

# 10 Ways in 7 Days



**Your Step by Step Guide to Making \$700  
in Seven Days**

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## The Potential of This Report

Without hype or the slightest exaggeration, the Internet is the single largest economic gateway the world has ever known. Never before has it been so easy for a person to generate revenue from their own home and attain financial independence. And yes, examples like Yahoo, Google, and e-Bay are the superstars of the e-world, the Internet still presents anyone with a computer and access to the web the potential to make exponential profit.

Of course, with any new medium comes new rules, procedures, and a host of undiscovered problems to overcome. By now we are all aware that the DotCom bubble burst and took millions of investors and thousands of businesses down with it. Are there risks on the Internet today for someone looking to go into business for themselves? Of course there are—but is there a risk that your job could be outsourced tomorrow or the entire company relocated to Asia?

Quite simply, this report is not intended to mislead the reader into believing that there are not genuine risks associated with any long-term business venture—because there will always be risks and they are what creates the potential for profit. This report will not promise that the reader can make millions with only an hour or two of effort each day like many of the sales pages you see on the web today. So what does this report promise for the reader?

This report promises that \$700 in 7 days is a mere drop in the bucket when it comes to the potential of making money on the Internet. Millions more surfers are hopping online every year adding to the already massive market created by the Internet. While risk is associated with any legitimate business opportunity, accurate information helps lower those risks and improve your odds for success.

In this report, you will find 10 ways to \$700 in 7 days on the Internet. The principles behind every one of these methods can be replicated over and over again—and thus have the potential to evolve from mere revenue streams and become a significant e-business with repeat customers and an expanding client base. Reading this report could very well become a defining moment in your life when you stop thinking “defensively” about your career (i.e., ‘Will I lose my job to outsourcing?’) and begin the offensive towards financial independence and security. Please, feel

free to read and then re-read any section that you think best suits your skills, financial circumstances, and interest!

# **The Power of e-Bay**

## **Part I**

With millions of visitors each day and cars, dining sets, jewelry, and even advertising space being sold on a pregnant woman's belly, E-bay is a crowning success on the Internet and proof positive of its astounding potential for profit and opportunity. Of course, there are literally hundreds of detailed books out there promising to help one and all make big profits selling their "gently used" household items and collectibles. This report will not pretend to go into the detail of any of these other resources but will provide the reader with an overview of the auction side of the e-Bay business along with tips and strategies to help optimize success and make \$700 in 7 days—or thereabouts!!

### **Cold Hard Facts About e-Bay**

Make no mistake about it—the idea of making money from the comfort and privacy of your home is very alluring. So, when someone hears that they can take a picture of their old unwanted items and sell them to the highest bidder to the point of perhaps even quitting their job and doing so full-time—well, many of us leap before really thinking it through.

### **Inflated Profit Myth**

If you post enough items or those with enough value, there is no doubt that you will make your \$700 in about a week—but is that really what you made? One of the biggest mistakes made by newbies to the e-Bay scene is to overestimate the amount of profit made from every sale. In truth, the profit would be the difference between what was originally paid for the auctioned item and what it sold for (not including any potential profit from shipping).

However, because many believe that since they plan to never replace the item that all proceeds from the sale are thus profit, a self-destructive cycle begins. At the end of the day, a business must generate a product or perform some type of service. Unless there is a structured plan to continually obtain more products to sell for profit, your home will eventually be empty and your cash flow will come to a screeching halt.

## **Sustained and Successful e-Bay Auction Strategies**

- **Concentrate on niche market**
- **Writing Sales Copy for Web**
- **Reinvest consistent percentage of profits**
- **Build solid reputation**
- **Market your company and services using sources outside e-Bay**
- **Diversify**

### **Niche Market**

To raise capital for more merchandise and to make your \$700 in a week, you will most likely auction off clothes, sporting equipment, old doll collections...etc. But when you have sold your item, packaged and shipped it safely, and received your money—what do you invest in?

The Internet and the search engines that essentially guide people through the Information Superhighway are great at getting surfers to the products they want. However, to make more money on e-Bay or in any Internet Marketing venture—you need to concentrate on a specific niche. This will help you save money because you can lump lower end products together in a “lot” sale. Plus, by consistently selling products from the same niche, it will be easier to standardize processes, vendors, and to become a true expert in your field.

Now there are really two ways to choose a niche market: with your heart or with your head. If you love antique furniture then it would be perfectly natural to want to sell items from this large niche. However, antiques and furniture are not the most popular categories and they can be big items in your inventory—failing to make a sale or two may cause a cash flow crunch or you to take a large loss. It can sometimes be more difficult to maintain objectivity and make sound business decisions when you develop a personal attachment to the merchandise.

To help you find your niche, you may want to visit <http://pulse.ebay.com/>. From this page, you can discover the most popular item searches that day to see what is hot. While you may not want or be able to sell those particular items, you should be able to see a trend or dominant category. For instance, the most popular items searched on e-Bay when this report was written include:

1. PS3
2. wii
3. Playstation 3
4. Nintendo
5. Xbox360
6. TMX Elmo
7. iPod
8. PSP
9. iPod Nano
10. Apple iPod

As you can see, the entertainment electronics genre is a very, very popular category right now with some dominant sub-niches developing. However, if you wanted to follow your passion and sell antique furniture, you could also check on Pulse to find the most popular search terms relating to that category as well so it is a very useful tool in both finding your niche and learning the market better. The important thing to remember is that the Internet naturally favors the creation of niches so you need to specialize early on—no matter what!

