORKS TO PROMOTE JUST ABOUT ANYTHING!

After 10+ years in internet marketing I have never seen anything that works as well except for Pay Per Click ads and they cost a fortune.

This is CHEAP and works if you are professional.

An active Craigslist poster will save you time, aggravation and cost you between \$20-\$50 bucks a week per site; a JOKE in the advertising world where 50 bucks wouldn't even get you a handshake or a lunch meeting with the account executive . . .
One Of The Best Decisions

Of course you can always post your own ads yourself, if you just don't want to spend any money; this is an acquired skill that will take a lot of time to master and is a real pain the ass, but if you like this kind of punishment and enjoy spending useless hours let me warn you now . . .

Craigslist will allow you to post a single ad but if the ad appears to be similar to other ads that you were running, it will become disabled or even disappear from the community altogether.

ghost-ing /gostiNG/ verb

- When you make a post on Craigslist, and the system tells you that your post has been published and provides you with a Post ID, but your post never actually appears on Craigslist.
- 2. A frustrating experience that wastes time and reduces leads from Craigslist.

This is called ghosting and makes placing ads on Craigslist a real pain in the backside. The ad will appear to be running when you look at it but if anyone else searches for they will NOT be able to see it. Professional Craigslist posters know how to overcome ghosting and have a variety of tools to deal with this (rotating IP's etc.) Trust me. HIRE A POSTER.

You can even get A Craigslist poster to ensure a number of your ads will be running all the time. I suggest you negotiate a set fee for this service.

It is WELL WORTH IT.

I know I HATED trying to do my own posts and thought Craigslist sucked until I started using an outsourcer and then almost overnight my traffic increased and conversions began happening daily, a truly wonderful experience.

Before this I was averaging 2-3 sales a week trying to post and I was spending HOURS doing it. I almost gave up in disgust.

After my outsourcers got going, I was getting as many as 10 sales a DAY PER ACTIVE WEBSITE. I usually average 3-6 sales, mostly in the mornings and evenings (not surprising, this is when peeps are looking at ads the most) so this is GOOD money.

Many of these people are professionals. They love their work and just because they are overseas do not mean they do crappy work. Quite the contrary . . .



Creating Professional Clickable Graphics Like



You're Going To Make A Good First Impression

You should have good professional graphics designed so that your ad displays an **image ad** like the one on the previous page.

The graphic image should also be a clickable hyperlink which is perfect for your Craigslist poster to put all over the place.

Now before you become worried about the cost you can use Fiverr for this task. Yep, again we tap Fiverr.

For just five dollars you can have professional graphics made to promote your business! Go to Fiverr and search: "clickable graphics".



As you can see with the example above, having a professional look and feel is very affordable.

In fact this could be one of the very services that you might be offering.



Now imagine your craigslist poster places your graphic clickable image everywhere. The image will link back to your site and can go directly to a website where you can now pre sell the service and make an offer immediately.

Since you will be advertising on Craigslist, it is a good idea to make an offer that also is specific to Craigslist people that Will end up on your site, when they click your graphic ad:

Craigslist Offer



How Everything Comes Together Flow Chart:



A lot of this is 100% common sense yet few marketers will organize themselves this way.

That is why they never make any money. Just follow this outline and do the work to set it up – much is very easy.

Wherever you lack skill, simply outsource.

Additional Advice And Commentary

I have been using one of my sites as an example of how you can set up the Machine. The site is called <u>MySocialCroc.com</u>. As you have seen this site was set up specifically to help businesses promote their social media, one of the suggested niches.

Your site need not be as detailed as this one; we are using this as a model so that you can see exactly the kind of site that you can construct, can be helpful.

Earlier, we discussed numerous niches that you can use as a model for your **Machine**. A little research on your part you could easily find a lot more profitable niches that you could then create a business **Machine** around this or almost any topic.

We then take our graphics image that was created to advertise this service and forward this to our craigslist poster. Tell her / him the cities that we would like to see the post added to and await his or her report and then check the links DAILY to ensure that a majority remain active. Give this feedback to your poster.