### **Writing Sales Copy**

If you have any hope of selling \$700 worth of merchandise on e-Bay in a week or less—the good news is that you don't have to write that “killer sales copy” in order to be successful. However, there is a distinctive difference between copy writing for print...and crafting copy for the Internet. To get the maximum number of people to view your product and potentially place a bid—you need to write descriptive copy that is accurate and keyword rich—especially the title.

What you really need to understand about e-Bay in order to get the most people to view your object, increase the bidding pool, and ultimately drive up traffic—is the words those potential customers are using to find your product. Using the same Pulse feature, you can determine the best keywords to use when creating your ad for the product. It is especially important to use the keyword in the headline or title but don't be afraid to look at other ads selling similar products for inspiration and to borrow some good ideas! The copy needs to be descriptive, accurate, and be keyword rich in order to be pull potential bidders in and possibly boost your profits.

### **Consistently Reinvest in Business**

If you are only looking to raise \$700 in a week or so while possibly cleaning out your attic or garage, then there is no need to reinvest profits. But if you are looking to start a revenue stream and grow it into larger, then you will need to invest a consistent percentage of your profits into the company. Just a few of the common necessities most Internet businesses, including e-Bay auctioneers, need in the first two years include:

- **Accounting/Tax Software**
- **Server/Other Computer Hardware and Equipment**
- **Office Supplies**
- **Increased Office Space**

If you were an e-Bay auctioneer who specialized in refinishing/repairing old antique furniture and then reselling it for a profit, then you would possibly invest in tools and equipment related to that activity. The point here is that for tax deductions and the possibility of building the business to a higher, more consistent level, you must reinvest a significant portion of your profits.

Ultimately, your determination and consistent hard work will pay off and you will start building a solid reputation as an honest and dependable business. In time and to grow your business even further, you will want to market your products or services in venues outside of e-Bay. Ideally, diversification will become a priority as you look to grow the business through new revenue streams that help solidify your financial foundation.

Yes, you can make \$700 or more in 7 days or less on e-Bay (although it may take a little more time for the funds to transfer into your actual checking account) selling off collectibles, furniture, and other unneeded items that have accumulated over the years. Your initial cost (if selling merchandise that ultimately sold for \$700) would include the Insertion Fees (\$4.80) and another \$20 or so in Final Value Fees (you are assessed 5.25% on the first \$25 of the final sale price and then 3.25% on the remaining amount which in this case is \$675 X .0325%, or roughly \$20).

Other fees and/or costs that may eat into your bottom line include:

- **Paypal or other merchant account fees**



- Electronic transfer fees by your bank
- Buy It Now Fees
- Seller Tool Fees
- eBay Picture Service Fees
- Listing Upgrade Fees
- Reserve Fees

eBay does indeed offer a lot of bells that can really wreak havoc on your bottom line but the basic listing service, a compelling ad with relevant keywords, and a little hard work is all you should need to successfully sell \$700 in 7 days and walk away with approximately \$650 in actual money. Remember, this is not actual profit in the classic sense but you could use that money to secure more merchandise and begin establishing yourself as a legitimate force to reckon with....or, you could go out and splurge on something you don't really need and return back to your job the following day no closer to financial independence.

Six million people visit eBay every day and you really can turn your old unwanted things, a computer, digital camera, and an Internet connection into a sustainable and growing home-based business. Most people, however, just use it to raise a little extra "mad money" and fail to realize the true potential...will you?

## Opt-In e-Mail Marketing—With a Kick!

Most of us already know about opt-in marketing because we have subscribed to some service or wanted to learn more about some product or service being offered on the Internet. In many cases, we simply ignore these e-mails because we really don't need their product or service any longer and perhaps not even when we gave out our e-mail address. So, if we ourselves have signed up and given our e-mail address in return for the use of some service or to receive free information or products—but then not been inclined to even read any of the subsequent e-mails—then why should we be inclined to think that we could possibly make \$700 in 7 days using the same dysfunctional system?

Like any proven and effective system or strategy, there will always be the extremes. Essentially, opt-in e-mail marketing is truly the most effective means to receive qualified leads via a precision marketing effort—when done properly. Unfortunately, many marketers have went with the “size matters” approach and built massive lists of names and then deluged them continually with autoresponders that were poorly crafted and not targeted to any specific market. Thus, they were watered down and alienated their potential audience. Typically, using the “shotgun” approach with a huge list might get someone a 1% conversion rate on actual sales.

However, it is possible to make the same number of sales using a list of 1,000 names as someone using a massive list of 100,000. Many website owners, however, decide that copywriting is key while ignoring the most obvious reason for low conversion rates: the product or service is being marketed to the wrong people! To be successful and to have any chance of making \$700 in 7 days or less—you need to have a targeted list of names. But how do you get this list of targeted names?

Before you can even think about getting together a list for an opt-in e-mail marketing campaign, you need two things:

1. A product or service with real value (if you currently don't have anything to sell, then becoming an affiliate on some site like Clickbank.com is a fast way to secure a legitimate and valuable product to market) in a targeted niche market

## 2. To Know Who Your Potential Customers Are

- a) Who is your ideal customer?
- b) What do they like? What do they hate?
- c) What are they expecting or looking for when buying this product or service?

One-half of the battle in any successful opt-in e-mail marketing campaign is the message or the actual content of the copy writing. You need to know your customers and be able to communicate to them using their language and addressing their needs. This will help you craft more effective copy and develop a true rapport with your potential and future customers.

The second half of the battle—the one that most people struggle with and fail because of—is building that list of targeted leads. Some people opt to build a list using pay-per-click. Yes, you can definitely build that list using this option but it can be expensive and the leads do not tend to be nearly as targeted as you would hope. Creating a new website with a sign-up offer is another option but this definitely exceeds our 7 day goal and is another expensive proposition that may still end in failure if the market is too competitive. A joint venture would probably be the ideal answer to your list dilemma but how many people want to cut loose with a truly targeted list of names without wanting the moon in return?

### **The Power of Co-Registration**

If you want to make \$700 or more in 7 days or less than you are going to need an effective list filled with people likely to buy your product or service. Fortunately, there are reputable businesses out there that provide a means to secure your list: co-registration.

Essentially, co-registration allows you to buy subscribers and thus build your list—fast!! There are some services that create specialized lists through a process of screening and thus provide clients with certain customer “types”—or those likely to buy a product or service from a specific niche. While this is certainly no free service being offered, you can secure qualified leads for as little as \$.15 each! That is as much as you might pay for some keywords on Adwords but for a far more concentrated and focused list of names!

Co-registration allows you to focus your marketing efforts on those most likely to buy your products or services—all you need to do is identify who your customers are and then concentrate all your efforts on the conversions. While not everyone who opts in will eventually buy your products, those who give their e-mail addy have at least indicated they had an interest and therefore might be likely to buy some later product down the road—so always keep that list because it truly is the value in any e-commerce venture!

To recap, here is what you need to do in order to make \$700 in 7 days using opt-in e-mail marketing:

- Identify niche market and secure/create products or services to fulfill needs of the market. Tighter, more targeted niche markets are ideal and will give you the best chance for profits using opt-in e-mail marketing.
- Convert landing page into squeeze page (typically, a website will give an information product away as a free gift in order to convince people to give them their e-mail address) to compel visitors to “opt-in” in order to receive a free gift or some form of incentive
- Find co-registration service that meets your needs and secure a list of qualified leads
- Create series of direct e-mails (autoresponders) using conversational copy writing. Continue to tweak and hone the language until the conversion rates are acceptable.

For ongoing success, you want to continually develop new products and material that offers a true benefit to people on your list. You don’t need to send out e-mails every other day to keep your list relevant and filled with people still interested in your particular niche—1 or 2 e-mails per month is sufficient if they are well written and contain true benefits to the reader.

At its very simplest, opt-in e-mail marketing boils down to building a list of people interested in your particular niche—and then developing and nurturing that relationship by sending out e-mails periodically that provide useful information while selling your business.

Is it possible to make \$700 in 7 days or less with opt-in e-mail marketing? Yes!! With a useful and relevant product or service, an effective series of targeted e-mails, and the use of a reputable co-registration service to secure a list of qualified leads—you can indeed make \$700 or more in a week or less on the Internet!

# Affiliate Marketing

## Part I

Affiliate marketing can sometimes appear to be too good to be true and there are many who fail miserably at generating revenue using this method. Unfortunately, only one fifth of affiliate marketers generate four-fifths of all the revenue leaving just 20 percent for everyone else to fight over. While this may not appear to be a very good route to take when trying to make \$700 in 7 days, the truth is that you can succeed using this method. In particular, this section was written for website owners who already sell products to boost their revenue by \$700 or more in a week or less using affiliate marketing.

### Affiliate Marketing Basics

The premise behind affiliate marketing for those who already have a website is very simple: you sell related but not competing products on your website as an affiliate and in return you receive a commission (which can range all the way up to 75% in some cases but it is more common to see the commission in the 25-50% range). For instance, if you ran a website selling fireplace screens, you might become an affiliate for someone selling basket holders, candelabras, and other products that relate to your site but do not directly compete with it. Every time someone linked over to the other site and made a purchase, you would receive the agreed upon commission—simple as that!

Clickbank is a very popular site to find affiliate opportunities that can create new revenue streams and boost profits dramatically. The site specializes in e-books and other information products so there is little chance of them directly competing for your sales. This site can also help you identify trends in the market as well as niche topics to concentrate upon. However, this is just one site and there are literally thousands of affiliate opportunities out there that could enhance your online presence, increase sales, and enhance the professional image of your e-enterprise. To successfully boost revenue by \$700 in a week or less, make certain to do the following:

- **Choose Products with Care:** Since affiliate marketing means that visitors to your site are being directed to another that you personally recommend, be sure that those products/services are reputable and confer a true benefit upon the visitor. Otherwise, your own traffic will begin to suffer along with your sales. Successful affiliate marketing requires the trust of your visitors so don't allow high commission rates affect your better judgment—only recommend products that you would personally use and find benefit from.
- **Testimonial:** If you are going to be putting your reputation on the line, then be sure to “sample the goods” before placing your stamp of approval and creating an affiliate link. If the product does not deliver on the promises made in the sales copy—run, don't walk! There are thousands of great opportunities out there to genuinely enhance your revenue by \$700 or more in a week or less so be sure to choose carefully and do your homework.
- **Cloak Affiliate Links:** Research has proven that visitors are much less likely to click on your link if they see it is leading to an affiliate program (maybe they feel they can get a better deal or more information by going to the site directly). There are a number of services and programs that will help you hide your URL so be sure to use one before placing the link.
- **Create Monthly Newsletter:** Anything that enhances your site with useful, relevant content will ultimately help your affiliate sales. While this particular step will not immediately boost revenue by \$700 in less than a week, it is very useful in establishing a long-term and very profitable affiliate program.
- **Become an Expert:** Related to the advice above, this simply relates to your site being viewed as a reliable source of accurate information about a particular topic or niche. If your site appears gimmicky or is filled with a bunch of high-intensity and hyped sales pages, then traffic will begin to disappear and the spiders will consider your site to be less relevant. Keeping your site loaded with SEO content that is both useful and accurate is essential to establishing and maintaining a successful revenue stream from affiliate marketing.