Your graphics image should also have a link that goes directly to your website. When the person arrives to your website they should have access to a short video or landing page that explains the service and demonstrates exactly what you can do for them and immediately benefit their business.

This is a very professional set up model for your **Machine** and will greatly increase your conversions.

Opt In As A Tool

I also highly recommend that you have a tool that allows people to leave you an e-mail or message.

I have integrated Zopim, specialized answering service that will automatically e-mail me if someone wants to leave a message.

One thing I did not integrate on the site was an opt in box.

My reasoning was that Zopim acted as my opt in, and as an instant messenger and because I created an offer specifically for craigslist, I felt it would be better to build an active list of buyers instead of curiosity seekers.

Still I suggest that you add an opt-in on your main landing page if you do not have the kind of setup that I have here.

I wanted to point out that this site and others I have made is simply a template for WordPress and one that cost me under \$20.

In fact there are thousands of templates that are free and available at WordPress.com and I'm sure you could find a similar template that would work very easily for the kind of service that you wish to offer.

You do NOT need to spend a lot of money. The only place I do suggest you should spend some money is on a Craigslist poster.

Providing Excellent Service

I know this should be a no-brainer; however you would be surprised how many people do not consider this aspect of being in business. I know YOU are not like that so let's review.

Put yourself in the shoes of the small business owner. People are SUPER BUSY. They want fast solutions to their problems at an affordable price without a lot of hype.

If you are offering a business solution, such as doing a video review, the client expects you to respond in a timely manner and provide good quality for the money that they give you.

Since you will be outsourcing it is important that for the service that you wish to provide that you have backup sources and a direct line of communication with the service providers.

It is also important that you have a means to deliver the service in an express format if your order to your outsourcer falls between the cracks. This WILL HAPPEN at some point.

DO NOT promise to deliver in less than 24 hours even if you do 99% of the time. Always opt for 48-72 hours and pay a little extra for EXPRESS service to ensure you deliver in 24 hours!

Let your clients be impressed with this bonus service. Add a note that is complimentary so you leave the door open for future sales and good reviews – send a letter like this:

"Hi Shopping Guy!

Thanks for letting me make this product review video for you! I loved using the (product name) because it really lived up to (the promises)! I would love to do more promotional videos for you and will be sure to pass this along to my personal friends as well." Regards, (your name)

The Marketing funnel

So far we have chosen a niche that there is a large demand, created a website that will allow us to accept payments and created a method for delivering the products and services in a timely fashion.

We also hired a Craigslist poster and are in business.

There is one crucial step left. I want to talk to you now about a marketing funnel. I want you to understand that the majority of money that you will make will NOT be on your initial sale but by following up with clients and offering more services!

The most effective way to make money is to sell additional services to clients you sold in the past. There are several ways to do this. After you make a sale you need to add their e-mail to a list of buyers that you will keep.

This can be done by creating an opt in page (harvests emails) and after someone makes a purchase, offering them a reason to give you their email address.

You can also get their email at the time of the purchase.

This is not rocket science but yet most marketers do not build a list of people that have bought from them. I am uncertain why because most of the money made in marketing is by selling and reselling products to THESE people.

Once you have these names send out additional offers related to your main offer and you can make steady money.

Conclusion

I have shown you how taking a proven and in demand business service niche and leveraging other people's work can earn you a great deal of money. The concept is simple but sound. The idea is to build a lasting business that provides solutions that other businesses need and are willing to pay for.

By implementing and developing a simple website, creating some graphic artwork that promotes the service, outsourcing the advertising to a Craigslist poster and then taking orders processing them with outsourcers to either SEO MALL or Fiverr, you have a 100% viable business that will earn you lots of money for the minimum amount of work.

Once you have set this up correctly, you can do this over and over, in a variety of different niches so that you have multiple income streams flowing for you.

Again remember this is only as complicated as you choose to make it. The whole process can be set up in no time.

Stick to your guns, give this some time, promote the heck out of it and let the outsourcers do all the heavy lifting.

This is a proven business model that WILL make you money.

Now GO! Make it HAPPEN!