Of course, you can also use affiliate marketing as your primary source of revenue as opposed to merely supplementing your existing e-business. However, becoming an affiliate and selling complementary products is a very viable method of increasing revenue by \$700 in a week or less. We will discuss how to make \$700 in 7 days solely through affiliate marketing in a later section.



## Bum Marketing

People are sometimes confused by “Bum” marketing because it is essentially the same thing as Article marketing. In truth and without a good deal of luck and amazing timing, it would be very difficult to make \$700 in a week or less using this method of Internet Marketing. However, seeing that Bum marketing is both free and highly effective at generating revenue especially as time goes on, we have included this section as it is one of the surest ways to make money via Internet marketing. Here is all you will need to get started:

- Niche market that can still be explored
- Computer/Internet connection
- Merchant Account (like Paypal)
- Keyword Selection Tool or a lot of research
- Write informative articles
- Submit articles to popular websites

Bum marketing is indeed simple in premise but you need to do your homework, be consistent, and simply write informative articles on a topic with marketing potential. Sounds pretty easy, right?

Finding your niche market to explore is going to be the challenging part because it involves several different components. In truth, bum marketing is really a subset of affiliate marketing. In other words, you are helping to sell someone else’s products or services for a commission. The basic idea is that you write an informative, useful article on a topic related to what you were hoping to market. At the end of that article, you embed a link that the reader can use to follow to whatever you happen to be marketing—if they make a buy, then money is wired into your merchant account.

Bum marketing is based on the premise that you can “bum” the ranking of the popular websites where you post the articles. So, when someone is looking for “Betta Breeding Tanks”, in theory your article would be pulled up on the first page of the search engine so long as it was optimized

for that keyword and the sites where you posted it were considered to be relevant and useful according to the search engines. And that is where it starts to get complicated...

Ninety percent of all Internet users find what they need by using a search engine. Keyword phrases are vital to search engines because they help determine the relevancy and usefulness of each article. Search engines love original content and they employ very complicated and secret algorithms meant to sort out and find the best material on any given keyword phrase. The only problem is that there are literally thousands of people out there competing for these keywords making it very, very difficult to land on the first pages of the search engine results—which is really the only place you want to be if you are to be successful in any kind of marketing!

In other words, let's stick with Betta breeding tanks as the product you want to market. To write the content that gets posted to the popular websites, you must first decide on the keyword phrase to target. Of course, Betta breeding tanks is a keyword phrase but there would be far too many people targeting this phrase for you to have a legitimate shot of making the first page of the search engines. Instead, you want to try and find keyword phrases that people actually use to find breeding tanks for Betta—just not the most popular ones.

If funds are limited and you really want to make this a truly free marketing effort, you can use free keyword selector tools like Overture (at <http://www.inventory.overture.com/d/searchinventory/suggestion/>) or even Yooter (at <http://www.yooter.com>) to help find low competition keywords with which to write your content around. While “Betta breeding tanks” may have too many people vying for it, something like “Betta breeding tank setup” would be both a great topic for content but also an easier keyphrase to make the first page of the major search engines.

As the Internet currently stands, bum or article marketing will continue to be successful means of generating significant revenue. Right now, the search engines are determining the winners from the losers and directly almost all traffic in one form or another. Search engines love fresh, original, and relevant content which is why bum and article marketing continue to be so effective.

However, it is not the intention of this report to mislead in any way. Only in the absolute best of circumstances could you make \$700 in a week or less using bum or article marketing. We have included this method in the report because it remains one of the most reliable means of generating significant and consistent revenue on the web. With consistent effort and the right niche, you can far exceed that \$700 weekly figure.

It is certainly very possible to attain the \$700/week figure in 30 days or less without spending a dime using article or bum marketing and it remains one of the best and surest methods for learning the world of Internet marketing from the ground up. Many of the best minds in the Internet marketing world today began as article marketers and then began to diversify and spread out as their knowledge and profits increased. It is for this reason that we include this in our report and believe it to be one of the safest and surest ways of building an income stream on the Internet today and far into the future.

# Affiliate Marketing

## Part II

If you do not already have a website and thus have no existing products to sell nor complementary products to become an affiliate for, then you will need one to become a successful full-time affiliate. Unlike a website owner merely creating a new revenue stream by becoming an affiliate for a complementary product or service, the full time affiliate is essentially a full-time salesperson. Affiliates need their own websites because they essentially get paid by placing links on as many relevant and useful web pages as possible and then getting people to click on those links—sometimes they are paid when the link itself is clicked or when a person buys a product via an embedded link.

There are a number of web hosting sites and software packages that have website templates and easy-to-use programs that can literally have you up and running in a few hours. Remember, the majority of your potential audience is surfing the web via dial-up so try to avoid the fancy, complicated graphics because they can really slow download time and cause potential customers to become frustrated and leave—possibly to never return!

Aside from a functional platform that will help you promote products, the most important element of any successful affiliate marketing pro is selling useful products in a specific and targeted niche. Some topics, such as those related to health and beauty, are so dense and fiercely competitive that it becomes almost impossible to find something to promote without running into thousands of competitors. Thus, you want to concentrate on finding a niche. In fact, this is known as affiliate niche marketing and this is the surest path to making \$700 in a week or less.

Finding the right niche will depend upon the available products, how competitive the market is, and the availability of keywords to help promote the products. But, once you have done your homework and located the perfect niche and 4-5 products to promote, how do you actually make any money?

Remember, 80% of all the revenue generated by affiliates is done so by the top 20%. There are still a lot of people promoting AdSense and making money by having people click on links and the like...but you won't make \$700 in a week or less taking that route so concentrate on actually promoting products because the commissions are far higher and the work...well, there is still a lot of work to being a successful affiliate. To make money, you need to promote that product and here are some of your options:

- Create an e-zine
- Start a blog
- Article marketing
- Online classifieds

There is a reason why successful affiliates concentrate on a niche: because it makes them experts in that field! Plus, all the content added to the site is relevant to that niche so anyone looking for reliable information will land on the specialty site—created by the affiliate. There will be links to several related products from that site all with the potential to reel in commissions.

In addition to adding useful content to your own website, publish articles relating to the niche and then embed a link at the bottom leading readers to the site to purchase the product. Every sale made through your site will have your URL embedded in the link so that you are properly credited for the sale and receive your money.

Ideally, of course, you want a website and a database filled with people interested in your niche topic and products. Then, you just need to create e-mail autoresponder sequences to help promote new and relevant products to your loyal customers. Until you reach that point, however, you will need to post content with your links in free Internet marketing resources such as ezines, free classified ads (like Yahoo), article directories, blogs, etc.

What you are ultimately doing is branding yourself and your website as an expert in the niche topic. That way, when you recommend a product or service relating to your niche, people are

more likely to make a purchase based upon your advice. Therefore, content is critical and it needs to be accurate and reliable. Eventually, people will repost your articles on their own websites, blogs, etc. and your links, reputation, and potential for profit will grow exponentially.

Affiliate marketing is a science—not some hit or miss affair. If you consistently generate good quality content, only promote useful relevant products, concentrate on a niche market, and continue to brand yourself and your site as an expert—then affiliate marketing can quickly be transformed from a mere income stream into the path towards your financial independence.

Now, the million dollar question: Can this be done in a week or less while making at least \$700? In reality, probably not especially if starting from scratch. After all, it does take time for a site to even be indexed by Google and the other search engines so we are not promoting this as a sure-fire method of making \$700 in a week or less. But, for long term profitability and unlimited growth potential, a consistent affiliate marketing effort is one of the best ways to make money via Internet marketing. It may take around 30 days to consistently generate \$700 or more a week, but that number will continue to grow along with your content, knowledge, and expertise in your niche topic.

## Create an e-Book for Distribution

The amazing success and vitality of Clickbank is testimony to the size and demand of the market for information products like e-Books. The price charged for an e-book varies according to the demand with many books selling for under \$50 but some of the top-end products can command \$1,000 or more! Without question, it is very possible to market and distribute an e-book and make \$700 or more in less than a week...if you have the book already written!

Now if you don't have an e-book written—don't worry! Including research time, it is possible to write and distribute one e-book a month and far surpass your goal of \$700. Like just about every form of e-trade, however, your success or failure will depend greatly upon your ability to identify niche markets that can be explored for profit while crafting useful and relevant content that people will genuinely have a need for.

Clickbank and e-Bay are both great places to find out what's hot and what's not. Of course, the trick is not to jump into the hottest category (like Internet marketing!!) directly because that would be fiercely competitive and difficult at best when it comes to actually generating a decent profit. Instead, concentrate on a specific angle or facet of Internet marketing like "Using Co-Sponsorship Sites To Build Retirement Fund"...well, you get the idea!

Let's assume that you already have the perfect niche topic to write about and have even went so far as to find out that there is indeed a demand for information products on this topic...now what?

### Writing vs. Outsourcing

Frankly, not everyone is cut out to be a writer and there is nothing to be ashamed of if this happens to apply to you nor should it discourage you from producing an e-book especially if you have a good niche topic in mind. The great thing about the Internet is that it connects people in need of services with those that supply those services.

There are literally thousands of competent and professional freelance writers out there that either lack the marketing expertise, vision, or funding necessary to produce their own e-books. These

professionals will write your entire e-book and sell you the rights to market it—for a negotiable fee. Websites like Elance.com and Sologig.com connect writers with people needing e-books and other types of web content for a fee. Just be sure to check the feedback of the provider, ask for relevant writing samples, and establish firm delivery milestones in order to best ensure timely delivery of quality content.

Even if you do decide to write the e-book yourself, sometimes it is just a good idea to have another writer look it over and edit the work so that it is more professional and concise. Prices charged by freelance providers varies considerably especially considering the vast diversity of nations from which they come. Editing services are usually less expensive but make no mistake: using a freelance writer to complete your e-book will greatly add to the cost of the project but may ultimately make you more money in the long run if the writing is exceptional and the marketing campaign effective.

If you do decide to write the e-book yourself, be sure to organize it from beginning to end to ensure the highest quality and that you actually complete it. Typical e-books range in size from 80-120 pages so bear that in mind when planning your book. It is best to avoid fluff and have a smaller e-book than one that is long-winded and filled with useless or anecdotal information. Try to include royalty-free pictures whenever possible and to help break up the endless wording. There are numerous free pic art sites and a large number of paid sites that have millions of images to help complement and enhance your e-book (and thus boost sales).

### **Selling Your e-Book**

Clickbank is definitely your best bet when it comes to selling and marketing your e-book. Thousands of affiliates comb Clickbank each day looking for information products to market to their distribution lists. Naturally, to properly motivate the troops and have a legitimate shot at selling enough books to make and exceed your \$700 goal, you need to offer an attractive commission. While you may not like the idea, actually offering a commission of 75% may lead to the most sales and profits but you will not want to go above 50% in most cases. The 75% figure makes you seem desperate and should only be considered in the most dire of circumstances.



In truth, most affiliates have businesses on the side or so many products on the burner that they just don't have the time or inclination to create sales letters for your product—so you need to do it for them along with a group of autoresponders. Now, this is where most people fail because they do not appreciate the importance of marketing their product and instead believe that the affiliates are going to do all the work. Your sales letter and autoresponders need to be targeted towards your market and convince the reader that your information product is somehow going to make their lives better. Maybe it will and maybe it won't. The truth is that it won't matter if no one can get past your sales letter or the autoresponders fail to close the deal.

If you assemble a respectable marketing kit for the affiliates, write or have an e-book written on a niche topic with room to explore, and perhaps submit a few articles to the ezines helping to promote your book, you can easily create an e-book that exceeds \$700 in total profits and continues to serve as a residual income stream while enhancing your online presence and brand. This is a very attainable income stream that requires minimal start-up capital and has unlimited potential so we highly recommend this option to any and all with a flair for writing and a desire for big profits.

## Freelance Writing

In no time in history has there ever been a greater demand for writers—especially web writers! The Internet is generating millions of new pages of original content each and every day. The search engines hate plagiarized material and absolutely love original content. Because 9 out of every 10 Internet surfers find what they are looking for by using a search engine, this means that original content is absolutely vital to the long term success of any e-business or online presence. Hence, the greatest need for quality writing and the writers to compile it that the world has ever known.

Let's answer the big question first: Is it possible to make \$700 in 7 days or less with freelance writing? **YES!!** Of course, the only real catch is that you actually have to be able to write for hours on end—each and every day. But, by branding your name and creating your own website, the price you command will continue to rise so long as you continue to consistently deliver quality, well-researched, informative, and readable content in the timeframe agreed upon. Indeed, even starting from scratch and only having a computer, Internet connection, credit card, and checking account—you can literally start freelance writing projects and earn \$700 or more in less than a week.

### Getting Started

- **Computer with Word, Excel, Outlook**
- **High-speed Internet connection preferred due to high amount of online research**
- **Credit Card**
- **Checking Account**
- **Portfolio items**
- **Sign-up with Freelance service**

### Portfolio

Assuming you have the computer and other basics, the big thing you will need to have a legitimate chance of earning \$700 or more in a week or less by freelancing is to create an electronic portfolio of your writing. Now before you start attaching short stories and chapters

from your great “unfinished novel”...remember, this is a business. In truth, the demand for short stories and the like is nothing compared to the commercial needs for original web content—keyword optimized content.

Most website content articles are between 350-500 words each and require a keyword density of 1-2% for search engines like Yahoo and MSN. Google, however, has more recently began adding ranking weight to articles written using latent semantic text, or LSI. These latent terms are related to the keyword and sprinkled throughout the article while the keyword itself is only repeated 2-3 times in the entire article. If the keyword were golf, for instance, latent semantic terms might include:

- Tee
- Club
- Clubhouse
- Tiger
- Woods
- Green

Your portfolio must demonstrate to a perspective buyer that you are familiar with web content and are able to generate it—and fast! Indeed, you can easily exceed your \$700 goal with freelance writing because website owners can never seem to get their hands on quality content fast enough! However, be careful not to over commit yourself because if there is one thing that will cut your freelance writing career short—its missed deadlines!

Again, this is a business and the website owners need to keep adding content to their site daily. Most have programs that automatically “drip” content in but they need to keep their reserves built up and if you miss a deadline—then they might drop in the rankings or have committed people to posting content with nothing to do. Indeed, the consequences of missed deadlines are very real so be careful and learn to be more conservative in your time estimates in the beginning until you gain more experience. Articles in your portfolio should be on topics popular to the Internet, like:

- Health and beauty topics
- Insurance articles
- Home Décor
- Investment

- Pet

- Childcare

Indeed, web content articles are the mainstay of a freelance writer's career in the early going. However, articles command anywhere from \$4-\$25 for quality content. But be careful, website owners often need batches of articles all on the same theme—so don't be surprised to find yourself bidding on a group of 25 articles relating to constipation! The first few articles may go fairly quickly but you may find your time estimate start to differ from the actual writing time as you get deeper into the topic—so again, be conservative when first estimating time requirement to complete project.

To get your feet wet and to have the best chance of making that \$700 in a week or less—it is best to concentrate on building your portfolio with web articles featuring both LSI and standard keyword density. Four or five articles should be sufficient at first to land you a project or two—just make sure they are on different topics and highlight your ability to cover a broad range of topics. However, if you want to really take your freelance writing career to new heights and more money, you will eventually need to add other items to your portfolio and master different types of content, including:

- |                  |                       |
|------------------|-----------------------|
| • Sales pages    | • Copy Writing        |
| • Autoresponders | • Resumes             |
| • White Pages    | • Press Releases/Kits |
| • E-Books        |                       |

Indeed, the opportunity for writers to make great money while working from the privacy of their own home has never been greater than right now. The insatiable need for original content and the dominance of the search engines on the Internet ensures that there will be ample opportunity for the foreseeable future. Websites like Elance.com and Guru.com offer writers and buyers the opportunity to post and bid on projects while ensuring a stable platform by which to conduct business. These sites use ratings based off of variables like: Adherence to schedule; Adherence to Cost; Quality; Communication; Professionalism, etc. The higher your ranking, the more you tend to command and the more trusted you are by potential clients. Thus, be sure to conduct

yourself in a professional manner when accepting and completing projects and you will have no trouble meeting and exceeding your goal of \$700 in a week or less!

## Viral Marketing Via Managed Membership Site

If there is one theme that should continue to resonate throughout this report is the need for your own website. Not only does this afford you a convenient platform by which to market and distribute your products and services—it allows you to study your customers and continually refine and enhance your efforts. No sales letter is complete, ever. Viral marketing is about doing little things in order to reap big rewards thanks to economy of size. It is not rocket science and you can certainly make a LOT more than \$700 in a week or less. With a true dedication to the craft and the right products, the right viral marketing campaign can generate profits in the six figures and beyond—no exaggeration.

There are three critical elements to any effective and profitable viral marketing campaign:

1. Be something unique or a new and clever twist on an existing product. Viral marketing campaigns are all about generating and sustaining momentum—if you’ve nothing to really talk about, then sustaining the drive and profits will a little more than difficult.
2. Must offer a true benefit to anyone you are hoping to “infect” with your marketing effort. Is there any incentive for the person to pass on your message? Establishing an affiliate program is a great way to offer incentive while increasing sales and building more momentum in your marketing efforts.
3. Have simple way to spread your virus or marketing message. This will be your link but one famous one to remember is the Hotmail sign-up at the bottom of all their e-mails. One the reasons why everyone now has a free e-mail account of some sort is due to Hotmail blazing the trail back in the late 90’s—it was one of the most effective viral marketing campaigns ever.

A managed membership site is an excellent platform by which to launch a successful and profitable viral marketing campaign. This will provide you with the members you need to market your products—and that is precisely why you want to make it free. Create a simple, easy to use website with relevant content on your niche topic.

The database is the true value and it is what you need for any viral marketing campaign. With that database, you have the possibility to instantly create an affiliate program and an entirely new

venue for distributing your products. While building this database, have an opt-in feature ready to go that gives people some enhanced version of your product or a better deal (make sure they can only get this deal the first time they sign up for your site or else you will create distrust in your members and kill your site). This opt-in offer is your first opportunity to sell your product and test your copy writing. Continue to test and refine the copy and increase conversion rates in the process. This will help you create sales letters and marketing packets for affiliates once your database begins to grow.

### **Instant Traffic with Pay-Per-Click**

If you are wondering who might be visiting your site especially since we have yet to discuss traffic generation—no need to worry. In fact, we are still listing this as a very legitimate means of generating at least \$700 in a week or less because of the following:

- Create site via templates and specialized software
- Pay-Per-Click advertising

If you have the money to invest then you can definitely generate \$700 or more in a week or less using viral marketing because pay-per-click will give you instant traffic. Basically, you bid on keywords relevant to your site—say \$.20 per click. If you were selling table lamps, for instance, then you might be willing to pay \$.20 per click for the keyphrase “indoor lighting” but only a nickel for something like “light fixture”. The reason?

The more popular the keyphrase, the higher you can expect to pay for it. After all, whenever someone uses this keyphrase in the search engine, the pay-per-click advertisers will be prominently featured on the first page of the search results in a special section. This is like instant traffic to your site without going through the trouble and expense of attaining a natural ranking on the first page of the search engines. Thanks to pay-per-click advertising and easy-to-use website creation software, viral marketing is a very viable option for making \$700 in 7 days or less. However, without already having a website that has been optimized for a particular niche already in place, this will method will involve some significant investment.

Yet, of all the methods mentioned in this report, viral marketing via a managed subscription website is perhaps the one with most potential. By maintaining a niche site and continuing to add quality content that has real value for your subscribers, you will be building trust and adding value to your list. That list is the true value of your business and it is what will enable you to set up affiliate programs that continue to expand your “virus” to new computers giving you more opportunity for profit. Plus, you can join other affiliate programs and market products similar to your own to your list of loyal, trusting customers—and affiliates!

You want your marketing message to spread far and wide with as little effort as possible. To accomplish this, you will need to prepare or have prepared marketing packets filled with sales letters, e-mail autoresponders, and articles for distribution. Make it as easy as possible for the affiliates to distribute your message to their own lists. This sales material should be prepared after extensive testing via an opt-in program. The copy should be written in a conversational and trusting tone that continually stresses the benefits to the customer. Continue to tweak the headlines and copy using simple A/B testing until conversion rates reach acceptable levels.

Viral marketing via a managed subscription site is a highly effective way of making serious profits on the Internet and benefiting from the massive size of the market itself. Using affiliate marketing to distribute your message and products can exponentially increase your potential reach and help you better explore the full potential of any niche market. Using special software and templates along with pay-per-click advertising, it is possible to generate the traffic necessary to make your \$700 in 7 days or less. However, by thinking long-term and consistently branding your site as a reliable authority on some niche topic and consistently adding valuable content via ezines and other methods, it is possible to truly take your Internet revenue to unprecedented heights!



## **e-Bay**

### **Part II**

Think about it for just a second: Six million visitors each and every day and all of them are there with at least an inkling to buy something. Yep, ripe for the picking if you were to think in such terms but clearly a very prime marketplace to sell goods of just about any kind—right?

What if you didn't like the idea of the whole online auction for "gently used" goods? What if you happen to live in some small dorm room or cramped duplex with barely enough room for your things—let alone some online business! What if you hated antiques and the thought of restoring old furniture was positively repulsive? Does this mean e-Bay is not for you?

#### **Drop-Shipping**

Indeed, if ever there were proof positive that the Internet is the single greatest invention of all time, then drop-shipping would be that proof. In truth, an e-Bay business built around any particular niche of used items or collectibles will hit a glass ceiling when it comes to revenue. Yes, you could expand and buy a warehouse, hire a bunch of people to scour for items in your niche to refurbish and sell on e-Bay...but, this would be an exception and not the rule.

If you really want to go beyond that \$700 and create a sustainable e-business with growth potential but don't have much in the way of capital or work space, then drop-shipping may be for you. Essentially, drop shipping allows you to buy products at wholesale prices and then sell them on your website at retail prices. The real beauty of drop shipping is that you don't even have to worry about shipping or packaging the product—the wholesaler does that for you.

People on e-Bay are not necessarily looking for an item to bid on or even something that is "gently used". The common factor that seems to reel most visitors into the site is the urge to find a great deal on something. Drop shipping permits you to sell goods at rock bottom prices that contain your company logo and address—without the expense or labor commitment involved with doing so yourself.

The key to succeeding with drop shipping is successfully driving traffic to your site while continually looking for better deals on other products in your niche that you can market. E-Bay presents one marketing option for you and you can pass on the listing fees to the customers and create “Buy Now” ads. Car lots, appliance stores, and thousands of other “brick-and-mortar” businesses advertise their products on e-Bay. Drop-shipping gives you access to wholesale prices and the ability to own an online retail business without having to sacrifice your living room in the process.

Naturally, not all wholesalers offer drop-shipping so you need to do your homework and research any potential companies offering products in your marketing niche. However, by tapping into the massive marketplace afforded by e-Bay and using drop shipping to cut down on start up costs, labor, and the expenses related to shipping—you can certainly expand well beyond that initial \$700 in 7 days and become a true force on the Internet and grow your e-business and web presence.

## Building Traffic

Traffic...it's the horse that ultimately drives sales and profits. Without it, you are dead in the water. Traffic is generated using three principle components:

- **Content**
- **Links**
- **Marketing**

### Content is King

Make no mistake about it: your site will go nowhere without high quality, reliable content that is both relevant and useful to visitors. The search engines, and Google especially, love original content and go to great lengths to ferret it out and prevent duplicate content. The search engines send out programs known as spiders who comb through your website and rank the content based upon an algorithm with over 100 variables. If your site has added new, relevant content with keywords relating to your niche used throughout, then you will move up in the rankings. If the spiders find that no new content has been added or duplicate material, you could fall in the rankings or perhaps have your site banned or suspended.

However, what many fail to realize when they begin a website is this constant need for new content. Thousands of businesses and tens of thousands of freelance writers have sprung up to fill this content void—but its never enough. Content has become a very real and consistent expense for many successful websites. While article directories and article sharing services were once popular, however, the insistence of the search engines for original content has made these strategies almost non-existent.

No matter what, the need for content will continue while your duties will increase as the business is more successful. To date, only producing the content yourself or hiring the services of a writer or Web content provider can fill this need for new information on the site. Whatever you do, do not use inferior content as filler on your site because Google and the other search engines are really developing complex algorithms that can detect and evaluate the readability and usefulness of content to an amazingly accurate degree.

Long term success via Internet marketing is dependent upon having a website that serves as an authoritative source of reliable information and content on a particular niche. Websites need new content added weekly at least, daily preferably. Blogs and other interactive forums is a great way to build content while creating the potential to copyright information and distribute it as a marketing tool and establishing links.

Content is indeed king so take care to develop some long term strategy that will keep the website growing while continuing to brand the site as an authoritative source of information. Aside from that, here are some shorter term tips to help you quickly boost traffic and make another \$700 or more in a week or less from an existing site:

- 1. Classifieds in ezines:** The best part of any Internet marketing campaign is targeted traffic. Ezine classifieds are read by thousands of people each and every day looking for information on just about anything. For \$10-40, you can place an ad in a place where you know people interested in your niche will look for products or services. Dollar for dollar, this is one of the most effective ways to boost traffic to your site.
- 2. Yahoo classifieds:** The beauty of Yahoo classifieds is that they are absolutely free unless you opt for the fancy options. With millions of visitors each and every day, Yahoo classifieds presents a quick way to boost traffic without laying out a dime so don't pass this one up.
- 3. Aggressive Linking Campaign:** Aside from content, the other critical variable to building major traffic is linking. The search engines like sites that are connected to popular sites. The more connections your site has with successful websites, the higher your natural ranking will be in the search engines. Aggressively peruse your niche and try linking with sites related to yours and networking in trade groups. The right links can make quantum leaps in your rankings so be certain to make this a priority in your efforts!
- 4. Free is Key:** People just love the idea of getting something free so don't forget that when trying to quickly boost traffic. Assemble links to cool tools visitors might find useful and somehow relevant to your niche. Create reports filled with useful, relevant information and leverage it in a squeeze page.

Always look for ways to build your list AND increase traffic. Visitors are nice...e-mail addresses are better...and sales are divine. By using these simple tips and one of the strategies outlined in this report, you can completely change your financial destiny and make a break from the 9 to 5 scene! While not every strategy will provide immediate success or even \$700 in 7 days or less in most circumstances, all will provide immediate revenue streams that can be nurtured and enhanced into a true e-business empire. This is the Electronic Age and the Internet is the future when it comes to commerce—you need a website and to develop virtual real estate while branding your business as an authority on some niche topic. Otherwise, it may only be a matter of time before globalization or outsourcing cause your job—and livelihood—to disappear. Secure your future now using Internet marketing to explore the opportunities that the world's largest marketplace has to offer!